

Preliminary Policy Framework

Working Draft: 03.21.19

Guiding Principles and Goals

The following statements represent our community's overall core values. Described here as 'guiding principles', they depict our shared beliefs about what is important to us and what we value as a community. The Community Plan will include goals, policies, and implementation strategies that will support these principles. Preliminary policy directions are articulated for each goal as a starting point for further discussion.

"A close knit, welcoming community that cherishes our history, environment, healthy lifestyle, and unique sense of place."



GP 1: Vibrant neighborhoods and thriving Main Street with an eclectic small, mountain town character



GP2: A sustainable economy with diverse, year-round opportunities



GP3: Housing opportunities and robust community services for workers and residents



GP4: A well-connected, multi-modal transportation network that encourages active uses



GP5: An active, inviting place with a multitude of recreation opportunities



GP6: Protection of the natural resources that define and support Frisco

GP1 – Vibrant neighborhoods and a thriving Main Street with an eclectic small, mountain town character.

Frisco is rich with small mountain-town character. The Ten Mile Range mountain backdrop, historic structures and layout, and lively Main Street characterize Frisco but the friendly people and welcoming vibe are what define the community. As Frisco grows, this character and identity should be maintained with livable neighborhoods dispersed throughout Town, an engaged community, and healthy small businesses. The Town should share its past by preserving old structures and educating residents and visitors.

Goal 1.1: Design gateways and public spaces to support and enhance Frisco’s unique mountain town character.

- A. Enhance community entrances through gateway redevelopment (Summit Boulevard and West Main) that is aesthetically appealing, inviting to visitors, and that reflects the history and vision of Frisco.
 - Potential action: Develop and implement streetscape plans (e.g., lighting, multimodal enhancements, signage) for the Summit Boulevard and West Main Street gateways.
- B. Enhance the Summit Boulevard corridor to promote a cohesive community image.
 - Potential action: Actively engage CDOT in discussions regarding the community’s vision for Summit Boulevard.
- C. Improve entry experience at West Main to create public amenity that celebrates the Tenmile Creek.
 - Potential action: Explore a public/private partnership to develop a new building and public plaza along Tenmile Creek at West Main Street.

Goal 1.2: Reinforce the role of Main Street as the heart of the community.

- A. Encourage infill and redevelopment that complements the character, scale, and massing of historic structures.
- B. Maintain Frisco’s historic street grid to retain the character and walkability of the town core.
- C. Design and orient buildings to maintain historic development patterns along public rights of way.
- D. Encourage the introduction of housing above or behind retail spaces along Main Street, as well as along Granite and Galena, to help support the vitality of downtown.
 - Potential action: Review allowable uses for the ground floor levels along Main Street to ensure an appropriate mix of uses within the town core.

Goal 1.3: Preserve and enhance the Town’s historic resources.

- A. Expand knowledge of and protections for Frisco’s historic resources.
 - Potential action: Prepare a comprehensive inventory of resources (currently underway).
- B. Expand tools available to support historic preservation at the local level.
- C. Expand access to, and awareness of, educational and financial resources (e.g., grants, tax credits) available at the state and federal level to support historic preservation.
- D. Encourage the adaptive reuse of historic structures and keeping buildings in place.
- E. Educate residents and visitors through the historic park and museum, programming, and events.

Goal 1.4: Protect the character and livability of Frisco’s neighborhoods.

- A. Ensure new housing compliments adjacent properties and neighborhoods through appropriate mass, scale, and design.
 - Potential action: Review zoning and design standards to address community character concerns (e.g., more restrictive lot coverage and/or setback limitations, evaluate density, limitations on bulk and massing).
- B. Ensure that Town regulations for short-term rentals minimize impacts on full-time residents.
 - Potential action: Review regulations on a regular basis to ensure compatibility.
- C. Invest in targeted improvements (e.g., trail connections, bike paths, sidewalks) that enhance the safety and quality of life of residents.
- D. Strive to create an appropriate balance of second homeowners and full time residents.

GP2 – A strong economy with diverse, year-round opportunities.

The Frisco economy is built upon a balance of tourism and its role as a hub for the region, with many amenities, major retailers, and services located in town. Tourism, driven by recreational opportunities, and the small, mountain-town appeal of Main Street, creates jobs and revenue. Visitors stop at large retailers and grocery stores and support the small businesses on Main Street. While the Frisco economy has seen steady growth in the past decade, diversification of the economy going forward is important. More year-round opportunities will provide stability through the seasons and economic downturns. The Town should focus on small, incremental changes that preserve the town character that residents and visitors are drawn to.

Goal 2.1: Maintain a diverse and strong economy.

- A. Continue to attract and retain businesses that support and enhance Frisco’s tourism and entertainment options, while also seeking to build upon entrepreneurship and new or emerging niches.
- B. Provide opportunities for a balanced mix of housing and services to meet the needs of local employees, businesses, residents and visitors.
 - Potential action: Monitor the Town’s development capacity and overall mix of uses over time in the context of growth projections; update the Land Use Plan (forthcoming) as needed to ensure it remains aligned with community goals.
- C. Encourage infill/redevelopment to promote reinvestment and support the highest and best use of Frisco’s limited land area.
 - Potential action: Evaluate and consider updates to existing development incentives to support Community Plan goals.
 - Potential action: Explore allowances for increased heights along Summit Boulevard.
- D. Explore Frisco’s participation in regional and state economic development efforts to increase economic diversity.

Goal 2.2: Strengthen Frisco’s role as the year-round service hub for the region.

- A. Support the retention and expansion of regionally-serving commercial and industrial uses around the Summit Boulevard commercial corridor.

- Potential action: Limit the conversion of Light Industrial properties to other uses through the rezoning process.
- B. Encourage continued reinvestment in existing commercial centers along Summit Boulevard.
- C. Encourage the integration of workforce housing as part of future redevelopment efforts along Summit Boulevard.
 - Potential action: Amend the Commercial Oriented District and associated development standards to allow for workforce housing, while maintaining high-visibility frontages for commercial uses.

Goal 2.3: Facilitate the retention and expansion of locally-owned businesses.

- A. Increase Frisco’s capacity for business and economic development at the local level.
 - Potential action: Pursue programs to support local/small business development and retention.
 - Potential action: Expand staffing and other resources dedicated to economic development.
- B. Encourage a diverse commercial retail focus of Main Street.
 - Potential action: Review ground floor uses in targeted locations within the town core.

GP3 – Housing opportunities and robust community services for workers and residents.

Frisco is a place for people to live and work. Affordable housing options must be available to all members of the local workforce. These opportunities help businesses recruit workers, contribute to a tight-knit community, and ensure the year-round sustainability of our economy. Other community services, such as child care, health services, and public safety, are all key to making Frisco an inviting, desirable place to live for residents of all ages and incomes.

Goal 3.1: Enhance Frisco’s inclusiveness as a community that includes full- time residents, second homeowners, businesses and visitors.

- A. Develop programs that keep housing costs attainable for the local workforce.
- B. Develop a diverse portfolio of workforce housing options to support a broad range of housing needs—type, rental vs. ownership, and price points—at the community and neighborhood level.
 - Potential action: Adopt a strategic housing plan benchmarks, unit quality goals, and metrics (e.g., strive to house 60% of the local workforce within the Town).
- C. Collaborate with community partners and the private sector to expand the reach of Frisco’s affordable housing efforts.

- D. Stimulate the increase of production and creation of affordable housing through town policies, incentives, and regulatory procedures.
 - Potential action: Evaluate the efficacy of existing regulatory incentives (e.g., bonus density) and explore potential updates to support the advancement of affordable housing goals.
 - Potential action: Adopt workforce housing requirements for new development.
- E. Help local businesses maintain a reliable and sustainable workforce base through partnerships (between businesses, governments, nonprofits, etc.) tax benefits, deed restrictions, and the creation and retention of affordable housing options.
- F. Capitalize on retaining existing housing for locals through a buy-down program as an alternative to new construction.

Goal 3.2: Facilitate access to a wide range of community services to meet the needs of the community.

- A. Provide high level Town services, and maintenance of public infrastructure.
- B. Support non-profits that enhance the lives of residents and businesses.

Goal 3.3: Promote open communication and engagement opportunities between Town staff, government officials, and residents.

- A. Improve collaboration with local business, recreation, and special interest groups.
- B. Encourage participation and representation in regional planning efforts for transportation, public health, and hazard mitigation.

GP4 – A well-connected, multimodal transportation network that encourages active uses

Frisco is a small, compact town where schools, parks and trailheads, restaurants, shops, and other businesses are located close-by. Year-round walking and biking paths, along with bus routes, must continue to enable residents and visitors to reach destinations sans automobile. Supporting these modes of transportation, creating off-road connections, and reducing gaps in the walking, biking and transit network will alleviate parking needs and congestion and promote active lifestyles. Transportation planning is also necessary around the large weekend and seasonal influx of automobiles and visitors.

Goal 4.1: Provide a safe and efficient multimodal transportation system.

- A. Establish a comprehensive Transportation Master Plan.
- B. Adopt street design standards that include safe and attractive non-motorized transportation accommodations to guide future investment.
- C. Manage parking resources in downtown to promote the efficient use of available spaces.

- Potential action: Begin enforcement of established time limits for on street parking and consider expanding time limits in areas adjacent to a Summit Stage stop.
 - Potential action: Improve signage to direct drivers to public lots.
 - Potential action: Launch a public information campaign to help Main Street businesses guide employees to use low-occupancy parking areas.
- D. Establish traffic control and management protocols for special events/seasonal peaks.
- E. Place a higher priority on non-car options for moving around town.

Goal 4.2: Promote walking, bicycling, and other alternative modes of travel.

- A. Improve the safety and attractiveness of non-vehicular travel along Summit Boulevard.
- B. Prioritize high-traffic corridors within the Central Core for the construction of more developed, urban sidewalk systems.
- Potential actions: TBA – need support from Fehr & Peers in translating input received into map-based recommendations...
- C. Maintain the Town’s paved recreational pathway system.
- D. Enhance connections to neighborhoods, commercial areas, and the County-wide recreational pathway system.
- E. Explore Frisco Flyer-type shuttle for around town movement.

Goal 4.3: Continue to expand regional transportation options for Frisco residents and visitors.

- A. Strengthen Frisco’s voice in transportation planning efforts for the SH 9 and I-70 Corridors.
- Potential action: Develop and adopt a 1041 plan to improve and protect the Summit Boulevard corridor.
- B. Collaborate with Summit County, CDOT, Copper Mountain, and others to maintain/increase the frequency of Summit Stage, Busstang, Greyhound and others.
- C. Ensure connections to Marina and PRA are safer and more efficient.

GP5 – An active, inviting place with a multitude of recreation opportunities

Frisco’s recreation opportunities distinguish the Town and make it a fantastic place to live, visit, and play. Residents and visitors flock to the Town’s accessible trail system, dynamic waterfront and many parks. These assets and amenities should be preserved and enhanced to provide diverse recreation opportunities for a variety of experiences and abilities.

Goal 5.1: Provide access to high quality, year-round recreational amenities that appeal to both residents and visitors.

- A. Recognize and support the role of neighborhood/community parks as places for neighbors and community members to gather and celebrate together.

- B. Design recreation facilities to strengthen and diversify the amenities available in Frisco. Adapt existing facilities as needed to reflect current trends and changing community needs.
- C. Maintain and upgrade existing park facilities to achieve a high level of quality, safety, aesthetic appeal, and function.
- D. Coordinate new facilities with the Trails Master Plan (and other Town Master Plans) to ensure appropriate connections and access.
 - Potential action: Coordinate with Summit County and the USFS to maintain and improve local and regional trail network.
 - Potential action: Support the implementation of the Peninsula Recreation Area vision (policy/vision aligned w/recent charrette outcomes)
 - Potential action: Support the implementation of the Marina Master Plan
- E. Design, build, and manage parks and facilities to create spaces for community gathering and promote social interaction, as appropriate for each park.
- F. Park facilities and amenities should utilize consistent visual cues (signage, site furnishings, and maintenance standards) to communicate public accessibility to users.
- G. Recognize that the park system provides important ecological functions and should be maintained and operated to preserve and enhance those functions (i.e. storm water management, water quality, wildlife migration corridors, etc.).

Goal 5.2: Offer diverse programs and events that encourage active and healthy lifestyles.

- A. Target some events to encourage more local participation and community pride.
- B. Promote healthy lifestyle choices through programing and special events.
- C. Collaborate with the County and other organizations on various health and wellness initiatives.

Goal 5.3: Improve opportunities for interaction with the environment.

- A. Take advantage of existing easements to increase and improve public access to Tenmile Creek.

GP6 – Protection of the natural resources that define and support Frisco.

Frisco’s natural environment is the primary quality that attracts residents and visitors. It supports our economy and drives our recreational pursuits. Protecting the surrounding mountains, forests, waterways, and views are all deeply important to the community. These natural assets make Frisco beautiful, unique, and drive a thriving year-round economy. Pollution and wildfires are threats to Town resources that should be minimized to the extent possible. The community should embrace measures for sustainability that reduce greenhouse gas emissions and conserve its water resources.

Goal 6.1: Protect and preserve the quality and health of the natural environment in Frisco and the surrounding area.

- A. Protect and enhance surface and ground water quality in Lake Dillon, Ten Mile Creek, and other locations.
- B. Encourage the use of alternative modes—transit, walking, and bicycling, for local and regional trips.

- C. Work collaboratively with regional partners on efforts to maintain and enhance air quality in Summit County.
- D. Work with the USFS, Summit County, and other partners to preserve the undeveloped character of the mountains and forest that surround Frisco as future annexations occur.
- E. Encourage the use of native plants and species that protect and enhance Frisco’s biodiversity and wildlife habitat.
- F. Educate residents and visitors about strategies to reduce potential wildlife conflict situations and discourage activities that may attract wildlife.

Goal 6.2: Lead by example on efforts to advance community sustainability and the region’s ability to prepare for and adapt to the impacts of climate change.

- A. Expand waste reduction and recycling rates within the Town organization and the community as a whole.
- B. Expand the use of alternative energy sources, water conservation measures, and other sustainable development practices in Town facilities and operations.
- C. Incentivize the use of green building practices for all new development.
- D. Educate residents, businesses, and visitors on sustainable practices.
- E. Establish parameters to improve the resilience of Town infrastructure as part of routine improvements and upgrades.
 - Potential action: Adopt and support the implementation of countywide climate action goals.

Goal 6.3: Minimize risks to property, infrastructure, and lives from natural hazards and disasters.

- A. Continue to collaborate with regional partners on efforts to implement the Community Wildfire Protection Plan (CWPP) and Summit County All-Hazards Mitigation Plan.
- B. Limit new development, or the significant expansion of existing development, in areas that are most susceptible to risk from natural hazards—in the Wildfire Urban Interface (WUI), in flood hazard areas along Ten Mile Creek, and on steep slopes.