

FRISCO COMMUNITY PLAN

CONNECT.SUSTAIN.CREATE



ACKNOWLEDGEMENTS

The Town of Frisco Community Plan was created under the direction of the residents of Frisco, the Frisco Town Council and the Frisco Planning Commission.

A special thanks goes to the residents of Frisco, who contributed their valuable time, skills and input during the update process.

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**Frisco Community Plan
Adopted by the Frisco Town Council on July 26, 2011**

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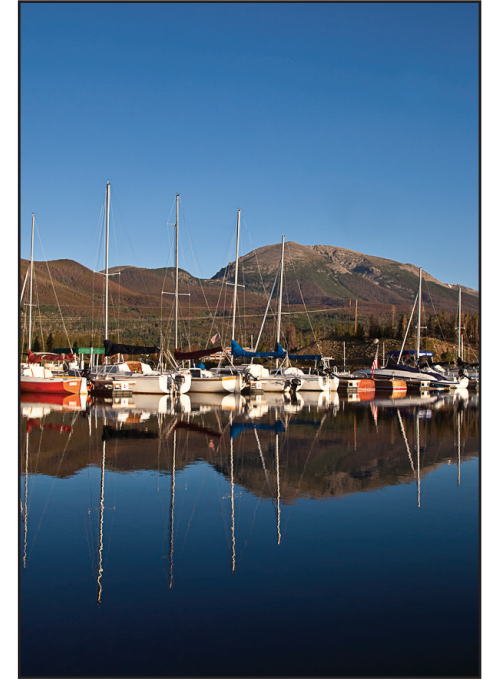
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PLAN OVERVIEW

The Frisco Town Charter requires that the Town's master plan be updated every five years in order to respond to changing times. The 2011 master plan update is titled the "Frisco Community Plan." Periodically updating the Frisco master plan is a critical step in the process to maintain a vibrant mountain town, balance the town's reputation as a great destination, ensure a strong yet diverse economic base, and preserve our quality of life. The community realizes intentional planning for the future is necessary to ensure that the Town of Frisco continues to evolve as a resilient community.

Purpose ~ The Frisco Community Plan's purpose is to identify common values and guide direction to *connect, sustain and create* the future of the Town of Frisco over the next 5 years.

- *Connect* ~ Connections are a core tenet of the Frisco Community Plan; they reflect the way people, organizations and neighbors relate to each other in the Frisco community. Connections help to address needs of the community.

- *Sustain* ~ Everything is interrelated. Sustainability is the fundamental approach of the Frisco Community Plan; it recognizes the social, environmental and economic influences on the community, and aims over the long-term to balance these influences to support community success.

- *Create* ~ Creation of lasting community relationships is an important aspect of the Frisco Community Plan. The plan creates the community's direction for a preferred future of Frisco.

The Frisco Community Plan is advisory and is the Town's guide for policies, programs and investments to the community. The community recognizes a shared responsibility for the continued success of Frisco, and this plan aims to assist residents, Town Council, Planning Commission, appointed advisory boards and Town staff in decision-making.

Format ~ Chapters 1 through 3 of the Frisco Community Plan identifies aspects of a preferred future for the Town of Frisco. These chapters provide the background for community decision-making.

- Chapter 1 identifies the community's shared values; what values are important collectively to members of the Frisco community to ensure Frisco's vibrancy.

- Chapter 2 identifies the community's direction for the future, and outlines ten quality of life statements and associated criteria for implementation.

- Chapter 3 identifies typography of the community with maps, of Frisco's physical layout and land uses.



CHAPTER 1: SHARED COMMUNITY VALUES

All members of the Frisco community value today and believe in the future of the town. Residents recognize that as members of the Frisco community, we hold a variety of beliefs. Collectively, we recognize that our shared beliefs and values help define what it means to be part of the Frisco community. Shared values create the structure for finding common ground between members of the community. As a community, we may not always agree with each other, but collectively the community shares the following six core values.

Frisco is a vibrant mountain community where we collectively value:

- **knowing our neighbors.** *Knowing our neighbors enables us to be connected to one another.*
- **diversity.** *We respect each other's stories and who we are ~ youth, seniors, old timers, newcomers, business owners, full-time residents and second homeowners.*
- **friendliness.** *We embrace being helpful and cooperative to our visitors and fellow residents.*
- **all voices being heard.** *We recognize all thoughts and ideas are important to hear and understand.*
- **adaptability.** *To be successful and resilient, we must be able to respond to changing circumstances.*
- **connections.** *We seek common ground to create positive relationships and creative solutions.*



CHAPTER 2. COMMUNITY DIRECTION

The Frisco Community embraces itself as a vibrant mountain town, and seeks opportunities to enhance and maintain vibrancy through art and culture, the built environment, community services, energy, the economy, health and well-being, housing, natural resources, recreation and transportation. ~ Community Plan Quality of Life statement

It is vitally important for the community to seek opportunities and investments that further enhance the town's quality of life. Ten quality of life direction statements and associated criteria are identified to provide guidance to connect, sustain and create the community's preferred future for Frisco.

The community recognizes that the ten quality of life direction statements are all interrelated, and as community decisions are made, the approach must be to find balance within and between these topics.

Art & Culture

Frisco is a community that celebrates its history, honors its eclectic influences and promotes artistic and cultural opportunities.

- A&C 1. Preserve and enhance the Town's historic resources.
- A&C 2. Enhance Frisco as a cohesive community, which includes full-time residents, second homeowners, businesses and visitors.
- A&C 3. Promote public art.
- A&C 4. Improve existing community programs and/or explore opportunities to develop new effective programs to benefit Frisco.
- A&C 5. Celebrate and highlight Frisco's heritage.

Built Environment

Frisco is a community that encourages land uses and architectural styles to fit its mountain town identity, and strives for development with sustainable design, materials and practices.

- BE 1. Encourage eclectic and sustainable designs for new construction and redevelopment to enhance the community's character.
- BE 2. Ensure the design of Frisco's public spaces, streets and pathways reflect Frisco's mountain town character.
- BE 3. Preserve and enhance the Main Street area as the heart of the community.
- BE 4. Enhance the Summit Boulevard area as a primary gateway and as a functional and efficient economic center of the town.
- BE 5. Promote attractive and safe connections between all areas and sections of the town.



CHAPTER 2. COMMUNITY DIRECTION

Community Services

Frisco is a community that expects quality community services, and seeks to ensure adequate resources are available over the long-term.

- CS 1. Ensure Town government efficiencies and cost effectiveness.
- CS 2. Provide a sufficient level of quality Town services, maintain existing Town infrastructure and lead by example to promote cost-effective sustainable practices.
- CS 3. Improve communication between Town officials and the community.
- CS 4. Encourage community involvement for the establishment of Town government programs, services and policies.
- CS 5. Support efforts of non-profit organizations that enhance the lives of Frisco's residents and businesses.



Energy

Frisco is a community that supports zero waste principles, encourages use of clean energy opportunities and promotes resource conservation.

- EN 1. Explore and implement cost effective options for utilizing alternative energy sources for Town government infrastructure, buildings and vehicles.
- EN 2. Continue to promote zero-waste community events.
- EN 3. Promote zero-waste opportunities for residents and businesses.
- EN 4. Encourage the use of recycled materials, renewable energy sources and the use of green and energy efficient building practices.
- EN 5. Promote conservation and use of resources to maintain a sustainable community for generations to come.

Economy

Frisco is a community that promotes a diverse, sustainable, year-round economy.

- EC 1. Develop economic strategies to encourage a diversity of commercial businesses in town.
- EC 2. Continue to promote the town as a year-round destination.
- EC 3. Encourage and direct economic growth.
- EC 4. Allocate public resources to effectively support and encourage cost-effective private investments that enhance the community.
- EC 5. Support the creation and outlet for local markets and support local workforce policies.

CHAPTER 2. COMMUNITY DIRECTION

Housing

Frisco is a community that recognizes the importance of ensuring a variety of housing opportunities are available for people to live and work here.

- HS 1. Encourage a mixture of housing unit sizes and types within new residential developments.
- HS 2. Ensure new housing is compatible with adjacent properties and compliments existing neighborhoods.
- HS 3. Provide a variety of affordable housing opportunities, regulations and/or programs that meet the needs of the Frisco residents.
- HS 4. Promote and encourage public/private partnerships for the development of affordable housing to achieve the highest quality housing possible.
- HS 5. Implement strategies that complement existing housing programs to ensure a diverse community.



Health & Well-being

Frisco is a community that promotes healthy lifestyles, which support good physical health and mental well-being.

- HW 1. Recognize and promote opportunities for physical activity.
- HW 2. Support efforts to promote healthy eating and lifestyle choices.
- HW 3. Implement walkability (includes pedestrians, bikes, etc.) concepts into Town government land use regulations.
- HW 4. Promote opportunities to encourage community participation and neighborhood events.
- HW 5. Provide community gathering spaces for people, groups and organizations, to enhance Frisco's character.

Natural Resources

Frisco is a community that protects its natural resources, and promotes sustainable practices and policies.

- NR 1. Protect and preserve surrounding natural areas that contribute to and enhance the community's mountain character.
- NR 2. Ensure scenic viewsheds of locally identified points of interest, including Mt Royal, Wichita, Chief, Buffalo, and Dillon Reservoir/ Continental Divide, are maintained as practical as possible.
- NR 3. Cooperatively work with Denver Water, the US Forest Service, Summit County government, and other municipal and county agencies to preserve, enhance and manage natural areas.
- NR 4. Manage noxious weeds, protect water quality and water quantity, promote reforestation and reduce light pollution throughout the community.
- NR 5. Educate residents, businesses and visitors on sustainable practices to maintain Frisco's natural resources.

CHAPTER 2. COMMUNITY DIRECTION

Recreation

Frisco is a community that celebrates active mountain lifestyles and promotes its diverse year-round recreational opportunities.

- RE 1. Produce community recreational opportunities and programs for all ages.
- RE 2. Coordinate with the US Forest Service to maintain, enhance and expand the local public trails.
- RE 3. Coordinate with Denver Water to enhance amenities at the Frisco Bay Marina and along Frisco's shoreline with the Dillon Reservoir.
- RE 4. Support efforts to develop public spaces that provide recreational diversity and enhance Frisco's vitality.
- RE 5. Continue to enhance the Town's park and recreational areas to provide diverse recreational opportunities.



Transportation & Mobility

Frisco is a community that provides a safe and efficient multi-modal transportation system, and promotes walkability, bicycling and alternative modes of travel.

- TM 1. Enhance non-vehicular (pedestrians, bicyclists, etc.) safety in commercial core areas with sidewalks, lighting, bike racks, and crosswalks.
- TM 2. Maintain the town's paved pathway system, and enhance connections to the community's neighborhoods, parks, commercial areas and to the county-wide recpath system.
- TM 3. Support transportation programs that provide regional and local connections.
- TM 4. Explore options for improved traffic circulation, access and connections throughout town.
- TM 5. Participate in regional transportation planning efforts, which contribute to the town.



CHAPTER 3. FRISCO MAPS

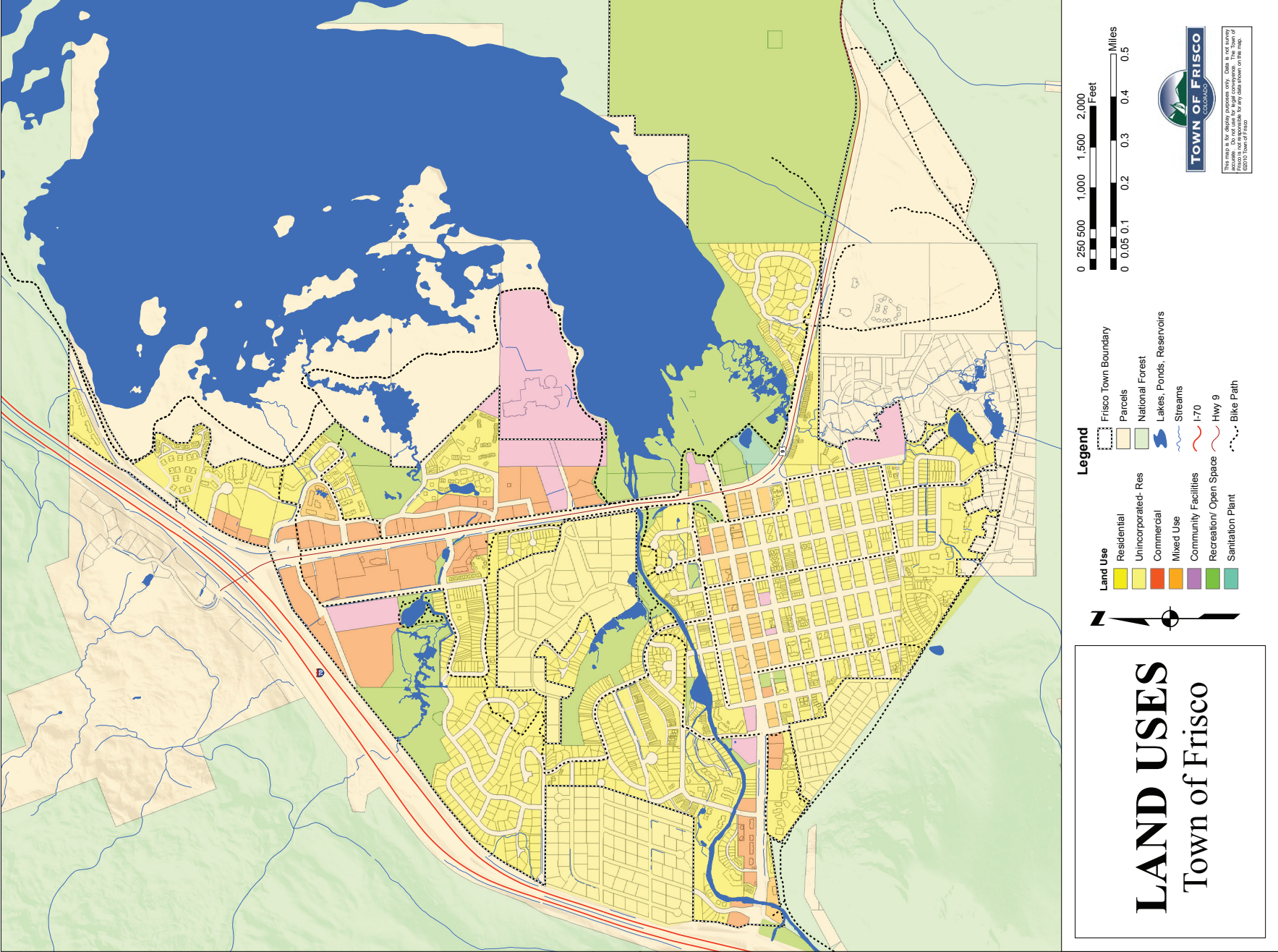
Frisco is approximately 1.1 square miles in size. The town is surrounded by the National Forest to the south, north and west, and by Denver Water property and Dillon Reservoir to the east.

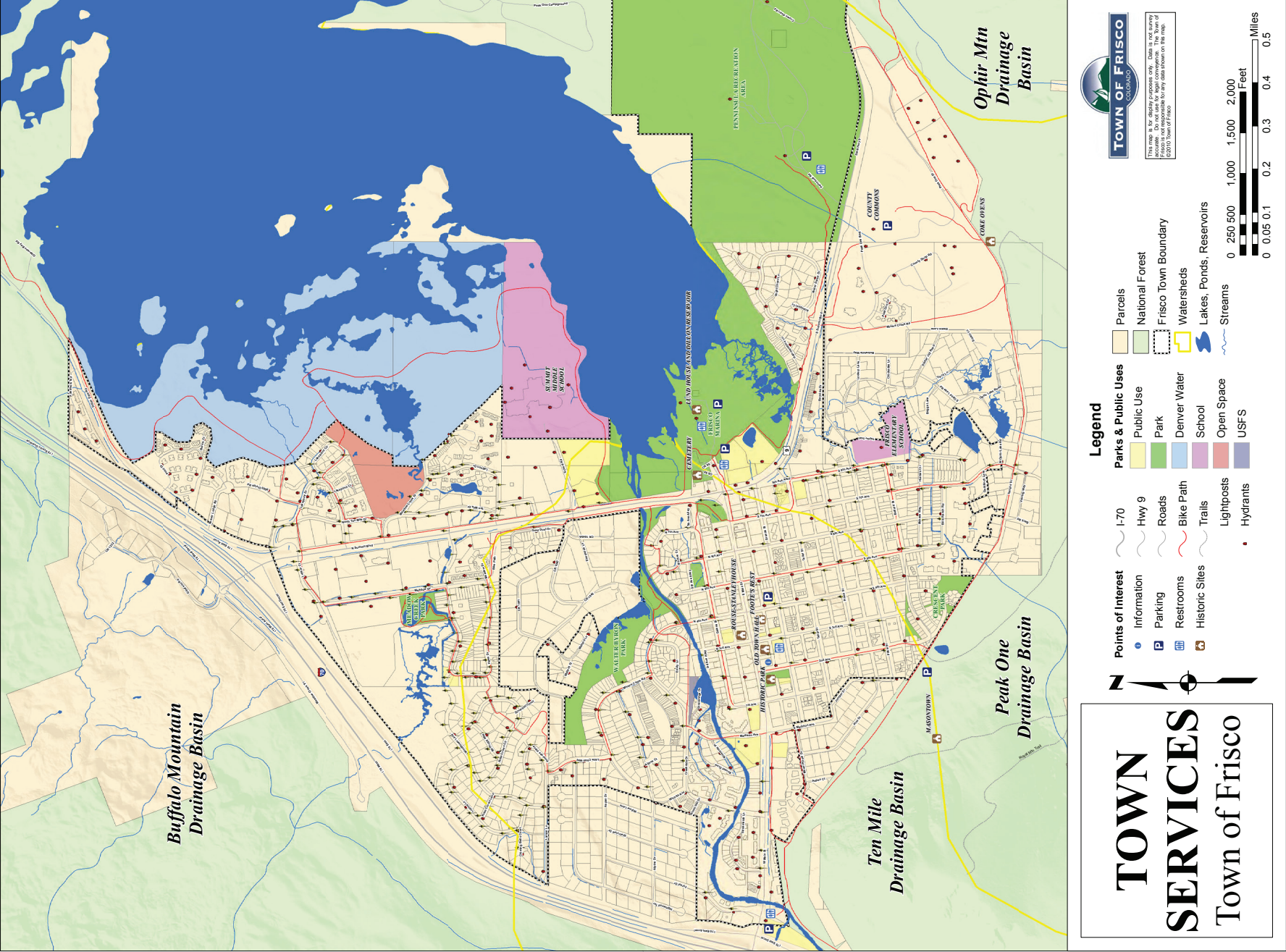
The topography, physical layout and land uses of the community are outlined in the following maps; collectively these maps represent Frisco's physical "place." Each map provides reference for decision-making and implementation of the Frisco Community Plan.

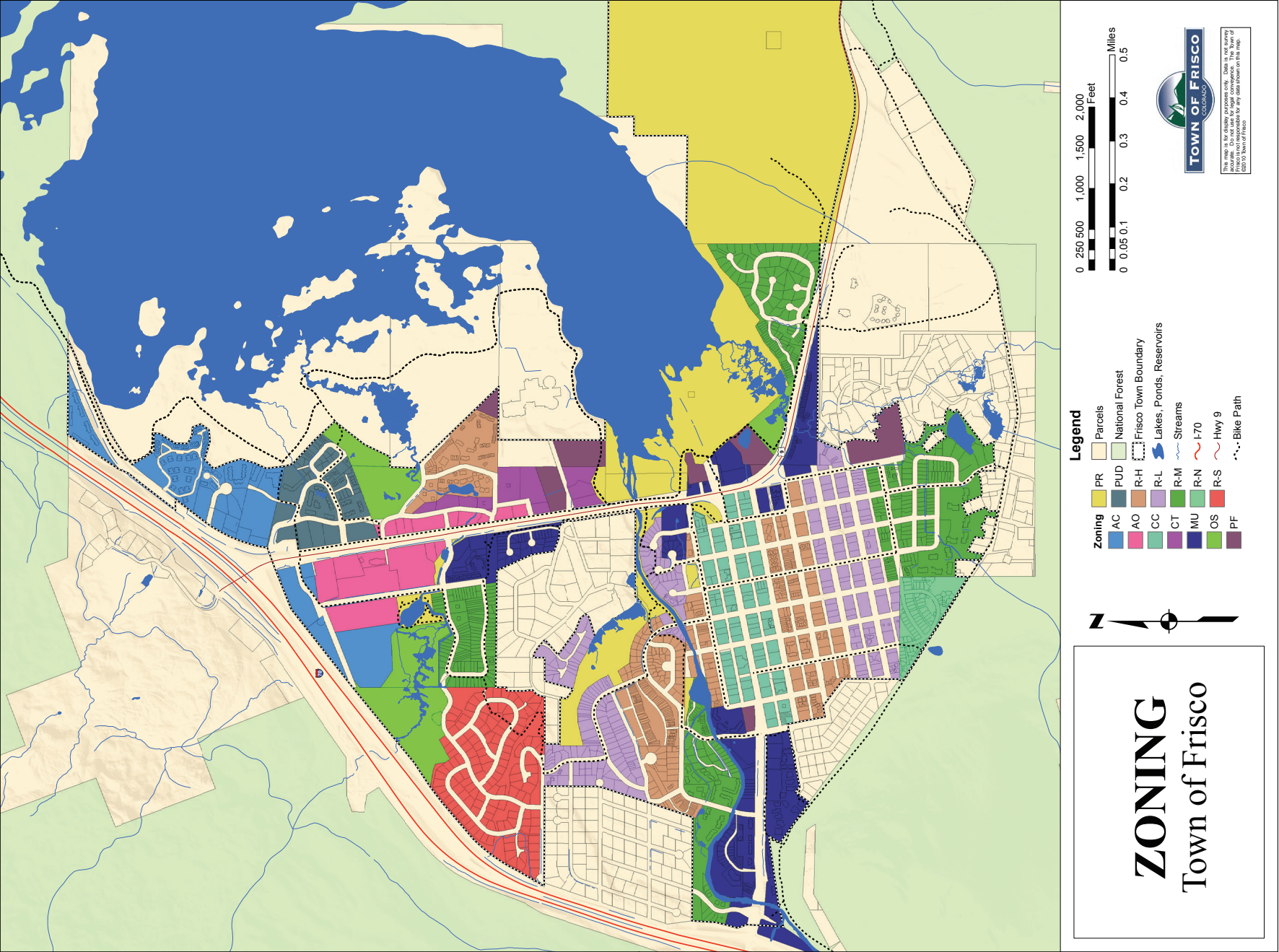
Maps include:

1. Land use
2. Town Services
3. Zoning

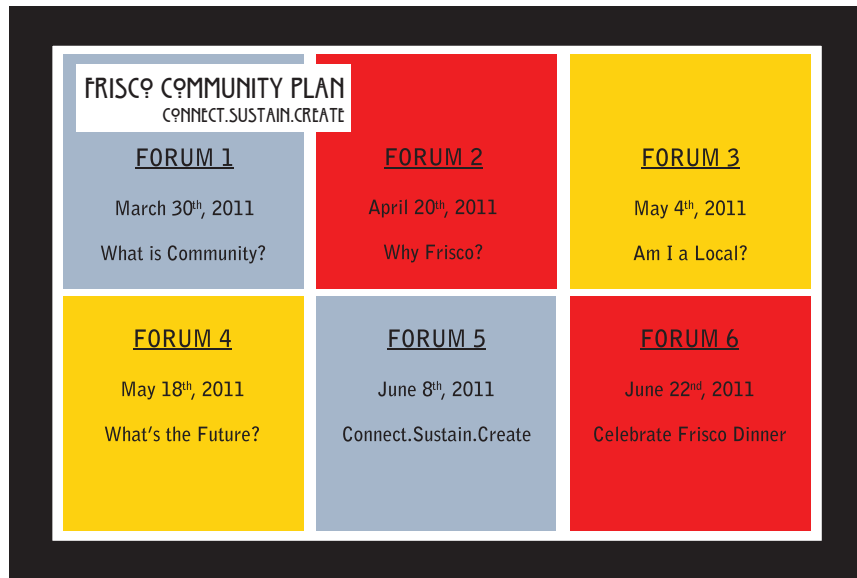








APPENDIX. A. OVERVIEW OF FRISCO COMMUNITY PLAN PUBLIC PROCESS



The public process undertaken to create the Frisco Community Plan was through six public forums. Approximately 60 people attended these forum events to participate in the plan process. A town website page also corresponded to the process, and community members were able to provide input via on-line surveys as well. Facebook posts and information also was used to keep the community involved in the creation of the Frisco Community Plan.

Community Forum 1

“What is Community?”

Community Forum 1 was held on March 30, 2011. Christopher Gates, Executive Director of PACE: Philanthropy for Active Civic Engagement, lead the discussion on “What is Community?”

He identified four primary aspects to “community”: 1) a shared public agenda 2) social capital (networks/relationships) 3) shared values 4) how members work together to address issues.

This forum focused on “think big” ideas on community, and set the stage for the remaining community forums. The next forum discussion focuses on identifying community members values and discussion on issues facing Frisco.

Community Forum 2

“Why Frisco?”

Community Forum 2 was held on April 20, 2011. It was movie night and the premiere of “Our Frisco Story” – a community video project interviewing residents on why they moved here and what they value about the Frisco community. The small group discussions that followed the video focused around “why Frisco”; participants discussed their stories about what is important to them, what they value about the Frisco community, and identified current issues facing the community.

“Stories can accomplish what no other form of communication can – they can get through to our hearts with a message. In our world of information transfer, data exchange, and media impressions, where we have become callused by so much communication, stories have the ability to speak to us about what truly matters.” William Roper, Orton Family Foundation

Community Forum 3

“Am I a Local?”

Community Forum 3 was held on May 4, 2011. The discussion focused on “am I a local?” Does it have to do with how long you have lived here, how many days you spend on a mountain bike or snowboard, if you own property? There was also a viewing of “The Story of Frisco” which covers Frisco’s history from when the Ute Indians settled here, to the mining boom, to the White Gold Rush when the ski areas began development in the surrounding areas. Attendees also took part in the Frisco Place project aimed at identifying their favorite places located around Frisco.



APPENDIX. A. OVERVIEW OF FRISCO COMMUNITY PLAN PUBLIC PROCESS

Community Forum 4 was held on May 18, 2011. The topic was “what’s the future?” In order to begin discussing the future, part of the conversation has to be about where are we today. Community Indicators of current day trends were presented as part of the overall discussion. The participants sat in small groups and the discussion focused around quality of life topics important to the Frisco community, as indicated from previous meetings (Community Forums 2 and 3) as well as from the 2005 Master Plan.

Participants provided their input on draft quality of life policy statements, which will become the basis of the Frisco Community Plan.

Business Forum

On June 9, 2011, an additional forum was conducted to include representatives of the Frisco business community who could not attend the regularly scheduled forums. It was attended by 20-25 business owners as well as Town staff, Town Council and Planning Commission members. After a presentation of the 10 Quality of Life statements and Action items, there was discussion of economic conditions, local business’s role as an economic driver, housing and the Town’s role in providing a healthy, productive business environment, and Town services and projects that foster the economic base.

Community Forum 5

“Connect.Sustain.Create.”

On June 8 the Town of Frisco held its fifth Community Plan Meeting. The theme of the meeting was “connect.sustain.create”. Attendees were given the opportunity to view the draft Master Plan policy statements and learn how as a community we make connections, sustain our town and create a roadmap for the future.

Part of the meeting consisted of a role playing game where small groups were provided with a scenario in which a private developer wanted to build on a 30 acre parcel of land in town. Each person was given a different role to play including a single mother looking for affordable housing, a couple that had lived in Frisco for several years that wanted to maintain trail access and keep the small town feel of the community,

an environmentalist and a small business owner that wanted affordable housing for his employees to prevent turnover. The idea was for each group to discuss the scenario from their role-playing perspective and work together.

Community Forum 6

“Celebrate Frisco”

On June 22 the Town of Frisco held its sixth Community Plan Meeting. The theme of the meeting was “celebrate Frisco”. Attendees were given the draft plan for their review and input. All comments on the plan were due to Town staff by July 5, 2011.

The keynote speaker, extreme skier Chris Anthony, presented the Long Cold Walk: portraying his participation with the Warren Miller film crew’s journey to northwest China to visit a village where skiing has been part of their culture for centuries and the impacts that change brought to their community.

The meeting also consisted of community members being challenged to continue to find ways to be involved in the community and take actions that help to strengthen “sense of community.”

