



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: PLANNING COMMISSION
FROM: SUSAN LEE, COMMUNITY PLANNER
RE: LAND USE AND ECONOMY ELEMENTS OF THE COMMUNITY PLAN
DATE: APRIL 4, 2019

Summary: This work session is intended to provide an opportunity for discussion and feedback on the Community Plan elements related to land use and the economy. Staff would like to share the guiding principles, goals, and policies being proposed for these two elements in order to have a focused conversation on these topics. No formal action is being asked of the Planning Commission at this time.

Background: As part of the 2018 budget, Town Council approved funds to complete an update of the Community Plan. Throughout the summer and fall of 2018, an extensive public outreach program and data analysis phase was completed. From the information gained, staff has prepared a draft of plan elements, goal statements, and proposed policies. This information was reviewed by the community public work shop held on March 6, 2019.

Recommendation: Staff recommends the Planning Commission use this work session to have a deeper discussion about the plan elements that focus on community design, land use, and economic sustainability.

Attachments:

Exhibit A - Draft of Policy Framework (this work session is for Guiding Principles 1 and 2)
Exhibit B – Power point Presentation with Discussion Agenda
Exhibit C – Summary from March 6, 2019, Public Workshop

EXHIBIT A

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
- B. Design, build, and manage parks and facilities to create spaces for community gathering and promote social interaction, as appropriate for each park.
- C. Park facilities and amenities should utilize consistent visual cues (signage, site furnishings, and maintenance standards) to communicate public accessibility to users.
- D. 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.

I hope Frisco

Get A Planning Commission Team Acting ENTHUSIASTIC
... MORE BIKE FRIENDLY CORSES ✓

I hope Frisco Bigger Dismount Signs ✓
I hope Frisco White Bike Biche to morning ✓
I hope Frisco Walking Mall Main St. in Summer ✓
I hope Frisco Keep small kids feet safe ✓
I hope Frisco Keep small kids feet safe ✓

frisco
community
plan

envision our future

I hope Frisco

✓ Fantastic Frisco Dog Park ✓
Rework Granite Save the pocket park ✓
never turn into a parking lot ✓
adds More Renewable Energy ✓

I hope Frisco reconnects / honors our past ✓
I hope Frisco better cell service ✓

I hope Frisco has CHICKENS! ✓
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Stops allowing cheap ugly building that crowd lots ✓
Place for community meetings ✓
GALENA ALLEY ✓

I hope Frisco Improves Music Center ✓
GALENA AND GRANITE CORNER ✓
I hope Frisco Puts in sidewalks All of Central Ave ✓

I hope Frisco more bike/nordic trails ✓
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Planning Commission Work Session April 4, 2019

I hope Frisco Town pay for damages to boat anchors ✓
I hope Frisco to have a FB M! ✓

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Senior Living House ✓
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supports sport on ✓

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I hope Frisco Gets newer EQUIPMENT @ PIA/GRANDS ✓
I hope Frisco Improve/UPDATE PLAYGROUNDS ✓

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Agenda

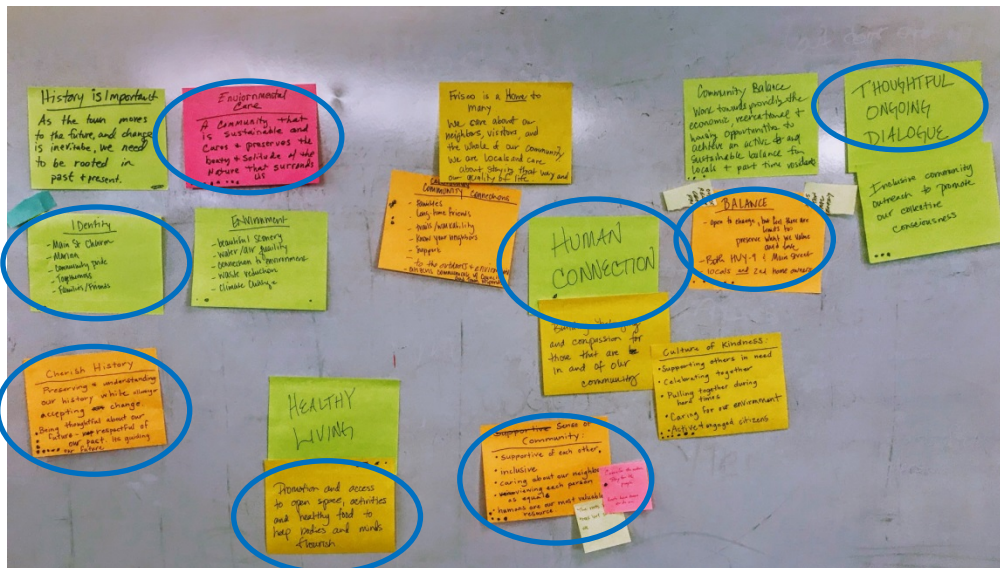


- Project Timeline
- Background Context
- Guiding Principles
- Policy Framework
- GP1 and GP2: Goals, Policies, & Actions
 - Community feedback (from latest public meeting)
 - Planning Commissioner feedback
 - Discussion
- Next steps

Project Timeline



Background Context



Using three words or less, describe what the phrase "small town mountain character" means to you.



Guiding Principles

“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



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



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

Policy Framework

Guiding Principles

- Aspirational statements that collectively convey our vision for the future
- Shared beliefs and values that help define what it means to be part of the Frisco community

Goals

- Articulate specific aspirations the community wishes to strive for in support of each guiding principle

Policies

- Provide direction as to how the guiding principles and goals will be carried out in day-to-day decision-making

Implementation Strategies

- Specific strategies or actions that the Town and its partners will take in the future to implement the Community Plan



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

- Community character
- Land use and design
- Neighborhood character
- Infrastructure



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



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- 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.



CONCEPTUAL RENDERING LOOKING ACROSS THE CREEK AND BRIDGE AT POTENTIAL DEVELOPMENT



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

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

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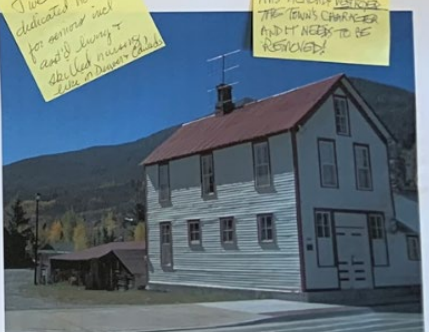
GOAL 1.3: PRESERVE AND ENHANCE THE TOWN'S HISTORIC RESOURCES.

- Expand knowledge of and protections for Frisco's historic assets.
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- 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.
- Encourage the adaptive reuse of historic structures and keep buildings in place.

maintaining a retail focus.

Yes, we need dedicated housing for seniors and disabled residents. This is a major goal.

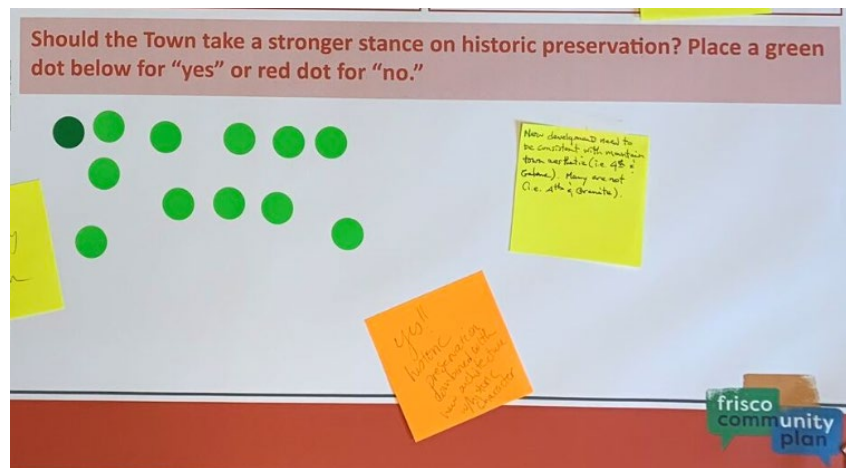
THE ONLY STORY MONUMENTARY THAT LARKY FORTINER EVER BEHIND FORTINER FOR HIS ALGEBRA LESSON THE TOWN'S CHARACTER AND IT NEEDS TO BE RESPECTED!



Should the Town take a stronger stance on historic preservation? Place a green dot below for "yes" or red dot for "no."

More development need to be consistent with mountain town aesthetic (i.e. 48+ ft. Galena). Many are not (i.e. 4th & Granite).

Visit historic properties, develop a historic map, and create a historic tour.





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

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.
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- 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.





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

GP1: VIBRANT NEIGHBORHOODS AND THRIVING MAIN STREET WITH AN ECLECTIC SMALL, MOUNTAIN TOWN CHARACTER

What Types of Changes Are Possible in Established Neighborhoods Under Current Zoning?

Current zoning in many of Frisco's older neighborhoods allows for development at densities higher than what exists today. This means, for example, a property owner could tear down an existing home and build two or more new units in its place. While densities vary by location, the graphics below illustrate how these changes might affect existing neighborhoods (using the RL and RH zoning districts as examples).

EXAMPLE - RESIDENTIAL LOW DENSITY (RL) ZONING DISTRICT

Existing Context: Predominantly single-family homes on 10,500 sf lots

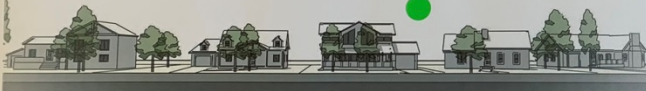


Potential: Duplexes and townhomes introduced through infill/redevelopment (8 du/acre max.)



EXAMPLE - RESIDENTIAL HIGH DENSITY (RH) ZONING DISTRICT

Existing Context: Predominantly single-family homes on 10,500 sf lots



Potential: Mix of housing types introduced through infill/redevelopment (16 du/acre max.)

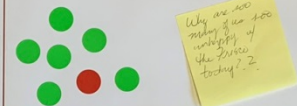


Do you find these changes acceptable and in keeping with your desired character for Frisco? If not, what types of strategies should be considered to address community character concerns? Place a green dot below for "yes" or red dot for "no."

Changes are acceptable as shown



Evaluate Density



Why are we not seeing more of the character of the town today?

More robust bulk and massing standards



More restrictive lot coverage and/or setback limitations



Other techniques to enhance compatibility (please note your suggestions below)

NO RESTRICTIONS ON CEILING HEIGHTS OR LOT AREA (IN CASE)

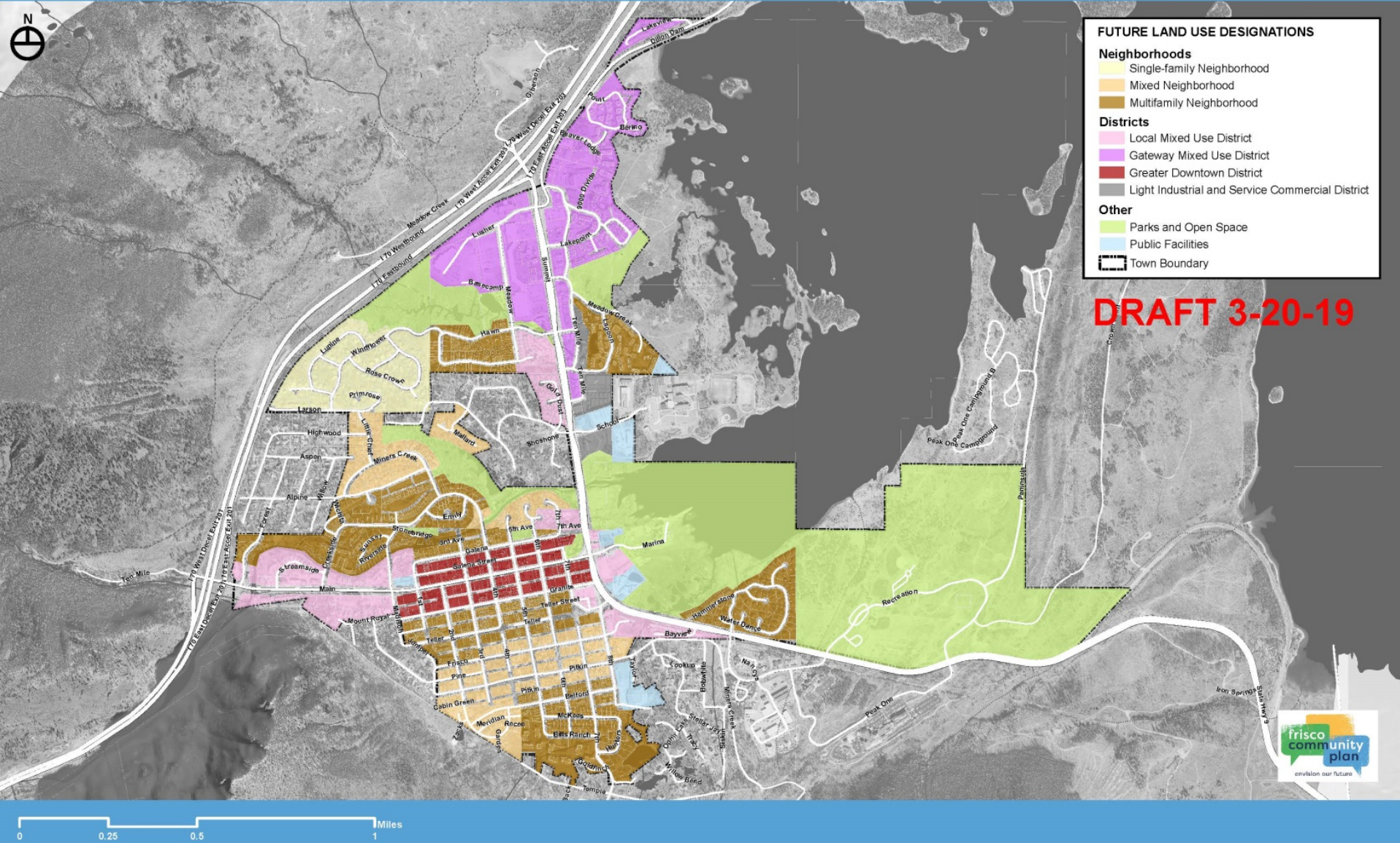
Should the Town take a stronger stance on historic preservation? Place a green dot below for "yes" or red dot for "no."



Historic development should be encouraged with incentives. Historic preservation is a key part of the town's character. Many historic homes are in the town center.

Good historic preservation is a key part of the town's character. Many historic homes are in the town center.

Frisco | Future Land Use Map





GP 2: A strong economy with diverse, year-round opportunities

- Economic vitality
- Jobs and employment
- Tourism and community events
- Thriving business setting



GP 2: A strong economy with diverse, year-round opportunities



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.

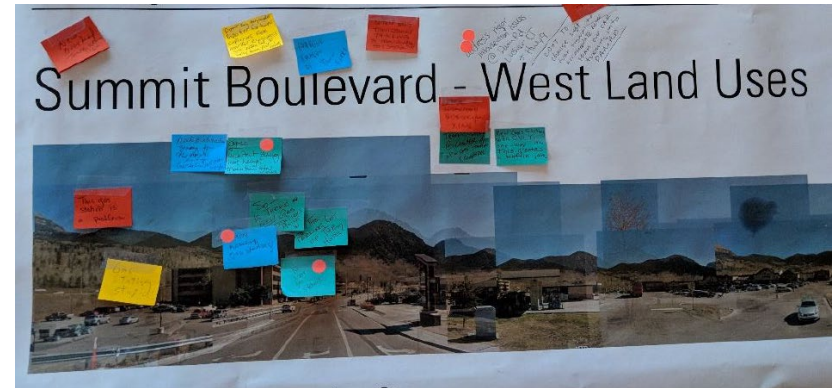




GP 2: A strong economy with diverse, year-round opportunities

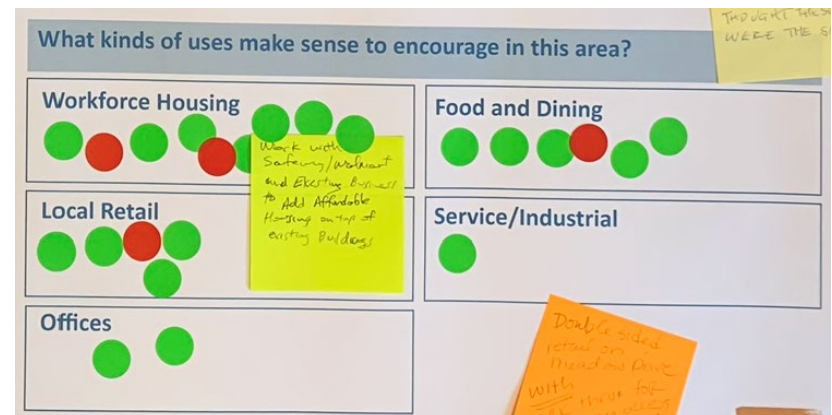
Goal 2.2: Strengthen Frisco's role as the year-round service hub for the region.

- 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 2.2: STRENGTHEN FRISCO'S ROLE AS THE YEAR-ROUND SERVICE HUB FOR THE REGION.

- Support the retention and expansion of regionally-serving commercial uses—retail, hotel, service-commercial/industrial—along Summit Boulevard.
- Encourage continued reinvestment in existing commercial centers along Summit Boulevard.
- Encourage the integration of workforce housing as part of future redevelopment efforts along Summit Boulevard.





GP 2: A strong economy with diverse, year-round opportunities



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.

How well do the goals and preliminary policy directions for GP2 align with your vision for Frisco ("1- not well at all" to "5 - very well")? Place your dot below to indicate where you land on the scale.

1 — 2 — 3 — 4 — 5

Should the Town pursue programs to support local/small business development and retention? Place a green dot below for "yes" or red dot for "no."

Cart sales if business can't afford to save here

Build support small businesses need to expand to more towns

frisco



Next Steps

- ***April – May: Review and Draft Plan***

- *Work Sessions with Town Council and Planning Commission*

Planning Commission	Town Council	Topic
Thursday, April 04, 2019	Tuesday, April 09, 2019	Land Use/ Economy
Thursday, May 02, 2019	Tuesday, May 14, 2019	Mobility/ Recreation
Thursday, May 16, 2019	Tuesday, May 28, 2019	Housing/Environment

- *Refine draft for adoption based on input received*

- ***June - July: Final Plan Adoption***

- *Final Community Meeting*
- *Final Adoption*



COMMUNITY WORKSHOP: SUMMARY

March 6, 2019

5:00pm-7:00pm

Frisco Adventure Park Day Lodge

Overview

Following a brief introductory presentation, participants were asked to review materials at the six stations around the room (one for each guiding principle). Responses to specific questions at each station are provided below, along with a summary of general comments received. Approximately 60-70 people were in attendance. Photos of the meeting boards are attached to this summary.

GP 1: Vibrant Neighborhoods and Thriving Main Street with an Eclectic Small, Mountain Town Character

How well do the preliminary policy directions for GP1 align with your vision for Frisco? (Scale of 1-5, “1- not well at all” to “5-very well”)¹²

- 5 – 0 dots
- 4 – 0 dots
- 3 – 4 dots
- 2 – 2 dots
- 1 – 2 dots

General Comments

- The 3 or 4 story monstrosity that was built behind “Footes Res” has already destroyed the Town’s character and it needs to be removed
- Yes, we need dedicated housing for seniors including assistant living and skilled nursing like in Denver and
- Don’t increase access to ten-mile creek by taking private property rights
- Do we really need to maximize lot density
- Are we hopelessly destined to endless infill like Aspen? I see no way to stop the growth. Except tighter growth
- Very slow growth is fine
- Why are so many of us so unhappy with the Frisco we have today?

¹ Facilitator note: Participants at this station were asked for clarification as to why their scores on the goals and preliminary policy directions were “middle of the road” or low. Most of the concerns cited related specifically to the infill imagery that was used on the boards versus the goals or policy directions themselves.

² 10 additional green dots placed on specific goals and policies in this section to express support for particular topics.

- Frisco's charm and character is being compromised – lost due to one developer. Tighten your architectural standards
- Impressed with how the Peaks PUD turned out. Young families a plus.
- I was apprehensive at first but Peaks look great! It is maintained well, brings young families into town, school etc.
- Must clearly define “small mountain town character” so that everyone understands and results are measured against it. All are “on the same page” with expectations
- How do you define “small town character”?

Tenmile Creek

- Should the town pursue a redesign of the existing bridge (or feasibility study for new bridge) to enhance the western gateway into town?
 - Yes – 7 dots
 - No – 1 dot
 - General comments:
 - Parking lot has to be substantially increased if it is to take care of rec path uses and a brewery
 - Great idea, do this now
 - If we can't park them, what's the point? They need to get out of their cars
- Should the town pursue a partnership to develop a new building and plaza at the creek edge on town property?
 - Yes – 10 dots
 - No – 2 dots
 - General comments:
 - I like the idea but parking is already an issue with North Tenmile
 - Get the Town Hall and Post Office off Main Street
 - Like the idea but there used to be a restaurant there (Woodbridge Inn) and it's not there anymore. So need to consider that.
 - Need to extend trail connection under I-70 to get to Tenmile Trail

Gateways to Frisco

- General Comments:
 - Traffic circles are great! They are much more efficient at moving traffic.
 - Pedestrian safety is a concern at this intersection – need underpass or iconic pedestrian bridge
 - We are feeling overwhelmed! It's so busy everywhere all the time
 - Is the gateway high enough for a semi, etc.?? How about an elk on either side of “Frisco” reared up on their heels holding up the gateway still keep pillars, though
 - Stop washing the rocks. Come up with a better plan for the Hwy 9 median
 - Need to coordinate with CDOT's project, see recent meeting
 - Need stop sign from Whole Foods going toward Hwy 9 at new gas station allow traffic
 - To flow freely from right turn at first light at Lusher – very dangerous now!

- Plant trees all the way down Main!
- The town is too busy. Stop all the events. We don't need any more visitors. Save our small town.
- Sidewalk and plowing along west side of Summit Blvd. north to County Commons
- Should the town pursue design improvements to the town's two gateways to provide a better sense of arrival into Frisco?³
 - Yes – 15 dots
 - No – 0 dots

Residential Infill/Redevelopment

- General Comments:
 - Gateway “look” – Does the gas station just off I-70 own property on left allowed to park all types of vehicles? Looks bad from highway. “Is this Frisco?”
 - Why are so many of us too unhappy with the Frisco today?
 - Two story is enough
- Do you find these changes acceptable and in keeping with your desired character for Frisco?
 - Changes are acceptable as shown: Yes – 0 dots; No – 7 dots
 - Evaluate density: Yes – 6 dots; No – 1 dot
 - More robust bulk and measure standards: Yes – 3 dots; No – 0 dots
 - More restrictive lot coverage and/or setback limitations: Yes – 7 dots; No – 2 dots
 - Other techniques to enhance compatibility:
 - No residential on ground floor on Main (in core)
- Should the Town take a stronger stance on historic preservation?
 - Yes – 12 dots
 - No – 0 dots
 - General comments:
 - Yes! Historic preservation combined with new architecture with historic character
 - New development needs to be consistent with mountain town aesthetics (i.e., 4th and Galena). Many are not (i.e. 4th and Granite)

³ 7 additional green dots placed on graphics or accompanying list to express support for particular concepts.

GP 2: A Sustainable Economy with Diverse, Year-Round Opportunities

How well do the preliminary policy directions for GP2 align with your vision for Frisco? (Scale of 1-5, “1- not well at all” to “5-very well”)⁴

- 5 – 2 dots
- 4 – 2 dots
- 3 – 2 dots
- 2 – 0 dots
- 1 – 0 dots

General Comments

- Can’t sustain if workers can’t afford to live here
- Build and support small businesses but no need to attract more tourists

Should the Town pursue programs to support local/small business development and retention?

- Yes – 5 dots
- No – 0 dots

Comments Regarding the Summit Boulevard Gateway Area

- Safe pedestrian/bike crossing on Hwy 9
- Problem – dogs not on leash on bike path
- Good bike route on Ten Mile Drive; enforce parking! Improve signage and markings. Semis parked in bike lane
- More resting points for tourists so they don’t rest in the middle of the sidewalk or bike path
- Find a better home for community garden (previously on Main) within town core
- The homeless people hanging out in our “gateway area” do not enhance Frisco’s appeal. What can we do about it?

Is creating a new connection from Frisco Station to the Transit Center important to you?

- Yes – 2 dots
- General Comment: Explain this better – though these were the same?

What kinds of uses make sense to encourage?

- Workforce Housing – 9 dots
- Local Retail – 5 dots
- Offices – 2 dots
- Food and Dining – 6 dots
- Service/Industrial – 1 dot
- General Comment:

⁴ 9 additional green dots placed next to particular policy recommendations under this guiding principle to express support. One red dot was placed next to recommendation to expand Frisco’s participation in state and regional economic development efforts.

- Work with Safeway/Walmart and existing businesses to add affordable housing on top of existing buildings
- Double sided retail on Meadow Drive with walk thru for pedestrian access from Walmart to Whole Foods

GP 3: Housing Opportunities and Robust Community Services for Workers and Residents

How well do the preliminary policy directions for GP3 align with your vision for Frisco? (Scale of 1-5, “1- not well at all” to “5-very well”) ⁵

- 5 – 0 dots
- 4 – 2 dots
- 3 – 0 dots
- 2 – 0 dots
- 1 – 2 dots

General Comments

- Senior housing
- Assess surcharge for non-resident homeowners who do not participate in community and use energy
- Strict vetting for dead residential units – only allow 1 unit per owner
- Incentives for existing building/owners to add affordable rental units
 - Add apartments over Safeway and Walmart - example
- It would be good to try to minimize STR by trying to get owners to want to do LTR for locals. Incentives?
 - There is already a program that does this – housing work initiative through Summit Foundation
- Do not turn Frisco into a Breck! If zoning change adversely affects a developer – compensate them. But limit development, height, density, etc. Keep Frisco, Frisco!
- Massive need for affordable rental units – apartment buildings

Where should the Town prioritize its efforts related to workforce/affordable housing?

- Strategic housing plan – 6 dots
- Regulatory incentives – 2 dots
- Regional partnerships/collaboration – 6 dots
- Stronger Requirements – 8 dots
- General Comments:
 - Need senior housing!

⁵ 5 additional green dots placed next to particular policy recommendations under this guiding principle to express support. One red dot was also placed here.

Where should workforce/affordable housing be prioritized in Frisco?

- No dots placed on the map
- General Comments
 - Workforce housing should be integrated throughout the town, not isolated into “restricted” areas. Town and residents could work together with incentives to achieve.
 - Great job! Would like to see real numbers on VRBO rentals here and in Breck. The traffic makes the entire county unattractive. Would like to see very specific limits to growth. Gridlock! We are trapped in our own town with no way out!

GP 4: A Well-Connected, Multimodal Transportation Network that Encourages Active Uses.

How well do the preliminary policy directions for GP6 align with your vision for Frisco? (Scale of 1-5, “1- not well at all” to “5-very well”)

- 5 – 1 dot
- 4 – 5 dots
- 3 – 0 dots
- 2 – 0 dots
- 1 – 0 dots

General Comments

- No e-bikes on rec path – it is already too crowded
- Synchronize the traffic lights on Summit Blvd. Also, how do we deal with traffic metering on I-70 E?
- More sidewalks
- We need an inter-Frisco bus
- Don’t let Frisco become a parking lot for Copper and Breck
- More funding from Frisco to increase Summit Stage service and offer drivers higher pay (otherwise difficult to retain bus operators)
- Galena Street needs to be graded, drained with sidewalk

General comments on the LTS Map

- Need safe crossing at 7th and Granite (think of children)
- Need safe, easy crossing for pedestrians and cyclists at 1040 Main and 1004/Peak One
- Bike safety publication distributed by local bike shops and got branded
- Nice work! I think the level of traffic stress on HWY 9 is higher than “4”; it should be 9 or 10 and then addressed as such!
- Prohibit strongly – bikes on the sidewalk
- Pedestrian and cyclist safety very poor during high volume events
- *Note: More detailed comments/recommendations for specific areas can be found on the map*

Which of the streets leading in to the Central Core should be prioritized for multimodal enhancements?

- Dots concentrated along Granite between 5th and 8th street; other identified areas include 5th street between Teller and Granite, and 2nd between Pine and Teller
- General Comments:
 - Continuous sidewalk along Granite and Galena Street due to traffic volume
 - 5th and Granite is a very dangerous intersection – consider 4-way stop signs
 - Improve Granite, forget Galena which is not a thru street
 - Galena needs to be graded, drained with sidewalk

Do you have comments/suggestions on the preliminary recommendations?

- Goal – stay away from pay parking
- We need a parking garage and enforcement time limits on Main St.
- We need to set aside space near Main Street for a future parking garage – we don't want a future parking problem like Breckenridge.
- No pay parking
- I don't see any discussion about transportation for workers living outside of Frisco
- I think if 3 hr parking were enforced near summit stage shops, it might increase driving to Copper and Breckenridge for the day.
- Let's keep parking free and be sure density does not take over options for parking. Let's not become Breckenridge
- We ain't seen nothing yet with parking issues. Do not become Breckenridge (need to be more friendly)
- 4 green dots placed next to recommendation to "begin enforcement of Main Street time limit"
- 2 green dots placed next to recommendation to "Notify drivers of public lot at 3rd and Granite (Sabatini Lot)"
- 4 green dots and one red dot placed next to recommendation to "Implement 3-hour time limit on any block adjacent to a Summit Stage stop"
- 4 green dots placed next to recommendation to "Launch public information campaign to help Main Street businesses guide employees to use low-occupancy parking areas"

GP 5: An Active, Inviting Place with a Multitude of Recreation Opportunities

How well do the preliminary policy directions for GP5 align with your vision for Frisco? (Scale of 1-5, "1- not well at all" to "5-very well")

- 5 – 3 dots
- 4 – 2 dots
- 3 – 3 dots
- 2 – 0 dots
- 1 – 0 dots

General Comments

- I would love to not go to Silv/Breck to use a rec center, but is there enough demand for us to support our own? A third rec center
- Task force needed to study expansion of new large and country center. Building – very much needed as a major amenity of Frisco
- Community pool and climbing wall (35' min)
- How about porter potties at the overwhelmed trailheads
- Rec center community pool – outdoor hot tub and soaking springs. Rec center with workout gym equipment
- Parking at trailheads!
- Help forest service with porter potties
- The Nordic LTR needs an expansion (and personality charm)
- Develop a world class Nordic Center!
- Educate trail users with fun signs like Fruita's Rustlers Loop
- More areas for event parking

GP 6: Protection of the Natural Resources that Define and Support Frisco.

How well do the preliminary policy directions for GP6 align with your vision for Frisco? (Scale of 1-5, "1- not well at all" to "5-very well")⁶

- 5 – 14 dots
- 4 – 5 dots
- 3 – 2 dots
- 2 – 0 dots
- 1 – 0 dots

General Comments

- Make sure water quality is addressed.
- Does financial gain from our tourism offset the environmental impacts through mitigation? Enhancement, upgrades
- Ban single-use plastic bags!
- The Town can play a key part in educating re: moose, trail etiquette, etc.
- Main Street is not so great for bikes – people ride on the sidewalks! And no good crossing pattern from Marina
- Encourage xeriscaping. No grass! Native plants!
- What can we do about all the people camping by Rainbow Lake in the summer? Their trash and waste is everywhere!
- Wild fire needs to be addressed; Flood – no – personal problem

⁶ 8 additional green dots placed next to particular policy recommendations under this guiding principle to express support.

- Sheer numbers are overwhelming. Trampling, single track (Rainbow) now looks like a 2 lane road

Should the Town adopt countywide climate action goals currently under development (e.g., 100% renewable energy target)?

- Yes – 19 dots
- No – 2 dots

Should the Town require (rather than incentivize) sustainable development practices for all new development?

- Yes – 14 dots
- No – 2 dots
- General Comments
 - Really limit development
 - Sustainability is a good idea; however, it can drive already expensive costs up even further. This makes “affordable” even more out of reach for most folks in the community needing “affordable” housing. Mandated sustainability may lead to creating even a more elitist community.