

APPENDIX A BASELINE ASSESSMENTS

- » A.1 Map Atlas
- » A.2 Demographic and Socioeconomic Trends Memo
- » A.3 Transportation Assessment
- » A.4 Ecological Baseline Assessment

95% Draft



TOWN OF FRISCO
COLORADO

COMPREHENSIVE PLAN



DRAFT EXISTING CONDITIONS MAP ATLAS
May 2024

INTRODUCTION

Nestled in the heart of Colorado's great outdoors, Frisco is a special mountain community with much to offer—from boating on Dillon Reservoir, to skiing at the Frisco Nordic Center, to a hike in the surrounding public lands.

At the same time, the town faces key challenges—rising housing prices, traffic from front range visitors, and risk related to climate change and natural hazards. This Comprehensive Plan will be a forward looking document to articulate the needs and priorities of the community and an actionable guide in decision-making. Goals, strategies, and actions within the plan will facilitate sustainable growth and development, with particular attention to quality of place, economics, mobility, equity, services and social networks.

What is a Comprehensive Plan?

A Comprehensive Plan is required by the State of Colorado to serve as a guide for growth and development. It reflects the community's vision and goals for the future and should address different elements including land use, transportation, economy, and the natural environment, but it is not zoning or regulations. The Comprehensive Plan can be leveraged as a long-range tool for planning to guide town-wide policy decision-making.

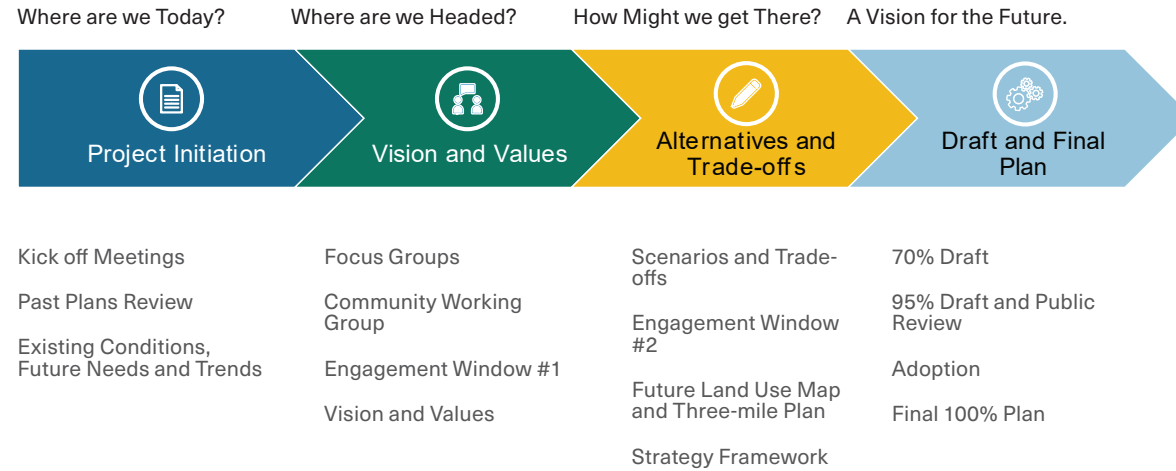
This plan seeks to meet all the requirements of the Department of Local Affairs (DOLA). Robust engagement will ensure a plan that is supported by the community and can be referenced in the decision-making process.

About this Document

This Existing Conditions Map Atlas is an initial assessment of the current conditions in Frisco. This provides a preliminary foundation of understanding for the Frisco Comprehensive Plan, including maps describing existing conditions.

Process

The project starts with an understanding of current conditions followed by engaging the voices of the community to identify the vision and values for Frisco. These will be used to explore trade-offs for development, which will be captured in a Land Use Map (FLUM) and the Three-Mile Plan. The draft and final plans will identify strategies to take action. The final plan will be shared with Planning Commission and Town Council for review and adoption.



The Town of Frisco Context

Frisco is located along the I-70 corridor, in the heart of Summit County, Colorado. Just 70 miles from Denver, Frisco offers easy access from the Interstate to recreational areas and ski resorts. Breckenridge is located about 10 miles south on Highway 9. Copper Mountain is located about 5 miles east on I-70. Silverthorne and Dillon are located about 3 miles east on I-70. This central location among the Summit County communities is influential to the local businesses, residents and visitors to Frisco.



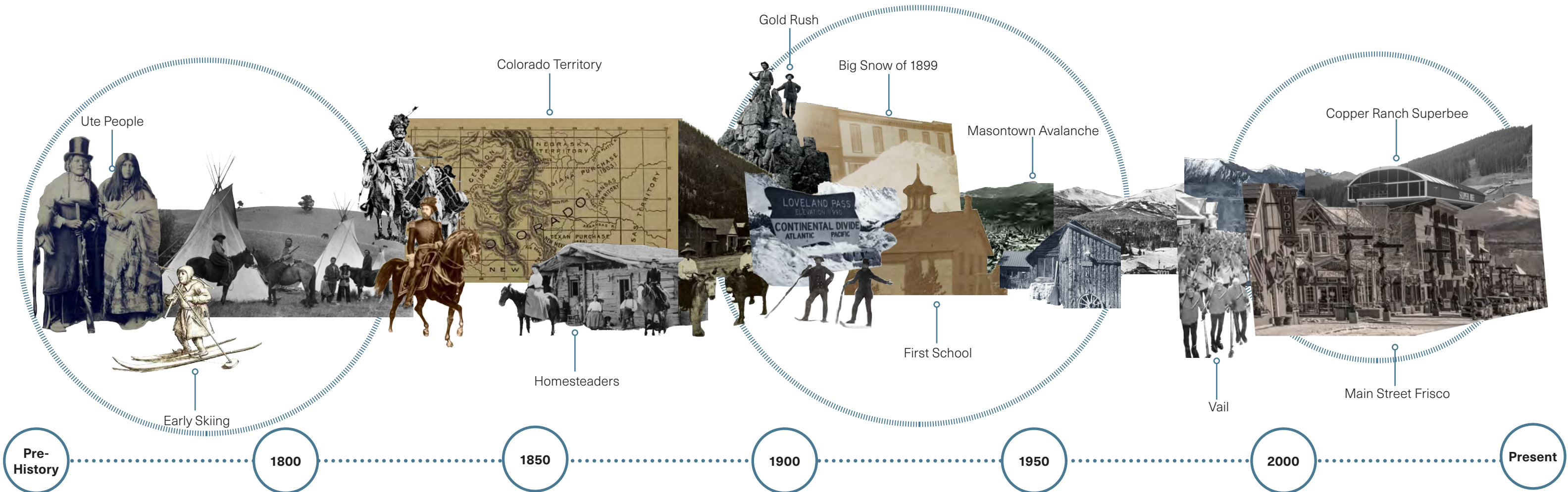
HISTORIC TIMELINE

The Value of History

Frisco has a rich history, beginning as ancestral lands of the Ute people, to a bustling mining community in the turn of the century, to the introduction of skiing in the mid-1960's and becoming 'Colorado's Playground'. In 1875 Henry Learned, a railroad agent, identified Frisco for possible expansion of The Frisco Line, although the railroad never made it all the way. The 1870's brought the Mining Boom, followed by the Silver Bust and the Great Depression. The mid-part of the 19th century was focused on ranching, before the ski industry sparked tourism, attracting millions.

Frisco Today

Today, Frisco is home to about 3,000 residents and a beloved destination of visitors world-wide. In recent years, population growth, increased tourism and economic shifts have impacted the Frisco landscape. The impacts of the COVID-19 pandemic are still being felt, as housing prices and stressed housing supply compound long standing issues around rentals, roadway congestion and access to affordable housing. The increased visitation and recreational use has stressed the trails and waterways in and around Frisco. The Comprehensive Plan process is an opportunity to pro-actively plan for the future of the Frisco community.



PRE-EUROPEAN SETTLEMENT

The area now known as Summit County is occupied by the Ute people. Skiing originates in Siberia and spreads across Europe.

WESTWARD EXPANSION

Following the Louisiana Purchase of 1803, European explorers reach Colorado. The first written record of a visit to Summit County occurs in 1839 by Thomas Jefferson Farnham. In 1843, John C. Fremont "Pathfinder" leads a U.S. Government expedition through Summit County.

MINING BOOM

The Summit County Gold Rush began on August 10, 1859 in Blue River Valley, the same year as the Colorado Gold Rush. In 1861, the Colorado Territory was formed and in 1862, the Federal Homestead Act was enacted. In 1863, the Colorado Silver Rush began in Montezuma Canyon.

ECONOMIC DOWNTURN

Like the rest of the country, Frisco was affected by World Wars I and II and the Great Depression. Electricity was cut off in Frisco in 1913 and was not restored until 1941. Frisco's population dropped to 18 people in 1930. However, Frisco was one of few mining towns to survive, thanks to a turn to the ranching industry.

SKI BOOM

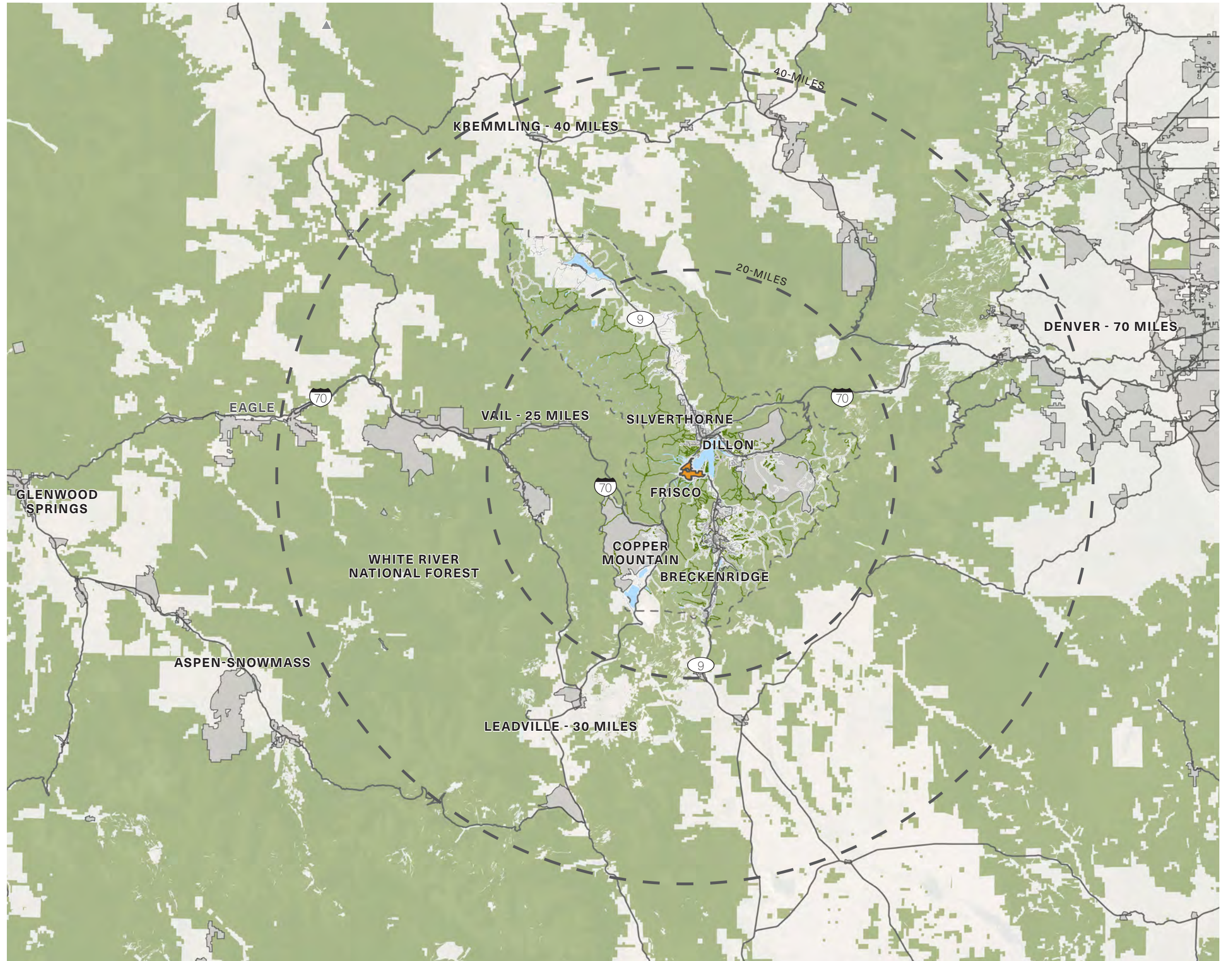
Frisco saw increased tourism and population starting in the 1960's, following the construction of new ski resorts in Summit County, notably Breckenridge Ski Resort (1961), Vail Ski Resort (1962), Keystone Ski Resort (1970), and Copper Ski Resort (1972).

VIBRANT MOUNTAIN TOWN

Today, Frisco is a vibrant community of around 3,000 residents who value the recreational landscape and small mountain-town character.

REGIONAL CONTEXT

The regional context map highlights the regional relationships of Frisco to Summit County and other communities of influence including Denver, Kremmling and Vail. This map also identifies the significant USFS lands of the White River National Forest throughout the region.



LEGEND

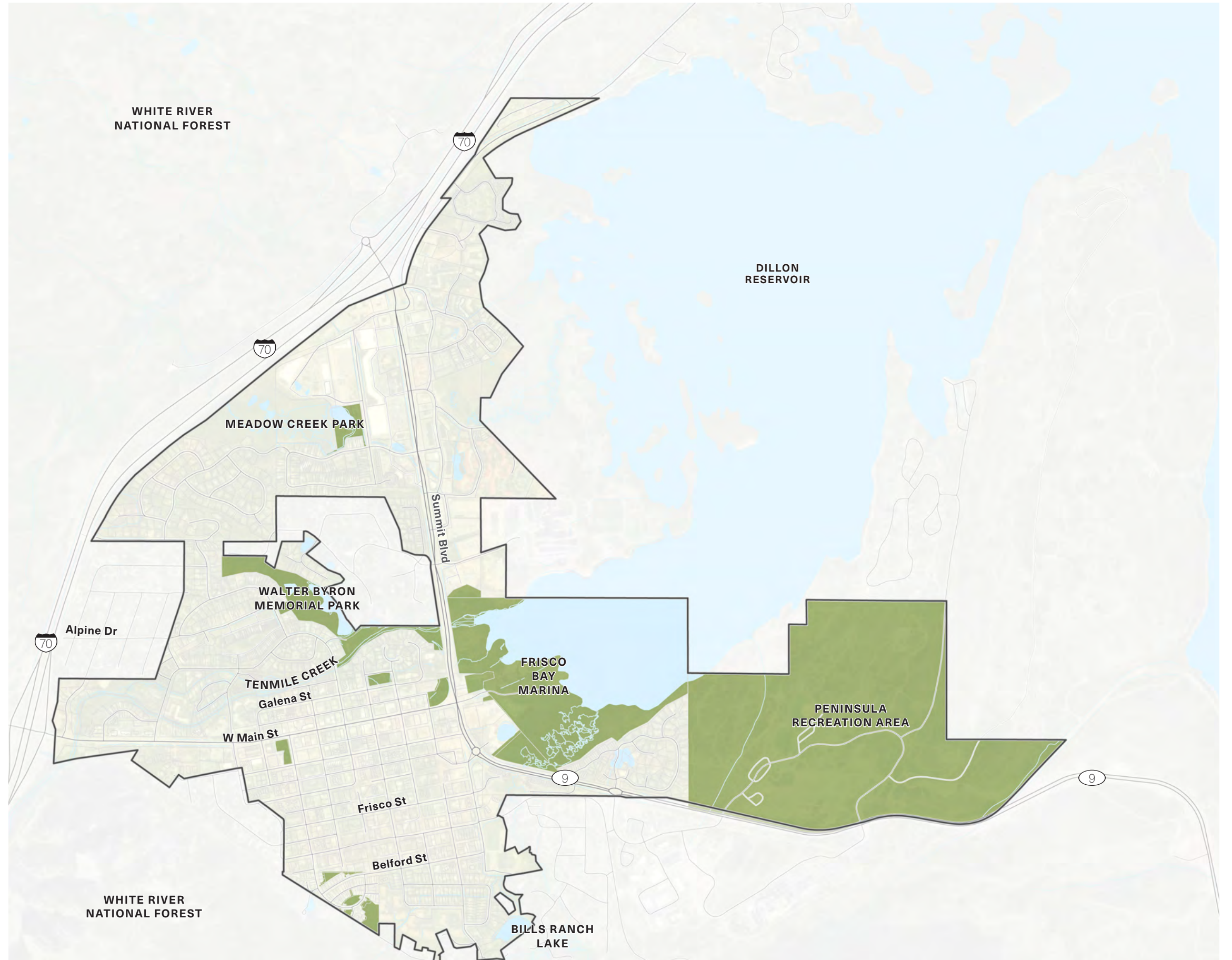
- Frisko Town Boundary
- Streams and Water bodies
- USFS

SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco



BASEMAP

The basemap highlights the geography of Frisco, about two square miles, with Historic Main Street and Marina at the heart of the community. At just over 9,000 feet in elevation, the town is surrounded by public land on three sides, Dillon Reservoir to the east, and Royal Mountain framing the backdrop of the town to the west. Tenmile Creek runs west to east through the community.



LEGEND

- Frisco Town Boundary
- Streams and Water
- Parks

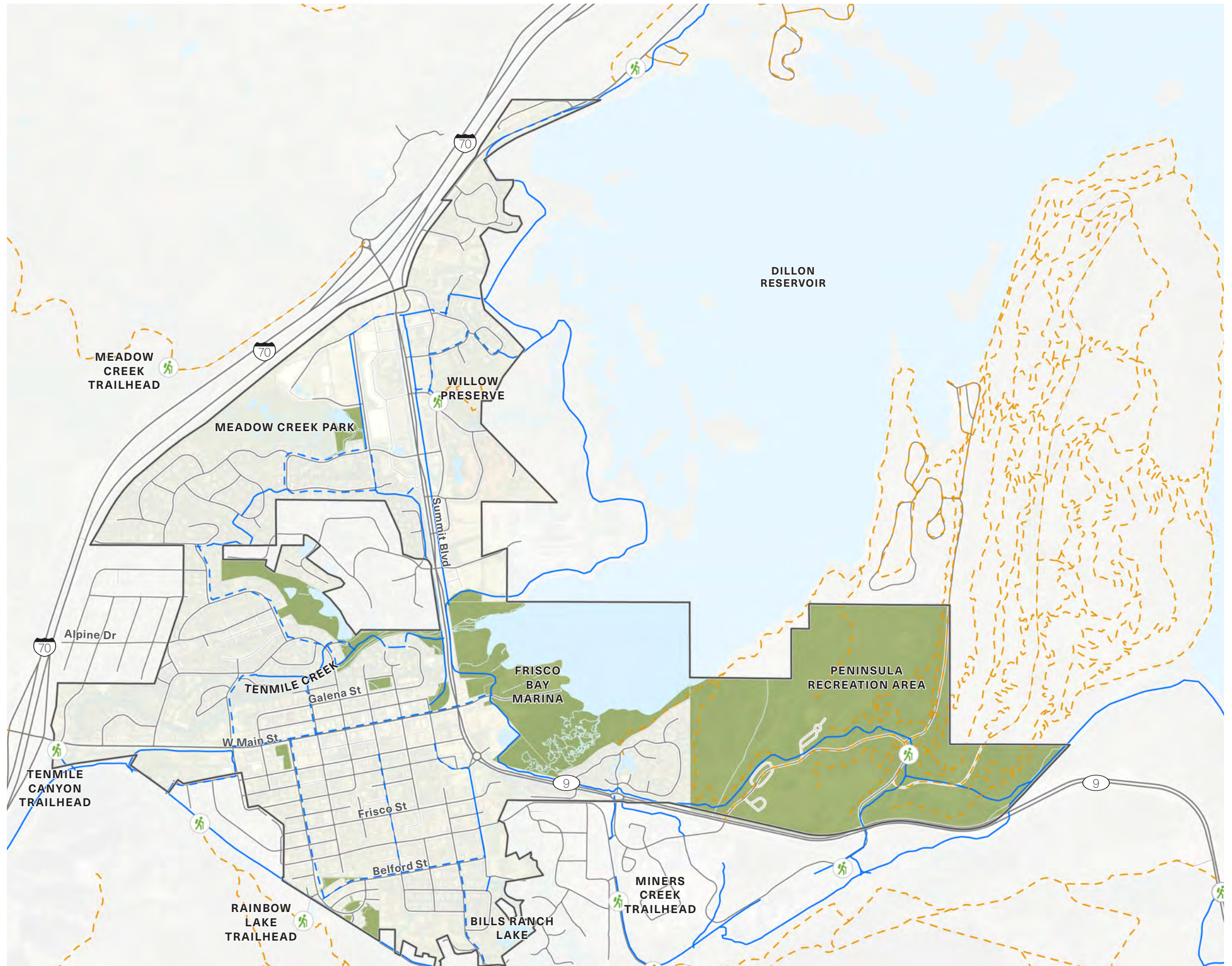
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CONNECTIVITY

I-70 runs to the northwest of Frisco, with two primary exits into the community, Exit 203 and Exit 201. Highway 9 runs north to south leading into Breckenridge. The street network in Town is based off the Main Street grid where areas north and south of town are less formally connected. The transit center is located off Meadow Drive, north of Main Street, near the shopping areas off Hwy 9 and I-70.

More information on transportation and connectivity are located in the Transportation Assessment.



LEGEND

- Frisco Town Boundary
- Interstate/Freeway
- Arterials, Collectors and Local Roads
- On-Street Bike Lanes
- Paved Multi-Use Paths
- Trails
- 🚶 Trailheads

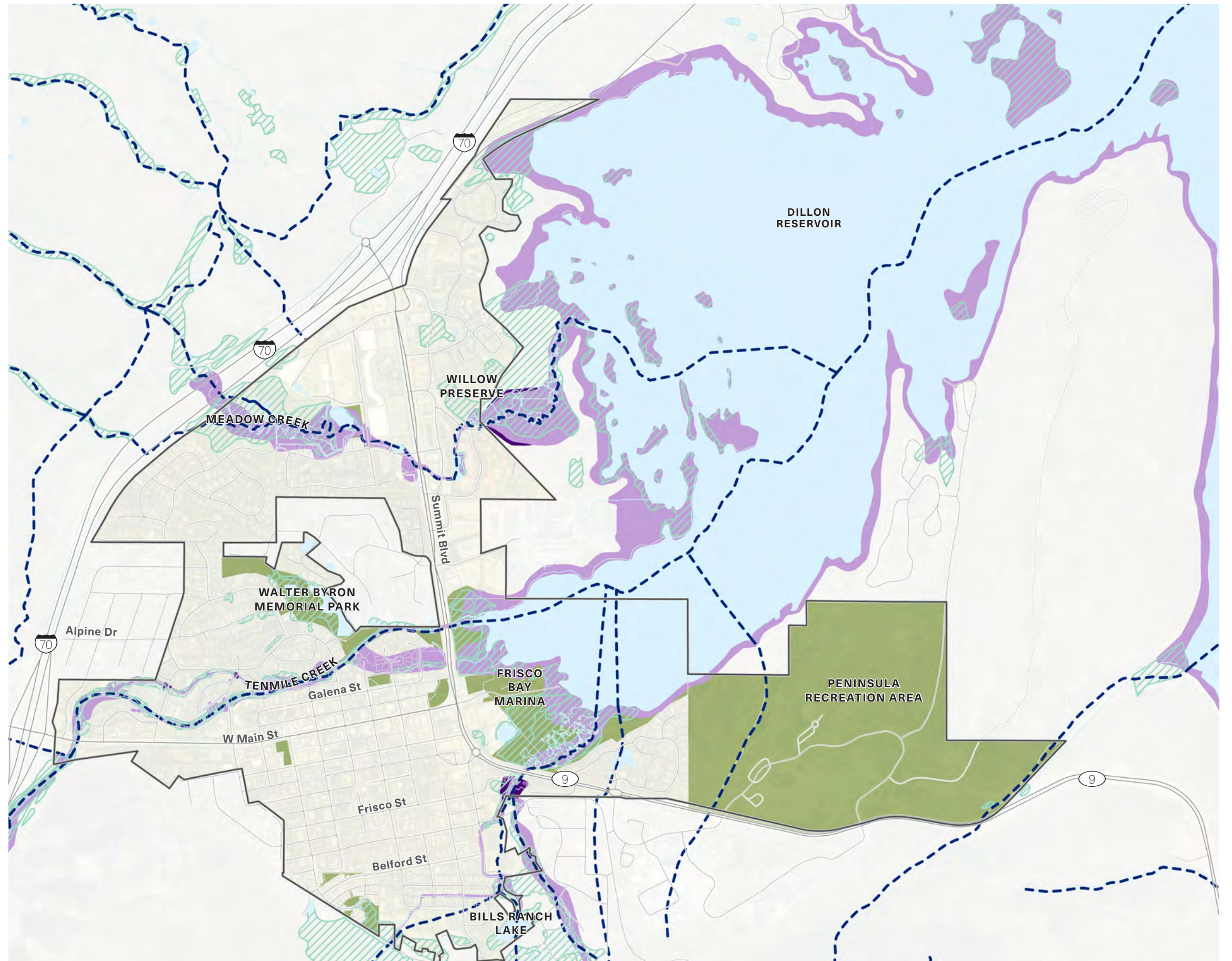
SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco



HYDROLOGY

Lake Dillon is a key feature of the Frisco landscape. The Frisco Marina and Peninsula Recreation Area are managed by the Town and interface directly with the water. In addition, Tenmile Creek runs through town, with several wetland areas, primarily located in park areas.

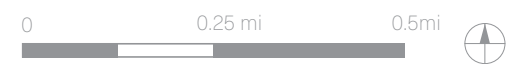
More information on watersheds and water infrastructure is located in the Environmental Assessment.



LEGEND

- Frisco Town Boundary
- Streams and Water bodies
- 100-year floodplain
- 500-year floodplain
- Wetlands
- Flowlines

SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco
















PARKS AND OPEN SPACES

The Town of Frisco maintains and operates 16 miles of recreation paths throughout town and 240 acres of park space, including a tennis court, a sand volleyball court, a baseball field, a pickleball court and disc golf course. Playgrounds are located at Walter Byron Park, Marina Park and Meadow Creek Park.

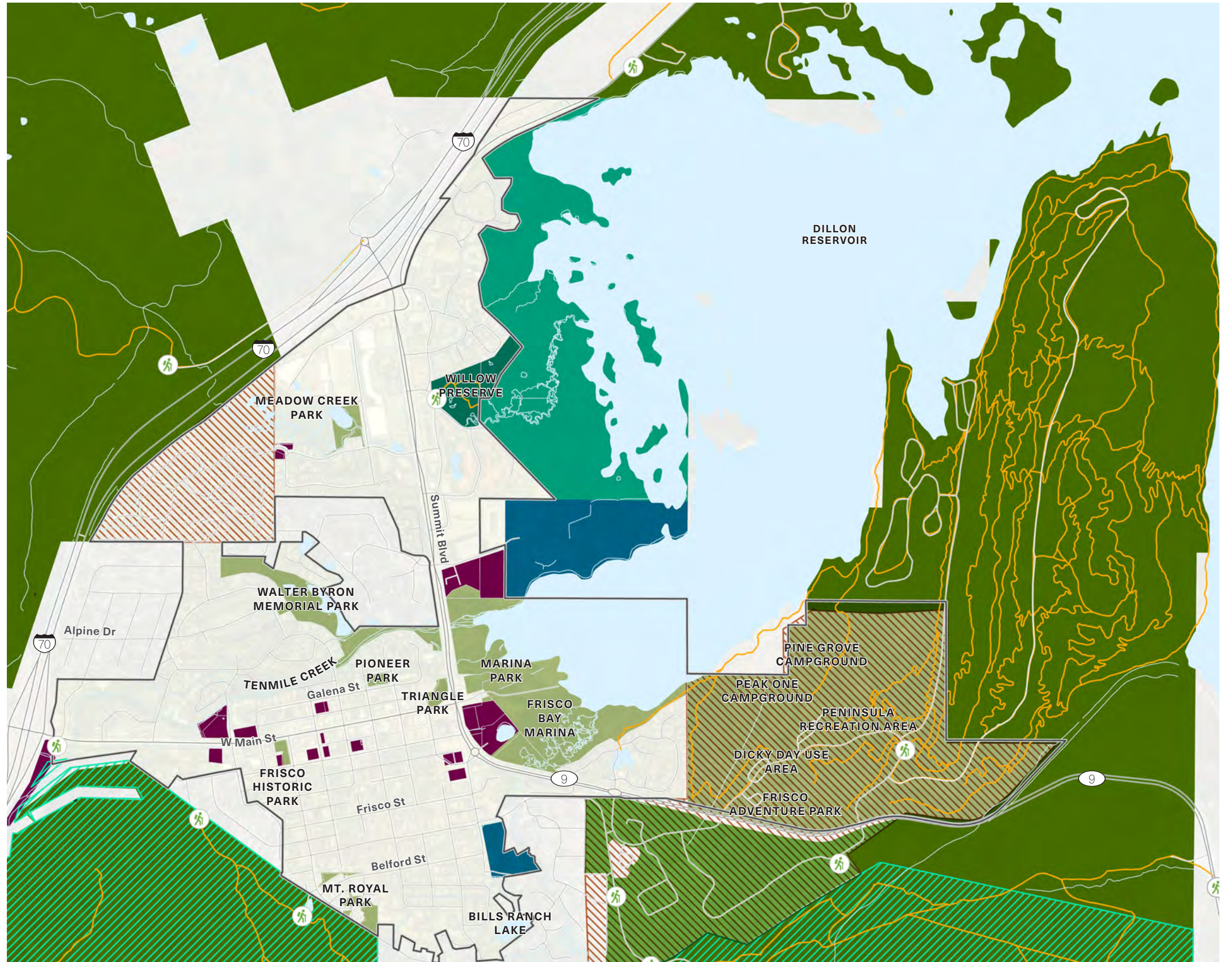
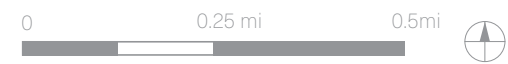
The White River National Forest (USFS) surrounds a significant portion of Frisco with several trailheads and trails originating in Frisco and drawing regional visitation.

More information on open space is located in the Environmental Assessment.

LEGEND

-  Frisco Town Boundary
-  Streams and Water bodies
-  White River National Forest
-  Big Game Corridor Decision Area
-  Camp Hale - Continental Divide
-  Trails
-  Trailheads
-  Parks
-  County Park
-  DWB
-  Public Use
-  Open Space
-  School

SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco



EXISTING ZONING















Development in the Town of Frisco is overseen by the Community Development Department (CDD). The mission of the CDD is to enhance quality of life, promote sustainable development and environmental stewardship, and encourage compatible building design throughout the Frisco community. Within this Department is the Building Division and the Planning Division. The Planning Commission is a recommending body to the Town Council.

Zoning in Frisco includes both Zone Districts and a Historic Overlay District. These are regulated based on [The Unified Development Code \(UDC\)](#).

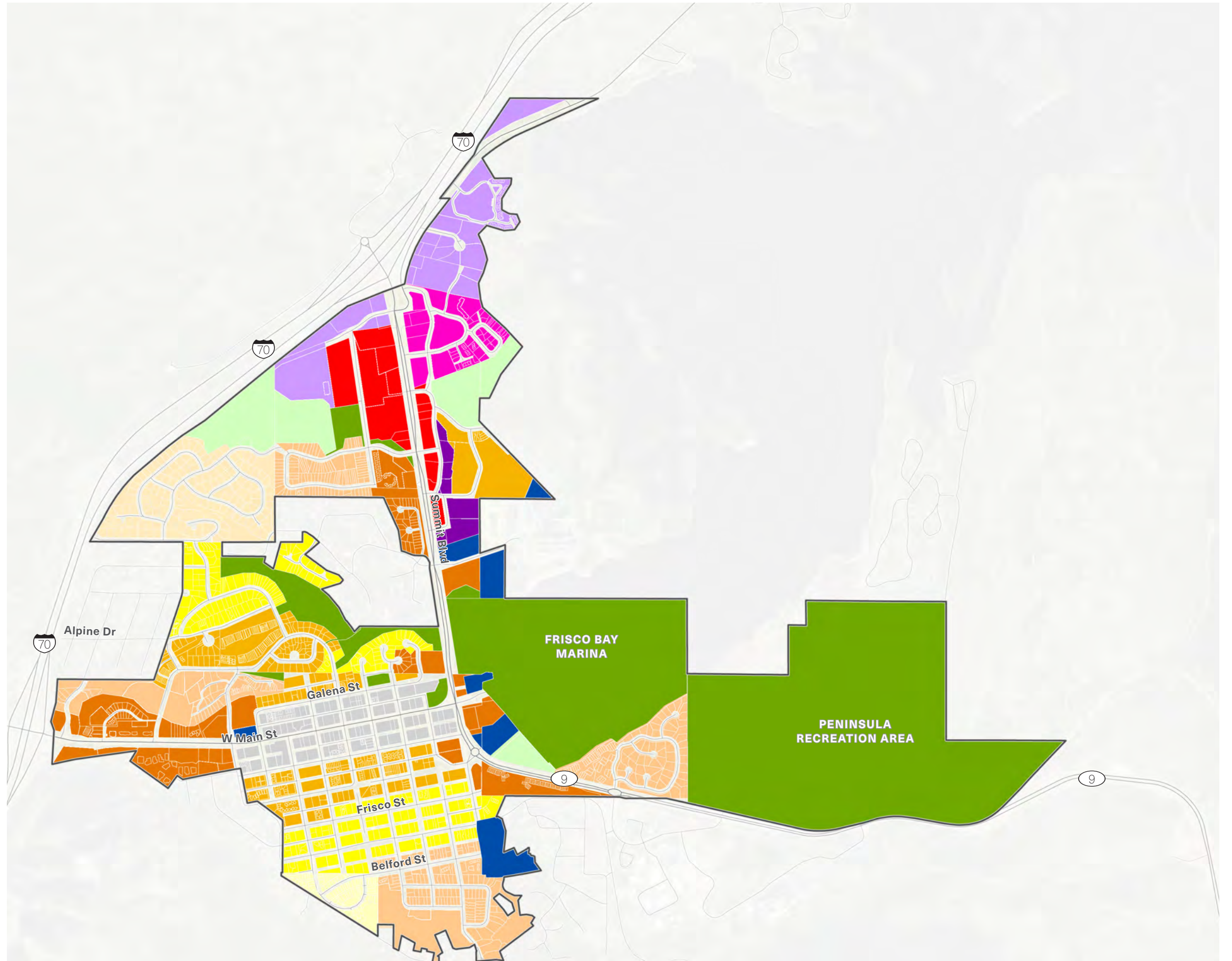
LEGEND

 Frisco Town Boundary

ZONE CLASS

- | | |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
|  Central Core |  PUD Overlay |
|  Commercial-Oriented |  Residential High Density |
|  Gateway |  Residential Low Density |
|  Light Industrial |  Residential Medium Density |
|  Mixed Use |  Traditional Neighborhood |
|  Open Space |  Residential Single Household |
|  Public Facilities | |
|  Parks and Recreation | |

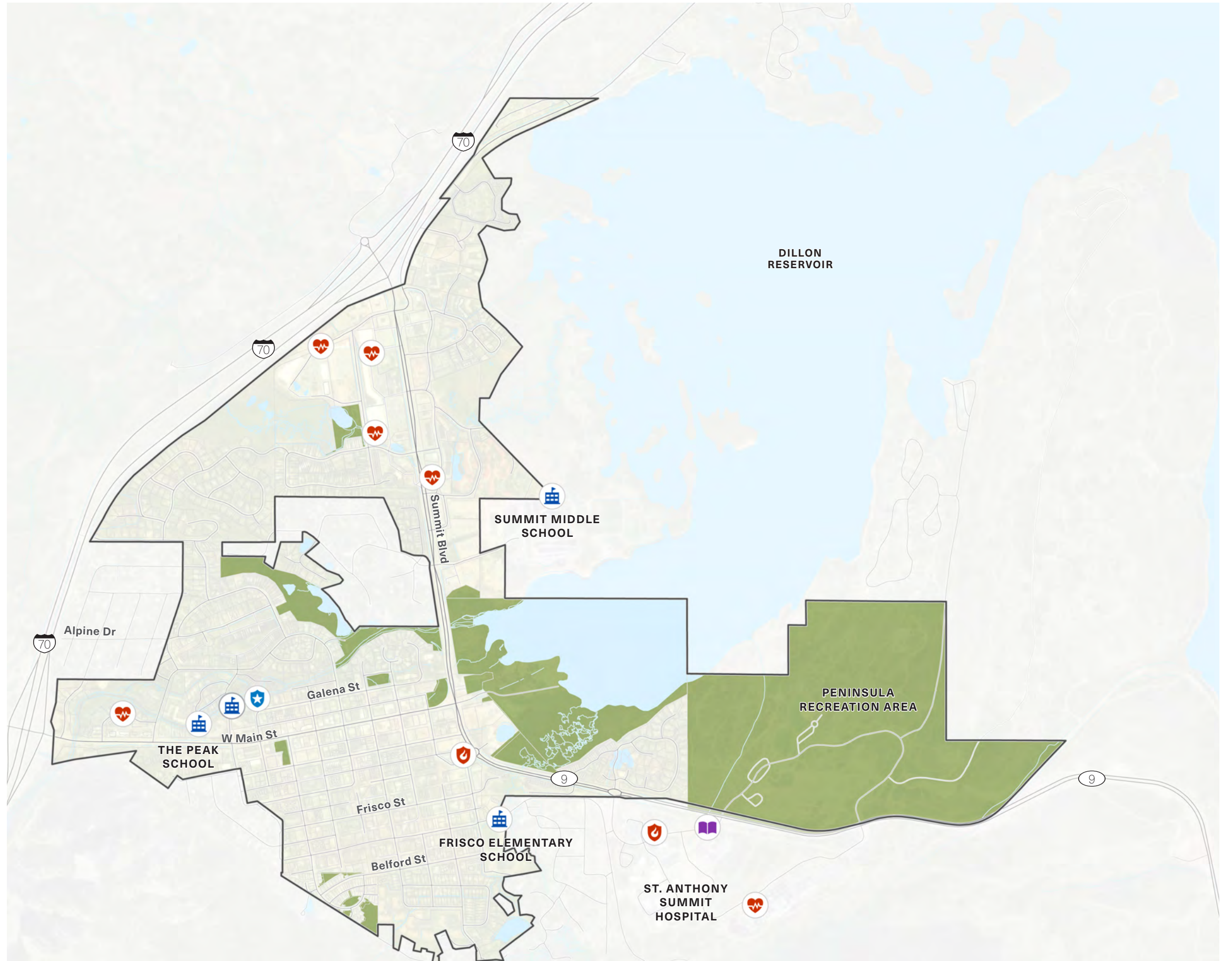
SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco











COMMUNITY FACILITIES

Frisco offers four schools, from Pre-K to Summit Middle Schools. Summit High School is located 5 miles south on Highway 9.

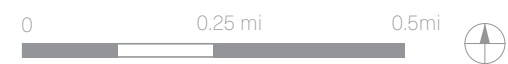
There is a police station, two fire stations and multiple healthcare clinics. The Summit County Library and St. Anthony Hospital are immediately south, outside Frisco's Town Boundary.



LEGEND

-  Frisco Town Boundary
-  Streams and Waterbodies
-  Parks
-  Healthcare Facilities
-  Libraries
-  Fire Stations
-  Schools
-  Police Stations

SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco



HISTORIC SITES



1 Old Town Hall



2 Frisco Historic Park & Museum



3 Foote's Rest



4 Staley-Rouse House



5 Cemetery

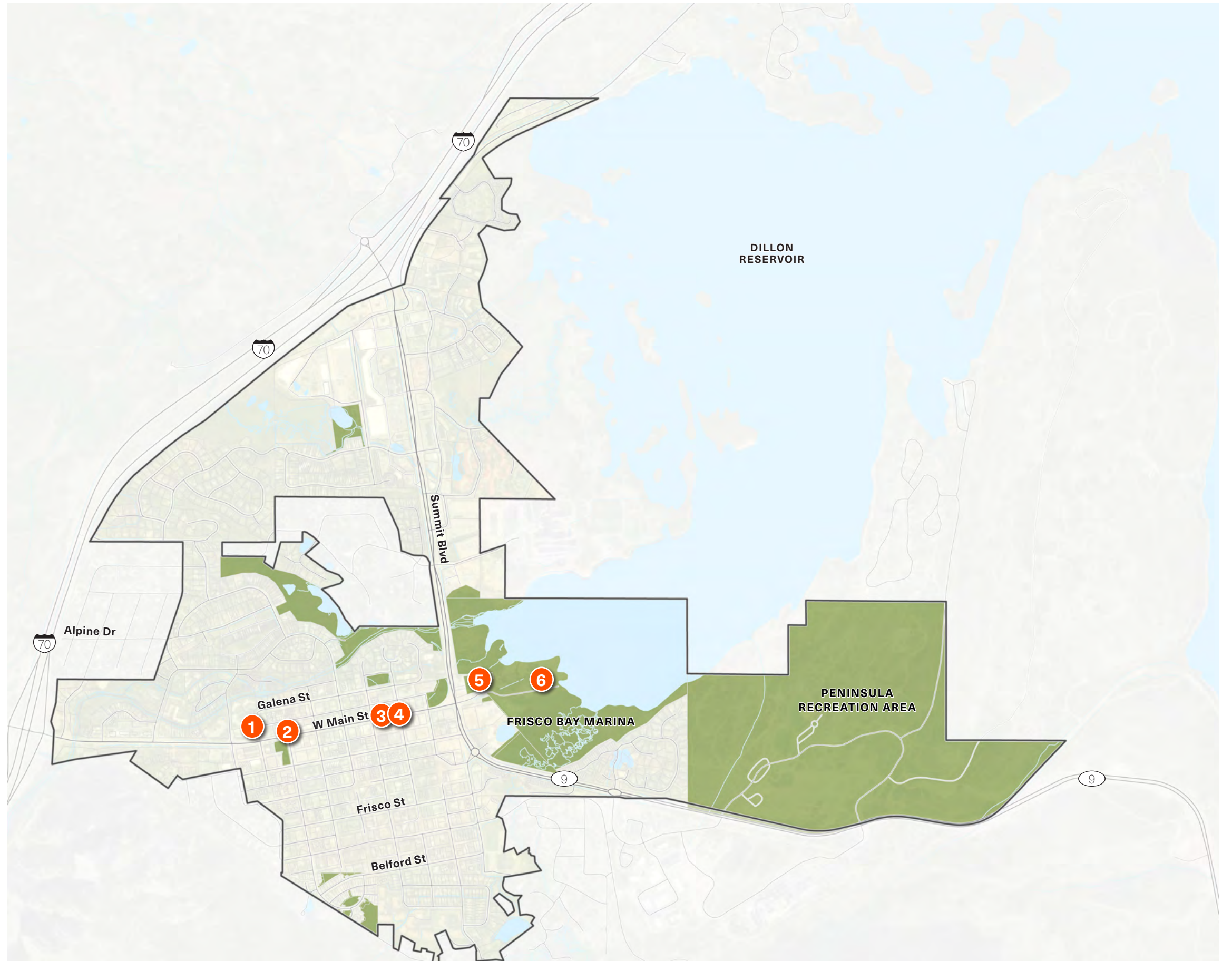


6 Frisco Bay Marina

LEGEND

- Frisco Town Boundary
- Streams and Waterbodies
- Parks

SOURCES: Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, TomTom, Garmin, SafeGraph, Geotechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS, Town of Frisco



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MEMORANDUM

To: Town of Frisco: Kris Valdez, Katie Kent, Emma Heth
From: Design Workshop: Jessica Garrow, Alison Bourquin, Eric
Krohngold, Emily Burrowes, Alex Zarookian

Date: Revised: August 19, 2024

Project Name: Frisco Comprehensive and Three Mile Plan
Project #: 7651
Subject: Market Trends & Existing Conditions Analysis

Introduction

This memorandum provides a baseline assessment of demographic, economic, and real estate market conditions of the Town of Frisco (Town), Summit County (County), and the State of Colorado (State). In addition to providing a baseline assessment of current economic and market positions for the Town, this memo includes an analysis of current and future demographic trends for the Town within regional context and identifies opportunities for future economic growth and real estate development.

Geographic Areas of Analysis

The County is located slightly northwest of the center of the State and is approximately 619 square miles. The Town is located within the County, about 72 miles from Denver, and is approximately 1.7 square miles in size. The analysis of socioeconomic conditions that follows includes relevant trends for the Town in comparison to those for the County and State. The Real estate trends and forecasts reviewed in the final section of this memorandum are specific to the Town.

Socioeconomic Existing Conditions

Population & Growth Projections

Table 1 illustrates population and population growth projections for the Town, County, and the State. According to data retrieved from the American Community Survey, the Town's 2022 population was 2,900. Between 2012 and 2017 the area experienced significant growth, with an overall increase of 11% for residents. This growth rate is slightly higher when compared to the County (7%), and the State (8%). The growth rate decreased significantly between 2017 and 2022 to -3%, which was lower than both the County (6%) and State (4%) for the same time period. The Colorado State Demography Office offers population forecasts for municipalities on a case-by-case basis; however, they are not publicly available for download. Growth is expected to continue at moderate rates for both the County and the State over the next five years. It is important to note that between 2030 and 2050, the State is projected to see a 17% increase in population overall, and the County is projected to see a total population increase of 10%.

Population Variable	Colorado	Summit County	Town of Frisco
2012 Total Population	5,042,853	27,753	2,684
2017 Total Population	5,436,519	29,722	2,977
% Change, 2012-2017	8%	7%	11%
2022 Total Population	5,770,790	30,955	2,900
% Change, 2017-2022	6%	4%	-3%
% Change, 2012-2022	14%	12%	8%
Population Projections:			
2030 Total Population	6,386,542	32,350	Data Unavailable
2035 Total Population	6,740,040	33,308	Data Unavailable
% Change, 2030-2035	6%	3%	Data Unavailable
2040 Total Population	7,047,614	34,187	Data Unavailable
% Change, 2035-2040	5%	3%	Data Unavailable
2045 Total Population	7,292,579	34,921	Data Unavailable
% Change, 2040-2045	3%	2%	Data Unavailable
2050 Total Population	7,491,886	35,544	Data Unavailable
% Change, 2045-2050	3%	2%	Data Unavailable

Table 1A: Population Trends, 2012 – 2050. 2012¹, 2017², and 2022³ figures are sourced from the American Community Survey for the corresponding years. 2030-2050 figures are sourced from the Colorado State Demography Office⁴.

For the American Community Survey 5-Year Estimates shown in Table 1 for 2012, 2017, and 2022, it is important to note:

“The ACS uses a ‘current residence’ rule to interview people who are currently living or staying in the sample housing unit as long as their stay at that address will exceed 2 months... for certain segments of the population, the usual and current residence concepts could result in different residence decisions. Appreciable differences may occur in areas where large proportions of the total population spend several months of the year in areas that would not be considered their residence under decennial census rules. In particular, data for areas that include large beach, lake, or mountain

¹ U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2012, https://data.census.gov/table/ACSDP5Y2012.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

² U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2017, https://data.census.gov/table/ACSDP5Y2017.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

³ U.S. Census Bureau. "ACS Demographic and Housing Estimates." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2022, https://data.census.gov/table/ACSDP5Y2022.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

⁴ Colorado State Demography Office. (2023, October). *County Population 5-year Forecasts, 2000 to 2050*. Colorado State Demography Office - County Data Resource Page. <https://demography.dola.colorado.gov/assets/html/county.html>

TABLE 3. PRELIMINARY POPULATION FORECASTS BY COUNTY, 2010 - 2050, Vintage 2022 Prepared October 2023, https://docs.google.com/spreadsheets/d/1266g_Jg3b70E60e9AR1QPwi6BT3J7_I_/export?format=xlsx

vacation areas, or large migrant worker communities may differ appreciably between the decennial census and the ACS if populations live there for more than 2 months⁵."

Comparatively, the U.S. Decennial Census is committed to counting each person once, only once, and in the right place, and applies the rule of "usual residence"⁶, which says that a person should be counted in the place where they live and sleep most of the time." Utilizing this definition, the decennial census counts individuals in their primary residence, accounting for seasonal, secondary, and part-time homeowners and residents. Given the Town's seasonal attractions and significant tourism industry, population projections from the past three decennial census surveys are provided below for further understanding of the Town's population trends.

Decennial Census population estimates shown in Table 1B align with the American Community Survey estimates shown in Table 1A. Estimates between 2010, 2012, 2020, and 2022 are almost identical for the Town, with only slight differences shown between years and data sources.

Population Variable	Colorado	Summit County	Town of Frisco
2000 Total Population	4,301,261	23,548	2,443
2010 Total Population	5,029,196	27,994	2,683
% Change, 2000-2010	17%	19%	10%
2020 Total Population	5,773,714	31,055	2,913
% Change, 2010-2020	15%	11%	9%

Table 1B: Population Trends, 2000⁷, 2010⁸, 2020⁹, Decennial Census

Household & Growth Projections

Between 2012 and 2017 the number of households within the Town increased by 6%, growing from 1,116 to 1,183 households. For the same time period, the State saw a 6% increase in households, while the County saw a 17% decrease. Between 2017 and 2022 the number of households increased by 9%, 24%, and 11%, for the State, County, and Town, respectively. For the State and Town, average household sizes increased between 2012 and 2017, but then decreased back down below 2012 levels between 2017 and 2022. Comparatively, for the County, average household size increased between 2012 and 2017 and

⁵ US Census Bureau. (2022b, October 7). *Understanding and using American Community Survey Data: What all data users need to know*. Census.gov. <https://www.census.gov/programs-surveys/acs/library/handbooks/general.html>

Chapter 9. Differences Between The Acs And The Decennial Census

⁶ US Census Bureau. (2022, September 1). 2020 census residence criteria and residence situations. Census.gov. <https://www.census.gov/programs-surveys/decennial-census/decade/2020/about/residence-rule.html>

⁷ U.S. Census Bureau. "Profile of General Demographic Characteristics: 2000." Decennial Census, DEC Summary File 2 Demographic Profile, Table DP1, 2000, https://data.census.gov/table/DECENNIALDPSF22000.DP1?g=040XX00US08_050XX00US08117_160XX00US0828690&y=2000. Accessed on August 19, 2024.

⁸ U.S. Census Bureau. "TOTAL POPULATION." *Decennial Census, DEC Summary File 1, Table P1*, 2010, https://data.census.gov/table/DECENNIALSF12010.P1?t=PopulationTotal&g=040XX00US08_050XX00US08117_160XX00US0828690&y=2010&d=DEC Summary File 1. Accessed on August 19, 2024.

⁹ U.S. Census Bureau. "PROFILE OF GENERAL POPULATION AND HOUSING CHARACTERISTICS." Decennial Census, DEC Demographic Profile, Table DP1, 2020, https://data.census.gov/table/DECENNIALDP2020.DP1?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690&y=2020&d=DEC Demographic Profile. Accessed on August 19, 2024.

decreased between 2017 and 2022 but remained above 2012 levels. In 2022 the Town's average household size of 2.22 persons was lower than that of the State (2.48 persons) and County (2.59 persons). Table 2 includes projections for the future total households in the State and County between 2030 and 2050, estimated by the Colorado State Demography Office. These projections indicate that total households in the County will increase by ~12% between 2030 and 2050, or an average of 0.61% annually over the 20-year period.

Household Variable	Colorado	Summit County	Town of Frisco
2012 Total Households	1,962,753	11,358	1,116
2017 Total Households	2,082,531	9,455	1,183
% Change, 2012-2017	6%	-17%	6%
2022 Total Households	2,278,044	11,750	1,308
% Change, 2017-2022	9%	24%	11%
2012 Average Household Size	2.51	2.40	2.40
2017 Average Household Size	2.55	3.10	2.52
2022 Average Household Size	2.48	2.59	2.22
Household Projections			
2030 Total Households	2,539,117	13,449	Data Unavailable
2035 Total Households	2,708,125	14,072	Data Unavailable
2040 Total Households	2,845,958	14,528	Data Unavailable
2045 Total Households	2,952,615	14,788	Data Unavailable
2050 Total Households	3,050,249	15,098	Data Unavailable

Table 2: Household Trends, 2012 – 2050. 2012¹⁰, 2017¹¹, and 2022¹² figures are sourced from the American Community Survey for the corresponding years. 2030-2050 figures are sourced from the Colorado State Demography Office¹³.

Age

The Town's 2022 median age was 43.8 years which is older than both the County (39.0) and the State (37.3). The three largest age groups for both the County and the State were 25-29-year-olds, 30-34-year-olds, and 35-39-year-olds. Comparatively, the largest age groups in the Town were 15-19-year-olds (12.30%), 35-39-year-olds (10.10%), and 50-54-year-olds (16.10%). At 12.30%, the Town's population of 15-19-year-olds was much higher than that of the County (4.2%) and State (6.5%). Similarly, at 16.10%, the Town's population of 50-54-year-olds was much higher than that of the County (6.4%) and State

¹⁰ U.S. Census Bureau. "HOUSEHOLDS AND FAMILIES ." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1101, 2012, https://data.census.gov/table/ACSST5Y2012.S1101?t=Families and Household Characteristics:Household Size and Type&q=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

¹¹ U.S. Census Bureau. "HOUSEHOLDS AND FAMILIES." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1101, 2017, https://data.census.gov/table/ACSST5Y2017.S1101?t=Families and Living Arrangements&q=040XX00US08_050XX00US08117_160XX00US0828690&y=2017. Accessed on April 16, 2024.

¹² U.S. Census Bureau. "Households and Families." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1101, 2022, https://data.census.gov/table/ACSST5Y2022.S1101?t=Families and Household Characteristics:Household Size and Type&q=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

¹³ Colorado State Demography Office. (n.d.). County household projections lookup. https://demography.dola.colorado.gov/assets/lookups/county_HH_lookup.html

(6.0%). Given the Town's median age and age distribution, it is likely that the Town's population is predominantly made up of families with school-aged children.

Age Variables	Colorado				Summit County				Town of Frisco			
	Total		Percent		Total		Percent		Total		Percent	
	Estimate	MOE	Estimate	MOE	Estimate	MOE	Estimate	MOE	Estimate	MOE	Estimate	MOE
Total Population	5,770,790				30,955				2,900			
AGE												
Under 5 years	317,189	±567	5.50%	±0.1	1,026	±139	3.30%	±0.4	0	±13	0.00%	±1.3
5 to 9 years	338,778	±3,446	5.90%	±0.1	1,403	±388	4.50%	±1.3	137	±112	4.70%	±3.9
10 to 14 years	365,207	±3,418	6.30%	±0.1	1,730	±307	5.60%	±1.0	131	±99	4.50%	±3.4
15 to 19 years	376,404	±1,224	6.50%	±0.1	1,288	±311	4.20%	±1.0	356	±239	12.30%	±8.2
20 to 24 years	390,452	±1,302	6.80%	±0.1	1,458	±297	4.70%	±1.0	20	±28	0.70%	±1.0
25 to 29 years	443,794	±838	7.70%	±0.1	3,084	±161	10.00%	±0.5	215	±201	7.40%	±6.9
30 to 34 years	453,837	±991	7.90%	±0.1	2,934	±160	9.50%	±0.5	166	±251	5.70%	±8.7
35 to 39 years	426,731	±4,210	7.40%	±0.1	3,016	±434	9.70%	±1.4	293	±298	10.10%	±10.3
40 to 44 years	393,076	±4,222	6.80%	±0.1	1,979	±370	6.40%	±1.2	158	±118	5.40%	±4.1
45 to 49 years	360,379	±882	6.20%	±0.1	2,274	±272	7.30%	±0.9	291	±162	10.00%	±5.6
50 to 54 years	347,869	±788	6.00%	±0.1	1,991	±119	6.40%	±0.4	467	±213	16.10%	±7.3
55 to 59 years	356,026	±3,242	6.20%	±0.1	2,169	±314	7.00%	±1.0	146	±116	5.00%	±4.0
60 to 64 years	345,695	±3,258	6.00%	±0.1	1,999	±322	6.50%	±1.0	87	±71	3.00%	±2.5
65 to 69 years	299,075	±3,318	5.20%	±0.1	1,515	±307	4.90%	±1.0	105	±106	3.60%	±3.6
70 to 74 years	232,563	±2,253	4.00%	±0.1	1,887	±328	6.10%	±1.1	185	±136	6.40%	±4.7
75 to 79 years	142,132	±2,233	2.50%	±0.1	735	±260	2.40%	±0.8	122	±86	4.20%	±3.0
80 to 84 years	89,279	±1,913	1.50%	±0.1	307	±245	1.00%	±0.8	0	±13	0.00%	±1.3
85 years and over	92,304	±1,964	1.60%	±0.1	160	±134	0.50%	±0.4	21	±57	0.70%	±2.0
SUMMARY INDICATORS												
Median age (years)	37.3	±0.1			39	±0.9			43.8	±7.7		
Sex ratio	103	±0.1			122	±5.2			93.6	±29.7		
Age dependency ratio	57.1	±0.1			44.8	±1.7			46.9	±16.4		
Old-age dependency ratio	23.3	±0.1			21.5	±1.0			21.9	±11.8		
Child dependency ratio	33.8	±0.1			23.3	±1.3			25	±11.8		

Table 3: Median Age, Age Distribution, and Age Summary Indicators, 2022. Source: American Community Survey¹⁴

Table 3 Notes:

- Sex ratio equals the number of males per 100 females.
- The age dependency ratio is derived by dividing the combined under-18 and 65-and-over populations by the 18-to-64 population and multiplying by 100.
- The old-age dependency ratio is derived by dividing the population 65 and over by the 18-to-64 population and multiplying by 100.
- The child dependency ratio is derived by dividing the population under 18 by the 18-to-64 population and multiplying by 100.

It is important to note that the American Community Survey data are subject to sampling variability and estimates are published with a margin of error. The ACS Demographic and Housing Estimates Table Notes provide the following explanation:

“Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly

¹⁴U.S. Census Bureau. "Age and Sex." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101, 2022, https://data.census.gov/table/ACSST5Y2022.S0101?g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on May 1, 2024.

as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to non-sampling error (for a discussion of non-sampling variability, see ACS Technical Documentation). The effect of nonresponse error is not represented in these tables¹⁵."

Although Table 3 shows that the American Community Survey estimate for children aged 0- to 4-years-old in 2022 was 0% of the population, the margin of error for this figure was ± 13 people or $\pm 1.3\%$ of the population. In order to provide further insight related to this demographic, Table 4, below, was prepared. Table 4 shows that estimates for this segment of the Town's population ranged from 1% ($\pm 1.7\%$) to 2% ($\pm 3.1\%$) of the total population between 2017 and 2021. Based on these historic trends, it is highly likely that the population of children aged 0- to 4-years-old was greater than 0% in 2022.

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¹⁵ U.S. Census Bureau. "ACS Demographic and Housing Estimates." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2022, https://data.census.gov/table/ACSDP5Y2022.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

Age Variables	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
2021 Median Age (years)	37.1		38.6		45.3	
2021 Total Population	5,723,176		31,042		2,952	
2021 Under 5 Years	324,246	5.7%	1,269	4.1%	59	2.0%
2021 Margin of Error Under 5 Years	±617	±0.1	±4	±0.1	±92	±3.1
2020 Median Age (years)	36.9		38.2		49.6	
2020 Total Population	5,684,926		30,735		2,928	
2020 Under 5 Years	330,939	5.8%	1,319	4.3%	34	1.2%
2020 Margin of Error Under 5 Years	±502	±0.1	±23	±0.1	±50	±1.7
2019 Median Age (years)	36.7		39.1		48.0	
2019 Total Population	5,610,349		30,649		3,116	
2019 Under 5 Years	334,032	6.0%	1,309	4.3%	42	1.3%
2019 Margin of Error Under 5 Years	±530	±0.1	±12	±0.1	±66	±2.1
2018 Median Age (years)	36.6		39.1		48.8	
2018 Total Population	5,531,141		30,429		3,074	
2018 Under 5 Years	335,199	6.1%	1,310	4.3%	40	1.3%
2018 Margin of Error Under 5 Years	±455	±0.1	±27	±0.1	±61	±2.0
2017 Median Age (years)	36.5		39.2		48.1	
2017 Total Population	5,436,519		29,722		2,977	
2017 Under 5 Years	334,250	6.1%	1,292	4.3%	29	1.0%
2017 Margin of Error Under 5 Years	±474	±0.1	±38	±0.1	±52	±1.7

Table 4: Median Age and Population Under 5 Years of Age, 2017 - 2021. Source: American Community Survey^{16,17,18,19,20}

Income

The Town's 2022 median household income was \$101,140, which was only slightly higher than the County (\$100,611) but significantly higher than the State (\$87,598). It is important to note that nearly a quarter of the Town's Households (22.55%) had a household income of \$200,000 or more in 2022, compared to just 15.66% of the County's households, and 13.88% of the State's households. The Town's median household income as well as the income distribution show that a large portion of households are in the higher ranges of annual income.

¹⁶ U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2021, https://data.census.gov/table/ACSDP5Y2021.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 29, 2024.

¹⁷ U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2020, https://data.census.gov/table/ACSDP5Y2020.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 29, 2024.

¹⁸ U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2019, https://data.census.gov/table/ACSDP5Y2019.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 29, 2024.

¹⁹ U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2018, https://data.census.gov/table/ACSDP5Y2018.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 29, 2024.

²⁰ U.S. Census Bureau. "ACS DEMOGRAPHIC AND HOUSING ESTIMATES." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2017, https://data.census.gov/table/ACSDP5Y2017.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

Income Variables	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Median Household Income in the Past 12 Months (in 2022 inflation-adjusted dollars)	\$87,598		\$100,611		\$101,140	
Total Households	2,278,044		11,750		1,308	
Less than \$10,000	89,105	3.91%	99	0.84%	45	3.44%
\$10,000 to \$14,999	61,959	2.72%	96	0.82%	0	0.00%
\$15,000 to \$19,999	58,635	2.57%	233	1.98%	25	1.91%
\$20,000 to \$24,999	63,970	2.81%	203	1.73%	0	0.00%
\$25,000 to \$29,999	67,458	2.96%	114	0.97%	0	0.00%
\$30,000 to \$34,999	67,416	2.96%	433	3.69%	91	6.96%
\$35,000 to \$39,999	69,481	3.05%	466	3.97%	95	7.26%
\$40,000 to \$44,999	71,538	3.14%	293	2.49%	0	0.00%
\$45,000 to \$49,999	72,435	3.18%	403	3.43%	26	1.99%
\$50,000 to \$59,999	148,305	6.51%	656	5.58%	60	4.59%
\$60,000 to \$74,999	207,353	9.10%	1,501	12.77%	128	9.79%
\$75,000 to \$99,999	300,180	13.18%	1,335	11.36%	158	12.08%
\$100,000 to \$124,999	246,371	10.82%	1,473	12.54%	167	12.77%
\$125,000 to \$149,999	191,720	8.42%	1,129	9.61%	183	13.99%
\$150,000 to \$199,999	245,957	10.80%	1,476	12.56%	35	2.68%
\$200,000 or more	316,161	13.88%	1,840	15.66%	295	22.55%

Table 5: Median Household Income²¹ and Household Income Distribution²², 2022. Source: American Community Survey

Race & Ethnicity

The majority of the population of the Town (78.9%) identifies as “one race” and 21.1% of the population identifies as “two or more races”. 76.6% of the Town’s population identifies as “white alone”, which is similar to the State (76.1%), but lower than the County (83.1%). “White and some other race” makes up the second largest percentage of the Town’s population (20.6%), compared to 10% for the County and 6.2% for the State. Just 2.3% of the Town’s population identifies as “Hispanic or Latino of any race”, which is significantly lower than the County (14.8%) and the State (22.1%). A small percentage of the Town’s population reported as “white and Black or African American” accounting for 0.5% of the population.

²¹ U.S. Census Bureau. "Median Household Income in the Past 12 Months (in 2022 Inflation-Adjusted Dollars)." American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B19013, 2022, [https://data.census.gov/table/ACSDT5Y2022.B19013?t=Income \(Households, Families, Individuals\)&g=040XX00US08_050XX00US08117_160XX00US0828690](https://data.census.gov/table/ACSDT5Y2022.B19013?t=Income (Households, Families, Individuals)&g=040XX00US08_050XX00US08117_160XX00US0828690). Accessed on April 16, 2024.

²² U.S. Census Bureau. "Household Income in the Past 12 Months (in 2022 Inflation-Adjusted Dollars)." American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B19001, 2022, [https://data.census.gov/table/ACSDT5Y2022.B19001?t=Income \(Households, Families, Individuals\)&g=040XX00US08_050XX00US08117_160XX00US0828690](https://data.census.gov/table/ACSDT5Y2022.B19001?t=Income (Households, Families, Individuals)&g=040XX00US08_050XX00US08117_160XX00US0828690). Accessed on April 16, 2024.

Race Variables	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
ONE RACE	5,160,814	89.40%	27,333	88.30%	2,288	78.90%
TWO OR MORE RACES	609,976	10.60%	3,622	11.70%	612	21.10%
TOTAL POPULATION	5,770,790	100%	30,955	100%	2,900	100%
One Race	5,160,814	89.40%	27,333	88.30%	2,288	78.90%
White	4,393,409	76.10%	25,726	83.10%	2,220	76.60%
Black or African American	233,712	4.00%	93	0.30%	0	0.00%
American Indian and Alaska Native	57,022	1.00%	151	0.50%	0	0.00%
Cherokee tribal grouping	2,964	0.10%	0	0.00%	0	0.00%
Chippewa tribal grouping	473	0.00%	0	0.00%	0	0.00%
Navajo tribal grouping	8,415	0.10%	0	0.00%	0	0.00%
Sioux tribal grouping	3,088	0.10%	4	0.00%	0	0.00%
Asian	185,431	3.20%	357	1.20%	0	0.00%
Asian Indian	32,500	0.60%	75	0.20%	0	0.00%
Chinese	35,634	0.60%	108	0.30%	0	0.00%
Filipino	19,680	0.30%	0	0.00%	0	0.00%
Japanese	10,654	0.20%	59	0.20%	0	0.00%
Korean	22,071	0.40%	0	0.00%	0	0.00%
Vietnamese	25,558	0.40%	11	0.00%	0	0.00%
Other Asian	39,334	0.70%	104	0.30%	0	0.00%
Native Hawaiian and Other Pacific Islander	8,094	0.10%	193	0.60%	0	0.00%
Chamorro	2,102	0.00%	138	0.40%	0	0.00%
Native Hawaiian	2,519	0.00%	0	0.00%	0	0.00%
Samoan	1,086	0.00%	0	0.00%	0	0.00%
Other Native Hawaiian and Other Pacific Islander	2,387	0.00%	55	0.20%	0	0.00%
Some Other Race	283,146	4.90%	813	2.60%	68	2.30%
Two or More Races	609,976	10.60%	3,622	11.70%	612	21.10%
White and Black or African American	55,548	1.00%	337	1.10%	15	0.50%
White and American Indian and Alaska Native	61,290	1.10%	72	0.20%	0	0.00%
White and Asian	61,860	1.10%	54	0.20%	0	0.00%
White and Some Other Race	357,982	6.20%	3,108	10.00%	597	20.60%
Black or African American and American Indian and Alaska Native	4,713	0.10%	0	0.00%	0	0.00%
Black or African American and Some Other Race	8,283	0.10%	0	0.00%	0	0.00%
RACE ALONE OR IN COMBINATION WITH ONE OR MORE RACES						
TOTAL POPULATION	5,770,790		30,955		2,900	
White	4,973,525	86.20%	29,340	94.80%	2,832	97.70%
Black or African American	322,628	5.60%	481	1.60%	15	0.50%
American Indian and Alaska Native	155,166	2.70%	223	0.70%	0	0.00%
Asian	269,663	4.70%	462	1.50%	0	0.00%
Native Hawaiian and Other Pacific Islander	22,393	0.40%	193	0.60%	0	0.00%
Some Other Race	680,743	11.80%	3,921	12.70%	665	22.90%
HISPANIC OR LATINO AND RACE						
TOTAL POPULATION	5,770,790	100%	30,955	100%	2,900	100%
Hispanic or Latino (of any race)	1,273,762	22.10%	4,566	14.80%	68	2.30%
Mexican	912,101	15.80%	2,864	9.30%	0	0.00%
Puerto Rican	40,355	0.70%	143	0.50%	0	0.00%
Cuban	13,018	0.20%	0	0.00%	0	0.00%
Other Hispanic or Latino	308,288	5.30%	1,559	5.00%	68	2.30%
Not Hispanic or Latino	4,497,028	77.90%	26,389	85.20%	2,832	97.70%
White alone	3,821,584	66.20%	24,115	77.90%	2,220	76.60%
Black or African American alone	221,211	3.80%	93	0.30%	0	0.00%
American Indian and Alaska Native alone	24,781	0.40%	125	0.40%	0	0.00%
Asian alone	181,338	3.10%	343	1.10%	0	0.00%
Native Hawaiian and Other Pacific Islander alone	7,230	0.10%	193	0.60%	0	0.00%
Some Other Race alone	21,903	0.40%	0	0.00%	0	0.00%
Two or More Races	218,981	3.80%	1,520	4.90%	612	21.10%
Two races including Some Other Race	44,354	0.80%	1,006	3.20%	597	20.60%
Two races excluding Some Other Race, and three or more races	174,627	3.00%	514	1.70%	15	0.50%

Table 6: Race and Ethnicity, 2022. Source: American Community Survey²³

²³ U.S. Census Bureau. "ACS Demographic and Housing Estimates." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, 2022, https://data.census.gov/table/ACSDP5Y2022.DP05?t=Populations and People&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

Employment²⁴

The Town has a population of 2,607 residents ages 16-years and over. Of this total, 74% of people are in the civilian labor force with 72.9% employed, and 26% are not in the labor force. The Town has a 1.5% unemployment rate, which is the lowest amongst the County (3.7%) and the State (4.5%).

Employment Status	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Population 16 years and over	4,675,060	4,675,060	26,567	26,567	2,607	2,607
In labor force	3,205,413	68.60%	20,157	75.90%	1,928	74.00%
Civilian labor force	3,165,225	67.70%	20,157	75.90%	1,928	74.00%
Employed	3,021,742	64.60%	19,419	73.10%	1,900	72.90%
Unemployed	143,483	3.10%	738	2.80%	28	1.10%
Armed Forces	40,188	0.90%	0	0.00%	0	0.00%
Not in labor force	1,469,647	31.40%	6,410	24.10%	679	26.00%
Unemployment Rate	(X)	4.50%	(X)	3.70%	(X)	1.50%

Table 7: Employment Status, 2022. Source: American Community Survey

Table 8 below shows the breakdown of employment by occupation for the civilian employed population ages 16 and older. Management, business, science, and arts occupations are the largest category for the Town (43.2%) as well as the County (40%) and State (45.9%). Service occupations account for the second largest category for the Town (19.1%) and the County (22.8%). Sales and office occupations are the second largest category for the State, accounting for 20% of jobs overall.

Occupation	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Civilian employed population 16 years and over	3,021,742	3,021,742	19,419	19,419	1,900	1,900
Management, business, science, and arts occupations	1,385,860	45.90%	7,764	40.00%	821	43.20%
Service occupations	465,895	15.40%	4,434	22.80%	363	19.10%
Sales and office occupations	604,508	20.00%	3,280	16.90%	239	12.60%
Natural resources, construction, and maintenance occupations	264,708	8.80%	2,294	11.80%	166	8.70%
Production, transportation, and material moving occupations	300,771	10.00%	1,647	8.50%	311	16.40%

Table 8: Occupation, 2022. Source: American Community Survey

²⁴ U.S. Census Bureau. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, 2022, https://data.census.gov/table/ACSDP5Y2022.DP03?t=Employment&g=040XX00US08_050XX00US08117_160XX00US0828690. Accessed on April 16, 2024.

Table 9 below shows the breakdown of employment by industry for the civilian employed population ages 16 and older. Arts, entertainment, recreation, and accommodation and food services is the largest industry in the Town, accounting for 19.4% of jobs. This is followed by Retail trade (17.6%) and Educational services and healthcare, and social assistance (15.6%).

Industry	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Civilian employed population 16 years and over	3,021,742	3,021,742	19,419	19,419	1,900	1,900
Agriculture, forestry, fishing and hunting, and mining	60,923	2.00%	331	1.70%	0	0.00%
Construction	242,997	8.00%	1,404	7.20%	59	3.10%
Manufacturing	211,254	7.00%	709	3.70%	17	0.90%
Wholesale trade	68,521	2.30%	603	3.10%	188	9.90%
Retail trade	316,358	10.50%	2,374	12.20%	334	17.60%
Transportation and warehousing, and utilities	153,707	5.10%	623	3.20%	138	7.30%
Information	80,778	2.70%	186	1.00%	17	0.90%
Finance and insurance, and real estate and rental and leasing	218,531	7.20%	1,636	8.40%	185	9.70%
Professional, scientific, and management, and administrative and waste management services	449,496	14.90%	2,440	12.60%	228	12.00%
Educational services, and health care and social assistance	649,785	21.50%	3,392	17.50%	296	15.60%
Arts, entertainment, and recreation, and accommodation and food services	286,220	9.50%	4,323	22.30%	369	19.40%
Other services, except public administration	146,294	4.80%	578	3.00%	69	3.60%
Public administration	136,878	4.50%	820	4.20%	0	0.00%

Table 9: Employment by Industry, 2022. Source: American Community Survey

Table 10 below shows the breakdown of employment by class of worker for the civilian employed population aged 16 years and older. Private wage and Salary workers make up the largest worker class for the Town, accounting for 93.6% of workers. 5.3% of the Town's workers are self-employed in own not incorporated business workers. Just 1.2% of the Town's workers are government workers, compared to 12.2% of the County and 13.9% of the State.

Class of Worker	Colorado		Summit County		Town of Frisco	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Civilian employed population 16 years and over	3,021,742	3,021,742	19,419	19,419	1,900	1,900
Private wage and salary workers	2,404,823	79.60%	16,333	84.10%	1,778	93.60%
Government workers	421,071	13.90%	2,377	12.20%	22	1.20%
Self-employed in own not incorporated business workers	189,106	6.30%	709	3.70%	100	5.30%
Unpaid family workers	6,742	0.20%	0	0.00%	0	0.00%

Table 10: Class of Worker, 2022. Source: American Community Survey

Business

This section intends to provide an overview of the businesses and employees within the Town by NAICS code. The most recent NAICS profile available for the Town through the Census is from 2017. This data predates the Town's 2019 Community Plan as well as the COVID-19 Pandemic, which caused dramatic shifts in populations, businesses, and employment. As a result, it is not recommended that the 2017 records be used for this analysis of existing conditions. In order to provide a current and informed analysis of the businesses in the Town and the surrounding region, two tables are included in this section. The first, Table 11 below, shows the 2021 NAICS profile for the County, which is available through the Census. The second, Table 12 below, shows the 2023 NAICS profile for the State, County, and Town, which is available through Esri Business Analyst.

Table 11 includes the Businesses and Employees by NAICS Code for the County in 2021, which is the most recent data available through the Census. In 2021, the County's top five largest industry sectors based on the number of firms were Construction (15.31%), Accommodation and Food Service (13.76%), Real Estate Rental and Leasing (13.3%), Retail Trade (13.07%), and Professional, Scientific and Technical Services (12.38%). The top three largest sectors based on total employment accounted for nearly two thirds (64.32%) of all employment, including Accommodation and Food Service (30.98%), Arts, Entertainment, and Recreation (17.57%), and Retail Trade (15.77%). Construction firms accounted for just 5.6% of employees, Real Estate Rental and Leasing accounted for 6.06%, and Professional, Scientific and Technical Services accounted for 3.15% of employees.

NAICS Code	Industry of NAICS Code	Firms (#)	Firms (% of Total)	Employees (#)	Employees (% of Total)
00	Total for all sectors	1,737	-	21,101	-
11	Agriculture, forestry, fishing and hunting	0	0.00%	0	0.00%
21	Mining, quarrying, and oil and gas extraction	0	0.00%	0	0.00%
22	Utilities	5	0.29%	74	0.35%
23	Construction	266	15.31%	1,182	5.60%
31-33	Manufacturing	26	1.50%	463	2.19%
42	Wholesale trade	32	1.84%	113	0.54%
44-45	Retail trade	227	13.07%	3,328	15.77%
48-49	Transportation and warehousing	24	1.38%	300	1.42%
51	Information	22	1.27%	169	0.80%
52	Finance and insurance	43	2.48%	254	1.20%
53	Real estate and rental and leasing	231	13.30%	1,278	6.06%
54	Professional, scientific, and technical services	215	12.38%	665	3.15%
55	Management of companies and enterprises	4	0.23%	86	0.41%
56	Administrative and support and waste management and remediation services	122	7.02%	971	4.60%
61	Educational services	16	0.92%	77	0.36%
62	Health care and social assistance	90	5.18%	1,340	6.35%
71	Arts, entertainment, and recreation	35	2.01%	3,707	17.57%
72	Accommodation and food services	239	13.76%	6,537	30.98%
81	Other services (except public administration)	140	8.06%	557	2.64%

Table 11: 2021 Business and Employee Summary by NAICS, Source: U.S. Census Bureau²⁵

²⁵ . "Business Dynamics Statistics: NAICS: 1978-2021." Economic Surveys, ECNSVY Business Dynamics Statistics, Table BDSNAICS, 2021, <https://data.census.gov/table/BDSTIMESERIES.BDSNAICS?t=Employment> Size&g=050XX00US08117&y=2021&kd=time~2017:2018:2019:2020:2021. Accessed on April 18, 2024.

Table 12 shows the 2023 NAICS profile for the State, County, and Town, which is available through Esri Business Analyst²⁶. In 2023 the Town's top five largest industry sectors based on the number of businesses were Retail Trade (17.39%), Professional, Scientific and Technical Services (11.9%), Health Care and Social Assistance (11.67%), Accommodation and Food Services (11.44%), and Real Estate/Rental/Leasing (8.24%). The same five industries accounted for the largest number of employees, with the two largest employment industries being Retail Trade at 23.05% and Accommodation and Food Service at 19.26%.

Compared to the Town, the County's 2023 business profile is very similar. The County's top five sectors based on the number of businesses included same industries as the Town with the exception of Healthcare and Social Assistance. This was replaced by Other Services excluding Public Administration. The County's top employment sectors were also in alignment with the Town's top five, with the exception of Professional, Scientific and Technical Services, which was replaced by Public Administration. Compared to the Town's top sectors based on number of businesses, the State's top five included Other Services excluding Public Administration as well as Construction, which were in place of Accommodation and Food Services and Real Estate/Rental/Leasing. Compared to the Town's top employment sectors, the State's top five were nearly the same with the exception of Real Estate/Rental/Leasing, which was replaced with Educational Services.

2023 (NAICS11-99) Businesses and Employees	Colorado		Summit County		Town of Frisco	
	Bus.	Emp.	Bus.	Emp.	Bus.	Emp.
TOTAL (#)	227,311	2,779,429	2,272	24,004	437	3,084
2023 Agric/Forestry/Fish/Hunting (NAICS11) Businesses (%)	0.91%	0.52%	0.18%	0.05%	0.00%	0.00%
2023 Mining (NAICS21) Businesses (%)	0.29%	0.45%	0.13%	0.11%	0.23%	0.65%
2023 Utilities (NAICS22) Businesses (%)	0.27%	0.36%	0.40%	0.17%	0.23%	0.10%
2023 Construction (NAICS23) Businesses (%)	7.76%	5.69%	7.57%	3.69%	4.81%	3.02%
2023 Manufacturing (NAICS31-33) Businesses (%)	3.08%	5.35%	2.20%	1.75%	3.20%	3.50%
2023 Wholesale Trade (NAICS42) Businesses (%)	2.94%	3.36%	1.63%	1.07%	2.06%	1.26%
2023 Retail Trade (NAICS44-45) Businesses (%)	12.34%	11.80%	16.73%	16.13%	17.39%	23.05%
2023 Transportation/Warehouse (NAICS48-49) Businesses (%)	1.68%	1.89%	1.72%	1.57%	1.60%	0.97%
2023 Information (NAICS51) Businesses (%)	2.42%	3.38%	1.45%	1.43%	1.37%	6.26%
2023 Finance & Insurance (NAICS52) Businesses (%)	5.22%	4.27%	3.13%	1.51%	6.64%	3.92%
2023 Real Estate/Rental/Leasing (NAICS53) Businesses (%)	5.71%	3.37%	11.62%	9.66%	8.24%	8.11%
2023 Prof/Scientific/Tech Srv (NAICS54) Businesses (%)	10.59%	7.92%	8.19%	3.53%	11.90%	6.36%
2023 Mgmt of Companies/Enterprises (NAICS55) Businesses (%)	0.18%	0.14%	0.13%	0.10%	0.23%	0.16%
2023 Admin/Support/Waste Mgmt&Remediatn (NAICS56) Businesses (%)	3.49%	2.84%	2.99%	1.78%	2.06%	1.01%
2023 Educational Services (NAICS61) Businesses (%)	2.75%	7.61%	1.54%	4.86%	2.29%	3.11%
2023 Health Care/Social Assistance (NAICS62) Businesses (%)	10.01%	13.42%	7.00%	5.99%	11.67%	8.63%
2023 Arts/Entertainment/Recreation (NAICS71) Businesses (%)	2.36%	2.89%	2.86%	2.77%	2.75%	2.43%
2023 Accommodation/Food Services (NAICS72) Businesses (%)	7.65%	10.70%	13.82%	31.17%	11.44%	19.26%
2023 Other Srv excl Public Admin (NAICS81) Businesses (%)	10.92%	6.10%	8.45%	4.75%	7.55%	3.89%
2023 Public Administration (NAICS92) Businesses (%)	3.09%	7.12%	4.49%	7.33%	2.06%	3.18%
2023 Unclassified Establishments (NAICS99) Businesses (%)	6.32%	0.83%	3.79%	0.58%	2.29%	1.13%

Table 12: 2023 Business and Employee Summary by NAICS, Source: Esri Business Analyst, Retrieved May 1, 2024.

²⁶ Esri Data Development. (2023, June 14). 2023 ESRI Business Locations and Summary Data. ArcGIS StoryMaps | Esri Methodology Statement, June 2023. <https://storymaps.arcgis.com/stories/0bcc5657bba04d8db928eab87232e124>

Note: Esri extracts its business data from a comprehensive list of businesses licensed from Data Axle. This list contains data for over 13 million U.S. businesses—including the company name, location, franchise code, industry classification code, number of employees, and sales volume. The industry data in the Business Summary dataset is current as of February 2023. Business locations are current as of April 2023. However, depending on the product or data delivery mechanism, location data may be updated more frequently throughout the calendar year.

PLACEHOLDER: ADDITIONAL SUMMARY FROM CONCURRENT HOUSING NEEDS ASSESSMENT

Frisco's housing needs assessment, conducted in 2024, supports the need for increased affordable housing and provides specific projections for (1) The number of new affordable units needed annually in order to catch-up with the existing gap in units by 2029 and (2) the number of new affordable units needed annually in order to sustain housing availability in alignment with growth between 2029 and 2034.

Considering the stagnant growth noted above, the housing needs assessment assumes housing needs based upon unfilled jobs and job growth in the Town, not standard population growth. The assessment assumes that market rate housing is absorbing general population growth (births, deaths and migration) in a free market with >150% of area median income (AMI). Based on this assumption, the assessment concentrates efforts on workforce housing "need" and "supply" in the <150% AMI categories for both Rental and Ownership models for Frisco's workforce.

This assessment considers current unfilled jobs and future job growth with the addition of underlying demand, not just population growth, and analyzes housing needs based on four markets, (1) Rentals needed for a functional market; (2) New housing needed to fill unfilled jobs; (3) New housing needed for job growth and (4) New housing needed for retiring employees. The table below includes a summary of the projected units needed as estimated by the housing needs assessment: **The Housing Assessment highlights that the total housing units need to make up the gap is 409 units by 2029, or 82 Units per year.** That breaks down to 143 for sale units and 266 rental units in the next 5 years.

Frisco Housing Needs Assessment Projections

The number of new **affordable units needed annually** in order to catch-up with the existing gap in units by 2029.

The number of new **affordable units needed annually** in order to sustain housing availability in alignment with growth between 2029 and 2034.

Rental Units

84

Owner Units

71

Estimated Rental and Owner Housing Units Needed for Frisco by 2029 and 2034,

Source: 2024 Town of Frisco Housing Needs Assessment

Real Estate Trends & Forecasts²⁷

The summary on the following pages includes trends, forecasts, and figures for the Town and Copper Mountain.

Retail

Inventory & Vacancy

The Town has approximately 71 buildings and 910 thousand square feet of existing retail inventory. Occupancy within the market is extremely high, with 99.8% of all available retail space currently occupied. The majority of the Town's retail space is concentrated along N Summit Blvd., Main Street, and at Copper Mountain. The majority of retail development within the Town is General Retail (e.g., standalone strip centers or pad site retail space), Community Centers (e.g., big box retailers and supermarkets), and Strip Centers (e.g., mid-scale strip malls), and Neighborhood Centers (e.g., convenience goods and personal services such as dry cleaning and drug stores). Figure 1 illustrates the distribution of retail throughout the Town.

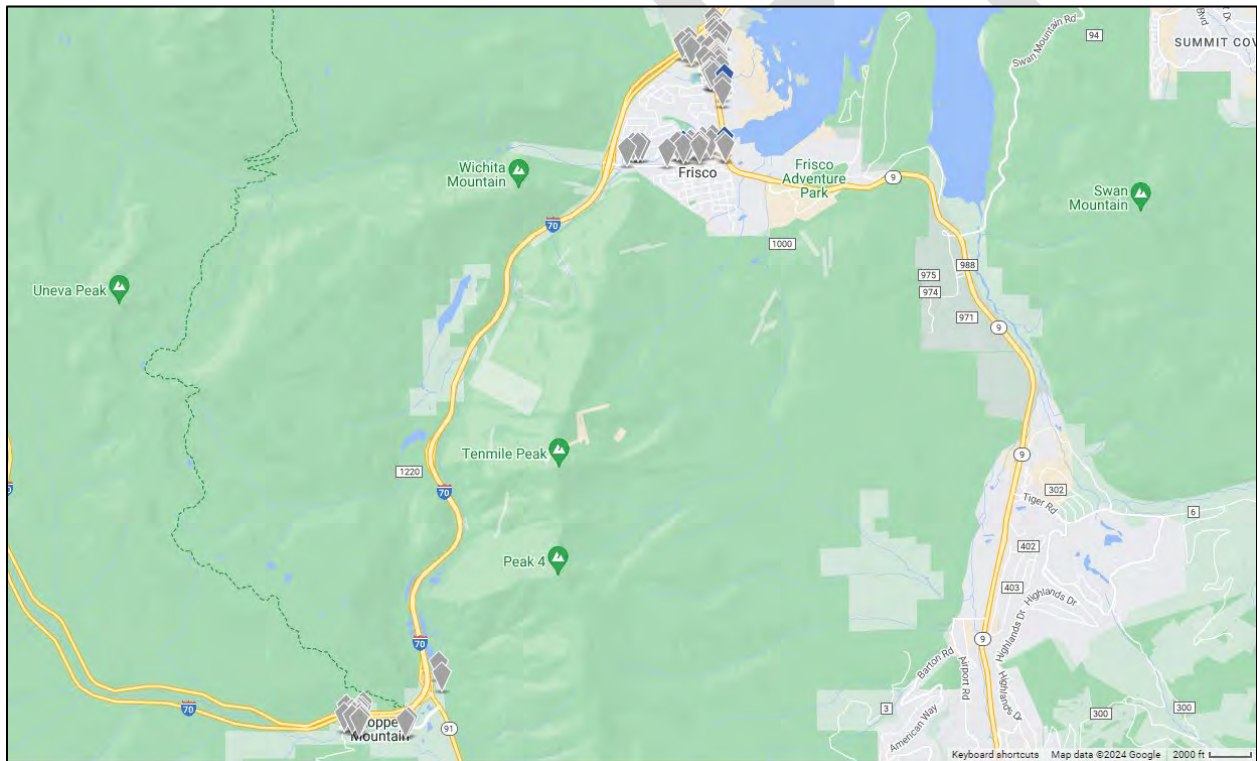


Figure 1: Town of Frisco and Copper Mountain, Retail Locations. Source: CoStar, 2024

²⁷ Data retrieved from CoStar, 2024.

Vacancy rates within the Town’s market have historically ranged between 0% and 4.7%, indicating a strong retail market that is capable of absorbing new retail space as it is made available or introduced into the market. Vacancy rates have trended downward over the past year, dropping from 0.9% in Q1 2023 to 0.2% in Q1 2024. Vacancy rates are projected to continue to remain low over the next five-year period, ranging between 0.2% and 0.4% between 2024 and 2029. Figure 2 illustrates historic and predicted future vacancy trends in the Town. Given historic and projected vacancy trends, it is predicted that the vacancy rate within the Town’s Market will continue to remain low, even as more retail products are introduced into the market.

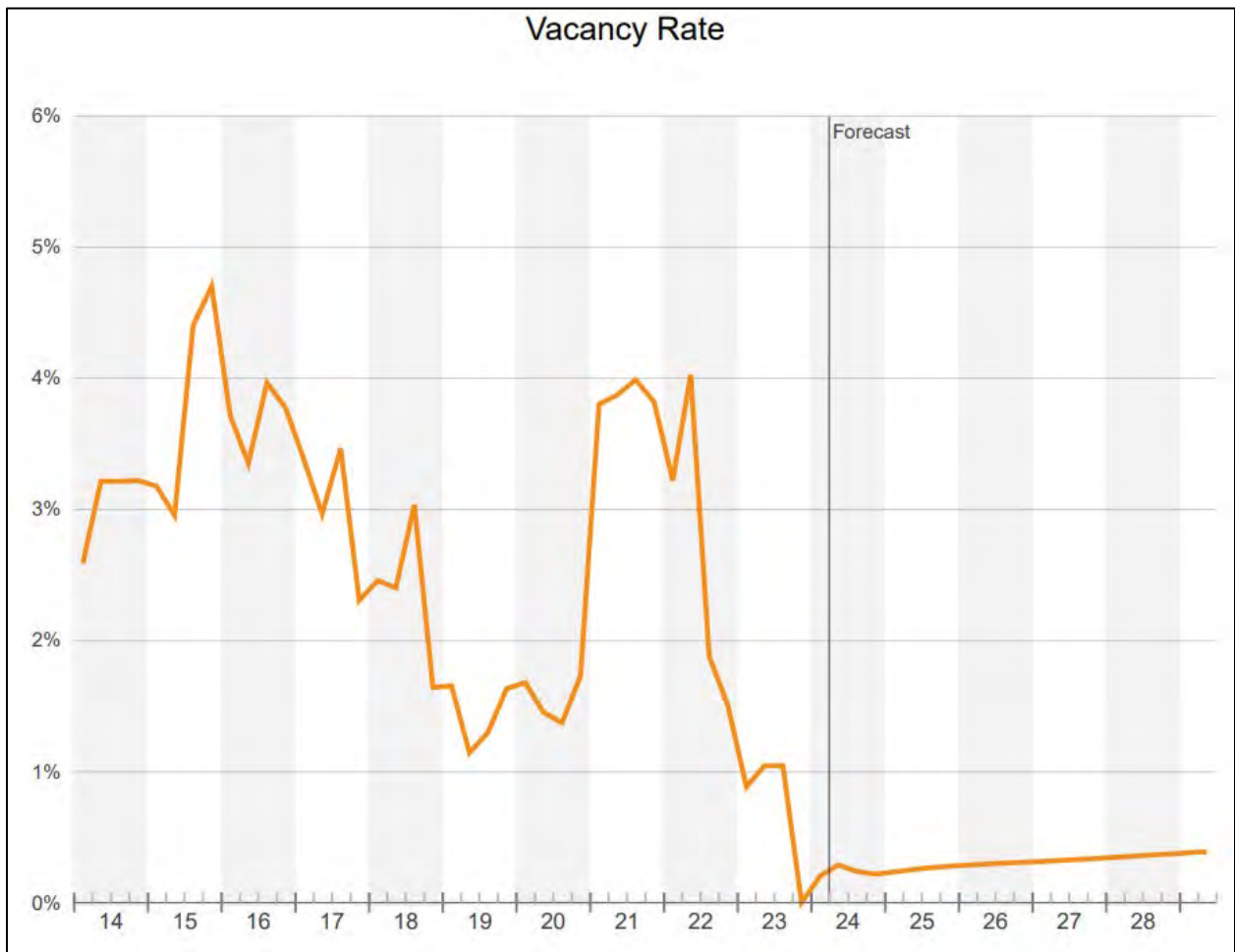


Figure 2: Town of Frisco and Copper Mountain, Retail Vacancy Trends, Historic and Projected. Source: CoStar, 2024

Note: Y-Axis = Vacancy Rate, X-Axis = Years 2014 – 2028.

Rental Rates and Pricing

Current market rent per square foot in the Town is \$30.07. Rental rates within the Town have been climbing steadily for the past ten years, rising from \$23.33 in 2014 to their current high of \$30.07, and are forecasted to continue rising, growing to \$33.10 by 2028.

Asking rent, or the rent paid after concessions are applied to rental rates, has fluctuated in the Town over the past 10 years, dropping to a low of \$20.55 per square foot in 2016. Current asking rent (\$35.64) is greater than market rent (\$30.07), a positive within the market that can be interpreted to mean that there is sufficient demand within the market to both lease space without offering incentives or lease to competing tenants who are offering rental rates greater than market rate. Figure 3 illustrates historic and projected market and asking rent in the Town.

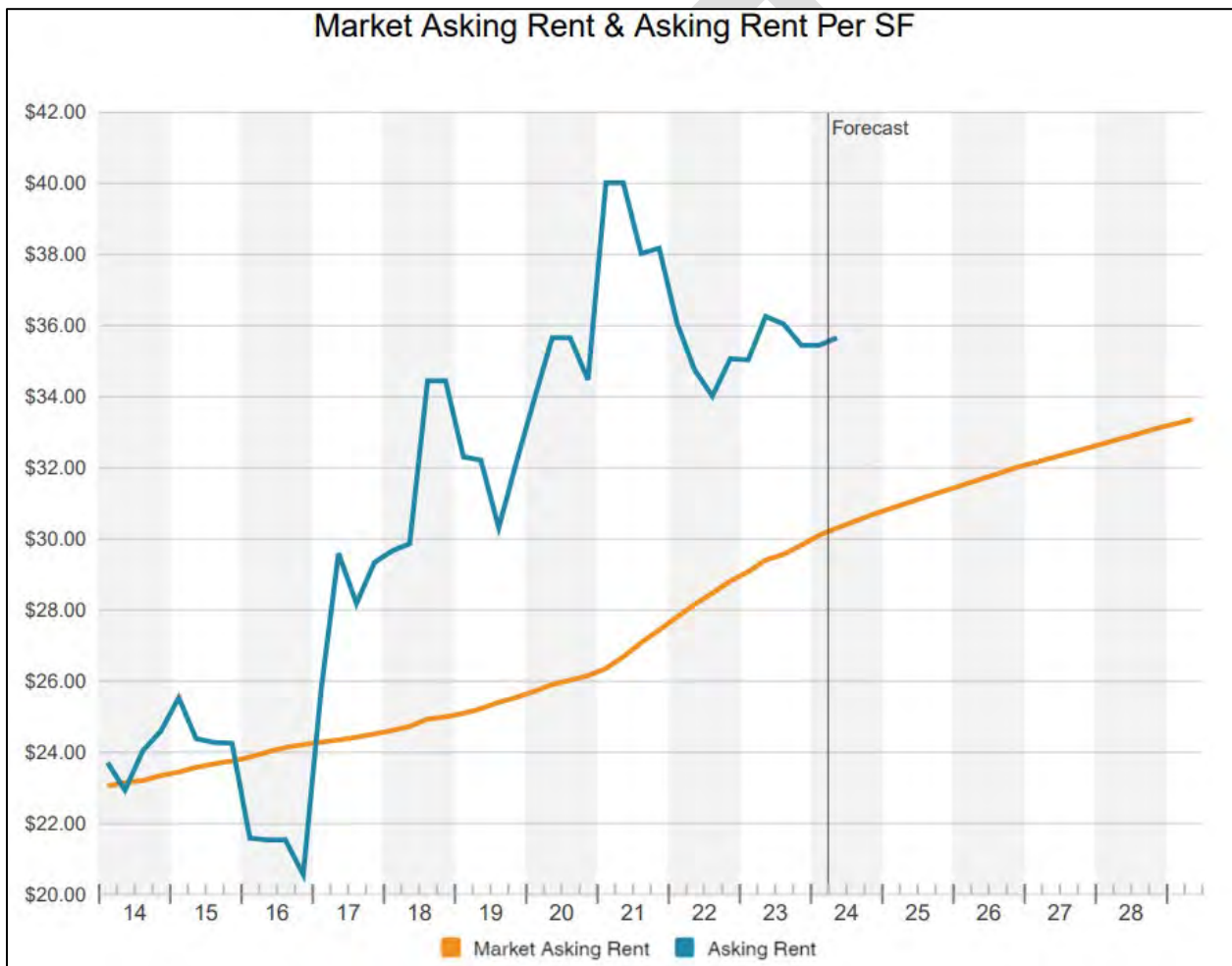


Figure 3: Town of Frisco and Copper Mountain, Retail Market and Asking Rent Trends, Historic and Projected. Source: CoStar, 2024

Note: Y-Axis = U.S. Dollars per Square Foot, X-Axis = Years 2014 – 2028.

New Deliveries & Absorption

Absorption within the Town's market is strong, with approximately 21,041 square feet of retail space leased in 2022 and approximately 13,686 square feet of retail space leased in 2023. Historic trends indicate that as existing or new retail space is introduced, the market is quick to absorb it, with a 50% chance that space will be leased within 4 months. Figure 4 illustrates historic and predicted absorption, deliveries, and vacancy rates in the Town.

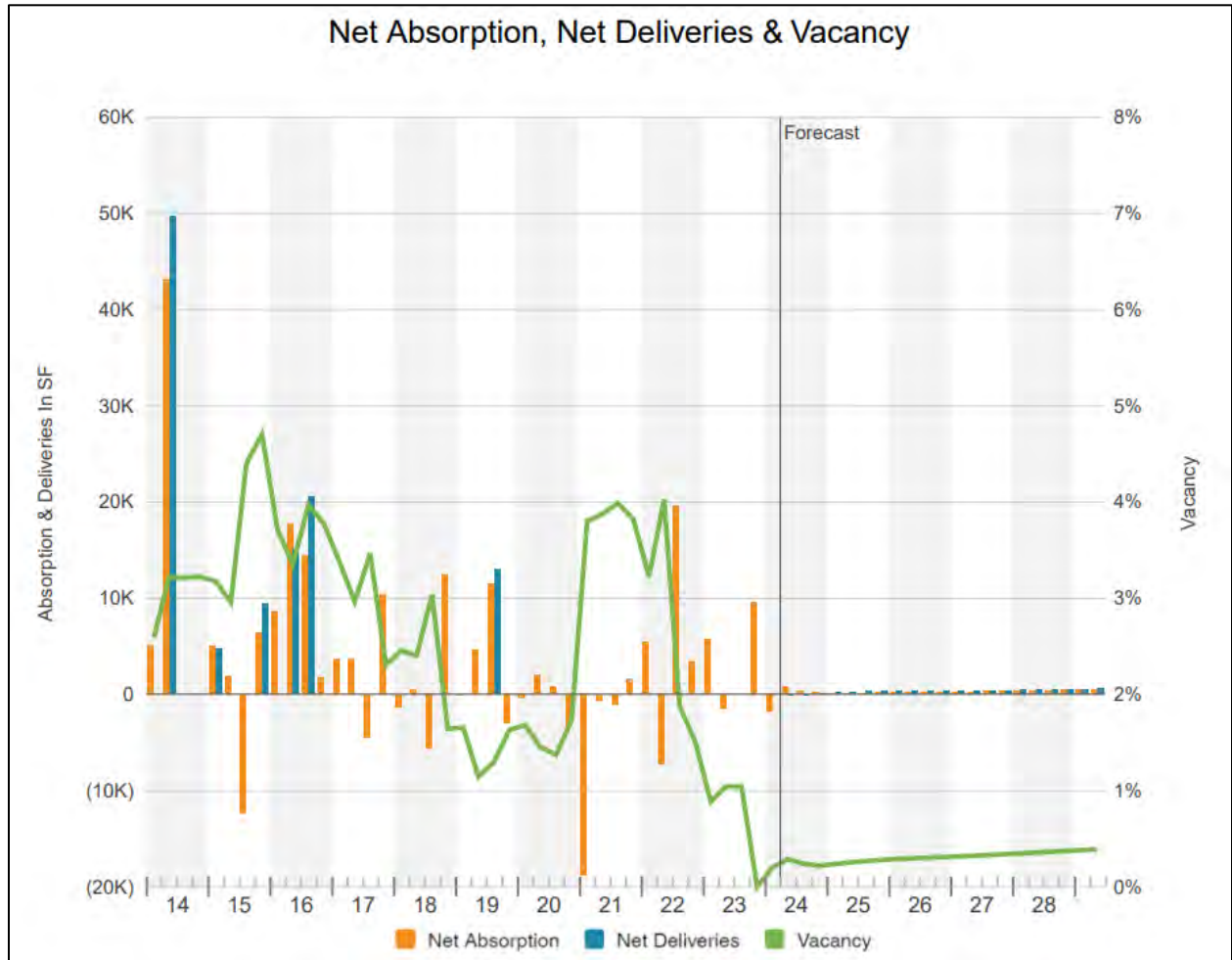


Figure 4: Town of Frisco and Copper Mountain, Retail Absorption, Deliveries, and Vacancy Trends, Historic and Projected. Source: CoStar, 2024

Note: X-Axis = Years 2014 – 2028.

Office and Flex²⁸

The following definitions are cited directly from CoStar North America's Glossary²⁹ to provide clarification for the properties discussed within this section:

- **Flex Building:** A type of building(s) designed to be versatile, which may be used in combination with office (corporate headquarters), research and development, quasi-retail sales, and including but not limited to industrial, warehouse, and distribution uses. At least half of the rentable area of the building must be used as office space. Flex buildings typically have ceiling heights under 18', with light industrial zoning. Flex buildings have also been called Incubator, Tech and Showroom buildings in markets throughout the country.
- **Flex Space:** This type of space is only found in Flex buildings. It can be used as office, medical, industrial, warehouse, distribution, quasi-retail, or research and development space.

Inventory & Vacancy Trends

The Town has approximately 34 buildings and 399,000 square feet of existing office inventory. Of the total office and flex inventory, 33 buildings are classified as office and 1 building is classified as flex. Of the 34 total properties, 21 buildings and 229,000 square feet are located within the Main Street area. Occupancy of office space is very strong, with approximately 97.7% of all available office space occupied.

Approximately 74% of the Town's office space is rated as Class B. Class B buildings are generally well maintained and overall functional, with adequate mechanical, electrical and safety and security systems, and a mid-quality level of interior finish. They tend to compete for a wide range of tenants within a market area. The remaining office space within the Town consists of 21% Class C office space and 5% unclassified office space.

²⁸ Ibid.

²⁹CoStar Commercial Real Estate Platform, Accessed May 2024, [CoStar Glossary | CoStar North America](#)

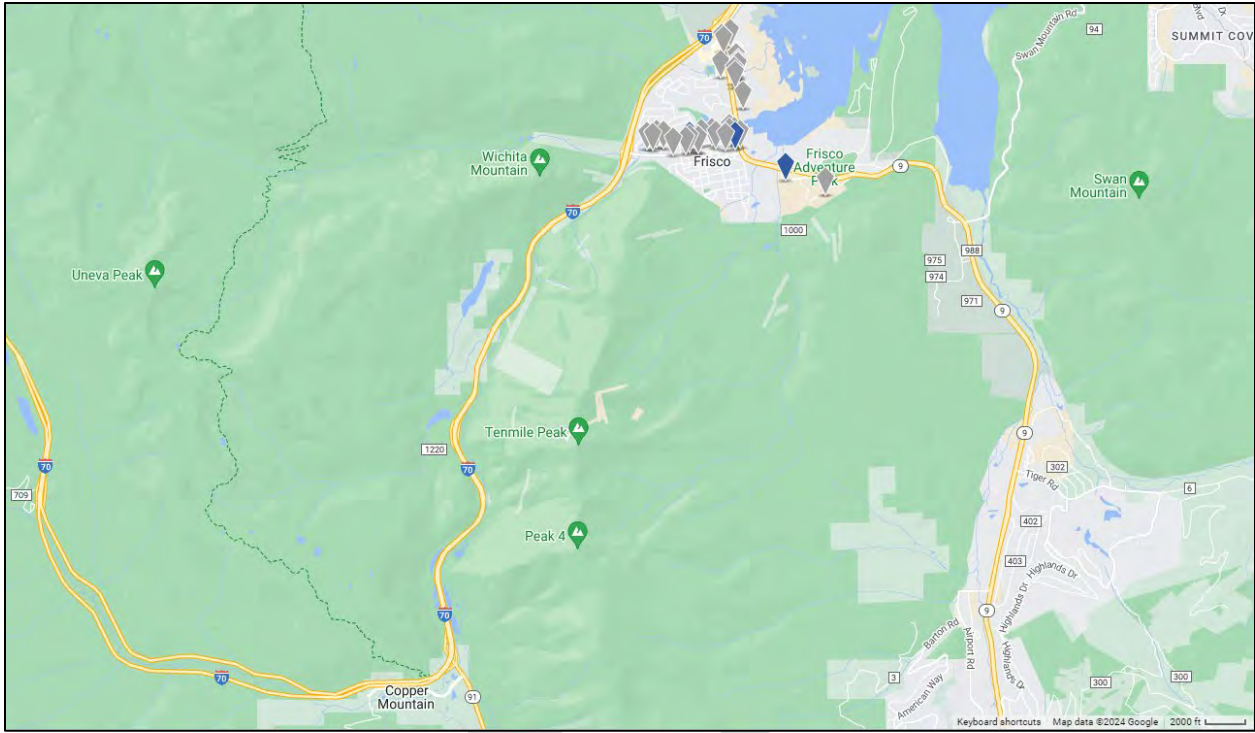


Figure 5: Town of Frisco and Copper Mountain, Office and Flex Locations. Source: CoStar, 2024

DRAFT

Vacancy rates within the Town’s office market have historically ranged between 0.95% and 4.06%, which indicates a strong office market that generally maintains lower levels of vacancy rates and absorbs new square footage as it is introduced into the market. Office vacancy rates have fluctuated between 2021 (4.06%), 2022 (2.16%), and 2023 (3.62%), but are currently at 2.28% and are projected to remain between 2.98% and 3.09% between 2025 and 2028.

Figure 6 illustrates the historic and current vacancy trends for office space in the Town. Given historic and projected vacancy trends, it is predicted that the vacancy rate within the Town’s market will continue to remain low.

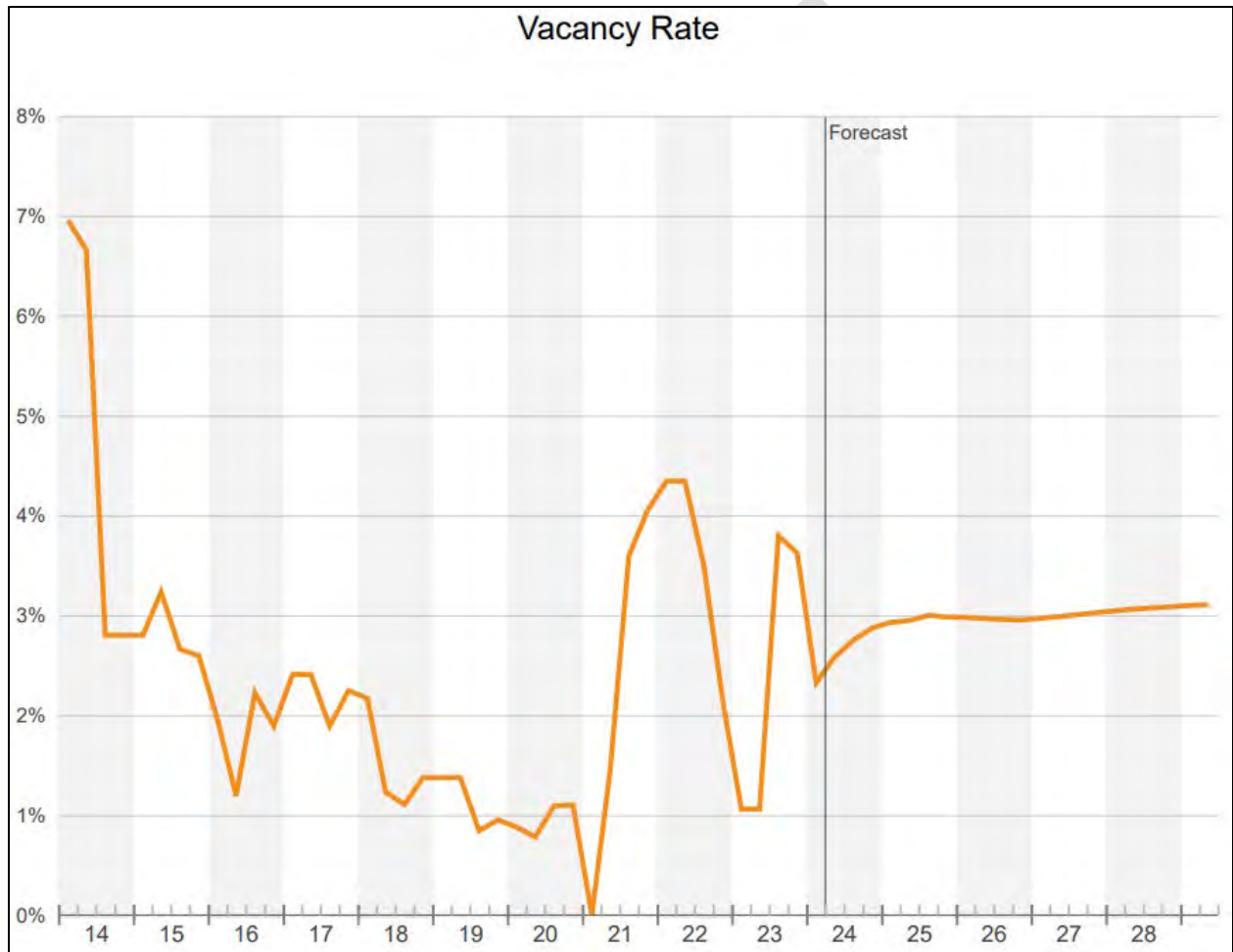


Figure 6: Town of Frisco and Copper Mountain, Office and Flex Vacancy Trends, Historic and Projected. Source: CoStar, 2024

Note: Y-Axis = Vacancy Rate, X-Axis = Years 2014 – 2028.

Rental Rates and Pricing

Current market rent per square foot for office space in the Town is \$31.23. Rental rates within the Town have been increasing steadily for the past ten years, with year-over-year increases fluctuating between 0% and 5%. Rental rates for office products are projected to continue increasing, reaching \$32.62 by 2028. While rental rates have been trending upward over the past decade, the market capitalization rate for office space has also increased, indicating an increase in the perceived risk of developing new space. The market cap rate is projected to reach a high of 10.47% in 2025 followed by a steady decline to 9.69% by 2028.

Asking rent, or the rent paid after concessions are applied to rental rates, has remained below market rental rates since 2014, and is currently above market rent for the first time in a decade in 2024. Current asking rent in the Town is \$34.57, which is above the market rent \$31.23. Similar to retail, this gap can be interpreted as a positive within the market, meaning that there is sufficient demand within the market to lease space without offering incentives. Figure 7 illustrates historic and current market and asking rent in the Town.

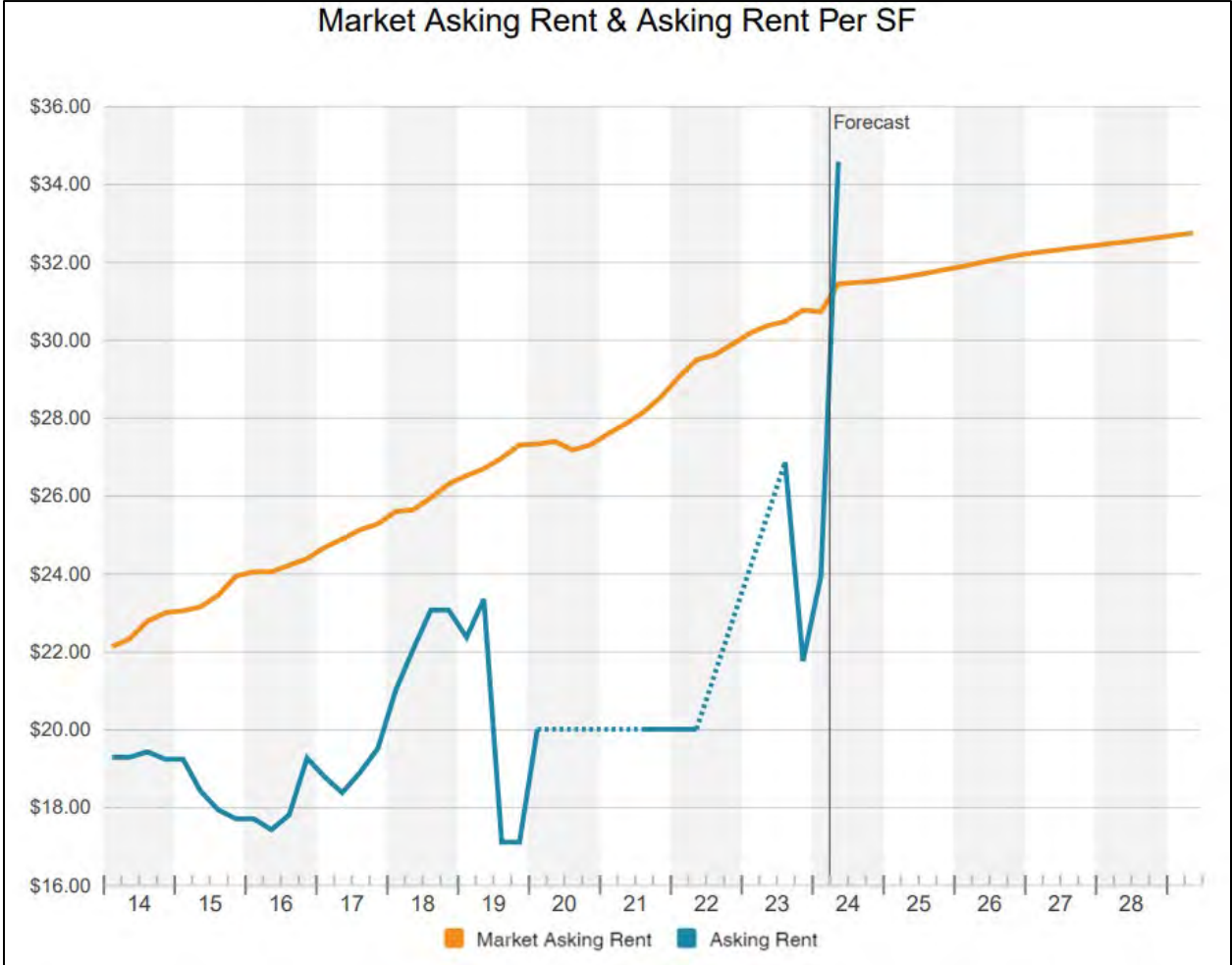


Figure 7: Town of Frisco and Copper Mountain, Office and Flex Market and Asking Rent Trends, Historic and Projected. Source: CoStar, 2024

Note: Y-Axis = U.S. Dollars per Square Foot, X-Axis = Years 2014 – 2028.

New Deliveries & Absorption

The Town has experienced limited new office construction, with only 31,068 square feet of new office space delivered since 2014. The Town has not seen any new square footage of office space since 2020. There are currently zero office or flex properties proposed or under construction within the Town's market. Absorption for office space within the Town's market has been inconsistent, with over 30,000 square feet of office space leased in 2020, approximately -11,798 square feet leased in 2021, approximately 7,565 leased in 2022, and about -5,837 square feet leased in 2023. The 2024 YTD absorption is 5,373 square feet, however, net deliveries and net absorption are projected to be negative between 2025 and 2028.

Historic trends indicate that as existing or new office space is introduced, the market will absorb it, though the rate at which space is leased tends to vary by year and market conditions. Office space is leased fairly quickly in the Town's market, with a 50% probability that it will be leased within 4.3 months and an 88.2% probability of leasing within 12 months. Figure 8 illustrates historic and current absorption, deliveries, and vacancy for office and flex space in the Town.

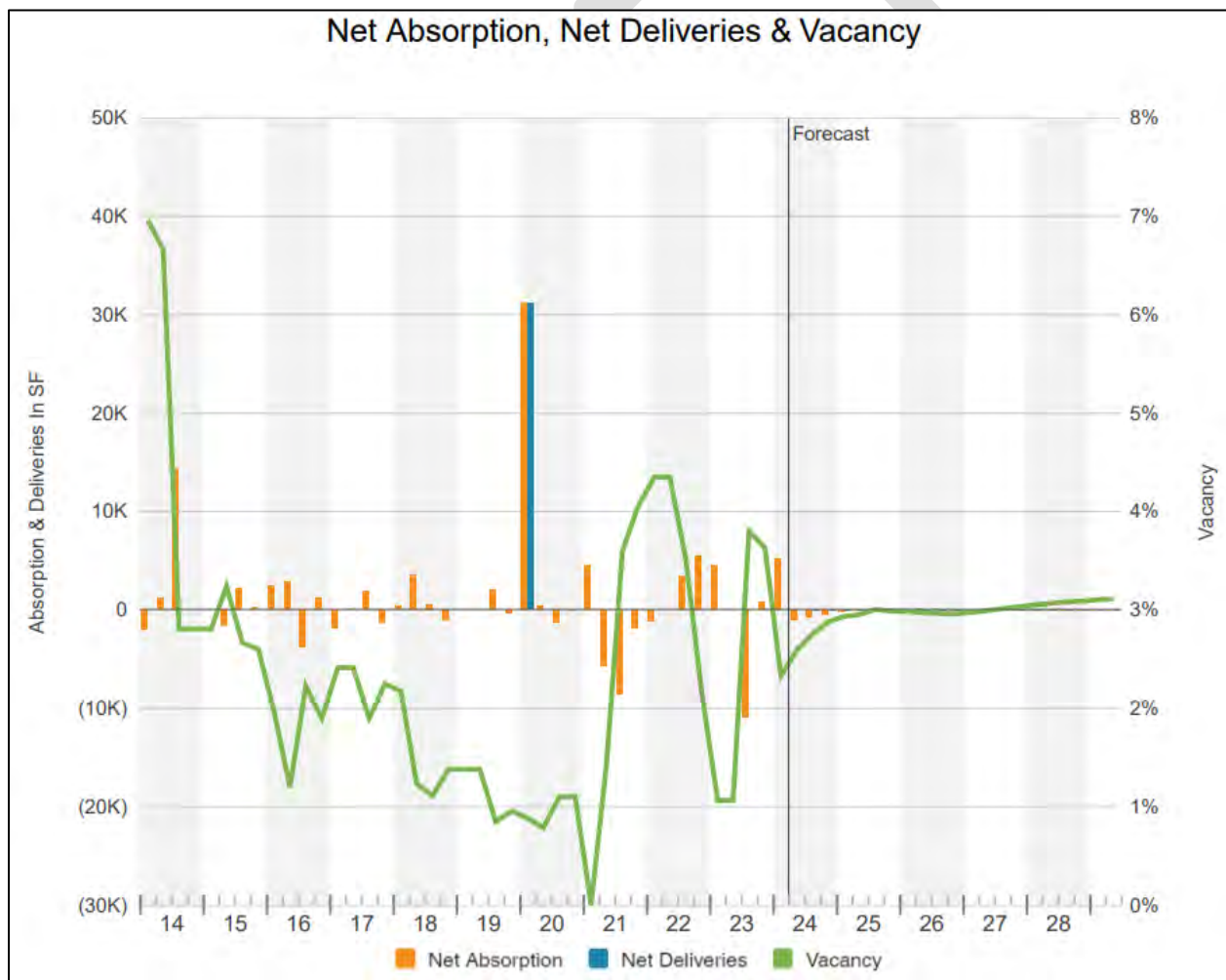


Figure 8: Town of Frisco and Copper Mountain, Office/Flex Absorption, Deliveries, and Vacancy Trends, Historic and Projected. Source: CoStar, 2024

Note: X-Axis = Years 2014 – 2028.

Hospitality³⁰

Inventory & Vacancy Trends

The Town has 11 existing hospitality properties with a total inventory of 1,479 rooms. Of the 11 hotels, two are located near Copper Mountain, four are located in the Main Street area, and five are located near the intersection of I-70 and N. Summit Blvd. Hospitality inventory in the Town is spread amongst different classes, with room offerings available at economy, midscale, upper midscale, and upscale price points. There are no accommodation options available at budget price points.

The majority of accommodation options are older, with approximately 10 out of 11 properties having been built between 1936 and 1998. Of these 10 properties, four were renovated between 2008 and 2022. The remaining property was built in 2021. Additionally, most hotels have some modern amenities, such as conference and business centers or fitness facilities. Some offer amenities such as hot tubs and pools, spas, meeting and event spaces, and skiing.

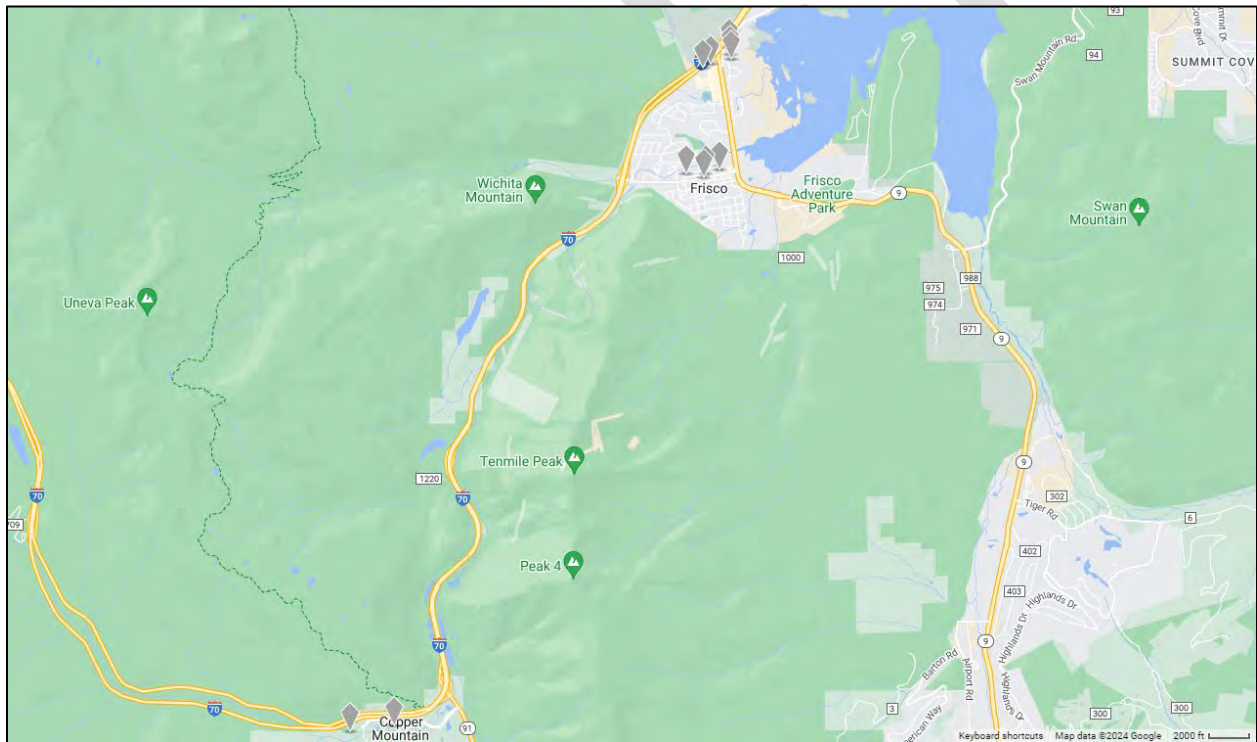


Figure 9: Town of Frisco and Copper Mountain and Copper Mountain, Hospitality Locations. Source: CoStar, 2024

³⁰ Ibid.

Occupancy, Average Daily Rates, and Revenue Per Available Room

Occupancy for hospitality properties in the Town is average, with an approximate 12-month average occupancy rate of 58.7%, and a typical occupancy range of between 51.9% and 64.8%. Comparatively, the 12-month occupancy rates for the State and County are 64.5% and 55.8%, respectively. For the Town, when broken out by hotel class, from March 2023 to February 2024, occupancy is at 62.9% for economy and midscale, and at 58.1% for upper midscale and upscale hotels. Table 13 illustrates hotel inventory by hotel class, number of rooms, occupancy, and brand.

Parent Company	Property Name	Hotel Class	Rooms	Star Rating	Year Built	Year Renovated	Mtg Rooms	Total Mtg Space	Max Contig Mtg Space
Independent	New Summit Inn	Economy	31	2	1989				
Independent	Frisco Inn on Galena	Midscale	15	3	1991	2008	3	1,600	1,600
Independent	Alpine Inn	Midscale	37	3	1994		1	370	370
Independent	Hotel Frisco	Upscale	20	2	1936	2016			
Marriott International	AC Hotel by Marriott Frisco Colorado	Upscale	133	3	1980	2022	3	1,428	900
Choice Hotels International, Inc.	Cambria Hotel Copper Mountain	Upscale	127	4	2021				
Wyndham Hotels & Resorts	Ramada Frisco	Midscale	51	3	1998				
Independent	Frisco Lodge	Upscale	13	3	1940				
Independent	Snowshoe Motel	Economy	38	2	1960				
Choice Hotels International, Inc.	The Grand Hotel, Ascend Hotel Collection	Upscale	216	4	1971	2010	4	3,630	1,386
Independent	Copper Mountain Resort	Upper Midscale	798	3	1972		21	72,000	7,776
Total Existing Rooms			1,479						

Table 13: Town of Frisco and Copper Mountain, Hospitality Inventory. Source: CoStar, 2024

Average Daily Rate and Revenue Per Occupied Room

Average Daily Rate (ADR) is a measure of the average rate paid for rooms sold, while Revenue Per Occupied Room (RevPAR) is a hotel's net revenue per available room. While ADR and RevPAR vary by class of hotel, Hospitality providers in the Town have seen a steady increase in ADR and RevPAR between 2015 and 2024. There was a slight decrease in both between 2020 and 2021, however ADR and RevPAR have both increased in back to rates above those seen in 2020. Currently, the 12-month average daily rate is \$198.99, which is at the higher end when compared to the historic ADR range of between \$121.72 and \$200.88. The 12-month RevPAR average is \$116.79, which is also in alignment with the higher end of the historic range between \$70.24 and \$124.46.

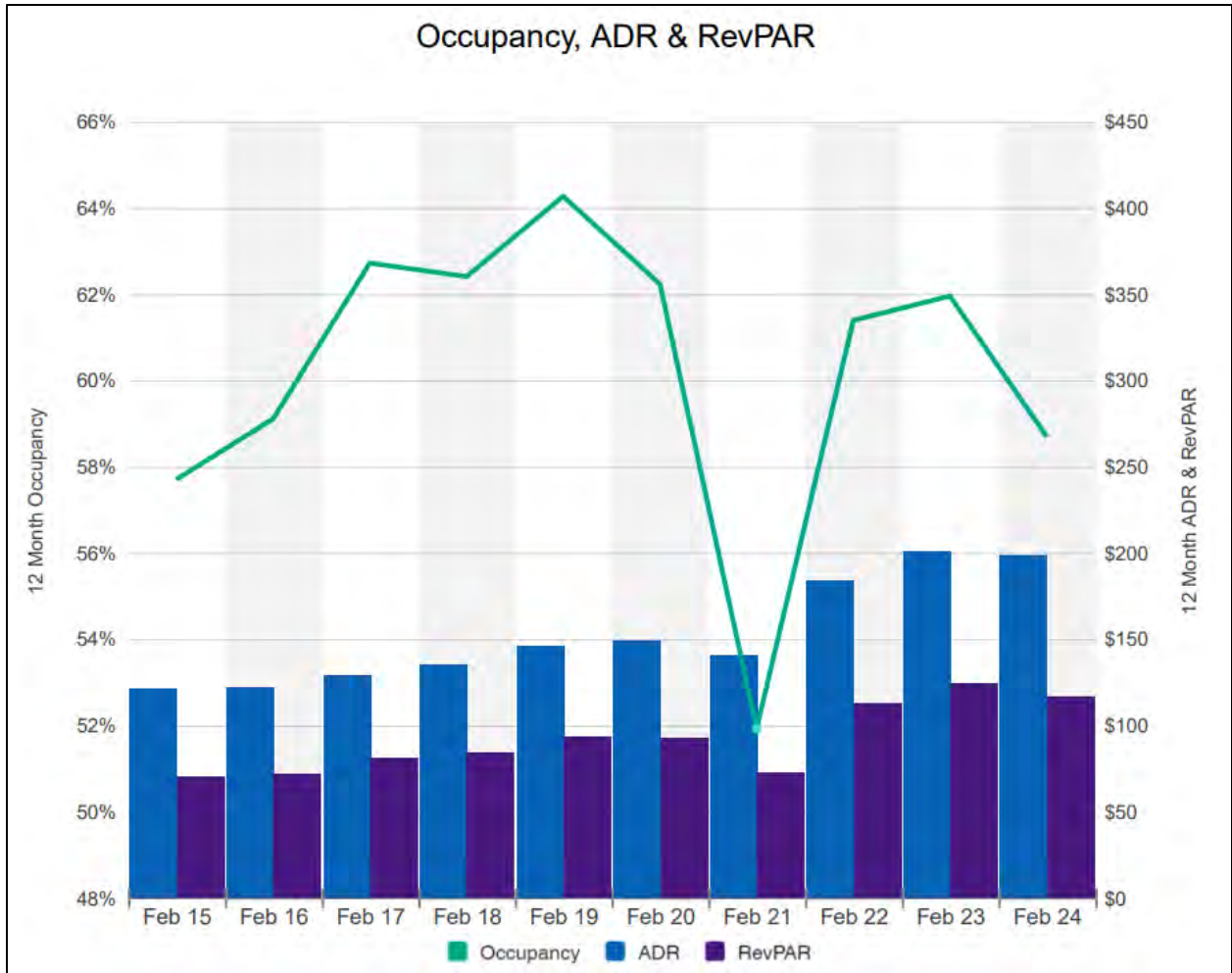


Figure 10: Town of Frisco and Copper Mountain, Hospitality Occupancy, Average Daily Rates, and Revenue Per Room. Source: CoStar, 2024

Note: X-Axis = February 2015 – February 2024.

Note: Hotel Occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) for the properties you have selected are comprised of a Weighted Submarket Average. Each hotel in the set is given the performance of the industry segment and weighted by its own rooms supply. This ensures a representative view of the selected hotels' performance while protecting the confidentiality of individual hotel data, while also allowing for grouping of any set of hotels without restriction. All other non-confidential measures are reflective of the exact property set selected.

Multi-family Rentals³¹

Inventory & Vacancy Trends

The Town has 15 existing multi-family developments, including residential condos and co-ops, with 190 total dwelling units. Of the total, two are located in a residential neighborhood close to Meadow Creek Park, just off of Wildflower Ln. and Hawn Dr, and one property is within Lakepoint Circle. The remaining 12 properties, which account for 184 units, are located closer to the downtown core, most within a few blocks of Main St. All properties are designated as market rent, with none specifically available for seniors or low-income tenants. Five of the 15 properties have more than five units. The majority of multi-family housing in the Town is older, with 12 of the 15 properties (143 units total) having been built prior to 1995.

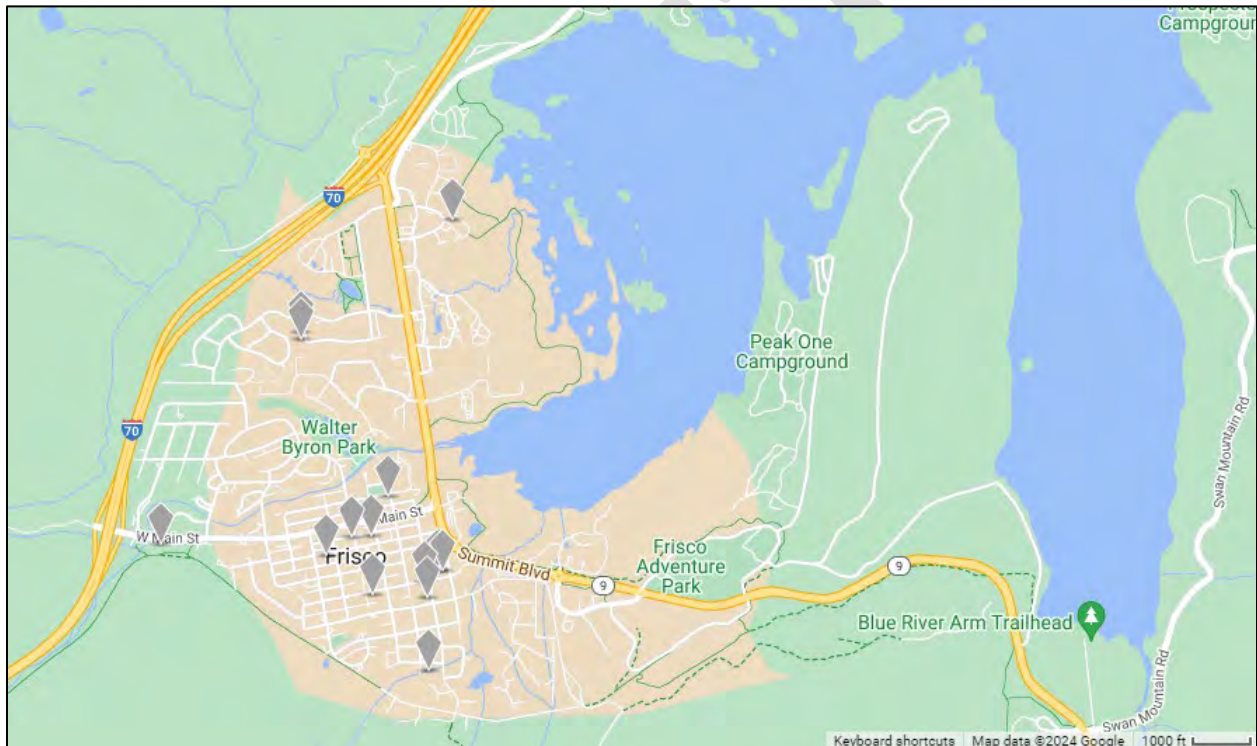


Figure 11: Town of Frisco, Multi-Family Locations. Source: CoStar, 2024

The following definitions are cited directly from CoStar North America's Glossary³² to provide clarification for the properties discussed within this section:

- **Occupancy Status:** The occupancy status of the tenant. The options are as follows: *Leased:* Tenant leases currently occupied space. *Subleased:* Tenant subleases currently occupied space. *Month-to-Month:* Tenant occupies current space on a month-to-month basis. *Owned:* Tenant owns currently occupied space. *Pending:* The tenant is in the process of renegotiating their lease and the status is pending.

³¹ Ibid.

³² CoStar Commercial Real Estate Platform, Accessed May 2024, [CoStar Glossary | CoStar North America](#)

- **Occupied Space:** Occupied space is defined as the square footage of space that is physically occupied by a tenant. It does not include space that is under a lease obligation, where the tenant does not actually occupy the space.
- **Vacant Space:** Vacant space refers to all space not currently occupied by a tenant, regardless of any lease obligation that may be on the space. Vacant space could be space that is either available or not available. For example, sublease space that is currently being paid for by a tenant but not occupied by that tenant, would be considered vacant space. Likewise, space that has been leased but not yet occupied because of finish work being done would also be considered vacant space. Vacant space could also be quoted in one of three ways, as new, relet or sublet. New space, sometimes called first generation space, refers to space that has never been occupied by a tenant before. Relet space, sometimes called second generation space, refers to space that has previously been occupied by another tenant. Sublet space refers to space that has been leased by another tenant, is still under a lease obligation by that tenant, but is being offered for lease back to the market by the tenant with the lease obligation.
- **Vacancy Rate:** Expressed as a percentage - it identifies the amount of New/Relet/Sublet space vacant divided by the existing RBA. Can be used for buildings or markets.

Address	Style	Secondary Type	Class	Stories	Units	Year Built
610 Frisco St	Low-Rise	Apartments	C	1	5	1952
709 Frisco St	Single-Family Home	Apartments	C	2	1	1966
705 Frisco St	Low-Rise	Apartments	C	2	4	1966
707 Frisco Street	Low-Rise	Apartments	C	2	9	1966
402 S 4th Ave		Apartments	C		2	1972
200 Granite St	Low-Rise	Apartments	C	3	61	1972
421 S 7th Ave		Apartments	C		2	1981
520 Bills Ranch Rd	Garden	Apartments	C	2	50	1983
62 Hawn Dr	Low-Rise	Apartments	C	2	4	1984
52 Hawn Dr		Apartments	B	1	1	1991
915 Lakepoint Cir #B		Apartments	C		1	1994
117 S 5th Ave	Low-Rise	Apartments	C	2	3	1994
400 Main St	Low-Rise	Apartments	C	3	34	1999
520 Galena St		Apartments	B	3	4	2011
317 Granite St	Low-Rise	Apartments	B	1	9	2021

Table 14: Town of Frisco, Multi-Family Properties. Source: CoStar, 2024

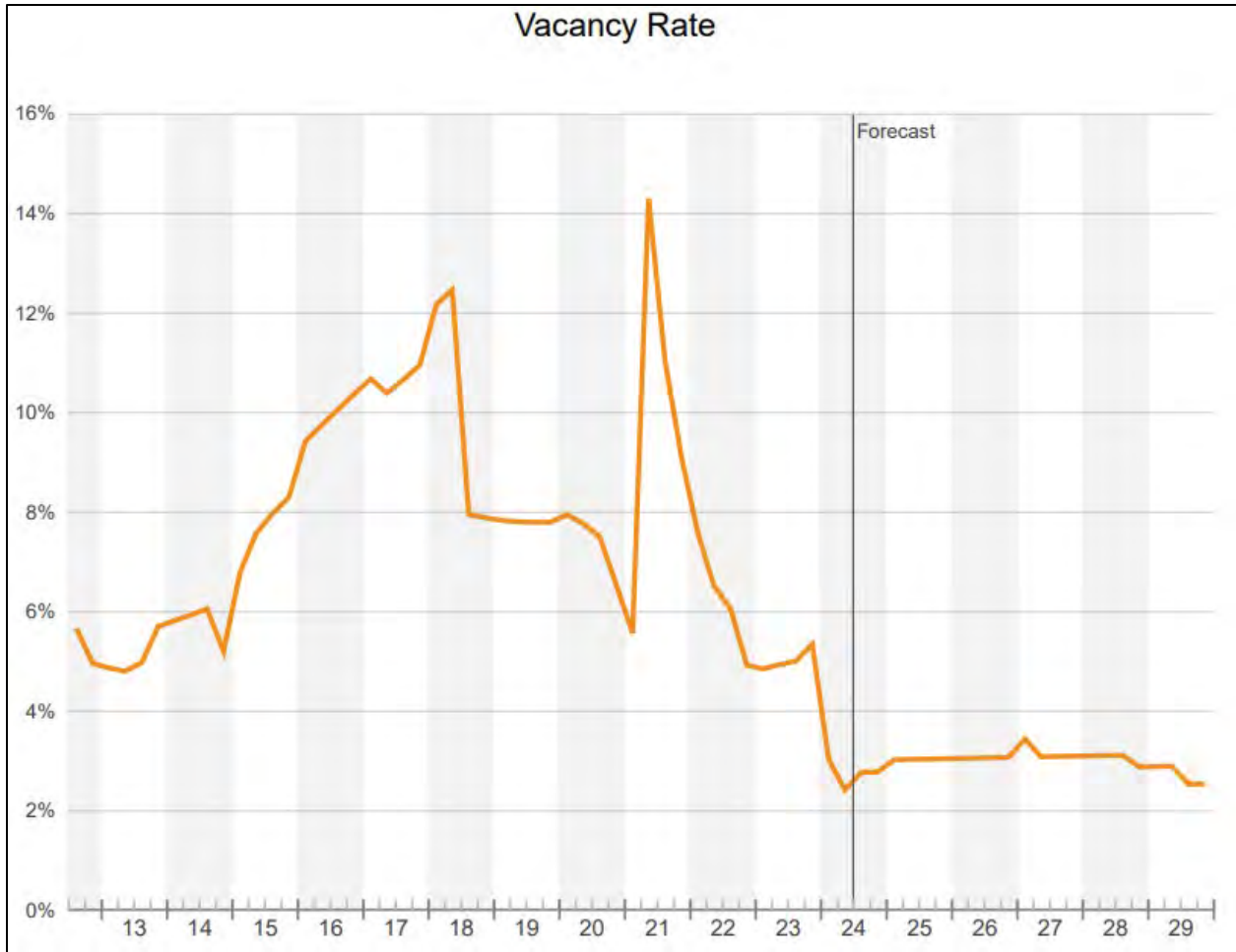


Figure 12: Town of Frisco, Multi-Family Vacancy Trends, Historic and Projected. Source: CoStar, 2024

Note: Y-Axis = Vacancy Rate, X-Axis = Years 2014 – 2028.

Occupancy rates within the Town’s multi-family market have historically ranged between 85.7% and 97.6%, with a current occupancy rate of 97.6%. While occupancy rates have remained mostly stable, there have been periods of reduced occupancy over the past ten years, typically caused by a delivery of units into to the market, which is the case for the temporary rise in vacancy shown in 2021 on Figure 12, above. Figure 12 illustrates historic and current vacancy trends for rental multi-family units in the Town. Given historic and projected vacancy trends, it is predicted that occupancy within the Town’s market will remain above 90%, even as more multi-family products are introduced.

Rental Rates

Note: As of August 19, 2024, CoStar does not have data available for the past 10 years for rental rates within the Frisco multi-family market.

New Deliveries & Absorption

The Town’s market has experienced one delivery of nine new multi-family units in the last 10 years; however, absorption has been positive following the delivery of new units. Historic trends indicate that the market is quick to absorb new units as they are introduced, with vacancy rates generally dropping to their

typical range within one year following new construction. Figure 13 illustrates historic and current absorption, deliveries, and vacancy in the Town for multi-family rental units.

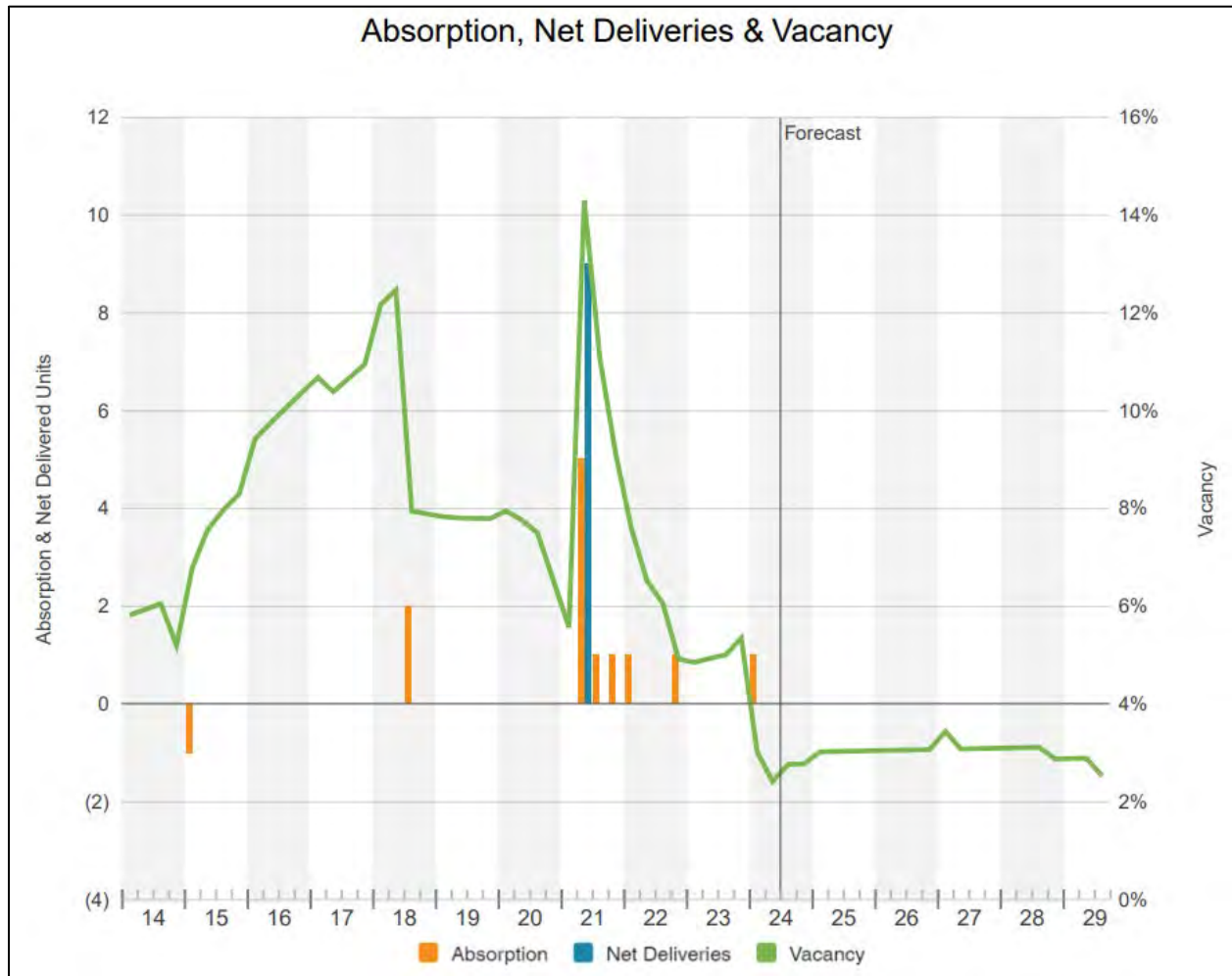


Figure 13: Town of Frisco, Multi-Family Absorption, Deliveries, and Vacancy Trends, Historic and Projected. Source: CoStar, 2024

Note: X-Axis = Years 2014 – 2028.

Future Development³³

In addition to the Town’s real estate trends for existing retail, office/flex, hospitality, and multi-family residential properties within the Town, future development projects were reviewed for the Town and the surrounding area. For the purposes of this analysis, “the Town and the surrounding area” were defined as properties within a 3-mile radius of Frisco’s Town Hall, located at 1 Main Street, Frisco, CO. In total, this area has 147 properties. Of the total, 144 properties are classified as “existing,” and three properties are classified as “under construction,” “final planning,” or “demolished.”

³³ Ibid.

The following section provides an overview of the three properties that are classified by CoStar as “under construction,” “final planning,” or “demolished.” Figure 14 below shows the distribution of these properties within a 3-mile radius of Frisco’s Town Hall.

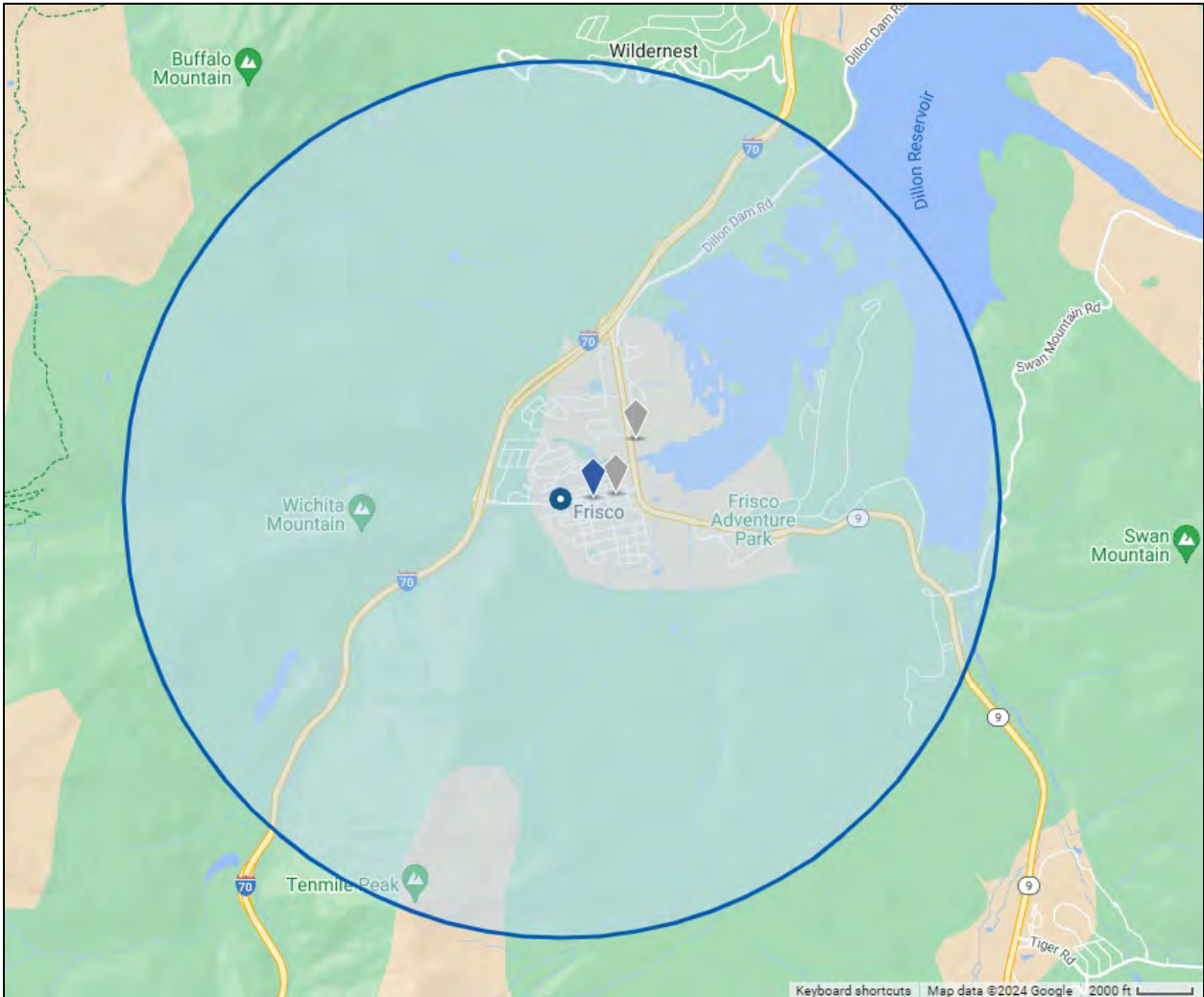


Figure 14: Properties Classified as “under construction,” “final planning,” or “demolished.” within a 3-mile radius of Frisco’s Town Hall. Source: CoStar, 2024

The following definitions are cited directly from CoStar North America’s Glossary³⁴ to provide clarification for the properties discussed within this section:

- **Existing:** Buildings that have been completed and are ready for occupancy. A certificate of occupancy has been received. Excluded from this status are buildings that are functionally obsolete, i.e. Abandoned; or that have been converted to a new Property Type, i.e., Converted.
- **Demolished:** Buildings that have been destroyed (torn down, burned, earthquake, etc.).
- **Final Planning:** Project will begin construction within the next 12 months. Typically, construction contracts are signed and/or building permits are issued.

³⁴CoStar Commercial Real Estate Platform, Accessed May 2024, [CoStar Glossary | CoStar North America](#)

- **Under Construction:** Buildings in a state of construction, up until they receive their certificate of occupancy. In order for CoStar to consider a building Under Construction, the site must have a concrete foundation in place.

Tables 15 and 16 below provides an overview of the properties shown in Figure 14 above.

Property Name	Summit Vista Professional Center	Prospector's Marketplace	Foote's Rest: A Tribute Portfolio Hotel
Property Address	18 School Rd., Frisco	310 Main St., Frisco	SWQ 6th Ave. and E Main St., Frisco
Building Status	Demolished	Under Construction	Final Planning
Property Type	Office	Specialty	Hospitality
Building Class	B	-	B, Upper Upscale
RBA	17,196	16,000	56,250
Constr. Begin		Jan 2024	Jul 2024
Year Built	1972	2025	2027
Land Area (AC)	0.98	-	0.50
Stories	2	2	3
Rooms or Units		-	75
Zoning	FCT	-	C

Table 15: Properties Classified as "under construction," "final planning," or "demolished," within a 3-mile radius of Frisco's Town Hall. Source: CoStar, 2024

Figures 15 & 16: The Summit Vista Professional Center (Demolished / Office) at 18 School Road, Frisco, Source: CoStar, 2024



Figures 17 & 18: Prospector's Marketplace Property Rendering (Under Construction / Specialty with an anticipated delivery date of Spring / Summer 2025) at 310 Main Street, Frisco, Source: CoStar, 2024



Figure 19: (Final Planning / Hospitality with a construction start date of July 2024 and an anticipated delivery date of January 2027) at SWQ 6th Avenue and East Main St., Frisco, Source: Costar, 2024



Figure 20: Foote's Rest: A Tribute Portfolio Hotel, Source: Norris Design



Table 16: Properties Classified as "under construction," "final planning," or "demolished," within a 3-mile radius of Frisco's Town Hall. Source: CoStar, 2024

Key Understanding and Takeaways

Demographics:

- The Colorado State Demography Office projects growth to continue at moderate rates for both the County and the State over the next five years. It is important to note that between 2030 and 2050, the State is projected to see a 17% increase in population overall, and the County is projected to see a total population increase of 10%.
- Between 2017 and 2022 the number of households increased by 9%, 24%, and 11%, for the State, County, and Town, respectively. Projections for the County and the State between 2030 and 2050 estimate that households will increase by 12% for the County and 20% for the State. These estimates for the County and State are indicative of regional growth overall, which is likely to impact the Town's resident and visitor populations.
- Based on median age and age distribution for 2022, it is likely that the Town's population is made up of households with older children or no children, Given the Town's median age of 43.8, which is higher than the County and the State, it is likely that the Town also has a population of empty-nesters and retirees. Planning for the future may consider development to accommodate these demographics such as senior-specific housing, accessible infrastructure, and multigenerational recreation facilities.
- The median household income for the County (\$100,611) and Town (\$101,140) are high when compared to the State (\$87,598). Additionally, the Town's income distribution shows that a large portion of households are in the higher ranges of annual income, with 22.55% of the Town's households earning \$200,000 or more annually.
- Compared to the County and State, the Town's population is less diverse, with 76.6% of the Town's population identifying as "white alone," and 20.6% identifying as "white and some other race."
- The Town has a 1.5% unemployment rate, which is the lowest amongst the County (3.7%) and the State (4.5%). Arts, entertainment, recreation, and accommodation and food services is the largest industry in the Town, accounting for 19.4% of jobs. This is followed by Retail trade (17.6%) and Educational services and healthcare, and social assistance (15.6%).

Housing:

PLACEHOLDER: ADDITIONAL SUMMARY FROM CONCURRENT HOUSING NEEDS ASSESSMENT

Real Estate:

- **Retail: Historic and projected trends indicate that the Town's market for retail space is very strong.** *Indications of this include the following:*
 - Occupancy within the market is extremely high (99.8%), and vacancy rates are projected to remain low over the next five years (0.2%-2.4%).
 - Asking rent has been greater than market rent since 2017, a positive within the market that can be interpreted to mean that there is sufficient demand within the market to both lease space without offering incentives or lease to competing tenants who are offering rental rates greater than market rate.
 - Absorption of new space is strong, with a 50% chance that space will be leased within 4 months of being introduced to the market.
- **Office & Flex: Historic and projected trends indicate that the Town's market for office and flex space is strong, but slightly less certain than the retail space market.** *Indications of this include the following:*
 - Occupancy of office space is very strong (97.7%). Vacancy rates are projected to remain low over the next five years.
 - The Town does not have any Class A office space, with 74% Class B, 21% Class C and 5% unclassified.
 - Despite relatively low vacancy rates over the past 10 years, asking rent, or the rent paid after concessions are applied to rental rates, has remained below market rental rates since 2014, indicating that there has been insufficient demand within the market to lease space without offering incentives. Currently (April 2024), asking rent is above market rent for the first time in a decade, indicating a positive shift for demand within the market. However, due to the historic trend of asking rent being below market rent, and the lack of future projections for asking rent, it is uncertain whether asking rent will be below or above market rent in the near term.
 - Historic trends indicate that as existing or new office space is introduced, the market will absorb it, though the rate at which space is leased tends to vary by year and market conditions.
- **Hospitality: Historic and projected trends indicate that the Town's market for hospitality is stable.** *Indications of this include the following:*
 - Occupancy for hospitality properties in the Town is average (58.7%) within the context of the State (64.5%) and the County (55.8%).
 - The Town has 11 existing properties spread amongst different classes, with room offerings available at economy, midscale, upper midscale, and upscale price points. The Town has one property in final planning stage, Foote's Rest Hotel, a Tribute Portfolio, which will be the Town's first hotel in the upper-upscale class.

- Hospitality providers in the Town saw a steady increase in Average daily rates and revenue per occupied room between 2015 and 2024. Currently, ADR and RevPAR are strong, with both figures in alignment with the higher end of the historic ranges.
- **Multi-Family Rentals: the Town's existing multi-family rental market is limited and there is potential for growth and diversification. *Indications of this include the following:***
 - The Town's existing multi-family rental market consists of 15 properties and 190 units in total.
 - All properties are designated as market rent, with none specifically available for seniors or low-income tenants.
 - Most multi-family housing in the Town is older, with 12 of the 15 properties (143 units) having been built prior to 1995.
 - It is projected that occupancy within the Town market will remain above 90%, even as more multi-family products are introduced.
 - Historically, the market has been quick to absorb new units, with vacancy rates generally dropping to their typical range within one year following new construction.
- **Future Development: Based on data retrieved from CoStar, there are three properties within a 3-mile radius of Frisco's Town Hall that have building classifications and property statuses other than "existing." These include:**
 - The Summit Vista Professional Center (Demolished / Office) at 18 School Road, Frisco.
 - Prospector's Marketplace (Under Construction / Specialty with an anticipated delivery date of Spring / Summer 2025) at 310 Main Street, Frisco.
 - Foote's Rest Hotel, A Tribute Portfolio (Final Planning / Hospitality with a construction start date of July 2024 and an anticipated delivery date of January 2027) at SWQ 6th Avenue and East Main St., Frisco.



MEMORANDUM

To: Emily Weber, Katie Kent, Emma Heth
From: Spirit Environmental: Conor Merrigan, Bekah Bailey, Dylan Costelloe
CC: Design Workshop
Date: 8/19/24
Project Name: Frisco Comprehensive Plan and Three-mile Plan
Project #: 7651
Subject: Environmental Assessment

MEMORANDUM PURPOSE

This ecological baseline conditions assessment encompasses a comprehensive evaluation of the surrounding landscape, habitats, regional watershed influences, and hazards and vulnerabilities in the context of climate impacts and water supply. This memorandum closes with an initial presentation of potential opportunities within the context of the comprehensive planning process.

Contents

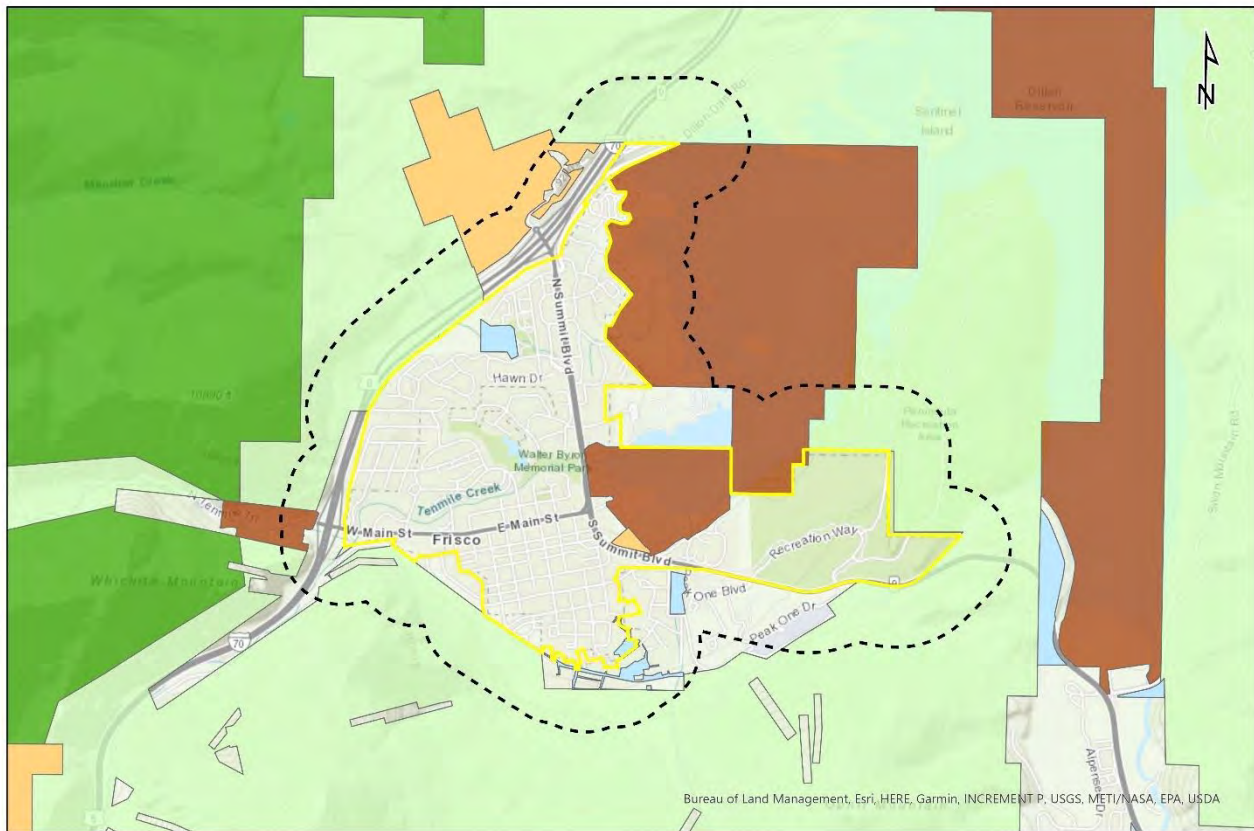
- Frisco Areas of Significance 3
 - Sensitive Species Habitat Areas 4
- Ecosystems Represented in Frisco 7
 - General Climactic Classifications 7
 - Soils 8
- Water and Watershed Management 9
 - Service area characteristics. 9
 - Boundaries and Population. 9
 - Sectors 10
 - Raw water supply and watershed description 10
 - Historic trends 11
 - Treated Water 11
 - Water Production 12
 - Monthly Water Use 12
 - System-wide Water Use 13
 - Residential Water Use 13
 - Storage and Distribution 14
 - System Reliability 14
 - Future needs 15
- Environmental Hazards and Vulnerabilities 15
 - Water Availability and Drought 15
 - Flooding 16
 - Fire Risk 18
 - Development pressures and Landscape Characteristics 21
- Key Opportunities to Address 22

Frisco Areas of Significance

Frisco's open spaces and parks encompass forests, wetlands, meadows, riparian zones, and designated parklands. These areas support biodiversity, offer recreational opportunities, and contribute to water quality and scenic beauty. Popular parks in Frisco include Walter Byron Park, Meadow Creek Park, and Frisco Adventure Park.

Dillon Reservoir, adjacent to Frisco, is an integral part of the local landscape, playing a pivotal role in the hydrological system of the Upper Colorado River Basin, acting as a key water storage facility that regulates stream flow and supports water quality. It provides critical ecosystem services including water purification and flood mitigation. The Dillon Reservoir is bordered by the White River National Forest, which spans 2.3 million acres. This vast tract of forested land is crucial for maintaining biodiversity, offering extensive habitats for wildlife, and providing a buffer for the watershed.

Figure 1 Frisco Land by Ownership



Legend

- Frisco Town Boundary
- Town Boundary Buffer
- County Land - General
- USFS
- USFWS
- Non-Governmental Lands
- Private Land
- Private Land (w/ Protection)

Source: Map was prepared by Spirit Environmental using data from Colorado Ownership, Management and Protection (COMaP)

Sensitive Species Habitat Areas

In May of 2024, the Natural Resource team at Spirit Environmental performed a review of databases of sensitive species maintained by the U.S. Fish and Wildlife Service (USFWS), Colorado Parks and Wildlife (CPW) and Colorado Natural Heritage Program (CNHP) to determine the potential of occurrence of state or federally listed species within the Town of Frisco, Colorado.

An Information for Planning and Construction (IPaC) report was obtained from the USFWS.¹ No critical habitats or national wildlife refuges were encountered within the Town limits or surrounding area of Frisco. However, the Colorado Conservation Data Explorer (CODEX) identified a State listed Important Bird Area (IBA) directly west of the Town limits.² This IBA is recognized due to its significant role in the conservation of avian species, which includes both migratory and resident birds. The area serves as a crucial habitat for various bird species throughout different seasons. The IPaC report lists a total of eight regulatory species with the potential to occur within Frisco. Eight were listed as threatened and endangered species, one candidate species, and one proposed endangered species. Additionally, the CODEX identifies one additional state candidate species.

Of the species identified, five are highly likely to occur in Frisco due to the presence of potential habitat. The following table summarizes these species:

Species	Status	Description of Preferred Habitat	Determination of Potential Habitat Present
Bald Eagle (<i>Haliaeetus leucocephalus</i>)	SC	Deciduous or coniferous forested areas near large bodies of water or rivers.	Habitat is present within Frisco. Additionally, Bald Eagle winter foraging area present around Dillon Reservoir,
Canada Lynx (<i>Lynx canadensis</i>)	LT	Distribution is closely associated with the boreal spruce-fir forest ecosystem.	Potential habitats present within surrounding USFS land.
Gray Wolf (<i>Canis lupus</i>)	EP	Typically found in temperate forests, mountains, tundra, taiga, and grasslands.	Potential habitats present within surrounding USFS land
Mexican Spotted Owl (<i>Strix occidentalis lucida</i>)	LT	Occurs in forested mountains and canyonlands throughout the southwestern U.S. and Mexico	Potential habitats present within Frisco and surrounding USFS land.
Bonytail (<i>Gila elegans</i>)	LE	Restricted to warm-water reaches of main-stem streams, but they have been found in reservoirs and backwaters of the Colorado.	Potential habitat is present within Dillon Reservoir.

¹ United States Fish & Wildlife Service. Environmental Conservation Online System: Information for Planning and Conservation. Harris County, Texas. Available online at: <https://ecos.fws.gov/ipac/>.

² Colorado Natural Heritage Program and Colorado Parks and Wildlife, "CODEX: Colorado's Conservation Data Explorer," CODEX, n.d

Species	Status	Description of Preferred Habitat	Determination of Potential Habitat Present
Colorado Pikeminnow (<i>Ptychocheilus lucius</i>)	LE	Inhabit larger rivers in the Colorado River basin. predominate in shoreline habitats and were associated with sandy substrate.	Suitable habitat is not present.
Humpback Chub (<i>Gila cypha</i>)	LT	Warm-water canyons of the Colorado River basin.	Suitable habitat is not present.
Razorback Sucker (<i>Xyrauchen texanus</i>)	LE	Found throughout the Colorado River basin in both lake and river habitats but are most common in backwaters, floodplains, flatwater river sections and reservoirs.	Potential habitat is present within Dillon Reservoir.
Monarch Butterfly (<i>Danaus plexippus</i>)	LC	Silly Monarch butterflies can be found in prairies, meadows, grasslands, and along roadsides across most of North America. Milkweed and flowering plants are needed for Monarch habitat.	Potential habitat is present within open grassland areas of Frisco.
LE = listed endangered, LT = listed threatened, ST = state threatened, SE =state endangered, SC= state candidate			

Meadow Creek was identified by CODEX to have a “Very High Biodiversity Significance”.² Areas with very high biodiversity significance are identified as important to the continued existence of ecological processes that support rare and imperiled species, subspecies, and natural communities in Colorado. The Meadow Creek site is located between Dillon Reservoir and the Gore Range (Figure 1). It encompasses the northern portion of the Town and portions of Giberson Bay and Frisco Bay. The portion of the site northwest of Frisco and I-70, which is owned both privately and publicly, consists of a western slope sagebrush community (*Artemisia tridentata vaseyana* / *Festuca thurberi*). The willow carr (*Salix geyeriana* / *Carex aquatilis*) that follows Meadow Creek is fragmented but is an important functioning urban wetland. There are several kettle ponds scattered throughout the site that support aquatic vegetation e.g., pondweed (*Potamogeton gramineus*) and chorus frog (*Pseudacris triseriata*).

The Meadow Creek site contains a good occurrence of a globally imperiled sagebrush community. It also supports one of the best examples observed in Summit County of a globally common montane aspen forest (*Populus tremuloides* / tall forbs). The globally vulnerable montane willow (*Salix geyeriana* / *Carex aquatilis*) carr is located where Meadow Creek enters the reservoir on a floodplain that was formerly a very extensive willow carr. It is also located between the sewage disposal ponds and Frisco Bay where it is a highly functioning wetland (Figure 2).

Additionally, the wetlands in Frisco are essential ecosystems that provide vital support to diverse plant and animal life adapted to saturated conditions. They serve as crucial habitat for various species, including waterfowl and migratory birds, playing a fundamental role in sustaining biodiversity. Preserving and restoring these wetland habitats is paramount for maintaining ecosystem health and ensuring the continued provision of valuable support to both wildlife and human communities.

Figure 2 Potential Conservation Areas in Frisco

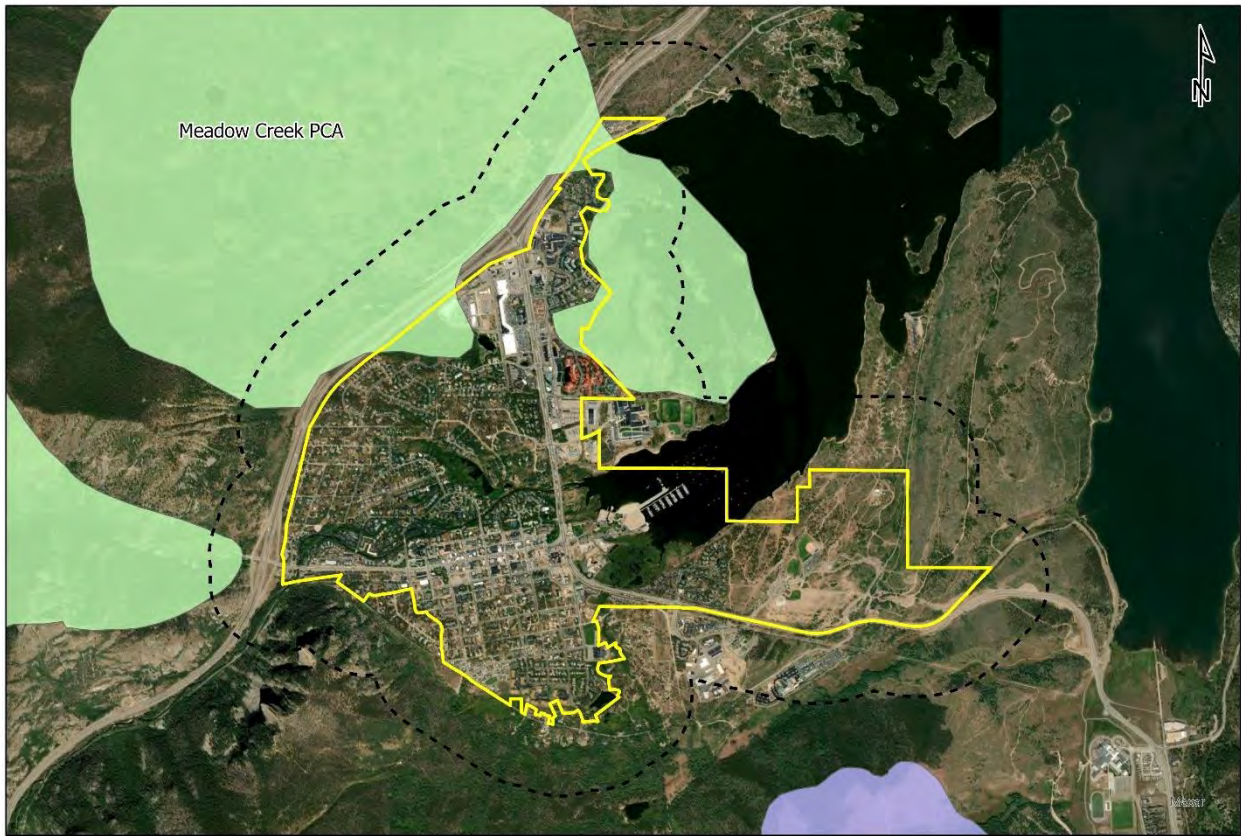
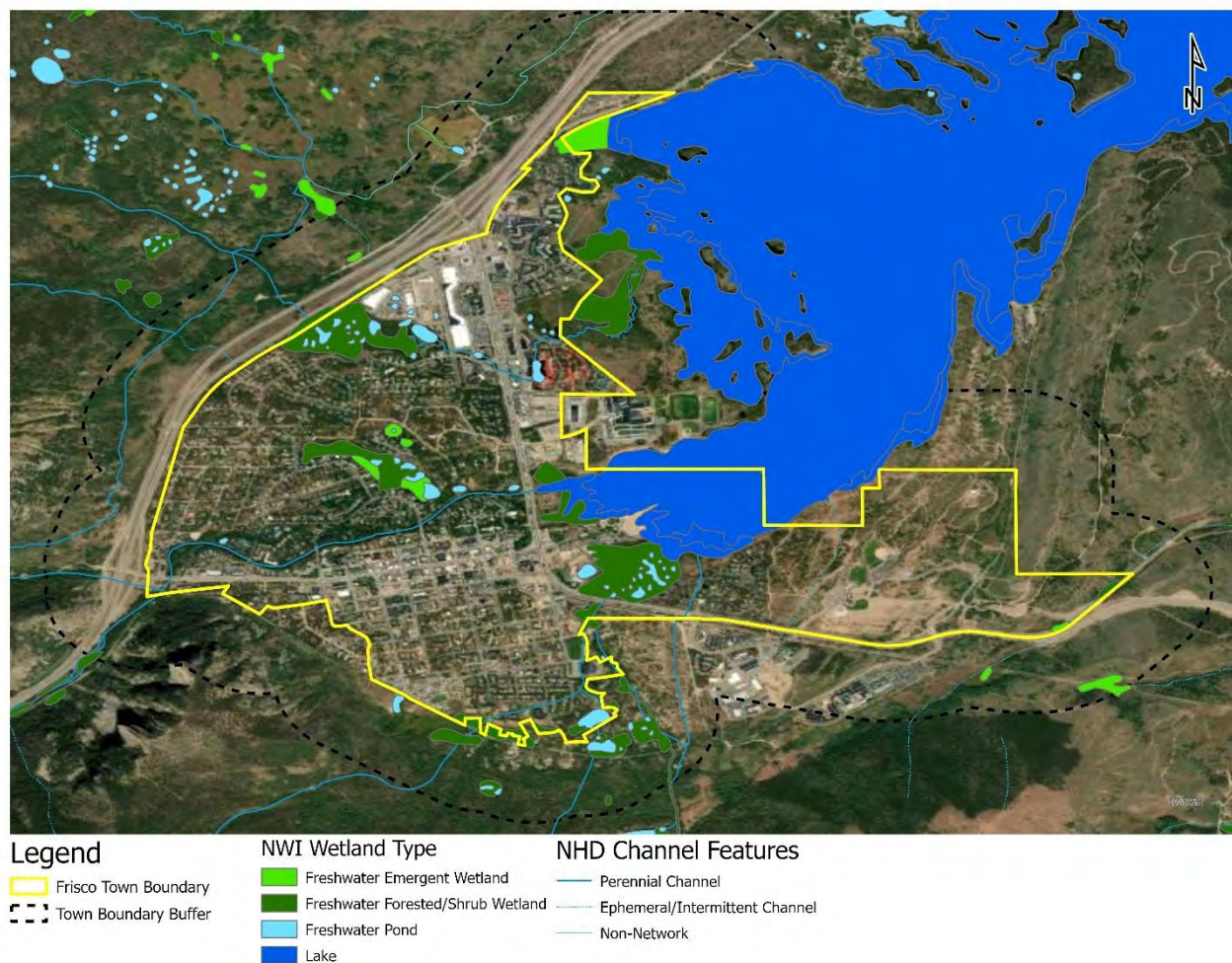


Figure 3 Environmentally Sensitive Areas



Ecosystems Represented in Frisco

General Climatic Classifications

Frisco is in the Southern Rocky Mountains province of the Rocky Mountain System. Frisco's climate is profoundly influenced by its high elevation within the Rocky Mountains, which brings cooler temperatures compared to lower-lying areas. The surrounding mountainous terrain plays a critical role in shaping weather patterns, altering wind directions and precipitation distribution across various elevations and slopes. Frisco experiences a continental climate regime with distinct seasonal variations—cold, snowy winters and mild summers—accentuated by its inland location far from large bodies of water. Pacific weather systems also impact the region, particularly in winter, bringing substantial snowfall from storms originating in the Pacific Ocean. Additionally, microclimatic variations, resulting from Frisco's complex topography, contribute to localized differences in temperature, precipitation, and wind patterns, influencing agricultural productivity, ecological processes, and human activities within the area.³

³ United States Department of Agriculture, N. R. C. S. (2006). Land Resource Regions and Major Land Resource Areas of the United States, the Caribbean, and the Pacific Basin (p. 682).

Typically, Frisco experiences light rainfall and low humidity. Frisco averages about 15 inches of rainfall annually over about 74 rainfall days, primarily peaking May through July, and about 117 inches of snow on average. The average annual temperature ranges from a low of -19 to a high of 84 degrees F, with a year-round average of 36 degrees F. Summer rainfall commonly occurs during high-intensity, convective thunderstorms. About half of the annual precipitation occurs as snow in winter and the proportion increases with elevation. In the surrounding mountains, deep snowpacks accumulate throughout winter and generally persist into spring or early summer.⁴

Topography

Frisco lies at an elevation of approximately 9,075 feet (2,766 meters) above sea level. The Town is surrounded by mountain vistas and characterized by a varied topography shaped by the forces glacial and fluvial processes over millennia. The terrain gradually rises towards the surrounding mountain peaks, reaching elevations exceeding 13,000 feet (3,962 meters) in some areas. The landforms surrounding Frisco include valleys, ridges, and plateaus, sculpted by glacial and fluvial processes. Glacial activity during the Pleistocene epoch created U-shaped valleys and moraines in the surrounding mountainous terrain. Geologically, the rocks exposed in the mountains surrounding Frisco are mostly Precambrian igneous and metamorphic rocks, which in many places are flanked by steeply dipping Mesozoic sedimentary rocks. Younger igneous rocks, primarily basalt and andesitic lava flows, tuffs, breccias, and conglomerates, are throughout this area. Alluvial fans at the base of the mountains are recharge zones for local basins and valley fill aquifers. They also are important sources of sand and gravel.⁵

Soils

The soils in the Frisco area are categorized into three main associations as per the NRCS Soil Survey by United States Department of Agriculture (USDA).⁶ These include:

1. **Argicryolls:** formed in slope alluvium, colluvium, till, or slide deposits on mountain slopes, fan remnants, moraines, and landslide.
2. **Glossocryalfs:** formed in colluvium and slope alluvium on mountain slopes, in areas with granite, gneiss, and schist bedrock.
3. **Haplocryolls:** that formed in colluvium or slope alluvium over residuum on mountain slopes, in areas with granite, gneiss, and schist bedrock.

Additionally, Histic Cryaquolls, a significant soil type in Frisco, are characterized by their nearly level terrain and high organic matter content, indicative of saturated conditions prevalent in wet environments. These soils play a crucial role in regulating water dynamics, supporting diverse wetland ecosystems, and contributing to overall landscape biodiversity. While their saturated nature presents challenges for certain land use activities such as agriculture and development, conservation efforts aimed at preserving wetland habitats associated with these soils are essential for maintaining water quality, ecological integrity, and the provision of vital ecosystem services in the Frisco area.

⁴ Averages are presented from 2000-2024 based on NOAA online weather data.

⁵ United States Department of Agriculture, N. R. C. S. (2006). Land Resource Regions and Major Land Resource Areas of the United States, the Caribbean, and the Pacific Basin (p. 682).

⁶ Soil Survey, Natural Resources Conservation Service (NRCS), United States Department of Agriculture. Web Soil Survey. Available online at <http://websoilsurvey.nrcs.usda.gov/>.

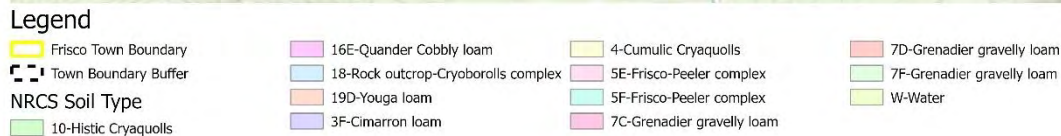
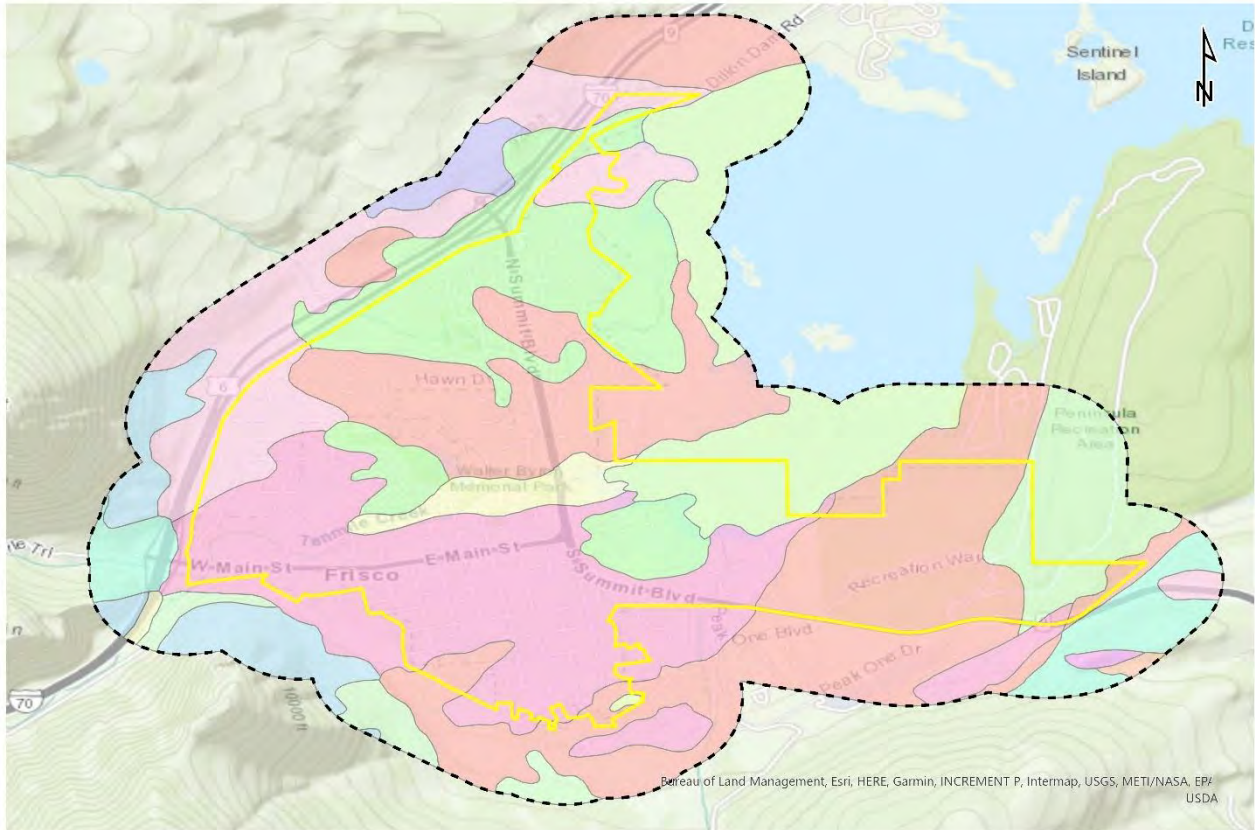


Figure 4 Soil Profile

Water and Watershed Management⁷

Service area characteristics.

Boundaries and Population.

The Town spans three square miles along the southwest shores of Dillon Reservoir, providing water services to properties within its incorporated boundaries as well as neighboring unincorporated areas, as depicted in Figure 1. The Town of Frisco's tourism-driven environment is characterized by significant seasonality and population variability. Therefore, the demands on water fluctuate with the tourist populations that frequent Frisco as well as with water usage for snowmaking.

⁷ Town of Frisco. (2018). *Water Efficiency Plan*.

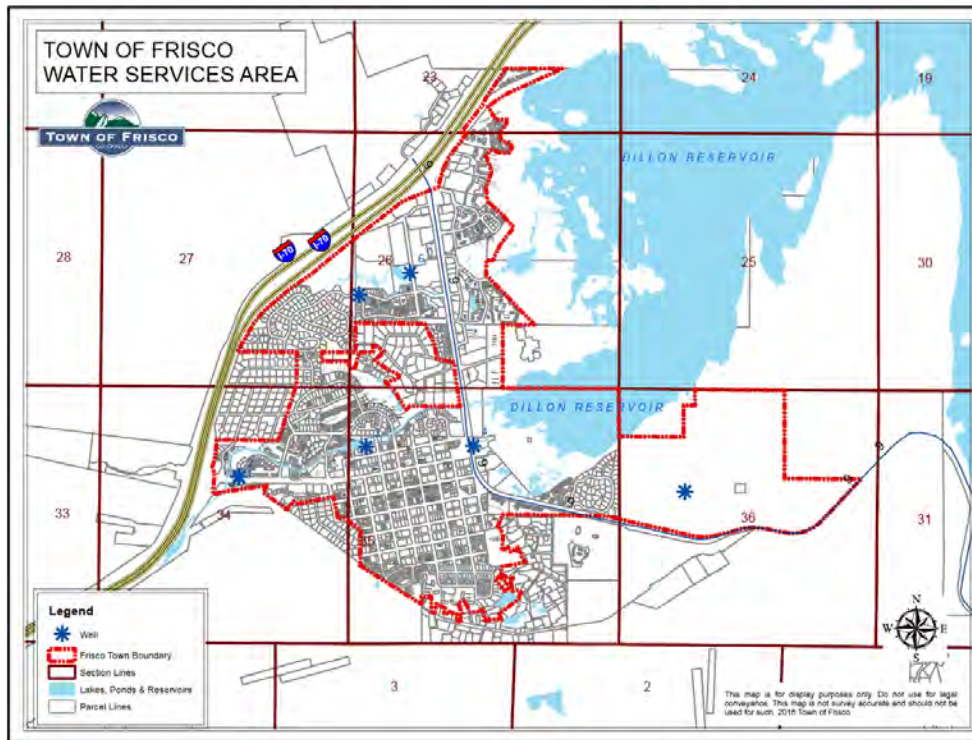


Figure 1: Town of Frisco Water Service Area

Sectors

Residential water consumption dominates in Frisco, accounting for over half of the Town's total water usage, despite roughly 60% of its housing units remaining unoccupied for portions of the year. The Town's housing infrastructure, predominantly constructed in the late 1980s and early 1990s, offers potential for indoor water conservation by upgrading older fixtures and appliances. While there are adjacent unincorporated residential areas, their self-supply through wells or existing connection to the Town's water system minimizes their impact on Frisco's water resources. Notably, industrial water usage is absent within the Town, while major consumers in the commercial sector include the hospital, commercial laundry facilities, restaurants, and breweries. Water used for snowmaking is restricted to 30 ac-ft/yr, sourced from groundwater wells. Per the Town's water rights, snowmaking is only permitted for use between November and February. It is important to note that ski resorts maintain independent water rights for snowmaking and other purposes, separate from the Town's supplies.

Raw water supply and watershed description

The Town of Frisco relies on a combination of groundwater and surface water sources, with rights to divert up to 1,413 acre-feet per year. Existing water rights allow Frisco to divert 2.5 cubic feet per second (cfs) from North Tenmile Creek as well as of 748 gallons per minute (gpm) (equivalent to 1,207 ac-ft/yr) from a groundwater supply accessed through seven wells along Tenmile Creek and Meadow Creek. As of 2018, Wells 5 and 6 served as the primary groundwater sources, while Wells 1 and 2 have been discontinued due to contamination and Wells 6 and 7 were drilled as replacements. Although Well 3 was last utilized in 2013 to supplement the Town's water supply, Emergency Well 4 remains unused in recent memory. Well 7 was operational starting in 2018 with a production rate of 500 gpm but has been offline since July 2022 due to a P-FAS concern.⁸

⁸ Per conversations with Town water staff on April 26 and May 9th, 2024

Frisko operates a surface water treatment plant (WTP) known as the Wayne Bristol Surface Water Treatment Plant with a capacity of one million gallons per day (MGD) located outside of Town. In 2009, the treatment process was upgraded to microfiltration, and chlorine contact time was increased for disinfection. The WTP operates most of the year, except when surface water quality is affected by snowmelt runoff during spring and early summer and low flows occur during the winter. Groundwater supplies are used year-round to supplement WTP production, ensuring high-quality drinking water that meets established standards. The Town exclusively distributes treated water that meets drinking water standards, without distributing raw, non-potable, or reclaimed water supplies.

Historic trends

Treated Water

Annual treated water production volumes from 1996 to 2015, as illustrated in Figure 4, indicate a consistent average decline of -1% year-over-year, with data for 1997-98 unavailable.

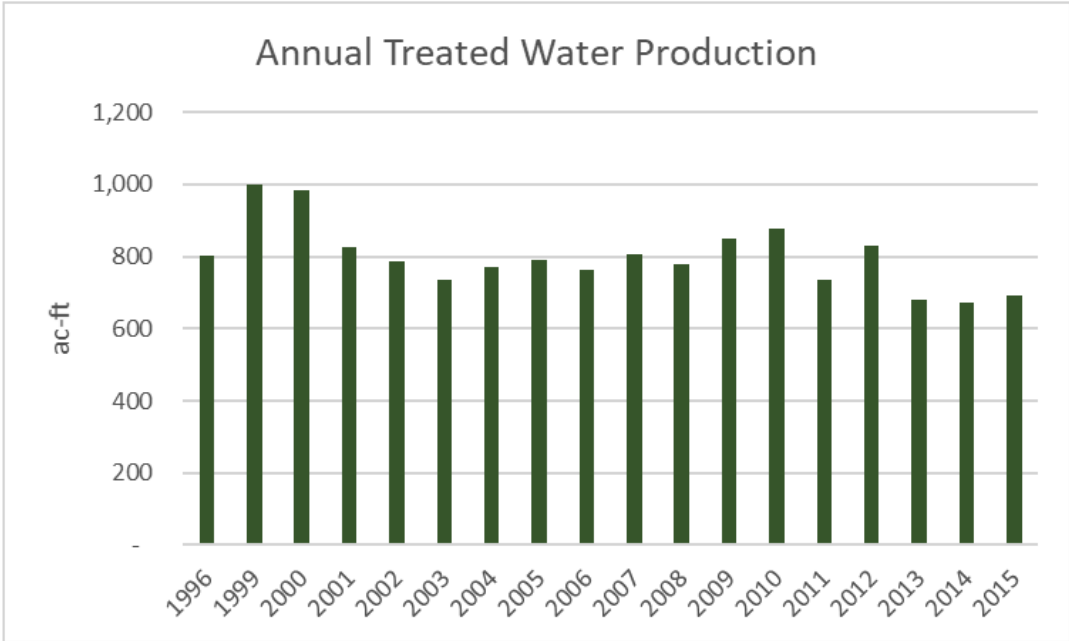


Figure 4. Annual Treated Water Production (1996-2015) – data for 1997-98 are not available

Annual production volumes, water sales, and sales by sector for the period 2011-2015 are detailed in the table below:

Table 4. Summary of Production, Total Sales, and Sales by Sector (2011-2015)

Year	Total Production (ac-ft)	Total Water Sales (ac-ft)	Residential Sales (ac-ft)	Commercial Sales (ac-ft)	Snowmaking Sales (ac-ft)
2011	653	577	366	181	30
2012	757	598	380	188	30
2013	682	594	391	173	30
2014	662	545	323	192	30
2015	691	588	363	195	30

Water Production

Since 1996, the Town has witnessed an average annual decline of 1% in water production volumes, amounting to 691 acre-feet in total production by 2015. This decrease remains at an average of 1% when normalizing for the service population. In 2015, system-wide water use reached 105 gallons per capita per day.

Monthly Water Use

Analysis of monthly water production data from 1996 to 2015 reveals that outdoor water use amounts to an average of 19% of annual demands, with a notable spike from June to August, nearly doubling system demands. Minor increases in water use from November to March are attributed to transient residents and day visitors during ski season.

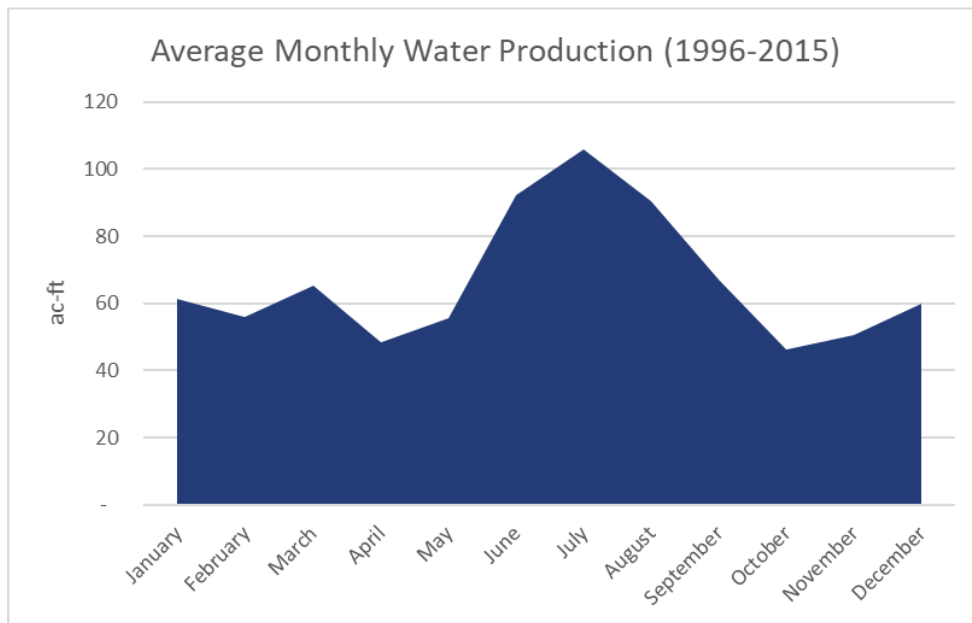


Figure 6: Average Monthly Water Production (1996-2015)

System-wide Water Use

The Town employs system-wide per capita demands as a key measure of system efficiency, calculated using residential and commercial water sales and the average annual population served, encompassing both permanent and visiting populations. Over the five years indicated below, the Town has maintained an average system-wide per capita demand of 105 gallons per capita per day (gpcd). During this time, Frisco also experienced a 1% increase in the average population served year-over-year, coupled with a corresponding 1% decline in per capita water use year-over-year, demonstrating a net gain in efficiency.

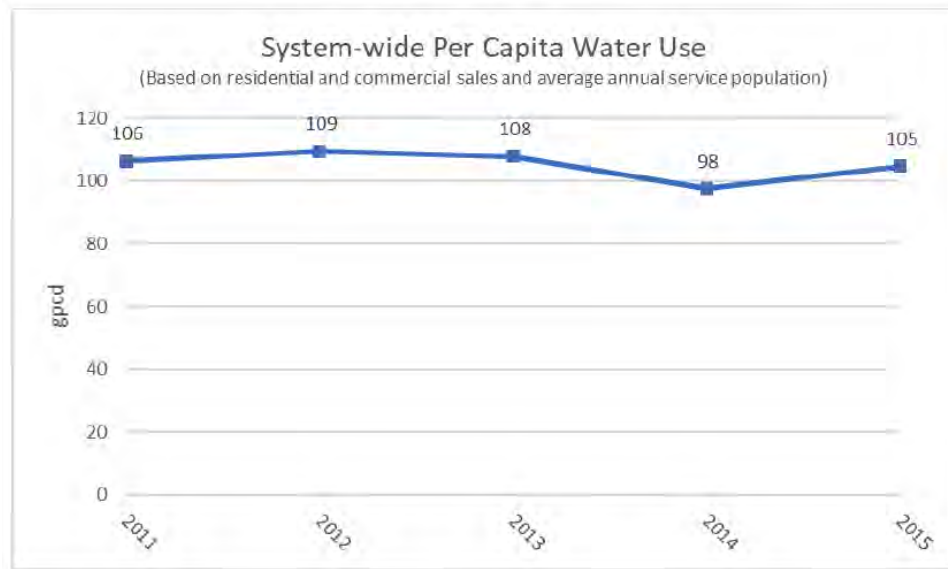


Figure 7. System-wide Per Capita Water Use (2011-2015)

Residential Water Use

Per capita water use values are computed using residential sales and the permanent service population, excluding the number of visitors served. Figure 8 illustrates residential per capita water use values from 2011 to 2015, indicating an average annual decline of 3% over this period.

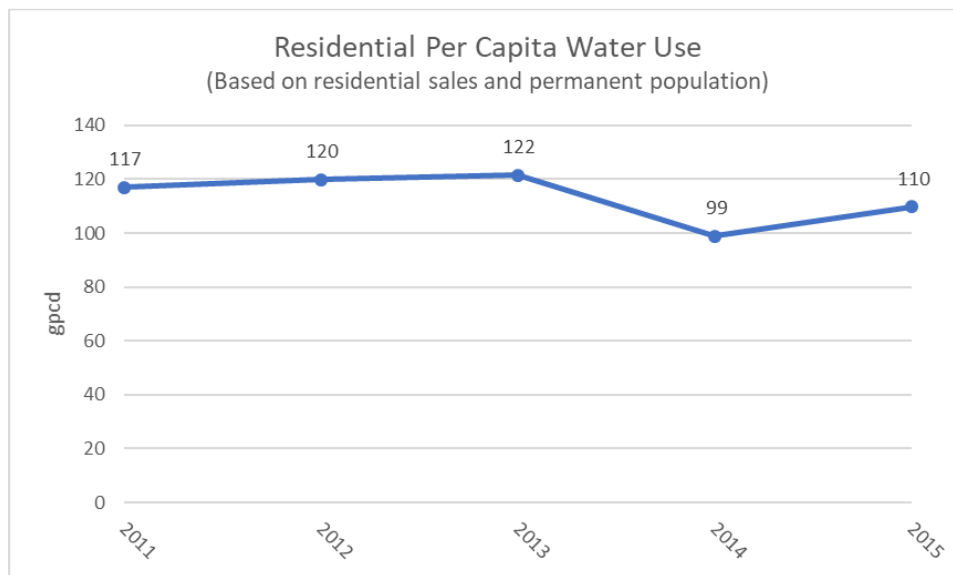


Figure 8. Residential Per Capita Water Use (2011-2015)

Storage and Distribution

Treated water is conveyed through a 24-mile network of ductile iron piping. As a gravity-fed system, it does not require or use pump stations. Given the Town's relatively flat terrain, the distribution system operates within a single pressure zone, with water pressure ranging from 45 - 80 pounds per square inch (psi). A map of the water distribution system is depicted in Figure 3. The Town maintains a total treated water storage capacity of 2.53 million gallons (MG), distributed among three storage tanks: an inground tank with a capacity of 1.2 MG, an aboveground tank with a capacity of 0.83 MG, and a 0.5-MG tank situated at the water treatment plant (WTP).



Figure 3: Town of Frisco Water Distribution System

System Reliability

The Town's water system boasts exceptional reliability, having never experienced a loss of water supply or failure to meet system demands, even during significant droughts in 2002 and 2012. This reliability is underpinned by the

utilization of both surface water and groundwater supplies, which serve as the Town's primary strategy for ensuring system robustness. In terms of planning, the Town has determined the firm yield of the current water supply system to be 1,100 gallons per minute (gpm), equivalent to 1,775 acre-feet per year, more than double the current system demands.

Table 3. Firm Yield Estimates

Water Supply Source	Firm Yield (gpm)
Surface water diversions	700
Well 3	400
Well 4	200
Well 5	550
Well 6	550
Well 7	500 ^e
TOTAL	1,100

^e=estimated

Future needs

Over the five years covered by the last water efficiency plan, approximately two-thirds of the Town's water supply was sourced from groundwater, with the remaining third from surface water diversions. Both dry conditions and low winter flows can limit availability from North Tenmile Creek. Despite a preference for surface water due to lower energy requirements, the Town is prompted to prioritize Meadow Creek well water when flow in Tenmile Creek drops below 7 cfs. According to 2018 development projections, the Town estimated future water demands at buildout to reach 1,975 acre-feet per year, primarily for indoor use (1,811 ac-ft/yr). Outdoor water use is expected to decline due to changes in development standards aimed at promoting water efficiency. With current rights to 1,413 ac-ft of water, the Town would need to secure additional water rights to meet future demands. These projections are being evaluated as part of several new studies the Town initiated in the summer of 2024; therefore, existing projections may be updated in the near future.

Environmental Hazards and Vulnerabilities

Situated at the convergence of the Rocky Mountains, Frisco is exposed to several natural environmental hazards. Urban development intersecting with present natural hazards amplifies risk through the alteration of natural drainage systems, the expansion of wildland-urban interfaces, and the introduction of the urban heat island effect. There is a need for integrated risk assessment and management strategies through the lens of climate risk to ensure that Frisco will remain prepared and resilient.

Water Availability and Drought

The Rocky Mountains are expected to face significant impacts from climate change, including reduced snowpack which is a major source of water for the region. Snowpack acts as a natural reservoir, releasing water gradually during spring and summer. Recent trends influenced by climate change have raised concerns about long-term water security. Shorter and warmer winters have led to reduced snowpack levels, resulting in reduced water availability during the critical spring and summer months when demand is highest. This decreased snowpack not only affects water supply but also impacts the timing of water runoff. Earlier snowmelt can lead to a mismatch between peak water availability and peak demand periods, potentially straining local water systems.

Summit County has faced significant drought events six times in the past 35 years, with the most recent occurrences

in 2002 and 2012. While the Town of Frisco has historically managed to meet water demands during these periods, the droughts underscored the importance of comprehensive utility planning to prevent shortages in the future. During the severe drought of 2002, Frisco had to take drastic measures, including shutting down the Water Treatment Plant (WTP) for approximately seven months due to critically low water levels in North Tenmile Creek. Fortunately, groundwater supply wells remained relatively unaffected by the drought and were able to meet the system's demands. In response to these challenges, the Town implemented a water conservation ordinance in 2003. This ordinance includes permanent voluntary water use restrictions and a three-phased drought response plan aimed at promoting water conservation and resilience in the face of future drought events. These proactive measures reflect Frisco's commitment to ensuring the sustainability and reliability of its water supply system in the wake of recurring drought challenges.

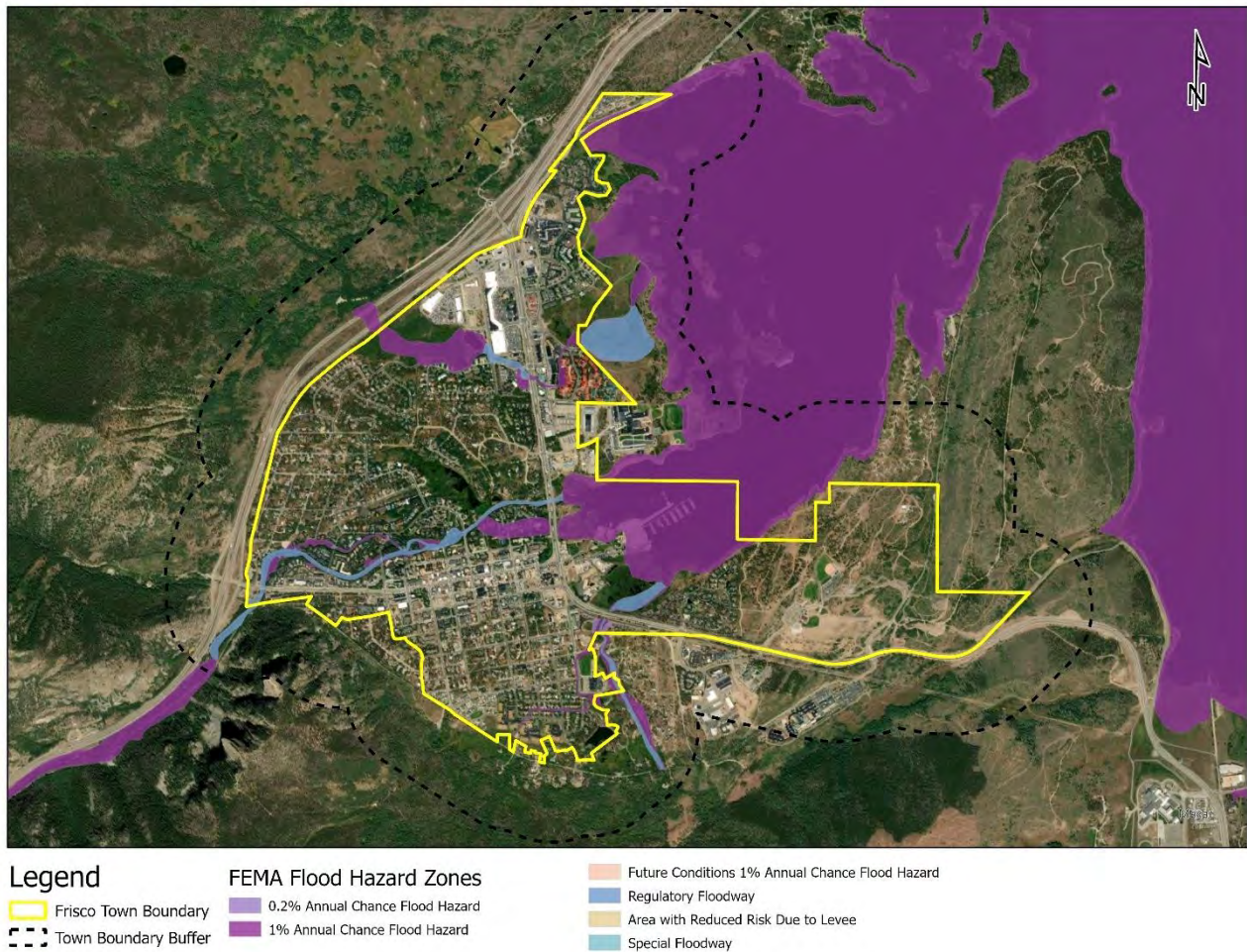
As the community grows, Frisco needs to consider how future development will impact water availability. Increased development can strain existing infrastructure, necessitating upgrades to roads, sewage treatment facilities, and water systems that were originally designed for smaller populations. Additionally, the construction on mountain terrains often requires significant alteration of the landscape, which can increase the risk of erosion of natural waterways, degrading the quality of the water, making it less suitable for drinking, recreation, and wildlife.

Flooding

Frisco is vulnerable to flooding, primarily due to its geographic and climatic factors. The Town experiences a range of conditions that can lead to flooding, especially during the spring and early summer. The greatest risk of flooding is introduced by the Ten Mile Creek, originating in the high alpine areas of the Tenmile Range where steep gradients contribute to rapid runoff during snowmelt and rain events. As the creek descends into the Frisco area, the velocity of water flow increases as the slopes steepen, leading to a higher potential for the creek to overflow its banks when large volumes of water are rapidly introduced into the system. The map below indicates different areas of flood risk.⁹

⁹ Federal Emergency Management Agency, nd. FEMA Flood Map Service Center. Available at: <https://msc.fema.gov/portal>

Figure 5 Frisco Flood Hazard Map



Source: Map was prepared by Spirit Environmental using data from National Hydrography Dataset and National Wetland Inventory

Climate impacts also introduce increased risks of flooding in Frisco. Climate change can alter precipitation patterns, leading to more intense rainfall events or changes in the timing and distribution of precipitation. This can result in an increased risk of flash floods and river flooding in Frisco. Snowpack plays a critical role in Frisco's water supply, and alterations in snowmelt patterns due to warmer temperatures can affect the timing and magnitude of runoff. Rapid snowmelt can contribute to spring flooding, especially if combined with heavy rainfall events. Glaciers in the Rocky Mountains are receding due to climate change and glacial meltwater contributes to streamflow during warm months. As glaciers shrink, the meltwater can lead to higher river levels and potential flooding initially, followed by reduced flows in later years as glaciers reduce in size.¹⁰

The Town's infrastructure, particularly designed to handle the runoff from Tenmile Creek, plays an important role in mitigating flood risks. Frisco's stormwater management systems, including strategically placed culverts and retention basins, have been developed to effectively manage the water levels during heavy rainfall, minimizing the chances of overflow. Frisco has implemented comprehensive land-use policies and zoning regulations that discourage

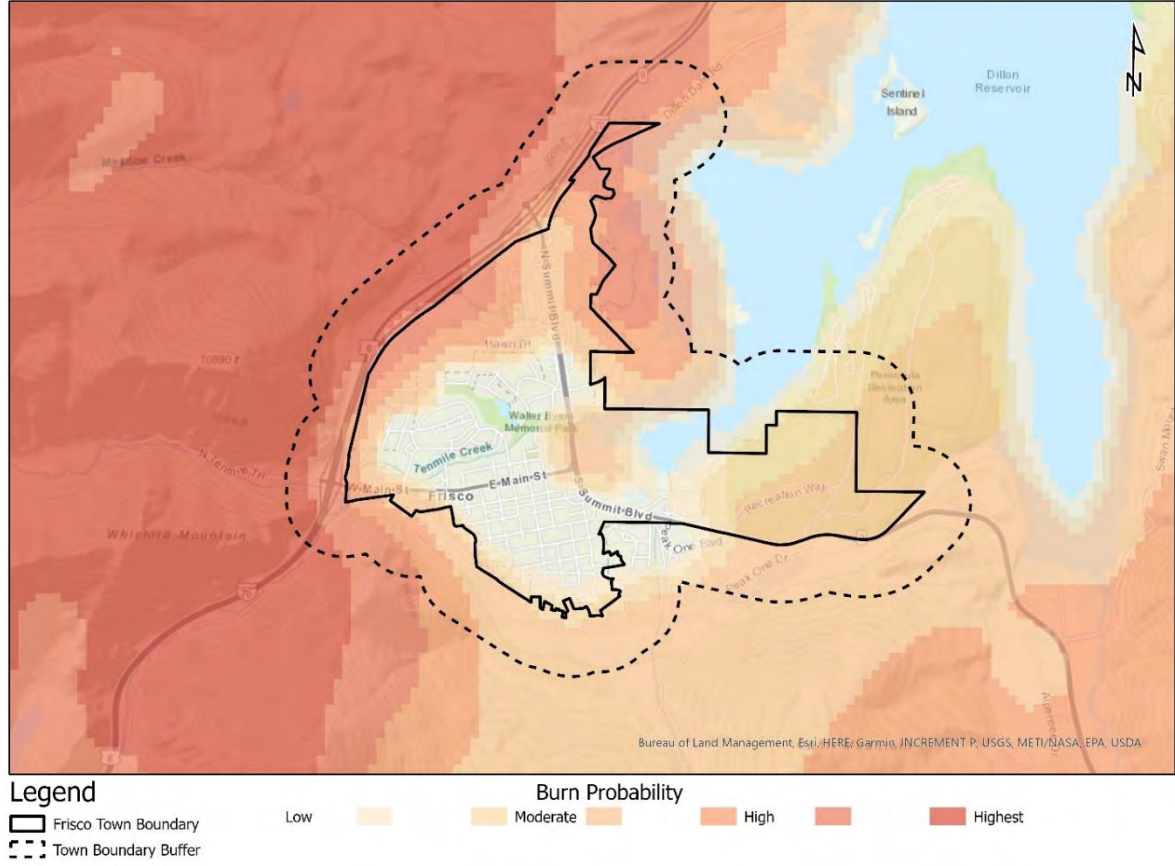
¹⁰ U.S. Global Change Research Program, 2018. Impacts, Risks, and Adaptation in the United States: Fourth National Climate Assessment, Volume II. Washington, DC: U.S. Global Change Research Program. Available at: <https://nca2018.globalchange.gov/>

construction in flood-prone areas, particularly along the banks of Tenmile Creek.¹¹ This ensures that residential and commercial developments are situated in locations with lower flood risk. The Town also actively maintains its natural drainage systems, preserving the integrity of local creeks and streams to handle sudden influxes of water.¹²

Fire Risk

Wildfire is a natural hazard that Frisco has faced historically and will continue to combat with increased risk as the local temperatures rise and the chance of drought increases. To understand the risk of wildfire, several variables must be assessed including burn probability, flame length, and the susceptibility of the community to fire. Surrounded by mountainous terrain characterized by dense forests makes it highly susceptible to wildfires. The surrounding terrain, dominated by coniferous forests, provides ample fuel for fires, with the presence of vegetation serving as potential ignition sources. Steep slopes and rugged terrain can impede firefighting efforts, complicating containment, and control measures. Additionally, the proximity of residential and commercial developments to forested areas increases the risk of wildfires spreading to inhabited areas, heightening the potential for property damage and loss.

Figure 6 Frisco Burn Probability



Source: Map was prepared by Spirit Environmental using data from Colorado State Forest Service

¹¹ U.S. Global Change Research Program, 2018. Impacts, Risks, and Adaptation in the United States: Fourth National Climate Assessment, Volume II. Washington, DC: U.S. Global Change Research Program. Available at: <https://nca2018.globalchange.gov/>

¹² U.S. Global Change Research Program, 2018. Impacts, Risks, and Adaptation in the United States: Fourth

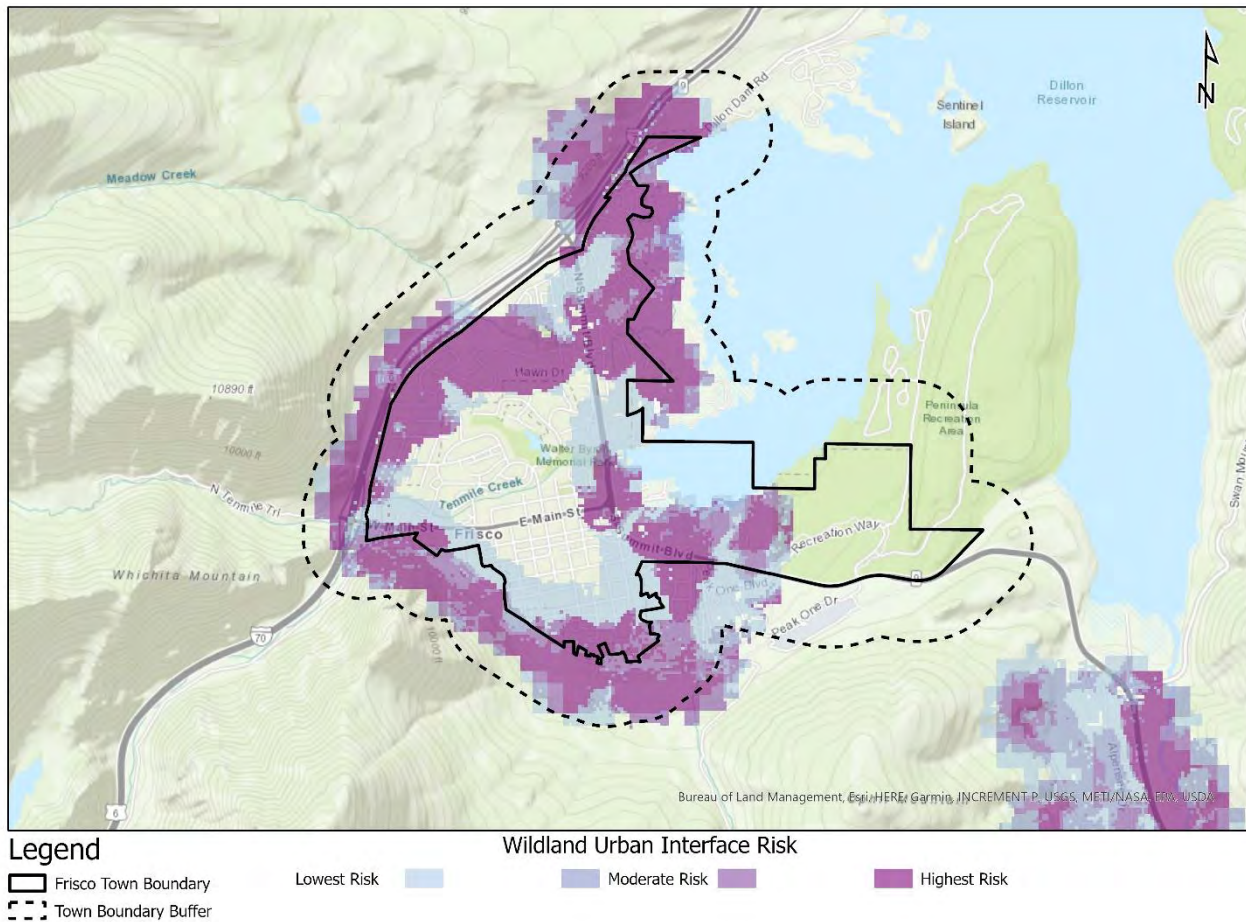
Additionally, Frisco's high elevation and dry, continental characteristics, contribute to the wildfire risk. Warm, dry summers coupled with occasional thunderstorms create conditions conducive to fire ignition and rapid spread. With the buildup of fine fuels like grasses and shrubs, the dry season introduces another layer of wildfire risk. Climate change exacerbates these risks by prolonging the fire season, increasing temperatures, and altering precipitation patterns, creating conditions conducive to more frequent and intense wildfires.

Wildfires pose significant challenges to water management systems due to their impact on storm runoff and water quality. The burning of vegetation eliminates natural barriers that would typically intercept and absorb rainfall, leading to increased storm runoff. Hydrophobic ground surfaces form as a result of the fire, causing water to stay on the surface rather than infiltrate the soil. Additionally, wildfires leave behind debris and surface pollutants which clog intake infrastructure and result in spikes of various contaminants in source waters. These contaminants may include turbidity, coliforms, total organic carbon, iron, manganese, and ammonia, posing risks to water quality and public health. Furthermore, wildfires can impact the quantity of available water by constricting water flow or altering river channels through debris accumulation, highlighting the complex challenges faced in managing water resources in fire-prone areas. Sedimentation, wildfire debris, and chemical contamination impair degrade water quality, reduce water storage capacity, and harm aquatic ecosystems.¹³ As discussed in a focus group, the north Tenmile River is particularly susceptible to heavy sedimentation in the event of wildfires due to the slopes and forest characteristics. In response to surface water contamination, the Town has the ability to switch to groundwater supplies to ensure the provision of adequate and safe drinking water.

The western region of Frisco exhibits the highest probability of wildfire burn. This area is characterized by dense forest cover, predominantly comprising USFS land. High forest density increases the fuel load available for potential wildfires, thereby elevating the risk of burn. The connectivity of the landscape is also a factor in burn probabilities, with large, unbroken expanses of fuels to the west of Frisco enhancing the potential for burning. In contrast, the urban center of Frisco shows much lower burn probabilities due to features and materials considered non-burnable including roads, buildings, and irrigated areas. Peninsula Recreation Area and Peak One Park both have areas with moderate burn probabilities combined with lower tree density and higher open grassland producing moderate flame lengths. The intersection of the wildland-urban interface (WUI) with burn probability presents a critical area of focus for wildfire risk management. The WUI, where human developments meet or intermingle with natural vegetation, is especially prevalent in the areas of Frisco that border densely forested areas. Mapped below is a visual representation of the WUI risk within Frisco.

¹³ U.S. EPA. (2019, August 13). Wildfires: How Do They Affect Our Water Supplies? Retrieved from Science Matters: <https://www.epa.gov/sciencematters/wildfires-how-do-they-affect-our-water-supplies>

Figure 7 Frisco Wildland Urban Interface Risk

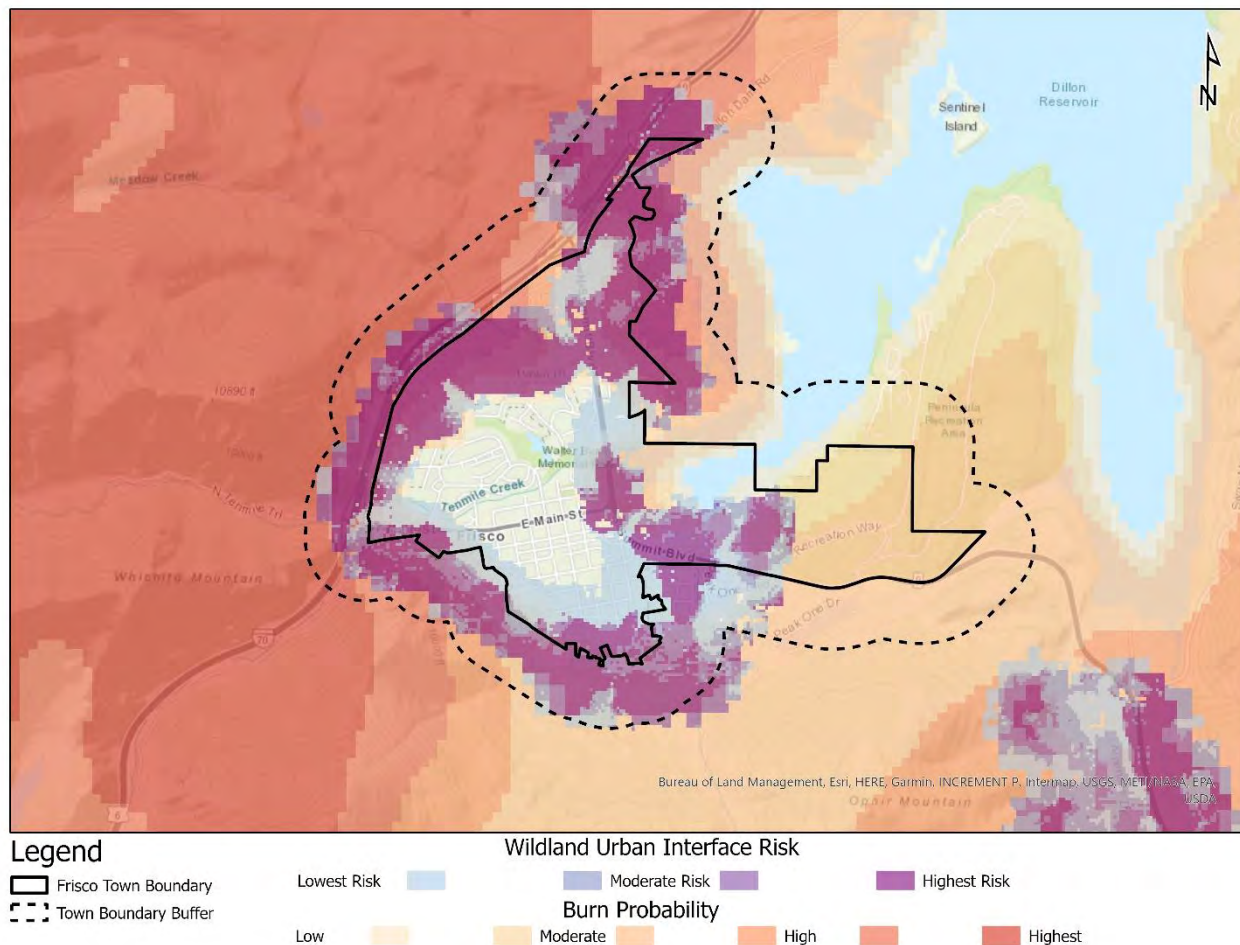


Source: Map was prepared by Spirit Environmental using data from Colorado Forest Atlas Public.

These regions are characterized by higher burn probabilities due to their dense forest fuel types and are therefore particularly vulnerable. The proximity of these natural fuel sources to residential and other human structures amplifies the risk of wildfire damage. Furthermore, the connectivity of the landscape, with large contiguous stretches of fine fuels like grasses, increases the potential for fire to spread rapidly, especially in areas where developments are interspersed with natural vegetation. This dynamic underscores the importance of integrating land use planning and fire mitigation strategies in these high-risk areas. Effective management in the WUI of Frisco involves addressing the burn probability in conjunction with the unique challenges posed by human infrastructure and habitation within these high-risk zones. The map below blends both the wildfire risk with WUI risk, demonstrating where the highest risk intersections.¹⁴

¹⁴ Colorado Forest Atlas Public. (2024). *Wildland Urban Interface Risk*. Retrieved from <https://help.coloradoforestatlas.org/public/wildland-urban-interface-risk>

Figure 8 Frisco Fire Risk

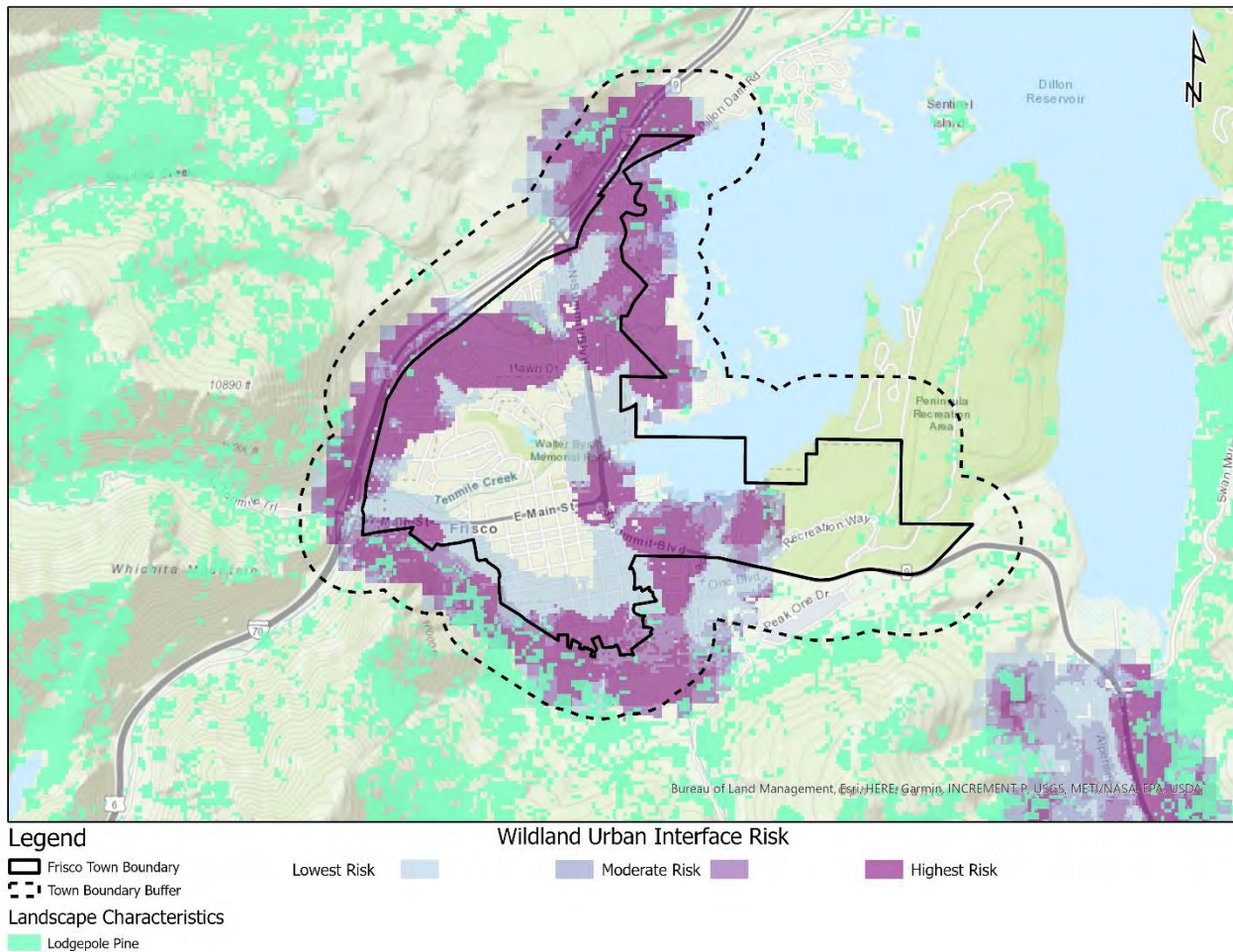


Source: Map was prepared by Spirit Environmental using data from Colorado Forest Atlas Public and the Colorado State Forest Service

Development pressures and Landscape Characteristics

The interplay between urban development and the surrounding environment presents complex challenges, particularly in the context of preserving ecosystems and sensitive species, as well as mitigating natural hazards like wildfires. As Frisco expands, the management of both USFWS land and the WUI will be critical issues, with direct implications for biodiversity and ecosystem health. Development pressures can lead to habitat fragmentation and loss, adversely affecting sensitive species and disrupting natural ecological processes. Moreover, the encroachment of urban areas into wildlands increases the risk of wildfires, both in frequency and intensity, posing significant threats to both natural and urban environments. Frisco's surrounding landscape is characterized by several key features. For example, extensive lodgepole pine communities dominate the region. The lodgepole pine species are adapted to frequent, low-intensity wildfires and rely on fire disturbance for regeneration. However, fire suppression efforts over the past century have disrupted the natural fire regime, leading to fuel accumulation in the forests and creating conditions conducive to more intense and catastrophic wildfires. Understanding and addressing current and anticipated developments in Frisco is essential for sustainable planning, ensuring a balance between development and the preservation of natural landscapes.

Figure 9 Frisco Landscape Characteristics and Fire Risk



Key Opportunities to Address

Working with land management partners and continuing to value and protect high-quality habitat areas will provide important ecological services for the human and non-human inhabitants of Frisco. Additionally, the continued human-induced pressures and the onset of climate impacts present challenges. Discussions with staff highlighted the need to steward resources both in terms of management of high-quality recreation experiences for the community and visitors while protecting vital natural resources. To complement existing efforts and to set the stage for future planning, the following are several potential opportunities for Frisco to consider when thinking about future land use and the natural environment:

- As a Town with attractive recreation opportunities, Frisco is faced with the challenge of managing highly used natural areas while maintaining resource protection. Identifying high-priority recreation areas and ecologically sensitive areas will highlight where recreation and the wildland interface is of the highest concern. Regularly monitoring visitor use patterns, environmental conditions, and ecosystem health in these areas will provide insight into the effectiveness of management strategies. The data can be used to inform adaptive management decisions and adjust management practices as needed to maintain the

balance between recreation and conservation objectives.

- Focus group participants communicated that Frisco has not historically focused on property acquisition, though land is limited. Shifting towards a modest land acquisition approach, Frisco can slowly relieve pressures from the balance of maintaining recreation and natural resources. Targeting areas that expand existing habitats and/or are contiguous with existing highly recreated parcels could present a good starting point.
- Participants mentioned that while Frisco does value cross-collaboration, working in silos can pose issues. Creating and leveraging existing partnerships can create cohesion around value and the pursuit of resiliency. Frisco could consider identifying a champion amongst all governmental departments to rally participation and unify initiatives.
- Traditionally, the Water Department has approached water management to ensure high water quality while incorporating strategies to improve water efficiency. Prioritizing water efficiency measures, including policies, community incentives, and education efforts, will be vital to ensuring water security for Frisco. In addition to a growing population, Frisco is tasked with meeting the water needs of new developments outside its borders as they are annexed into the Town boundary or connected to the Town water service.
- Water management should be considered through the lens of wildfire. As discussed above, wildfire has the potential to substantially impact water quality and ultimately, lead to a full shutdown of the WTP. Planning for high-intensity wildfires in watersheds can help Frisco avoid disruptions to water treatment for the community.
- Water conservation should be considered in context with recreation. Frisco could consider ways to incentivize ski resorts to adopt advanced snowmaking technologies that minimize water consumption.
- Lodgepole pine forests are highly susceptible to wildfires, especially in regions prone to drought and high temperatures. Developers should implement wildfire mitigation measures such as creating defensible space around homes, using fire-resistant building materials, and incorporating firebreaks and access roads to facilitate firefighting efforts. The Town can support these efforts with WUI codes and Firewise designations and resource support.



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MEMORANDUM

To: Katie Kent, Kris Valdez (Town of Frisco)

From: Toole Design Group

Date: August 21, 2024

Project Name: Frisco Comprehensive and Three Mile Plan

Project #: 7651

Subject: Transportation Assessment Report Draft

Project Background: Transportation in Frisco

As part of the Frisco Comprehensive and Three Mile Plan, the project team has assessed how the existing transportation system can improve and evolve to create a more connected, multimodal environment that accommodates residents and visitors and prepares for future growth. The Plan will determine what Frisco's transportation system can be and will focus on the following topics:

- **Connecting to Trails:** The Town of Frisco offers an accessible regional trail system connecting several critical local and regional locations. This Plan will consider how to connect local multimodal facilities to the regional trail network to create a seamless system of routes and pathways that support active travel.
- **Filling Gaps in the Active Transportation Network:** The Town of Frisco's existing bicycle and pedestrian networks are discontinuous and impede safe and efficient active travel. This Plan will consider how and where to fill gaps, especially in areas outside the downtown core (which includes Galena Street, Main Street and Granite Street), and how to maintain infrastructure over time.
- **Filling Gaps in the Transit Network:** Several barriers currently make it difficult for transit users to connect to Frisco's existing transit system. This Plan will consider strategies for implementing microtransit—a priority for the Town of Frisco—to help fill system gaps.
- **Managing On-Street Parking:** Parking is a distinct land use that poses significant implications for travel behaviors and the overall transportation system. Today, on-street parking is well-defined within Downtown Frisco. However, the Town of Frisco has expressed concerns over current parking restrictions and future management. This Plan will help the Town of Frisco define an approach to guide parking management within Frisco's commercial area.
- **Identifying the Influence of Growth and Change on Transportation:** With plans to redevelop parts of Frisco and add higher-density housing in Downtown Frisco, this Plan will consider how new development can support multimodal travel and how the Town of Frisco can activate key corridors to accommodate increased numbers of travelers with diverse travel needs.
- **Addressing Winter Conditions:** As a mountain town, winter conditions in Frisco can be extreme, making roadway clearing and maintenance challenging. This Plan will consider how people can travel during winter weather events and how they are willing to travel. The Plan's recommendations will correspond to the unique context and character of the Frisco community and will be realistic, actionable and maintainable.

The following transportation assessment evaluates the current conditions of Frisco's transportation environment by first discussing what the Frisco transportation system looks like today, then identifying how people are currently using it, and finally presenting how safe people are when using it. Along with an analysis of available data, the development of this assessment included a review of relevant plans and studies that the Town of Frisco and other agencies have completed. The Town of Frisco's adopted plans and studies provide direction and support for identifying improvements to Frisco's transportation system. Relevant documents include:

- Frisco Community Plan (2019)
- Town of Frisco On-Street Parking Study (2019 Update)
- The Summit Stage Short Range Transit Plan 2021-2025 (2020)
- The Downtown Complete Streets Plan (2021)
- Frisco Trails and Pathways Master Plan (2023)

The Plan's transportation recommendations will be informed by these prior planning efforts and will build upon the Town of Frisco's previous work and goal-setting. In reviewing these documents, six themes relevant to the Comprehensive and Three Mile Plan emerged:

1. Promote walking, biking, and other alternative modes.
2. Increase safety for people of all ages and abilities by creating crossings and facilities that are physically separated from motor vehicle traffic.
3. Connect local active modes facilities with the regional trail network.
4. Improve access to key destinations.
5. Manage parking resources to promote the efficient use of available spaces.
6. Address the first- and last-mile problem.

The following sections of this document touch on completed plans and their key themes.

Transportation Infrastructure

Driving in Frisco

Frisco is bound to the north, east, and west by Interstate 70 (I-70) and Summit Boulevard (CO-9). The Town of Frisco's existing street network comprises two-way roads with a typical grid south of Galena Street and curvilinear streets north of Galena Street. Frisco has several major roadways (collector roads, arterial roads, highways, and interstates). However, only two roads in Frisco, Main Street and Summit Boulevard, directly connect vehicles to I-70. Furthermore, only I-70, Summit Boulevard, and Dillon Dam Road connect vehicles to the rest of the region. As a result, Main Street, Dillon Dam Road, and Summit Boulevard see the highest daily traffic volumes in the Town of Frisco, according to annual average daily traffic (AADT) counts collected by the Colorado Department of Transportation (CDOT) in 2022 (see Figure 1 on the next page).

The Town of Frisco maintains low speeds on all town roadways, including Main Street, with 10- or 20-mph speed limits. The speed limit on Summit Boulevard, a state-owned county road, ranges from 20 to 50 mph (see Table 1).

Table 1: Operational Characteristics of Frisco Roads, Source: CDOT (2022)

ROADWAY	LOCATION	AADT	SPEED LIMIT
Main Street	I-70 to Summit Boulevard	7,300	20 MPH
Dillon Dam Road	Summit Boulevard to Lakeview Terrace	6,300	20 MPH
Summit Boulevard	I-70 Overpass	25,000	20-35 MPH
	I-70 Overpass to Main Street	26,000	35 MPH
	Main Street to Granite Street	24,000	35 MPH
	Granite Street to Eastern Frisco Boundary	23,000	35-50 MPH

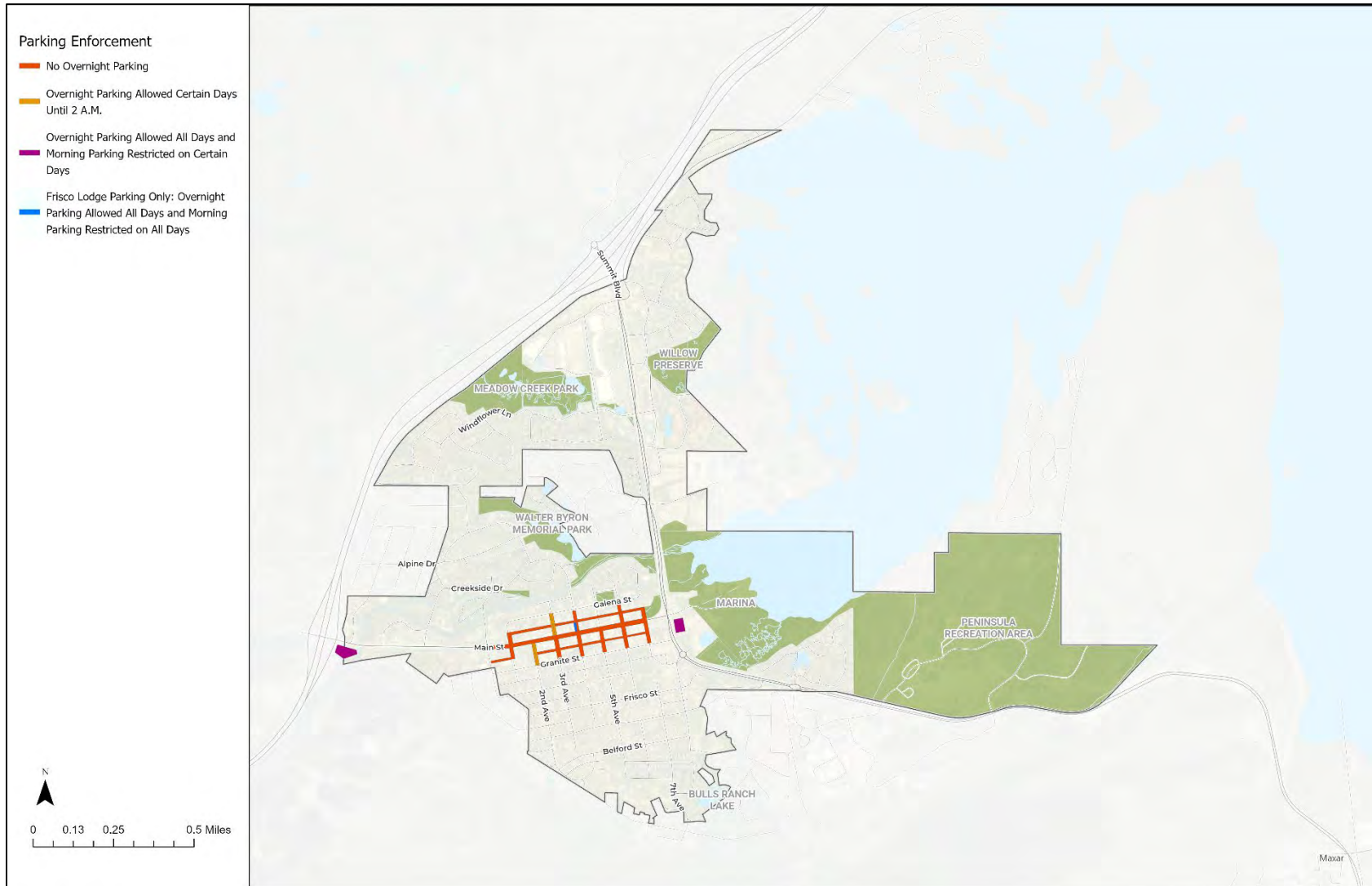
Figure 1: AADT on Major Roads, Source: CDOT (2022)



Parking in Frisco

This assessment reviewed existing parking enforcement data (see Figure 2) and the parking analysis completed as part of the *2019 Community Plan*. The *2019 Community Plan* found that while the Town of Frisco does not have a pressing issue with parking capacity, there are consistent challenges with parking distribution and turnover of parking spots in the downtown core. Since completing the *2019 Community Plan*, the Town of Frisco has moved forward with recommendations to implement time limit enforcement on Main Street to support more frequent parking spot turnover. The Town of Frisco has also added overnight parking on 2nd Avenue and 3rd Avenue, and overnight parking for Frisco Lodge patrons on 4th Avenue. Based on information gleaned from the *2019 Community Plan* compiled with a review of Frisco's existing parking locations and minimums, there is an opportunity to revisit solutions to managing on-street parking in the downtown core. Identifying an approach to parking management will be particularly important as the Town of Frisco works to expand its active transportation network, which may include relocating and reallocating on-street parking.

Figure 2: Frisco Parking Enforcement, Source: Town of Frisco (2024)



Walking and Bicycling in Frisco

Pedestrian Network and Conditions

The Town of Frisco's paved, dedicated sidewalks (see Figure 3) exist primarily in Downtown Frisco (excluding Galena Street) and on Summit Boulevard. Outside of downtown, much of Frisco's walkway network includes non-ADA (Americans with Disabilities Act) compliant gravel areas at the roadway edge where people can walk or bike out of the direct travel path of vehicular traffic. Frisco roads provide less safety and comfort for pedestrians because of the lack of formalized sidewalks and defined curb lines in residential areas. In addition, the gravel areas do not meet ADA requirements for pedestrian-accessible routes in public right-of-way. While the paved sidewalk network is generally deficient, it is supplemented by and connects to local multi-use paths and regional trails. For example, Summit Boulevard within the Frisco boundary has continuous pedestrian facilities on at least one side of the road. However, pedestrians often do not have a direct path and must cross the corridor several times to remain on dedicated paths. This is true for the entire pedestrian network in Frisco. Additionally, gaps in sidewalk infrastructure are common near key destinations and amenities such as Safeway, Walmart, and the Frisco Transit Center.

The analysis of the pedestrian network also included a review of existing signage that supports safe pedestrian travel. Because available data only includes sign post locations and does not identify all pedestrian crossing opportunities or crosswalks, the project team cannot make definitive statements about gaps in pedestrian crossing infrastructure at this time. However, the project team will use data presented in Figure 3 to pinpoint where controlled intersections exist and where they are missing to determine how the Town of Frisco can improve pedestrian access and expand the number of comfortable crossing opportunities.

The Town of Frisco plans to address some of the existing discontinuity in pedestrian infrastructure. Projects planned for the near future include adding sidewalks to Summit Boulevard near Walmart and building a pedestrian connection across I-70. Additionally, a 2026 project will construct sidewalks and a shared-use path along Granite Street.

Figure 3: Existing Pedestrian Infrastructure and Connections, Source: Town of Frisco (2024)



Bicycle Network and Conditions

In recent years, the Town of Frisco has made progress in developing the bicycle network to connect with off-road paths and regional trails, especially on the north side. However, dedicated bicycle facilities remain limited within Frisco, resulting in an incomplete network for accommodating people of all ages and abilities (see Figure 4). Although the Town of Frisco has planned to implement dedicated bikeways on Galena Street and Granite Street, today, only shared roadways exist in the downtown area, and there are no dedicated east-west bikeways south of Creekside Drive other than the multi-use path on Belford Street. Many participants in the *2017 Trails Master Plan* noted that many bicyclists ride on the sidewalk instead of in the road, and feedback from the public during the *2023 Trails and Pathways Plan* further suggests a need to better separate bicyclists and pedestrians from vehicular traffic.

Bicyclists and pedestrians in Frisco face added challenges when traveling across Summit Boulevard to the marina and peninsula. In 2021, CDOT completed significant enhancements on Summit Boulevard, including new roundabouts, a realigned recreation path, and a new pedestrian underpass between the Peninsula Recreation Area and the County Commons on the south side of Frisco. However, the corridor continues to be a significant barrier for active transportation movement, with few safe crossings connecting active transportation travelers to recreation opportunities and trail routes on the east side, along with many visibility issues, particularly at roundabouts.

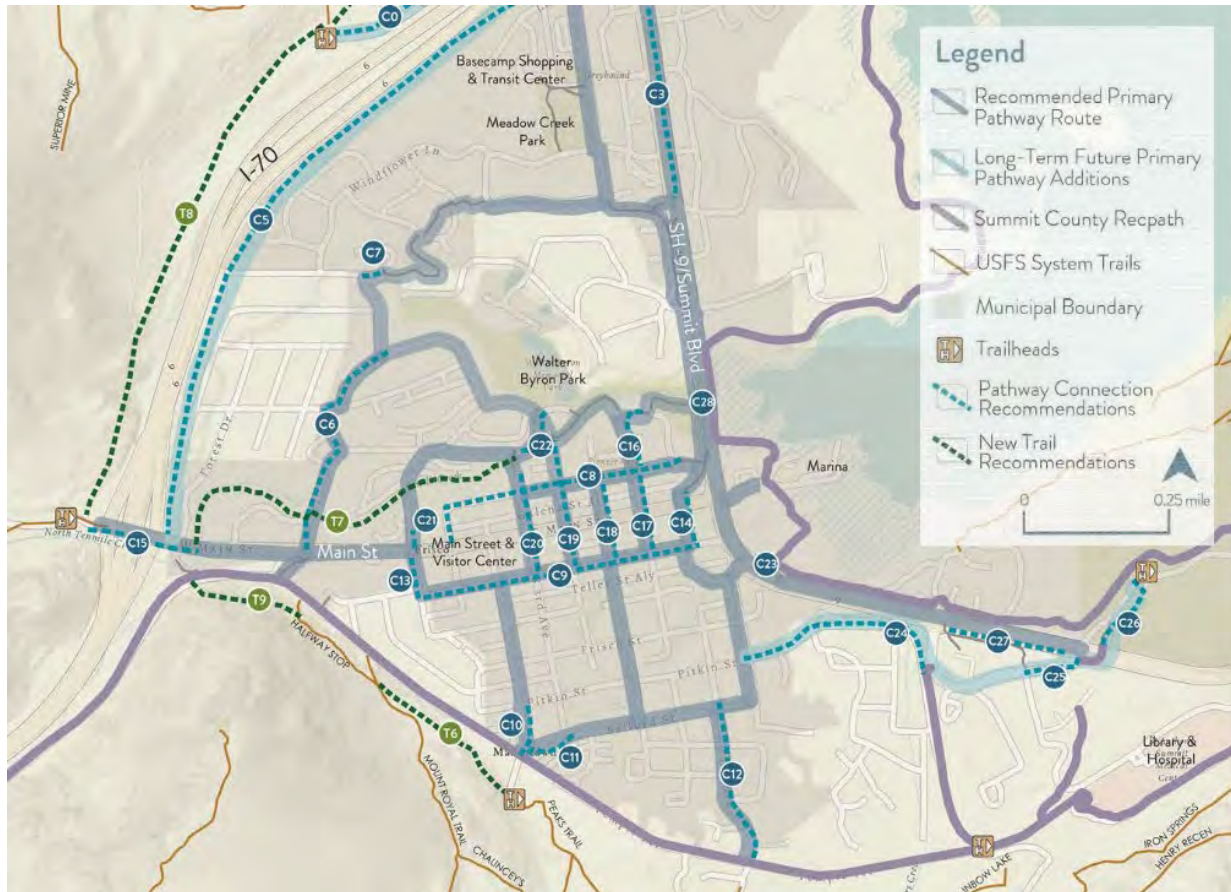
Figure 4: Existing and Proposed Bicycle Infrastructure and Connections, Source: Town of Frisco (2024) and Summit County Open Data (2024)



Future Trail Network and Connections

The 2023 Trails and Pathways Master Plan included recommendations for pathway (pedestrian and bicyclist) routes and new trails. As illustrated by Figure 5 (taken from the 2023 Trails and Pathways Master Plan document), recommended pathway routes and connections fill existing north-south active transportation gaps in the downtown area, east-west active transportation gaps in south Frisco, and active transportation gaps near significant destinations, like grocery stores and shopping in north Frisco. However, the 2023 Trails and Pathways Master Plan recommendations focus on downtown and regional trail connectivity. An opportunity exists to revisit proposed trail connections to ensure all of Frisco is considered for active transportation system improvements and expansion.

Figure 5: Proposed Trails and Pathway Connections, Source: Trails and Pathways Master Plan (2023)



Riding the Bus in Frisco

Summit Stage, Summit County's free public transportation system, and CDOT's statewide bus service transports users between mountain towns along I-70. Four Summit Stage routes (the Breckenridge, Silverthorne, Copper Mountain, and Lake County Commuter routes) and two CDOT routes (the Bustang West Line and Pegasus shuttle), operate within Frisco (see Figure 6). Existing transit routes in Frisco do not necessarily provide comprehensive or convenient circulation, especially for shorter trips and trips within Frisco. Before 2024, the limited service area and the hour-long headways of the fixed routes were perpetuated by the significant driver shortage, which is explained in the *Summit Stage Short Range Transit Plan 2021-2025*. At the time of the Transit Plan's publication in 2020, Summit Stage had been contending with a driver shortage for at least three years, resulting in numerous service cuts and drops in ridership. While the shortage persisted through 2021, Summit Stage deployed strategies recommended by the *Short Range Transit Plan*, including expanding local recruiting and increasing driver referral rewards, driver wages, and subsidized housing opportunities. As of Spring 2024, Summit Stage had hired enough drivers to reduce headways from one-hour to 30 minutes on the Breckenridge, Silverthorne, and Copper Mountain routes at various times during the day.

Despite improvements made by Summit Stage in the past year, bus service remains relatively infrequent and there are no stops within residential neighborhoods. These shortcomings pose many challenges to access and convenience for transit users, makes it difficult to rely on the bus system as a means of commuting, and indicates an increasing need to provide local, on-demand service that increases flexibility and accessibility for the entire Frisco community (see Figure 7). The Town of Frisco hopes to prioritize microtransit as a solution, which would provide on-demand, point-to-point transit service across Frisco, especially to hard-to-serve areas such as Blue River or Summit Cove. The *Short Range Transit Plan* studies the feasibility of implementing microtransit in the region to fill gaps in the current transit system. In 2024, Summit Stage is moving forward with a project that will advance strategies for integrating microtransit operations across the region. However, the project team will look more holistically at how introducing microtransit at the local level could change and potentially replace Frisco's existing transit system.

Frisco and the First and Last Mile Problem

Like many municipalities, the Town of Frisco struggles with addressing first- and last-mile travel. While transit might cover the core of riders' trips, in many cases, the first and last legs of transit trips must be completed using other modes of transportation. Without accessible bus stops or stops with appropriate amenities to enable multimodal trips, bus service in Frisco is not a viable option for travel for most travelers. Introducing microtransit in Frisco is one solution to the first- and last-mile problem, as it would provide transit users point-to-point access to bus stops. Encouraging active and shared modes of travel can also benefit the Frisco transit system. This includes building more protected and direct active transportation routes to bus stops and stations, offering bikeshare and expanding rentable micromobility, and offering active modes facilities and accommodations at bus stops such as bicycle storage, lockers, and seating areas.

Figure 6: Summit Stage and Bustang Routes, Stops, and Stations, Source: CDOT Bustang Map (2024) and Summit Stage Routes and Stops (2024)

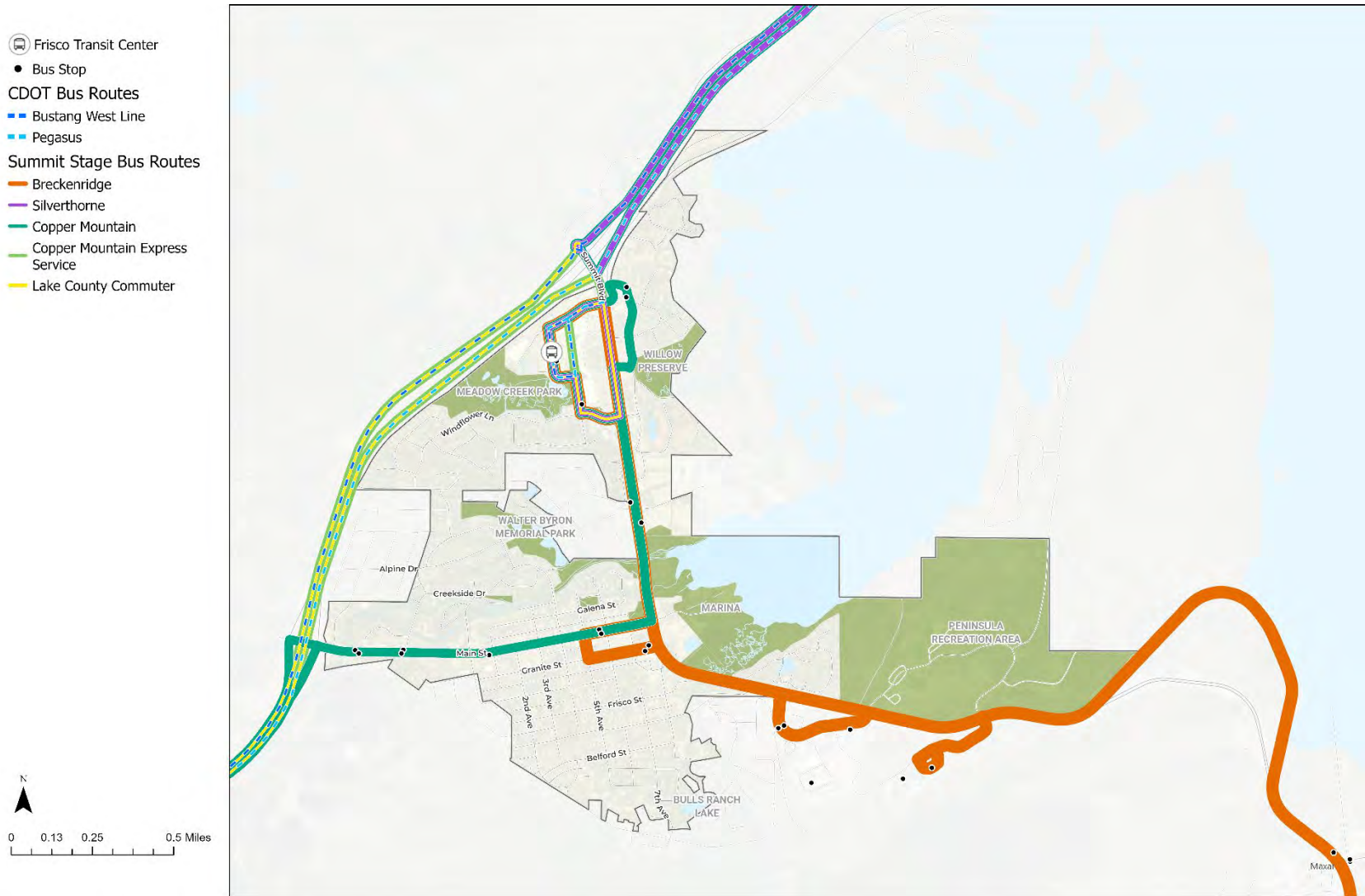
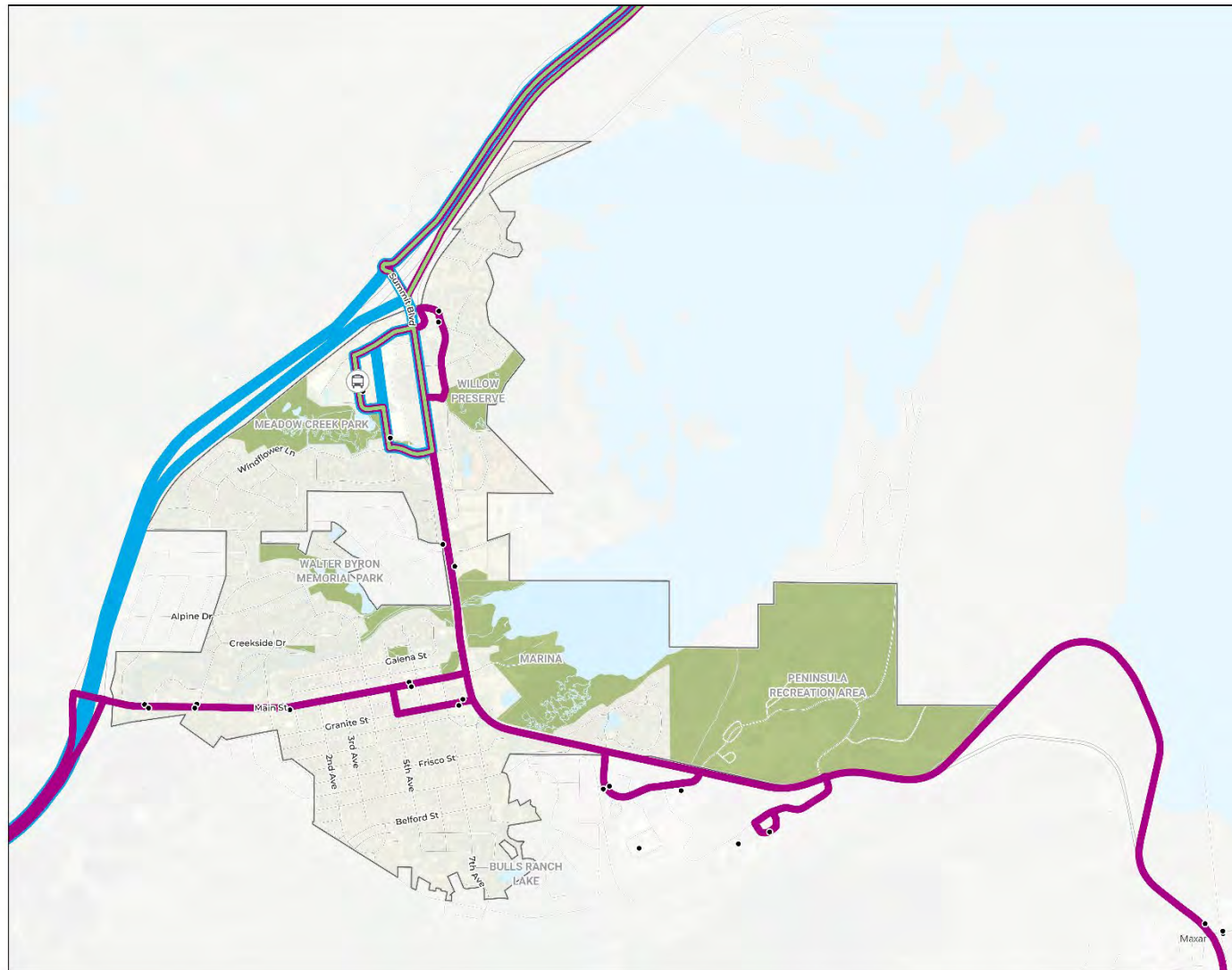


Figure 7 Summit Stage Headways, Source: Summit Stage Routes and Stops (2024)

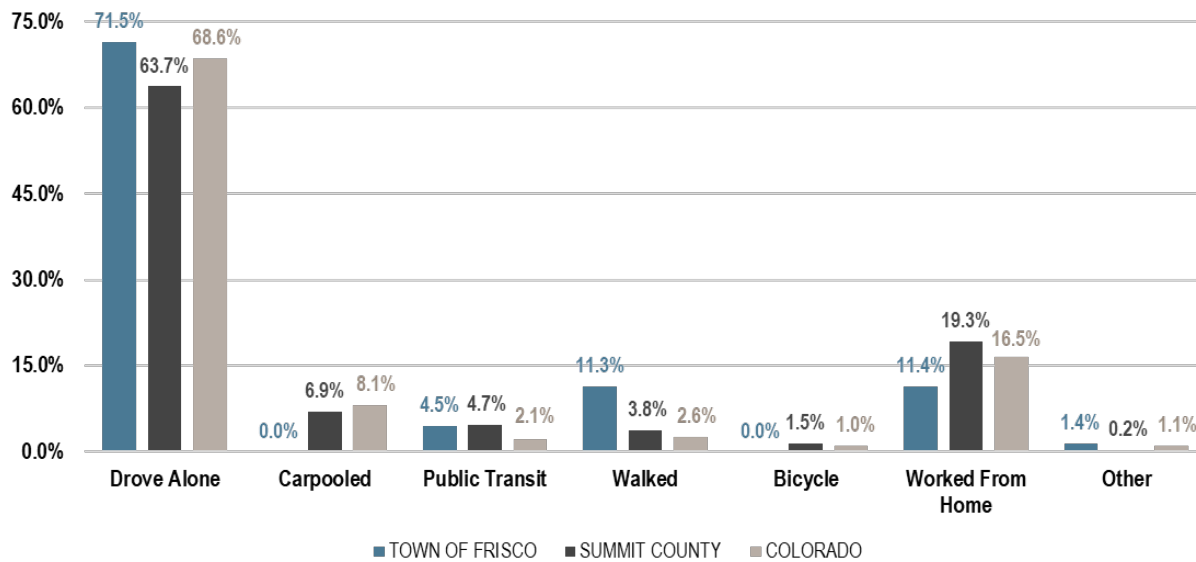
-  Frisco Transit Center
-  Bus Stop
- Summit Stage Headways**
-  30 Minutes (All Times)
-  30 Minutes (Limited Times)
-  1 Hour or Greater (Including Shuttle Service)



Commute Trends

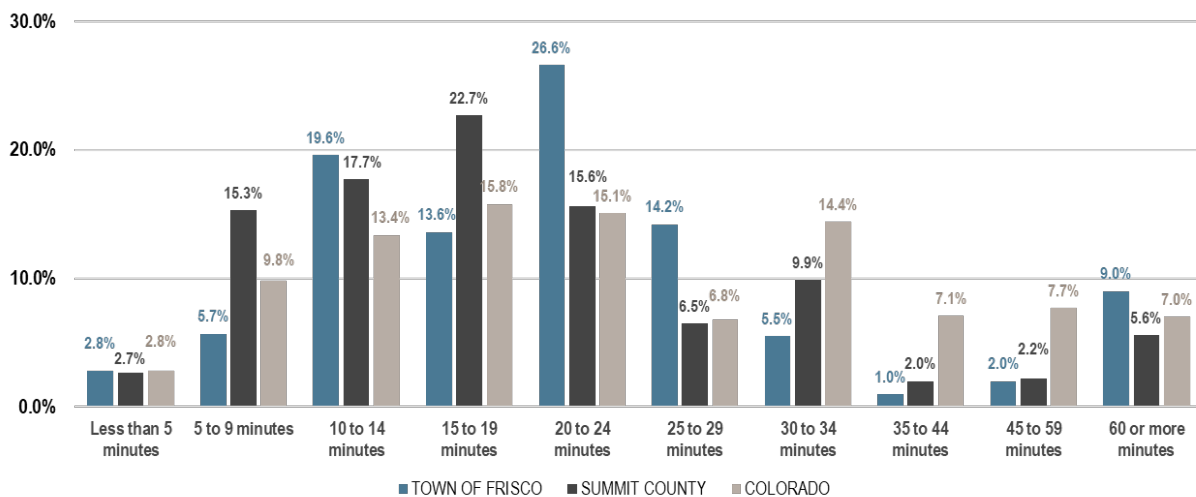
Frisco residents are more likely to drive to work (71.5 percent) when compared to Summit County residents and Colorado residents. However, Frisco residents are also far more likely to commute by walking, with 7.5 percent more residents who commute by walking than Summit County residents and 8.7 percent more residents than Colorado residents. No Frisco residents reported commuting by carpooling or biking (see Figure 8).

Figure 8: Means of Transportation to Work, Town of Frisco, Summit County, and Colorado, Source: U.S. Census, ACS 5-Year Estimates (2022)



Because Frisco is only 1.77 square-miles, higher rates of pedestrian commuters might be expected. Compared to Summit County and Colorado residents (see Figure 9), Frisco residents are more likely to have commutes ranging from 10 to 14 minutes and 20 to 29 minutes long. A greater percentage of Frisco residents also have the longest commutes, with 9.0 percent of commuters traveling 60 minutes or more to reach work.

Figure 9: Travel Time to Work in Frisco, Source: U.S. Census, ACS 5-Year Estimates (2022)



This assessment also considered travel times broken down by mode. The following bulleted list includes notable takeaways from Table 2 (takeaways highlighted in the table):

- Drivers and pedestrians make up all 10- to 14-minute commutes, which account for 19.6 percent of all driving commutes and 89.4 percent of all walking commutes.
- Drivers and transit users make up all 20 to 24-minute commutes, which account for 30.3 percent of all driving commutes and 42.1 percent of all transit commutes.
- Drivers and transit users make up all 30 to 34-minute commutes, which account for 2.0 percent of all driving commutes and 44.7 percent of all transit commutes.
- Drivers alone make up all commutes between 25 to 29 minutes and 35 minutes or longer.

Please note that because the U.S. Census recorded no bicycle commute trips, Table 2 only includes driving, walking, and transit commutes.

Overall, transit users tend to commute to destinations outside of Frisco, whereas pedestrians most likely commute within Frisco. Commute trends indicate an opportunity for mode shift from driving to walking and bicycling amongst shorter commutes of 30 minutes or less. There also appears to be an opportunity to identify ways in which the transit system could better support local commutes and regional commutes longer than 35 minutes.

Table 2: Means of Transportation to Work by Travel Time, Source: U.S. Census, ACS 5-Year Estimates (2022)

	Driving Trips		Walking Trips		Transit Trips	
	TOTAL	% OF ALL DRIVING TRIPS	TOTAL	% OF ALL WALKING TRIPS	TOTAL	% OF ALL TRANSIT TRIPS
Less than 10 minutes	107	9.0%	20	10.6%	0	0.0%
10 to 14 minutes	122	10.2%	168	89.4%	0	0.0%
15 to 19 minutes	192	16.1%	0	0.0%	10	13.2%
20 to 24 minutes	362	30.3%	0	0.0%	32	42.1%
25 to 29 minutes	210	17.6%	0	0.0%	0	0.0%
30 to 34 minutes	24	2.0%	0	0.0%	34	44.7%
35 to 44 minutes	15	1.3%	0	0.0%	0	0.0%
45 to 59 minutes	29	2.4%	0	0.0%	0	0.0%
60 minutes or more	133	11.1%	0	0.0%	0	0.0%

Travel Patterns

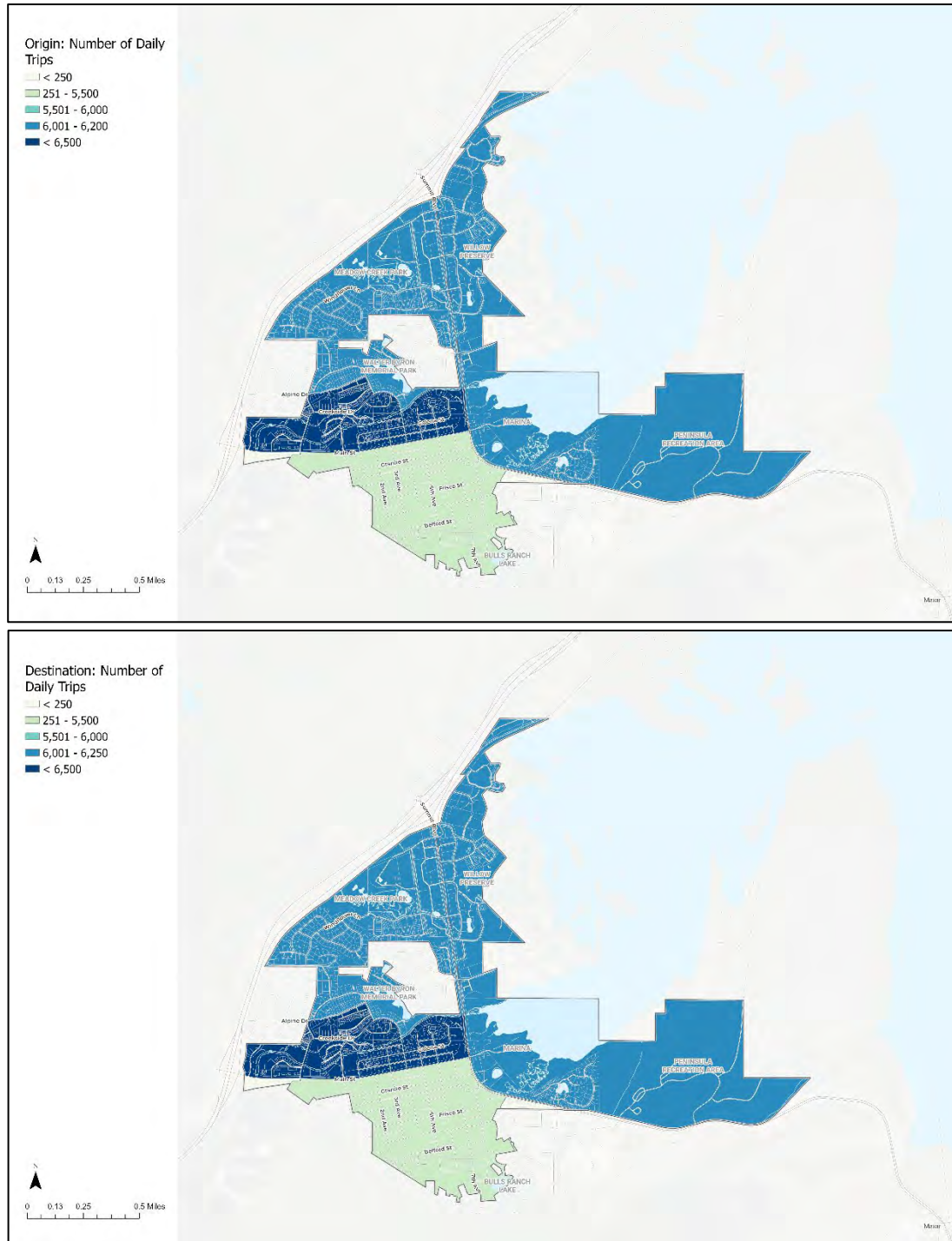
To better understand how people travel within and around Frisco, this assessment reviewed travel data generated by the platform *Replica*. Data provided by Replica for this study includes characteristics of daily trips beginning and ending in Frisco. Replica is a visualization tool that offers a synthetically generated representation of the activities and movement of residents and visitors in a metropolitan area for a representative week during a given season. Replica represents movement by combining data from three primary sources: *public use population census data, proprietary locational data from telecommunications and other IT infrastructure in the region, and field observations data from customer public agencies (ground truth)*. This data, paired with local understanding, can help the Town of Frisco better understand how people move.

The results on the following pages include Replica data from Spring 2023 and illustrate trips originating and ending in the study area by mode used. The analysis used block groups as the geographical breakdown. Data on transit trips in Frisco is unavailable via Replica. Please find information on the Frisco transit environment on page 12. ***Note that the trip pattern data presented is modeled and helpful for identifying trends. However, these results should only be used to support other analyses and known conditions, and not taken at face value.***

All Origin and Destination Trips

The Replica platform indicates that 24,210 trips began in Frisco and ended in or outside of Frisco and 24,372 trips ended in Frisco and began in or outside of Frisco per day (Figure 10). The locations of most origin trips in Frisco correspond with destination trips in Frisco, with the block group immediately north of Main Street being the most popular origin and destination area, followed by north Frisco and east of Summit Boulevard.

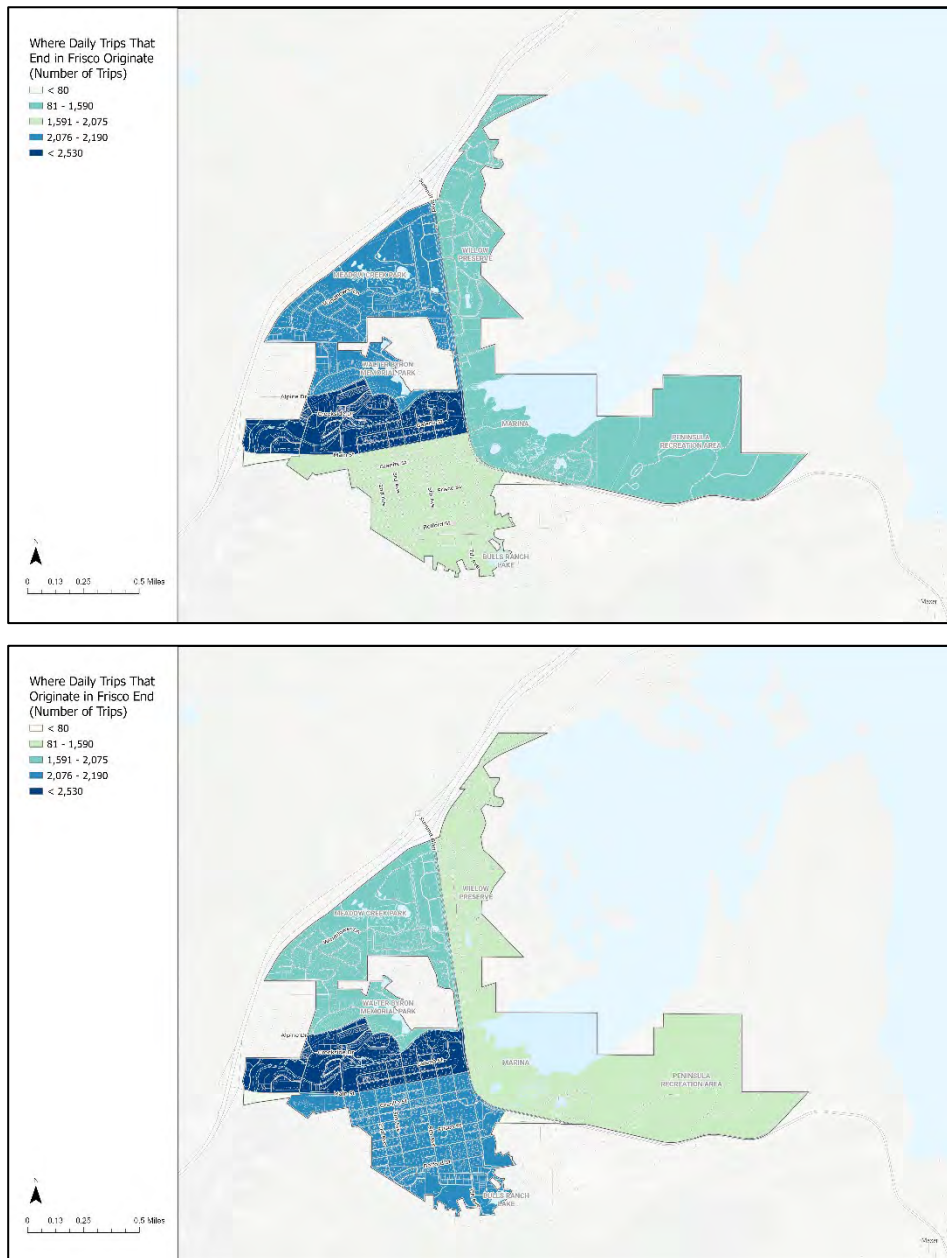
Figure 10: Number of Daily Trips Originating and Ending in Frisco, Source: Replica (2023)



Daily Trips That Both Begin and End in Frisco

Looking at Frisco-only trips, the Replica platform indicates that 8,297 trips both begin in Frisco and end in Frisco, which account for approximately 35 percent of all daily trips depicted in Figure 10. Most trips that begin in Frisco end between Alpine Drive and Bills Ranch Lake, including Downtown Frisco, the retail and mixed-use hub, and south Frisco, which is dominated by residential housing. The highest concentration of trips that end in Frisco originates between Alpine Drive and Main Street. However, while Frisco-based trips often end on the south side, they typically begin in north Frisco, between Alpine Drive and the I-70 ramp, where many key destinations, housing options, and larger box and grocery stores exist. Unlike all daily trips represented in Figure 10, there is an evident pattern of movement amongst Frisco-based trips, with trips beginning north of Main Street and the east, and moving south and west to end downtown and in south Frisco (see Figure 11).

Figure 11: Number of Daily Trips That Both Begin and End in Frisco, Source: Replica (2023)

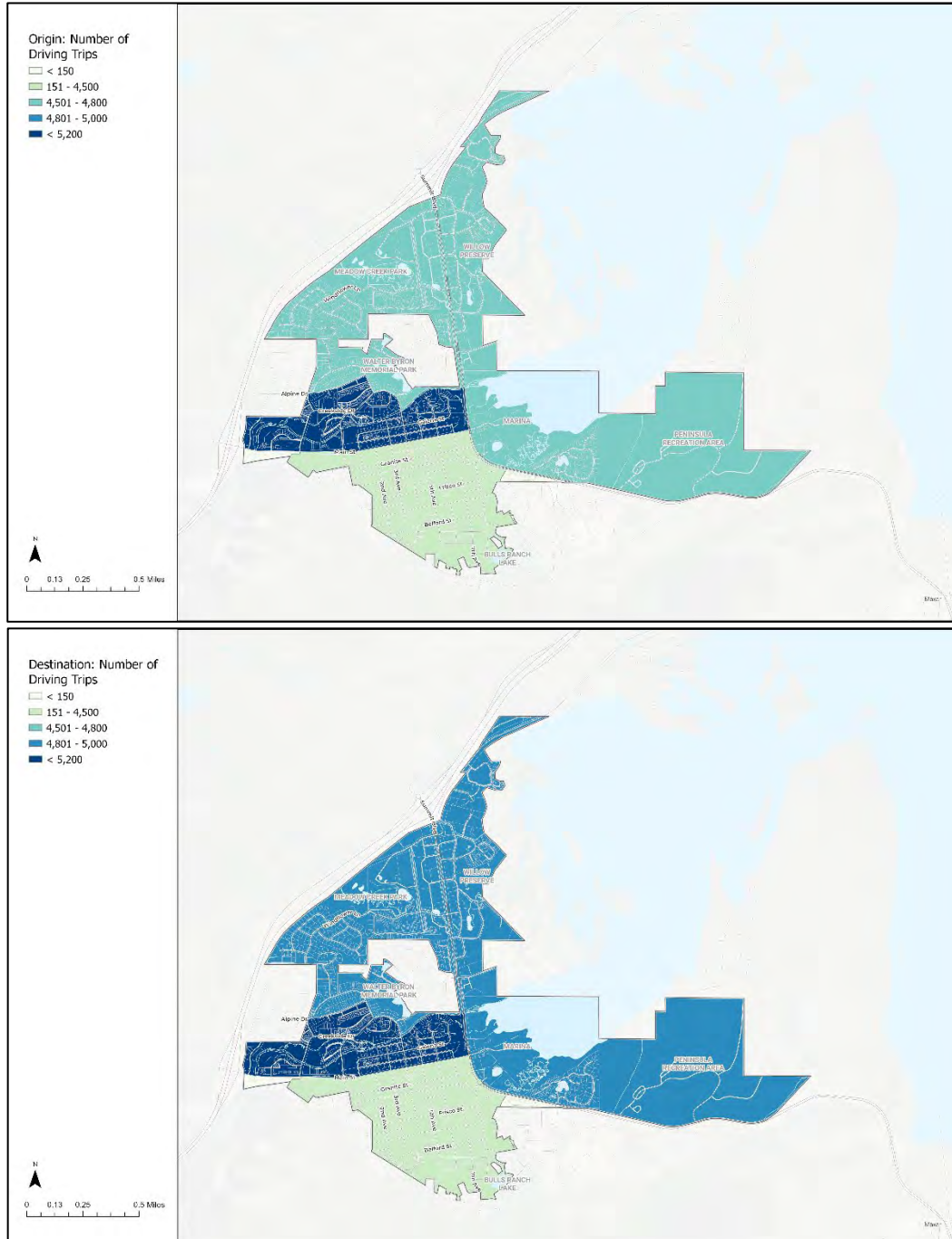


Results from Replica presented on the following pages use data from Figure 10, which includes trips beginning and ending both in and outside of Frisco.

Origin and Destination Trips: Driving

The Replica platform indicates that 18,602 driving trips began in Frisco and 19,237 driving trips ended in Frisco. Most driving trips originated throughout the central and northeast sections of Frisco. While driving trip destinations indicate similar travel patterns, far more driving trips, approximately 600, ended in the north and east compared to origin trips (see Figure 12).

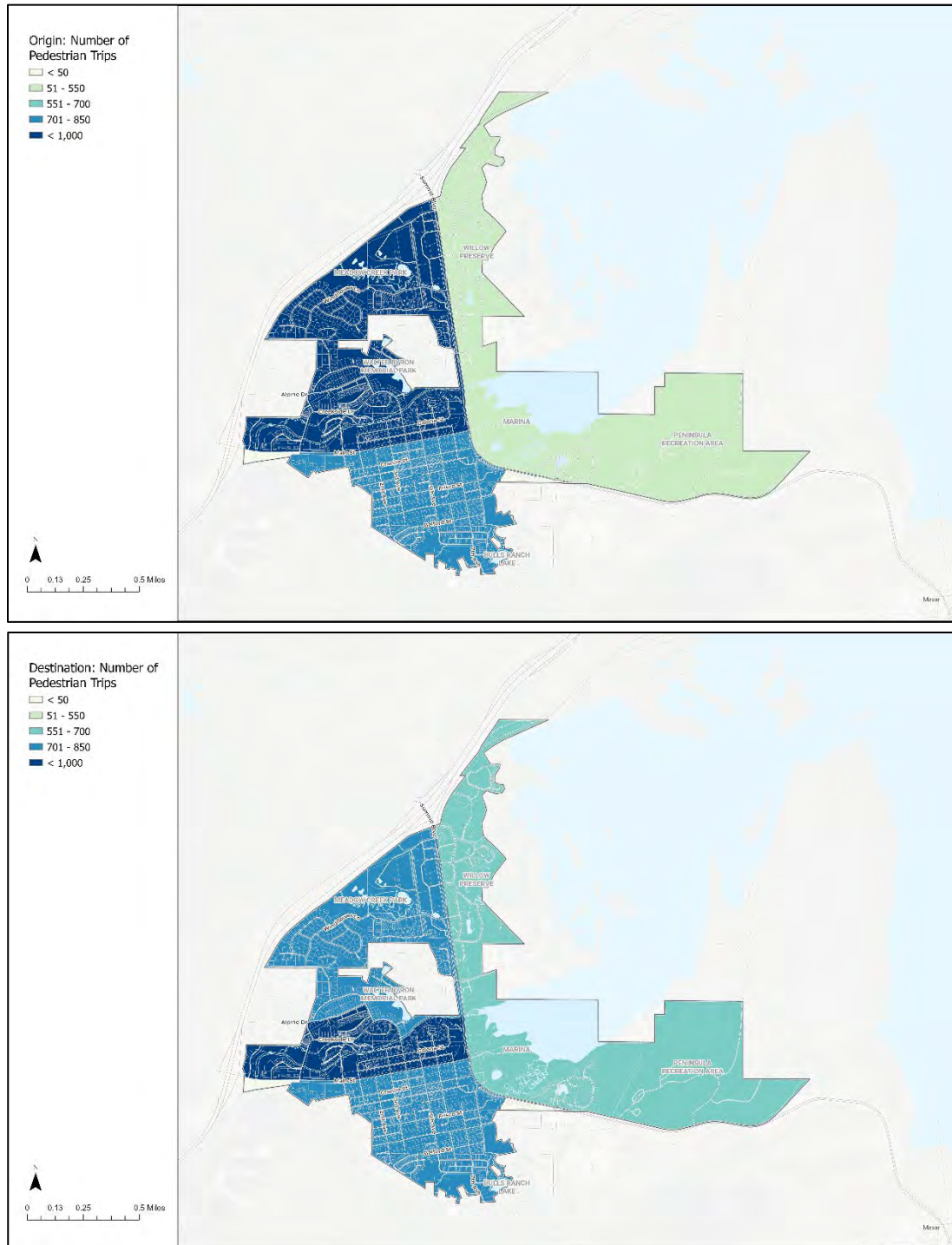
Figure 12: Number of Driving Trips Originating and Ending in Frisco, Source: Replica (2023)



Origin and Destination Trips: Pedestrian

The Replica platform indicates that 3,064 pedestrian trips began in Frisco and 3,123 pedestrian trips ended in Frisco. Most pedestrian trips originated north of Main Street, followed by the southern section of the Town of Frisco. Most pedestrian trips ended in the same areas. However, fewer trips ended on the north side of Frisco, and more trips ended in the block groups surrounding Frisco Bay to the east (see Figure 13).

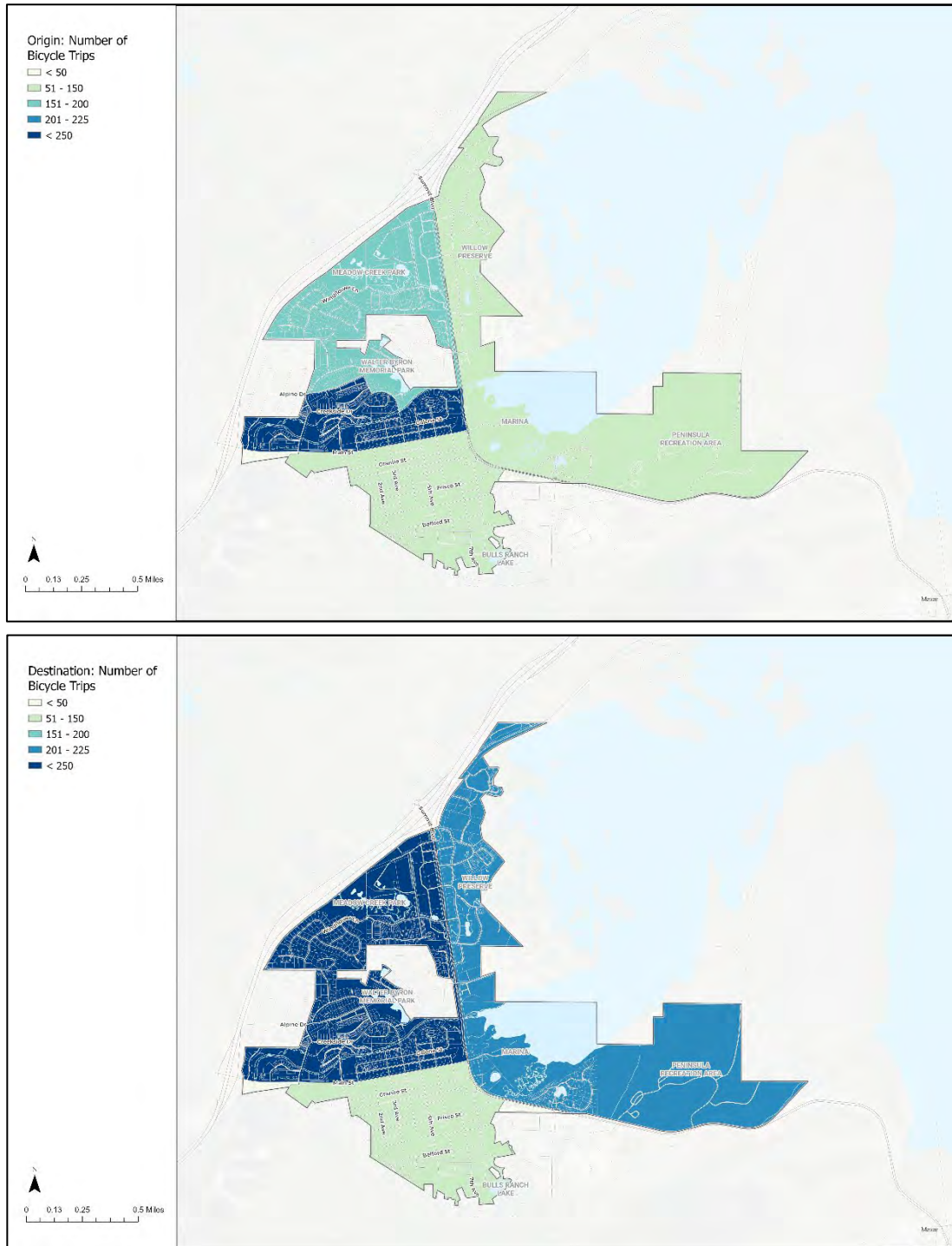
Figure 13: Number of Pedestrian Trips Originating and Ending in Frisco, Source: Replica (2023)



Origin and Destination Trips: Bicycle

The Replica platform indicated that 709 bicycle trips began in Frisco and 815 bicycle trips ended in Frisco. Most bicycle trips originated between Alpine Drive and Main Street, with few bicycle trips beginning elsewhere in Frisco. However, bicycle trip destinations are far more widely spread. Approximately 100 more bicycle trips ended on the north and east sides of Frisco compared to bicycle trips that began in Frisco (see Figure 14).

Figure 14: Number of Bicycle Trips Originating and Ending in Frisco, Source: Replica (2023)



Traffic Safety

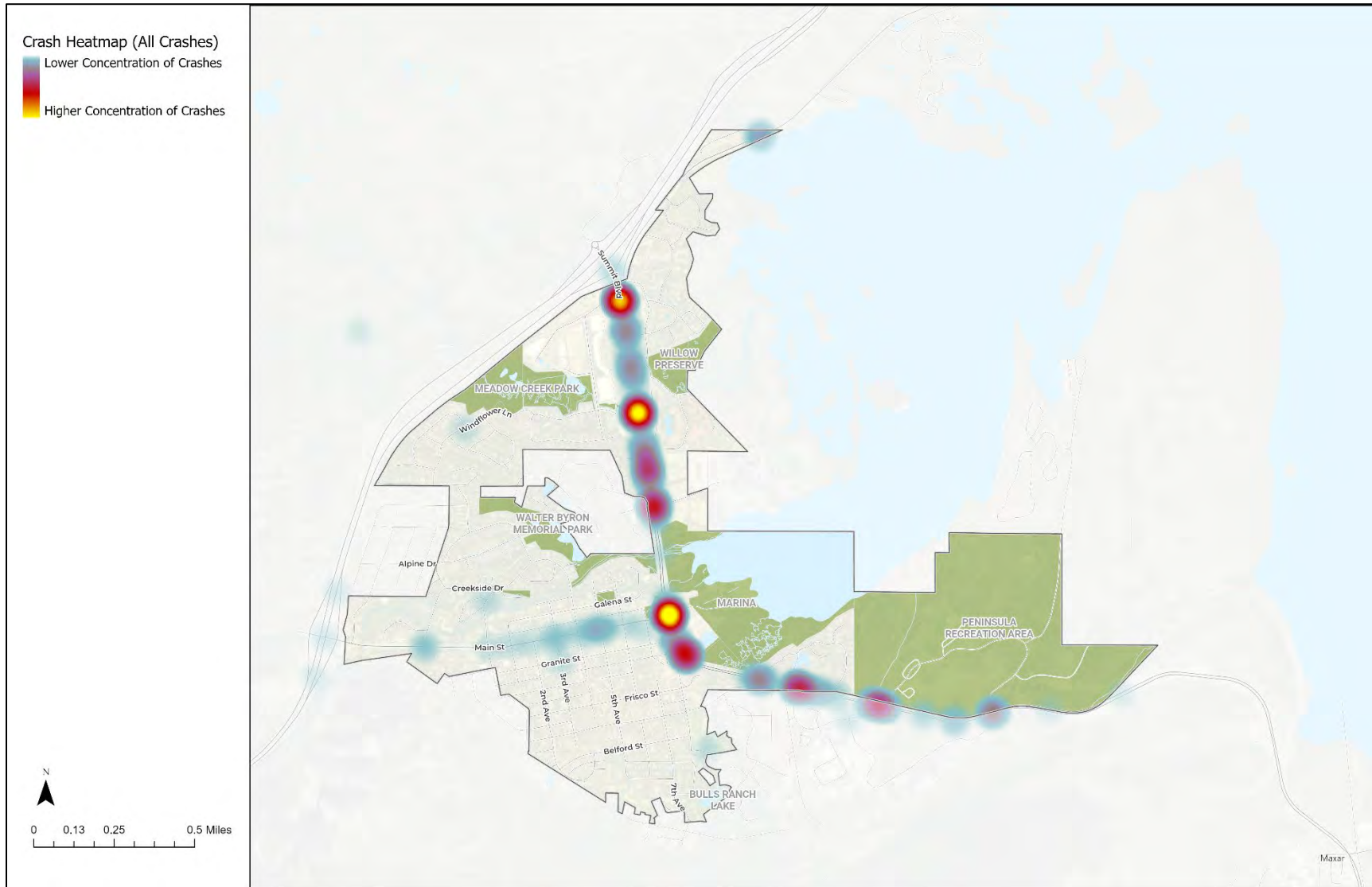
Crash Trends

Crash trends can provide an understanding of Frisco's existing roadway network safety conditions. Based on data provided by CDOT, between 2018 and 2022, 210 total crashes occurred in Frisco, including four crashes (1.9 percent) that resulted in a fatality or serious injury (also known as a Killed or Serious Injury or KSI crash) (see Figure 15). Most crashes in Frisco occurred on Summit Boulevard. This is also where the most severe crashes occurred. Intersections with the highest concentration of crashes include Summit Boulevard's intersections with Lusher Court, Hawn Drive/Ten Mile Road, and Main Street (see Figure 16).

Figure 15: Frisco Crash Analysis, Source: CDOT Open Data (2018-2022)



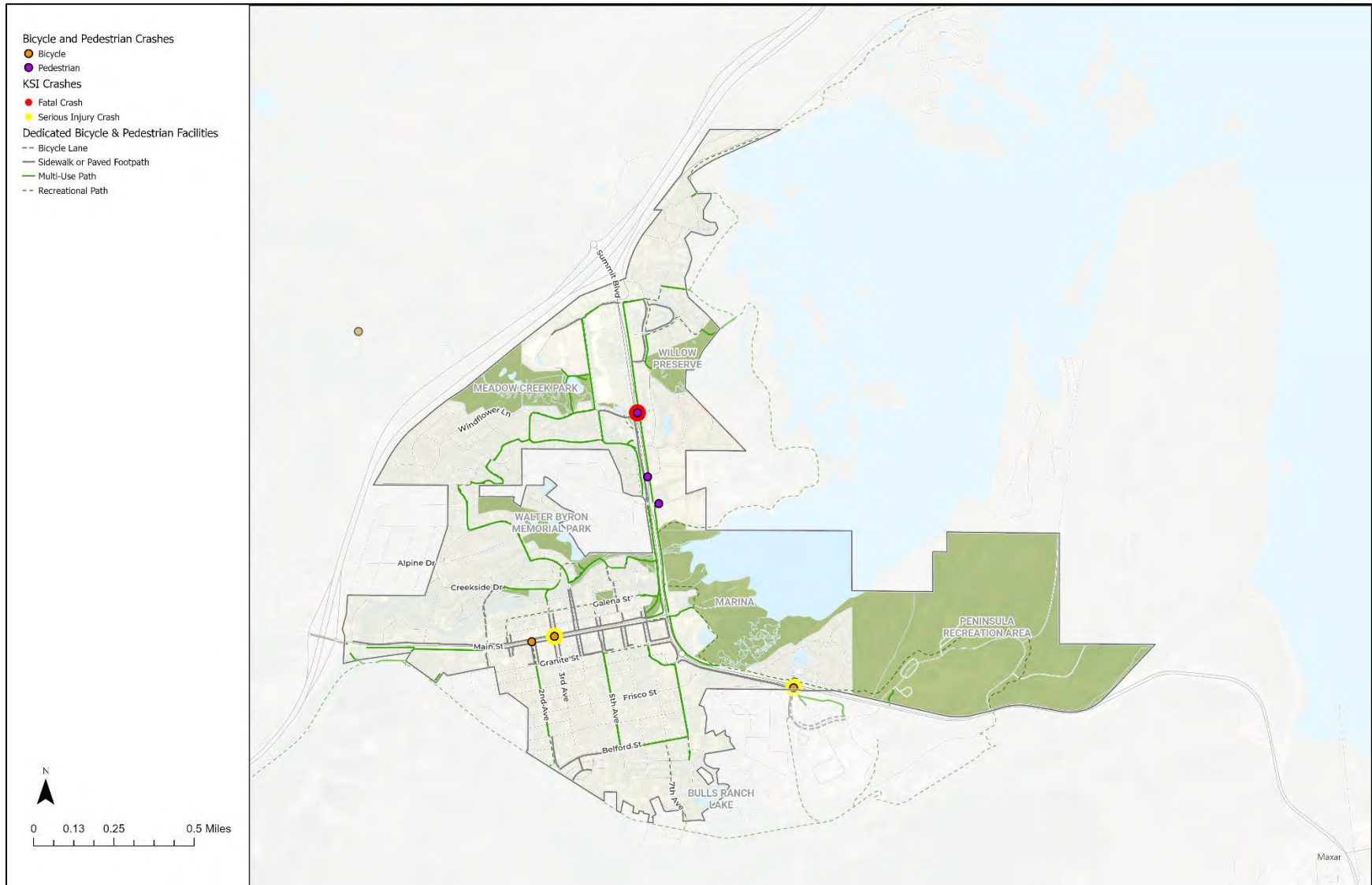
Figure 16: Concentrations of Crashes in Frisco, Source: CDOT Open Data (2018-2022)



Crashes Involving Non-Motorists

Like crashes involving only motor vehicles, crashes involving bicyclists and pedestrians are also most likely to occur on Summit Boulevard and Main Street. However, bicycle- and pedestrian-involved crashes are more likely to have severe outcomes compared to all crashes (see Figure 17). Of the four KSI crashes that occurred in Frisco from 2018-2022, three resulted in the fatality or serious injury of someone not traveling by motor vehicle. Pedestrian crashes, including the single fatal crash, occurred at points on Summit Boulevard, where pedestrians must cross to continue along sidewalks or other designated pedestrian routes. Bicyclist crashes were more common on Main Street, which includes shared lanes but no dedicated bicycle infrastructure between Madison Avenue and 7th Avenue.

Figure 17: Bicycle and Pedestrian Crashes, Source: CDOT Open Data (2018-2022)



APPENDIX B

COMMUNITY ENGAGEMENT

- » B.1 Community Engagement Window #1 Summary
- » B.2 Focus Group Summary
- » B.3 Community Engagement Window #2 Summary
- » B.4 Kids Activity Worksheets
- » B.5 Engagement Window #2 Survey PDF

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MEMORANDUM

To: The Town of Frisco
From: Design Workshop
Date: July 15, 2024
Project Name: Frisco Comprehensive Plan and Three Mile Plan Update
Project #: 7651.01
Subject: Community Engagement Window 1 Summary

Memorandum Purpose

This internal summary is intended to document community input from the pop-up events and community-wide survey for the Frisco Comprehensive and Three Mile Plan. These findings will inform the community values and key information from this memorandum will be selected for inclusion in the Plan.

Engagement Summary

The Town of Frisco has conducted community-wide engagement to understand the community's core values as a part of the process to create a new Comprehensive Plan. Once understood, these values should inform the Town's direction on policies, programs and projects for the future.

The objective of Community Engagement Window 1 is to establish a framework of understanding and learn about stories of today and hopes for the future of Frisco. Questions were designed to gather core values and community stories as well as identify needs, desires, and trends to inform the next stages of the Comprehensive Plan process. This engagement effort focused on sharing information, meeting people where they are, rather than asking them to come to us, and aligning the survey questions with in-person events to allow for multiple methods of capturing feedback.

This summary document outlines the feedback received in Engagement Window 1, which included pop-up events and a community survey. Questions in these activities were focused on understanding the values of the community and asked about topics such as growth and development, open space, transportation and the environment. This document includes the following sections:

- 1) Introduction
- 2) Demographics Summary
- 3) Vision and Values Summary
- 4) Plan Elements Summary
- 5) Overall Findings

Part 1. Introduction

The Frisco community survey was conducted online from June 3 to June 24, 2024. The survey was hosted via the Qualtrics XM survey platform, and 540 overall responses were collected. In

person pop-up events were hosted in Frisco on June 6, 2024. These events were held at the Rocky Mountain Coffee Roasters from 7am-10pm and at the Rock the Dock Event at the Frisco Marina from 4pm-8pm. 65 participants signed up to receive project updates and over 200 people participated in discussions with staff and event activities.



Figure 1 – Photo of engagement pop up event held on June 6th of 2024.



Figure 2 - Photo of engagement pop up events held on June 6th of 2024.

Noticing and Communication. The survey was noticed on www.FriscoPlan.com and flyers and business cards with QR codes were distributed around town. Notifications were emailed directly to residents via town listservs. All materials were provided in English and Spanish, and the survey included a Spanish option.

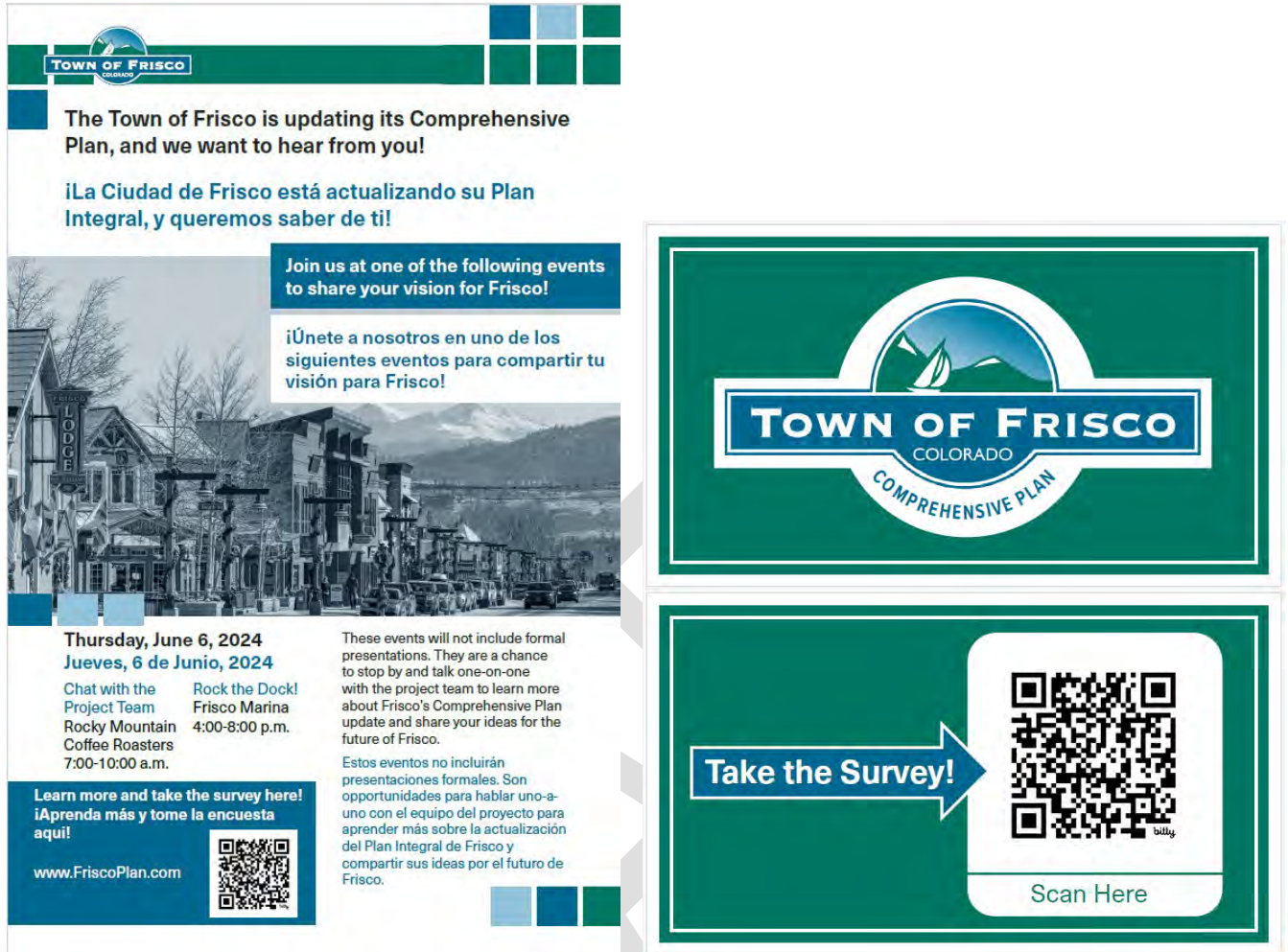


Figure 3. Community engagement flyers and business cards.

Methodology. The following pages include a summary of responses and insight into the community’s vision, values and priorities. To analyze the individual response’s key sub-themes were formulated based on the frequency of responses. The following factors influenced how data is shown throughout the report.

- Each question identifies the total number of individual respondents for that question, the specific methodology of the question, as well as key understanding from the responses.
- Several questions allowed respondents to select up to three (3) answer choices. As respondents were able to select more than one answer, the percentage is based on the number of individuals who responded.
- Not every survey participant answered every question and as a result, summaries of each set of results are based on the individuals who answered the specific question.
- Questions at pop-up events were similar to the community survey, and where possible the results have been combined in this summary to share the overall community feedback from this Engagement Window.

Question Summary. The following chart highlights the overall questions, total responses, and how questions were presented to the community.

Themes	Question #	Question	# of Responses	Question Type	Engagement Type
Demographics	D1	What is your connection to Frisco?	523	Multiple Choice, Choose all that apply	Pop-Up/Survey
	D2	How long have you lived in Frisco?	414	Multiple Choice, Select 1 response	Pop-Up/Survey
	D3	What is your age range?	419	Multiple Answer	Pop-Up/Survey
	D4	What is your race/ethnicity?	410	Multiple Answer	Pop-Up/Survey
	D5	Do you rent or own your home?	408	Multiple Answer	Pop-Up/Survey
	D6	Where do you live as a primary resident?	354	Multiple Answer	Survey
	D7	How would you describe your household based on the people that live in your primary residence? Check all that apply. - Selected Choice	352	Multiple Answer	Survey
	D8	Where do you primarily work? Check all that apply. - Selected Choice	353	Multiple Answer	Survey
	D9	What is your primary language spoken at home? - Selected Choice	353	Multiple Answer	Survey
Visioning and Community Values	Q1	What characteristics do you <u>value most</u> in Frisco today?	512	Multiple Answer	Pop-Up/Survey
	Q2	What are your biggest hopes for the future of Frisco?	469	Open-ended	Pop-Up/Survey
	Q3	What characteristics <u>concern you most</u> in Frisco today?	494	Multiple Answer	Pop-Up/Survey
	Q4	What is one word you would use to describe why you live, work, or play in Frisco?	395	Open-ended	Survey
	P1	What does “small-town” mean to you?	69	Open-ended	Pop-Up
Future Growth and Land Use	Q5	What would you like to see in the future related to growth and development in Frisco?	371	Multiple Answer	Survey
	Q6	Do you have any additional thoughts about housing needed to support Frisco's year-round community?	204	Open-ended	Survey

	Q7	On a scale of 1 to 5, which of these options would you like to see, or think should be available, to provide a full spectrum of housing to support a welcoming, year-round community? (1 = less of this, 5 = more of this)	395	Likert Scale	Pop-Up/Survey
	Q8	There is a good balance of businesses and services available in Frisco.	375	Multiple Answer	Survey
	Q9	As it relates to future businesses in Frisco, we need more...	369	Multiple Answer	Survey
	Q10	Which types of Land Uses would you like to see more of and where?	313	Multiple Answer	Survey
	P2	What would you like to see more of, and where?	59	Open-ended	Pop-Up
	Q11	Which of the following are critical social issues for Frisco to address in the Comprehensive Plan?	362	Multiple Answer	Survey
Transportation and Mobility	Q12	Which types of transportation and mobility improvements would you like to see more of and where?	293	Multiple Answer	Survey
	Q13	As it relates to transportation options, what are the most important factors the Town should consider when prioritizing transportation projects?	340	Multiple Answer	Survey
Recreation and Environment	Q14	When thinking about planning for the future of recreation in Frisco, how important are the following priorities in guiding the Town's decisions and investments?	351	Multiple Answer	Survey
	Q15	As it relates to natural areas and the environment, we need... (select up to 2 responses)	346	Multiple Answer	Survey
	Q16	As it relates to sustainability, Frisco needs to prioritize... (Select up to 2 responses)	347	Multiple Answer	Survey
Concluding Thoughts	Q17	In general, do you think things in Frisco are headed in the right direction?	346	Multiple Answer	Survey
	Q18	Is there anything else you would like to share related to planning Frisco's future?	167	Open-ended	Survey

Table 1. Questions Summary.

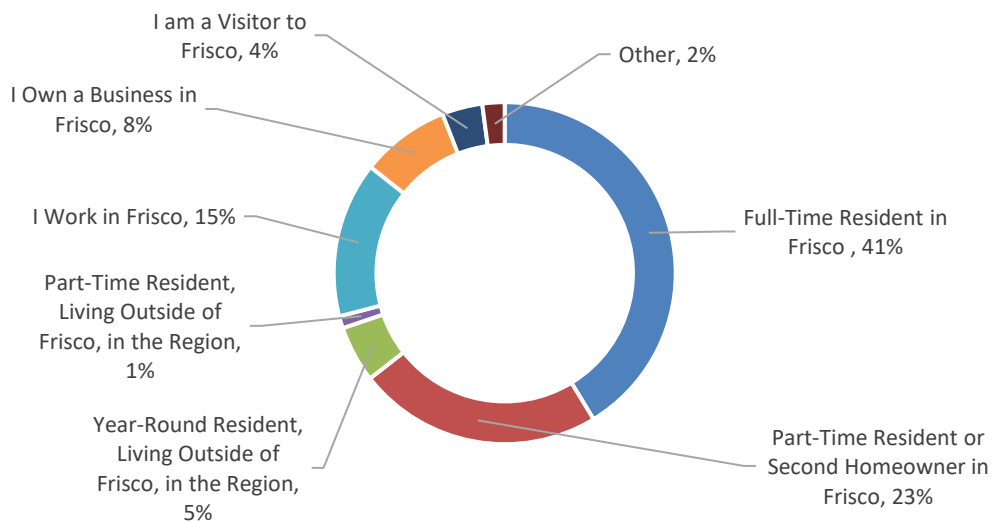
Part 2. Demographic Summary

Demographic-related questions were included in the survey. This information demonstrates how the survey responses reflect the demographics of the community. The Pop-up events collected information about where participants live and their age by dot voting. Demographic questions were optional for both survey respondents and Open House participants.

D1 - What is your connection to Frisco?

#D1 - What is your connection to Frisco?						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Full-Time Resident in Frisco	30	38%	186	42%	216	41%
Part-Time Resident or Second Homeowner in Frisco	9	11%	112	25%	121	23%
I Work in Frisco	15	19%	62	14%	77	15%
I Own a Business in Frisco	7	9%	37	8%	44	8%
Year-Round Resident, Living Outside of Frisco, in the Region	8	10%	20	5%	28	5%
I am a Visitor to Frisco	10	13%	10	2%	20	4%
Other	1	1%	10	2%	11	2%
Part-Time Resident, Living Outside of Frisco, in the Region	0	0%	6	1%	6	1%
Total	80	100%	443	100%	523	100%

D1 - What is your connection to Frisco?

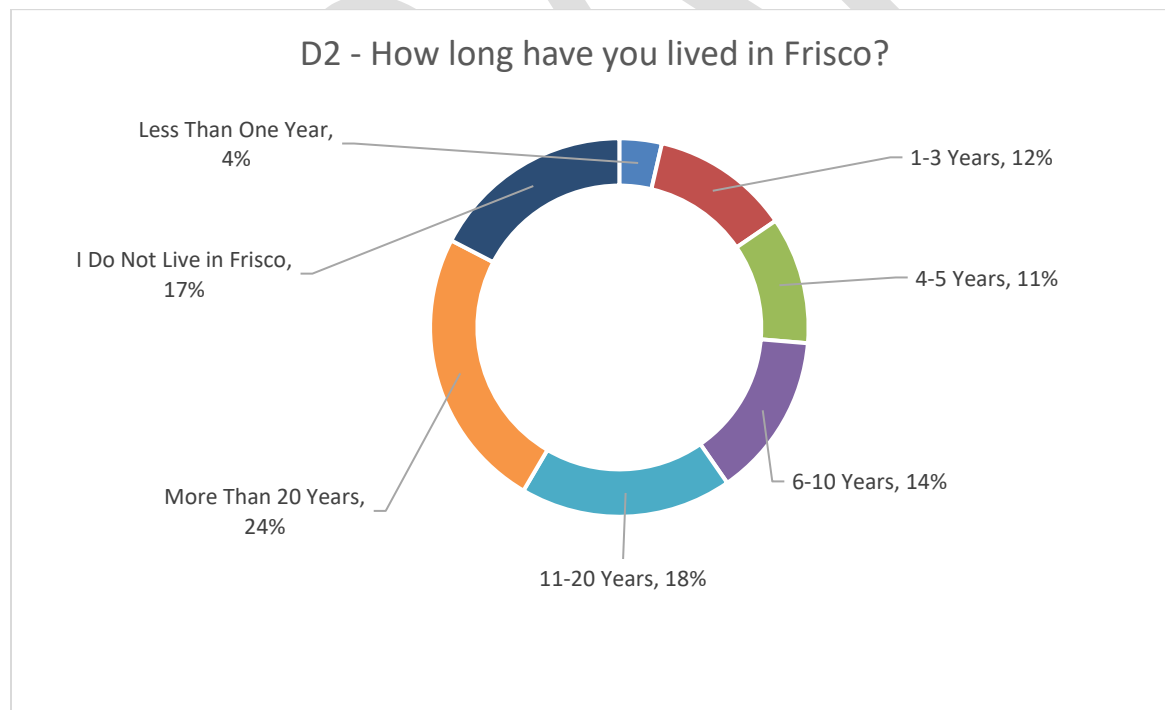


D1 Methodology. This question was asked as a multiple-choice, choose all that apply question. The online survey received 443 responses of the 540 total responses, an 82.0% response rate. Participants used dots to indicate their relationship to Frisco board at the Pop-up event, with 80 individuals responding to this question.

D1 Understanding. Nearly 64% of survey respondents are full-time or part-time residents of Frisco. Additional comments under 'other' to this question provided clarification to the answers above. For example, participants added the number of years living in Frisco, the other places in Summit County they may live, or the amount of time they spend visiting as second homeowners.

D2. How long have you lived in Frisco?

#D2 - How long have you lived in Frisco?						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Less Than One Year	7	11%	8	2%	15	4%
1-3 Years	6	10%	43	12%	49	12%
4-5 Years	5	8%	40	11%	45	11%
6-10 Years	8	13%	50	14%	58	14%
11-20 Years	2	3%	73	21%	75	18%
More Than 20 Years	15	24%	85	24%	100	24%
I Do Not Live in Frisco	19	31%	53	15%	72	17%
Total	62	100%	352	100%	414	100%

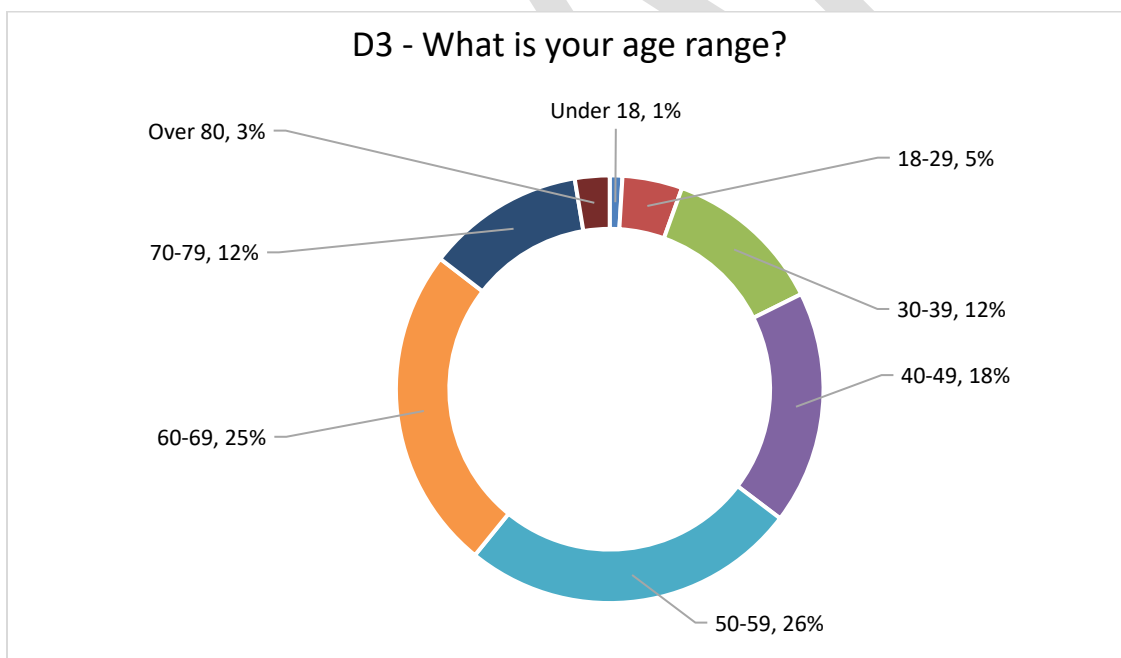


D2 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 352 responses of the 540 total responses, a 65.1% response rate. Participants used dots to indicate how long they have lived in Frisco at the Pop-up event, with 62 individuals responding to this question.

D2 Understanding. Nearly one quarter (24%) of the respondents have lived in Frisco for over 20 Years, while just over one quarter of the respondents (26%) have lived in Frisco for less than 5 years. This demonstrates that the perspectives of both long-term and short-term residents are represented in the responses.

D3. What is your age range?

#D3 - What is your age range?						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Under 18	4	6%	0	0%	4	1%
18-29	6	9%	13	4%	19	5%
30-39	16	25%	35	10%	51	12%
40-49	6	9%	68	19%	74	18%
50-59	11	17%	96	27%	107	26%
60-69	10	16%	93	26%	103	25%
70-79	10	16%	40	11%	50	12%
Over 80	1	2%	10	3%	11	3%
Total	64	100%	355	100%	419	100%



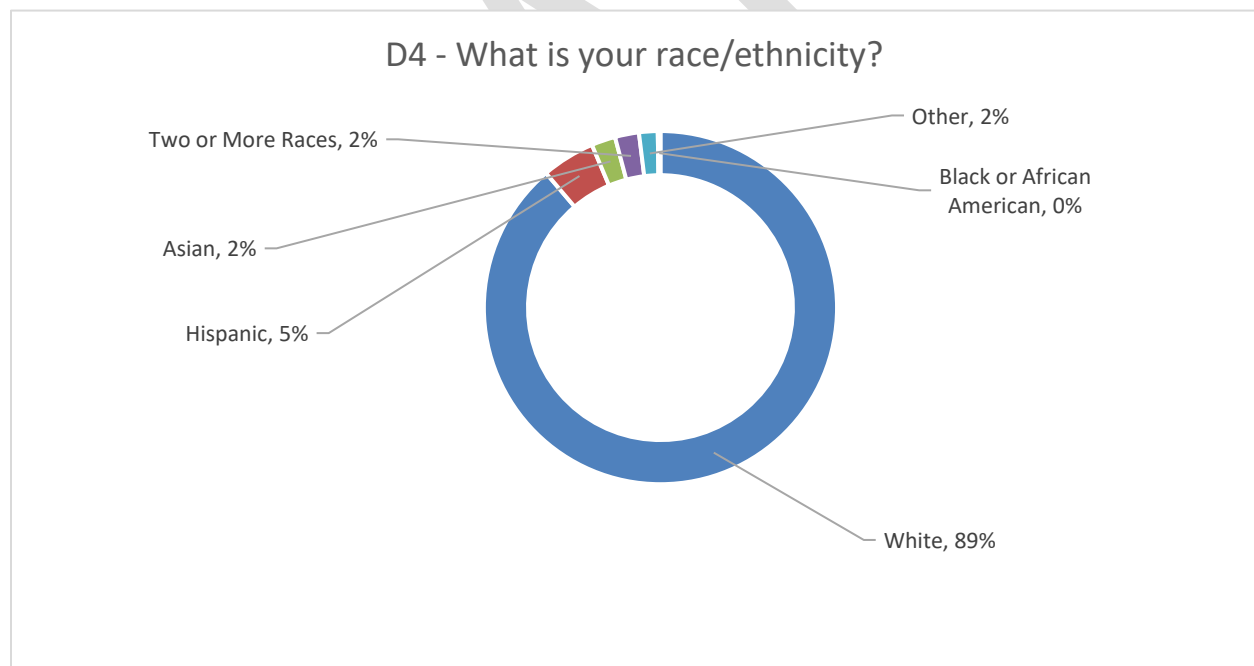
D3 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 355 responses of 540 total responses, a 65.7% response rate. Participants used dots to indicate what are their age range at the Pop-up event, with 64 individuals responding to this question.

D3 Understanding. Over half (51%) of the respondents are between 50 to 69 years of age, while over one quarter of the respondents (30%) are between 30 to 49 years of age. Only 6% of

respondents are below 29 years of age, which is an underrepresentation compared to the 2022 Census report that shows approximately 30% of Frisco's population are below 29 years of age. The significant skew towards an older demographic from respondents represents a slight mismatch with Frisco's age demographic trends, since its population balances families with school-aged children and empty-nesters and retirees.

D4. What is your race/ethnicity?

#D4 - What is your race/ethnicity?						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
White	48	80%	316	90%	364	89%
Hispanic	8	13%	12	3%	20	5%
Asian	4	7%	5	1%	9	2%
Two or More Races	0	0%	9	3%	9	2%
Other	0	0%	7	2%	7	2%
Black or African American	0	0%	1	0%	1	0%
Total	60	100%	350	100%	410	100%



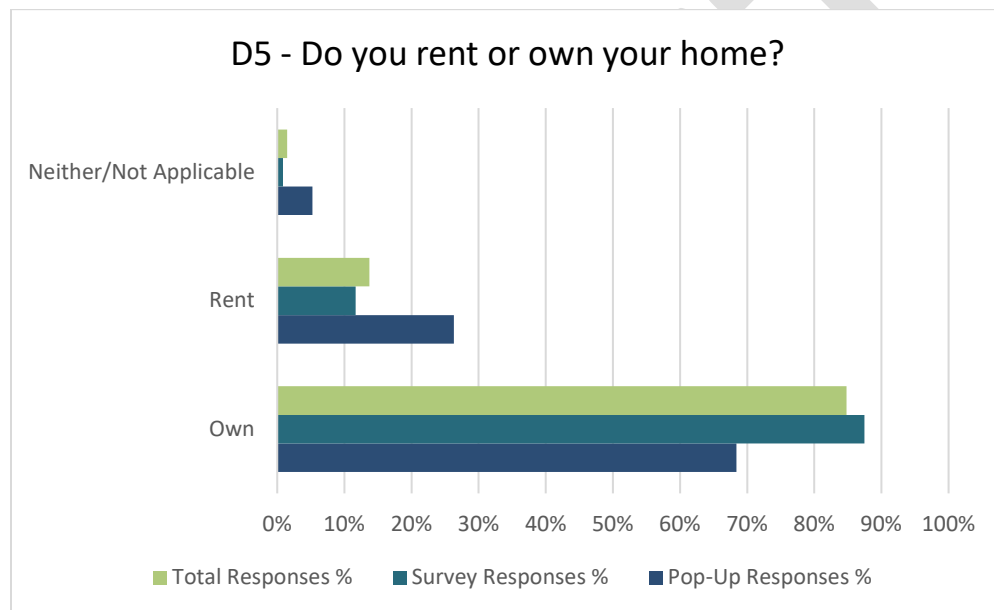
D4 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 350 responses of 540 total responses, a 64.8% response rate. Participants used dots to indicate what are their age range at the Pop-up event, with 60 individuals responding to this question.

D4 Understanding. The majority of respondents identified themselves as White, making up about 89% of the total responses. This is higher than the 2022 Census report, which states that 76% of Frisco's residents identify as White. In contrast, respondents identifying as two or more

racers only comprised 2% of the total responses, which is an underrepresentation compared to the 2022 Census report that shows over 20% of Frisco's population identifies as two or more races.

D5. Do you rent or own your home?

#D5 - Do you rent or own your home?						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Own	39	68%	307	87%	346	85%
Rent	15	26%	41	12%	56	14%
Neither/Not Applicable	3	5%	3	1%	6	1%
Total	57	100%	351	100%	408	100%



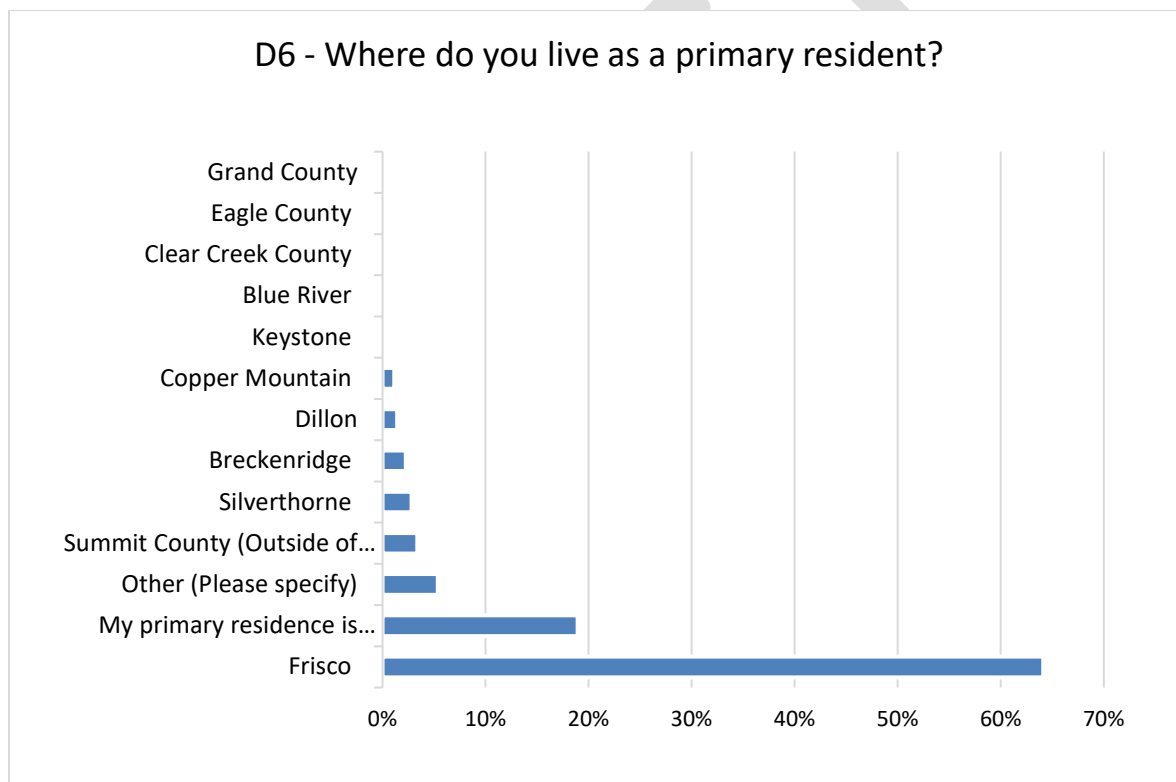
D5 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 351 responses of the 540 total responses, a 65% response rate. Participants used dots to indicate what are their age range at the Pop-up event, with 57 individuals responding to this question.

D5 Understanding. Most of engagement respondents own their home, comprising 85% of response rates. While 14% of respondents rent. This indicates that the survey may have an overrepresentation of homeowners versus renters. Whereas the pop events were able to capture a higher rate of impressions from renters in Frisco (26%).

D6. Where do you live as a primary resident?

#D6 - Where do you live as a primary resident?		
Answer Options	Survey Responses	
	Count	%
Frisco	227	64%
My primary residence is outside the region	67	19%

Other (Please specify)	19	5%
Summit County (Outside of areas listed above)	12	3%
Silverthorne	10	3%
Breckenridge	8	2%
Dillon	5	1%
Copper Mountain	4	1%
Keystone	1	0%
Blue River	1	0%
Clear Creek County	0	0%
Eagle County	0	0%
Grand County	0	0%
Total	354	100%



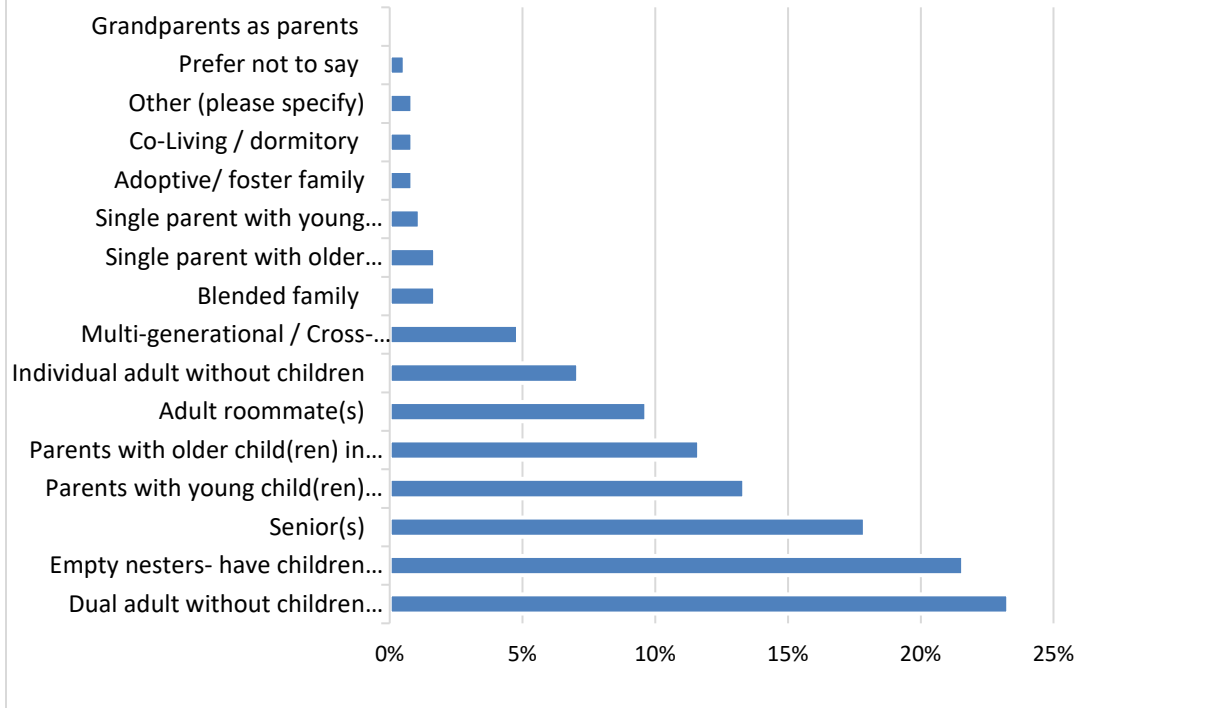
D6 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 354 responses of the 540 total responses, a 65.5% response rate. This question was not asked at the Pop-Up events.

D6 Understanding. 64% of respondents live within Frisco, this aligns with the 64% of full-time and part-time residents in question D1. 12% of responses come from neighboring communities and Summit County. Additional comments under 'Other' to this question provided additional details as to specific locations of second homeowners. For example, many noted specific towns and cities along the Front Range who own a home in Frisco, as well as from out of state.

D7. How would you describe your household based on the people that live in your primary residence?

#D7 - How would you describe your household based on the people that live in your primary residence? Check all that apply. - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Dual adult without children (married or in a partnership)	82	23%
Empty nesters- have children who no longer live in the home	76	22%
Senior(s)	63	18%
Parents with young child(ren) in the home (kids ages 0-12)	47	13%
Parents with older child(ren) in the home (kids ages 13+)	41	12%
Adult roommate(s)	34	10%
Individual adult without children	25	7%
Multi-generational / Cross-generational / extended family	17	5%
Blended family	6	2%
Single parent with older child(ren) (kids ages 13+)	6	2%
Single parent with young child(ren) (kids ages 0-12)	4	1%
Adoptive/ foster family	3	1%
Co-Living / dormitory	3	1%
Other (please specify)	3	1%
Prefer not to say	2	1%
Grandparents as parents	0	0%
Total Responses	352	

D7 - How would you describe your household based on the people that live in your primary residence?



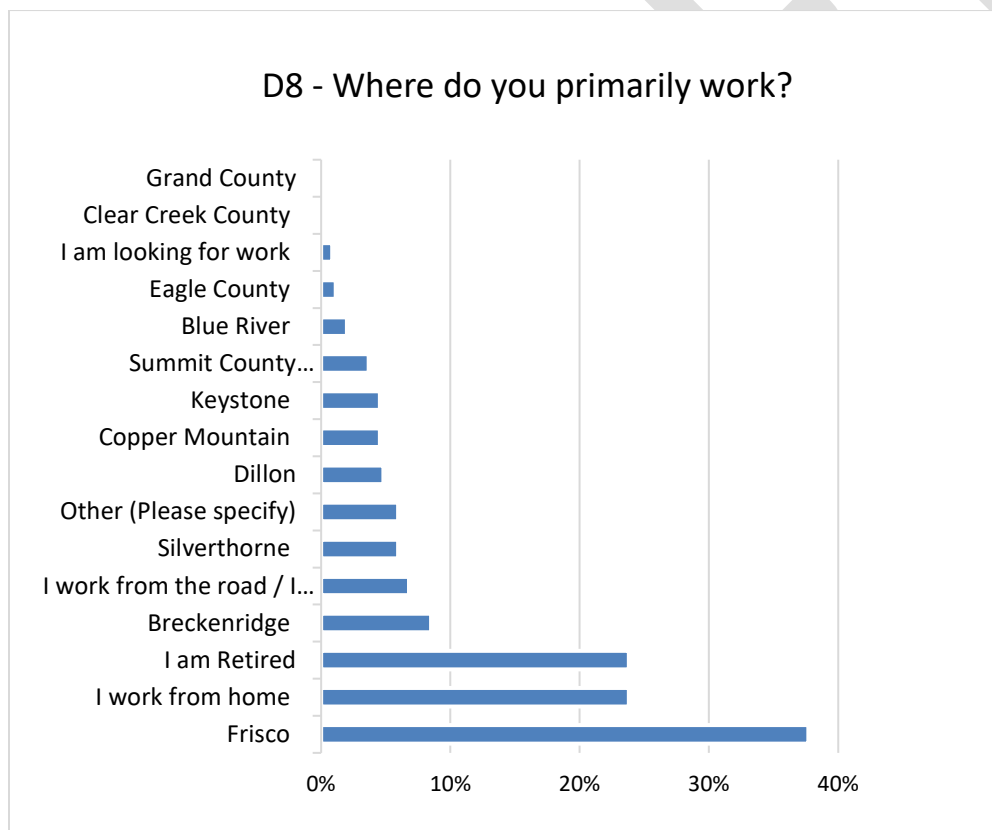
D7 Methodology. This question was asked in the online survey as a multiple-choice question where respondents were able to select more than one response. The percentage indicates the percentage of participants that selected each answer choice. This question received a total of 352 responses from 540 participants in the online survey, a 65.1% response rate. This question was not asked at the Pop-Up events.

D7 Understanding. The majority of respondents, nearly 63%, are households without children, either seniors, empty-nesters or adults without children. Given Frisco’s median age of 43.8, it is likely that this aligns with the current demographics of the Town’s population of empty-nesters, retirees and households without children. 35% of respondents indicate children live at home, with similar responses for families with young children (under 13) and older children (over 13), with less single parents. Additional comments under ‘Other’ to this question included clarification on living arrangements such as living with a partner, sharing a home with 3 families, and empty nesters with college children home for the summer.

D8. Where do you primarily work?

#D8 - Where do you primarily work? Check all that apply. - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Frisco	133	38%
I work from home	84	24%

I am Retired	84	24%
Breckenridge	30	8%
I work from the road / I work in multiple locations	24	7%
Silverthorne	21	6%
Other (Please specify)	21	6%
Dillon	17	5%
Copper Mountain	16	5%
Keystone	16	5%
Summit County (Outside of areas listed above)	13	4%
Blue River	7	2%
Eagle County	4	1%
I am looking for work	3	1%
Clear Creek County	0	0%
Grand County	0	0%
Total Responses	353	

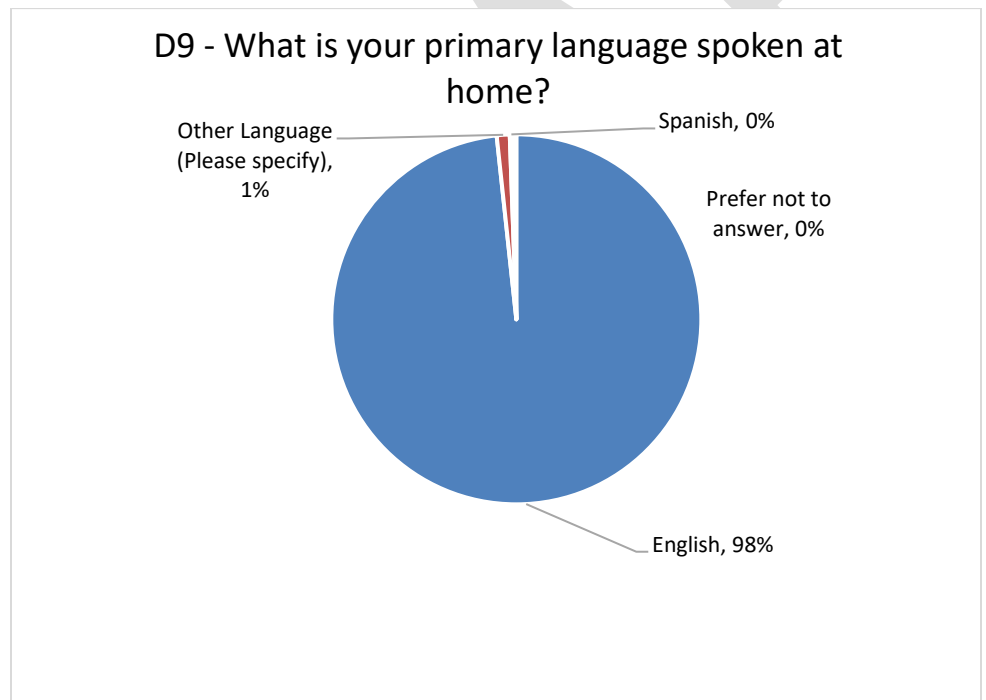


D8 Methodology. This question was asked in the online survey as a multiple-choice question where respondents were able to select more than one response. The percentage indicates the percentage of participants that selected each answer choice. This question received a total of 353 responses from 540 participants in the online survey, a 65.3% response rate. This question was not asked at the Pop-Up events.

D8 Understanding. Over a quarter of respondents (38%) primarily work in Frisco. Almost a quarter of respondents (28%) indicate ‘working from home. Whereas another quarter declares being retired. Additional comments under ‘other’ to this question provided additional details as to specific work locations. Many noted specific towns and cities they work in along the Front Range with several other noted locations out of state.

D9. What is your primary language spoken at home?

#D9 - What is your primary language spoken at home? - Selected Choice		
Answer Options	Survey Responses	
	Count	%
English	347	98%
Other Language (Please specify)	4	1%
Spanish	1	0%
Prefer not to answer	1	0%
Total	353	100%



D9 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 353 responses of the 540 total responses, a 65.3% response rate. This question was not asked at the Pop-Up events.

D9 Understanding. The vast majority of respondents (98%) speak English at home. Only a small fraction speak other languages, with Spanish being mentioned by one respondent. Additional

comments under 'Other' to this question state Chinese, French, and Swedish as other languages.

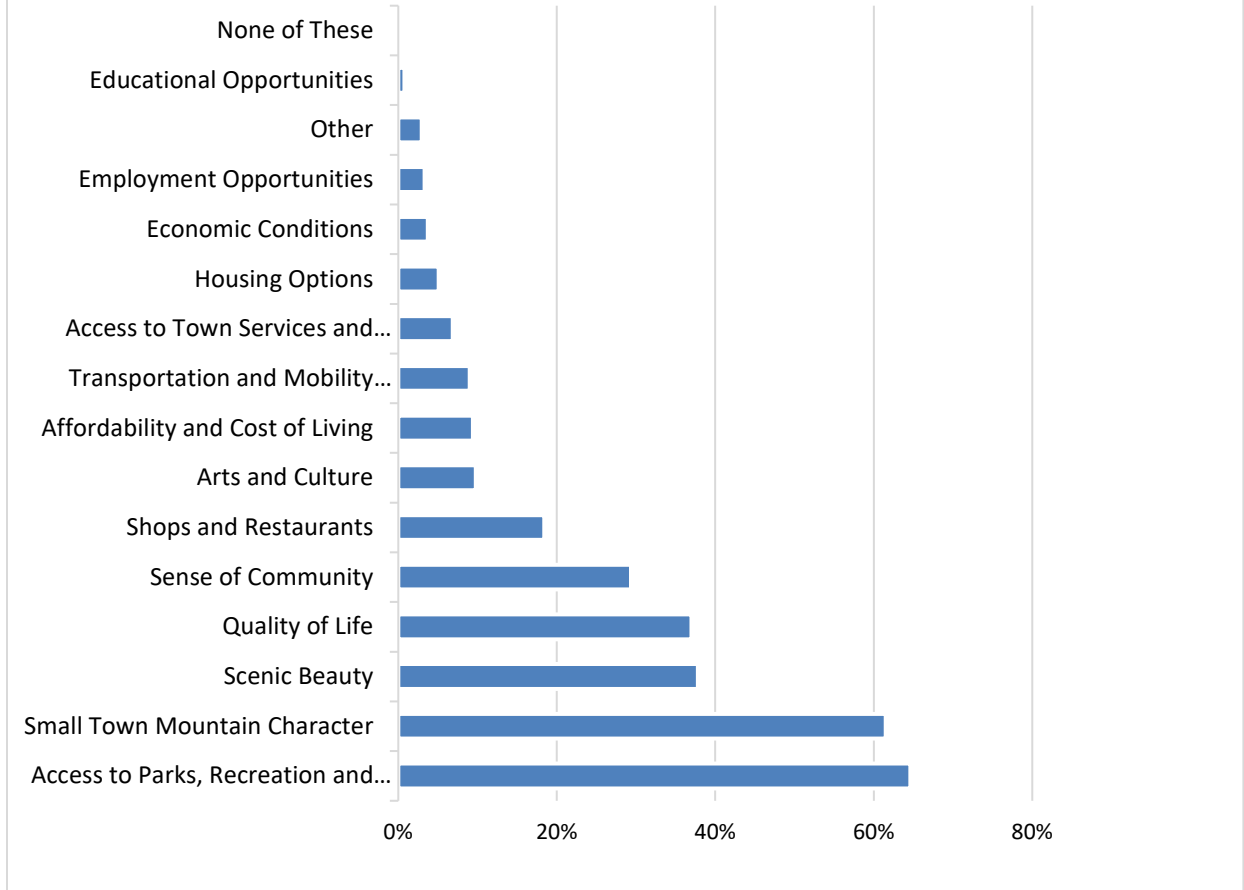
Part 3. Vision and Values Questions

An important element of this effort was to understand the values of the Frisco Community. The results of the communities' feedback reveal a tension between residents, including younger and older generations as well as part-time, full-time residents and visitors. Also demonstrated is a love of the outdoors, the scenic beauty of Frisco and a commitment to maintaining a historic and vibrant Main Street through local businesses and events.

Q1. What characteristics do you value most in Frisco today?

#Q1 - What characteristics do you value most in Frisco today?						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Access to Parks, Recreation and Open Space	41	53%	289	67%	330	65%
Small-town Mountain Character	43	56%	271	63%	314	61%
Scenic Beauty	34	44%	159	37%	193	38%
Quality of Life	27	35%	162	37%	189	37%
Sense of Community	26	34%	124	29%	150	29%
Shops and Restaurants	21	27%	73	17%	94	18%
Arts and Culture	7	9%	43	10%	50	10%
Affordability and Cost of Living	5	6%	43	10%	48	9%
Transportation and Mobility Options	14	18%	32	7%	46	9%
Access to Town Services and Facilities	6	8%	29	7%	35	7%
Housing Options	3	4%	23	5%	26	5%
Economic Conditions	2	3%	17	4%	19	4%
Employment Opportunities	2	3%	15	3%	17	3%
Other	1	1%	14	3%	15	3%
Educational Opportunities	0	0%	4	1%	4	1%
None of These	0	0%	2	0%	2	0%
Total Responses	77		435		512	

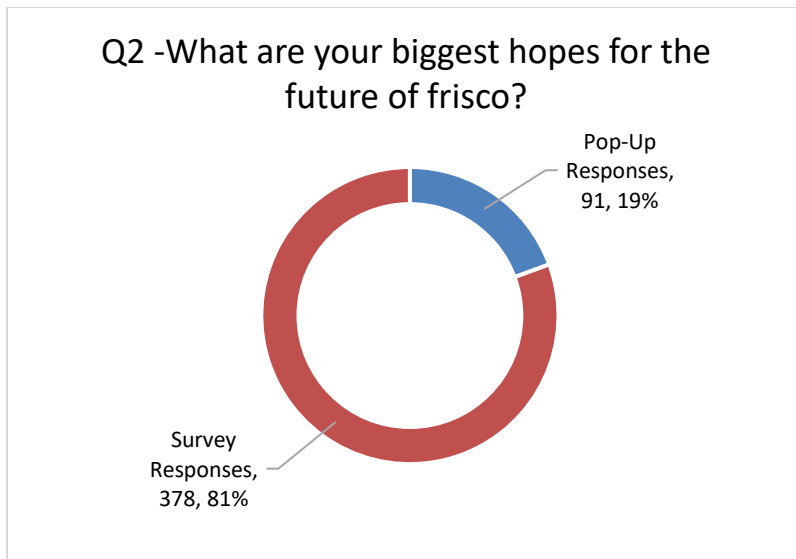
Q1 - What characteristics do you value most in Frisco today?



Methodology. This question was asked in a multiple-choice format, allowing respondents to select more than one option. The percentages reflect the proportion of participants who chose each answer. The online survey received 435 responses of the 540 total responses, an 80.5% response rate. At the Pop-up events, participants placed up to three dots on engagement boards to indicate the characteristics they value most in Frisco, with 77 responses to this question.

Understanding. Most respondents indicated their highest values center around environmental quality, including access to parks, recreation and open spaces, small-town mountain character, scenic beauty and quality of life. Over a quarter of participants (29%) also highlighted the sense of community as an important characteristic of living in Frisco. Additional comments under 'Other' to this question indicate the lack of affordability for the local workforce, lack of affordability of housing, and lack of services available. Several comments highlight the importance of the local community. The central location within Summit County and proximity to Copper Ski resort was also noted as an important characteristic.

Q2. What are your biggest hopes for the future of Frisco?



Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on boards at events. The online survey received 378 of the total 540 responses (a 70% response rate), while the pop-up events gathered 91 comments. Responses were then grouped into common themes to summarize participants' biggest hopes for Frisco.

Understanding. Themes of the comments for biggest hopes for the future of Frisco are related to: (1) Maintaining its small-town character, (2) expanding affordable housing, (3) fostering economic growth and local business support, (4) preserving environmental and cultural assets, and (5) managing growth and development. A summary of comments from each theme are identified below:

- **Maintaining small-town character** – Respondents strongly support preserving the Town's small mountain character, avoiding overdevelopment, and maintaining a unique, local charm rather than pushing towards high-density or 'corporate' development. They emphasize the importance of scenic views, local shops, and restaurants, along with keeping the town's quiet and rustic atmosphere, including maintain Main Street's authentic/historic attributes. There is a strong desire to retain a tight-knit community feel through local events and ensure affordable housing for full-time residents. The community also prioritizes local input in decision-making.
- **Affordable housing** - Affordable housing is a critical issue highlighted by many respondents, with a strong emphasis on the need for more affordable and workforce housing options for full-time residents rather than tourists and second-home owners. Suggestions include balancing housing developments to include affordable options and regulating short-term rentals to free up housing for locals. Respondents also stressed the importance of addressing affordability by controlling property taxes and occupancy costs, and supporting policies that allow locals to live and work in the community while balancing the benefits of tourism.
- **Economic growth and local business support** – Many respondents expressed the need to promote sustainable tourism that benefits the local economy without overwhelming the town. Additionally, there is a desire for diverse economic opportunities, such as

emphasizing local businesses over big chains, supporting local entrepreneurship, and developing mixed-use areas.

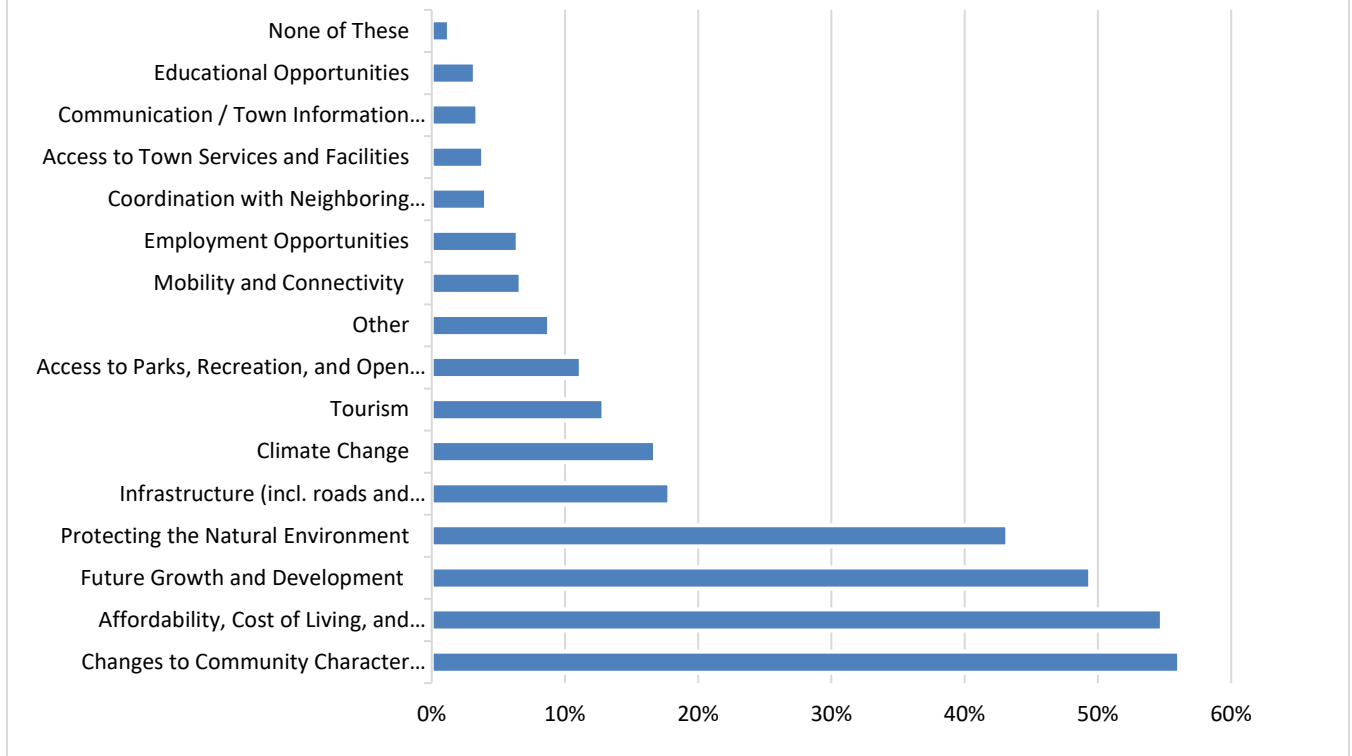
- **Environmental and cultural preservation** – Participants advocated for protecting historical and cultural assets while allowing for responsible growth. They call for initiatives that reduce environmental impact and promote outdoor recreational opportunities, such as improvements in cycling infrastructure and preservation/expansion of green open spaces. Additionally, respondents seek to foster a community identity that values nature and local culture, protects natural areas and wetlands, preserves Rainbow Lake, and limits development in sensitive areas.
- **Managing growth and development** - Survey responses highlight a strong sentiment against uncontrolled growth and development, emphasizing the need to preserve the town's historical and natural aspects. Concerns were also raised about infrastructure keeping pace with development, including traffic management and public services. There is advocacy for sustainable development that aligns with the town's character and balances the interests of full-time residents, part-time residents, and visitors. Key suggestions include implementing managed growth strategies, supporting workforce housing initiatives, enhancing infrastructure without overwhelming the small-town feel, limiting short-term rentals in favor of long-term housing solutions, maintaining pedestrian-friendly environments and recreational access, and controlling traffic and congestion.

Sample Comments <i>(Full Comments Available in the Appendix)</i>	
Maintaining Small-town Character <i>(Theme 1)</i>	"I hope Frisco keeps its small-town character. I want to continue knowing my neighbors, and the people I pass on the street. I've seen too many friends have to relocate due to cost of living and childcare."
Affordable Housing <i>(Theme 2)</i>	"(...) Frisco needs more options for workforce housing which would help keep a year around community."
Economic Growth and Local Business Support <i>(Theme 3)</i>	"I'd like to see the town continue to grow economically while preserving the small mountain town feel. Main Street is great and seeing it expand without getting overcrowded will be great. Expanding marina activities are also great and we love the Adventure park and all it has to offer so continuing those amenities."
Environmental and Cultural Preservation <i>(Theme 4)</i>	"I hope the Town of Frisco can be a leader in the sustainability space and innovative in the face of natural climate disasters. I hope that enough low and middle income housing can be built to house people who make this community feel like home, and that our employers can compensate those people enough to stay here. I hope we can maintain our rec paths and trails with increased visitor use and balance the need for habitat protection with that as well."
Managing Growth and Development <i>(Theme 5)</i>	"That it doesn't become an ugly development/sprawling project like Breckenridge."

Q3. What characteristics concern you most in Frisco today? (Select up to 3 responses)

#Q3 - What characteristics concern you most in Frisco today? (Select up to 3 responses)						
Answer Options	Pop-Up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Changes to Community Character and/or Sense of Community	21	34%	240	59%	261	56%
Affordability, Cost of Living, and Housing Options	44	72%	211	52%	255	55%
Future Growth and Development	25	41%	205	51%	230	49%
Protecting the Natural Environment	30	49%	171	42%	201	43%
Infrastructure (incl. roads and transportation alternatives)	12	20%	71	18%	83	18%
Climate Change	7	11%	71	18%	78	17%
Tourism	7	11%	53	13%	60	13%
Access to Parks, Recreation, and Open Space	11	18%	41	10%	52	11%
Other	1	2%	40	10%	41	9%
Mobility and Connectivity	7	11%	24	6%	31	7%
Employment Opportunities	4	7%	26	6%	30	6%
Coordination with Neighboring Municipalities	2	3%	17	4%	19	4%
Access to Town Services and Facilities	7	11%	11	3%	18	4%
Communication / Town Information Sharing	2	3%	14	3%	16	3%
Educational Opportunities	1	2%	14	3%	15	3%
None of These	3	5%	3	1%	6	1%
Total Responses	61		433		494	

Q3 - What characteristics concern you most in Frisco today?



Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 433 responses of the 540 total responses, an 80.1% response rate. At the Pop-up events, participants placed up to three dots on the engagement boards to indicate what characteristics concern them the most in Frisco, with 61 responses to this question.

Understanding. The majority of respondents are primarily concerned with changes to community character and sense of community, affordability, cost of living, and housing options. They are also focused on balancing issues related to future growth, development, and the protection of the natural environment. Additionally, around 20% of respondents expressed concerns about infrastructure and transportation alternatives, and about 20% also mentioned concerns related to climate change.

Additional comments under 'other' to this question express concerns about maintaining affordable housing for locals, opposing large high-rise developments, and balancing tourism with local needs. There is a desire for more cultural arts, historic preservation and suggestions for community festivals and events. Comments noted issues of infrastructure, such as pedestrian safety and parking, alongside economic challenges like high property taxes and the cost of living. Environmental and social concerns were also noted, including ineffective recycling programs and the need for increased protection for environmental assets. Some negativity is expressed around the tension between locals/full-time residents, part-time residents and

visitors, as well as generational differences around the resources desired to meet the needs of both young people and senior populations.

Q4. What is one word you would use to describe why you live, work, or play in Frisco?

Most Frequent Words	Survey Responses	
	Count	%
Community	41	10%
Nature	34	9%
Beauty	26	7%
Mountains	17	4%
Home	14	4%
Outdoors	11	3%
Peaceful	10	3%
Small town	7	2%
Charm	6	2%
Location	6	2%
Total	395	



Figure 4. Word Cloud Survey Results.

Methodology. This question was asked as a part of the online survey as an open response question. Participants were only allowed one word to describe why they live, work or play in Frisco. The online survey received 395 responses of the 540 total responses, a 73% response rate. The top 10 words are identified in the chart above. This question was not asked at Pop-Up events. Additional common words are organized into sub-themes based on the responses collected. These include character words (words related to the sense of community and small-town feel of Frisco), cultural landscape words (words related to the natural beauty and scenery of Frisco), recreation opportunity words (words related to outdoor activities), and lifestyle words (words that express Frisco residents’ high quality of life and a sense of serenity, calm and livability). Each response was collated into one of these categories to understand the trends from the responses.

Understanding. Overall, the responses predominantly reflect positive sentiments about living in Frisco, with an emphasis on community, natural beauty, recreational opportunities, and quality of life. However, some responses imply a concern for preserving the small-town feel amid expectation for future growth and concerns around overtourism.

Top 20 Words Used to Describe Frisco by Theme	
Community and Small-Town Feel (Theme 1)	Natural Beauty and Scenery (Theme 2)
<ul style="list-style-type: none"> • Intimate • Community • Close-knit • Authentic • Friendliness 	<ul style="list-style-type: none"> • Nature/ Wilderness • Mountains • Backcountry • Enjoyment • Views

Recreation and Outdoor Activities (Theme 3)	High Quality of Life and Lifestyle (Theme 4)
<ul style="list-style-type: none"> • Adventure • Walking • Cycling • Winter sports • Fun 	<ul style="list-style-type: none"> • Serenity • Peaceful/ Low-Key • Livable town • Safe • Comfort

P1. What does ‘small-town’ mean to you?

Methodology. This question was asked as a part of the pop-up engagement events, but was not asked on the online survey. Participants were given sticky notes to post their answers on the boards. 69 comments were collected from the boards.

Understanding. These comments indicate that the meaning of ‘small-town’ includes maintaining a strong sense of community, ensuring affordable housing, balancing tourism, preserving natural beauty, improving infrastructure, and fostering active participation in local governance. The themes highlight a collective aspiration to maintain the town's unique character while addressing growth and development in a way that benefits all residents.

The community places high importance on maintaining a strong sense of camaraderie, where people know and support each other, fostering close-knit relationships and a family-friendly atmosphere. They emphasize the need for affordable housing options for locals and express concerns about short-term rentals and developments that do not fit in with the town's existing character. While tourism is acknowledged as essential for the economy, there is a desire to balance its impacts to preserve the local feel and support small, independent businesses. Infrastructure improvements are also a priority, with calls for better walkability, bikeability, and traffic management, alongside concerns about noise impacts. The preservation of natural beauty and accessible outdoor activities is crucial, along with the protection of natural resources and heritage history. Residents also seek an accessible and responsive local government that offers opportunities for community involvement and respects the opinions of its members. They value the town's peaceful, safe environment, where the low crime rate means there's often no need to lock doors. There is a strong desire for more community events and amenities that reflect the local culture and promote social interaction. The community also cherishes its quiet, peaceful moments, advocating for spaces that allow for relaxation and connection with nature.

Part 4. Plan Elements Questions

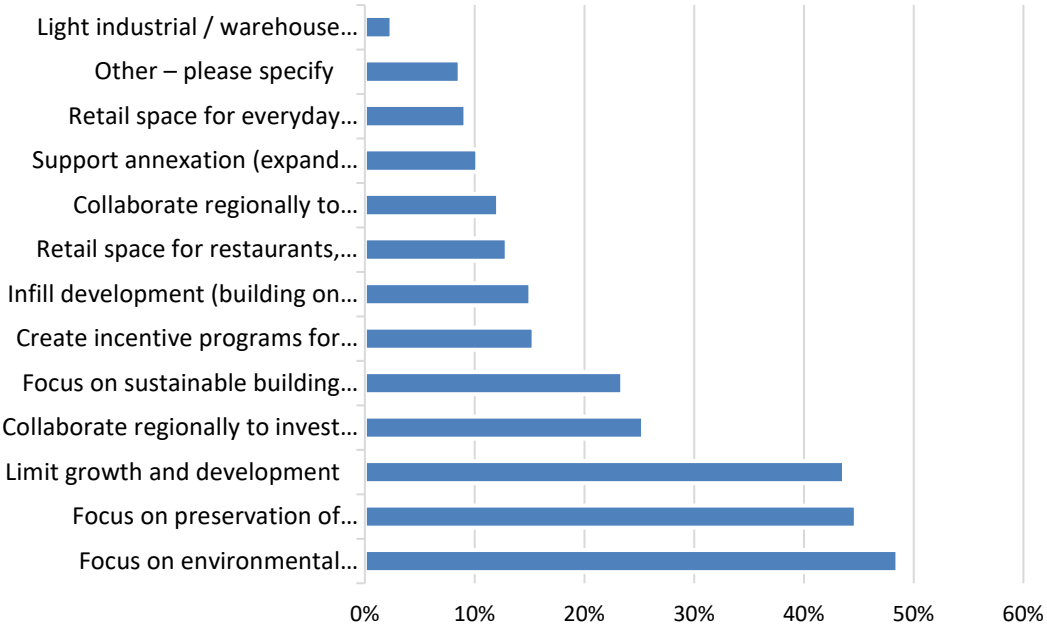
The survey, pop-up events and open house explored different topical areas to understand community sentiment about potential development and land uses. These covered a wide array of topics from housing to open space, to transportation and mobility. The results of the communities’ feedback were broken down into the following questions:

Q5. What would you like to see in the future related to growth and development in Frisco?

#Q5 - What would you like to see in the future related to growth and development in Frisco? (Select up to 3) - Selected Choice

Answer Options	Survey Responses	
	Count	%
Focus on environmental preservation and resilience	180	49%
Focus on preservation of historic and cultural assets	166	45%
Limit growth and development	162	44%
Collaborate regionally to invest in workforce development that supports existing industry employment opportunities	94	25%
Focus on sustainable building and development practices	87	23%
Create incentive programs for entrepreneurship	57	15%
Infill development (building on vacant or underdeveloped properties)	56	15%
Retail space for restaurants, shops, and entertainment	48	13%
Collaborate regionally to increase / diversify industries for employment opportunities (attract new industries to Frisco and surrounding communities)	45	12%
Support annexation (expand Frisco's boundaries) of new land to meet housing and commercial development needs	38	10%
Retail space for everyday essentials (e.g., grocery stores, laundromat, general services)	34	9%
Other – please specify	32	9%
Light industrial / warehouse space	9	2%
Total Responses	371	

Q5 - What would you like to see in the future related to growth and development in Frisco?



Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 371 responses of the 540 total responses, a 68.7% response rate. This question was not asked at the Pop-up events.

Understanding. Results indicate that the most desired future developments in Frisco revolve around environmental preservation and the protection of historic and cultural assets, with 49% and 45% of respondents selecting these options, respectively. Limiting growth and development was also a significant priority, chosen by 44% of respondents. Approximately a quarter of respondents also expressed wanting to see regional collaboration for workforce development and sustainable building practices, with 25% and 23% of responses, respectively.

Additional comments under 'other' to this question involve maintaining local character, ensuring safety and affordability for residents, and balancing growth with environmental and social considerations. Responses include suggestions for improving local trails such as enforcement of trail regulations and separating bicycle and pedestrian areas. Comments suggest additional amenities such as a recreation center, ice rink and/or splash pads. Affordable housing options for local citizens and the workforce is also noted as important to sustain a local workforce. Several comments relate to the opposition of high-end condo developments, suggesting a preference for smaller single-family homes and current building codes and height limitations to maintain the historic scale and character of the community.

Q6. Do you have any additional thoughts about housing needed to support Frisco's year-round community?

Methodology. This open-response question was included in the online survey and this question was not asked at the Pop-up events. The online survey received 204 of the total 540 responses, a 37.7% response rate. Responses were then grouped into common themes to summarize participants thoughts about housing needed to support Frisco as a year-round community.

Understanding. Emergent themes from survey responses are related to: (1) affordable housing increased demand, (2) policy and regulation suggestions, (3) concerns over community impact, (4) and incentives to development strategies. A summary of comments from each theme are identified below:

- Affordable housing needs: Survey participants expressed strong sentiments that current housing options are not affordable and that there are limited rental opportunities amid an increased demand to support local workforce housing needs.
- Policy and regulation suggestions: Respondents suggested that the housing crisis could be alleviated with policy and regulation tools such as deed restrictions, limits to short-term rentals over long-term housing, and requirements for developers to include affordable housing units in their projects. Amending zoning and permit codes to limit building permits for market-rate homes and encourage higher-density affordable housing would also help. Some respondents also suggested increasing taxation to second-home owners and short-term rentals to fund affordable housing initiatives.
- Community impact and concerns: Several comments stressed the need for housing solutions that integrate seamlessly with existing neighborhoods, maintaining the town's character and addressing infrastructure concerns. Responses displayed concerns related to the impact of overdevelopment on Frisco's small-town character, and at the same time a need to ensure that that infrastructure and local services can support the increased demands. There were also concerns related to parking and traffic congestion,

resultant of increased development. In this way participants advocated for sustainable and controlled growth.

- **Incentives and Development Strategies:** Survey responses called for creative and collaborative approaches to housing, such as public-private partnerships, incentivizing accessory dwelling units (ADUs), and exploring models like tiny homes and repurposed commercial spaces. Some also mentioned the need for supportive services like childcare and transportation to complement housing initiatives. Overall, the community's input underscores the urgency of addressing housing affordability and availability to sustain Frisco's year-round population and support its local workforce.

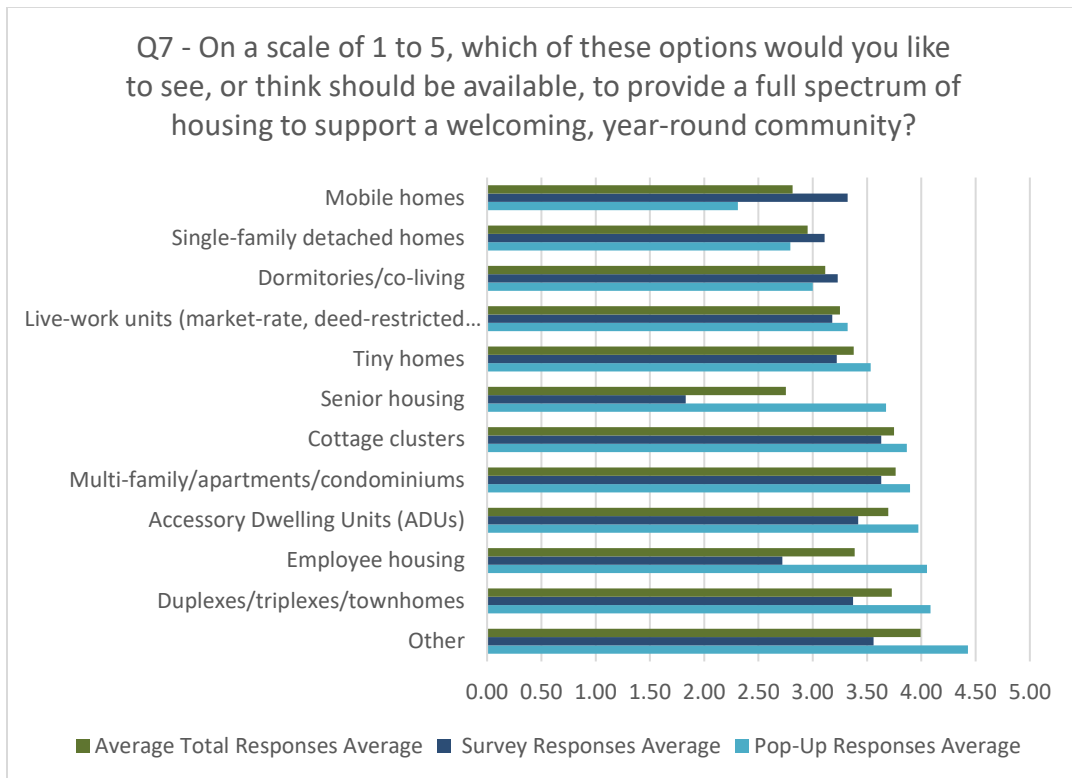
Housing Themes and Sample Comments <i>(Full Comments Available in the Appendix)</i>	
Affordable housing needs (Theme 1)	Policy and regulation suggestions (Theme 2)
<ul style="list-style-type: none"> • Increase supply of affordable housing • Support for local workforce and families • Regulation of short-term rentals and second homes • Rental options • Various housing types <p>“We need more houses and need them to be more affordable.”</p> <p>“I think there needs to be more affordable housing for people who work in the community — I think short term rentals should be discouraged.”</p> <p>“Need affordable RENTAL opportunities.”</p>	<ul style="list-style-type: none"> • Affordable housing initiatives • Inclusive zoning and land use • Deed-restricted and workforce housing • Encourage private sector participation in addressing housing shortages • Community and environmental impact <p>“Make non-year-round residents and second homeowners deed restricted and locals free market.”</p> <p>“Limit building permits for market rate homes until the employee housing shortage has improved. Allow and encourage ADUs, dormitories, or other zoning code changes only if they provide employee housing.”</p>
Community impact and concerns (Theme 3)	Incentives and development strategies (Theme 4)
<ul style="list-style-type: none"> • Seamless housing integration • Impact of overdevelopment • Infrastructure and local services • Parking and traffic congestion • Sustainable and controlled growth <p>“Please DO NOT fill every square inch of Frisco with condos. In just 20 years we’ve seen so much development occur.”</p> <p>“Housing is needed but be careful of over building and negative impact to over population.”</p>	<ul style="list-style-type: none"> • Public-private partnerships • Innovative housing models • Supportive services • Affordability and availability • Community engagement <p>“Create incentives for property owners to rent Rental properties not short-term rentals but other residential properties to locals on long term 5 leases.”</p> <p>“Although I appreciate the desire to develop county / city owned housing options, I continue to wonder what we can do to encourage private</p>

	developers to address the housing shortage and/or what can we do to help defray rent costs in existing housing for low-income families / residents rather than build it ourselves.”
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Q7. On a scale of 1 to 5, which of these options would you like to see, or think should be available, to provide a full spectrum of housing to support a welcoming, year-round community?

#Q7 - On a scale of 1 to 5, which of these options would you like to see, or think should be available, to provide a full spectrum of housing to support a welcoming, year-round community?

Answer Options	Pop-Up Responses		Survey Responses		Average Total Responses	
	Average	Count	Average	Count	Average	Count
Other	4.43	14	3.32	28	3.87	42
Employee housing	4.05	39	3.63	302	3.84	341
Accessory Dwelling Units (ADUs)	3.97	37	3.56	285	3.77	322
Duplexes/triplexes/townhomes	4.09	35	3.42	280	3.75	315
Cottage clusters	3.87	30	3.37	280	3.62	310
Multi-family/apartments/condominiums	3.90	39	3.22	263	3.56	302
Live-work units (market-rate, deed-restricted units)	3.32	25	3.63	304	3.48	329
Senior housing	3.68	34	3.18	247	3.43	281
Tiny homes	3.53	45	3.11	265	3.32	310
Single-family detached homes	2.79	29	3.23	258	3.01	287
Dormitories/co-living	3.00	26	2.72	242	2.86	268
Mobile homes	2.31	29	1.83	159	2.07	188
Total Responses		32		363		395



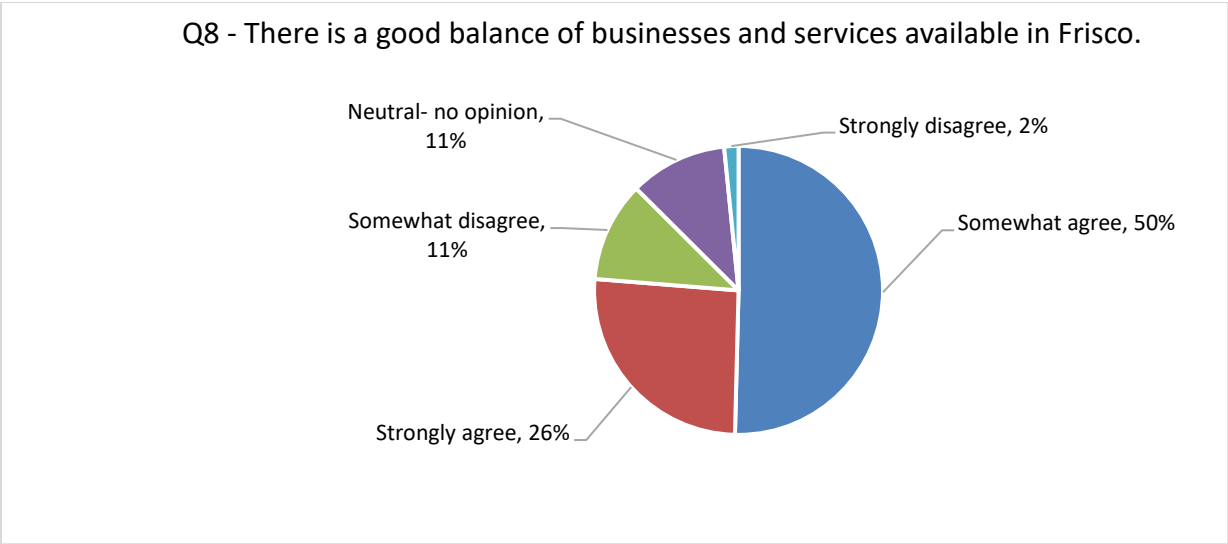
Methodology. In this ranking question, participants rated different housing options from 1 to 5 to support a welcoming, year-round community in Frisco. A rating of 1 indicated a preference for fewer of that housing type, while a rating of 5 indicated a desire for more. The results were averaged to determine the mean preferences. The online survey received 363 responses of the 540 total responses, a 67.2% response rate. At the Pop-up events, participants placed dots along a scale representation on the boards to indicate their preferred housing options. The pop-up events gathered 32 responses to this question.

Understanding. The top five overall responses from online and survey preferred housing options including ‘Other’ non-pre-designated housing types, ‘Employee Housing,’ ‘Accessory Dwelling Units (ADUs),’ ‘Duplexes/triplexes/townhomes,’ and ‘Cottage clusters.’ For the online survey responses, ‘Live-work units (market-rate, deed-restricted units)’ is the second most preferred housing option, with an average of 3.63. While this option among pop-up participants only ranked 9th, averaging 3.32. While ‘Other’ was a survey option, the question design of a ranking question did not allow for additional comments.

Q8. There is a good balance of businesses and services available in Frisco.

#Q8 - There is a good balance of businesses and services available in Frisco.		
Answer Options	Survey Responses	
	Count	%
Somewhat agree	189	50%
Strongly agree	97	26%
Somewhat disagree	42	11%
Neutral- no opinion	41	11%
Strongly disagree	6	2%

Total Responses	375	100%
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Methodology. This Likert scale question offered five-range of responses for participants to input their level of agreement or disagreement that there is a good balance of businesses and services available in Frisco. The online survey received 375 responses of the 540 total responses, a 69.4% response rate. This question was not asked at the Pop-Up events.

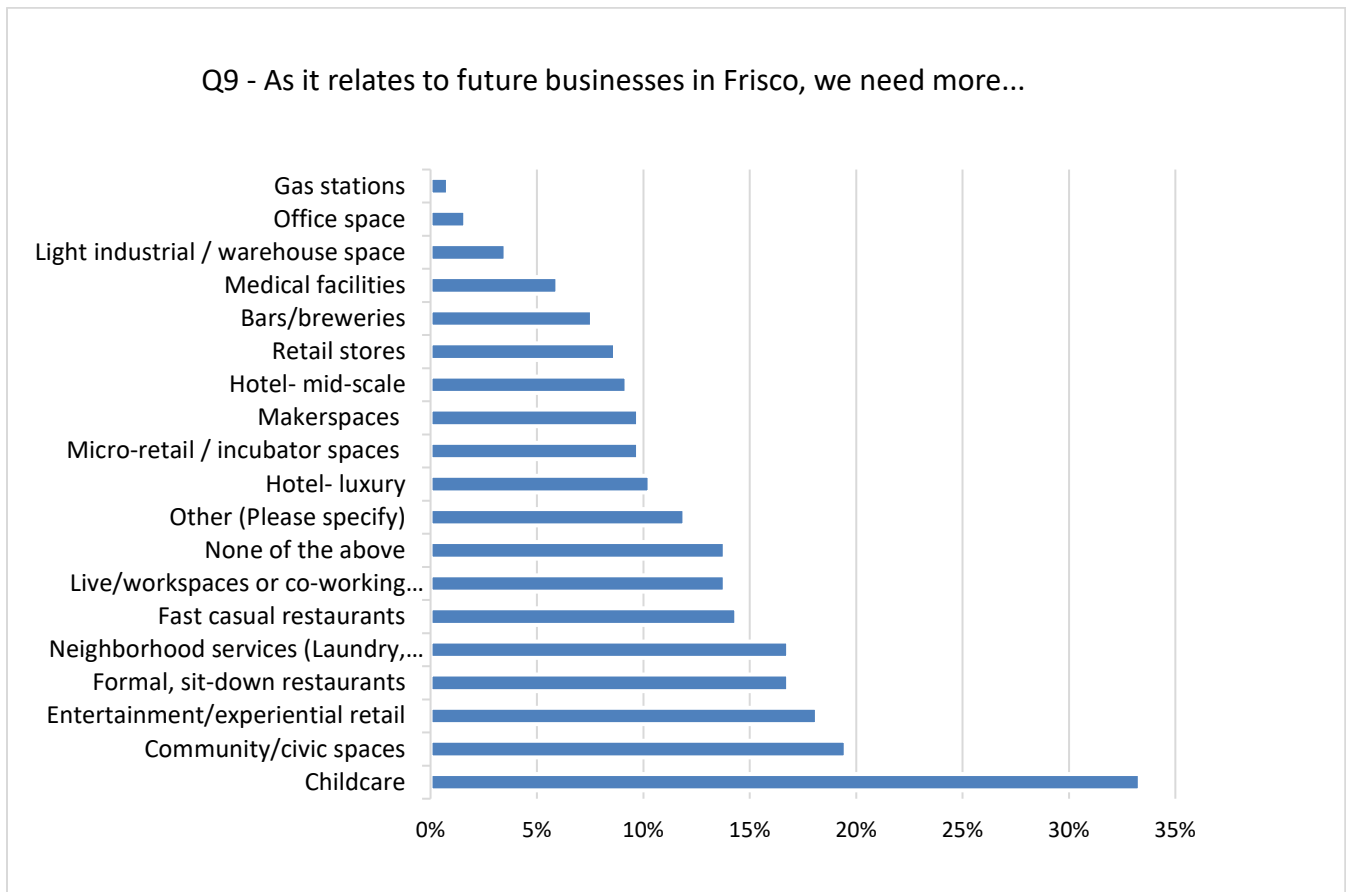
Understanding. Over three-quarters (76%) of survey respondents agree or strongly agree that there is a good balance of services in Frisco. Whereas 13% somewhat disagree or strongly disagree with this statement.

Q9. As it relates to future businesses in Frisco, we need more... (Select up to 3 responses) - Selected Choice

#Q9 - As it relates to future businesses in Frisco, we need more... (Select up to 3 responses) - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Childcare	123	33%
Community/civic spaces	72	20%
Entertainment/experiential retail	67	18%
Formal, sit-down restaurants	62	17%
Neighborhood services (Laundry, food stores, convenience)	62	17%
Fast casual restaurants	53	14%
Live/workspaces or co-working spaces	51	14%
None of the above	51	14%
Other (Please specify)	44	12%
Hotel- luxury	38	10%
Micro-retail / incubator spaces	36	10%
Makerspaces	36	10%
Hotel- mid-scale	34	9%

Retail stores	32	9%
Bars/breweries	28	8%
Medical facilities	22	6%
Light industrial / warehouse space	13	4%
Office space	6	2%
Gas stations	3	1%
Total Responses	369	

Q9 - As it relates to future businesses in Frisco, we need more...



Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 369 responses of the 540 total responses, a 68.3% response rate. This question was not asked at the Pop-up events.

Understanding. Survey respondents indicated that future businesses in Frisco should focus on increasing childcare services (33%), community/civic spaces (20%), and entertainment/experiential retail (18%) as these comprise the top three highlighted business needs. Additionally, over a fifth of individuals demonstrated interest in more formal, sit-down restaurants (17%) and neighborhood services such as laundry and food stores (17%). Fast casual restaurants, live/workspaces or co-working spaces, and a variety of other business types received notable mentions but with slightly lower percentages.

Additional comments under 'other' to this question involve more community and recreation facilities including a recreation center, 'third spaces' to hang out, and a small bowling alley.

There is a desire for more workforce housing and day-to-day services (hardware store, plumbing, car wash, electrical, mechanical, markets). Several different types of restaurants are specified (fine dining, sandwich shops, fast-casual). Some comments suggest that the services are adequate, and less development is needed.

Q10. Which types of Land Uses would you like to see more of and where?

#Q10 - Which types of Land Uses would you like to see more of and where?										
Land Use Answer Options	Survey Responses									
	Central Core/Main Street/Downtown		Gateway District (area around I-70 Exit 203 and Dillon Dam Road)		Summit Blvd.		West Main Street		Grand Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
Accommodations	64	20%	103	33%	70	22%	95	30%	332	14%
Arts and cultural facilities	152	49%	27	9%	43	14%	109	35%	331	14%
Commercial and retail	69	22%	54	17%	83	27%	94	30%	300	13%
Industrial, warehouse and makerspaces	10	3%	64	20%	85	27%	25	8%	184	8%
Low to mid-density residential housing including single-family, townhomes,...	55	18%	86	27%	52	17%	107	34%	300	13%
Mid to high-density residential housing including condos and apartments	43	14%	102	33%	72	23%	77	25%	294	13%
Office	39	12%	51	16%	85	27%	56	18%	231	10%
Open space and parks	104	33%	79	25%	63	20%	94	30%	340	15%
Other	8	3%	7	2%	8	3%	8	3%	31	1%
Total Responses	313									

Q10 - Which types of Land Uses would you like to see more of and where?



Methodology. This question was asked in a matrix table format in the online survey where respondents were able to select which land uses they would like to see in each of the four identified areas of town. There was no limit on the number of land uses a respondent could select for a specific corridor. This question received 313 responses from 540 participants, a 58% response rate. This question was also asked at the pop-up engagement events. Participants were given stickers of each prospective land use and asked to identify on the map where they would like to see more of these land uses (See board photos below).

Understanding. Overall, the online survey respondents favored increasing open space and parks (15%) and accommodations (14%), followed closely by arts and cultural facilities (14%). There was also notable support for low to mid-density residential housing (13%) and mid to high-density residential housing (13%). Industrial, warehouse, and makerspaces received lower preference (8%), with office spaces (10%) and commercial and retail (13%) also showing moderate interest. A summary of comments from each of the four areas are identified below:

- **In the central core/main street/downtown area,** online survey respondents expressed a strong preference for arts and cultural facilities (49%) and open space/parks (33%). There was also significant interest in accommodations (20%), commercial and retail spaces (22%), and low to mid-density residential housing (18%). Conversely, industrial, warehouse, and makerspaces (3%) received less support in this specific area.

- In the Gateway District (around I-70 Exit 203 and Dillon Dam Road), online survey respondents showed a strong preference for accommodations (33%), mid to high-density residential housing (33%), and low to mid-density residential housing (27%). There was also notable interest in industrial, warehouse, and makerspaces (20%), commercial and retail spaces (17%), and open space/parks (25%). Arts and cultural facilities (9%) received less emphasis in this specific district.
- Along Summit Blvd., online survey participants expressed interest in a diverse range of land uses. There was significant support for commercial and retail spaces (27%), industrial, warehouse, and makerspaces (27%), and office spaces (27%). Additionally, accommodations (22%) and mid to high-density residential housing (23%) garnered notable attention. Arts and cultural facilities (14%) and open space/parks (20%) were also mentioned, albeit to a lesser extent.
- In West Main Street, online survey respondents indicated a strong preference for arts and cultural facilities (35%), accommodations (30%), and commercial and retail spaces (30%). There was also significant interest in low to mid-density residential housing (34%) and open space/parks (30%). Mid to high-density residential housing (25%) and office spaces (18%) received moderate support, while industrial, warehouse, and makerspaces (8%) garnered less attention in this area.





Figure 5. Maps from pop-up events.

The pop-up engagement boards reveal that the top concern on Summit Boulevard is the need for more long-term, affordable housing for residents, rather than tourist accommodations. Respondents also call for better public transportation, including more frequent bus services and safer pedestrian crossings. There's a strong desire for balanced development, incorporating retail, open space, and appropriate density.

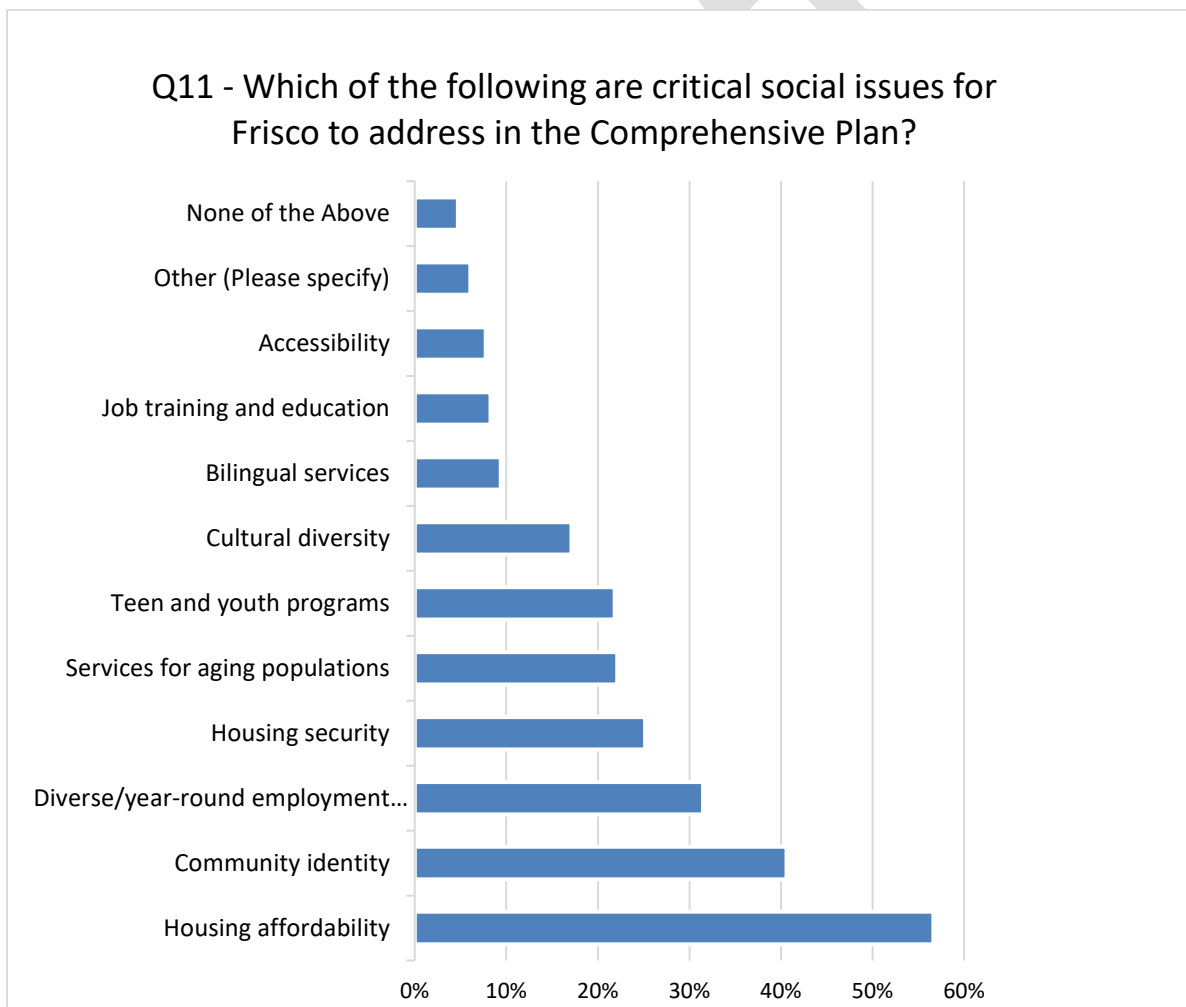
Community amenities like skateboarding shops, playgrounds, co-working spaces, and activities at the Frisco Bay Marina are highly requested. Infrastructure improvements, such as safer sidewalks, better trail connections, and enhanced landscaping, are also important to respondents. Overall, the community favors developments that support a permanent, resident-oriented population while maintaining a welcoming atmosphere and recreational access.

There's a significant push to increase affordable housing options, including employee and low-income housing, while opposing short-term rentals and high-density projects like "101" and "Lake Hill". Preservation of green spaces, along with enhancing local businesses with more shops, restaurants, and community events, is crucial.

Q11. Which of the following are critical social issues for Frisco to address in the Comprehensive Plan? (Select up to 3 responses)

#Q11 - Which of the following are critical social issues for Frisco to address in the Comprehensive Plan? (Select up to 3 responses) - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Housing affordability	205	57%
Community identity	147	41%

Diverse/year-round employment opportunities	114	31%
Housing security	91	25%
Services for aging populations	80	22%
Teen and youth programs	79	22%
Cultural diversity	62	17%
Bilingual services	34	9%
Job training and education	30	8%
Accessibility	28	8%
Other (Please specify)	22	6%
None of the Above	17	5%
Total Responses	362	



Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 362 responses of the 540 total responses, a 67% response rate. This question was not asked at the Pop-up events.

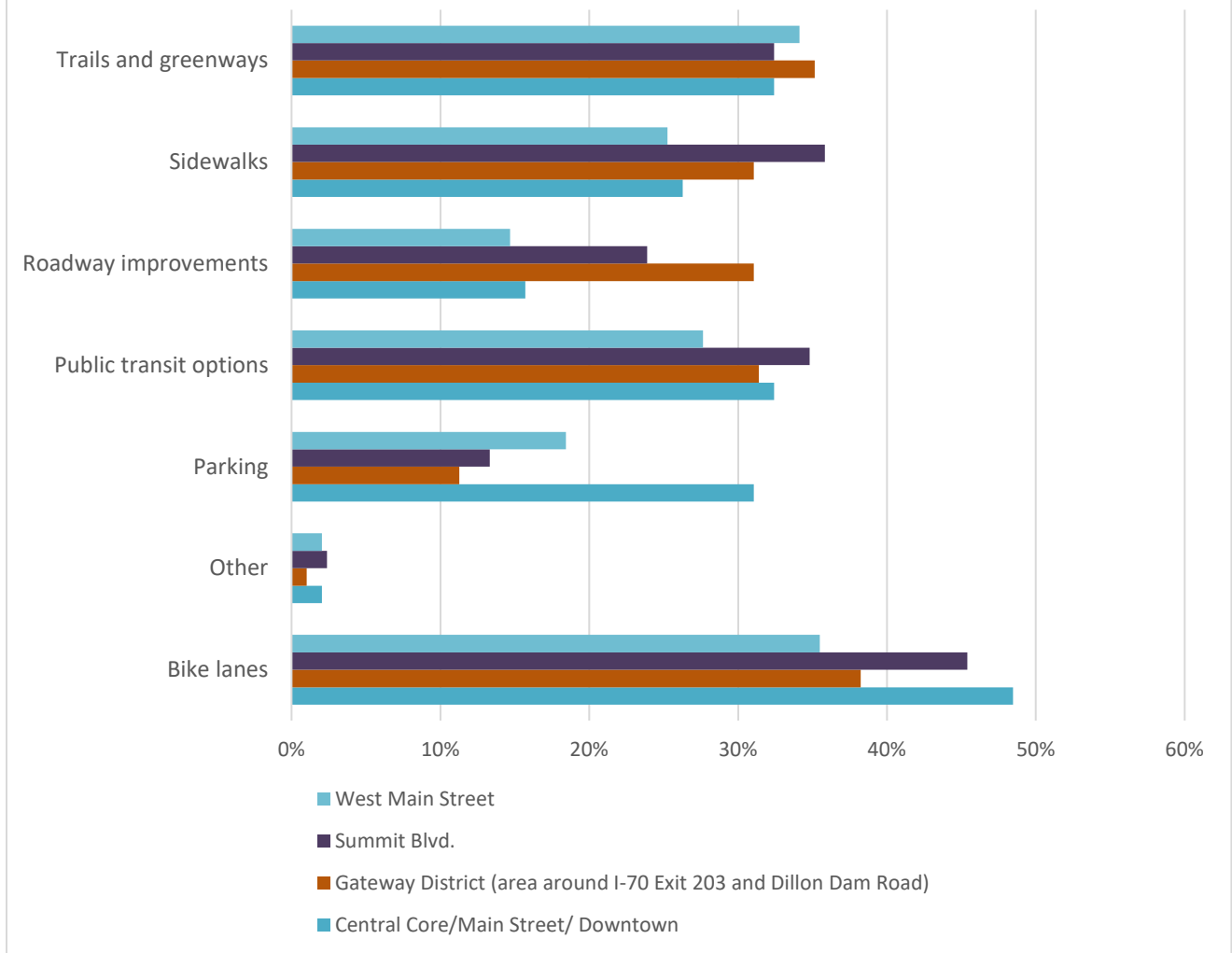
Understanding. Results indicate that the most critical social issues for Frisco to address in the Comprehensive Plan are housing affordability (57%), community identity (41%), and

diverse/year-round employment opportunities (31%). Approximately a quarter of responses also highlighted concerns including housing security (25%), services for aging populations (22%), and teen and youth programs (22%). Cultural diversity, bilingual services, job training and education, and accessibility were also mentioned but were less prioritized. Additional comments under 'other' to this question include the desire for a recreation center, the need to address mental health in the community, and maintaining public services (mail, public transit, community events) without impacting taxes.

Q12. Which types of transportation and mobility improvements would you like to see more of and where?

#Q12 - Which types of transportation and mobility improvements would you like to see more of and where?										
Answer Options	Survey Responses									
	Central Core/Main Street/Downtown		Gateway District (area around I-70 Exit 203 and Dillon Dam Road)		Summit Blvd.		West Main Street		Grand Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
Bike lanes	142	48%	112	38%	133	45%	104	35%	491	23%
Other	6	2%	3	1%	7	2%	6	2%	22	1%
Parking	91	31%	33	11%	39	13%	54	18%	217	10%
Public transit options	95	32%	92	31%	102	35%	81	28%	370	18%
Roadway improvements	46	16%	91	31%	70	24%	43	15%	250	12%
Sidewalks	77	26%	91	31%	105	36%	74	25%	347	17%
Trails and greenways	95	32%	103	35%	95	32%	100	34%	393	19%
Total Responses									293	

Q12 - Which types of transportation and mobility improvements would you like to see more of and where?



Methodology. This question was asked in a matrix table format in the online survey where respondents were able to select which types of transportation and mobility improvements, they would like to see in each of the four identified commercial corridors. There was no limit on the number of transportation improvements a respondent could select for a specific corridor. This question received 293 responses from 540 participants, a 54% response rate. This question was not asked at the Pop-Up engagement events.

Understanding. Online survey respondents favored transportation and mobility improvements related to bike lanes (23% response rate), followed by prioritizing trails and greenways (19%), public transit options (18%), and sidewalks improvements accounting for 17% of respondents' priorities. Roadway improvements and parking each garnered 12% and 10% of the responses, respectively. A summary of comments from each of the four areas are identified below:

- In the central core, main street, or downtown areas, respondents emphasized a strong preference for bike lanes (48%) and trails/greenways (32%) to enhance mobility. Public

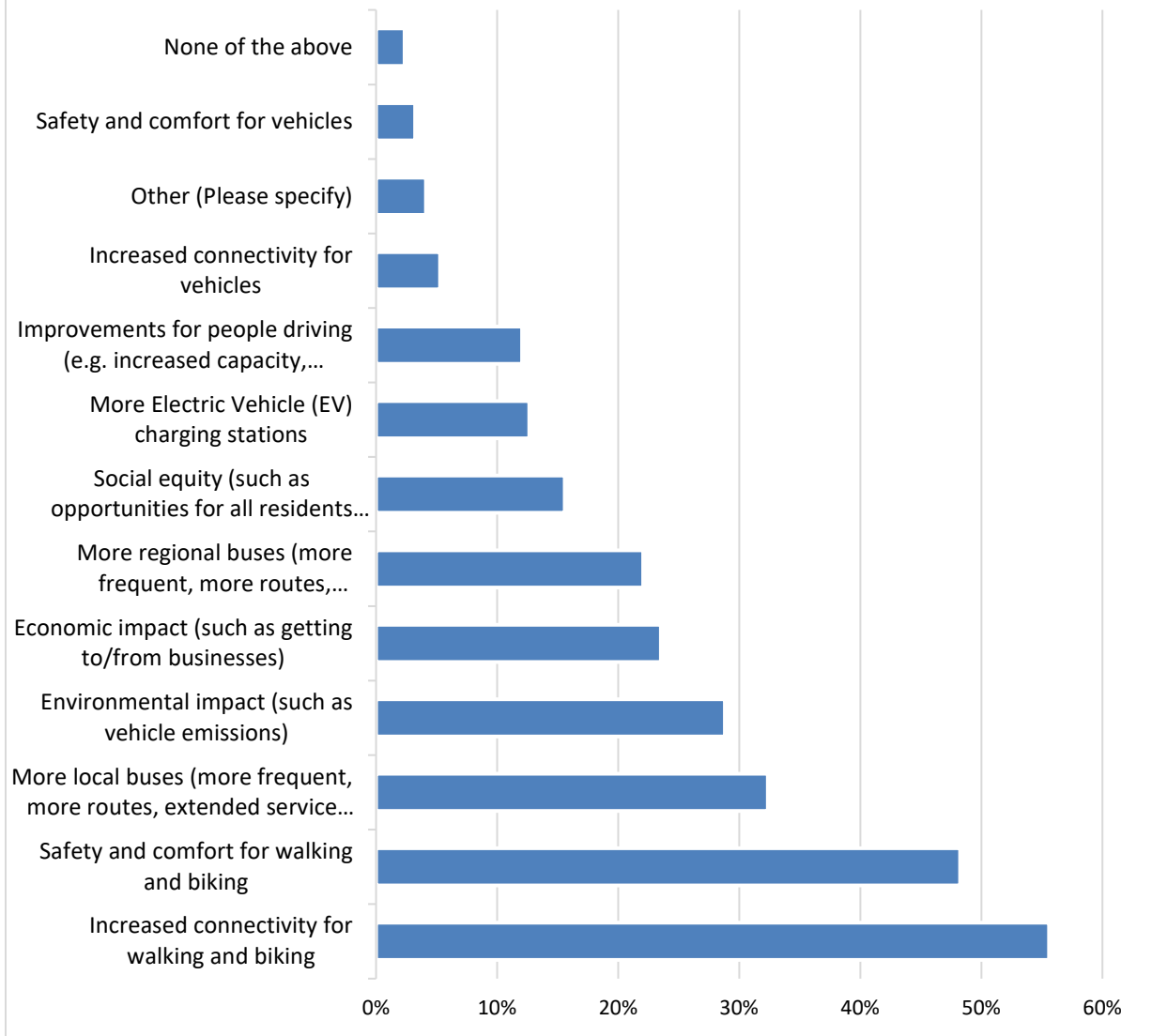
transit options (32%) and sidewalks (26%) were also highlighted as crucial improvements. Parking (31%) and roadway improvements (16%) were mentioned but to a slightly lesser extent. These results underscore a clear desire for pedestrian-friendly and sustainable transportation solutions in urban hubs.

- In the Gateway District (around I-70 Exit 203 and Dillon Dam Road), survey respondents also indicated a strong interest in bike lane improvements at 38%, followed by trails and greenways expressed in 35% of responses. Public transit options, sidewalks, and roadway improvements each garnered 31% of the responses. Parking accounted for 11%.
- On Summit Blvd., bike lanes were highly desired, receiving 45% of the responses, followed closely by sidewalks at 36% and public transit options at 35%. Trails and greenways were also popular, with 32% of respondents expressing interest. Roadway improvements accounted for 24%, while parking received 13% of the responses.
- Along West Main Street, bike lanes received 35% of the responses, indicating a strong desire for enhanced cycling infrastructure. Trails and greenways were also popular, with 34% of respondents showing interest. Public transit options garnered 28%, sidewalks 25%, and parking 18%. Roadway improvements accounted for 15%, while other options received 2% of the responses.

Q13. As it relates to transportation options, what are the most important factors the Town should consider when prioritizing transportation projects? (Select your top 3)

#Q13 - As it relates to transportation options, what are the most important factors the Town should consider when prioritizing transportation projects? (Select your top 3) - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Increased connectivity for walking and biking	189	56%
Safety and comfort for walking and biking	164	48%
More local buses (more frequent, more routes, extended service hours)	110	32%
Environmental impact (such as vehicle emissions)	98	29%
Economic impact (such as getting to/from businesses)	80	24%
More regional buses (more frequent, more routes, extended service hours)	75	22%
Social equity (such as opportunities for all residents regardless of race, age, income, gender, or ability)	53	16%
More Electric Vehicle (EV) charging stations	43	13%
Improvements for people driving (e.g. increased capacity, more/improved traffic signals, roadway maintenance)	41	12%
Increased connectivity for vehicles	18	5%
Other (Please specify)	14	4%
Safety and comfort for vehicles	11	3%
None of the above	8	2%
Total Responses	340	

Q13 - As it relates to transportation options, what are the most important factors the Town should consider when prioritizing transportation projects?



Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 340 responses of the 540 total responses, a 63% response rate. This question was not asked at the Pop-up events.

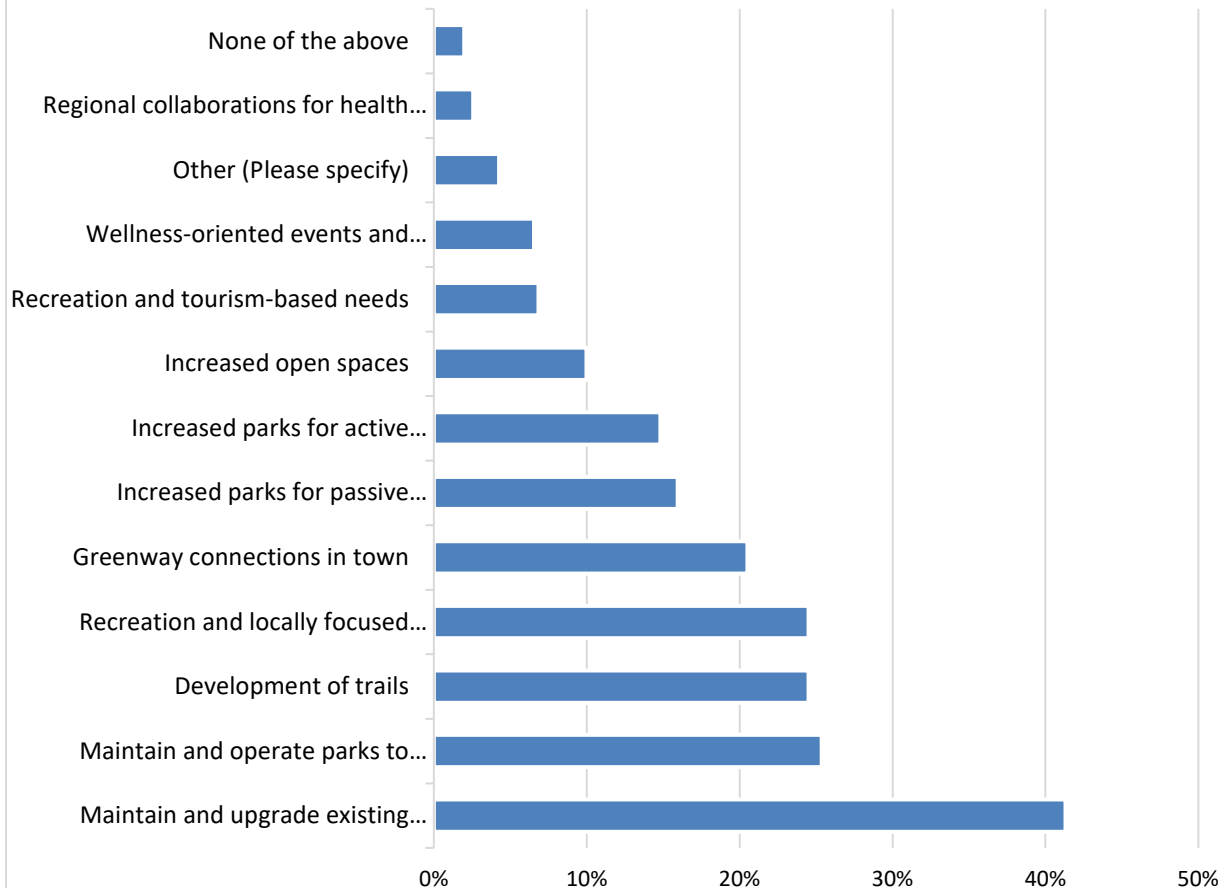
Understanding. The survey results indicate that the most important factors for the Town to consider when prioritizing transportation projects are increased connectivity for walking and biking (56%), safety and comfort for active modes of transportation (48%), and more local buses with increased frequency, routes, and extended service hours (32%). Over a quarter of the responses also point to considerations related to the environmental impact (29%) and the

economic impact of transportation projects (24%). Additional comments under ‘other’ to this question indicate a desire for more bike lanes, increased frequency of buses, parking for future housing, and the need for increased/improved signage.

Q14. When thinking about planning for the future of recreation in Frisco, how important are the following priorities in guiding the Town’s decisions and investments? (Select up to 2 responses)

#Q14 - When thinking about planning for the future of recreation in Frisco, how important are the following priorities in guiding the Town’s decisions and investments? (Select up to 2 responses) - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Maintain and upgrade existing facilities	145	41%
Maintain and operate parks to preserve and enhance ecological functions (i.e. storm water management, water quality, wildlife migration corridors, etc.)	89	25%
Development of trails	86	25%
Recreation and locally focused needs	86	25%
Greenway connections in town	72	21%
Increased parks for passive recreation (ex. Picnic areas, open areas, walking paths)	56	16%
Increased parks for active recreation (ex. Boating facilities, Nordic trails, ball fields, etc.)	52	15%
Increased open spaces	35	10%
Recreation and tourism-based needs	24	7%
Wellness-oriented events and programs	23	7%
Other (Please specify)	15	4%
Regional collaborations for health and wellness initiatives	9	3%
None of the above	7	2%
Total Responses	351	

Q14 - When thinking about planning for the future of recreation in Frisco, how important are the following priorities in guiding the Town's decisions and investments?

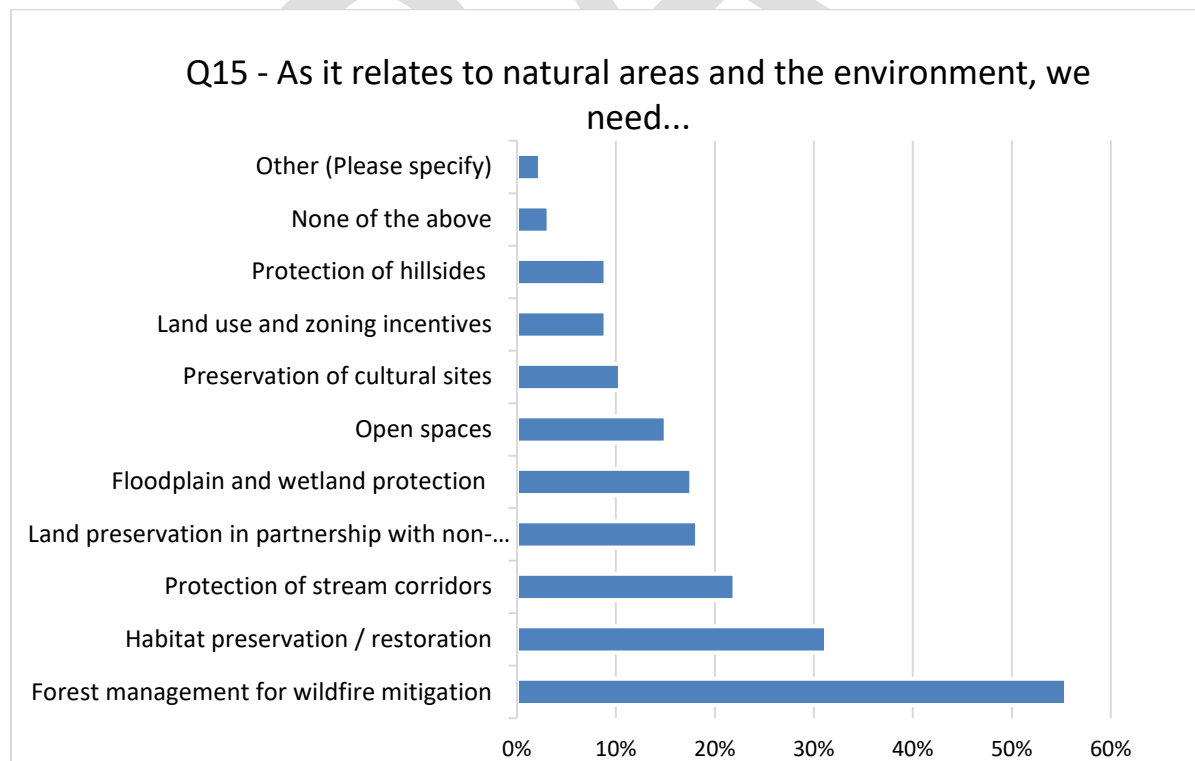


Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 351 responses of the 540 total responses, a 65% response rate. This question was not asked at the Pop-up events.

Understanding. The top priorities identified include maintaining and upgrading existing facilities, with 41% of respondents emphasizing this, and maintaining and operating parks to preserve ecological functions, cited by 25% of respondents. A quarter of survey responses also pointed to significant priorities related to development of trails and recreation and locally focused needs. While 21% of respondents highlighted greenway connections in town as another guiding concern. Additional comments under 'other' to this question indicate a desire for increased community recreation amenities such as a recreation center, a pool, golf course, and kid friendly areas. Comments also suggest increased environmental recreation amenities such as waste facilities at trailheads, trail maintenance and standards, increased mountain bike trails, and increased parking at trailheads.

Q15. As it relates to natural areas and the environment, we need... (select up to 2 responses)

#Q15 - As it relates to natural areas and the environment, we need... (select up to 2 responses) - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Forest management for wildfire mitigation	192	55%
Habitat preservation / restoration	108	31%
Protection of stream corridors	76	22%
Land preservation in partnership with non-profits/land trusts	63	18%
Floodplain and wetland protection	61	18%
Open spaces	52	15%
Preservation of cultural sites	36	10%
Land use and zoning incentives	31	9%
Protection of hillsides	31	9%
None of the above	11	3%
Other (Please specify)	8	2%
Total Responses	346	



Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The percentage indicates the percentage of participants

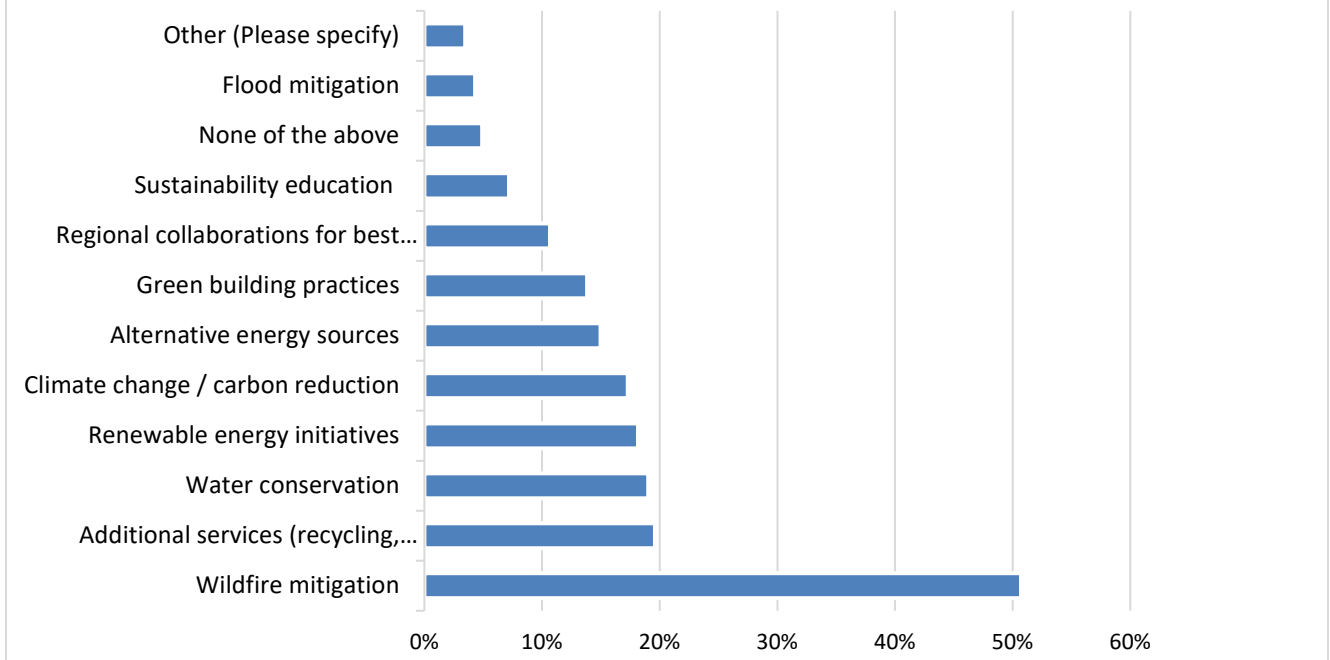
that selected each answer choice. The online survey received 346 responses of the 540 total responses, a 64% response rate. This question was not asked at the Pop-up events.

Understanding Regarding natural areas and the environment, the majority of survey respondents identified forest management for wildfire mitigation as a top priority, while 31% of respondents highlighted habitat preservation/restoration needs. Other notable concerns include protection of stream corridors (22%), land preservation in partnership with non-profits/land trusts (18%), and floodplain and wetland protection (18%). Open spaces (15%) and preservation of cultural sites (10%) also received significant attention from respondents. Additional comments under ‘other’ to this question suggest protection of natural areas and increased maintenance (trash clean up and bear-proof trash receptacles).

Q16. As it relates to sustainability, Frisco needs to prioritize... (Select up to 2 responses)

#Q16 - As it relates to sustainability, Frisco needs to prioritize... (Select up to 2 responses) - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Wildfire mitigation	176	51%
Additional services (recycling, composting)	68	20%
Water conservation	66	19%
Renewable energy initiatives	63	18%
Climate change / carbon reduction	60	17%
Alternative energy sources	52	15%
Green building practices	48	14%
Regional collaborations for best practices in hazard mitigation and resiliency	37	11%
Sustainability education	25	7%
None of the above	17	5%
Flood mitigation	15	4%
Other (Please specify)	12	3%
Total Responses	347	

Q16- As it relates to sustainability, Frisco needs to prioritize...



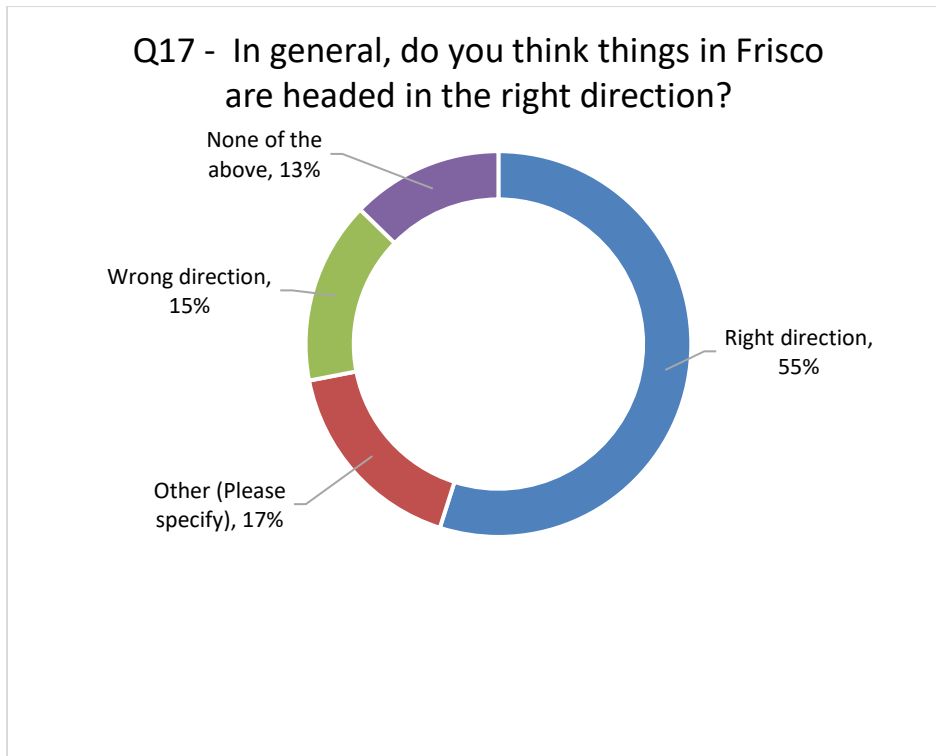
Methodology. This question was asked as a multiple-choice question, where respondents were able to select more than one response. The online survey received 347 responses of the 540 total responses, a 64.2% response rate. This question was not asked at the Pop-up events.

Understanding. Based on the survey responses, wildfire mitigation emerged as the top priority among respondents, with 51% indicating its importance. Following closely were additional services like recycling and composting, favored by 20% of respondents, and water conservation, cited by 19%. Renewable energy initiatives and climate change/carbon reduction strategies also garnered significant attention, with 18% and 17% of respondents supporting these measures, respectively. Other significant priorities included alternative energy sources, green building practices, and regional collaborations for hazard mitigation and resiliency. Additional comments under 'Other' to this question include reduction of waste, composting or yard waste services, and increased recycling options. Several comments address the need for water quality/clean water access.

Q17. In general, do you think things in Frisco are headed in the right direction?

#Q17 - In general, do you think things in Frisco are headed in the right direction? - Selected Choice		
Answer Options	Survey Responses	
	Count	%
Right direction	190	55%
Other (Please specify)	59	17%

Wrong direction	53	15%
None of the above	44	13%
Total Responses	346	



Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 346 responses of the 540 total responses, a 64% response rate. This question was not asked at the Pop-up events.

Understanding. Over half the responses, 55%, to this question indicate Frisco is headed in the right direction and only 15% indicate that Frisco is headed in the wrong direction. The remaining 30% express that residents may feel uncertain about future direction and leadership.

Comments under 'Other' to this question indicate concerns around overdevelopment, high-end projects, and the potential loss of the town's historical character and family-friendly atmosphere. There's a call for balancing growth with the preservation of the community's historic qualities, addressing affordable housing, and ensuring all property owners' voices are heard in decision-making. Residents appreciate improvements like those at Lake Dillon and trail systems but worry about congestion and the town becoming less affordable for lower income households. Some comments suggest progress is positive, while others feel that careful, balanced growth is necessary to maintain Frisco's charm and quality of life.

Q18. Is there anything else you would like to share related to planning Frisco's future?

Methodology. This open-response question was included in the online survey. The online survey received 167 of the total 540 responses (a 30.9% response rate). This question was not asked at the pop-up events. Responses were then grouped into common themes to summarize what participants shared related to planning Frisco's future.

Understanding. Six major themes emerged from open survey responses related to small-town character, infrastructure, affordable housing, environmental protection, community engagement and local business development, and governmental accountability. A summary of comments from each theme are identified below:

- Maintaining Small-Town Charm: Many residents emphasize the importance of preserving Frisco's unique small-town feel and avoiding overdevelopment that could lead to it resembling larger resort towns like Breckenridge or Vail.
- Infrastructure and Traffic: Concerns about infrastructure maintenance, traffic management, and improving roads and bike paths were prevalent. There's a desire for thoughtful planning that enhances connectivity without overwhelming the town.
- Affordable Housing: There's a strong call for more affordable housing options, particularly focusing on housing for local workers and families, rather than solely catering to second-home owners or tourists.
- Environmental Considerations: Several residents highlighted the importance of sustainability and environmental protection in any future developments, including implementing dark sky initiatives and minimizing the environmental impact of construction.
- Community Engagement and Local Businesses: Residents value community events, local businesses, and cultural activities that define Frisco's identity. There's a desire to support and enhance these aspects rather than prioritize large-scale commercial developments.
- Government Accountability and Transparency: There's a call for greater accountability and transparency in decision-making processes, ensuring that community voices are heard and respected in town planning.

The Future of Frisco	
Maintaining Small-Town Charm (Theme 1)	Infrastructure and Traffic (Theme 2)
<ul style="list-style-type: none"> • Preserve Frisco's unique character • Fear of overdevelopment 	<ul style="list-style-type: none"> • Connectivity • Regional traffic management
Affordable Housing (Theme 3)	Environmental Considerations (Theme 4)
<ul style="list-style-type: none"> • Housing for local workers and families • Limit second-home owners and tourists 	<ul style="list-style-type: none"> • Sustainability • Environmental protection • Dark sky initiatives • Minimizing the environmental impact of construction
Community Engagement and Local Businesses (Theme 5)	Government Accountability and Transparency (Theme 6)
<ul style="list-style-type: none"> • Support local business development • Limit large-scale commercial development 	<ul style="list-style-type: none"> • Community participation • Transparency

Part 5. Key Findings

The Frisco community has provided valuable insight into its aspirations, concerns, and priorities as part of this engagement window. Overall, these insights reflect a community that values its identity, natural beauty, and quality of life while also acknowledging the need to balance growth and development and the need for sustainable planning to sustain these qualities into the future.

The overall survey demographics reflect alignment with the full-time and part-time residents. Underrepresented survey respondents include renters, youth under 29 years of age, and Spanish-speaking residents.

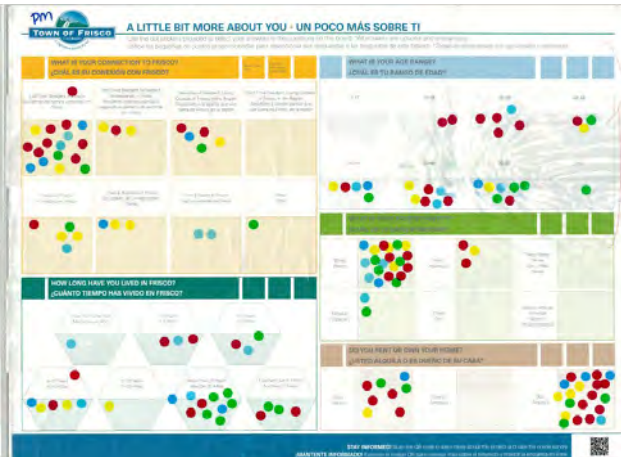
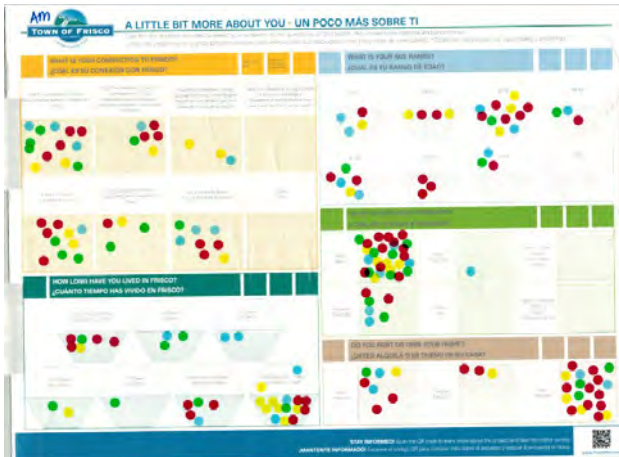
By examining the results of both the online survey and the open house event, several key themes have emerged:

Overall - The Frisco community is deeply committed to preserving its character while addressing growth and development in a balanced and sustainable manner. The emphasis is on maintaining a close-knit, vibrant, and environmentally conscious community that supports both residents and visitors.

- Community Values and Tensions - The community is in alignment with the importance of the environment to the town. This includes access to parks, recreation, open spaces, and scenic beauty. The small-town culture and sense of community are part of what everyone loves about life in Frisco. However, there are notable tensions around where to focus future efforts to meet the differing needs of younger and older generations and between part-time and full-time residents and visitors.
- The Future of Development - There are concerns around the impacts of future growth and the impact on the town character, infrastructure and 'who' development is built for (i.e.: tourists, part-time owners or local residents). There is general agreement that affordable housing and workforce housing should be a priority for the future. In addition, there is general agreement that promoting local businesses and mixed-use areas will support the local and tourism economy. There is a desire from most to see sustainable development and growth that reduces overall environmental impact.
- Quality of Life/ Community Culture - There is an overall concern about local residents' high cost of living, including housing affordability. There is a desire to increase services such as childcare and day-to-day services. There is a need to see more services for senior and youth populations as well as public services such as access to mental health support. Community amenities such as recreation facilities, cultural arts, and community events are high priority. Part of the community culture and quality of life relates to Frisco's sense of identity, which means a community that is 'not Breck,' 'not Aspen,' but authentically Frisco.
- Ease of Mobility- There is a high-priority to enhance connectivity and safety of bike lanes, trails and greenways in town, more frequent in-town and regional bus services, as well as safer pedestrian infrastructure including sidewalks and crossings. There are concerns around the impacts of future projects to traffic, congestion and parking and residents question if the roads can support the capacity of increased traffic.
- Environmental Preservation- Residents desire to see historic and cultural assets maintained by limiting growth. The town's natural beauty is also important, and residents expressed a willingness to preserve and maintain open spaces. Wildfire mitigation is a top priority for residents. Residents would also like the town to minimize its overall environmental impact, including promoting sustainable town practices, such as recycling, water conservation, renewable energy, and considering climate change in decision-making.

Appendix A- Event Boards and Event Photos







Appendix B- Open Questions

#Q2 -What are your biggest hopes for the future of Frisco?

Market Rate deed restricted. No AMI.
Building Trade Employee Housing.
Parklets are good for restaurants, not retailers.
That the community will be much better in housing and communication.
Small shops family owned restaurants extend through West main.
Close Main Street make it pedestrian and bike friendly.
Use auto street bollards to close Main Street during certain hours and events.
Close main street again for pedestrian and bike use.
More kids activity (sports).
Keep small town feel and charm. Fix housing for locals.
Continue expanding housing opportunities for local workforce.
Development stays in character.
More affordable housing for the workforce.
My hopes are that Frisco maintain its small population and avoid overcrowding.
We don't want to be Breck (business).
Make Frisco more diverse and welcoming to all different cultures.
More support to local nonprofits.
Implement bilingual signage for trails and Main St.
More multifamily housing units for the workforce.
Keep it laid back - But more diverse and with more working locals living within town.
Build lake hill.
More affordable lower income rental housing - Employees have a right to live where they work.
More parks like rainbow park.
Avoid the tacky condos/commercial of Silverthorne.
Don't want it to be Breck. Love main street. But question new development.
Support granite St. project. Make it happen!
Granite St. safety for bikes and walkers.
More affordable housing, different sizes for everybody needs.
Town doesn't exist without locals living here. Affordable housing.
Sidewalk on Granite St.
Empty homes (second homes) are scary when the actual lifeline of our community cannot afford to live here. Let's encourage empty homes to be filled.
Granite St. needs to be safe for walking and cycling. But don't over design!
To be able to afford to buy a place here as a 10 year plus resident working full time.
Bike lanes in the Main St. and neighborhoods.
A town that doesn't have people visiting.
Maintain an affordable housing scenario.
Affordable housing without deed appreciation cap.

Consistency in inspection. Challenges in permitting.
Don't grow too much.
More Peak 1 neighborhood.
Like Frisco because it is a town outside of just skiing.
Keep it less corporate. Don't become Vail. Also Affordable Housing.
No change. Don't get too congested. Affordable workforce housing.
Affordable more residents in town.
Stay similar. More restaurant options
Affordable homes.
Sustainability. Recycling.
Don't change too much.
Property taxes too high.
Housing affordability.
Protect Rainbow Lake.
Not too much change.
Don't have an avalanche down Main Street.
Rec center no paid parking.
Ski community.
Keep Main St. as it is.
Summit resort group - Allow screened in porches (condo owner) 786-695-3825.
ADUs to be sold, not just rented.
Market rate for locals, no AMI. Live work.
Less parking requirements.
Stop cutting down trees.
Limited short term rentals. Housing for senior citizens.
No condos on Main Street.
Bring back barbecue and fireworks.
To stay small. Not sell out.
Urbanization (we are already suburbanized) doesn't supplant Frisco's small town community caring for each other's attitude.
Denser housing more pedestrians fewer cars.
Wetland protection/ versus more building in wetlands.
Loss of small town feel.
A way is found that 30 plus years residents can't afford to live and die (hospice, geriatric care) here.
No chain store. People local/small business independent.
Local ambassadors guiding/educating visitors.
Don't need more tourism. Keep natural areas.
Make sure people qualify for the housing they are in.
Concerns about property taxes.
No plastic in county.
Senior housing independent and assisted.

Senior housing including independent living for seniors.
Housing projects have sufficient parking per unit occupancy.
Less permits for residential work. (example windows, siding, etc.)
People who live here pay more taxes for affordable housing. Less people housing.
Need senior housing.
Zero waste and (plus) town services.
More young families. How do we support mid-career folks.
Enforcement on STRS.
Events utilizing town assets: Main Street. Historic Park. Marina. Frisco Adv Park.
Affordable housing in Frisco.
New building across from post office is ugly. Design guidelines it's so big and massive.
20% deed restriction minimum for new condos.
Keep it small sustainable and special.
Specific concern related to water availability for growth.
That we don't become a big city. That we don't rezone everything into an urban environment that we don't lose the small town atmosphere.
That it maintains the small mountain town feel.
Balance economic growth and viability with small town mountain personality. Small business and local workforce being able to live in the community is important to its economic health.
I hope it figures out the affordable housing so all can live in Frisco from all economic backgrounds. I also hope that the trails and restaurants remain dog friendly
It keeps a true local community
The community keeps a local flair while continuing to support tourism and recreation
I hope Frisco keeps its small town character. I want to continue knowing my neighbors, and the people I pass on the street. I've seen too many friends have to relocate due to cost of living and childcare.
For it to be affordable to live in, not just for tourists.
staff raises
Have our festivals back and fireworks it's pretty lame no more bbq, fireworks, town events everyone else has things except Frisco
That it stops growing and developing like it is right now. These multimillion dollar, huge housing development are blocking views for people and changing the character of this town. They are completely completely unaffordable for any working person here, so it is changing Frisco from a small mountain town to more of a resort luxury getaway for the wealthy
Not to become Breckenridge
Keeping Frisco a small mountain town community feel on Main Street. No big chains on Main Street. I did like when main street was a walking / pedestrian / eating area in the COVID summer months vs driving. I felt that this really showcased our community and provided a great vibe for adults and children. I know merchants didn't like it, but from a community perspective, it was great.
My hope is that the criminal element that has been allowed to live in our county for practically nothing come to the doors of the se insane council members. Who allowed this to happen!
That downtown doesn't turn into real estate stores.
That it will do more to alleviate the housing crisis

<ul style="list-style-type: none"> -Prioritize locals -keep it local -Hello locals purchase single family homes -incentives for selling single family homes to locals / encourage 2nd homeowners to buy condos and multifamily units -support building "homes" for locals, not cubicles with no parking -no single family homes used for short term rentals, decrease number of single family homes owned as 2nd homes -Govt makes decisions based on what's best for local community rather than what makes the most money -we could have world class Nordic skiing fairly easy, hire staff that has vision here and who welcomes local events -improvements to Nordic facilities will bring all people, right now it's just a tourist attraction like sleigh rides -build Nordic Center like Breck Nordic, their beautiful facility attracts locals and visitors -look at successes in other communities, it's okay to collaborate and get ideas/ seek outside help for our council and town staff's limited experience and capabilities
More walkable and more bikeable. Fewer cars and less focus on parking. More local transit. Family friendly. More diversity.
Stop building so many tall buildings that block the views and sun and make the streets seem like tunnels. The town does not get any bigger (i.e. NO acquiring of Forest Service land via land trades to increase town boundaries.) Better manage the county's Lake Hill development (and thus protecting Frisco's small town character) by only providing water and other services for the originally approved density. Continue to provide free local and visitor amenities (i.e. free summer trail system on the peninsula, free bike park, free skateboard park, etc) Keep main street small and a mountain feel with businesses that are useful to all (not just tourists and realtors)
That we would stop building large inappropriate structures for this town
That Frisco keep its small town charm and NOT turn into Silverthorne. (WAY to developed!)
That it maintains its small mountain town feel while providing services to the entire community.
No overdevelopment or traffic
That it doesn't become an ugly development/sprawling project like Breckenridge.
Keeps small town feel
I would like to see continued festivals and events like those around the Fourth of July. I'm disappointed that the BBQ festival was discontinued. I would like to see more art shows and other events during the summer months that celebrate either local artists, musicians, culinary arts, etc.
remains an old school small town feel. rustic, quiet, NO resort type buildings (aka vail resorts). don't get nickel and dimed by the town (aka resident parking)
Additional workforce housing, less events for tourists, more walkability along Granite & Galena, more walkability along HWY 9
Maintaining the quaint feeling and allowing residents to enjoy walking/hiking trails in peace and safety.
That it doesn't get like Breckenridge- 100% tourists and nonstop traffic. That it continues to have a small-town feeling. A really high quality coffee shop on or close to Main Street.
No drastic changes to town

That it can maintain its sense of community its charm while being welcoming to visitors and residents.
stay small no highrises display the Excelsior Mine office
That the town serves the needs of both the full time residents and part-time residents. Our economy depends on both groups to be successful.
That my son is able to live here if he wants
That we stay a local town. Local shop/restaurant owners, affordable housing for locals trying to start families and stay here.
That it maintains its small town character and charm (walkable/bikeable, locals live here, mix of shops and restaurants).
Honestly to change density laws. By knocking down homes that have character and yards, where families lived and flourished and allowing four to six multiply bedroom units to be built without any regulations that include lower income units, the town is effectively losing its community character
That it will stay small, continue to build affordable housing along with workforce housing. Reject corporate greed and conglomerates.
Frisco will keep building trails and continue to be all-inclusive and welcoming to all, including part-timers.
Restore small mountain town character.
That it doesn't turn into a Breck or a Vail
Cheaper housing options
BUILDING COMMUNITY AND CULTIVATING THE CULTURE THAT WE LOVE.
Doesn't end up like silverthorne. Less big business in frisco. The separation between main st and the business side of town has always been a highlight.
I don't want it to be another Breck
I hope that the town planning and government will stop allowing high density on building sites. This includes Main Street. The knock down and development of blocks will change the character of Main Street.
Keep the small town mountain character and improve access for all.
That it maintains its identity; Silverthorne sold theirs to developers, Dillon can't find theirs, and Breck is owned by out of state investors.
Keep Frisco quaint! The character of our mountain towns are astonishingly evaporating before our very eyes. Blend updates into Frisco while still retaining the affordability that allows workers to remain.
That it retain it's small town feel and not become over developed.
That it retail it's small town character
Better care and protection for local population including housing.
Quiet peaceful small
Maintain scenic beauty, keep sense of community (not become just a tourist destination), small mountain character. Keep traffic down continue offering and expanding public transportation and mobility. Safety, cleanliness, maintenance. Keep big city problems (i.e. homelessness, marijuana, pollution) in the cities down the hill.
We would like to maintain the small community feel and the incredible outdoor activities afforded by Lake Dillon and the trails particularly in the national forest.
Frisco has been a part of our family experience for 20 years. Our kids grew up playing, learning and making memories in Frisco. Although we cannot be there full time, we consider it

home. I am concerned by the frequent negative characterization of second home owners. We love Frisco, invest in Frisco, bring a boost to the economy, and pay taxes in Frisco.
That Frisco maintains a small town feel with views of the beauty around us
I would like to see Frisco return to the character it had about twenty years ago. A small town, with a sense of community, but a sense of fun. It has gone rapidly downhill since then.
When making decisions consider how year round local residents will be affected first.
Control growth- keep it small Keep activities- concerts, etc.
That the Main Street area remain unique with local shops with a variety of goods and services. With restaurants that have a variety of price ranges. That it feels welcoming to locals and visitors alike. Retain open space, parks in town that are simple and welcoming.
Affordability
Stop growing!
That it not turn into Breckenridge
Keeping the small town feel
To always have a mountain. Town feel and some funkiness
Maintain small town charm and quality of life, no Breckenridge
I'd like to see the town continue to grow economically while preserving the small mountain town feel. Main Street is great and seeing it expand without getting overcrowded will be great. Expanding marina activities are also great and we love the Adventure park and all it has to offer so continuing those amenities.
Preservation of natural beauty and that the town manages growth and development smartly. Current level of high-end development activity on every spec of vacant land is troubling.
Retain the historical charm, avoid upscale resort type accommodations in the Main Street area,
Less reliance on tourism, more local business support and residents actually living and working in the region.
Late night pizza joint!
It's a livable community
Continue to evolve while keeping its small mountain town charm.
I would like to see the town take a proactive approach to preserving landmark, historical and notable buildings in the town to help preserve a town's character and attraction.
Small mountain town
Keep the community feel and events. Wassail days is a family favorite. We love the sense of community and the small town beauty.
That it retains its small town character while recognizing the importance of both full time residents and visitors
To keep parking plentiful and free or inexpensive. Dillon & Breckenridge have lost their friendly, small town feeling. When Frisco hosts fun events, parking is not a nightmare & visitors can enjoy our shops, restaurants, concerts. Silverthorne gives \$160 tickets to people who park wrong at trailheads, Dillon paved over so much that amphitheater parking is a now a nightmare and Breckenridge's paid parking apps don't allow foreigners to pay (you need a zip code). I'm proud and grateful that Frisco still treats people kindly!
That the Town works with the business leaders and property owners to bring more multi-family, hospitality, and employee housing to community.

That I can continue to call it home another twenty years. I think Town has addressed employee housing aggressively, but I feel that character is leaving due to developers building multi-family properties on single family lots without regulating that growth by requiring a development with a large footprint to mandatorily include a deed restricted unit as well.
That the locals take into account full consideration of 2nd home owners and STR properties when decisions are made about the future. Significant revenue comes from visitors who prefer condos, townhomes and single family homes to hotels.
That I'll be able to afford to remain here
Keep it less crowded, Lots of character , keep Main Street with great places that serve the residents and guests , not a bunch of realty offices . Keep property taxes down
Moderate development in real estate. Keep the value of existing real estate. Keep a small mountain town feeling with access to trails. No overloading of infrastructures. Find a way to deal with traffic on Highway 9. Connect Frisco main street to the marina.
Keep some of the charm instead of just developing everything bigger and more.
Keep Main Street charming and accessible.
To stay small and not too crowded! Keeping Main Street accessible to walk and park
That while tourism is our economy that our elected leadership and town staff first prioritize the needs and wants of locals.
The lack of sidewalks on Granite Street is disgraceful. Unsafe. I watch people try to walk, bike, skate and jog every day. No where to go. No where to park along the street. It's a very busy street and needs attention for our quality of life and safety. We are a very mobile community
That more locals live here and we build a stronger sense of community.
I hope Frisco can remain a small town with still allowing thoughtful development. The community in Frisco is great with an authentic downtown. Frisco needs more options for workforce housing which would help keep a year around community.
Maintain small mountain feeling. Seems like there is a lot property being torn down in order to build multifamily housing making it feel over crowded.
More Main St. fill-in (restaurants, bars, retail), some better zoning to better paint our neighbors' "military base" colored exteriors, keep its friendly/homey feel. ,
Bring back the promenade please.
I hope I can afford to live here in the future
Maintain a small town, historic feel while further modernizing in a thoughtful way. Continue to develop, improve shops and restaurants, but keep the historic charm. I would love to see simple things like fireworks come back on the 4th of July and the introduction of a real recycling program that takes into consideration that most guests will not deliver recycling to a center.
Managing growth while maintaining a sense of community and small town atmosphere.
It maintains it small town vibe.
That is does not get overrun with tourists and keeps its small town charm
Avoid over crowding
Not too much growth, keep the charming feeling of a small mountain town.
More resturants, affordable housing..
Eliminate paid parking
New solutions to the housing crisis

Maintain a small town atmosphere.
Affordable housing for real locals
Better develop downtown Frisco.
Stay true to its brand
That it can maintain a thriving workforce
Affordable housing for locals, such as rentals, not everyone wants to or can buy a home. Along with historic preservation. Over the last 20 years, this town has lost its charm, its reputation now is aligned with a more modern aesthetic and feel.
To keep up as a laid back small town but also embrace a destination event again to bring more people to town and encourage locals to interact with their community
Balance of power. Both political parties represented.
To see the sense of community grow stronger. A Rec Center would be cool too.
Free ride bus like breck that will access main points across town, adventure park/nordic center and summer trailheads
Better downhill style and more challenging bike trails. I'm tired of riding boring XC style blue trails in the county - some people get up to get down and don't want to ride 15 miles of mellow trails. Challenge me! I want to point my wheels down. We have 2 meh jump trails on the peninsula that are sandy and get overused and are no longer fun. This place has the potential to build good trails that people will come from all over the country to use. It's crazy cause people that can afford \$5,000 bikes usually have extra money to spend in town. You see it happening all over the state where small towns are putting in good, challenging trail systems and people travel from far and wide to ride them. Frisco is just obsessed with blue trails. Sigh. If you build it, they will come.
Enhance Summit Blvd corridor with thoughtful & economically vibrant mixed use development.
I hope we continue to support small businesses. I
To continue to be that charming mountainside community that brought my family here.
Affordable housing for those of us that work in the town so we do not have to travel long distance
More affordable housing options Continue free music programming Keep non-transient community vibe
I hope Frisco continues to be a humble mountain town.. it doesn't need to be built out with dense condos or have real estate offices on Main Street
Continues to be forward thinking like being environmentally conscious, walkability, bikability. Supports lo businesses.
An active approach to our music and arts activities instead of just booking Denver cover bands for every Thursday show . Sunsquabi for Rock the Dock was the best event we've had since the Motet on Main Street.
That it continues to have a small mountain town feel to it.
that it doesn't turn into Breckenridge - or aspen, or Vail or anything even remotely resembling those communities.
more affordable for people who work at the stores and restaurants on main st
That Frisco retains a small town Mountain character
Keep it a small town feel, even in the face of all the tourism.

Better pedestrian access to the marina and Lake Dillon, more full time residents and community culture.
Building community
Not get too big or overly commercialized. Keep it local and small business oriented!!! And keep the open spaces :-)
I hope that the town doesn't end up looking like a mini LoDo and keeps its mountain town charm. I hope that the height of new buildings does not go any higher than what has already been allowed to slip through the cracks, as anything higher than 2-3 stories has a huge impact on the scenery, and detracts from one of the best and most enjoyable aspects to this town, the beauty of nature.
More local housing, no more large condos/town houses, small town character, family friendly
More attractions
Keep it small, don't turn it into a Denver suburb.
To allow more people to live here year round affordable
More kid and family friendly. More year round events. Affordability for locals- local appreciation, etc.
That it maintains its small town community- which may get so easily lost to individuals and families not being able to afford living here anymore and/or getting bought out by second-home owners and vacation rentals. Locals deserve to love and enjoy their town as home, not just a prop for someone's vacation photos.
That it retains the mountain small town atmosphere and more affordable housing is built for year round employees.
To get the BBQ back
Keeping Frisco FRISCO 2nd and 3rd home owners don't make decisions for our town!!!!!!!!!!!!
Preserve Frisco as a mountain town where people actually live. Protect our housing supply from turning into nothing but second homes and short term rentals.
To keep the small town mountain vibes.
For everyone to have equal opportunities in housing & employment. I would love to see more locals here to stay!
Continue to grow a partnership between Frisco and our schools
To keep the community as first priority. Not tourism.
attract families and full time residents to the town
Remains a small mountain town.
cut down on traffic and crowds
That we maintain our town's character and we aren't in a race to just build out without having a thoughtful process.
I hope crime doesn't outpace the ongoing, unstoppable growth of our town.
That it remain small; that the town not impose so many restrictions regarding housing and rental of privately owned housing, that the town not add so many occupancy taxes as to make visitor costs too high and to minimize restrictions on part-time residents who own rental property in the town.
work force housing
To retain the small Mtn town feel. To not turn into nothing but 2nd home McMansions.
My hope for the future of Frisco is that we preserve the access to the beauty and experiences our natural surroundings provide while avoiding overcrowding and overdevelopment.
That the locals inspire what happens next

Maintain small town feel without turning into full on tourist destination
That it can become more affordable and a place where more full-time families can live.
Keep it small and tight knit. Don't let it get over run by out of state billionaires. Frisco is special and we need to keep that vibe.
That Frisco can maintain its cozy mountain town feeling.
I hope that Frisco retains its small town charm and not allow high density building. I hope that it quits allowing building on every inch of land.
Managed growth with thoughtful additions to the community, including both residential and commercial spaces.
Stay small, casual and not too overly prescriptive on what people can and can not do. No reason to try and be like Breckenridge.
That the town recognize the importance of its local residents and stop making decisions based on tourism & second homeowner dollars.
That the town stays in its current footprint and maintains access to outdoor opportunities and a vibrant main street.
Stay a smaller Mountain town. Keep core Main Street a walkable Main Street. Not becoming so large that we need big hotels moving into town
Recreation improvements. Making Main Street pedestrian and bike friendly.
More trail/bike connections from Frisco across I-70, specifically connection from town to Meadow Creek TH and connection from Meadow Creek TH to 10-Mi Creek TH.
Preserving the small town character, specifically, not turning into a Breckenridge.
Realize and embrace our small town feel rather than becoming another Boulder type community
Maintain small town charm with access to all it has to offer to tourists to support the economy while providing housing options for locals
Maintain our small mountain town character while continuing to offer opportunities for affordability for all to be able to live where they work. Also, provide opportunities for housing citizens as they age in Frisco.
Affordability, inclusivity, accessibility for all demographics to maintain a true community.
Stay charming, a REC center of our own, more diverse restaurants and if not a rec center some option for indoor play for young children when the weather is challenging and community flooded with visitors.
It stays a small town.
Stay small, quiet,
I hope that it continues to be a place that everyone can thrive.
To not get too big and lose it's small town feel.
We would like to see Frisco expand the management and landscaping west of the post office; today the town kind of stops there, it gets very weeded and unkept! The town seems very concerned about speeders going east bound into town, but not out of town west bound; we would like to see the same electronic speeding signage going west bound! Loud cars and motorcycles are becoming more commonplace! The town of Morrison would be a good one to monitor as they evolve...
My biggest hope is that Frisco retains its small-mountain-town feel, which is what drew us to Frisco from our first visit years ago (long before we became homeowners in town). New construction and development is nice, provided it is done carefully and responsibly, and provided it does not result in Frisco becoming unaffordable.
To provide quality basic municipal services

Updated shops and restaurants
That Frisco retains it's small natural beauty and town character.
I would like more inclusivity. I feel we need more opportunities for local workers to be able to live here.
That it stays small Mtn town feel and not cater to big box and Denver/Dallas type people wanting conveniences and city amenities on every corner.
That it not become as commercial as Breckenridge. That it sta a place where REAL people and families can live.
Affordable housing, a summer time permanent promenade, a building code that allows for common sense building.
We love Frisco as it is, but in terms of small improvements, better pedestrian safety in crosswalks, pedestrian access to the far side of I-70 by the Safeway (without crossing the highway on the road), and continuing the expansion of the half-hour buses the better would all be benefits to quality of life.
That is doesn't turn into a pay for everything with amusement park vibe
It remains a small town close community with emphasis on community events.
To increase the price of my real estate and to protect my ability to rent it short term so i can afford to live here No fractional ownership ghettos Good community
To retain the character that makes it special
Stay small
I want to stay a small town with free parking, concerts, free access to parks and events. We keep taking away events Frisco Barbeque, 4th of July fireworks and not sure that I like the way even the parade has changed.
Hoping Frisco keeps it's small mountain character. Please keep the downtown core free parking.
Restore the local sense community that has been lost over the past 10 years
That we keep a height limit for new buildings. Keep free parking. Encourage business and citizens to work together so we stay a close community.
That it stays quaint. No tall buildings. No big streets that look like airport runways!!!. Keep green spaces. Stop building!!!
Affordable housing which could be apartments so we have a work force. And a way to keep tourism which the town depends on without infringing on the everyday lives of locals.
More workforce housing
Retains small town charm while allowing for moderate growth. Change is inevitable and good, but moderated is best.
A decrease in short-term rentals and an increase in truly affordable housing for all individuals who keep this town running.
That it keeps small mountain town feel
Stay small and local
Improvement but not expansion. Realize that the town is almost at its size limit in terms of population and infastructure.
Frisco becomes a more livable city, where individuals who choose to make Frisco their home, can thrive and enjoy all that the City and surrounding area has to offer.
Short term rentals of single family homes are curtailed. They are ruining the fabric of our community.
Maintain small town feel.

I would love to see Frisco maintain its small town feel. I don't want to see it be like Silverthorne but it seems it's headed in that direction. Take down a single family home & build 8 new market value units is going in the wrong direction.
Thriving, inviting place to relax and explore.
To maintain the small town community feel where we can raise our family. To continue to provide amazing access and opportunities to participate in outdoor recreation, year round.
Moderate the growth + Town of Frisco needs to be a bit more frugal and realistic with tax dollars.
That there will be more than just service jobs available so that I can earn a living wage.
That there will still be open spaces
a) Going with the most extensive option of Granite Street development under the Complete Streets Project; b) Separated bike lanes on Main Street; c) Enforced lawn sprinkling regulations; d) Micro-transit, either on-demand or on regular routes, such as from the Kayak lot--and the to-be-purchased-by-Frisco Wieronski Plumbing lot--to Marina Park, and such as from the Frisco Transit Center to County Commons and Frisco Adventure Park; e) Inviting--once again--the Summit Concert Band to play at the Historic Park for Independence Day and Frisco History Day (and maybe for other functions at Marina Park); and f) Deleting I-70 signs that currently direct eastbound traffic to take exit 201 to reach Breckenridge.
Engaged and kind community
Maintain small town feel and free community events.
A reasonable approach to protecting the environment. Not one that goes overboard with little real and rationale thought to the process.
Minimized development, minimized government, and maintained small, relaxed mountain character.
Lower house taxes ji
That Frisco can draw in and retain younger people who might not have money now but can work and create a life here. I hope it can be more then just a place for people to buy and sell for profit.
Community operated restaurants and shops, concerts and locals attendance. A community rec center if affordable like silv and Breck have would be ideal if practical on our budget.
That we would attract and welcome all visitors.
Continues to foster small town atmosphere and community
Modest, healthy growth that supports a strong economy. Affordable workforce housing. Reasonable limits on short term rentals. Availability of parking near town and the marina. Don't become Breck!
You make taxes affordable and don't give away very hard earned money
Most importantly is we bring back the Promenade. Opening main street to non-motorized use in the summer is the single best thing we can do to build community, push environmental goals, and unite locals and visitors alike. I hope that we can be the leaders in doing what we can to slow climate change. We must find a way to rewrite our development code that slows the buy and scrape that is killing our towns character. The town also needs to be aggressive in buying as much residential real estate possible in a way that doesn't threaten the long term budget. If the town lets developers continue to build mansions for outsiders someday we will all have to leave.
That it doesn't over build. Housing density is on the rise and given that the town doesn't directly benefit from the tax base addition of housing, it would seem that more focus should be placed on business support.
Stop Growing

Stop the destruction of this beautiful place where I have been for 28 years. Our town council is allowing homeless and mentally ill people to sleep in our local forests where they are smoking and defecating. The town council and mayor are sadly creating a town that caters to illegal migrants - not citizens who pay taxes and have obeyed the laws of this land.
Stay small town.
That it doesn't become like breckenridge but it's starting to-
That those who work here and live here full time are able to do so and take a larger part in community decisions, as well as be the priority of those decisions.
Although growth is inevitable, it is essential to preserve the small-town mountain character.
To stay small and strong.
Grow gracefully and maintain eclectic character Work more collaboratively with the other local governments More hotels, less STRs
prohibit fishing from bridges bring back BBQ festival more locals, less retirees
That it doesn't grow too big or become a town that is too snooty (rich people only)
Not allowing others state residents to buy homes here...I would like to see all housing only for 365 full-time residents. Outsiders shouldn't be aloud to buy here unless the live here 365. That's what hotels are for!! Tourists!
That our leaders will continue the theme of small town community and family run businesses! Keep corporate out of Frisco! Limit unaffordable housing and find a way to house our workforce.
That it does not get like Breckenridge, way too many people on the streets, no parking etc.
Not too much change
Frisco should be the most friendly town on Colorado
Maintain a small town community
That Frisco remains a small town and doesn't turn into a mountain "resort" town where building infrastructure overwhelms it.
i'm a 32 year local and I own a condo in Frisco. I will need to sell in the next year because I own and I still can't afford to live here. My hope is that our town does not become Aspen where all residents are multi-millionaires : (
increased development of the west end of main street with shops, restaurants, coffee shops, etc.
Less duplexes and condos. More big events and a return to a pedestrian only Main St. Free parking on Main and the marina. A mini community rec center w/rock climbing and exercise equipment/weights.
That we can all continue to live there.
affordability and protection of resources
That those who work here can afford to stay and live where they dedicate their time to.
more food options, more affordable housing, bring back the promenade
Expanded preservation of historic assets, robust workforce housing, and maintaining small town character
For more locals to be able to find places to live and afford it. For the promenade to return so Main St is safer to be on in the summer. For Frisco to remember that there are people outside

of families and retirees living here and do more for that portion of the population. For more food diversity!

That it stays small and doesn't lose its charm. That builders don't try to build it up to look like Vail and create more workforce housing.

more music

More affordable housing for employees who wanna live and work in this beautiful town!

DRAFT

1) not become an over-developed, bloated Breckenridge and 2) keep its small town, community feel.
I hope Frisco can become a place that values its workforce and that it understands the unique qualities of the people who make Frisco home.
KEEP SMALL TOWN. DON'T BECOME BRECKENRIDGE
That it keeps its small town character
It doesn't lose its charm Park and lane access and easy transportation options to ski areas
To keep the same mountain town "funky frisco" character and finding ways for locals to live in Frisco. I hope that it doesn't become a second home only community. I hope that the incredible recreation opportunities don't become too crowded,
Safety - along streets - especially main street
Remain small yet diverse with transportation options to larger towns and Denver
To continue to expand recreational opportunities
dsa
I hope that Frisco can handle future growth and development well and the infrastructure that goes along with it
Primarily a year-round population.
To continue with the current vibe of the community.
No more building. No more HOA increases. Every owner we know complains about this.
Keep it local and keep the small mountain town character of Frisco.
Rec center, dedicated pickleball courts.
Maintaining small town feel to stay diversified from bigger towns like Breckenridge or Vail
I hope frisco stops putting up condos, and stops painting rainbows on the street
Stay small. Stay local. Do NOT build Lake Hill!!!!
Limit new development Encourage redevelopment Continue and expand community activities
That it remains a small mountain town and does not become the next Breckenridge or vail
Keep it basically as it is. Do not expand.
Keep the charm & friendliness of the community. Do projects for residents, not just to grow tourism.
That there will be less giant building projects. Maybe keep it a small town. Town leaders will have a backbone to stand up to development.
I hope the town stays small and non chain stores/restaurants. More arts and culture events
I would like to see it brought back to its former self. 10 years ago, Frisco had regular events like the BBQ festival and 4th of July fireworks. These long-standing events brought a lot of visitors and money to the town, people looked forward to these every year and now the town is boring.
Continue to focus on workforce housing, so we have employees for our restaurants, stores, and services. Keep the sense of small town in the mountains and walkability of main street
Grow within reason not trying to turn ourselves into the next Vail/Aspen
That it maintains the small town feel where we can focus on the natural beauty that surrounds us.

that it will pretty much stay unchanged - don't want any high rise, glass and chrome hotels - love the quaintness of the town
Improved housing affordability for teachers, emergency responders, restaurant workers, etc.
Keep the small town feel and charm while growing.
To keep the small town charm. Avoid continued building of mega housing complexes
Freeze it in time - it is a perfect vacation community - so much warmth from everyone!
That we continue to maintain the small town feel and community while still growing and adding new things to the community.
Maintain a small mountain town ambiance.
To keep as much of the non-ski mountain town vibe.
manage growth
Maintain its beauty. Allow others to experience it. More festivals/fun activities. Miss the summer bbq cook of being held in Frisco. Love the summer concerts.
The Backyard is our next opportunity to shape recreation options
I would love for the town to keep pioneer park wooded next to the tennis courts on 6th and 5th Ave. The woods surrounding the tennis courts is delineated as wetlands and it should stay protected for all the animals that call it home. Frisco needs pocket parks such as Pioneer Park that are close to the downtown. Not everyone has a chance to walk or bike all the way to National forest and we need quick and easy access parks such as this just to get away from the hustle and bustle and take a moment to connect with nature. The tennis courts gets used frequently. I would like to see drainage and pavement in front of the tennis courts with marked parking. It gets so dusty with the alley being dirt. I would love to see better drainage throughout Frisco neighborhoods from flash flooding as well. Kids ride their bikes through 6th and 7th Ave cul de sacs and after the winter of piling snow up around the cul de sac's all the gravel from the winter stays on the streets. I would like to see more street sweeping so kids don't slip out on the gravel. I would also like to better looking grass by the big Frisco sign at the corner of Main Street and summit blvd. The town should be able to match grasses, they can send them in to make sure they plant the correct grass. The edging looks horrible around this area as well. All the medians need to be better taken care of. We need to see more weed control for dandelions as well throughout the town. The town should spray medians to kill unwanted grass or put in weed barriers and cloth to prevent grasses from growing up. The trees along summit blvd should be cut down that are across the street from mountain comfort furnishings. There are a lot of dead trees. Some elevated sidewalks from Frisco Vet office all the way to the round about turn for the senior center turn should have elevated sidewalks with stone along the highway side and railings to protect people and allow people to use these sidewalks year round. They need to keep these plowed as well. Frisco population is going to swell with the building on the dam road. We are talking about thousands of more people. They need to build the infrastructure to keep this vital corridor open all times of the year. If it snows a 1/2 inch they close down the road these days. It was never like that back in the day. The town needs to work more with the county, Denver water and the sheriffs department to keep this open. Infrastructure is the most important thing looking into the future. Build the infrastructure before you bring in more people to the town!!
Employee raises for front line
Higher employee pay
Better cost of living for locals and limit short term rentals.
Town council has lost the feeling of what it's like to live in a small mountain community. They operate like second/third homeowners who cater to an unrealistic view of what it means to

grow up and live here. My hope is that stop trying to nickel and dime locals and refocus on creating opportunities for education and families
Not to grow to big and loose the small mountain town vibe
Actually building workforce housing. Keeping the small town charm. Don't be like Breckenridge, expect for the trails ;).
Keep the small town feel. Continue to host events - this has steadily gone down hill over the years. Keep Main Street clean and inviting and enhance the Marina area.
I hope Frisco can add more affordable housing. I hope that Frisco can work with the County to develop Lake Hill, and then annex it so that residents can be official members of the community.
That it keeps it unique character and beauty
I hope the Town will continue to support the SIS Senior Housing project on Lake Hill with allowing the community to work with the Town of Frisco to obtain water and sanitation rights for this property.
Retain small town feel ... don't chase growth for growth
Designated pickleball courts.
Make the town more fun and enlarge the retirement community.
Keep the small mountain community vibe
To maintain small town character and people spaces to gather along Main St and throughout town
To have more deed restricted single family home options.
Strategic plan to allow residents of all income levels to live and play in an integrated community.
Less second home owners. Dog park. Less auto traffic on Main Street
Maintain Frisco's unique small town character and local community vibe
Improve mobility infrastructure
I want frisco to stay beautiful
Continued improvement and growth of mountain bike trails, electric car charging network, and public transportation
to have a vision toward continued growth with varied INTERESTS for MANY geoups of people.
That it continue on the current course
Frisco becomes a place that people and families can live and work. That there are opportunities not only for the outdoors, but to find good paying, year round jobs. Families can stay here for generations without the pressure to move out because of a lack of affordability or employment opportunity.
More diversity, more housing for working class full-time residents including young adults and families.
1) not become an over-developed, sprawling Breckenridge, 2) close coordination with Dillon and Silverthorne, and 3) create a stronger sense of community.
Healthy balance between business owners, full time residents, part time second homeowners and tourists who support our economy. Post covid, there's been a giant shift to marginalize second homeowners who vacation rent and give more value to local workforce. But both are critical to sustain a healthy economy. If we continue to drive tourists and overnight guests away, then we will inevitably turn into a retirement community. I don't want Frisco to become a retired community for the wealthy who want privacy and peace. Tourism pays for our lifestyle, let's acknowledge it, respect it and seek a healthy balance.

Keep the small town feel. Nothing much needs to change.
Increased quality of bars & restaurants
More upscale restaurant options
better international food options
My hopes are 1. Frisco maintains its friendly and down-to-earth culture. 2. We are able to add additional restaurants and shopping without losing #1 (DO NOT TURN INTO BRECKENRIDGE)
I'd like to see more light industrial space. Many business owners have no yard/garage to work out of. The growing population needs these services in town to keep prices low.
That it does not grow more crowded and keeps the small town feel.
Keep it updated while keeping that warm community environment where gathering of neighbors around fun activities is a priority. Example: Frisco Historic Park Music Series. Would love if Frisco Main Street were closed off to traffic in the summer. This brings people out to wonder and gather.
Growth does not continue at the pace we have seen over the last ten years. Could use a rec center. Silverthorne and Breckenridge over crowded.
less government, more citizen power, better quality entertainment on Main Street
Creation of affordable housing for workers. Maintain small town feel.
Not to over develop and not to become 'Woke'.
It remains a small and complete community and doesn't focus on growing for the sake of development.
That it maintains its sense of community and does not become primarily a tourist town.
Maintain Rocky Mountain small town persona
I hope that Frisco can keep its small-town feel while making improvements in infrastructure.
Easier to walk safely from north east of frisco to mainstreet/Marina etc. Crossing summit boulevard walking is always scary.
It remains a small, warm community that does not over commercialize and become a Breck.
I'd like to see a focus again on more community building events that incorporate the great locations of our town. Specifically, having concerts again on main street, more fairs or events that incorporate main street, Frisco Marina, or Frisco Adventure Park. For example, Wasail days are fantastic to meet community, grow our main street, and have fun.
That the town maintains its small town feel.
That Frisco retains the beautiful community spirit that drew us to it in 2020 - when the rest of the world felt crazy, Frisco felt safe yet connected.
That we can maintain what people and residents love about Frisco, while still being able to have a diverse set of "real" people that live here full time and participate in all aspects of the Frisco community.
Keep the small mountain town community atmosphere. Don't become like Silverthorn (too much like suburbia) or Breckenridge (too crowded).
To maintain our small town community and charm!!! For families to be able to live here. To enjoy the outside and trails with other people that respect our beautiful area.
Do not build taller buildings near lake. Love the views, don't block them with buildings.
More outdoor music, no franchises on Main Street, good plan for traffic & parking
That we can manage to balance workforce housing with everything else so that we can have a diverse and happy community. Right now it seems that the divide between homeowners and the workforce is quite a big gulf.

It's a really special place. I hope the character & charm of Frisco remains in tact.
To be honest I don't see myself living here in 5 years time. Hoards of tourists and a lesser quality of life here as it gets bigger and more mainstream popular.
My hope is that Frisco can become a realistic place for people to live,work and raise families.
Slow down development. Town infrastructure cannot handle the traffic.
1. That the town works hand in hand with the rest of the county to improve work force housing opportunities. That the town builds a tunnel or bridge to tie in Main St to the Marina area.
To stretch retail and restaurant options towards the mountains.

#Q4 - What is one word you would use to describe why you live, work, or play in Frisco?

Small-town
Quaintness
Community
civility
Beauty
Scenic
Home
community
Community
Nature
staff raises
Lake, shops festivals, local community hiking biking
nature
Home
community
Charming
Town character
Community
Community
Home
Closeknit
Nature
Small "nature-al" town with many things to do
Joy
Paradise
community
Mountains!
Nature
Over crowded but the town has done a heck of a lot better than Silverthorne has in managing traffic and growth. Silverthorne is really screwed up.
Quaint

Livability
outdoors
old school small-town feel. aka. older buildings, not nickel and dimed everywhere. aka parking.
locals
Paradise
Access (to the natural world)
Accessibility
Community
friendly
Joy
Funk
Connectivity
Outdoors!
Home
Nature
Wonderful summer climate, paved trails, dirt trails, great town feel.
Community
Beauty
Mountains
community
Nature
Home
I enjoy the beauty. Mount Royal, the lake and the Continental Divide views.
Atmosphere
location
Community
Authentic
Nature
Mountains
Beauty Quaint
Peaceful
Community
Small-town living
God's natural beauty
Home
Community
Balance
Central location in the county, you can walk or bike anywhere. Access to green spaces are close without needing to drive. Also access to grocery and other services are all close.
Location
Mountains
It is central in the county and still easy to get around in with lots of recreation opportunities.

Not a city
Awesome
Tranquil
Charm
Beauty
Mountains
Skiing
Communally
beauty
Enjoyment
One word? that's stupid. When people ask me why I've lived here so long. I tell them simply that I've never found a better place to move to. that's not one word, so, comfortable.
It's home
Adventure
Peace
Community
Experiences
Home
Location
Chill
Fun
mountain town
It has a small-town feel. An effort should be made to keep that.
Opportunities -
The weather with the opportunity to be outdoors
Stuck
Weather
Family
FUN
Serenity
Location
Community
Walkability
Outdoors
Nature
Accessibility
Charm
Beauty lake mountains
peaceful
Love small-town feel
The lake
location
Walkability

Recreation
Mountain-living
Charm
Adventure
Job was here
Cozy
Quality
Community
Fun
Serves as a good central home base to other, better bike trails and wilderness.
Small-town vibe with big town amenities
Home
Environment
Community
Intimate Community
Charming
Community
Small-town vibes with big mountain vision
Home
mountains
nature
Small-town atmosphere
community
Beautiful
Home
Low-key
Nature
Beautiful
Feels like home
Nice
Home
Freedom
Community
Community
Atmosphere
Native
Native
Community
Home
Climbing!
Community
Work. Central location
community

Beauty
nature
location
Recreation
Mountains
enjoyment
retirement
Itsgotitall
Charm
Access
outstanding
Amazing
Community
Community
Idyllic
Beauty
Activities
Calming
Real
I have lived and worked in Frisco for more than 20 years. I have loved it more than any other town in Summit for its small-town character and sense of community... both of which seem to be disappearing quickly. We don't want to be another Breckenridge!!!!
outdoors
Authentic
Live-ability and access to open space
Mountains
Home
Nature
Character
communtiy
Local
Tranquil
Beautiful
Beauty
Simple
Laid-back
Character
Rejuvenating.
Beauty
Beautiful
Beauty
Economics
hometown

HOME
idyllic
Wonderful
Community
The Hub
community
Resources
Outdoors
vitality
convenient
Peacefulness
Quaintness
Climate
Charming
beautiful
Community
Peaceful
Peaceful
Mountains
Opportunity
It's been my home for forty years.
Character
Character
Pace
Beauty
Community
👉 (bad question)
I love the access to trails and walkability to Main Street stores/ restaurants and the marina
Home
Community
Good feel
Beautiful
Mountains
Mountains
Beautiful
Friendships
Convenience
Peaceful
Friendliness
Opportunities
Perfection
Surroundings
perfection

Comfort
Mountains
Beauty
Friendly
Home
Access to the surrounding lands
Home
Best-town-ever (should be a word)
Community
quality of life
Picturesque
I have a passion for the mountains and the backcountry. And I want to spread that culture.
community
tranquil
Vibrancy
Beauty
Welcoming
Relaxing
Magical
Accessibility.
Outdoors
Paradise
Community
community
The Job
outdoors
Location
I grew up here.
Amazing
Its character as a small-town and proximity to other small cities.
Fun
Mountains
Beauty
Mountains
Mountain
Location
Nature
ACTIVE
Enchantment
nature

I have been coming to Frisco for over +25 years and knew this was the place for me because it offered me the mountain and small-town living with music, culture, recreation, etc. But the town has changed to not provide the “social” community things that bring us together and also provide our small business opportunities to have some economic value. I’m glad the summer music series still is happening. I’m sad about not having fireworks.....but I believe that safety is paramount and support that it wasn’t safe for our care professionals.....but such a tribute.
Peaceful
Beauty
It's awesome
Peaceful
Community
beautiful
Quaint
Peaceful
Community
Tranquility
Beauty
Calming
Fun
scenery
Small
Convenience
gda
environment
Spaciousness
Beautiful scenery and access to activities
Beauty
Beautiful
Picturesque
Scenery
Pay
Local
Scenery
It's a beautiful mountain town with a sense of community and lots of good local businesses rather than large chain corporations
Beauty, small
Comfortable
Small-town. No ski resort.
beauty
Small, safe town
atmosphere (of small friendly town with a variety of stores and restaurants)
Peace
Beauty
beauty

Scenery
Beauty
Charm
Character
Peaceful
Active life style
Balance
Views
beauty
Down-to-earth
Views
Beauty
Convenient
Lake
Very good community and workers work hard and should be paid more
Mountains
Outdoors
Beauty
Most livable town in Summit County, a mountain paradise.
Fun
Denverphobe
Home
community
Friends
Location
Family
relaxation
Culture
Mountain beauty and clean air
Community
Outdoors
Central
Always something healthy to do
Comfort
Weather
Hiking
location
environment
It is a great community
Community
Walkable, trail access, lake, town
Peaceful.
Fun

setting
Location
cycling
FRIENDLY
Playground
Peaceful
CONNECTED
Convenience
location
Outdoors
Humble (when compared to Vail, Breck, Beaver Creek et al)
Quaint
Community
Authentic
Nature
Close both spectacular nature and town life
Community
Small mountain town community and natural beauty.
Location
Safe space
accessible
recreation
Soooo hardBeauty
Views
Quaint
access
Freedom
"BEAUTY"
Small-town vibe near family with recreational opportunities
Peace
The incredible mountains around us
Quality of life
Natural beauty far away from cities
Love it.

#P1 - What does “small-town” mean to you?

Sense of community, people know each other, and support each other.
Getting you know everybody.
People should be nice to everyone. I love kids ride bikes, go play. All access to Penn. / Breck. It's changed in 40 years. I like the way it was before all the people.
Family town.
Common goals, outdoor activities.

Pass through to other communities unavoidable but strategic to limit street non-local access.
Avoid allowing developers to start building structures against the character of existing stock.
Don't commercialize natural places (Marina) keep it open for all (no hotels or private residences).
Affordable opportunities for everyone living in this community.
Work together as a community respect and listening to each other.
Close community and small population.
Keep the museums and parks well maintain.
Sense of community you know your neighbors.
Support + small business, local housing
Community Housing affordability without STR.
A town that is affordable.
Seeing friends at the grocery store/ coffee shops/ restaurants/ kids schools.
Having opportunities like this to contribute opinions to town politics and future.
We came to Co. for a vacation to Breckenridge BUT we spent most of our time in Frisco! Free parking. Friendly residents. Great restaurants! We will be back HERE.
Mountains! The refreshing water!
Coollest community activities.
Community not a ski town.
Where you can buy a house for under Z million.
Bikeable - walkable.
A genuine community of residents who care about each other and the town.
Trails! Back yard! Main Street!
Community.
Main St. & People.
Everybody knows everybody.
Less tourism.
Community connection friends.
Restaurants, natural beauty, small building. Not.
Mountains, community, familiar faces.
Don't have to lock your doors.
Easy access walking, biking, transit.
Concerts/amenities.
Amenities. People. Mountains. Beauty.
Quaint Main Street. Small business.
Walk down street and see people I know.
Accessible government.
We wouldn't be here without tourism it's an imperative part of our economy.
Community, quiet, peace.
Getting back to nature quiet moments.
Heritage history.

Walkable, free bus, bike paths.
Affordable, maintain workforce.
Disc golf.
Access community access to skiing.
Royal Flush climbing park.
Small town environment.
Blue trails.
Seeing people you know around town.
A 10-200 circle of co-residents who pay attention to each others struggles, triumphs and work toward well-being common goods.
Walkability, unblocked visual sight (buildings under 3 stories)
Friendly neighbor community.
People
No tourism
Independent, locally owned businesses.
Easily identifiable "culture", protected natural resources, walkable, bikeable, community events.
Walkable and bikeable.
Drive to 6 resorts! Used to give away land! No lawyers allowed
Other topic: Can the town address? New roundabout (a). 8th + Hwy9: and (+) Slower traffic, and (+) better access for fire, school, buses, etc. Noise - they slow down and then accelerate to roundabouts, but address the noise impacts.
Having neighbors not second home owners who are looking for short term renters.
Tourism OK but does take away from Main St. feeling my own home.
More small business are important.
People say don't want Frisco to be like Aspen, but everything seems to be going in that direction.
Farmer's Market and attainable housing on Dillon Dam Rd.
No parking fees in town!
No more super stores - keep small. B12 - locally owned. <3

#Q6 - Do you have any additional thoughts about housing needed to support Frisco's year-round community?

We need to come up with numbers so that we can have a goal and achieve that goal because we can't keep going forever. Nonstop development is not sustainable.
Make non year round residents and second home owners deed restricted and locals free market
we need more houses and need them to be more affordable
No but don't take other people land , have developers that are building have a 20 percent ration of deed restricted, limit height and pay attention to design

More of it!
We need far more than we have. It has to be a higher priority
"Attainable" housing is a joke. Make employee housing actually affordable.
Before approving any new businesses that demand a high number of employees (i.e. Whole Foods) without making provide a higher percentage of the housing for their employees. I am tired of my taxes subsidizing private industry by paying for the housing for their employees.
do the right thing and build controlled housing/ workforce housing.
We are seriously lacking in affordable housing
No
Incentivize or require developers to include deed restricted housing or ADUs when scraping homes and building multiple in its place. Seems like it's happening on every corner!
stay small no big retail
I know a lot of young families are looking for single family homes not condos
Explanation the park n ride by i70. Install designated year round parking with hookups for the 'mobile' population. Charge for a slip.
It's difficult with single income to afford even the smallest housing
Don't let second homes out price locals living and renting one home.
Affordable housing
affordability/availability of year round rentals needs to be supported, encouraged, incentivized to support the local workforce.
Continue to aggressively support affordable housing
Protect local housing
I continue to read about the deed restricted housing. Given home ownership is such a traditional way to accumulate wealth, I will be interested to see how many families stay long term. Please DO NOT fill every square inch of Frisco with condos. In just 20 years we've seen so much development occur.
Frisco is over built
Town investment in long term rental properties.
Town purchases existing housing when owners sell and converts those units to rentals for locals living and working anywhere in the county, not just Frisco. Monetary support for first time homebuyers. Any new development has to have a unit or % of units that sell to a full time year round resident of the county, deed restricted or market rate. Don't change density zoning to squeeze in more units, this creates parking issues and the buildings lose character. . Allow owners who rent a room out in their own home to be exempt from short term cap. Most likely the extra money is helping with their mortgage.
Keep Government out of it
Growth as needed to provide housing makes sense
Affordable housing should be rental units, not home purchases. Low rent might allow saving for purchases.
Don't just focus on the "missing middle" which is the hot term right now. We really need rentals below 100% AMI.
Make clear to tourists that ppl live here year-round
Housing!
Current efforts are steps in the right direction.
Create incentives for property owners to rent Rental properties not short term rentals but other residential properties to locals on long term 5 leases.

The town can't even rent out their own properties. Do we need more?
Limit building permits for market rate homes until the employee housing shortage has improved. Allow and encourage ADUs, dormitories, or other zoning code changes only if they provide employee housing.
Create housing without degrading residential values held by property owners.
Stated above
Continue to build deed restricted housing in pockets of underdeveloped land.
Need more affordable 2 and 3 BR condos
A few small offices or small commercial spaces seem to sit empty and allowing those to be converted to studios would be good. More flexibility when building new homes to allow accessory apartments or multiplexes. Keep in mind infrastructures, currently only so much traffic can be supported by the roads and highways.
Is there any data to conclude that more housing is needed to house Frisco's workforce? If so, how many more units are needed? Is there space in Frisco to accommodate what is needed? Is there already too much? Knowing that information is critical to decisions that should be made. I do not have that information, and don't believe other locals do either. When asking for opinions of others, it would be beneficial for you to know if an informed opinion is being solicited.
Have Dillion, Silverthorne and Breckenridge do there part!
I think the peak one development has been very successful
Support Lake Hill and quit bickering with the county. Team up and get it done! Stop building more recreation buildings and spend money on housing.
workforce housing that matches the look and feel existing in Frisco while making the price attainable for a variety of income levels.
Need more local restaurants, shops, entertainment, retail so we keep the \$\$ in Frisco and don't clog the roads.
Please focus on other issues. You all have hit the housing deal long enough.
Ban Air BnB
Continuing to provide free bus service. Allowing ADA units typically increases the number of Airbnb and not long term rentals. If 88 years are allowed. It must be clear that they are only available for long-term rental..
Need affordable housing options for employees
Pedestrian safety on bike path by lake. Separate bikes from people. Bikes are not careful it's dangerous
no
Limit Lake Hill to 345 units
Tiny Houses
Rentals
Less rules
Need more!!!
Build it. Limit it to LOCAL workers only.

We need a wide range of not just rental housing but for sale ownership opportunities even at high AMI levels. Fill the large gap between current units and market rate units. Provide opportunities for people to move out & up, freeing up ownership opportunities at the lower AMIs.
More density at affordable rates
I need housing closer to place of employment
More affordable housing; financial incentive for full time residence
Could you build small single family homes for workforce? Maybe less dense development.. deed restricted developments seem to be so dense.. snow storage issues, parking problems
Appreciate the limits on STR.
Build 1-2 bdrm apartment buildings that are affordable for local workers
the town should stop creating and participating in projects it doesn't understand and cannot properly manage, inventory management is the problem. the real winners over the past decade have been real estate developers.
i think there needs to be more affordable housing for people who work in the community — i think short term rentals should be discouraged
Stop allowing multimillion dollar houses, only allow smaller affordable ones
Workforce housing plans should be sensitive to their surroundings. If near single family homes, provide units that families would rent, with multiple bedrooms and childcare. New housing should be intended to integrate with existing community around it.
Yes, everything being built seems to be supportive of younger, transient, temporary workforce housing rather than focussing on families and housing for families, people who choose to live and work here and stay here dm become active participants in their community long term.
Housing authority and town changes in regards to deed restrictions and how you can resell your house, more local housing and less large town houses
Resources for educating homeowners and potential homeowners on all things related to owning a home. HOA, taxes, community, Also childcare for those who live and work in Frisco.
Don't just approve/ support demolition of old structures with the approval/support of high-end housing.
There needs to be more done
Make it more affordable
What's it matter? Affordable my ass!!!!
Locals need to be able to afford a house in town, so they can stay here and continue to be part of our community.
More employment housing instead of short term rentals
MAKE HOUSING AFFORDABLE FOR LOCALS. STOP CATERING TO 2ND & 3RD HOMEOWNERS & GREEDY AIRBNB OWNERS.
Work with the schools?
Limit STR's
need more affordadable options for families

Don't allow parking on streets in the main core for affordable housing units. It will only lead to future problems and create situations where it is taken advantage. A current example is the Ruth House where there is a 1 bedroom unit with two people who have three cars. This means one of those cars has to park on a public street. It is unfortunate that public transportation is not as popular but we have to recognize locals have cars and relaxing codes to accommodate this is a problem.
People living in vehicles in town is not an acceptable situation. In town "street camping" in said vehicles is an absurd practice.
Don't impose so many restrictions on part-time owners regarding rental of private property
We need MORE housing - build, build, build! Don't let the NIMBYs have outsized influence. We need more working families here.
My hope is that Frisco continue to find creative ways to produce housing for the year-round community and still maintain the city's standards.
Not at this time
Please start thinking outside of the box - workforce housing shouldn't have to be deed-restricted, taxpayer monies developments. How can you change your development plan to ensure that locals get priority on free market housing? How can we slow down the development of second homes that sit empty most of the year? How can you change the income stream so the town isn't dependent on those luxury homes? Can you change the tax rate so that locals pay one rate and second homeowners and investment companies who airbnb pay double the tax rate? And for workforce housing... what about the town buying a motel and converting it into apartments for workforce like Steamboat has done? Let's find creative solutions!!
Annexation takes away public land, which is the best thing about Frisco. Additional housing should be higher density redevelopment, not town expansion.
be realistic. Leverages tiny home developments. New development should look like they belong in Frisco
Keep short term rentals for tourists!
focus more on developers who want to build affordable housing instead of \$1M + condos. We have enough housing for the wealthiest people.
affordable
Slow growth and short term rental availability.
No
Dillon Dam Road development
We cannot price out the workforce which sustains the town we love.
Provide incentives to private developers versus the town sponsoring development, think outside the box to utilize resources near but outside town.
We need more housing for our work force. Especially with the opportunity to own not just rent.
If you can't afford to live here, go elsewhere. WORK SAVE DONT HAVE CHILDREN YOU CANT AFFORD, THEN come back here and buy a home. Work several jobs. Don't expect your neighbors to provide your housing. No one bought mine.
We need to expand affordable housing opportunities for our young people.
We need to stop allowing developers to build multi-million dollar second homes that are lot line to lot line and sit empty most of the year.

As a condominium owner, we were sad to hear that the lease to locals program has ended. It is certainly something we would have been interested to do in the future.
No new employee housing it is reducing our saleable land and tax base
Needed but be careful of over building and negative impact to over population.
Rentals and need to enforce and enhance the deed restrictions that are blatantly abused (all over the county)
Maybe build more apartment style affordable housing outside of current city limits oil the county.
Don't make Frisco a tourist trap
Incentives to support micro-housing development
Provide truly affordable housing so year round employees who are the heart of Frisco can live where they work.
Incentives for business owners and their full time employees.
Affordability is key
Restrict square footage of SFR's to 5,000 s.f maximum
Need affordable RENTAL opportunities
This is a problem everywhere
No.
Business owners need to pay a livable wage or people need to live where they can afford. Expecting tax payers to pay for others to live here is ridiculous.
No
We r working on it.
There isn't enough affordable workforce housing
Nothing is needed - back off
We need inclusionary zoning.
No attainable housing on the dam road.
Lake Hill Project is an horrendous project! Traffic is dangerous and relentless on Dam Road. Fire will ultimately trap everyone who lives on the road or parks there for activities,
For workers? Stop spending money on wasteful initiatives. Like recycling and environmental cleanup. No one or visitors will follow the rules. The rules make NO sense. Instead focus on affordable housing.
As long as market rate housing prices are driven by second house owners and STRs, no separate affordable housing programs will make this town a realistic place to live for middle class workers. One by definition excludes the other.
ADUs: Incentivize but don't place a deed restriction.
More local full time residents
limit STR's
Not allowing anyone but 365 locals to buy houses/condos here
With some of the money Frisco collects from tax base give builders a real reason to build genuine affordable housing
More RENTAL apartments (reasonable), not "affordable housing" were younger employees are expected to purchase property.
Affordability and celebrate Locals and our contributions to Frisco!

I do not want Frisco to simply become a center for workforce housing - especially to the extent that workforce housing crowds out attractions that pull tourists and dollars into it's quaint downtown.
I can't support housing initiatives until a parking structure is built.
Single family homes for those that work here and have a family, rather than just providing housing for single employees that work in the town.
reduce amount of airbnbs, have zoning areas where it's allowed and where it's not. have a limit on how many can exist, have a whole new system - existing permits should expire
Prioritize funding for rental housing and limit market rates to reduce impact to skyline
not even sure what can be done at this point
More low income housing for the workforce and more financial support from the ski industry!
Teachers and nurses need early and broad access to deed restricted housing.
I'm fine with density. I think that will be necessary to house enough people to work in service positions to keep visitors happy. Don't violate wetland rules to build, but I'm more supportive of dense redevelopment of it is for workforce or low income housing than if it is building maximum size luxury condos that will sit vacant for most of the year.
Cheaper! More deed restricted rental options for family homes. So many homes that I never see a light on in. Never used. Too many investment properties.
Housing should be made affordable for locals or else you do not support long term growth or community here in Frisco
There needs to be true affordable housing for those that live there. Possibly subsidized or controlled value. How can the town function without our essential people?
Provide some affordable housing so we can have a quality workforce....or support transportation for them to get back and forth
Limit airbnbs
We need more affordable housing options both to rent and buy. Limit short-term rentals.
Housing is a basic need and if we want to maintain our services business owners need staf.
As you know, it's desperately needed. I wish we could limit all of the tear downs and higher density \$\$\$ 2nd homes that we can't sustain without more affordable housing for people who keep Summit County running.
Improve deed-restricted options
Seek creative ways to utilize more existing housing stock for year-round occupancy.
No
Don't over develop. Keep it small-town and quaint
Incentivize short term housing or condo rentals for long term rental with tax benefits.
Don't punish the short term renter that live here only punish the second homeowners from somewhere else, and quit bulldozing the cheap houses to put up condos that only yuppies can afford
Need to continue some housing specifically for full time permanent workers earning below \$60k
Stop building rental condos that locals cannot afford. we need housing for the local workforce rather than second homes and airbnbs
No more building.
There needs to be affordability but without ruining the Main Street vibe. No large complexes should be in the downtown area. It should be limited to full time residents.

collaboration of public-private workforce housing projects
Focus on housing for the workforce not allowing these developers to take a single family lot and turn it into multiple million plus dollars properties.
Only that affordable housing is needed for the workforce.
don't over build
Tax unoccupied housing with values over \$1,000,000.
About 30 years ago we bought our condo in Frisco with the intent to retire here. We short term rented it for 10 years. Without short term rentals, we could not have afforded it. We have now lived here in retirement for almost 20 years.
N/A
I don't agree with the pressure put on 2nd family home owners (& rentals) to rent our places. We own the homes & feel we should be able to do what we want to with our properties. There needs to be other solutions - like additional lower cost housing. our place was always included for short-term use. That's why we bought it. Changing the rules later on is not fair.
Build another Peak One Neighborhood at Lake Hill
We have a lot of housing, the town doesn't need to build anymore. We have parking problem and should build a multi high parking structure on the west end of Frisco. It should be at least five levels. Do better Frisco!
Trap houses, lots of trap houses
More affordable employee housing
Provide more for the middle income community and limit those with second homes.
Hopefully we are on the right track. The town has used the carrot approach, but let's get that stick out, too. Also, let's come together on Lake Hill.
Stop subsidizing it. Let the market determine costs of living.
People who work here deserve to live here. The Town should prioritize its resources toward housing and stand up to entitled NIMBYs who don't want "those people" here. Guess what: They're already here scrubbing your toilets and flipping your burgers. They just have to drive 45 minutes to get home at the end of the day.
Housing in the County Commons for Senior apartments to house independent apartments for Seniors
Create workforce whenever possible
I am very lucky to be able to own in Frisco. But I have concerns of being able to have a family in my current space. There needs to be more affordable single family homes.
Although I appreciate the desire to develop county / city owned housing options, I continue to wonder what we can do to encourage private developers to address the housing shortage and/or what can we do to help defray rent costs in existing housing for low-income families / residents rather than build it ourselves.
No
You guys are doing a great job of building. Keep it up!
Better use of town-owned buildings/land. More affordable apartments in town.
It feels like we're doing everything that we reasonably can, and much more than other communities in the area.
Please build apartments instead of deeded housing. Transient workers need affordable apartments.
Need significantly more long term rentals for residents

More workforce house.
over building workforce housing, way too much
Would be great to come up with a plan that does not cause property taxes to increase to a point that long-time residents can no longer afford to live here.
Stop the over regulation. If you make a new law or program, remove 3 existing ones that are irrelevant and no longer needed.
Limit landlord ownership so more families can thrive in the small community
We do not have a huge homeless problem (like big cities)and our businesses seem to have enough employees. So let's stop thinking there is a crisis.
Frisco was a bedroom community for other resorts. As the area grows this wil happen organically to surrounding communities. Quit trying to force a fee market to accommodate working housing. The natural process will benefit satellite communities
I think it would be important to allow ADU's in most areas to give the workforce another option.
This is a problem, but I'm not sure how to solve.
We need to look at incentivizing owners of properties that are underutilized to convert them to housing and or affordable housing. We need to limit the explosion of AirBnb's and preserve housing stock for locals.
The spread between affordable and market housing is not something that workforce housing investments can solve. But we can invest in workforce housing to keep the needed people working and living in our community.
Continue to focus on increasing the utilization of current housing by full time residents. Builds sense of community versus STR's.
I think if possible, a merit based affordable housing program for families. People who have children and need more space than they can find on the market rate.
MY thoughts 26 years ago were to build, rental units for year round residents/workers of summit county. No one did.
I have no insight how to accomplish this but we need affordable housing
No
Year round is key - not seasonal ski industry workers. The ski resorts should house them. Oh I guess that would mean they wouldn't be able to bring their dog!

#P2 -What would you like to see more of, and where?

I think that Frisco should develop more houses and stop renting for tourisic homes.
I think that Frisco has a great and welcoming community but I think that they should keep it that way.
Frisco has a great variety of shops and food places that make the areas better.
More buses everywhere - more frequency (at least every 30 minutes).
Is there potential for more frequent transit?
Some more and local skateboard shops.
Great paths!
I believe Frisco need more housing not hotels/condos to be able to have more long term living here.
4 way stops on granite.
Mitigate' workforce housing.

Balance housing, retail + open space.
Trail connection 201 + 203.
Access to bigger retail.
Better foot access to meadow creek trail from town.
More trees on Summit.
More density where appropriate. Summit Blvd. I-70 to main.
Access to Frisco housing for teachers and nurses who technically work outside Frisco.
More activities in Frisco Bay Marina.
I want to see Granite St. improvement plan finished ASAP. Safety concerns the way it is now.
Access to more affordable housing.
Overnight camping at Meadow Creek (allow). Improved landscaping behind Walmart next to park.
Cannot safely cross Hawn into Walmart parking lot (no sidewalk).
Maker + Co-working spaces.
better crossing of I-70 to forest access/ better guidance to Ten. Mile access.
Revamp the building department make it a better experience to build in Frisco.
More playgrounds.
INFILL PARCELS ON MAIN (e.g. Foote's Rest)
Make the Marina a true marina - slip holders. Free parking. More affordable accommodations.
Dog Park! 'Peninsula Recreation Area'
Don't want more development like 101. How much more dev. do we need?
Hist. density on West Main.
More reasons to visit/ walk West Frisco
Don't make Granite St. a thru-way and don't add bikelanes + multiuse parks.
Finish Granite St. Project.
Higher Density.
Like that new development here is unpaved to prevent cut thru.
Need more employee + low income options. Affordable housing.
Don't we want more housing, but we need it! Seems all open space is being used.
Widen bike paths. Separate ped + bike.
No more empty grant rich people homes.
More local shops/ Restaurants in character with town.
Retirement community. Age in place. Not enough seniors.
Affordable housing / no short term rentals.
No lake hill.
No density. No vail.
No lake hill.
Preserve existing green space.
Want to see how new rental HSG works before focus on more. MF opportunities where there is under-used industrial land
Don't let Frisco lose its industrial, small crafts, repair industry.
Add more green space.

No more facilities at Walter Byron Park.
Increased local business entrepreneurship support. More community events.
Allow food trucks? Yes.
Keep parking free.
Center parking expanded please. Add bus stop.
Art and/or Farmer's market at Frisco Adventure Park.
Make sure when new construction - that parking is provided 2+ spots per unit.
Please make Summit Blvd. safer to cross highway.
jitney services: for cost, for service intown

#Q18 - Is there anything else you would like to share related to planning Frisco's future?

We need to have baselines and numerical goals. You can't just keep doing things without it having a negative impact. We have to fix is already broken, which includes a lot of of the infrastructure
Do not turn this into Silverthorne do not sell out to developers and gave more community events on main st connect people toy
Why does everything have to grow? There is value in maintaining things as they are. Frisco is becoming more like Breckenridge, Vail, or any other wealthy resort town. It's sad to see it. Getting changed this way.
Please have planning department be careful to not allow high-density non attractive structures passed. Do t be bullied by developers!
Find someone to fill the role of town manager that actually cares about the community of Frisco and particularly the employees of the town. Without a strong leader in this role, the town will continue to spiral downward.
I would like to see Frisco define itself and have some distinct offerings for summit county. Maybe a couple distinct fine dining restaurants or annual festivals. Dillion has the amphitheater and farmers market, Silverthorne has first Fridays, the art walk, and the events at rainbow park, Copper has all the outdoor concerts/festivals in the summer. And I won't even mention Breckenridge. We have a nice 4th of July but it would be nice to have some other things that are distinctly Frisco.
more mountain bike trails that are curated. if you build it, they will come. create a unique experience. DONT be BRECK!!!!
The lack of workforce housing is a county-wide issue, not a Frisco issue. Partnerships and deed restrictions for the entire county (not just Frisco) should be prioritized.
Too many restrictions lead to frustration
Please keep town vibe in mind, do not want to become Breckenridge, Silverthorne or Dillon
Support for local schools and childcare services is so important to locals.
no more new buildings in town core. Close 2nd Ave and move Excelsior Mine office to historic park area
housing housing housing
Keep up the good work.
Stop allowing building density and excessive heights of buildings.
The further working folks have to commute to work and serve herein Frisco, the greater the deconstruction of the sense of community. My dentist commutes from Buena Vista and my primary from Twin Lakes - that just is not right for our future.

If Frisco is overdeveloped, I fear we could look around and no longer see the small-town we love. Losing its charm would be detrimental for Frisco.
Make the I 70 area look nicer in the businesses cleanup how they look
Things are good, focus on maintaining, sustaining and supporting what is there now. Make it easy for businesses to stay, for people to improve their homes and allow flexibility in uses, don't be overly prescriptive. A work/live space can be just as valuable as one or the other. Industrial can exist alongside retail, and along side residential. When there is a mix there is more diversity (character) and sustainment of each other.
Please keep the quality of life for current residents in mind when planning for the future.
Please maintain our small charming town feel. That is why we live here and what attracts visitors and new comers. Lots of parks and green is good for the environment and mental health. Don't build tall buildings (five stories and more) that hide the beauty of the mountains that we all enjoy . Slow down growth . Breathe and don't make hasty decisions that last forever. Honor the land we live on. Don't cover it all with concrete
No parking garages like Silverthorne Bring back the Barbecue Challenge
Dark sky initiative in main corridors, and industrial and shopping areas. traffic slowing on all streets especially hiway 9. Affordable housing that is incorporated in a meaningful way into the existing landscape of the community. Smaller groups not one large building. Use short term rental Money and lodging taxes to offset the cost.
Zero Growth
I don't think Frisco is lacking any amenities and can focus on maintaining and upgrading what they have. Frisco will continue growing so approaching it with smart and sustainable growth will be important and supporting the local resident. As someone who is not a permanent resident, I think that addressing the local full time residents is very important for the future of Frisco.
Locals first
I've been impressed w/ town leadership in these areas.
Nope my marguerita is just about empty.
Stop the building and then acting surprised that no one lives here full time. Allowing developments (for any reason) to use street parking. This is a can of worms that you appear to not be capable of getting ahead of at the current decision making train of thought.
The town is a breath of fresh air compared to neighboring towns. It's welcoming and not too busy. The improvements at the marina are great.
I think this survey is a good thing. There are many of us who've lived in Frisco for more than 20 years. Please, don't encourage more of us to cash out and leave.
There needs to be a sustainable balance between tourism, workforce, and all residents and property owner needs.
Clean up the area around Safeway, Walmart by picking up trash and adding landscaping around parking areas.
Keep things small. Do not over develop. Do not over regulate. Do not over think it.
Do the Granite Street improvements that have been in planning. If traffic from the Exit 203 closure is routed through the streets of downtown Frisco, I'll probably sell and move

No more development at the PRA for tourists. We don't need to compete with the resorts. Our public works does not use "best practices" in their work, which is already in the plan. Place emphasis on bikes with lanes, signage and advocacy. Fix the disconnect for bikers when crossing from Marina to downtown. In terms of facilities and infrastructure, take care of what we have already.
Frisco is a unique place in Summit County and it is at a pivotal moment to preserve, grow sustainably and appropriately, and continue the great work already started.
It's a rare gem - take good care of it!
Bring back the BBQ and the promenade and July 4 fireworks. Losing the BBQ and promenade was going backwards and was NOT what locals wanted ... read the past surveys! NOT what a few businesses wanted who for some reason overruled what tax paying locals wanted. Be sure to post findings of public survey and have it online.
More roundabouts
Pedestrian trails around lake. Safety issues with bikes and people and children. Not safe in summer
Please block off Main Street in the summer. Make pedestrian walkway.
Limit Lake Hill to 345 units and plan for better roads and bike paths to accommodate it when it happens.
TOF is extraordinary at snow removal, street maintenance, seasonal decorations and Thursday music and flower program. Would appreciate further information regarding bag fees, tobacco taxes, and plastic water bottle bans. Encouragement of other-minded political seats. Otherwise overall A+. Thank you for this survey.
Peninsula trails are great. Would love to see this improvement in Frisco backyard
Please stop building dense condo buildings that feel like they belong in Denver. Frisco is charming, please keep it that way.
Consider housing , employment, local business sustainability for full-time residents. Consider voting rights for unincorporated Summit County, but in Frisco residents.
if we allow money to determine the future, Frisco will become Vail, I think some community members would probably welcome that, however most do not, the rich minority is going to control the future drift of the town into Vail 2.0 if the town allows it. stop hiring outsiders to do the work locals should be doing. town staff #1 why are senior positions routinely brought in from neighboring communities? we are not park city, we are not breckenridge and most locals don't want to be.
The development is out of control. The developers don't follow the rules and no one enforces the rules, so it's out of control. The town is bowing to the developers.
I'm concerned that the pressure for large quantities of workforce housing is resulting in something that will change Frisco in an undesirable way. Dense developments with little green space and no traffic mitigation next to quiet neighborhoods off Main Street may cause fragmentation of our community socially and further division instead of unity.

<p>Yes, I think Frisco is too focused on single people workforce housing and not the needs of working families and business owners, as well as ditching the needs of locals for tourism, when we are already above capacity. The town events are marketed to out of town areas and tourism is taking a huge toll on the environment, safety (roads being clogged and inaccessible for emergency vehicles for example), and the quality of life for people who actually call this place home year round. Too many new multi family units are being permitted and are being only partly occupied and there are so many houses sitting vacant more often than not because they are priced out of what full time residents can afford. Too much focus on single person workforce housing and not enough focus on family housing is going to make it so there are only employees and no business owners left to employ them. The focus seems to be catering to developers whose interests aren't community based, but profit based, and on employee housing versus family housing and also, too much money is being spent of rearranging the downtown area every couple of years. Downtown is awesome, and is already pedestrian friendly, and there is plenty of parking.</p>
<p>Tourist mitigation and consideration for locals. For example maybe a local parking pass or discount to park at the marina. A bike path on Main Street or directing biking traffic off Main Street in the summer. More concerts and events at the marina!!</p>
<p>Make your decisions for the right reasons and not dollar signs.</p>
<p>The town council should listen to the town residents.</p>
<p>Preserve an adequate number of housing units for locals only. Require people to live and work here in order to live here. Look at Banff National Park as an example. We need to significantly limit the number of housing units that are allowed to be second homes. Then home prices will align with local incomes and we can keep our community.</p>
<p>I'd love to see Frisco become a local community again. It's just Airbnb & 2nd homeowners currently, making it impossible for locals to stay long term thus creating community.</p>
<p>Thanks for helping the parking program for people living in their cars.</p>
<p>eliminate building in wet lands</p>
<p>It seems when town council or planning commission want a project or development to proceed, they change the code to allow it. I recognize the UDC periodically needs to be reviewed, changed and modified as our town progresses but feel there should be more thought and reflection as to why codes were created and to respect past town council members and planning commissioners rather than just being impulsive.</p>
<p>The greed displayed by town planning commission is an embarrassment. Shameless "rubber stamping" almost all developers' proposals, which clearly are in opposition to the recently approved (UDC)town code, is an insult to the community that funds the commission and the publication. Taxpayers have no recourse to the commission's decisions. We are repeatedly ignored.</p>
<p>I really appreciate the proactive steps Frisco has/is making on housing development. Please keep it going! This is such a great place to live and raise a family but too many are leaving and/or can't access Frisco because there is not enough attainable housing available. Please continue to build build build!</p>
<p>Don't overdevelop or sell Frisco out. Keep the charm and quaintness that are the mainstays of the town and have been for decades. Some growth and development are necessary and welcome. Just don't overdo it for the sake of making developers rich.</p>
<p>Thank you to the City Planning Commission and Frisco Town Council for all the time and hard work they put into making Frisco such a great place to live and/or visit!</p>
<p>Build more affordable housing and quit building multi million dollar homes and condos that sit empty most of the time.</p>

Not at this time
I would like Frisco (& Summit County, when applicable) to make more forward-thinking decisions to minimize the environmental impact of development... such as underground parking garages in high density places like the Gateway area, planting more trees along Main street, Summit Blvd and other roadways, enforce downward lighting, make all town garbage (schools included) bearproof and be a leader to get residents and businesses to do the same, etc.
As Frisco grows it should go toward higher density, not sprawl, in order to promote walkability instead of driving and maintain our wonderful "backyard" (undeveloped/open spaces and natural areas).
Main Street has great potential. Let's get cars off at least one side of the street and make it safe for bikes and people - it's the businesses that will benefit. It's time for a parking garage(s) decision.
You have eliminated socially what brought people here. Anything motorized including car shows, parades, car clubs have all been discouraged or eliminated. People will go elsewhere and possibly that is the towns intention. These are people with disposable incomes that works recreate although it isn't the ever popular bike oriented recreation form. BBQ challenge elimination was a huge blow to locals. Locals planned all year to see friends and family. Have a sense of community. Very disappointing. So many urban changes without meeting our small-town feel.
Make the comprehensive Plan protect our small mountain town character while allowing for housing that is more focused on affordability for the local workforce and aging citizens. There should also be housing for the "middle" - not just multi-million dollar homes or local deed restricted housing. Continue to develop local/family owned retail/restaurant/business opportunities all the way down Main St to exit 201 to continue the small-town feel and bring life to that area. Keep up the great work on the open space/rec/trails and Marina experiences! There are some shopping centers along Summit that could use some redevelopment/sprucing up/or better use of the space, just not crazy multi-story complexes that take away from the character of the town.
We are becoming a town filled with large, expensive condo/townhome complexes. Would like to see greater diversity in neighborhoods to preserve diversity within the community culture.
Frisco is bulging at the seams. Stop the growth and let the land and its economy settle down. Growth is destroying its natural resources and beauty.
Summit bVld is ugly! Needs better landscaping, more trees, sculptures, something! Look at how Avon, Colorado did it. Nice rotaries, sculpture, trees, landscaping ! Frisco town entrance on east side is unacceptable! Walmart and Safeway area ugly! Need to improve entrance to town.off I-70.
No.
We love the walkability; we love the Museum and the history; we love the Marina; we love the Main Street vibe (and that it doesn't really have 'chain' retail/restaurants). We DON'T want to become another Breckenridge or Vail.
No major changes. Keep moving in the right direction a little bit at a time over the years
The round abuts are frightening to try to walk across. Not all of the buttons work to warn drivers but also most drivers just race through. I miss the stoplights for my walking safety. More police patrol at the circles maybe but too many tourists just race through the circles.

<p>Tax incentives for big boxes are unfair to small businesses. Internet sales, Wayfair, Etsy, Overstock are wiping out small-towns across America. Future predictions are that small-towns will consist of mostly bars and restaurants and real estate within 2-3 years. Small retail is becoming unsustainable. Commercial property taxes are adding unfairly to the burden of remaining in business. Be careful of adding more unsustainable retail. Keep Frisco within its boundaries and don't cram it full like Breckenridge. Perhaps a toll road to Breck should be built.</p>
<p>Please bring back the promenade! Building codes need to make sense. There might have been a reason to have a particular zoning when it was created, but things should be re-evaluated.</p>
<p>Thank you for the opportunity to take the survey and the thought you are putting into Frisco's future. My one strong feeling is to not alter the town to accommodate more cars, whether for parking or driving. One of the greatest of Frisco's many assets is being a walkable town with safe, reliable public transportation. The more unnecessary driving, the more that asset is at risk, and the more mountain charm is lost. To the extent driving is inconvenient, it deters those that could choose other means of transport, and allows more space for those who need cars for health or practical reasons. Thank you!</p>
<p>Keep up the good work but stop the tax and spend mentality</p>
<p>Be mindful of all the building that's going on.</p>
<p>Please do not over build like Silverthorne- thanks for asking.</p>
<p>Let's clean things up around town, enforce the code for nuisance violations - ie., eyesore at Dillon Dam Rd and Beaver Lodge Rd area - the old Country Buffet site. Also, enforce code that requires fencing around junkyards and disabled vehicles. The Gateway District needs your attention. This area is the first thing our visitors see when they enter Frisco from I-70.</p>
<p>Consider the costs and ramifications to the residents and businesses of changes and requirements such as the new dumpster enclosure regulations for recycling. This presents difficulties for many homeowners associations and businesses.</p>
<p>Stop over building. No more cement or asphalt. Keep what we have nice</p>
<p>More community events. Support and promote local businesses. It's also somewhat hard to integrate into the community here if you don't have children so events that help you connect with other locals.</p>
<p>Try to keep property tax increases to a minimum</p>
<p>Thank for thinking of Frisco's future and getting local input!</p>
<p>Realize that there is limited space for expansion, focus on improvements to current resources rather than additions, encourage non- English speaking communities to learn English by providing classes for adults rather than focusing on translation services. This is an English speaking country and people who plan to live here should learn to speak the language.</p>
<p>Not visitor friendly like it used to be.</p>
<p>Keep the historic charm and protect the natural beauty of this special place.</p>
<p>Slow down the process ... Frisco is losing its charm.</p>
<p>I love the Town of Frisco and its staff!</p>
<p>Keep looking into improvements.</p>
<p>Pass an anti-vagrancy law to get rid of beggars on street corners. Pot is ruining our state; outlaw it in Frisco.</p>
<p>Let's plan and develop Frisco for the people that want to live and engage in the community here and not for those who just want to money grab and go.</p>

I see the strongest connection among locals and guests at town concerts, festivals, July 4, winter fireworks, rock the dock , etc.
This is an amazing place to live. We should protect our workers and economy (including tourism), protect the environment and its inhabitants, protect our community, grow at a modest and reasonable rate, and last, don't become Breck!
The tax grab is unbearable un warranted
Bring back a non-motorized main street. Go all in on the Granite street plan. Re-work the development code and protect the town from growth for people to make money not make a community. Protect our environment over all else. Get ride of parking minimums, they are killing our community.
Population demographics as an aside to the survey(s) would be nice to include.
Years ago, the Wall Street Journal wrote a piece on the best small-town secret in Colorado - Frisco. The town has declined terribly because the focus is narrowly focused on workforce housing, bilingual education and allowing mentally ill people and homeless camping in the forests. Fire is certainly a strong likelihood. The sheriffs hands are tied in handling these situations as well. It is astonishing to see how the town council and mayor are slowly destroying what has been an incredible place to live.
Are there any renters in town council?
Facilitate the growth of established businesses and make it easier for new businesses and developments to work with the local government.
Change is constant - let's be proactive
listen to the community not just the businesses in the community
Control over development
I strongly feel paid parking should not be on main streets and also marina.
Don't get caught up in progressive culture. Figure out how to reduce taxes
Be careful about excess infill! Also control new construction building size and height.
Frisco will lose the local workforce in the next 5 years due to affordability and burn out. I feel like a second class citizen in my own community and I moved here in 1992. In California they did PROP 13 so homeowners could afford to keep their residences, we need to adjust/ subsidize property taxes and focus on keeping FRISCO Locals!!!
Include historic preservation and historic resources, ensure historic sightlines are preserved, and ensure workforce housing remains low cost.
Keep its character and try to improve where necessary, like holding commercial areas to high standards.
Frisco is in a good place, but losing the competition to other mountain communities such as Steamboat, Carbondale, Silverthorne and Durango. There needs to be prioritization around attracting and retaining families and businesses. This is done through economic development initiatives, good schools, and recreation.
Connectivity for bikes, pedestrians, hikers, and wildlife (land and water)!
To consider and weigh heavily what kind of Frisco we will leave to our future generations. If we consider that then we will also be able to enjoy Frisco during our lives as well.
Give individuals as much freedom to choose as possible.
Keep Frisco's small business community
Please keep Frisco funky with a great, compact Main Street and don't let it get like Breck.

Do we really need future growth and development? How about sound maintenance and sustainability practices instead?
No
Bring back the Blues and BBQ festival. More concerts at the marina and with all of these please employ local musicians. We have great local talent. We don't need to hear a washed up band from Louisiana. Keep it local.
I think that maintaining the identity of the town of Frisco is important moving forward since it is central to booming communities that are solely focused as "seasonal destinations". We don't need big resorts or boutique shops, our advantage and focus is more of a "local feel" which is currently exemplified on our Main Street!!
Stop building up. the only diversity we need is a diversity of restaurants, I think allowing food trucks that can operate late would be great,
Stay SMALL!!!!
Locals keep this town running for tourists to enjoy. Make sure to consider impacts on the locals before increasing building of vacation rentals. If the town is over loaded with people it destroys the small-town esthetic.
Keep the town small, do not continue to build.
Don't allow perfection to get in the way of progress; complete the sidewalk along Granite Street! Some of the proposals for changes to Granite are way over the top and will take too long & cost too much to complete. Make it safe for pedestrians now knowing that cyclists can and should ride on the road...and obey rules traffic rules.
I don't feel like anything is happening. I feel we are on a reaction based action plan. I believe what is happening with the housing authority and the subsidies the housing authorities is putting in place with new Ami adjustments. This does not help our community. We need value the people we have currently in the community instead of concerning ourselves with growth.
Stoping growth on low income or employee housing
N/A
For all construction projects please require that contractors must use the lowest emissions tractors/excavators available.
Stay focused on actually accomplishing real objectives instead of the red-herring social justice issues. Frisco has always been a fair minded place and when objectives, such as those listed herein are accomplished, everyone naturally benefits. In the end it's getting stuff done that actually matters.
More events at the Marina.
I want Frisco to be a place where the people that work there live there. I appreciate that it has maintained more of its character and vibe from past decades that many mountain towns have lost as Colorado's population boomed and tourism increased. Keep Frisco accessible, local, and a bit weird.
Bring back the bbq
Let's not forget the school age population. I would like to see facilities for the mountain bike and nordic ski clubs
Please see notes in first comment box
Whores n drugs, maybe boats n hoes
Higher employee pay
Stop bringing people that don't live here as representatives and decision makers for our community.

<p>I know Frisco already adopted STR regulations, but they should be stricter. As an example, they are a percentage of total housing stock. Set a hard cap. Why, when we have a full on housing crisis, are we skimming off our precious inventory to STRs. Makes no sense. Be strong, council!!</p>
<p>Finish the Marina - why is this taking several years? Don't be cheap (poorly designed) when building and enhancing areas or they will not last. Keep enhancing Main Street character. Events (bbq, fireworks, etc.) are fun and great for the community, consider bringing them back or risk becoming a town nobody cares about.</p>
<p>Lake Hill should be developed with at least 600 units. This neighborhood should be a regional priority and partnership, with financial participation by County, state, Frisco, Dillon, Silverthorne. And Lake Hill residents should be Frisco citizens, not County. And the name should be changed to something better - maybe different names for each phase of the project.</p>
<p>I'm not a big fan of the "economic diversification" efforts. As it is, we don't have enough housing for people who already work here, and those service industry jobs aren't going away, even if we add a warehouse or whatever. Let's focus our energy and resources on housing and child care. That will make life easier and better for workers, business owners, teachers, employers, governments, etc., and improve our ability to keep talented people and future leaders.</p>
<p>I also think the Council should identify ways to capture more economic resources from visitors and put them toward housing, transit, climate, and child care. The reason we're all here is because visitors need to be served, with everything from chairlift rides to streets to tacos. If visitors want us to serve them, they need to pay for those services - the real cost of a decent life for the human beings who make it possible for them to come here and play. We should add an impact fee on STRs, implement a real estate transfer tax on homes that are more than \$1.75M, add a local gas tax, and come up with other innovative ways to charge visitors the full costs of their visits. It's embarrassing and bewildering that visitors and real estate investors own most of our homes, and we're putting local workers into little hotel rooms or forcing them to drive over Hoosier/Fremont/Loveland passes. If a second homeowner from Denver wants a clean toilet in Frisco, they should pay the true price of a clean toilet in Frisco - which includes a life of dignity for the person cleaning that toilet.</p>
<p>Support the Lake Hill property as Senior housing is greatly needed in Summit County.</p>
<p>we want to retire in Frisco, so our concern is the facility that supports the retirees.</p>
<p>Thank you for your work/care</p>
<p>Housing, housing, housing; addressing income inequality and the impact on the community</p>
<p>Please consider a building department that has more accountability to existing codes And not ones that they make up to suit themselves</p>
<p>Architecture considerations with keeping Frisco's mountain town feel in mind in future developments on Main St. unlike the new development on West Main especially when they were allowed to remove every tree on the property</p>
<p>I just want to say I really appreciate the outreach the town has conducted regarding this. It has been thoughtful and important. Thank you!</p>
<p>Consider inexpensive electric bike rentals like Town of Breck has with focus on locals.</p>
<p>Is Copper part of 'Frisco'? Could or should we coordinate more with Copper?</p>
<p>Keep things beautiful, clean, natural-- Clean up and make the town look nice by getting rid of the junky run down buildings/business on i70 access road from Frisco to Silverthorne.</p>

listen to local residents not the amateurs in Town Hall
Simply keep Frisco between the white lines. Don't oversteer. Keep Frisco accessible and humble. So much going for this community vs the expansion in neighboring communities or the high end feel of other ski towns. Frisco is unique. Need to be careful and not aggressive, assertive, or believing too much in one's own political religion...
Frisco is pandering to the affluent. It has become Aspen of the front range. Cabins and historic homes are replaced by high spec homes which sit empty. No sense of history in architectural design of new construction. Looks like LoDo. Covid closed Main Street was best thing in decades with no autos. Main Street should be a pedestrian corridor not a traffic jam. Constant auto traffic and flashing stop signs make Frisco feel cheap and commercial.
I would like to see the peninsula area included in these questions. The peninsula is so important to the town and a great asset for recreation.
I worry the recent focus on arts isn't comprehensive enough for town activities and events. Our community is amazing and that is best shared through programs that engage all types of people with varied interests. Music/concerts, street fairs, events at the Marina and Frisco Adventure Park, main street events, and use of our amazing trail system should be prioritized.
When I moved to Summit County 24 years ago, it was expensive to live here, but obtaining housing was possible, even on a modest salary. Today, that is gone. I no longer recognize the county that I spent half my life living in. The affordable housing that isn't deed restricted has completely disappeared. It has been purchased by people that don't live in the County. It used to be possible to run a small business in Summit County, now the business owner and the employees can't find anywhere to live.
destroyed the community that I loved.
The redevelopment potential of Summit Boulevard and the preservation of retail charm of Main Street are the next things to worry about, after affordability issues.
Our walkability and sense of community is our greatest asset. Prioritize that above all else.
I just want to thank all those making efforts to preserve and better this wonderful place we get to call home. It's truly special, and we need people who care.
Diversify our economy. Make sure there are affordable places to live. Childcare so people can work. Take care of our beautiful natural resources.
Concerns about public transportation options
Two large workforce housing projects are going up on West Main, but there is little or no effort to encourage the energy of main street to extend west. Main street is a natural location for tourism to bolster the area economy. It seems like workforce housing could be located in other places and tourist focused business would be better located on main street.

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MEMORANDUM

To: The Town of Frisco

From: Design Workshop

Date: April 25-26, 2024

Project Name: Frisco Comprehensive and Three-Mile Plan

Project #: 7651

Subject: Focus Group Key Takeaways

The Town of Frisco and the Design Workshop team conducted a series of discussions between April 25th and April 26th, 2024, to discuss the topical areas related to the Town's Comprehensive Plan. The objectives of these meetings were to initiate the project with insight into diverse interests and gain a better understanding of concerns, opportunities, and community values.

The planning team gave a brief presentation describing the purpose of the project, a broad understanding of the plan, process and desired outcomes for the comprehensive plan. This was followed by a discussion around a series of questions. Group discussions were conducted over 60-minutes and used Mentimeter (both multiple-choice and open-ended) to capture comments. The following topics were discussed:

1. Community Services
2. Land Use and Development
3. Local Businesses
4. Sustainability and Resilience
5. Open Spaces and Recreation
6. Infrastructure
7. Transportation

Key Takeaways

The Frisco Comprehensive Plan and Three-mile Plan aims to address significant changes in the community since the 2019 Community Plan, including housing demand, shifting demographics from the COVID-19, transportation projects and economic growth. Focus groups offered in-depth insight into these, and other, opportunities and challenges in the Frisco community. Key overall takeaways are summarized below:

Housing Demand. Nearly all seven focus groups mentioned housing affordability, supply (of rental and for sale units), and diversity of housing types as important for the Plan to address. Recognizing the concurrent Housing Assessment will drive recommendations, the Comprehensive Plan is an opportunity to apply these findings and define recommendations around what different strategies may be appropriate throughout the town.

Workforce Retention. Access to housing drives many of the ongoing challenges in the Frisco community, notably the ability to attract and maintain local workers, especially essential workers in the service industry, education, and emergency services. High cost of housing and high cost of living results in the local workforce commuting long distances to work in Frisco. The higher turnover of employees also puts stress on local businesses.

Outdoor Lifestyle. What residents love most about Frisco is the access to the mountains and the Lake. Yet increased tourism and visitation in recent years has stressed the natural systems (including trail degradation, trash and waste, and overcrowding) as well as the supporting infrastructure (parking at trailheads, congestion on roadways and downtown). While much of the natural lands are outside the town of Frisco boundaries,

USFS and Frisco work in partnership to ensure the longevity of the natural environment and to support a successful tourism industry in town.

Amenities for Youth. Frisco is a place for families and there is a desire for additional youth services in the community, ranging from childcare access to increased recreation facilities and programs for youth. In addition, the design of town features such as bike lanes, sidewalks, parks and community spaces should consider all ages and abilities. Safety of pedestrians and bicyclists is important to encourage all modes of transit for ages 1 to 100.

Sustainability and Resilience. There are several hazards that need to be addressed in Frisco including flooding, dam breaks, wildfires and drought. Renewable energy, water conservation, and wildfire mitigation should be considered for both the safety of residents and the natural environment. Water is an important driver of the overall capacity of the town and will be studied in this process to determine appropriate environmental and development recommendations.

Transportation. CDOT currently has a proposed I-70 Interchange improvement project at Exit 203 that is in the final stages of design and scoped for construction in 2026. This project will address the congestion that occurs at Exit 203 during peak hours, where vehicles are stacked within the shoulder of I-70. Additional information can be found [here](#). While this project is not within the jurisdictional control of the Town, the impacts will be felt by adjacent roadways. This project is a result of the many commuters from I-70 into Frisco and Breckenridge along Hwy.9/Summit Blvd and highlights the importance of regional strategies to address transportation. This may include the development of a Regional Transportation District and improved regional bus service, especially from Copper, Silverthorne and Dillon into Frisco. Once in town, micro-transit and last mile connections are an opportunity to expand in future plans. There is a desire to improve mobility along Summit Blvd, considering safe crossings, sidewalks, bike lanes and overall sense of identity as a primary entry to town.

Regional Influences. The location of Frisco, at the intersection of I-70 and Hwy. 9 into Breckenridge is an important economic driver for regional businesses. The Summit County communities are all connected, relying on different locations for different amenities. Copper, which lacks many local businesses and housing, looks to Frisco as 'its town' for dining, recreation, housing and other lifestyle amenities. In turn, Frisco views Copper as 'our mountain'.

Local Culture. Frisco has a long history, and many of the historic buildings and homes remain from the mining past to the early days of the ski industry. These layers of history are important to the character of the town. While housing demand may make it marketable to tear down and rebuild, the Comprehensive Plan should consider the right balance of new and old. In addition, Frisco is home to many long-time Summit County residents, families and local workforce. This community-feel should be celebrated and enhanced both in the Plan and in the planning process.

Meeting Summaries

The following section outlines a summary of each discussion and key takeaways.

1. Community Services

Meeting Time: April 25, 2024, 8:30 AM

Attendees: Alison Cotey, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Sarah Grant; FIRC, Melody Parker; Mountain Mentors, Javier Pineda; Mountain Dreamers, Kate Kirby; Common Spirit, Tony Byrd; Summit School District, Candace De; Summit County Preschool, Ben Butler; Summit County Search and Rescue, Diane Luellen; Unsheltered in Summit, Nicole Miller; Summit Daily, Ashley Lincoln; Summit County Library, Kent Willis; 911 Center Board, Kellyn Ender; Building Hope Summit County, Diana Reznikoff; Café Food Rescue

Summary:

The Frisco community is facing challenges such as homelessness, lack of affordable housing, insufficient rental units, and limited access to basic needs. There's a need for safe spaces for children, improved infrastructure, and better access to affordable housing. Despite these challenges, there have been successes around increased community engagement and initiatives including food rescue programs. Key priorities suggested for the Comprehensive Plan include addressing housing, fostering partnerships, and enhancing community services. Engagement with diverse demographics is essential, with proposals for low-income housing, recreational facilities, childcare services, transportation improvements, and preserving natural spaces noted as areas of opportunity. Specific areas of concern include Lake Hill, the I-70 interchange improvements, sidewalk infrastructure, and conservation efforts for natural areas like the peninsula.

Current Challenges

The most prevalent challenge revolved around the affordability of Frisco regarding housing and wages. Group members explained that there is a lack of space to continue to develop new housing and with this, the cost and limited availability of housing makes hiring from within Frisco difficult. There is a lack of rental units in Frisco and the high demand results in increased rents. Although there have been efforts to create affordable housing for local community members and employees, these are still financially out of reach for many people. Members of the discussion identified the challenge of finding a safe place for kids to spend time after school and on weekends in Frisco, suggesting ideas for a recreation or community center.

Recent Successes

Frisco has experienced recent success in the community, involving increasing numbers of volunteers across multiple organizations. CAFÉ Food Rescue and FRIC have been working to help combat food insecurity within the community. Community engagement has been high recently with residents looking to help care for the community. There has also been an effort through Mountain Dreamers to continue to reach immigrant communities at various levels. Lastly, The Peak School has been collaborating with nonprofit leaders and organizations to better support the community.

Focuses of the Plan

When ranking the importance of issues of the comprehensive plan, participants identified housing growth management, partnerships and collaboration, and community service as the top three areas of focus.

Engagement Opportunities

The Youth & Family organizations were identified to potentially assist in engaging the youth in Frisco including leveraging support from the care clinic. Also noted was the importance of engaging local workers across different wage levels who may lack time for traditional meetings, specifically targeting the 20-30 year-old demographic. Participation from cultural groups such as the Summit Choral Society and Community Band, and churches was recommended. Overcoming engagement fatigue amid numerous ongoing surveys in the town poses a challenge that requires innovative strategies to motivate participation, such as offering cash prizes for completing surveys.

Ideas for a Successful Plan

Suggestions for the plan included prioritizing the development of low-wage housing and establishing a recreational center with amenities like a pool, gym, climbing wall, and childcare services. Improving transportation options, such as implementing a roundabout at I-70 and enhancing the bus system for students and residents, are also important. Creating a community hub center focused on sustainable growth and promoting walkability from all parts of town would further contribute to the well-being of the community.

2. Transportation

Meeting Time: April 26, 2024, 1:00 PM

Attendees: Alison Cotey, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Grant Anderson; CDOT, CDOT Resident Engineer for Region 3, Brian Killian; Region 3 Access Program Manager, CDOT, CDOT, Chris Lubbers; Transit Director, Summit Stage Landon Senglemaan, Frisco Public Works Roads division, Town of Frisco, Chris McGinnis; Frisco Public Works Engineer, Town of Frisco, Candice De, Dana Wood, Mobility Manager; NWCCO, Ira Tane; Exit 203 Committee, Kent Willis; Summit County Transit Board, Leslie Edwards; Finance Director, Town of Frisco

Summary:

The discussion highlighted transportation challenges facing Frisco, including the need for improved pedestrian infrastructure, traffic congestion, as well as safety and reliability along Highway 9 and the I-70 exit 203 interchange. Also noted was the desire to enhance public transportation and increase multimodal options around Frisco. Upcoming developments, such as Lake Hill, may exacerbate traffic issues. Ideas for a successful plan included promoting increased bus usage, maintaining existing bike and pedestrian pathways, and introducing initiatives like a circulator bus to improve local mobility while preserving the town's small-town atmosphere.

Current Challenges

Transportation challenges in Frisco include the need for improved pedestrian infrastructure, particularly along Highway 9/Summit Blvd. The new CDOT project to update the I-70 and Summit Blvd. exit 203, will have an impact to wayfinding, transit usage, and bike connectivity, especially under Summit Blvd. at Tenmile Creek. This project, while planned and designed by the State DOT, will have an impact on the Frisco community. Currently, safety concerns and traffic backups at exit 203 should be alleviated through this project. However, future developments, like the Lake Hill housing project, may add to existing traffic concerns.

Transportation Improvement Opportunities

Frisco has several transportation opportunities to enhance connectivity and accessibility within the town. These include improving routes like Hawn Drive to Lusher Court on Highway 9 and Granite Street. There is currently a proposal for sidewalks north of the bike path in town, with Forest St. being considered as a potential location. The arrival of new buses in fall 2025 presents an opportunity to enhance public transportation options. Improvements to first and last mile connections and increased micro transit options are also of note.

Ideas for a Successful Plan

Ideas for the Plan include promoting more bus use, enhancing its effectiveness, and prioritizing workforce needs to reduce travel times. The central location and multimodal connections to the transit center, particularly around the elementary school, should be emphasized. Initiatives such as a circulator bus from the transit center to West Main Street and back could improve local mobility and address the first and last mile limitations. Existing bike and pedestrian connectivity should be maintained or expanded to support all travel choices. A regional transportation authority could serve as a collaborative approach to address broader transportation challenges and sustain the community's goals of maintaining its small-town feel while improving transportation options.

3. Local Businesses

Meeting Time: April 25, 2024, 12:00 PM

Attendees: Alison Cotey, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Doug Sullivan; Mortgage Lender, Graeme Bilenduke; Involved in developing workforce housing since 2010, with Copper Mountain, Kelly Reneoux; Director of employee experience at Copper Mountain, Andy Jarski; Mountain Comfort Furnishings, Bob Kato, Tavern West and the Island Grill restaurants, Brenda Trollinger; Whole Foods manager, Diego Guzman; Alpine Bank, Tony Pestello; iFurnish

Summary:

The discussions on the future of businesses in Frisco highlighted anticipated growth, concerns regarding potential declines in the mortgage market, and housing shortages affecting full-service restaurants. Opportunities for development include extending Main Street to the west. Opportunities to improve transportation options and enhance regional connectivity with neighboring communities, especially Copper which looks to Frisco for many of the amenities it has to offer.

The Future of Frisco Businesses (Where do you see your business in 5,10,20 years?)

Whole Foods aims to continue growing within Summit County, indicating a positive outlook for some businesses. However, there are concerns about the mortgage business potentially facing a decline in transactions, impacting accessibility to the market. Staffing and housing are significant challenges for businesses, particularly related to affordability, commuting and I-70 issues. Full-service restaurants face hurdles due to the lack of affordable workforce housing to retain staff.

Issues and Opportunities

Extending Main Street to West Main Street has been a long-standing community conversation. Yet, the continuity of Main Street is hindered by existing structures like the town hall, school, and post office which occupy significant space and are set back from the street, indicated by diminished foot traffic after Town Hall. There is an opportunity for infill development along Highway 9/Summit Blvd. including increased retail, housing and mobility. Additionally, parking shortages pose challenges amidst increasing business activity.

Ideas for a Successful Plan

Ideas for the comprehensive plan include improving transportation options within the town to reduce reliance on resort transportation, establishing an indoor recreation center with facilities for field sports, creating a dedicated space for children to gather and play, addressing safety concerns at the intersection of Highway 9 and School Road (County Road 1020), and enhancing connectivity between Copper Mountain and Frisco.

4. Sustainability and Resilience

Meeting Time: April 26, 2024, 8:30 AM

Attendees: Alison Bourquin, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Jen Schenk; High Country Conservation Center, Hilary Sueoka; Town of Frisco, Kasey Provose; Energy Smart Colorado, Kendra Tully; Blue River Watershed Group, Doozie Martin; Friends of the Dillon Ranger District & Summit County Safe Passages, Jon Blank; Town of Dillon Planner, Kat Gray; USFS Fuels Planner, Jessie Burley; Sustainability manager town of Breckenridge, Adam Bianchi; District Ranger for USFS

Summary:

Regarding sustainability, some concerns included inconsistency in town policymaking and staffing, inadequate infrastructure to support increasing visitation to USFS trails and trailheads, and the balance between tourism and local residents. Opportunities for improvement included monument designations around Frisco and preservation of wildlife habitats along the recreation path including wetlands areas. Wildfire resilience and emergency preparedness were identified as pressing issues with the opportunity to enhance defensible space and emergency preparedness efforts within the town. Water conservation was emphasized as an area needing improvement, with suggestions including stricter policies and increased education. A successful plan for Frisco would prioritize leadership in sustainability, collaboration among organizations, and balancing the local and visitor outdoor experience while also promoting resiliency and conservation.

Areas of Concern

A common concern identified was inconsistency in policymaking and staffing. Participants agreed around the lack of Frisco staff and that Frisco 'is too small of a town to tackle these issues themselves.' The group agreed that having a "champion of sustainability" in each department could help to make an impact. Another concern was the management of increasing recreation and visitation to USFS lands in Summit County, with several of the trailheads being accessed in Frisco. There were 9 million visitors to White River National Forest

last year and there are challenges around maintaining high quality recreation and protecting resources. With 360,000 acres of USFS land in Summit County there is not enough staff to maintain this area. Maintenance is needed to upkeep trails and trailheads to manage litter and waste. The discussion also mentioned finding the balance between the recreation tourism economy and local residents of Frisco under the pressures of increasing tourism. Wildfire resilience and Frisco's disaster/emergency preparedness was another concern discussed.

Opportunities for Improvement

There are opportunities for monument designations around Frisco specifically on the peninsula and within the historic downtown area. The recreation path along Miners Creek is also an opportunity for connectivity and to improve/restore wetland areas and wildlife habitats that should be preserved.

Defensible Space, Emergency Preparedness, and Sustainability

Encouraging homeowners to adopt defensible space and promoting emergency preparedness, particularly in relation to wildfire risks, is important to both affordability and resilience. There was also a recognition of the need to protect and mitigate against high intensity wildfires, particularly in the vulnerable North Tenmile Creek area due to climate change impacts and heavy sedimentation.

Water Conservation

Water conservation efforts in Frisco need improvement, with a lack of significant initiatives to reduce usage. Discussion around water conservation and sustainable development challenges emphasized the need for coordination between departments, specifically to large outside developments, prompting calls for stricter policies. Increased education and outreach to residents would also support water conservation best practices. Collaboration with entities like the Colorado River District and Xcel Energy is underway, alongside suggestions for clearer policies and enhanced education on watering schedules.

Ideas for a Successful Plan

A successful plan for Frisco entails leadership in sustainability, focusing on renewable energy, climate action, and access to the outdoors. Collaboration involving local, regional and State organizations is needed to break down silos and cultivate a forward-thinking culture. Priorities include enhancing both local and visitor recreational experiences and promoting sustainability and resiliency.

5. Open Space and Recreation

Meeting Time: April 26, 2024, 10:00 AM

Attendees: Alison Bourquin, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Sam Massman; USFS (Sam Massman), Katherine King; Summit County Open Space & Trails, Summit County, Brandon Ransom; DRReC (ask Diane), DRReC, Pete Swenson; Nordic Center & Trails Manager, PRA Trails, ToF, Ben Ferrante; President, Summit County Mountain Bike Alliance, Logan Snyder; Marina General Manager, Frisco Marina, ToF, Erin Socks; Frisco Adventure Park General Manager, Frisco Day Lodge, ToF, CB Betchel; Executive Director, Team Summit, Team Summit CO, Megan Testin; Norris Design, Norris Design, Ash Smith, SE Group, John Kreamelmyer, Laurie Alexander; Vice President, Friends of the Dillon Ranger District

Summary

Frisco's recreational offerings foster a strong sense of community pride. However, managing increased tourism poses challenges, such as maintaining the area's integrity and addressing issues like erosion and trail upkeep. Pressure on existing natural areas from increased visitation and the delicate alpine environment necessitates a balance between recreational use and preservation, conservation and restoration efforts. Discussion highlighted the need to improve infrastructure and amenities, promote resilience, and prioritize family-friendly activities.

What Makes Frisco Special?

Frisco stands out for its abundance of recreational opportunities, authentic historic main street, and access

the Frisco Marina and peninsula on Lake Dillon. The location off I-70 is an important service hub to neighboring areas like Copper and Breckenridge. The town offers programming and activities for all ages, including families and visitors. The access to USFS, Tenmile Creek, the Frisco Marina and Lake Dillon is an opportunity distinct from other communities. Maintaining the local culture amidst increased visitation, regulating and maintaining trails, and increasing environmental protection to sustain trails are important considerations for the future.

Challenges for Existing Open Spaces

There has been increased pressure on recreational areas in recent years post-pandemic, leading to issues like erosion and poorly maintained trails specifically noting the Tenmile Creek Trailhead. Determining, tracking, and managing capacity while enforcing regulations pose logistical challenges, compounded by a lack of education and etiquette among visitors. Adequate infrastructure, including bathrooms and trail maintenance, is necessary to support higher usage levels and mitigate issues like littering, wildlife disturbance, and erosion. While the USFS and Frisco have traditionally held a positive working relationship, managing these spaces is further complicated by overlapping town and federal resources.

Ideas for a Successful Plan

The Plan might consider improvements such as installing gentle lighting on the ski hill and prioritizing family-friendly opportunities and programs. Transit improvements might include creating designated bike lanes to promote safety and accessibility, especially along Main Street. Suggestions for recreational areas include improved signage and maps, ensuring convenient amenities like designated parking and restrooms at trailheads, and future planning to managing capacity and use of trails through maintenance and education.

6. Infrastructure

Meeting Time: April 26, 2024, 11:30 AM

Attendees: Alison Bourquin, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Ryan Thompson, Water Systems Supervisor, Frisco Water District, ToF, Matt Smith; Frisco Sanitation District, Drew White; District Manager, Waste Management, Mary Hartley; Summit Fire, Amy Legace; Designer, Xcel, Xcel Energy, Chris McGinnis; Public Works Director, Public Works, ToF, Nathan Walowitz, NWCCOG, Alan Salazar; Denver Water, Jeff Brill; Owner, Garbage Gurus, Garbage Gurus, Ashley Denault; Denver Water, Tyler Johnson; Denver Water, Kim McDonald; Division chief/fire marshal, Summit Fire & EMS, Jim Long; Denver Water – property and land management

Summary

Frisco's water resources unique high-altitude setting requires stewardship, partnerships and tackling climate change threats like wildfires. There are concerns regarding managing development pressure, safeguarding water rights, and preserving the town's local culture. Infrastructure concerns center on environmental risks, notably emerging contaminants, I-70 runoff, wildfire impacts, and dam safety. Discussions on water advocacy and resilience emphasize Frisco's water management initiatives, alongside challenges like contamination and system complexity, stressing the interconnectedness of water within many aspects of the Frisco community.

What Makes Frisco Special?

Frisco's local water sources at Tenmile Creek and Lake Dillon, at 9,000 feet elevation are a unique consideration. Managing development pressures and managing water rights without jeopardizing the existing community assets is a primary concern. Partnerships with external organizations show promise, but challenges such as affordable housing and broadband capabilities need addressing for sustainable growth and preservation of Frisco's character.

Areas of Concern

Environmental threats and safety are important infrastructure concerns in Frisco. Wildfires present a significant threat to water sources. Contaminants pose risks to water quality and are compounded by potential

runoff from Interstate 70, which could also impact the water supply. Future management to ensure the safety of dams and robust fire management strategies is crucial for protecting the Frisco community and infrastructure from potential disasters.

Water Advocacy and Resilience

Water advocacy and resilience of water infrastructure through the town's water management efforts includes water conservation, new ground wells, and an ongoing water efficiency plan. Participants also identified challenges such as contamination, potential threats from industry and wildfire, and the complexities of their water supply system. To create a holistic approach to water conservation and efficiency, the interconnectedness of water with energy and food production should be considered.

7. Land Use and Development

Meeting Time: April 25, 2024, 10:30 AM

Attendees: Alison Bourquin, Design Workshop; Jessica Garrow, Design Workshop, Christian Weber; Design Workshop, Suzanne Allen Sabo; Allen-Guerra Architecture, Melissa Sherburne; Resident/Director of Real Estate for Vail Resorts, Corrie Burr; Summit Combined Housing Authority, Fred Newcomer; Architect, Stace Architects, Kim Kramer; LA Neils Lunceford, lived in Frisco for 25 years, Raini Ott, Planner with Dynamic Planning + Science, Eric Klien; Slifer, Smith and Frampton in Frisco, Chris Eby; Resident, Mark Sabatini; Resident

Summary:

Enhancing amenities and redevelopment opportunities, particularly along Summit Blvd., while preserving the town's historic character are important to address in the comprehensive plan. The loss of middle-income families and slowed pace of the local business indicate a demand for redevelopment and revitalization. Addressing housing affordability in the high-demand market, balancing tourism with local community, and overcoming roadblocks like parking restrictions and incentive gaps are key aspects of the plan. Frisco's comprehensive plan could focus on fostering a vibrant, inclusive community through increased events, attracting new businesses, and prioritizing connection to recreation for all residents.

Opportunities for Improvement

Opportunities for improvement range from increased recreational amenities along Tenmile Creek to leveraging redevelopment potential along the Summit Blvd. The future CDOT exit 203 project was noted as an important consideration for the role the corridor plays in the community. Improving pedestrian access to the Marina from Main Street, perhaps through a bridge, was mentioned. This could include a perceived extension of Main Street across Summit Blvd. with additional shops, retail and dining.

Relevant Trends

A trend of replacing older landmark properties, specifically residential, with new development, was noted. Preservation tools, such as within Breckenridge, are an opportunity to maintain the historic character of Frisco to balance development with preservation goals. Another noted trend is the loss of middle-income, working families in Frisco, raising concerns about housing affordability and housing mix. Local business has slowed in pace in recent years, with few new businesses locating along Main Street. Participants noted establishing roots, maintaining staff, rents and transition planning as challenges to the local business community. It was also noted that the community desires to see downtown businesses remain local to maintain character and prevent the infiltration of national chains. The discussion highlighted a tension between allowing for change and meeting the demands of the market while also increasing affordability and preserving local character.

Opportunities and Unmet Needs

Addressing the workforce and middle-income housing shortages is a priority. There are significant redevelopment opportunities for Summit Blvd. for housing and retail. Ensuring a full spectrum of housing

options is crucial, with a focus on effectively allocating units to meet diverse needs. Striking a balance between tourism and supporting local families is also important.

Roadblocks and Challenges

Roadblocks and challenges to development include parking restrictions hindering accessibility and mobility. There's a notable lack of incentives, particularly in fostering feasibility of development scenarios. Balancing the need for affordable housing with private property rights necessities creative incentives for property owners to contribute to moderate-income housing initiatives.

Ideas for a Successful Plan

The comprehensive plan could prioritize creating a vibrant community that embraces families, long-time residents, and newcomers. This could involve hosting more community events to foster connections and a sense of belonging. Frisco should also work towards attracting new businesses to the town, revitalizing its economic landscape and enhancing community vibrancy through increased job opportunities and diverse amenities.

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MEMORANDUM

To: The Town of Frisco
From: Design Workshop
Date: Nov. 4, 2024
Revised Dec. 3, 2024
Project Name: Frisco Comprehensive Plan and Three
Mile Plan Update
Project #: 7651.04
Subject: Community Engagement Window 2
Summary- Scenarios and Tradeoffs

Memorandum Purpose

This summary is intended to document community input from pop-up events and the community-wide survey for the Frisco Comprehensive and Three-mile Plan during the second round of community engagement, Scenarios and Tradeoffs. These findings will inform the development of the Comprehensive Plan, and how to apply community priorities to planning decisions for Frisco.

Engagement Summary

The objective of Community Engagement Window #2 was to share current conditions and community values influenced from Window 1 engagement results and to gather feedback on priorities and trade-offs from potential growth scenarios for the Frisco's Comprehensive Plan. The engagement feedback was obtained in two forms: pop-up events and a digital survey.

This document includes the following sections:

- 1) Engagement Window- Scenarios and Trade-offs
- 2) Key Understanding
- 3) Scenario Planning Summary
- 4) Trade-offs Summary
- 5) Land Use Character Summary
- 6) Demographics Summary
- 7) Appendix- Event Boards (A), Open Response Comments (B), Kids Activities (C), Survey (D)

1) Engagement Window- Scenarios and Trade-offs

On Thursday, Sept. 26, 2024, The Town of Frisco and Design Workshop staff conducted a full day of community-wide engagement to gather feedback from the community.

Community Pop-up Events. Five-in-person community events were held at the following locations in an open house/pop up format:

- Rocky Mountain Coffee Roasters 7:30-9:30 a.m.
- Town Hall, Council Chambers (Outside) 1:00-2:30 p.m.

- *End of the school day - Frisco Elementary (Not Publicly Noticed)*
- Frisco Bay Marina 4:00-6 p.m.
- Summit Middle School Football Game 4:00-6 p.m.

Overall, 55 participants provided their contact information on sign in sheet at the events. With many choosing not to share their contact information, over 200 people were tallied through a visual count and participated in discussions with staff and in event activities. All boards were available in English and Spanish, and a Spanish-speaking ambassador was available at in-person events.

In addition to the day of events, the Town led additional engagement events utilizing provided materials and talking points at Walmart and survey business cards were distributed around town during the month of October.

Community Wide-Survey. To provide virtual access for everyone, an online survey and all current project information was made available at www.FriscoPlan.com. The survey was open September 27 to October 22, 2024 and 190 surveys were completed. All surveys were taken in English, with the survey being available in both English and Spanish via the Qualtrics XM survey platform.

Noticing and Communication. The survey was noticed on [the Town website](#) and flyers were posted at local business. Notifications were emailed directly to residents via town listservs. All materials were provided in English and Spanish.

Description of Activities. There were 10 boards (which can be viewed [here](#)) which asked participants to provide feedback across a spectrum of information. This included an introduction to the project and information on the community values developed in Engagement Window #1. In addition, information is provided to describe scenario planning and the drivers and trends that informed the development of these scenarios. Three scenario maps explore different ways to approach planning in Frisco and ask for feedback on the vision statement, overall scenario, and to vote on a favorite scenario. A future land use character board showed character imagery of land use classifications to better understand the character of the colors on the scenario maps. A scenario comparison board provided a snapshot to help understand the trade-offs of each scenario. Finally, a trade-offs board identified statements of different possible outcomes of the three scenarios and participants were asked to indicate the statement that was most true to their viewpoint. Each event included children's activities and an opportunity to draw about the Future of Frisco. Participants provided contact information on a sign in sheet and were offered the option to be entered into a drawing to win a prize at the Nordic Center.

Event Photos

**More photographs are available in Appendix A.*



Figure 1 – Photo of engagement pop up at Rocky Mountain Coffee Roasters event held on September 26th of 2024.



Figure 2 - Photo of engagement pop up at Town Hall held on September 26th of 2024.



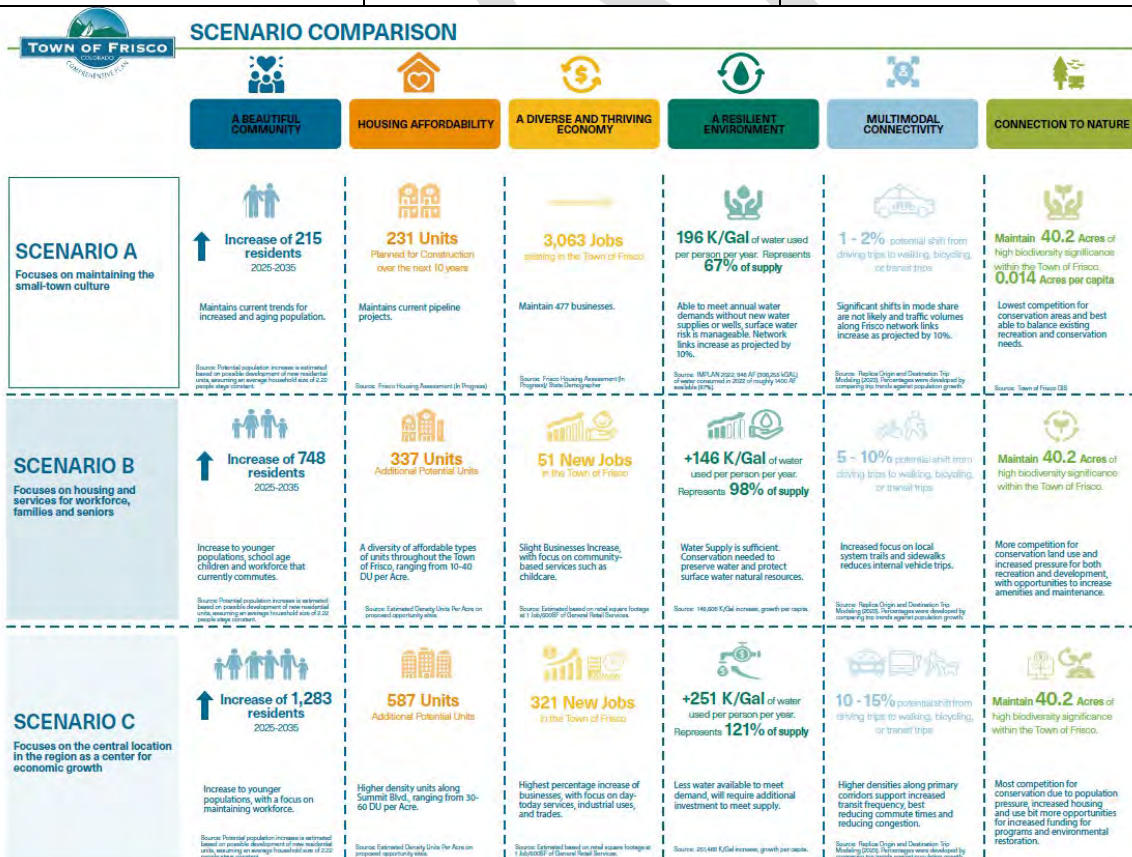
Figure 3 - Photo of engagement pop up at Rocky Mountain Coffee Roasters held on September 26th of 2024.



Figure 4. Community engagement business cards and Nordic Ski Pass Raffle.

Description of Scenarios. The event boards in Appendix A provide detailed maps, narrative that aligns each scenario to the community guideposts for each of the 3 scenarios. To provide context for this document, a brief description of each of the 3 scenarios is provided below and an image of the scenario comparison board to highlight how community values are addressed differently in each of the scenarios.

SCENARIO A	SCENARIO B	SCENARIO C
<p>Narrative: Scenario A is a baseline scenario that looks at a potential future where current trends continue with minimal intervention or change within the community. Based on these existing trends, the population will continue to decline, and jobs will have modest growth—primarily within tourism-supported areas.</p>	<p>Narrative: Scenario B explores a low-to-mid growth alternative with a focus on increasing the affordable housing supply. This may include different types of housing and density along Summit Boulevard, in the Gateway District, and along West Main Street. There is an opportunity to increase ADUs, and missing middle housing types such as duplexes and townhomes, and to consider other opportunities for housing such as tiny homes. The focus on increasing housing supply will both improve affordability and create opportunities for the existing workforce and future generations of residents.</p>	<p>Narrative: Scenario C focuses on economic diversity and housing, offering the highest growth potential. This supports a decrease in the need for commuting employees as the job market increases and an increase in housing supply to provide accessible housing options for existing employees and future workforce. A focus on increasing economic diversity by attracting new businesses and industries to includes West Main Street as an expansion of the downtown core for local businesses, retail, and cultural attractions. Mixed use commercial centers along Summit Blvd. and in the Gateway District, create new spaces for offices, light industrial spaces, warehouses, makerspaces, and essential retailers.</p>



2) Key Understanding

Within this engagement window, the Frisco community has provided valuable insight into the three scenario alternatives. Overall, these insights reflect a community that values its identity, natural beauty, and quality of life while also acknowledging the need to balance growth and development and the need for sustainable planning to sustain these qualities into the future.

Demographic Summary. The survey demographics reflect alignment with the full-time and part-time residents. Underrepresented survey respondents include renters, youth under 29 years of age and Spanish-speaking residents. Events were intended to target underrepresented groups, many of whom chose not to disclose personal data. Additional outreach from Town staff at Walmart was intended to bridge the gap in representation, however, the demographics board was not displayed at this event due to weather conditions.

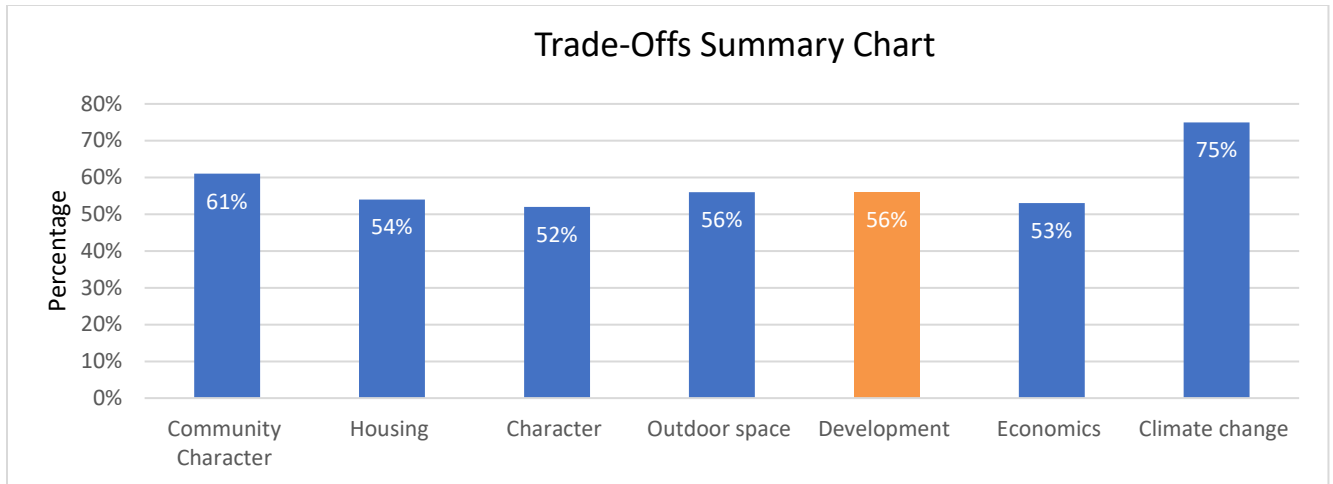
Key Findings. The Frisco community is deeply committed to preserving its character while addressing growth and development in a balanced and sustainable manner. Comments indicate an emphasis is on maintaining a close-knit, vibrant and environmentally conscious community supporting both residents and visitors.

Scenario Planning Summary. Overall, Scenario B was selected as the preferred direction at pop-up events (65%) and the online survey (41%), for a composite of 44%. Overlapping themes regarding housing, development, and approaches to environmental sustainability and conservation were seen across the open-response commentary for all three Scenario options. Scenario based questions are further defined in Section 3.

Trade-offs Summary. Interestingly, there was no clear delineation on the tradeoffs, with 6 of the 7 questions close to 50%. Overall, responses indicate a desire for housing, but less desire for economic growth. Trade off questions are further defined in Section 4. The following responses held the highest support for each of the seven trade-off questions.

- Community Character - Option B (61%)
- Housing - Option B (54%)
- Character - Option B (52%)
- Outdoor space - Option B (56%)
- Development - Option A (56%)
- Economics - Option B (53%)
- Climate change - Option B (75%)

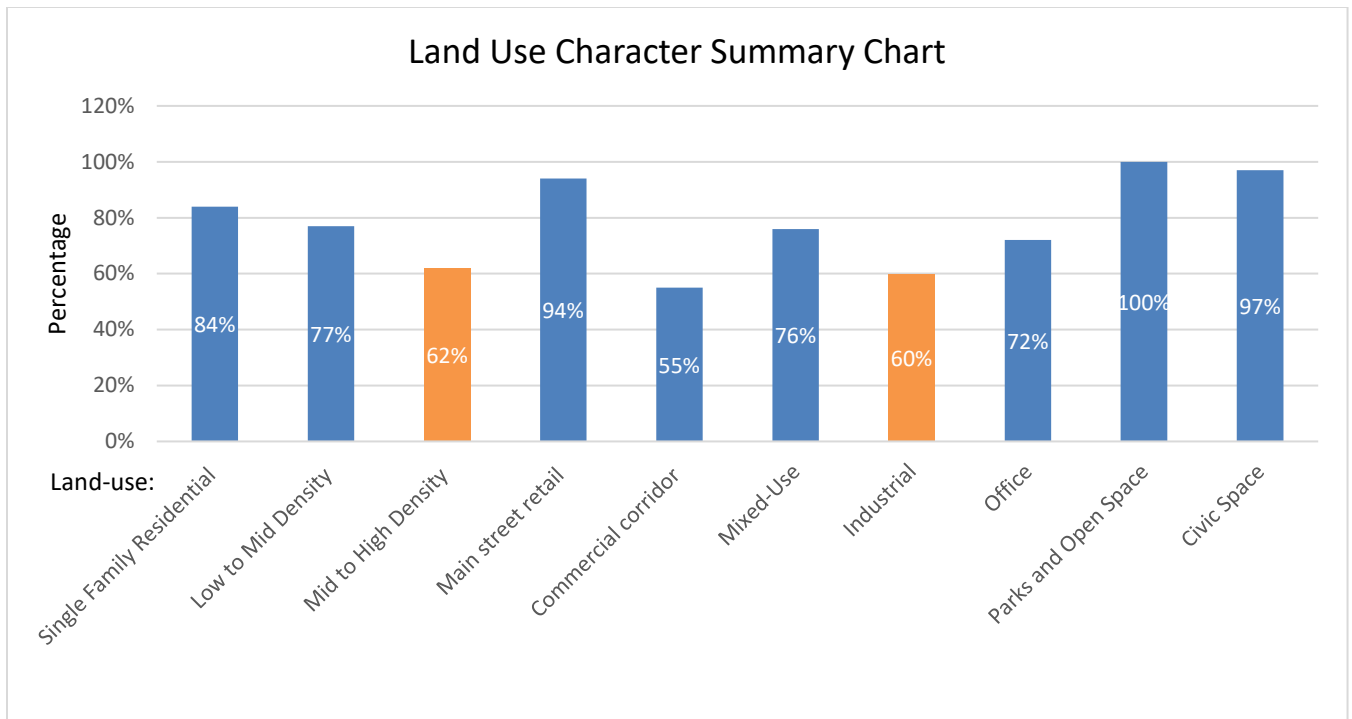
The Trade-offs Summary Chart below illustrates the in blue responses that align more closely with Scenario B and C, while responses in orange align more closely with Scenario A.



Land Use Character Summary. Generally, the community supports lower intensity uses over higher intensity uses, with near consensus in favor of community spaces. The following responses held the highest support for each of the land use classification character images and related survey questions. These responses are further detailed in the Section 5.

- Single Family Residential (84% selected “they like this”)
- Low to Mid Density (77% selected “they like this”)
- Mid to High Density (62% selected “they do not like this”)
- Main Street Retail (94% selected “they like this”)
- Commercial Corridor (55% selected “they like this”)
- Mixed-Use (76% selected “they like this”)
- Industrial (60% selected “they do not like this”)
- Office (72% selected “they like this”)
- Parks and Open Space (100% selected “they like this”)
- Civic Space (97% selected “they like this”)

The chart below illustrates the in blue responses that are supported or preferred by a majority of respondents, while responses in orange are less supported or less desirable by a majority of respondents.



Overall Summary. The feedback reveals a tension between maintaining the current character of Frisco and addressing challenges related to housing and economic vitality. While the majority of comments indicate little desire for large-scale development, a minority of comments do recognize the need to increase jobs and housing as a strategy to maintain current character, rather continue trends of declining population and loss of workforce. Many of these comments highlight a need for increased housing options and support for local businesses, which can conflict with efforts to limit growth. Select comments are provided in the detailed analysis of each question in the following section and a full summary of comments can be found in Appendix B. A closer look at individual responses suggests some support for infill housing and more jobs (including commercial, retail, office, and mixed-use opportunities) in the Gateway area and along Summit Blvd. Additionally, there is interest in expanding housing options downtown to bolster retail vibrancy on Main Street. In contrast, residential areas and open spaces are generally preferred to stay the same, with a desire to encourage more permanent residents rather than a predominance of second homes.

3) Scenario Planning Summary

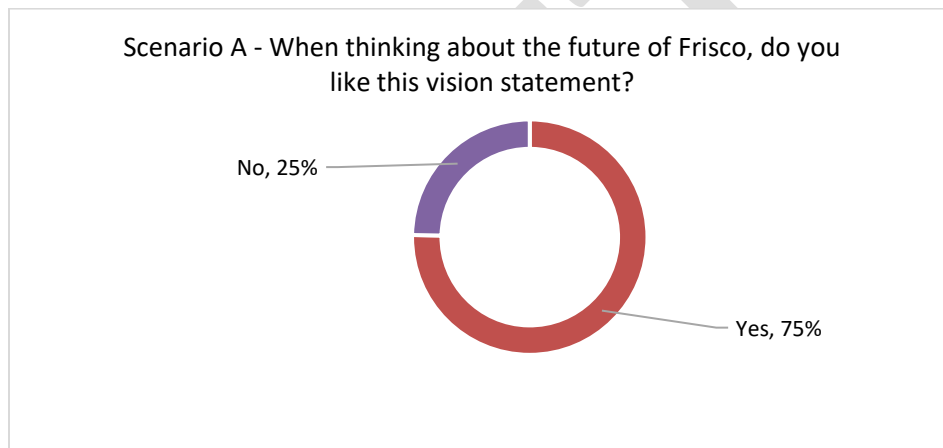
The following includes a summary of responses to the scenario alternatives questions from in person events and the corresponding online survey. Open response comments were analyzed based on the frequency of themes in response. A description of the overall themes is included for open response question types. A full report of all open response comments can be found in Appendix B.

Q1 – Scenario A - When thinking about the future of Frisco, do you like this vision statement?

SCENARIO A VISION STATEMENT

The Town of Frisco is nestled in the heart of the White River National Forest and Lake Dillon, where knowing one another and family friendly values create a sense of belonging. We cherish access to nature and outdoor activities and strive to maintain our local culture while preserving the environment. The Town of Frisco is a place where local businesses thrive and residents of all ages can live, work, and play together. We are committed to balancing thoughtful growth with the protection of our natural beauty, ensuring that our community remains affordable and welcoming for future generations.

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Yes	0	0%	131	75%	131	75%
No	0	0%	43	25%	43	25%
Total	0	0%	174	100%	174	100%



Q1 Methodology. This question asked respondents whether they liked the vision statement for the future of Frisco, offering two response options: "Yes" or "No." The online survey received 174 of 190 responses (a 92.1% response rate), with no additional responses collected at pop-up events.

Q1 Understanding. Three-quarters (75%) of survey respondents indicated that they liked the vision statement, while 25% did not. There were no responses from pop-up events for this question.

Q2 – Scenario A - Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

#Q -Based on what you understand about Scenario A, what thoughts or ideas do you have?		
Type of Engagement	Count	%
Pop-up Responses	1	1%
Survey Responses	107	99%
Total Responses	108	100%

Q2 Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on the boards at events. The online survey received 107 comments from the total 190 responses (a 56.3% response rate). The pop-up events gathered 1 comment. Responses were then grouped into common themes to summarize participants' feedback on the scenario.

Q2 Understanding. Themes of the comments based on Scenario A are related to: (1) Affordable and Workforce Housing Needs, (2) Preservation of Small-Town Character and Community Identity, (3) Environmental Conservation and Sustainability, (4) Traffic, Infrastructure and Safety Concerns and (5) Economic and Community Diversity. A summary of comments from each theme are identified below:

- Affordable and Workforce Housing Needs: Many residents emphasize the urgent need for more affordable and workforce housing options. Concerns revolve around rising housing costs that make it challenging for local workers to live in Frisco, threatening the community's sustainability and diversity. While some see developments like Lake Hill as a potential solution, there is skepticism about relying on projects outside of Frisco. Many believe Frisco should take a more proactive, locally tailored approach to address housing needs.
- Preservation of Small-Town Character and Community Identity: A recurring theme is the desire to maintain Frisco's small-town, quiet, nature-focused character. Residents express concern that rapid growth, high-density housing and tourism-focused development could erode Frisco's unique atmosphere, leading to overcrowding and strain on resources. There is a strong call to balance growth with preserving Frisco's distinct local identity, supporting small businesses and maintaining open spaces.
- Environmental Conservation and Sustainability: Environmental preservation is a high priority, with many advocating for conservation efforts, while minimizing environmental impacts. Residents value Frisco's natural beauty and want to ensure that new development respects the environment. Sustainability is seen as essential not only for protecting the local ecosystem but also for maintaining a resilient economy.
- Traffic, Infrastructure and Safety Concerns: As Frisco grows, there is significant worry about its infrastructure's capacity to handle increased density, particularly regarding traffic congestion, parking and pedestrian safety. While outside of the Town Boundary, Dillon Dam Road and the Lake Hill area are frequently mentioned as potential pressure points. Many suggest that Frisco invest in improved infrastructure, including pedestrian pathways, bike lanes and parking facilities, to support safe and sustainable growth.
- Economic and Community Diversity: Residents express concern over Frisco's reliance on tourism and the limited economic opportunities beyond service and remote work. There is a desire to diversify the economy and foster a more inclusive community that supports a mix of residents. Achieving economic diversity is seen as vital for long-term stability, particularly in the face of economic shifts that could

impact tourism and for fostering a balanced demographic that includes families, local workers, and year-round residents.

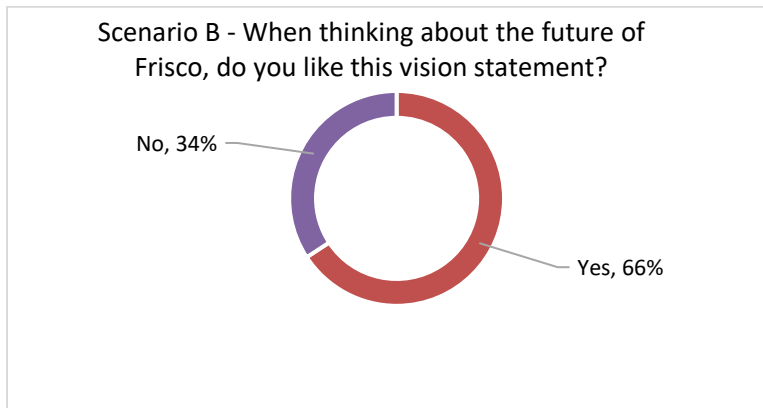
Selected Sample Comments	
<i>*The following comments are selected direct quotes that indicate a broad sample of perspectives and suggestions and have not been edited or modified. A full summary of all comments is included in Appendix B.</i>	
Affordable and Workforce Housing Needs (Theme 1)	"I want a greater focus on equity and affordable housing development over protecting "small town atmosphere." The status quo may keep density low, but it also throws affordability out the window. I like that we are improving sidewalk connections and the Complete Streets project."
Preservation of Small-Town Character and Community Identity (Theme 2)	"I like the idea of maintaining the great things about Frisco. The pipeline projects will increase housing an amount such that a portion of local employees could shift to living in Frisco. I feel this plan is missing needed improvements to connect Main Street to the Marina and use property along Highway 9 and West Main for additional workforce housing mixed use projects."
Environmental Conservation and Sustainability (Theme 3)	"Keeping the small town feel with as little environmental impact as possible. Conservation is key."
Traffic, Infrastructure and Safety Concerns (Theme 4)	"I see traffic (vehicle and bike) steadily increasing. Public transportation is currently adequate, but streets and trails need to be improved to accommodate this increased traffic. CDOT's Exit 203 project will help. If Lake Hill is ever developed, the Dam Road and the C1 trail need to be improved."
Economic and Community Diversity (Theme 5)	"Scenario A will result in wage workers living outside of Frisco and produce a lack of true diversity in Frisco's population."

Q3 – Scenario B - When thinking about the future of Frisco, do you like this vision statement?

SCENARIO B VISION STATEMENT

The Frisco Community values the beautiful mountain-to-lake setting and historic Main Street that is home to a family-friendly vibe. We strive to create a community where people of all ages and stages of life can find affordable housing, quality services, and opportunities to thrive. We are dedicated to fostering a family-friendly atmosphere where local businesses flourish and residents feel a strong sense of community. By carefully managing growth and development, we aim to maintain our local charm while ensuring that everyone can enjoy the natural beauty and outdoor activities that make the Town of Frisco special.

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Yes	12	100%	111	63%	123	66%
No	0	0%	64	37%	64	34%
Total	12	100%	175	100%	187	100%



Q3 Methodology. This question asked respondents whether they liked an alternate vision statement (Scenario B) for the future of Frisco, with two response options: "Yes" or "No." A total of 187 responses were collected, with 175 from the online survey and 12 from pop-up events.

Q3 Understanding. Two-thirds (66%) of total respondents indicated that they liked the vision statement in Scenario B, with 63% of survey respondents and all (100%) pop-up event respondents expressing support.

Q4 – Scenario B - Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

#Q -Based on what you understand about Scenario B, what thoughts or ideas do you have?		
Type of Engagement	Count	%
Pop-up Responses	25	19%
Survey Responses	110	81%
Total Responses	135	100%

Q4 Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on the boards at events. The online survey received 110 of the total 190 responses (a 58% response rate), while the pop-up events gathered 25 comments. Responses were then grouped into common themes to summarize participants' biggest hopes for Frisco.

Q4 Understanding. Themes of the comments based on Scenario B are related to: (1) Community and Housing Affordability, (2) Preservation of Local Character, (3) Sustainable and Balanced Development, (4) Transportation and Walkability and (5) Role of Government and Regulations. A summary of comments from each theme are identified below:

- **Community and Housing Affordability:** One of the most pressing concerns is the need for affordable housing options that cater specifically to local families and residents. Commenters expressed frustration with high-end developments that prioritize market-rate housing over community well-being, advocating for policies that support workforce housing and ensure that locals can afford to live in the area. Many respondents highlighted the necessity of integrating affordable options into new development plans, particularly along key corridors like Summit Boulevard. The sentiment is clear: a thriving

community must prioritize the needs of its residents, ensuring that housing is accessible and suitable for those who live and work in Frisco.

- **Preservation of Local Character:** Maintaining Frisco's unique identity is paramount for many community members. There are significant concerns about the demolition of historic homes to make way for luxury condominiums, which many believe could lead to a loss of the town's charm and character. Respondents emphasized a desire to avoid becoming overly commercialized or urbanized, drawing comparisons to neighboring towns that have sacrificed their local flavor for development. The community calls for a thoughtful approach to growth that respects the historical and cultural context of Frisco, preserving its small-town feel and preventing the imposition of developments that do not align with local values.
- **Sustainable and Balanced Development:** A key theme in the feedback is the importance of sustainable development that balances economic growth with environmental considerations. Community members advocated for careful planning that does not compromise the town's natural landscapes or contribute to greenhouse gas emissions. There is a clear desire for development strategies that incorporate renewable energy sources, such as solar power, and promote carbon neutrality in new buildings. Commenters also stressed the need for infrastructure improvements to support increased population density, ensuring that growth is managed responsibly and does not overwhelm local services.
- **Transportation and Walkability:** Improving transportation options and walkability within the community is a significant priority for residents. Many expressed concerns about pedestrian safety, particularly along busy corridors like Main Street, and suggested infrastructure improvements such as overpasses and better pathways. The emphasis on walkability aligns with the desire for a connected community where residents can easily access local businesses and recreational areas without relying on cars. Respondents pointed out that enhancing walkability can lead to increased community engagement and a stronger sense of belonging among residents.
- **Role of Government and Regulations:** Finally, there is a robust discussion around the role of government in housing and community development. Many commenters believe that while government support for affordable housing is crucial, it should not be the sole solution. Instead, they advocate for a balanced approach that includes incentives for private developers to create affordable housing options without overly relying on government funding. Comments also highlight the importance of establishing zoning regulations that prevent the displacement of local residents, ensuring that new developments align with community needs and values.

Selected Sample Comments

**The following comments are selected direct quotes that indicate a broad sample of perspectives and suggestions and have not been edited or modified. A full summary of all comments is included in Appendix B.*

Community and Housing Affordability (Theme 1)

“This is the best option for Frisco. We need to find a way to grow AFFORDABLE housing and prevent investors and second homeowners from continuing to take over Frisco.”

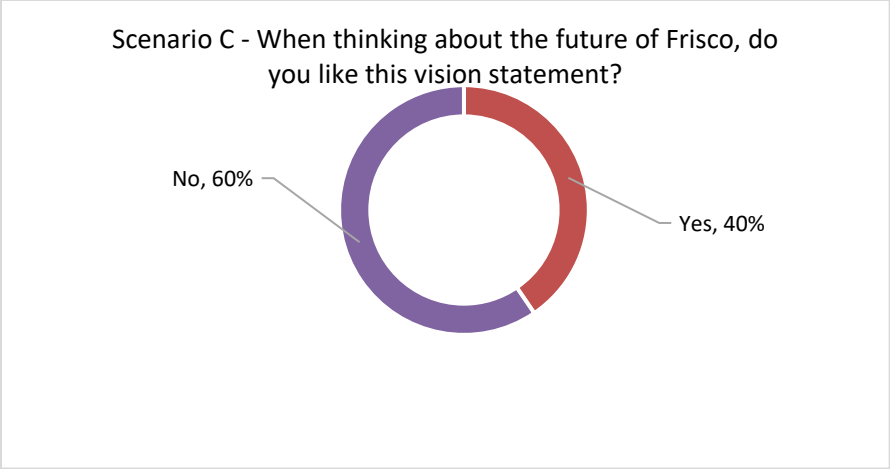
Preservation of Local Character (Theme 2)	“Better balance between seeking opportunities for affordable housing and maintaining the small town character of Frisco.”
Sustainable and Balanced Development (Theme 3)	“Not enough focus on nature and environment. Frisco has too much auto traffic and more urban all the time. Frisco should become a dark sky’s community attractive to stargazers and tourists for views of multiway. No LED LIGHTS, residential lighting should be downlighting with motion sensors. Promote Green, save energy.”
Transportation and Walkability (Theme 4)	“Increasing town connectivity is essential including sidewalks, rec paths and trailhead access. There should be pedestrian/cycling access to meadow creek trailhead. There should be two pedestrian bridges across summit boulevard; one at main street and one near Safeway.”
Role of Government and Regulations (Theme 5)	“I like the balanced, limited role of government in local housing development. Prefer incentives and restrictions to require private development to include housing for primary residents, without income qualification or appreciate restrictions. ADUs are welcome more than 2-3m townhomes for second homeowners or worse, investors who want to STR.”

Q5 – Scenario C - When thinking about the future of Frisco, do you like this vision statement?

SCENARIO C VISION STATEMENT

The Town of Frisco is a vibrant, beautiful community in the heart of Summit County, renowned for its beautiful setting and access to outdoor adventures. We leverage our central location in America’s Playground to become a hub for economic growth while preserving our historic heritage and sense of community. We aim to support a diverse economy that includes local businesses and provides opportunities for residents of all incomes, ages and lifestyles to live, work, and play. By balancing development with environmental stewardship, we seek to maintain the affordability and quality of life that our residents value, ensuring a sustainable future for our community.

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Yes	0	0%	68	40%	68	40%
No	0	0%	100	60%	100	60%
Total	0	0%	168	100%	168	100%



Q5 Methodology. This question asked respondents whether they liked the vision statement in Scenario C for the future of Frisco, providing two response options: "Yes" or "No." The online survey received 168 responses, with no responses collected from pop-up events for this question

Q5 Understanding. Forty percent (40%) of total respondents indicated they liked the vision statement in Scenario C, while the remaining 60% did not. All responses were from the online survey, with no input from pop-up events.

Q6 – Scenario C - Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

Q -Based on what you understand about Scenario C, what thoughts or ideas do you have?		
Type of Engagement	Count	%
Pop-up Responses	12	10%
Survey Responses	110	90%
Total Responses	122	100%

Q6 Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on the boards at events. The online survey received 122 of the total 190 responses (a 64.21% response rate), while the pop-up events gathered 12 comments. Responses were then grouped into common themes to summarize participants’ biggest hopes for Frisco.

Q6 Understanding. Themes of the comments based on Scenario B are related to: (1) Community Development and Housing, (2) Sustainability and Flood Risk Management, (3) Commercial Opportunities, (4) Community Services and Amenities and (5) Local Economy and Housing Affordability. A summary of comments from each theme are identified below:

- **Community Development and Housing:** Residents strongly advocate for mixed-use developments that combine affordable housing with essential community facilities. There is a notable emphasis on advancing housing projects that incorporate both market-rate and affordable units situated above commercial spaces, which not only optimizes land use but also fosters a sense of community. This approach aims to provide suitable living

conditions for all residents, reducing the reliance on commuting and enhancing accessibility to services. Commenters express a desire for projects that reflect the community's needs and values, indicating that accessible housing is fundamental to maintaining Frisco's unique character.

- **Sustainability and Flood Risk Management**: Sustainability emerges as a crucial theme in community planning. Residents call for developments that respect and integrate natural features, particularly the creek, which plays a vital role in the area's ecosystem. The concept of "embracing the creek" signifies a desire to enhance the aesthetic and recreational value of the waterway while prioritizing flood risk management. This highlights the need for careful planning that addresses potential environmental impacts, ensuring that growth does not come at the expense of ecological integrity. By advocating for sustainable practices, residents aim to strike a balance between economic development and environmental stewardship.
- **Commercial Opportunities**: Survey respondents identify Summit Boulevard as a prime candidate for commercial and industrial redevelopment. There is significant enthusiasm for revitalizing this corridor to transform it into a vibrant economic hub, offering a range of business opportunities that can support local employment and community growth. Residents envision a mix of shops, services, and possibly light industry that could contribute to a robust local economy while attracting visitors. This revitalization is seen not just as an economic necessity but also to enhance the community's character and appeal.
- **Community Services and Amenities**: There is a call for the development of various community services, including a homeless shelter and community art spaces, indicating recognition of the importance of social infrastructure in enhancing quality of life. Residents emphasize that such facilities can foster community engagement and support vulnerable populations. Additionally, there is a demand for recreational amenities such as mixed-use fields and basketball courts, which would provide spaces for social interaction, physical activity and community events, contributing to a healthier and more connected community.
- **Local Economy and Housing Affordability**: Concerns regarding rent affordability are prevalent, with residents expressing anxiety about the potential negative impacts of regulations on short-term rentals. Many feel that current policies may not adequately support long-term residents, pushing them to the margins of the community. Commenters advocate for solutions that ensure housing affordability and enable residents to live sustainably in Frisco without being overly dependent on a transient workforce. This underscores the importance of maintaining Frisco's character, as residents desire a community where long-term residents can thrive and contribute to the local economy without being overshadowed by short-term visitors.

Selected Sample Comments

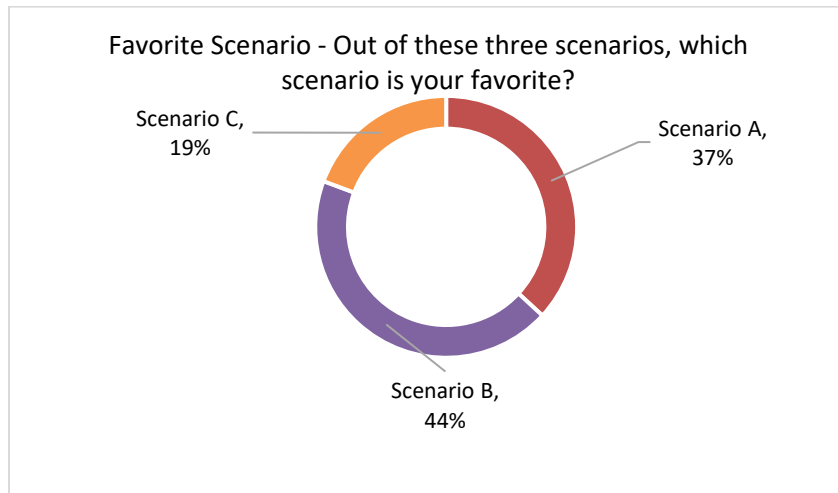
**The following comments are selected direct quotes that indicate a broad sample of perspectives and suggestions and have not been edited or modified. A full summary of all comments is included in Appendix B.*

<p>Community Development and Housing (Theme 1)</p>	<p>“This is = investors and second homeowners from continuing to take over Frisco.”</p> <p>“The community focus is on the small town culture and this causes the most disruption.”</p> <p>“I like this actively managed outcomes of Scenario C. I agree with all aspects except the West Gateway light industry/warehouse aspect. No thank you to those types of use in the location.”</p>
<p>Sustainability and Flood Risk Management (Theme 2)</p>	<p>“I like this scenario the best, though I believe there are ways to grow while maintaining or even increasing resilience. Development needs to be creative and respond to the shocks and stressors of living in our high altitude environment, with an eye toward the future to ensure that all the new residents we welcome are able to thrive on a daily basis and during any disaster events. I am also concerned about the development facing the creek. I wholly support embracing Tenmile, but we need to remain cautious of the floodplain if we are to be resilient. There are ways to do both!”</p>
<p>Commercial Opportunities (Theme 3)</p>	<p>“Summit Boulevard is the commercial and industrial density for redevelopment opportunity. Multiple floors of affordable \$ market rate housing above commercial.”</p>
<p>Community Services and Amenities (Theme 4)</p>	<p>“I like Scenario C as well as Scenario B. I like the mixed-use housing options, like the idea of embracing the creek more (although wonder how feasible that is). I like focusing on Frisco's position as a transit hub and improving connectivity and housing opportunities with the transit center. Currently taking the bus in and out of Frisco isn't super convenient because you still have to figure out how to get from the transit center to wherever you're going. I like the idea of activating West Main and Summit Blvd more as mixed-use commercial corridors, although I don't want to lose the big stores on Summit Blvd (Walmart, Safeway) that are super useful.”</p>
<p>Local Economy and Housing Affordability (Theme 5)</p>	<p>“I like the balanced, limited role of government in local housing development. Pre=. ADUs are welcome more than 2-3m townhomes for second homeowners or worse, investors who want to STR.”</p> <p>“I would love to see a vibrant growing Frisco. I have lived in Frisco and worked in Frisco and the ability to stay within city limits to accomplish what I need is truly remarkable. It absolutely provides the best quality of life and is such a privilege.”</p> <p>“In terms of the economy I like this scenario the best, if I could mix it with the housing thoughts in scenario B, it would be perfect.”</p>

Q7 – Favorite Scenario - Out of these three scenarios, which scenario is your favorite?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Scenario A	3	18%	72	39%	75	37%
Scenario B	11	65%	76	41%	87	44%
Scenario C	3	18%	36	20%	39	19%

Total	17	100%	184	100%	201	100%
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Q7 Methodology. This question assessed participants' preferences among the three scenarios. Respondents provided their favorite scenario through two methods, pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

Q7 Understanding. The results indicate a preference for Scenario B, which received 65% of pop-up responses and 41% of survey responses, for an average total of 44%. Scenario A received 18% at pop-up events and 39% of survey responses, for an average total of 37%. Scenario C was the least favored, with 18% of pop-up responses and 20% of survey responses, averaging 19% overall. This data highlights that Scenario B is more popular among respondents with, yet elements of Scenario A are also desirable and a preferred scenario may combine aspects from each.

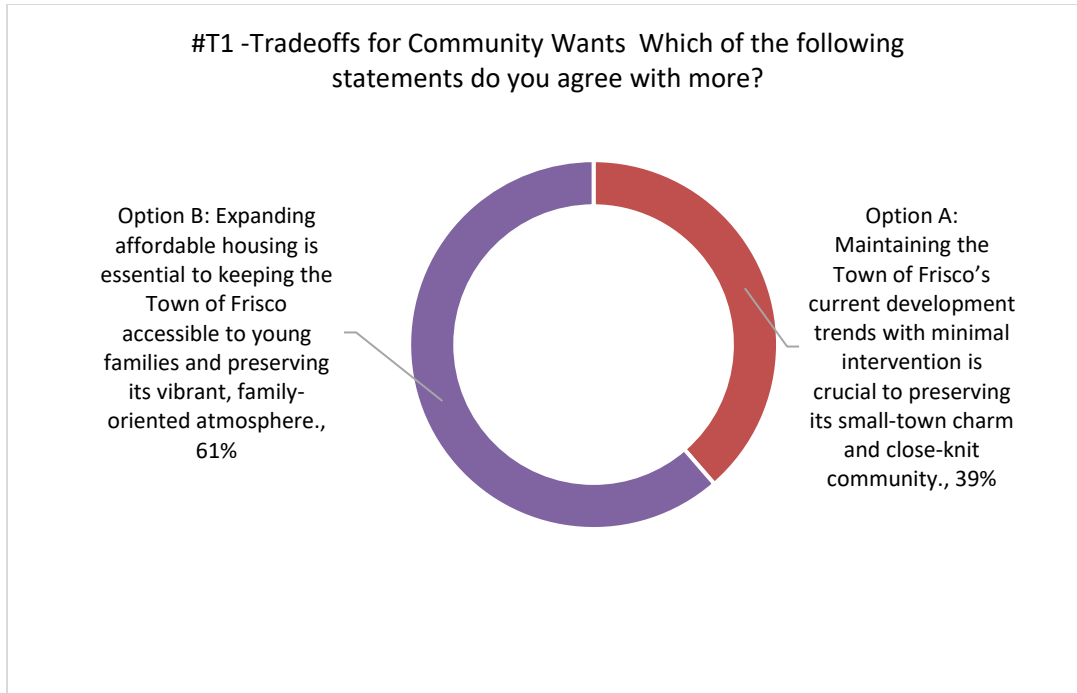
4) Trade-offs Question Summary

The following includes a summary of responses to the trade-off questions from in person events and the corresponding online survey. This question was designed to assess participants' preferences among trade-offs for community wants with two statements being presented side-by-side and participants selecting between "A" or "B" as answer choices. Option A statements leaned toward a no-change or maintaining trends (Scenario A) and Option B statements leaned towards more increasing housing and economic growth (Scenario B and C).

Trade-offs for Community Character- Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: Maintaining the Town of Frisco's current development trends with minimal intervention is crucial to preserving its small-town charm and close-knit community.	4	13%	47	47%	51	39%

Option B: Expanding affordable housing is essential to keeping the Town of Frisco accessible to young families and preserving its vibrant, family-oriented atmosphere.	28	88%	53	53%	81	61%
Total	32	100%	100	100%	132	100%



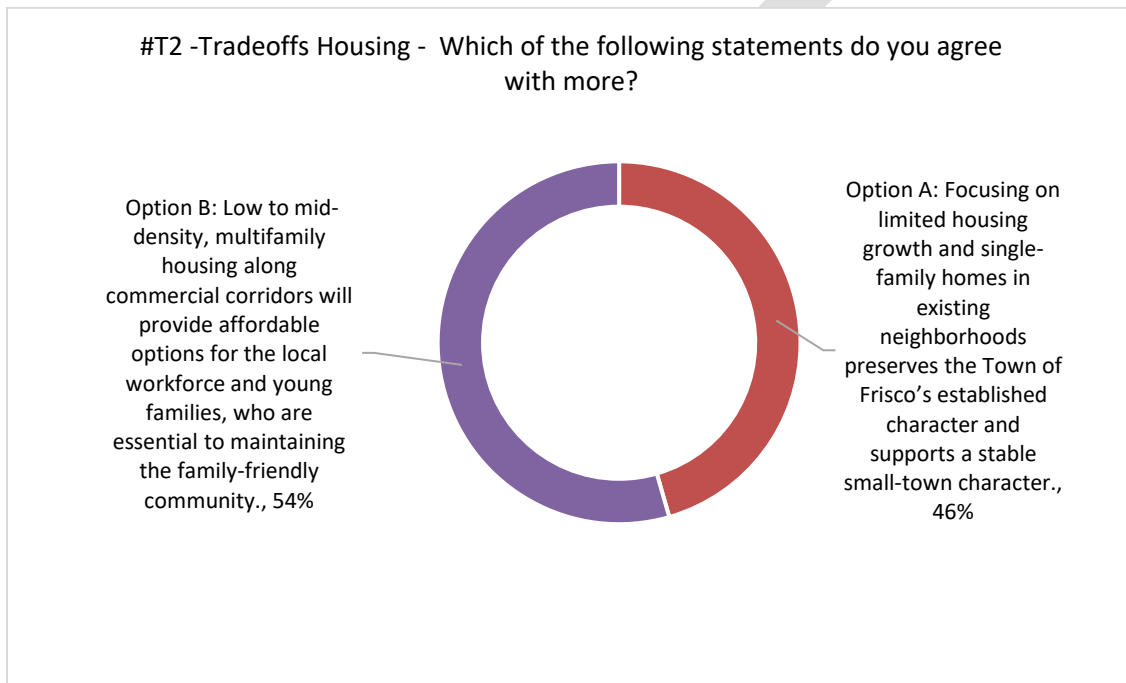
T1 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T1 Understanding. The results reveal a strong preference for Option B, which emphasizes the importance of expanding affordable housing to maintain accessibility for young families and uphold the town's vibrant, family-oriented atmosphere. Specifically, 88% of pop-up respondents and 53% of survey respondents chose this option, resulting in a total agreement of 61%. In contrast, Option A, garnered significantly less support, with only 13% of pop-up responses and 47% of survey responses, leading to a total of 39%. This data suggests that many of the community values highlights the need for affordable housing as a critical factor in sustaining the town's dynamic and inclusive character, indicating a collective priority toward fostering growth and accessibility for families.

T2 – Trade-offs Housing - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%

Option A: Focusing on limited housing growth and single-family homes in existing neighborhoods preserves the Town of Frisco’s established character and supports a stable small-town character.	14	41%	83	46%	97	46%
Option B: Low to mid-density, multifamily housing along commercial corridors will provide affordable options for the local workforce and young families, who are essential to maintaining the family-friendly community.	20	59%	96	54%	116	54%
Total	34	100%	179	100%	213	100%

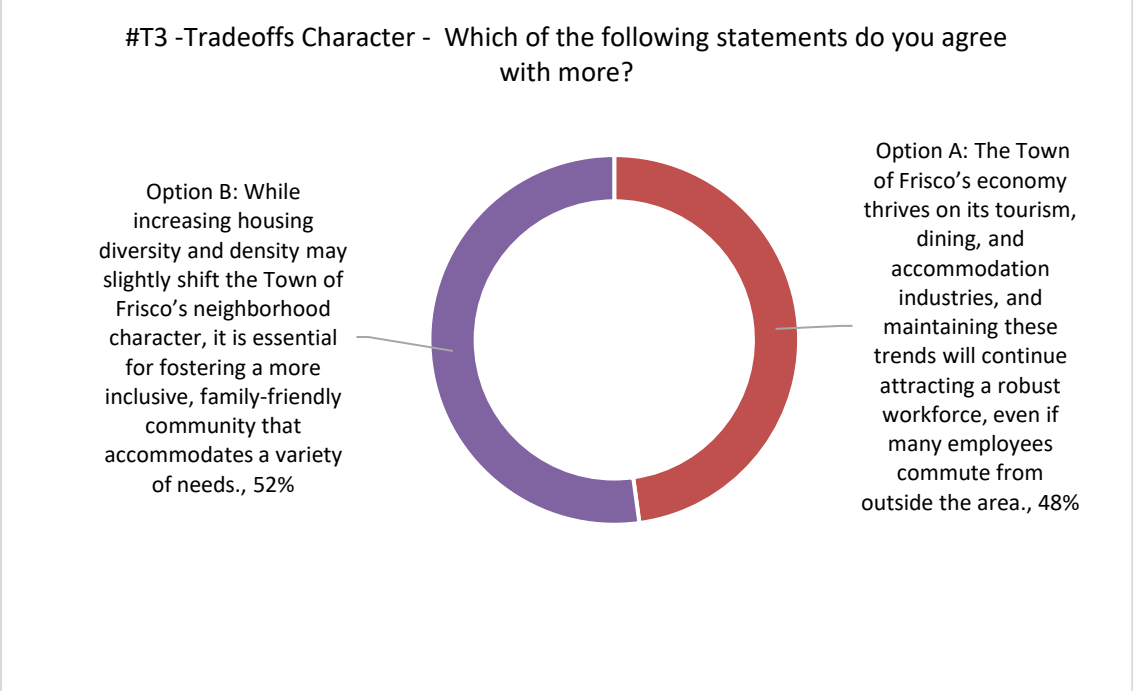


T2 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T2 Understanding. The results show a preference for Option B, with 59% of pop-up respondents and 54% of survey respondents choosing it, leading to a total of 54% overall. Option A received 41% of pop-up responses and 46% of survey responses, culminating in 46% total agreement. This data indicates that many respondents favor the development of multifamily housing along commercial corridors as a means to support affordable living options, highlighting a community inclination toward accommodating workforce needs while maintaining the family-friendly environment.

T3 – Trade-offs Character - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: The Town of Frisco’s economy thrives on its tourism, dining and accommodation industries, and maintaining these trends will continue attracting a robust workforce, even if many employees commute from outside the area.	11	41%	88	49%	99	48%
Option B: While increasing housing diversity and density may slightly shift the Town of Frisco’s neighborhood character, it is essential for fostering a more inclusive, family-friendly community that accommodates a variety of needs.	16	59%	92	51%	108	52%
Total	27	100%	180	100%	207	100%



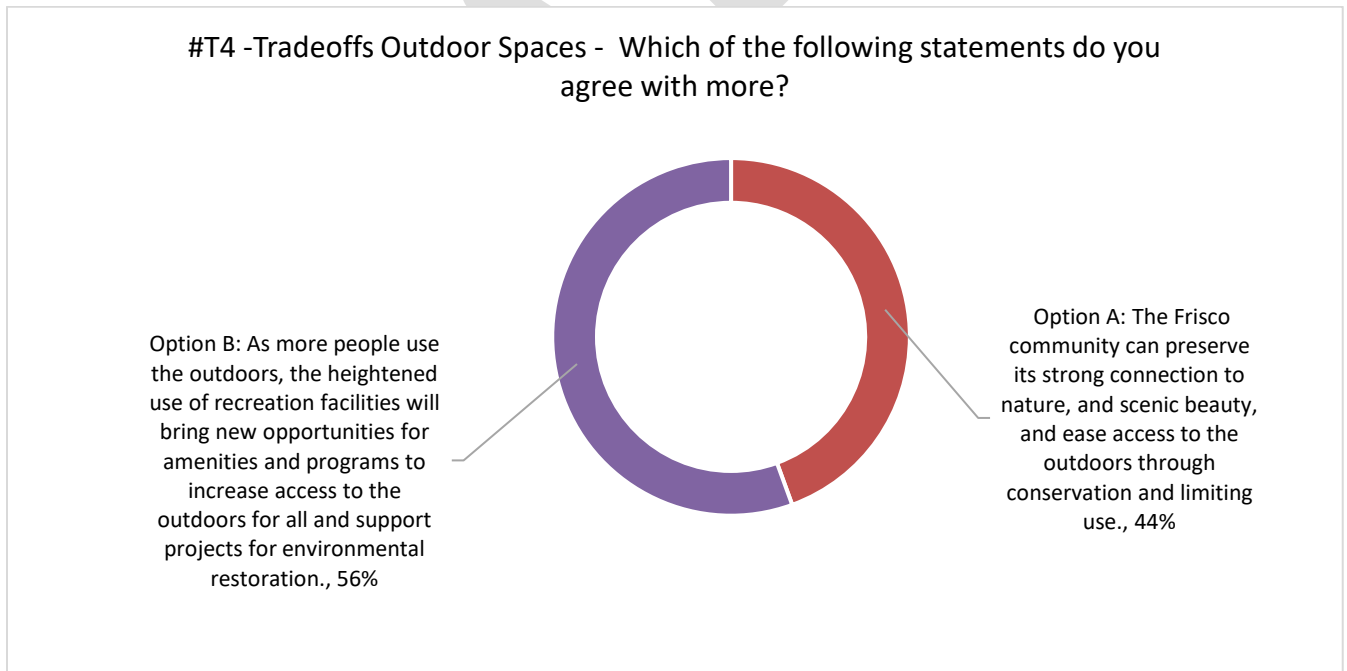
T3 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T3 Understanding. The survey results show a clear preference for Option B, which emphasizes the importance of increasing housing diversity and density to create a more inclusive, family-friendly community. This option received 59% of pop-up responses and 51% of survey responses, resulting in a total agreement of 52%. In contrast, Option A, which focuses on maintaining existing tourism and accommodation trends to attract a strong workforce—regardless of commuting—received 41% of pop-up responses and 49% of survey responses,

totaling 48%. These findings suggest that a majority of respondents favor adjusting housing strategies, even if it slightly alters the neighborhood character, to accommodate a wider range of community needs. This indicates a strong community interest in fostering inclusivity while balancing the economic benefits associated with tourism and workforce retention.

T4 – trade-offs Outdoor Spaces - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: The Frisco community can preserve its strong connection to nature and scenic beauty, and ease access to the outdoors through conservation and limiting use.	12	44%	0	0%	12	44%
Option B: As more people use the outdoors, the heightened use of recreation facilities will bring new opportunities for amenities and programs to increase access to the outdoors for all and support projects for environmental restoration.	15	56%	0	0%	15	56%
Total	27	100%	0	0%	27	100%

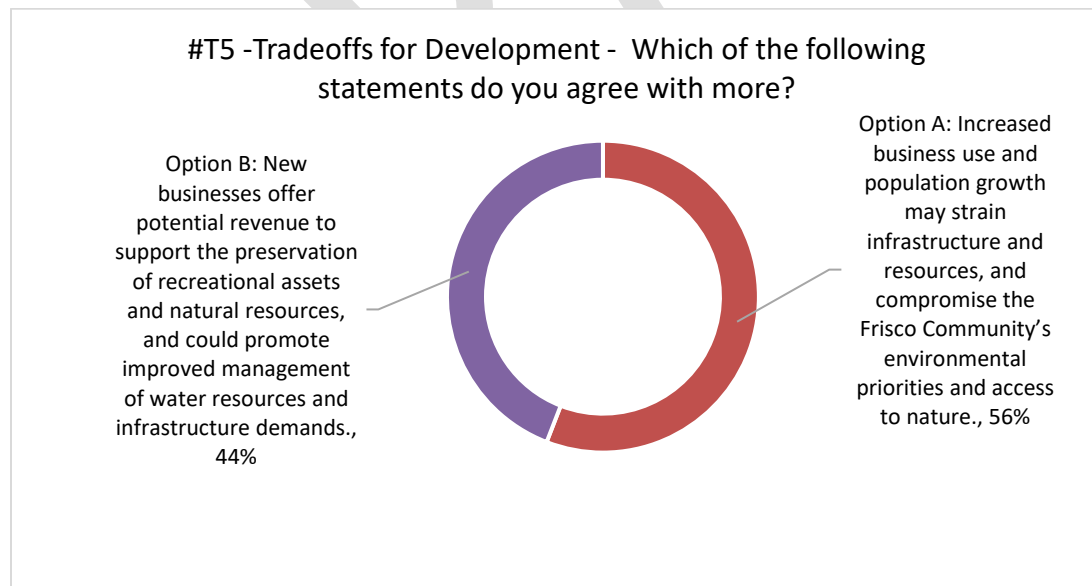


T4 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T4 Understanding. The survey results reveal a distinct preference for Option B, which suggests that increased outdoor usage can lead to enhanced recreational facilities and new opportunities for amenities and programs, ultimately promoting greater access to nature and supporting environmental restoration projects. This option received 56% of pop-up responses, totaling 15 respondents. In contrast, Option A, which focuses on preserving the community's connection to nature through conservation and limited use, garnered 44% of pop-up responses, totaling 12 respondents. Notably, there were no survey responses collected for this question due to digital survey error. Overall, these findings indicate that a majority of respondents believe that embracing increased outdoor activity can benefit the community by providing improved amenities and supporting environmental initiatives, reflecting a desire to balance access with conservation.

T5 – trade-offs for Development - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: Increased business use and population growth may strain infrastructure and resources, and compromise the Frisco Community's environmental priorities and access to nature.	15	58%	99	56%	114	56%
Option B: New businesses offer potential revenue to support the preservation of recreational assets and natural resources, and could promote improved management of water resources and infrastructure demands.	11	42%	79	44%	90	44%
Total	26	100%	178	100%	204	100%



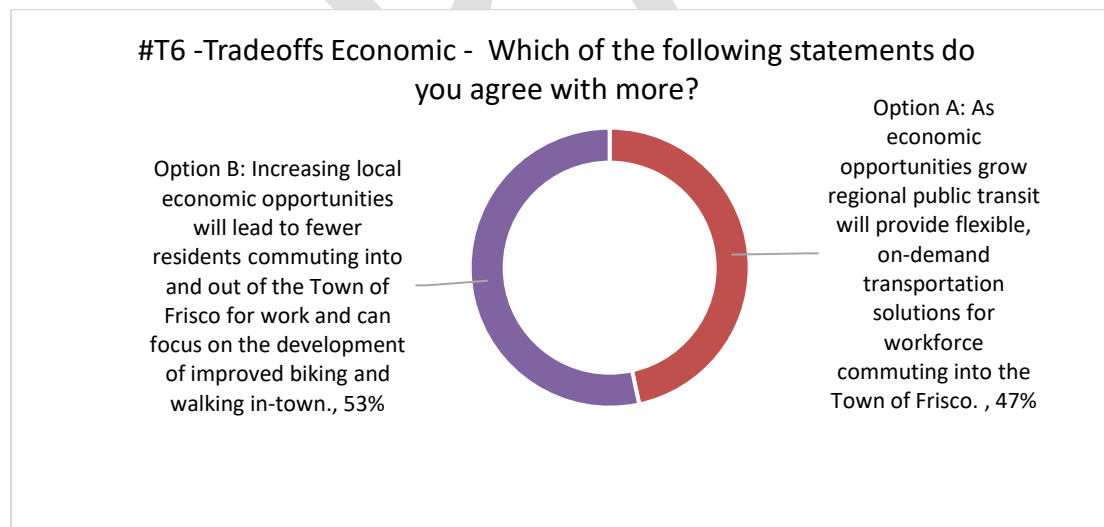
T5 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and

expressed as both counts and percentages to understand the overall preferences of participants.

T5 Understanding. The results show a strong preference for Option A, which expresses concern that increased business activity and population growth could strain infrastructure and resources, potentially undermining the Frisco community’s environmental priorities and access to nature. This option received 58% of pop-up responses and 56% of survey responses, resulting in an overall agreement of 56%. In contrast, Option B, which argues that new businesses could generate revenue to help preserve recreational assets and improve resource management, received 42% of pop-up responses and 44% of survey responses, totaling 44%. These findings indicate that a majority of respondents are cautious about growth, prioritizing the protection of the community’s environmental values and access to nature over the potential benefits of increased business development.

T6 – trade-offs Economic - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: As economic opportunities grow regional public transit will provide flexible, on-demand transportation solutions for workforce commuting into the Town of Frisco.	17	55%	79	45%	96	47%
Option B: Increasing local economic opportunities will lead to fewer residents commuting into and out of the Town of Frisco for work and can focus on the development of improved biking and walking in-town.	14	45%	96	55%	110	53%
Total	31	100%	175	100%	206	100%



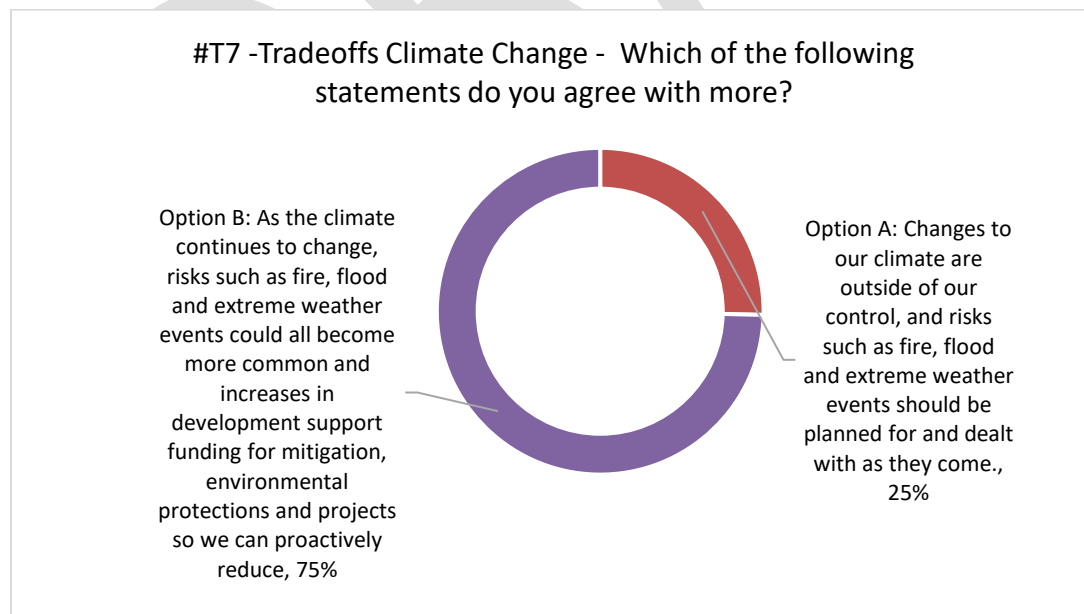
T6 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and

expressed as both counts and percentages to understand the overall preferences of participants.

T6 Understanding. The results show a slight preference for Option B, which argues that expanding local economic opportunities will reduce the number of residents commuting in and out of Frisco, allowing for improved biking and walking infrastructure. This option received 45% of pop-up responses and 55% of survey responses, resulting in a total agreement of 53%. In contrast, Option A, which suggests that regional public transit will provide flexible commuting solutions, garnered 55% of pop-up responses and 45% of survey responses, totaling 47%. These findings indicate that respondents are more inclined toward the idea that local economic growth can reduce reliance on commuting, emphasizing the importance of developing in-town transportation options for a more integrated community.

T7 – trade-offs climate change - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: Changes to our climate are outside of our control and risks such as fire, flood and extreme weather events should be planned for and dealt with as they come.	7	22%	46	26%	53	25%
Option B: As the climate continues to change, risks such as fire, flood and extreme weather events could all become more common and increases in development support funding for mitigation, environmental protections and projects so we can proactively reduce our overall risk.	25	78%	131	74%	156	75%
Total	32	100%	177	100%	209	100%



T7 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T7 Understanding. The results show a clear preference for Option B, which argues for proactive measures to address climate risks. This option received 78% of pop-up responses and 74% of survey responses, resulting in a total agreement of 75%. In contrast, Option A, which suggests a reactive approach to climate risks, received only 22% of pop-up responses and 26% of survey responses, totaling 25%. These findings indicate that a significant majority of respondents believe in the need for proactive strategies to mitigate the effects of climate change. This reflects a strong community commitment to environmental protection and preparedness for potential climate-related challenges.

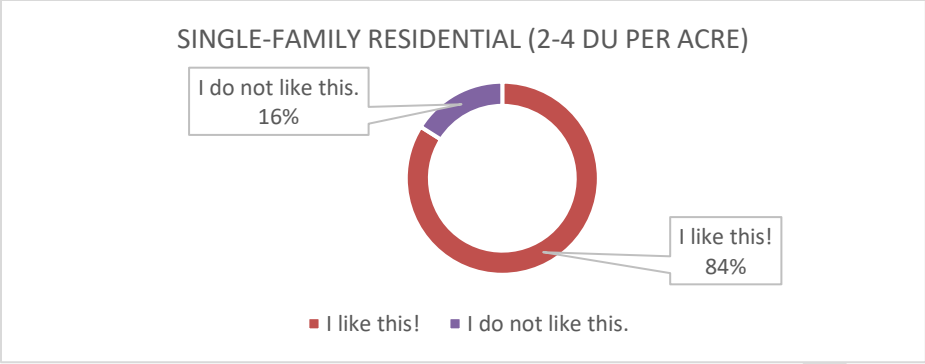
5) Land Use Character Summary

This survey aimed to assess community preferences regarding different types of land uses in Frisco. Participants were asked to express their opinions through two response options, "I like this!" indicates support for this type of development or "I do not like this." indicates opposition.

L1 - SINGLE-FAMILY RESIDENTIAL (2-4 DU PER ACRE)



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	16	100%	141	82%	157	84%
I do not like this.	0	0%	30	18%	30	16%
Total	16	100%	171	100%	187	100%



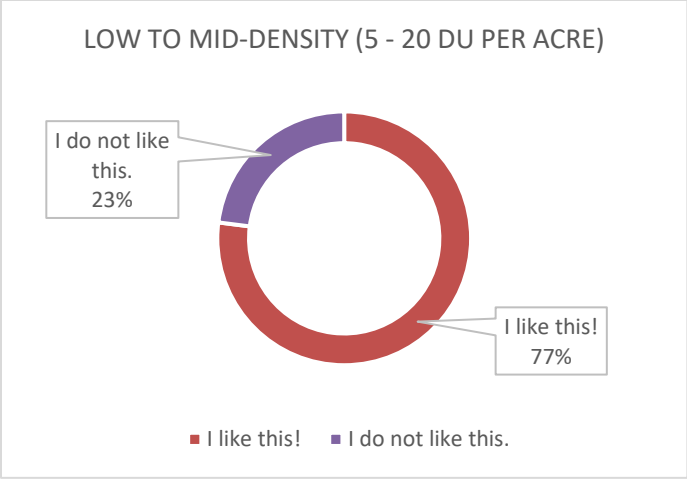
L1 Methodology. This question assessed community preferences regarding single-family residential developments at a density of 2-4 dwelling units per acre. Responses were collected via pop-up interactions and a more detailed survey, with the total number of responses for each option summarized in counts and percentages.

L1 Understanding. The results show strong support for single-family residential developments at this density. The option "I like this!" received unanimous support from pop-up respondents, with 100% approval and 82% of survey respondents agreeing, resulting in an overall total of 84%. In contrast, the option "I do not like this." received no support in the pop-up responses and only 18% from survey respondents, totaling 16% overall. These findings indicate that the community largely favors single-family residential developments at a density of 2-4 dwelling units per acre, reflecting a preference for this type of housing in the area.

L2 - LOW TO MID-DENSITY (5 - 20 DU PER ACRE)



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	14	88%	133	76%	147	77%
I do not like this.	2	13%	41	24%	43	23%
Total	16	100%	174	100%	190	100%



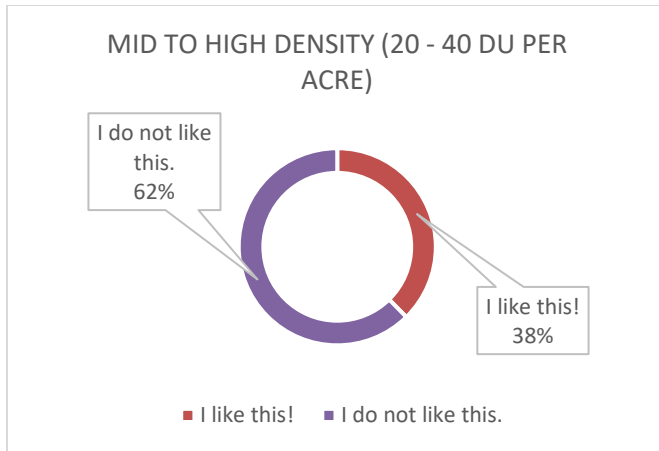
L2 Methodology. This survey aimed to evaluate community preferences for low to mid-density residential developments, defined as 5 to 20 dwelling units per acre. Responses were gathered through pop-up interactions and a more detailed survey, with the total number of responses for each option summarized in counts and percentages.

L2 Understanding. The results indicate a favorable view of low to mid-density residential developments. The option "I like this!" received strong support, with 88% of pop-up respondents and 76% of survey respondents agreeing, resulting in a total of 77%. Conversely, the option "I do not like this." garnered 13% of pop-up responses and 24% of survey responses, totaling 23% overall. These findings suggest that the community generally supports low to mid-density developments, indicating a positive attitude toward this type of housing in the area.

L3 - MID TO HIGH DENSITY (20 - 40 DU PER ACRE)



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	7	50%	63	37%	70	38%
I do not like this.	7	50%	109	63%	116	62%
Total	14	100%	172	100%	186	100%



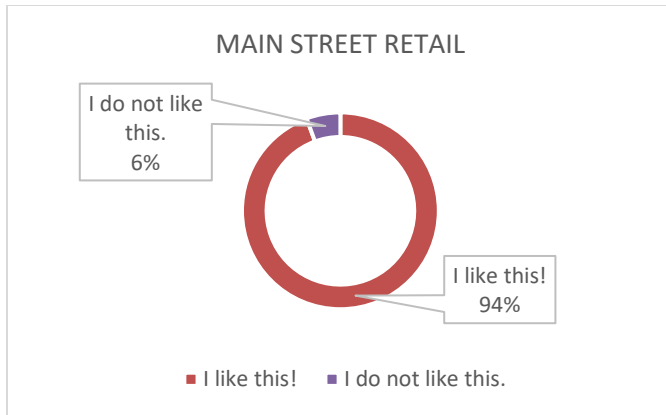
L3 Methodology. This question assessed community preferences for mid to high-density residential developments, defined as 20 to 40 dwelling units per acre. **"I do not like this."** indicates opposition. Responses were collected via pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L3 Understanding. The results reveal a divided opinion on mid-to-high-density residential developments. The option "I like this!" received support from 50% of pop-up respondents and 37% of survey respondents, resulting in a total of 38% agreement. In contrast, the option "I do not like this." received equal support from 50% of pop-up respondents and a majority of 63% of survey respondents, totaling 62% overall. These findings indicate that the community is split on mid to high-density developments, with a significant portion expressing opposition, suggesting that further dialogue may be needed to address concerns regarding this type of housing.

L4 - MAIN STREET RETAIL



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	18	90%	168	95%	186	94%
I do not like this.	2	10%	9	5%	11	6%
Total	20	100%	177	100%	197	100%



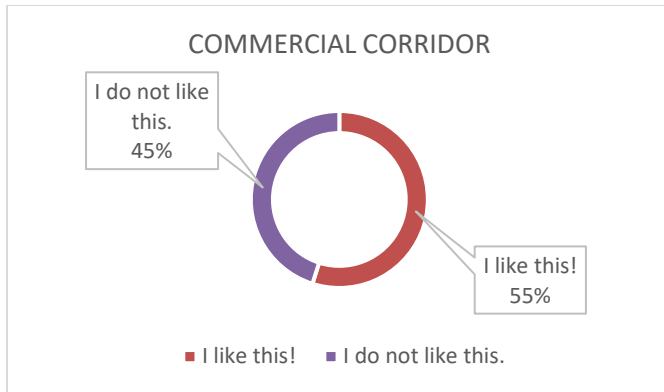
L4 Methodology. This question assessed community preferences for Main Street retail developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L4 Understanding. The results show overwhelming support for Main Street retail developments. The option "I like this!" received strong backing, with 90% of pop-up respondents and 95% of survey respondents agreeing, resulting in an overall total of 94%. Conversely, the option "I do not like this." received minimal opposition, with 10% of pop-up responses and only 5% of survey responses, totaling 6% overall. These findings indicate that the community is largely in favor of Main Street retail, reflecting a positive attitude toward this type of development in the area.

L5 - COMMERCIAL CORRIDOR



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	12	63%	94	54%	106	55%
I do not like this.	7	37%	80	46%	87	45%
Total	19	100%	174	100%	193	100%



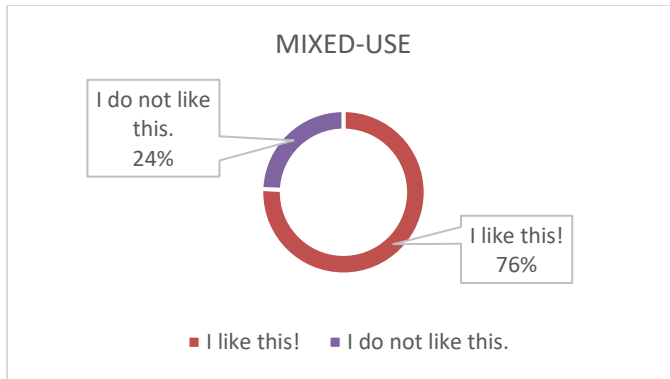
L5 Methodology. This survey question assessed community preferences for commercial corridor developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L5 Understanding. The results show a moderate level of support for commercial corridor developments. The option "I like this!" received 63% of pop-up responses and 54% of survey responses, resulting in an overall total of 55%. In contrast, the option "I do not like this." garnered 37% of pop-up responses and 46% of survey responses, totaling 45% overall. These findings indicate that while there is some support for commercial corridor developments, a significant portion of the community expresses opposition, suggesting that further discussion may be necessary to address concerns and preferences regarding this type of development.

L6 - MIXED-USE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	17	100%	129	73%	146	76%
I do not like this.	0	0%	47	27%	47	24%
Total	17	100%	176	100%	193	100%



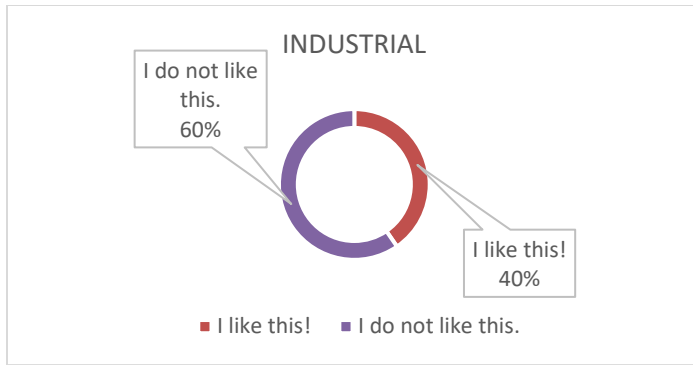
L5 Methodology. This question assessed community preferences for mixed-use developments. Responses were gathered through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L5 Understanding. The results show strong support for mixed-use developments. The option "I like this!" received unanimous support from pop-up respondents, with 100% approval and 73% of survey respondents agreeing, resulting in an overall total of 76%. In contrast, the option "I do not like this." received no support in the pop-up responses and 27% from survey respondents, totaling 24% overall. These findings indicate that the community is largely in favor of mixed-use developments, reflecting a positive attitude toward this type of development in the area.

L7 – INDUSTRIAL



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	15	83%	63	36%	78	40%
I do not like this.	3	17%	112	64%	115	60%
Total	18	100%	175	100%	193	100%



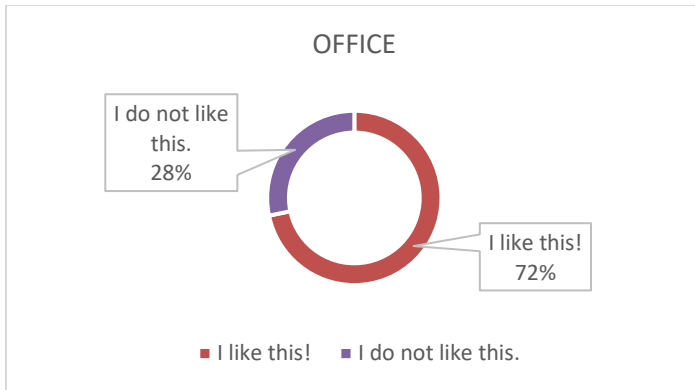
L7 Methodology. This question assessed community preferences for industrial developments. Responses were collected via pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L7 Understanding. The results reveal a mixed response to industrial developments. The option "I like this!" received 83% of pop-up responses but only 36% of survey responses, resulting in an overall total of 40%. In contrast, the option "I do not like this." garnered 17% of pop-up responses and a significant 64% of survey responses, totaling 60% overall. These findings indicate that while there is some support for industrial developments, a substantial portion of the community expresses opposition, suggesting that further discussion may be necessary to address concerns regarding this type of development.

Q8 – OFFICE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	10	91%	122	71%	132	72%
I do not like this.	1	9%	51	29%	52	28%
Total	11	100%	173	100%	184	100%



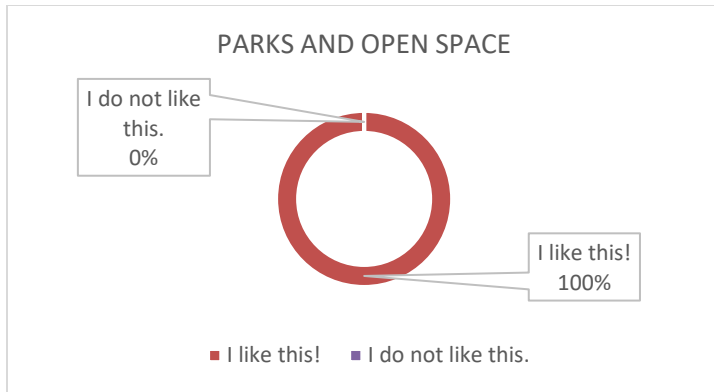
L8 Methodology. This question assessed community preferences for office developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L8 Understanding. The results show a generally favorable view of office developments. The option "I like this!" received strong support, with 91% of pop-up respondents and 71% of survey respondents agreeing, resulting in an overall total of 72%. Conversely, the option "I do not like this." garnered 9% of pop-up responses and 29% of survey responses, totaling 28% overall. These findings indicate that while there is significant support for office developments, a notable portion of the community still expresses opposition, suggesting that further conversation may be beneficial to address any concerns.

Q9 - PARKS AND OPEN SPACE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	20	100%	180	100%	200	100%
I do not like this.	0	0%	0	0%	0	0%
Total	20	100%	180	100%	200	100%



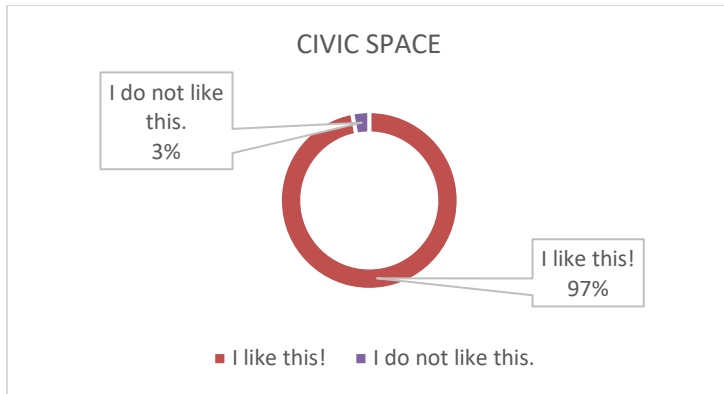
L9 Methodology. This question assessed community preferences for parks and open space. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L9 Understanding. The results show a favorable view of parks and open space. The option "I like this!" received strong support, with 100% of pop-up respondents (22 count) and 100% of survey respondents agreeing resulting in an overall total of 100% support. The option "I do not like this" garnered 0 response counts from both survey and pop-up events. These findings indicate that the community is largely in favor of parks and open space, reflecting a positive attitude toward this type of development in the area.

Q10 - CIVIC SPACE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	19	100%	170	97%	189	97%
I do not like this.	0	0%	6	3%	6	3%
Total	19	100%	176	100%	195	100%



L10 Methodology. This question assessed community preferences for parks and open space developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L10 Understanding. The results show unanimous support for parks and open space developments. The option "I like this!" received 100% approval from both pop-up and survey respondents, resulting in a total of 100%. There were no responses for the option "I do not like this," indicating complete agreement among participants. These findings reflect a strong community consensus in favor of parks and open space, highlighting their importance to the community's overall quality of life and recreational opportunities.

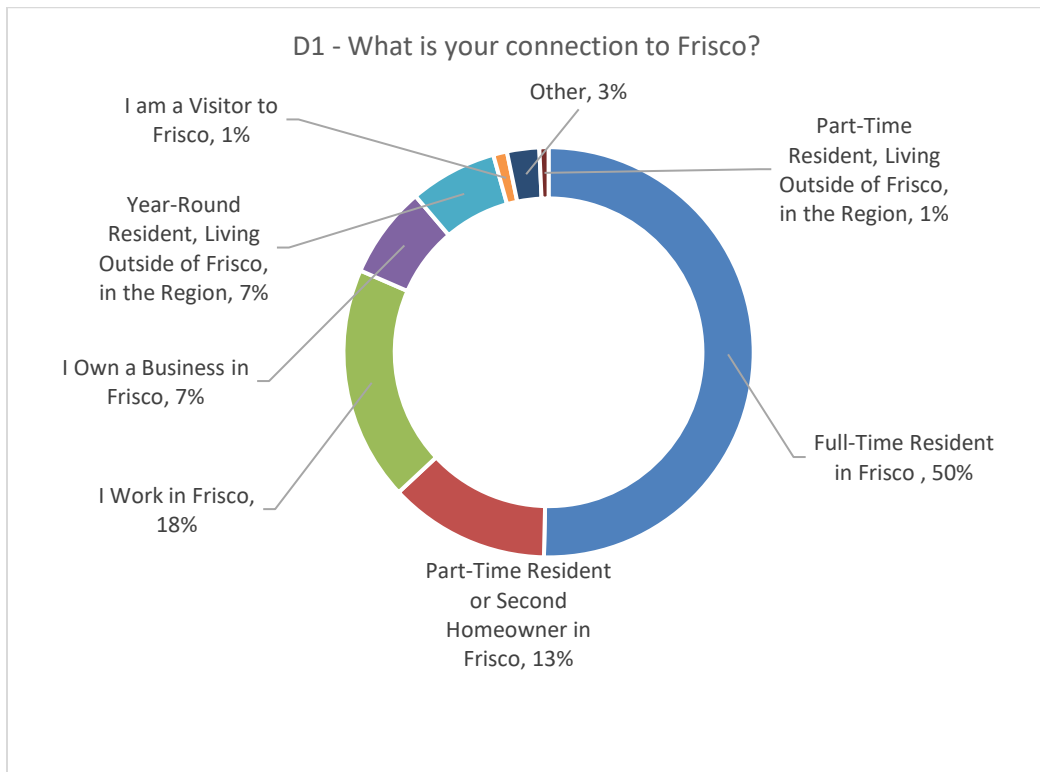
6) Demographics Summary

Demographic-related questions were included in the survey and the pop-up events collected information about where participants live and their age by dot voting. This information demonstrates how the survey responses reflect the demographics of the community. Demographic questions were optional for survey respondents.

D1 - What is your connection to Frisco?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Full-Time Resident in Frisco	23	61%	116	49%	139	50%
Part-Time Resident or Second Homeowner in Frisco	3	8%	32	13%	35	13%
I Work in Frisco	7	18%	44	18%	51	18%
I Own a Business in Frisco	2	5%	18	8%	20	7%
Year-Round Resident, Living Outside of Frisco, in the Region	3	8%	16	7%	19	7%
I am a Visitor to Frisco	0	0%	3	1%	3	1%
Other	0	0%	7	3%	7	3%

Part-Time Resident, Living Outside of Frisco, in the Region	0	0%	2	1%	2	1%
Total	38	100%	238	100%	276	100%



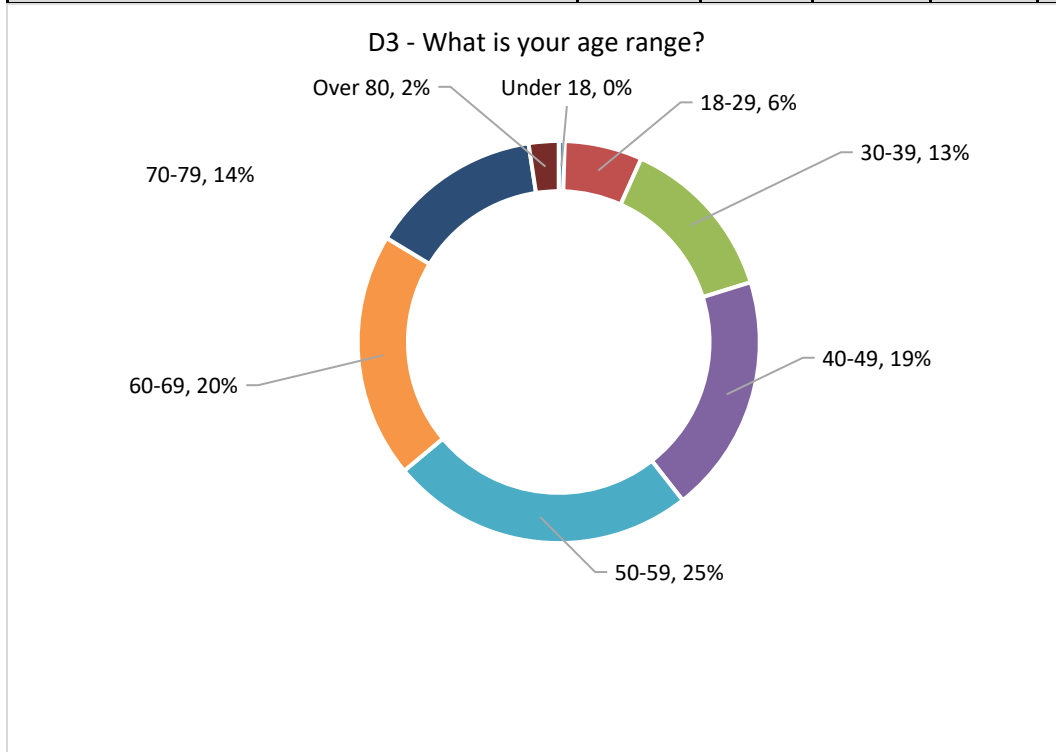
D1 Methodology. This question was asked as a multiple-choice, choose all that apply question. The online survey received 186 responses of the 190 total responses, an 97.89% response rate. Participants used dots to indicate their relationship to Frisco board at the Pop-up event, with 38 individuals responding to this question.

D1 Understanding. Nearly 64% of survey respondents are full-time or part-time residents of Frisco. There were no additional comments under 'other' for those who selected this option.

D2. What is your age range?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Under 18	1	4%	0	0%	1	0%
18-29	1	4%	12	7%	13	6%
30-39	4	15%	24	13%	28	13%
40-49	1	4%	39	21%	40	19%
50-59	7	27%	44	24%	51	25%
60-69	5	19%	36	20%	41	20%
70-79	6	23%	23	13%	29	14%
Over 80	1	4%	4	2%	5	2%

Total	26	100%	182	100%	208	100%
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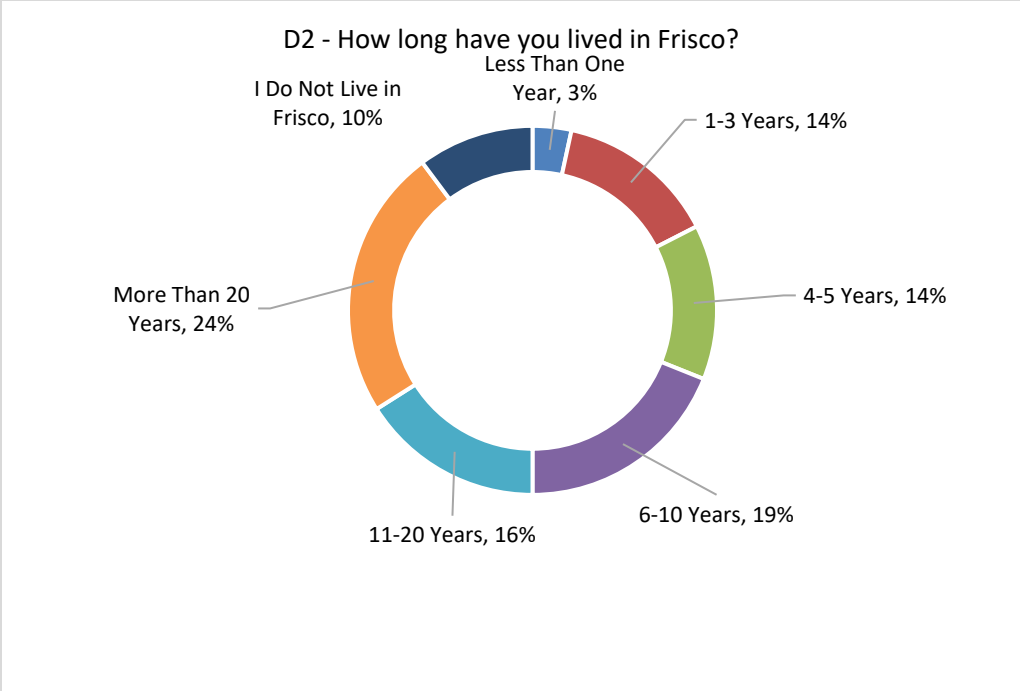


D2 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 182 responses of 190 total responses, a 95.8% response rate. Participants used dots to indicate what their age range is at the pop-up event, with 26 individuals responding to this question.

D2 Understanding. More than half (59%) of the respondents are between 50 to 79 years of age, while 13 of the respondents are between 30 to 39 years of age. Only 6% of respondents are below 29 years of age, which is an underrepresentation compared to the 2022 census report that shows approximately 30% of Frisco's population are below 29 years of age. The significant skew toward an older demographic from respondents represents a slight mismatch with Frisco's age demographic trends, since its population balances families with school-aged children and empty-nesters and retirees.

D3. How long have you lived in Frisco?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Less Than One Year	1	4%	6	3%	7	3%
1-3 Years	5	21%	24	13%	29	14%
4-5 Years	6	25%	22	12%	28	14%
6-10 Years	2	8%	37	20%	39	19%
11-20 Years	3	13%	30	16%	33	16%
More Than 20 Years	7	29%	42	23%	49	24%
I Do Not Live in Frisco	0	0%	21	12%	21	10%
Total	24	100%	182	100%	206	100%

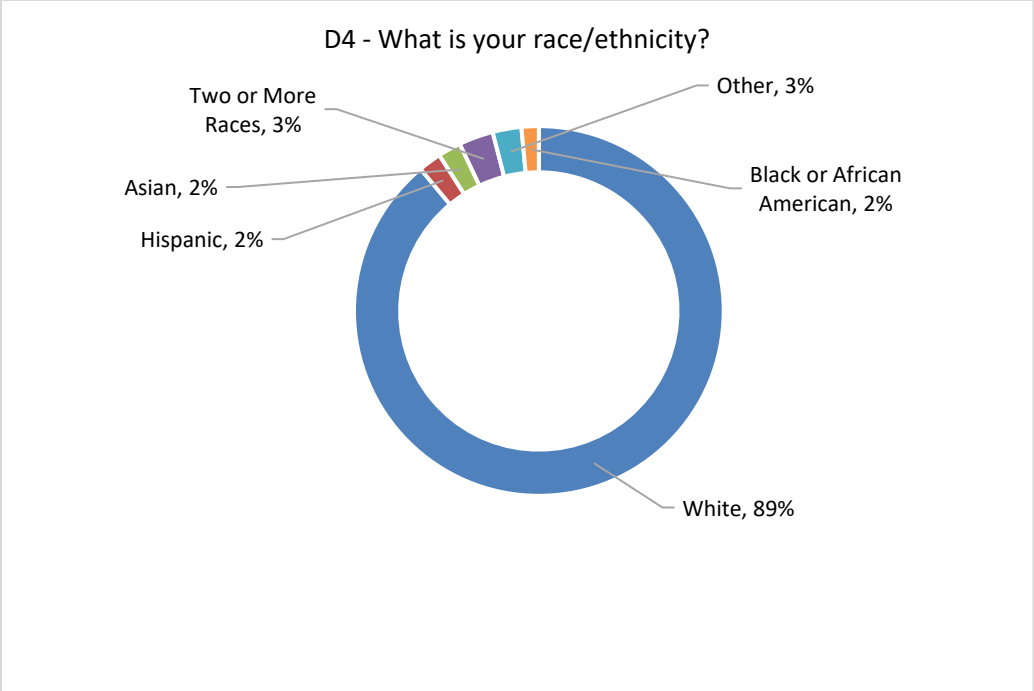


D3 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 182 responses of the 190 total responses, a 95.8% response rate. Participants used dots to indicate how long they have lived in Frisco at the pop-up event, with 24 individuals responding to this question.

D3 Understanding. Nearly one quarter (24%) of the respondents have lived in Frisco for over 20 Years, while the second highest percentage of 19% of the respondents have lived in Frisco between 6 to 10 years. 28% of respondents have lived in Frisco between 1 and 5 years. This demonstrates that the perspectives of both long-term and short-term residents are represented in the responses.

D4. What is your race/ethnicity?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
White	20	87%	157	89%	177	89%
Hispanic	1	4%	3	2%	4	2%
Asian	0	0%	4	2%	4	2%
Two or More Races	1	4%	5	3%	6	3%
Other	0	0%	5	3%	5	3%
Black or African American	1	4%	2	1%	3	2%
Total	23	100%	176	100%	199	100%

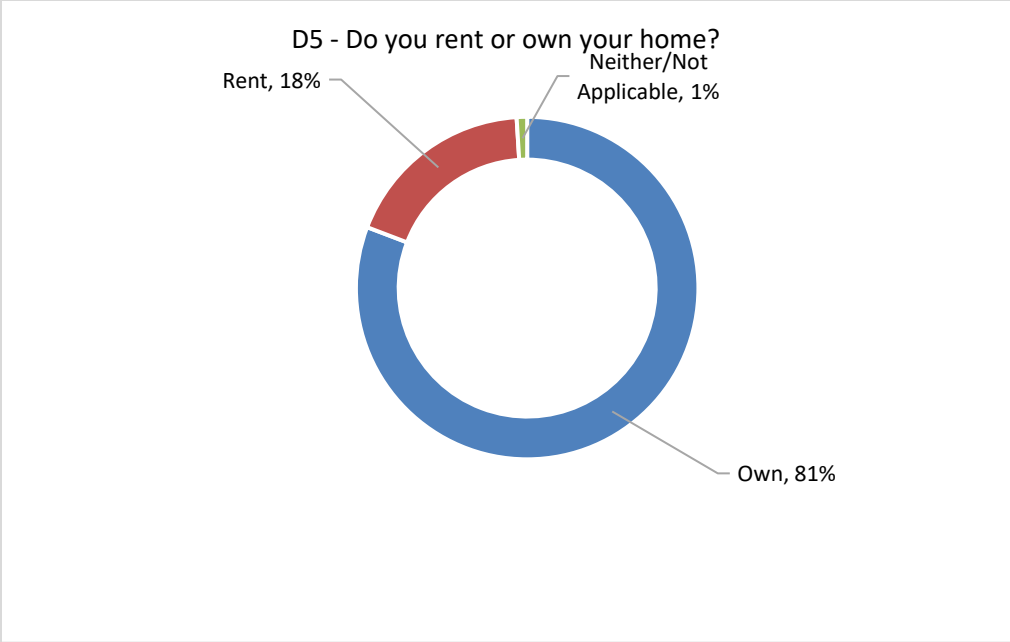


D4 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 176 responses of 190 total responses, a 92.63% response rate. Participants used dots to indicate what their age range is at the pop-up event, with 23 individuals responding to this question.

D4 Understanding. Most respondents identified themselves as White, making up about 89% of the total responses. This is higher than the 2022 census report, which states that 76% of Frisco's residents identify as White. In contrast, respondents identifying as two or more races only comprised 3% of the total responses, which is an underrepresentation compared to the 2022 census report that shows over 20% of Frisco's population identifies as two or more races. Respondents who answered "other" (3%) declined to state their identity.

D5. Do you rent or own your home?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Own	16	76%	148	81%	164	81%
Rent	5	24%	32	18%	37	18%
Neither/Not Applicable	0	0%	2	1%	2	1%
Total	21	100%	182	100%	203	100%



D5 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 182 responses of the 190 total responses, a 95.8% response rate. Participants used dots to indicate what their age range is at the pop-up event, with 21 individuals responding to this question.

D5 Understanding. Most of engagement respondents own their home, comprising 81% of response rates. While 18% of respondents rent. This indicates that the survey may have an overrepresentation of homeowners versus renters. Whereas the pop-up events were able to capture a higher rate of impressions from renters in Frisco (24%).

7) Appendices

Appendix A- Event Boards and Event Photos

TOWN OF FRISCO SCENARIO A

VISION STATEMENT
 The Town of Frisco is committed to providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities. We will achieve this by providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities.

SCENARIO NARRATIVE
 This scenario is based on the vision statement and the community's input. It focuses on providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities. We will achieve this by providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities.

THIS IS MY PREFERRED SCENARIO!

What thoughts or ideas do you have?

TOWN OF FRISCO SCENARIO B

VISION STATEMENT
 The Town of Frisco is committed to providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities. We will achieve this by providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities.

SCENARIO NARRATIVE
 This scenario is based on the vision statement and the community's input. It focuses on providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities. We will achieve this by providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities.

THIS IS MY PREFERRED SCENARIO!

What thoughts or ideas do you have?

TOWN OF FRISCO SCENARIO C

VISION STATEMENT
 The Town of Frisco is committed to providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities. We will achieve this by providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities.

SCENARIO NARRATIVE
 This scenario is based on the vision statement and the community's input. It focuses on providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities. We will achieve this by providing a high quality of life for its residents and visitors. Our vision is to create a community that is safe, healthy, and vibrant, with a mix of housing, employment, and recreational opportunities.

THIS IS MY PREFERRED SCENARIO!

What thoughts or ideas do you have?

TOWN OF FRISCO WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH MORE: ¿CON CUAL DE LAS SIGUIENTES AFIRMACIONES ESTÁS MÁS DE ACUERDO?

The following statements are presented in two columns. Participants use colored dots to indicate their level of agreement with each statement. The statements cover various aspects of community development, such as housing density, employment, and recreational opportunities.

TOWN OF FRISCO FUTURE LAND USE CLASSIFICATIONS / CLASIFICACIONES FUTURAS DE USO DE SUELO

This board displays various land use categories with corresponding images and descriptions:

- SINGLE FAMILY RESIDENTIAL / RESIDENCIAL UNIFAMILIAR**: Images of detached houses.
- LOW TO MEDIUM DENSITY / BARRIO DE BAJA Y MEDIA DENSIDAD**: Images of townhomes and small multi-unit buildings.
- MIXED USE / USO MIXTO**: Images of buildings with ground-floor retail and upper-floor residential or office space.
- INDUSTRIAL / INDUSTRIAL**: Images of large industrial or warehouse buildings.
- OFFICE / OFICINA**: Images of modern office buildings.
- RETAIL AND GUEST SERVICE / COMERCIO Y SERVICIOS DE HUÉSPEDES**: Images of retail stores and service-oriented buildings.
- HOUSING AND GUEST SERVICE / SERVICIOS DE VIVIENDA Y SERVICIOS DE HUÉSPEDES**: Images of hotels and vacation rentals.
- COMMERCIAL CORRIDOR / CORRIDOR COMERCIAL**: Images of commercial streets with shops and services.

TOWN OF FRISCO A LITTLE BIT MORE ABOUT YOU - UN POCO MÁS SOBRE TI

This board contains demographic and attitudinal questions:

- WHAT IS YOUR CONNECTION TO THE TOWN OF FRISCO? / ¿CUAL ES SU CONEXIÓN CON LA CIUDAD DE FRISCO?**: A dot plot where participants place a dot representing their connection level.
- WHAT IS YOUR AGE RANGE? / ¿CUAL ES TU RANGO DE EDAD?**: A dot plot where participants place a dot in their age range category.
- HOW LONG HAVE YOU LIVED IN FRISCO? / ¿CUÁNTO TIEMPO HAS VIVIDO EN FRISCO?**: A dot plot where participants place a dot in their length-of-residence category.
- DO YOU WANT TO OWN YOUR HOME? / ¿QUIERES ALQUILAR O SER DUEÑO DE SU CASA?**: A dot plot where participants place a dot in their housing preference category.





DRAFT

Appendix B- Open Response

Scenario A

#Q2 - Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

#	Pop-up Responses (Sept. 26)
1	Please enforce the "walk your wheels" rule on Main St. Please disallow all motorized vehicles except for e-cars and E-bikes

#	Survey Responses
1	Frisco needs to think outside the box in regards to affordable or workforce housing. Relying on the pipeline is not the best approach because outside forces are creating housing that could fall through (lake hill).
2	I want a greater focus on equity and affordable housing development over protecting "small town atmosphere." The status quo may keep density low, but it also throws affordability out the window. I like that we are improving sidewalk connections and the Complete Streets project.
3	Status quo doesn't work. Working locals are getting priced out and are having to leave the community
4	It's unsustainable in <u>the long term</u> , which will ultimately cause our economy to teeter on the edge of collapse every time there's a dip in tourism
5	I prefer staying small and enjoying what we have today. I would not want to create more housing that creates a crowded town and potentially a drain on resources.
6	Need more economy, commuting
7	Leave Granite Street as it is. Frisco doesn't need a thoroughfare in the middle of the neighborhood
8	Lake Hill is going to ruin Frisco. The density of cars on the Dam road will make it unusable
9	We value the environment over development recognizing the difficulties that poses.
10	It is lacking diversity.
11	Seems too limited and somewhat of a dead end.
12	Increase workforce / lower-income, local housing options only. This will not significantly increase economic impact and general draw to the area
13	This sounds like housing crisis will persist and combined with lack of economic diversity, the idea of a cohesive small town community lack will not actually be maintained
14	I think that Dillon and Silverthorne are better-positioned to embrace affordable and workforce housing and become more diverse economic centers. Frisco is fine as it is and should remain so.
15	Keeping the small town feel with as little environmental impact as possible. Conservation is key.
16	Housing diversity is killing this community. I know many people who got low income housing or summit county employee housing that lied about their income and fudged their personal info dramatically. Also, places like Lake Hill will destroy the safety of Dillon Dam Road which is becoming too dangerous with extensive traffic and people strolling haphazardly in the street while they unload paddle

17	Elements that preserve our small town community feel resonate with me, however the scenario feels like it is not forward looking or acknowledging some core challenges and opportunities. It feels like a "do nothing" scenario.
18	This Scenario preserves what drew us to Frisco in the first place, with an emphasis on quiet-mountain-town feel, local businesses and access to open-space/recreation.
19	I don't think this scenario is sustainable for our or any community development (and thus protecting Frisco's small town character) by only providing water and other services for the originally approved density. Continue to provide free local and visitor amenities (i.e. free summer trail system on the peninsula, free bike park, free skateboard park, etc) Keep main street small and a mountain feel with businesses that are useful to all (not just tourists and realtors)
20	Seems ok to me
21	There is NO apparent plan for PARKING. BY building out all available land, no one will want to visit Frisco if they can't park easily.
22	Too many buzz words and jargon.
23	Don't necessarily think population will decline, but rather see it increasing due to increasing demand.
24	How can population decrease if we build 300 units of housing????
25	Probably not realistic. Not working at developing opportunities for affordable housing will result in the town losing its character - place for people to live and know their neighbors. This is an important feature to work to maintain in Frisco.
26	Lake Hill project is way to large. That will overwhelm the surrounding area.
27	I think you need to look at the impact of employee affordable housing, at the current rate anyone that works in the county/city can not afford rent/lease and saying that the entry level home is starting at \$500,000 is total B.S. Who working at an hourly rate can afford a place for \$500,000.00
28	Sad that most employees have to live outside of town. Less reliance on tourism would be a strong preference for me. How about zoning change so big box millionaire homes aren't so common.
29	I approve the scenario and narrative setout above. Keep Frisco small and as it is !!
30	Well balanced approach that preserves tourism as the driving force for the local economy.
31	We should stop the building of multimillion dollar multi family homes on every available lot. It is ruining the towns character and forcing people out
32	Stop forcing diversity. Diversity is not a strength. I am tired of paying for illegals. There are to many people already up here. We don't need more housing.
33	That sounds fine.
34	I like the resilient environment and connection to nature, but a small town doesn't have a Main Street lined with restaurants, bars, tourist shops and realtors' offices. An economy based on hospitality is in no way diverse, and vulnerable to a very many factors, few of them good
35	The lack of diversified affordable housing is concerning.
36	Walmart is hideous, at the very least needs a facelift. Frontier or Victorian feeling of town has basically been abandoned in favor of urban look.
37	"Minimal Intervention" is not adequate to meet goals. Maybe it's the wording but Scenario A is to passive to address needs of our community.
38	We will continue to build a with community when the people who work here can live here. Not visitors.

39	We are 45 year residents, still living and working in and around the Town of Frisco. I believe that this scenario needs maximum, not "minimum intervention and change" within the community. Urbanization of the mountain resort community is hard to resist; everyone wants a piece of the action. Limits to growth need to be aggressively pursued; I don't believe the population will continue to decline unless we are unable to limit the aggressive short term rental industry lobby. I look at places like Venice - considered to be taken off of the World Heritage list due to overtourism, crowding and STR's diminishing local housing.
40	Slow housing growth
41	The residents that live in Frisco full time as well as the tourists that come to visit are here to enjoy nature. The trails and access to nature are key to keep Frisco special. As a full time resident we need to balance how many tourists we want to attract compared to making our home town a place we can enjoy without overcrowding.
42	In this scenario, Frisco seems to be here for guests only to enjoy our beauty, but with little thought for locals (jobs and housing)
43	Altho building affordable housing is important, lets not forget that FRisco is a finite town, meaning that we are bordered on all sides by lakes and mountains, where other neighboring towns have more room to develop and physically grow. packing housing in for the sake of TRYING to make it affordable is senseless. Sometimes you have to commute to work, its often part of the deal.
44	We obviously need. to create ways for young people and families to live in, or continue to stay, in our town. Having old rich people living here part time is not the diverse community we seek. t
45	Work with Walmart to upgrade the Frisco Walmart like the Walmart in Avon to make it more inviting, safe and upscale
46	Maintain the current environment
47	A more diverse collection of housing needs to be spread around. I.e., not projects, but lots of 1-offs.
48	We need to separate bike traffic from pedestrian/dog/child walking traffic for safety reasons. At least warn bikes that pedestrians have the right of way. between Frisco and Damn Road or all the way to Dillon. There are plenty of bike trails in the area. I have witnessed too many rude and dangerous bikers - now worse with rental electric bikes/tourists not familiar with environment. Conflicts with safe and friendly community. Plowing the foot/bike path has been great.
49	How is the town going to develop a more diverse economy?
50	I don't see any significant change in our economy and sources of employment. Therefore, I agree that other categories will follow as described
51	I support attainable/affordable housing. I will personally lead a petition to stop the density of Lake Hill. That is the worst project.
52	Seems good to me
53	I like all of the statements, but this is best since it prioritizes Beauty, Environment and Nature. I do worry about how low Housing Diversity and Connectivity will hamper the Economy (and most importantly, town services related employment), so effort will still be required in these areas, but again, you've correctly/properly identified my priorities.
54	Where are the specific number? For example: what does "current rate of housing growth" mean"? Cannot determine if this is desirable w/o specific data especially as it pertains to affordable housing for community residents as opposed to second home or STR properties

55	Clean up the Marina, especially the entrance. Close Main Street during the summer months. Bring back festivals like the BBQ festival and 4th of July fireworks. The town has lost its identity because all of this is now missing.
56	Disconnect between the statement and narrative. "Affordable and welcoming for future generations" is in the vision statement but that is not in the description.
57	Be careful with housing projects. With the new housing eventually coming to Dillon Dam road our population in Frisco will swell and we will have traffic jams galore. Potentially a couple thousand people more will impact Frisco from what it is today. Don't take away public parks to build housing, the town needs all the current parks it has now and more. The ideas have been floated before but be very careful. With the new housing development going in at old workforce center the surrounding neighborhoods will be severely impacted from what they are today. Slow down the pace for growth.
58	I like the idea of maintaining the great things about Frisco. The pipeline projects will increase housing an amount such that a portion of local employees could shift to living in Frisco. I feel this plan is missing needed improvements to connect Main Street to the Marina and use property along Highway 9 and West Main for additional workforce housing mixed use projects.
59	As we saw with the pandemic, people will choose to visit / long-term visit / relocate to Colorado. We should plan for this growth responsibly. Considering a plan that does not manage growth is naive.
60	Sounds like a perfect small town feel with gradual growth with tourism and residential housing.
61	There are too many new buildings and condos being built on Main Street while older, smaller buildings are being torn down. The culture and uniqueness is being lost. Town is starting to look more generic. It would be nice to preserve Main Street and move the new development farther back into neighborhoods.
62	too late, the die is cast, build out coming, need more for sale employee housing
63	There need to be sidewalks in the reserve. I like this vision statement.
64	Frisco has always been a quaint mountain community, that is what makes us unique. We know our neighbors, love the views and open space. That sets Frisco apart from the hustle and bustle of Silverthorne, Dillon and Breckenridge. These places are high-traffic business and tourist areas. Most of us choose to live in Frisco to avoid the climate of Silverthorne, Dillon and Breckenridge. Some development and growth is good, but NOT ALL development and growth is good. For example, the Frisco RTD Transfer Station has created some significant problems by increasing the number of transient, homeless and drug using/selling persons in our community. This can be verified with Frisco Police and the Summit County Sherrif. This is develop many of us wish could be undone. Also, we should not base development decisions on increased economic activity and housing costs since COVID, it is likely not sustainable. Revenue from special tax sources such as cannabis, nicotine, the strong futures Levi, etc. will likely decline. Some already have declined rather significantly such as cannabis tax revenue. We should use this time and these funds as a bonus opportunity to catchup on repairs and maintenance. We should NOT expect this to be the new baseline. If we do so and the economy declines, we will be a town of many vacant and unmaintained buildings. Longterm, we can expect that climate change will negatively impact the ski season and resorts which will also impact Frisco. We should be mindful of what we want Frisco to look like as the ski industry declines to prevent major problems in the future.
65	Scenario A will result in wage workers living outside of Frisco and produce a lack of true diversity in Frisco's population.

66	I don't think the population of Frisco should continue to decline. I like having neighbors and I would like to have more of them in the future.
67	Preserves the 'small town' character and culture with minimal intervention and prioritizes connectivity.
68	It's already very difficult to obtain services necessary to maintaining homes: plumbing electrical etc.
69	I know this is a more minimalist approach, but does not really meet the need for housing or the extension of Frisco Main Street to the West...
70	Frisco has been and always will be a tourism based service economy with 65% of the homes here being second residences.
71	Not enough growth
72	While I like and support this scenario, I am not convinced it will result in a population decline. I believe that even if the focuses on this scenario, we will see growth and expansion like scenarios B & C
73	I see traffic (vehicle and bike) steadily increasing. Public transportation is currently adequate, but streets and trails need to be improved to accommodate this increased traffic. CDOT's Exit 203 project will help. If Lake Hill is ever developed, the Dam Road and the C1 trail need to be improved.
74	While I like scenario A, it is sad that it does not provide for families that would like to live in single family homes a housing option. Additionally, having employment being so heavily weighted in the food and beverage, service and accommodation industries means our local population is doomed into lower paying jobs that will never close the gap to home ownership.
75	I think its a well rounded approach. I curious what the future growth plan actually looks like for housing and water use. Do we really need more people up here? I think the short term rental market is crushing the housing market and forcing the cost of housing even higher. we need ways to encourage affordable long term rentals and discourage too many short term rentals.
76	A diverse economy isn't a realistic (or critical) goal. Outside of tourist-based jobs, the internet and remote work are the reality of the job market. Housing diversity/connectivity/connection to nature are attainable.
77	While the vision statement had nothing wrong with it, it seems like this is a depressing scenario for locals. It favors tourism and second home owners and leaves everyone else behind.
78	not enough housing considerations for even current residents
79	The vision statement is contradictory to what is actually happening in Frisco. We are allowing the building of very high density structures for investors, second/third/fourth homeowners with no real connection to the community. The town permitted a 60 unit mega hotel on downtown main street which will be detrimental to the area in terms of traffic, congestion and aesthetics. The destruction of single family homes being replaced with condos in residential areas is destroying the culture and charm of small town Frisco. Diversity is decreasing with the aging population and inability of younger people to afford homes. We are doing a good job increasing town connectivity and access to nature. We are doing well with our environmental initiatives and sustainability.
80	I like the community and environment aspects, but dislike the minimal housing
81	That we would stop building large inappropriate structures for this town
82	Although I love Frisco and believe TOF is doing a good job, it is extremely hard for locals to stay in Frisco. Frisco is our home yet even with us both having full-time jobs, we can not afford to continue to live here if something does not change. Tourism is

	great but there also needs to be more education to tourists about our lifestyle and policies. Walk your bikes on the sidewalk, lower grocery prices, pay attention and slow down when driving downtown, have social awareness and respect for locals, don't smoke and vape downtown and inside buildings where we work and play.
83	Scenario A - would be a tragic outcome for the town to do all of this work and not address the issues. Frisco and the surrounding area have always been and are increasing to be only places for affluent old white people. I want to live and work in a place that has a vibrant and diverse feel to it.
84	Scenario A seems <u>ok</u> , but there is little room for growth. I would like to see Frisco grow and become more of what it is now.
85	Scaling this sounds great, but cost of living is a concern
86	the connection with nature and building an environment that can withstand what's coming for it in the future
87	Frisco is a special and unique community. This town welcomed me with warmly <u>4 years</u> ago. Since then, I have welcomed many new friends, continuing the objective of our little mountain town. As a full time good and beverage pro, scenario A speaks the minds of the service industry workers.
88	Leave Frisco alone and let it grow naturally without any outside interference or influence.
89	I think it could be an unfortunate reality where it puts profit over people. We need to invest in our workforce more and the people that support them. We wouldn't be able to survive without the constant flow of bright eyed dreamers that come here to work. Very few last long.
90	There cant be a sense of local community if locals cant even afford to live here. Employees shouldnt have to "live outside of Frisco" or Summit county at all.
91	If the current trend continues as stated, all of us workers will have to move away because we cant afford it here.
92	I think a hybrid of the environmental, commercial, and transportation aspects with limited housing development until we see the affects of the current projects.
93	Maintaining housing diversity should include not scraping all the single family homes for multimillion dollar vondas that residents cannot afford. We do need a thriving economy and access to nature however maintaining a community, small town feel involves local businesses not chains or big buainess.
94	Missing any kind of statement about climate change and reducing greenhouse gas emissions in the city.
95	not great connectivity
96	I like this vision and it feels like what brought us to Frisco. However, the status quo isn't really sustainability. For example, our family is not sure we will be able to afford or find housing next year in Frisco next year. Even though I like the vision, the lack of attention to supporting families is not a healthy direction if you want to keep the community intact here. I think this scenario will mean even more second homes and less support for families who live here <u>year round</u>
97	This does not convey a; tomorrow will be better than today attitude.
98	I think it is possible to diversify housing while still staying true to the environmental goals of the Town. I would also like to see multimodal options included since those increase resilience too. My main question is, are the lower priorities in this scenario excluded because they are seen as in-conflict with the higher priority items, or just to simplify the vision?

99	The 3-star verdicts in Scenario A for community, environment, and nature fail to take into account the difference between tourists and actual citizens. I don't think continuing the status quo can be 3-star in any category based on how many locals are getting chased out.
100	Frisco will struggle as a community if we don't change the increasing ownership of second home owners and investors, but instead adopt policies to allow primary resident ownership without income restrictions and appreciation caps.
101	I support keeping the path
102	I would like to see the town maintain current growth pattern, however, I oppose all the Vision Statements because it fails to acknowledge the value of tourism in Frisco. While actual tourist dollars (lodging, restaurants, retail, activities) do not account for majority income, the big boxes exist because tourists spending, not from locals. Tourism drives our town, the vision statement must give credit to how our town is supported.
103	Frisco is awesome the way it is however, we cannot become an 'affordable only to retirees and remote work-force' - it is killing the culture
104	i think it looks great and that you're on the right track.
105	While this scenario offers improvements to the transit infrastructure, more should be done to ensure residents can get around town on a bike or by walking, with minimal traffic crossings. Additionally, deed-restricted units should be provided on land that is underutilized.
106	Knowing these areas. How is is the housing affordable???
107	I Don't like scenario A. Over the last 4-5 years there has been a large increase in multi million dollar units that are occupied by second home owners. This has changed the culture and vibe of frisco for the worse

Scenario B

#Q2 - Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

#	Pop-up Responses (September 26)
1	More renials on summit Blvd (for locals)
2	Love high density on summit blvd
3	any housing the town will subsidze for locals to live in?
4	affordable and workforece housing is critical. Developing on summit blvd is a great idea
5	limit zoning for single family homes. Require any homes over 2,500 sq ft to be carbon neutral
6	any new Frisco town designated buildings need to be carbon neutral
7	affordable and workforece housing is to be highly sustainable w/solar and EV charging (not just to be ready but actually functioning)
8	undercrossing Hwy 9 should be a priority (+1 vote)
9	Overall support but we need walkability along w/transit to reduce traffic. Conservation is critical. Connection to nature, yet minimizing environmental impacts continue to future
10	stop approving local homes from being scraped and replaced with STR and multi-million dollar condos/homes that stay vacant (+2)
11	Loosing local housing neighbors to multi-million dollar units that remain unoccupied most of the time :(
12	Have apartments
13	Do not block views anywhere, Parking underground for apartments (+2)

14	Limit building heights - don' block views
15	Concerns about parking ratios for new 53 units of affordable housing
16	Height restrictions
17	Summit Blvd should be considered as a redevelopment opportunity. Allow multiple floors above retail for mixes of <u>work force</u> and market housing
18	Priorities for growth - John (jack) Swift jackswift@gmail.com - 1. Open space/natural access 2. Downtown same height
19	3. Single Family H. Zoning same #'s force redevelopment, 4. Multi Family Growth in Designated areas
20	5. Multi Family + Single Family Affordable Integrated into Existed Zonal Areas
21	most people will work remotely but will create new service jobs.
22	Open space is critical
23	Rental licenses will help to smooth seasonal volatility
24	New and existing business must be required to subsidize environmental and transit improvements. Skin in the game and community
25	Affordability - who will pay for all this?

#	Survey Responses
1	This scenario give the best of all worlds.
2	I like this scenario better than Scenario A. I strongly support mixed-use housing to enhance commercial connectivity while also providing housing. However, density should only be encouraged if it is affordable/year-round housing.
3	More opportunities for working locals to afford to live in their community
4	Better. More housing is needed for single occupant tenants, affordable but not necessarily workforce.
5	Most feasible approach without losing the town's core and charm
6	I would only support affordable housing to the extent it covers the workforce needs to some extent. It is <u>ok</u> to live somewhere else and commute to Frisco. Some families may have jobs in other towns and some family members will always commute.
7	Leave Granite Street as is, Frisco doesn't need a thoroughfare in its neighborhood. Resurface the Loaf and Jug gas station on Main Street to blend in with the rest of main street
8	Why do you want Frisco to look like Silverthorne?
9	Good balance between economic growth and environment.
10	We need to keep small town feel and ability to travel within town without getting vehicles on the street. We also need to bring down the median age of the town and in order to do that we need more affordable housing and more diverse economy.
11	Still lacking diversity. Connection to nature is existent no matter how the town grows - we need housing and a diversified economy.
12	I don't fully understand how a busy intersection like Main & Summit would be the "heart". Do like more affordable housing, but is there any way to have less <u>multi-million</u> dollar housing?
13	As a local business owner I think we need to bring back more young people who can fill work positions in local small business, which is what this plan seems to focus on and that's why I like it.

14	Attempt at Scenario C, but cheaper and easier it seems. May regret not doing more, higher-quality changes
15	This sounds more realistic than scenario A
16	This risks overcrowding and traffic congestion that, long-term, would make Frisco less desirable.
17	Not appealing.
18	Keep any housing <u>off site</u> of the main thoroughfare routes, and limit it to tiny housing to blend with the environment. Try to keep it as simple as possible, and very pleasing to the eye.
19	Again, without proper planning, places like Lake Hill leave no exit in case of fire for residents of Lake Hill and other communities in Dam Road. It is a deadly fiasco waiting to happen and it will be on the shoulders of the Summit County council.
20	The need for a strategy for affordable housing is crucial. However the Vision statement A reflects our values much better than B. The scenario seems to only focus on affordable housing - while that may be our <u>number one</u> challenge it is too narrow in its focus. The language of Vision A is better stated.
21	This scenario balances some of the need for housing, focusing it on the most-developable regions of Frisco (e.g., Gateway and areas near Giberson Bay / LakeView Terrace). But it puts too much pressure on the Summit/Main intersection; this intersection is already adversely impacted by Breckenridge traffic, which will only be made worse by <u>densifying development</u> at this important junction.
22	A good midpoint to appease those who don't want overgrowth and create a good deal of workforce housing.
23	Not a fan of this plan
24	Again, your teams writing and statements need to be more clear.
25	I understand that we can meet the current need of units and allow the market to provide the future housing needs. What about WATER?
26	Better balance between seeking opportunities for affordable housing and maintaining the small town character of Frisco.
27	Scenario is good as long as Lake Hill project does not move forward. Including 160 units in the whole Dam Rd area and interchange into a clogged, overwhelmed, no better than Denver mess.e road into a clogged mess
28	You should look to decrease property taxes to help with housing prices.
29	It is looking better for housing for sure but not quite there yet!
30	Still don't like high reliance on tourism.
31	Feel strongly the scenario and narrative layout above with diminish the small town feel of Frisco and create overcrowding on all levels
32	Too much growth.
33	Will decrease revenue from tourism. Increased population growth from affordable housing will negatively impact quality of life.
34	Stop forcing diversity. Diversity is not a strength. I am tired of paying for <u>illegals</u> . There are too many people already up here. We don't need more housing.
35	I think people who work here and contribute here should be able to live here. But who lives in this "workforce housing?" Can anyone from around the world or country apply? Can you benefit from government assisted housing while not being a <u>US Citizen</u> ? I would prefer this housing would go to people who live here, work here, pay taxes here, and want contribute to and build this community.

36	This is really no better. Trying to attract people to your town to support other you're trying to attract to your town is how you get Daytona Beach at <u>Spring Break</u>
37	This addresses community housing needs better.
38	Not enough focus on nature and environment. Frisco has too much auto traffic and more urban all the time. Frisco should become a dark sky™s community attractive to stargazers and tourists for views of multiway. No LED LIGHTS, residential lighting should be downlighting with motion sensors. Promote Green, save energy.
39	It appears the paved multi/use path goes directly through my private property. That™s not acceptable.
40	Better focus and concrete plans than Scenario A. I believe a stronger focus on the Safeway/ <u>WalMart</u> plaza and the Frisco Transit Center largely unused parking should be an area of density and housing.
41	If all we have are second homes and <u>short term rentals</u> . I think less about growth of housing but reward <u>home owners</u> to rent to locals.
42	Don't need to "provide more opportunities for recreation". We have more than enough. Do we have a mechanism to stop luxury home building? We need protection from foreign out of town investment. Although I am OK with empty second homes; it makes the neighborhoods less crowded and dense when no one lives there. I think ADU's are a good idea to spread out affordable housing; instead of high density units. I recommend less "new amenities, access and programs" when the town is so short staffed; I also think "Connection to Nature" decreases with crowding.
43	Slow down aggressive affordable housing density.
44	I believe we are putting too much emphasis on affordability. We are a resort community and we pay a premium to live here. Why do we have to make it affordable for everyone? There is already way too much development in our community. How dense do we want to make this town? Unfortunately resort communities are not affordable for everyone.
45	Mixing in affordable housing is certainly important. I do worry that when a developer says he'll do that, without proper boundaries and regulations, things relly won't add up to be "affordable".
46	A compromise that might work better, but we should always respect our beautiful mountain environment.
47	Work with Walmart to upgrade the Frisco Walmart like the Walmart in Avon to make it more inviting, safe and upscale. Extend Frisco water to wiborg Park and allow development of ADUs, townhomes, etc. work with federal agencies to use federal land West of main, West of I70 for local housing.
48	This will increase taxes and costs for current residents
49	I like this one better than #A.
50	Who pays, will this raise taxes? I'm <u>okay</u> with development if it keeps the community financially affordable.
51	The vision statement is very clunky, but this plan looks like a better incorporation of the full town
52	think its great, but as a family of four with two children all those homes are just too small for a family. There needs to be more PeakOne type of dwellings. Yes make Main street and the marina accessible and not a possible death trap. Put an overpass at the intersection where everyone can cross safely.
53	This scenario seems the most achievable and retains Frisco's cherished character
54	Lake Hill is still a big NO.

55	That is a lot of housing and no thought to traffic as I can see. Why is increasing population a higher priority than supporting residents already here?
56	Please see above, and note that this s much more appealing than Scenario C.
57	COMMUNITY. Community requires affordability for long term residency, raising of families, etc.
58	Need to hold firm on mixed use. No CUPs to allow residential when commercial or other uses are prescribed.
59	it has a better balance in demographics. We desperately need more young people to be able to live hear. the older demographic happens on it's own.
60	Worse that statement A. Please see comment from in previous statement. Donâ€™t grow housing too fast. Growth will come when we have thousands of new people moving in on Dillon Dam road. Infrastructure needs to handle growth so maintain and grow infrastructure before you build the housing. Donâ€™t forget we live here for nature. Donâ€™t take away easy access nature in town parks and overrun our town with too many people. Growth is <u>ok</u> but it should be be handled very carefully.
61	This scenario resonates the most with me. It includes critical connectivity needs at Main Street to the marina, and utilizes underdeveloped areas well to increase jobs and provide more housing without compromising the natural beauty and community atmosphere that is Frisco. I would hope that this scenario could include a potential Frisco Recreation Center as well.
62	This is a good plan for minimal growth, but it could also drive prices up if we see large growth interest.
63	Sounds like a good balance between population and housing. Be careful to monitor the pace of the growth, too fast Is definitely not good. Long range, look at the growth of Silverton, Colorado, it is a completely unrecognizable town from 40 years ago.too much, too fast, in my opinion.stimulate growth only when needed and keep it under control.
64	Some growth is good, but should be limited to keep a "mountain town" feel. Most of us did not move here to be in a high-density environment, yet that is the direction development is going.
65	too late, the die is cast
66	I am more concerned with preserving nature. Seems like all new developments cut down tree stands.
67	Please don't allow Frisco to turn into another Dillon or Silverthorne. We can all see what mixed density, high density, commercial, and industrial looks like by observing the other communities. Frisco is quaint and unique, we should focus on preserving that because once it is lost it can never be brought back.
68	I don't love the family-friendly overflow but the balanced approach across community guideposts is promising. Obvious flaws include paying for these things, developer condos, and the mcmansions that sit empty 90% of the year.
69	I like an increase in residence will provide increase opportunity.
70	I would love to see a more diverse housing market in Frisco. I find the large single family homes that dominated building in the past to be boring and non productive. Condos and mixed housing neighborhoods are more affordable and more interesting to see throughout Frisco.
71	Dislike the higher density. Loses the small town feel.
72	And if your home needs paint, new roof its also almost impossible to find local contractors. My new roof & extetior stain was done by crews from Denver. This is not sustainable!

73	So I like B but there is no discussion in Plan B of Rental property for housing. Not clear what you mean by mixed use housing. We definitely need more affordable rental property
74	This is meeting everyone in the middle sounds workable, while not losing the community we call Frisco today...
75	Will change atmosphere of small town. High density housing does not lend itself to providing a sense of community
76	Good balance of growth
77	it seems similar enough
78	Really make affordable housing to buy too under \$600,000
79	I like that this scenario gives more housing options to locals who work here. However, the economy is still tourism based and locked into those lower paying jobs. Not sure if there's a solution.
80	I like the focus on more affordable housing options with some higher density and tiny home options.
81	Focus on the housing
82	This seems like the best scenario. It allows for growth but not excessive growth and it considers more the people that are in a middle of the housing range, meaning they make too much for a workforce housing or deed restricted unit, but not nearly enough to jump into the free market home
83	best middle ground possible, focuses on housing which helps current employees and residents while maintaining outdoor balance
84	This is the best option for Frisco. We need to find a way to grow AFFORDABLE housing and prevent investors and second homeowners from continuing to take over Frisco. Increasing town connectivity is essential including sidewalks, rec paths and trailhead access. There should be pedestrian/cycling access to meadow creek trailhead. There should be two pedestrian bridges across summit boulevard; one at main street and one near <u>safeway</u> .
85	i like it, very well balanced
86	It would be nice to have more housing options. My dream would be to be able to afford a decent sized single family home that is not deed restricted. We can still increase the value of the home but locals get first dibs on all single family homes before <u>2nd home owners</u> .
87	I do think this is good but a little bit status quo. To deal with the housing issues the town would need to make big changes and have big visions.
88	I really like the emphasizing on local housing and increasing TOF's population with younger families.
89	Where does the financing come from?
90	affordable housing
91	We desperately need diverse housing. Frisco had the potential for accommodating a wide range of residents.
92	Small towns should not strive to be cities! EVER
93	Much better than A!! Supporting our workforce is key, but you need to give them the opportunity / ability to be able to buy their own place . Don't expect someone to live in housing that you wouldn't.
94	A better scenario where we prioritize the people that actually live here. Also, can we stop tearing down the old, cute homes so developers with zero sense of community can build luxury, unoccupied condos? We don't need anymore of those.

95	I like the transportation improvements with this scenario. I don't think that we should be identifying specific parcels throughout for workforce housing until we see how the 2 current projects go.
96	I like this scenario more than scenario A, provides more for our local residents and business owners. While our economy needs tourism, it ruins the community if all we have are empty condos and <u>short term rentals</u> with minimal opportunity for workforce
97	Again, no goal to reduce GHG emissions. The vision statement is here is particularly wishy-washy.
98	better focus on local workforce, good middle ground in terms of development
99	I think this scenario strengthens Frisco's ability to create the community feel that people like about it, and support housing and transit access. This will help our family stay in Frisco. Additional housing for people who work and go to school here, continuing to create infrastructure that supports mobility while balancing sustainability are key.
100	I like this idea and feels more aligned with the Town's current goals. I would like to see a higher emphasis place on Resilient Environment for this scenario.
101	I don't feel like we should have to sacrifice connection to nature and being resilient to have more diverse housing. Why can't we have both?
102	Great balance of emphasis on community, nature and housing.
103	Density is not the answer, the answer is to restrict short-term rentals and second homes. It is the only way to preserve what we love about Frisco.
104	I like the balanced, limited role of government in local housing development. Prefer incentives and restrictions to require private development to include housing for primary residents, without income qualification or appreciate restrictions. ADUs are welcome more than 2-3m townhomes for second homeowners or worse, investors who want to STR.
105	This plan balances growth while not completely catering to business interests who will most likely not support community interests
106	Although affordable housing should continue as part of the government agenda, it <u>can not</u> be the government's long term objective to pay for or provide housing. Zoning and established mechanisms need to be applied. It appears tourism is ignored. As the primary source of income and support for all businesses it seems misguided and naive to exclude.
107	Town shouldn't be burdened to provide housing as a <u>long term</u> goal, temporary assistance makes sense with current programs in place. Municipalities should incentivize private constructions through zoning and tax credits.
108	We need the housing opportunities to encourage local families as the meat of our community - <u>i.e.</u> Peak One has become the local core while Bill's Ranch (I know - not ToF) for example has migrated to <u>2nd</u> home wealth
109	Housing should be combined with local businesses to increase the community aspect of the area. Residents should be able to walk/bike to the nearest coffee shop or store, for example, without needing to drive. When developing this housing, consider allocating the lower level for business use only.
110	We want higher wages and cheaper housing. The rich do not need more money.

Scenario C

#Q2 - Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

#	Pop-up Responses (September 26)
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1	Scenarios C components I like are transit development, summit BLVD Commercial corridor, and community crossroads vision but scenario B is most like my vision
2	Lake Hill - County Housing Project shows no progress for 20 years - actually start doing something!
3	I like this "Embrace the creek" idea, but need to accommodate for flooding risk
4	Summit Boulevard is the commercial and industrial density for redevelopment opportunity. Multiple floors of affordable \$ market rate housing above commercial
5	sustainability is key. This would not be possible with this scenario
6	Agree we should emphasize creek-facing development
7	We need mixed use fields w/lights at the PRA + Basketball
8	Build Apartments
9	Rent is capped. Do no disallow short-term rentals. This backfires on rent
10	Town shouldn't rely on community workforce. We need to be able to live here in our community
11	Homeless shelter/work program
12	Community Art Space

#	Survey Responses
1	The term "beautiful community" relies on a narrow definition of what one defines as beautiful- it's misleading to put "beautiful" community and a diverse economy where people of many economic backgrounds can thrive against one another.
2	The community focus is on the small town culture and this causes the most disruption
3	I like Scenario C as well as Scenario B. I like the mixed-use housing options, like the idea of embracing the creek more (although wonder how feasible that is). I like focusing on Frisco's position as a transit hub and improving connectivity and housing opportunities with the transit center. Currently taking the bus in and out of Frisco isn't super convenient because you still have to figure out how to get from the transit center to wherever you're going. I like the idea of activating West Main and Summit Blvd more as mixed-use commercial corridors, although I don't want to lose the big stores on Summit Blvd (Walmart, Safeway) that are super useful.
4	If we're going to be stuck in a deed restricted unit for the rest of our lives wed prefer a townhome or duplex over a condo or apartment
5	Better still
6	Potentially too much strain on our natural resources and displacement of <u>indigenous</u> wildlife
7	Same answer as B.
8	Opportunity for property owners in tax incentives for agreements with hudex in rentals for program use to provide equal opportunities for community
9	Leave granite street as is. Resurface the loaf and jug gas station on Main Street to blend in with the rest of the town
10	I wouldn't recognize this community and would probably sell my home and leave
11	Too much development, building at expense of the natural environment we value
12	I disagree that the option would make for a less beautiful community. There is no community without people living there. Frisco has lot their community. We cannot lose the FS surrounding land, we can lose our families, teachers and workers.
13	Looks like too much going on. As a side note, why stretch Main St west when shops half a block off Main are practically invisible?

14	I support this as well but like B better.
15	Appears to have greater economic impact, bringing more diverse people to the area
16	I'm skeptical that local business will be able to survive and not get shut out by corporate run non-local businesses. I think the unique community feel of Frisco could easily be destroyed. Local business people always lose in these kinds of situations.
17	Way too disruptive to the small-town feel and charm of Frisco. Significant risk of overcrowding and traffic congestion.
18	Not appealing.
19	Seems like this scenario takes away from Frisco what boasts its individuality. Nature, efficiency and simple beauty. Don't look to grow Frisco and get taken away by development, that trend cannot be reversed. Preserve what nature has given us.
20	Several years ago, The Wall Street Journal wrote an article about the best mountain town in the west - Frisco. Colorado. All this growth is destroying this town.
21	Some modest economic diversity would be healthy and might help solve some critical housing issues, but I don't see Frisco needing to be the economic center of Summit county. Reading between the lines I sense the scenarios are a low, medium, high growth vision. In that regard, I prefer the low or medium growth scenario. Housing issues must be solved but the family friendly, we know our neighbors vision in Scenario A should describe our culture.
22	Too much emphasis at Summit/Main. This intersection is already adversely impacted by Breckenridge traffic, which will only be made worse by densifying development at this important junction.
23	I like the idea of increased community amenities. Workforce housing has been placed somewhat away from single family homes, hopefully keeping noise and traffic near main roads and off of small side streets, etc.
24	I really think the Town needs to get out of the housing business
25	Business and jobs will should lead our community.
26	I am still hanning on the the small town feel I do not think the comercial will redeleop to include housing units.
27	Takes away from the peaceful feeling of Frisco - too much focus on development.
28	NO!!! NO!!! NO!!! NO!!! NO!!! NO!!! NO!!! NO!!!
29	Reduce property taxes, that will help with housing costs.
30	Getting closer.
31	horrible change to what Frisco is and has been. You can't make a small community become accessible to everything and everyone.
32	Way too much development.
33	It's not realistic to think that Frisco will be an economic hub with a diverse economy. Focus should be on continuing to grow the tourism sector.
34	There is toto much traffic already in frisco's neighborhoods off of Main Street. This plan would increase that further with a focus on the creek.
35	Stop forcing diversity. Diversity is not a strength. I am tired of paying for illegals. There are to many people already up here. We don't need more housing.
36	"Diverse Workforce" sounds a lot like kind of soft language used to describe the army of illegal immigrants this county is quickly becoming addicted to for cheap labor. We can pack 'em in and pay 'em peanuts all while patting ourselves on the back in name of diversity. Please stop supporting and encouraging illegal immigration, it's not helping anyone but the Blackrock boys.

37	I like the statement about attracting new industry (how about home-growing new industry? Allow young people growing up in Summit County to have some hope of finding meaningful careers here and thereby staying?), although notably missing are any details, specifically, what kind of new industry. I am far less excited about "housing diversity." Housing in Frisco is already pretty dense for a "small town." Barracks, dorms and apartments chock-full of seasonal employees in low-skill jobs will eventually (sooner rather than later) put a burden on the economy
38	It depends what we mean by development. In general I'd like to see small businesses. But I worry this is just a vision for more real estate development.
39	Scrap this plan entirely. Explosive growth has given us the worst possible outcomes in the past. Each one of these projects has its own problems and should have a rigorous and extensive community approval process. Simultaneously implementing these projects will irreparably damage the character of this town.
40	I like this actively managed outcomes of Scenario C. I agree with all aspects except the West Gateway light industry/warehouse aspect. No thank you to those types of use in the location.
41	Yay creating a more diverse economy is. What can be done to encourage more risky creative business adventures. Once again we are surrounded by empty second homes. Affordable housing doesn't need to be built, but could be encouraged. That would be more environmentally sound anyway.
42	I suggest that any new business applications include a requirement to provide 100% of their own employee housing. Also suggest protection from over tourism, traffic gridlock and resource depletion. Urban planning scenarios I'm afraid do not fit into narrow valley corridors with their limited entrance and exit points. Wildfire evacuation could become impossible and repeat Paradise and Lahaina catastrophes. Where are your traffic studies? I would like to see the town be more aggressive about limits to growth along with traffic noise and pollution taken into account as serious decreases in quality of life. Don't city dwellers come here to escape those things? Thanks for the opportunity to participate and keep up the good work!
43	Frisco is a small town limited by highway lake and mountains. We do not need to supply all the housing for the entire workforce. Surrounding towns with larger geographic area can do this
44	This scenario has too much development and will KILL the charm and small town feel of Frisco. Please do NOT move forward with this scenario.....too aggressive.
45	This option seems to be most focused on locals. I also disagree that increased jobs (especially white collar) will have negative impact on the environment.
46	Slow down, this will all come together, but its a step b step process and this Plan is a little too aggressive to pull off at the moment.
47	Not my favorite, but does focus on housing needs. Probably sacrifices too much we like about Frisco and our irreplaceable environment for housing and growth.
48	Work with Walmart to upgrade the Frisco Walmart like the Walmart in Avon to make it more inviting, safe and upscale. Extend Frisco water to wiborg Park and allow development of ADUs, townhomes, etc. work with federal agencies to use federal land West of main, West of I70 for local housing. .
49	This will significantly increase taxes and costs for current residents
50	Im in favor of balance, not <u>never ending</u> growth.
51	Seems that this will change the community. There is plenty of room in Silverthorne area for diverse business development. Preserve Frisco
52	This is a master plan that looks to be more inclusive of all classes and welcomes all to the town with opportunities

53	Too much into business, small feel will be gone. NO MORE FAST FOOD. Only attracts beggars at intersections (lets get that under control too while at it). Thank you.
54	The emphasis on expanding the economic opportunities would create more commercial traffic on an already challenged road system that does not have an easy path to growth
55	Insane traffic and turning the marina intersection into something more seems tough
56	Filling out Main Street with lively and interesting commerce/restaurants would be great! I'm struggling a bit with the zero-sum aspect of these scenarios, but you're likely right: something's got to give!
57	There's enough "grow at all costs" in Summit County. Wouldn't it be nice for Frisco to be the affordable living option in Summit County bc as it stands, no Summit County city/town can boast that it allows for people working in Summit County to have an affordable place to live, raise a family and build a community? .
58	If we move in this direction, we will need firm zoning regulations that do not allow conversions of light industrial or commercial or other non-residential use to residential. I am not scared of this one if the right zoning comes out of it. With this high-growth scenario, it is ESSENTIAL that we modify our STR regulations to set a hard limit on STRs, not allow the amount of STRs to increase as we build more housing. Let's not be counter-productive!
59	This is good as well and I feel that there's not too much impact that ToF can do to help enviromental issues.
60	Even worse than B and A. Please see my A comments. Don't grow the town too much. The Dillon Dam road housing project will take care all of the growth our town needs. Our population and congestion will swell with that project. Don't carry the weight of the county if the towns shoulders. Frisco can't do and be everything.
61	I'm wary of Frisco trying to become an economic hub, I feel this would put too much pressure on our natural resources and result in overcrowded streets and local events, resulting in a loss of town identity and damage to our environment. That said, I think development along the Highway 9 corridor and at the west end of Main Street is a great idea, and extension of Main Street across 9 as well.
62	This seems like the most responsible plan for moderate to considerable growth AND to accommodate the range of people already living in the area.
63	Be careful what you wish for. Money is not everything, preserving nature, a beautiful place to live and visit mean the most for growth on a need basis, only after precise examination and concerns.
64	I am not interested in living in an economic hub. This path is moving toward a small city-like area, e.g. the Cherry Creek neighborhood in Denver.
65	employee housing for sale not for rent
66	No more growth. The new developments are big and ugly. And we don't know how that new mall on Main street is going to go. And what's up with Kelly Foote's place?
67	This is a terrible plan. Quaint, unique and community values do NOT mix with economic hub. The economic anchors are already in place in Dillon and Silverthorne, primarily because they have the space to accomodate such things. Frisco does not have such space and we can never be expected to catchup to, or be competitive with Silverthorne and Dillon. Frisco cannot accommodate or handle such an increase in population density or traffic. This should be obvious by observing peak periods such as winter or summer holidays. During these times, parking is non-existent, traffic (foot, bikes, vehicles) is congested, and it is difficult-to-impossible to get a seat in a restaurant. The supporting infrastructure required to facilitate such density would be very undesirable. It would lead to a future Frisco with parking garages, a 4 lane Main Street, increased noise, increased stress, and an overall decline in quality of live for

	Frisco residents. Let's focus on and protect the quaint mountain community we have. Let the high density, commercial, and industrial development continue in Silverthorne where it is distanced from the beauty of the lake and our trail networks.
68	The only scenario that included consideration for history and culture. Feels like there is an opportunity to include history and historic resources in all of these scenarios.
69	I don't want our town to be another Breckenridge
70	I would love to see a vibrant growing Frisco. I have lived in Frisco and worked in Frisco and the ability to stay within city limits to accomplish what I need is truly remarkable. It absolutely provides the best quality of life and is such a privilege.
71	Loses the small town feel with the higher density. Too crowded!!
72	I think we're too little too late. we should continue w <u>work force</u> housing & related initiatives but Ive seen a lot of 30 yr olds give up & move away because they don't see a way to marry & raise a family in Frisco It's just too expensive! And why the effort & expense of elec buses when we don't have frequent enough service to use the bus to get around. We used to have great service 15 years ago. expense
73	way too much increase in business and people. where is the land and water going to come from?
74	Scenario C seems to make us more like Breckenridge, which we do not want to see, too much!
75	Too much growth, loses the small town feel
76	I like the focus on being the economic hub.
77	We do not want to be overrun by tourists and new businesses.
78	In terms of the economy I like this scenario the best, if I could mix it with the housing thoughts in scenario B, it would be perfect.
79	I dont think higher level of growth is what is right for Frisco, if its too big or packed in too tight we will start to lose the small town feel. It seems like economic growth tends to beat down the environment around it.
80	I'm not convinced you'll necessarily get amazing economic diversity with affordable housing, but you'll certainly get more that without affordable housing. Get the housing piece right and you get "community" - which is what I think every visitor and resident really wants in Frisco.
81	This plan does not seem sustainable. Also most new workforce housing rentals are too much for most of the workforce in Town so at that point there should also be a larger talk about wages.
82	makes frisco too big and too like breck
83	There are some good plans such as a main street/boulevard pedestrian crossing, development of retail/housing on west main, and more housing on the north end of town.
84	while i like th housing needs being addressed, I do not like the community and environmental aspects.
85	These visions are extremely long and wordy. Increase salaries and compensation. Even if there are more jobs, if they don't pay enough to live here, that doesn't make sense. People are already struggling to find workers due to low pay for the high cost of living. Decrease cost of living, increase more quality <u>childcare</u> and increase income cap to receive <u>childcare</u> tuition assistance.
86	I don't like that in this scenario it gives people the impression that to have a diverse/thriving economy and housing diversity that you would sacrifice a

	beautiful/family-oriented community and a resilient environment. This is frustrating and I don't believe it!
87	I like this idea as much as scenario B. It seems to me that scenario c offers Frisco the best chance to be the best Frisco.
88	The scaling of this for 20 years
89	I don't love the neglect for environment
90	Frisco could use more diverse businesses, such as stores and restaurants. One of our communities best qualities is its focus on sustaining its natural beauty and environment.
91	Small towns should not strive to grow into cities
92	I don't think this scenario is achievable. We simply aren't big enough to do it. We rely on tourism too much.
93	Seems to be the most built out option, will it clutter things up?
94	Again I like the transportation focus. I don't like the idea of adding development around our key recreation and environmental areas. I still don't like housing sprinkled in the commercial areas as it changes the vibe for everyone. I like the gateways and the business innovations.
95	I think we can develop housing and keep the small town feel of community because residents will live and work here. Development can be sustainable and mindfully created. Encouraging water and energy saving technologies and native plants, minimizing watering lawns.
96	Development and stewardship do not need to be balanced, it is not a zero-sum game. You can develop with renewables and efficiency and everyone wins.
97	Too much development, and not enough focus on environmental protection
98	If you go this direction, you definitely need a sustainability coordinator/director to be careful with the environmental impacts of so much growth
99	A higher emphasis on money and less on environment is not what I want
100	I like this scenario the best, though I believe there are ways to grow while maintaining or even increasing resilience. Development needs to be creative and respond to the shocks and stressors of living in our high altitude environment, with an eye toward the future to ensure that all the new residents we welcome are able to thrive on a daily basis and during any disaster events. I am also concerned about the development facing the creek. I wholly support embracing Tenmile, but we need to remain cautious of the floodplain if we are to be resilient. There are ways to do both!
101	Too much development
102	This looks like a suburban strip mall just about anywhere in Denver. This plan is not the mountains.
103	Too much government intervention in housing
104	This plan seems to focus too much on business growth without providing for the needs of the community
105	I think our current rate of growth is wanted. I support letting economics decide what businesses go where under the current zoning limits
106	Frisco is on I70 and commercial growth is inevitable, let free market self-regulate. If there's a demand, a business will find a way to establish itself. I strongly discourage our Town to seek out businesses they think we need, that would be a waste of our tax dollars.
107	We have more than enough people in Summit County and no shortage of visitors.
108	Let's not become over-density economic focused <u>far west</u> Denver suburb <u>i.e.</u> Silverthorne

109	The small town cultural feel is already suffering when you have workers commuting in from outside the county, sometimes <u>travelling</u> long distances to do so. By having residents live in Frisco, the connections from the community will be more diverse and authentic, rather than having a touristy feel. Transit oriented development of the Frisco station is the priority of this idea. Folks should be able to live within a safe walking distance to the busses, and less parking should be provided. Bus routes may also benefit from being routed through neighborhoods instead of through busy intersections where it is dangerous to be out and about.
110	Again see my previous comments

DRAFT

Appendix C- Kids Activities

Scans of Kids Activities is attached as a separate PDF with this document.

Appendix D- Survey

Qualtrics Survey is attached as a separate PDF with this document.

DRAFT



KIDS ACTIVITY WORKSHEET

DRAW A PICTURE:
What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

DRAW A PICTURE:

What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

Marina

DRAW A PICTURE:
What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: in the forest

My friends and I like to go to: skate park

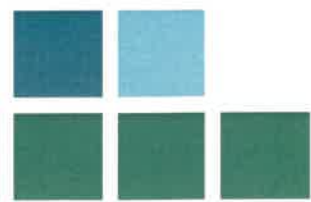
My family likes to go to: concerts in the park

My favorite restaurant in Frisco is: Hacienda Real

I like to ride my bike at: peninsula

When I am not in school I am at: fun club

Something I want in Frisco: a Wood Ward



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

Gelato

My friends and I like to go to:

Thursday concerts

My family likes to go to:

Gelato

My favorite restaurant in Frisco is:

Co Bar

I like to ride my bike at:

I don't bike

When I am not in school I am at:

Fun club

Something I want in Frisco:

chick fil A sauce



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

my naber thd

My friends and I like to go to:

~~BITCHING~~
the pool.

My family likes to go to:

the pool.

My favorite restaurant in Frisco is:

I like to ride my bike at:

When I am not in school I am at:

Something I want in Frisco:



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: The green in my neighborhood.

My friends and I like to go to: The korts

My family likes to go to: To the marina

My favorite restaurant in Frisco is: Highside

I like to ride my bike at: around Frisco

When I am not in school I am at: all around

Something I want in Frisco: a park / dog park



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

The lake & bike paths

My friends and I like to go to:

the lake

My family likes to go to:

hiking spots & the lake

My favorite restaurant in Frisco is:

Tocko

I like to ride my bike at:

paths around town

When I am not in school I am at:

camp

Something I want in Frisco:

more sushi restaurants



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: the marina

My friends and I like to go to: down town to Coffie rosters

My family likes to go to: Vinney's

My favorite restaurant in Frisco is: Greco's

I like to ride my bike at: the paninisala

When I am not in school I am at: Coffie rosters

Something I want in Frisco: is more Boba! 



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

what I like about Frisco is
the people. The reason I like
the people is 'cause they
are all so kind.



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

gelato

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

gelato

My family likes to go to (*A mi familia le gusta ir a*):

gelato

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

gelato

I like to ride my bike at (*Me gusta andar en bicicleta en*):

Marina

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Fun Club

Something I want in Frisco is (*Algo que quiero en Frisco es*):

ice rink



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Malmao

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

My family likes to go to (*A mi familia le gusta ir a*):

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

I like to ride my bike at (*Me gusta andar en bicicleta en*):

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Something I want in Frisco is (*Algo que quiero en Frisco es*):



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Marina

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

Tubing

My family likes to go to (*A mi familia le gusta ir a*):

~~the~~ Any park

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

Sushi on Main Street

I like to ride my bike at (*Me gusta andar en bicicleta en*):

I ride my scooter around my neighborhood

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Home or friends house

Something I want in Frisco is (*Algo que quiero en Frisco es*):

More places for kids - like playgrounds



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Main St on Halloween

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

to play (playground)

My family likes to go to (*A mi familia le gusta ir a*):

SMS Middle School Football game

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

Buttermilk

I like to ride my bike at (*Me gusta andar en bicicleta en*):

Bike path

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Football

Something I want in Frisco is (*Algo que quiero en Frisco es*):

Halloween



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (Mi lugar favorito es):

Soccer

My friends and I like to go to (A mis amigos y yo nos gusta ir a):

Camila Sebix
↑ (friend's house) ↓

My family likes to go to (A mi familia le gusta ir a):

Denver

My favorite restaurant in Frisco is (Mi restaurante favorito en Frisco es):

Wendy's

I like to ride my bike at (Me gusta andar en bicicleta en):

Don't ride a bike, I ride my scooter at home

When I am not in school I am at (Cuando no estoy en la escuela estoy en):

home

Something I want in Frisco is (Algo que quiero en Frisco es):

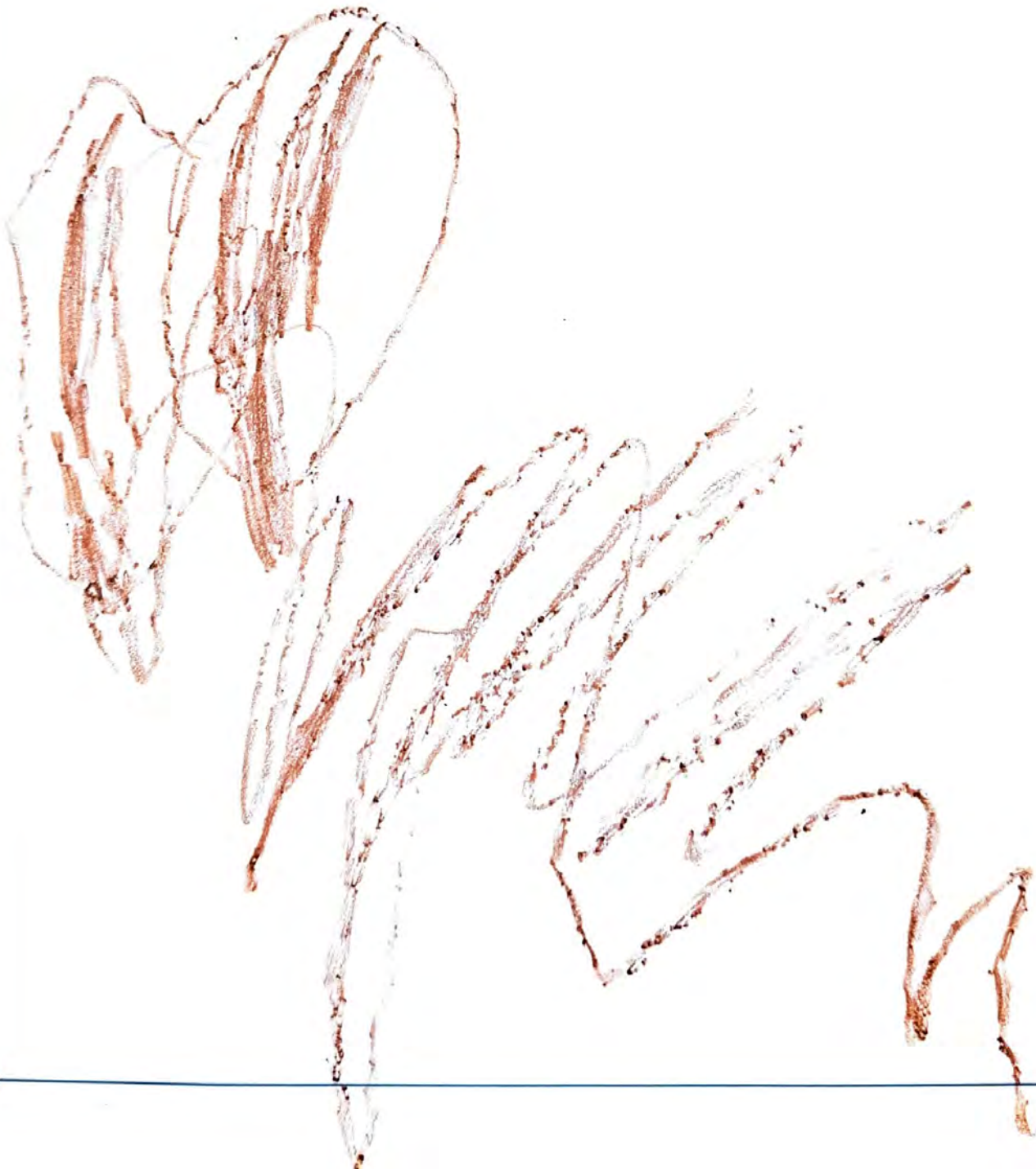
Love



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

DRAW A PICTURE: What does a perfect day in Frisco look like?

DIBUJA UNA IMAGEN: ¿Cómo se ve un día perfecto en Frisco?





Frisco – Community Engagement Window 2 Survey

Thank you for participating in our Community Survey to help inform the update to Frisco’s Comprehensive Plan!

INTRODUCTION

The Town of Frisco has conducted community-wide engagement to understand the community’s core values as a part of the process of creating a new Comprehensive Plan. The objective of Community Engagement Window 1 was to establish a framework of understanding and learning about today’s stories and hopes for the future of the Town of Frisco.

Read the full summary at: www.Friscoplan.com

ABOUT THE PROJECT

What is a Comprehensive Plan?

A Comprehensive Plan is required by the State of Colorado to guide growth and development. It reflects the community’s vision and goals for the future and should address various elements including land use, transportation, economy, and the natural environment. The Comprehensive Plan guides town-wide policy and decision-making.

What is it not?

The Comprehensive Plan does not establish or modify zoning regulations. While it serves as a framework for future decision-making and helps align policies and planning efforts with community goals, the Comprehensive Plan is not regulatory and does not create or modify laws.

How do we get there?

(Translations in English and Spanish)



SCENARIO PLANNING

What is Scenario Planning?

Scenario planning explores and evaluates potential future developments and outcomes by creating multiple plausible scenarios based on key factors like population growth, economic trends, and community vision.

Scenario planning helps us understand the tradeoffs for different futures and helps us make informed decisions for our community's future. Scenario planning ensures that development is sustainable, resilient, and aligned with long-term community goals.



DRIVERS & TRENDS

DRIVERS & TRENDS / FACTORES CLAVE Y TENDENCIAS

2,987
↓ -87 Residents
2,900

Decrease in Total Population

2017-2022

Between 2017 and 2022, the Town of Frisco experienced a population decrease.

Entre 2017 y 2022, la ciudad de Frisco experimentó una disminución de su población.

Population is stable, with limited growth projected over the next five years.

La población está estable, con un crecimiento mínimo proyectado en los próximos cinco años.

Source: American Community Survey, 2017, 2022 based on 2022 population of 2,900.

By 2034, the workforce housing market in Frisco is projected to have a gap of approximately 329 units that will not be met by market forces alone.

Para 2034, se proyecta que el mercado inmobiliario para trabajadores en Frisco tendrá una brecha de aproximadamente 329 unidades. Esto no se podrá hacer frente únicamente con las fuerzas del mercado.

151
sale units
unidades de venta



178
rental units
unidades de alquiler



Source: Town of Frisco Draft Strategic Housing Plan, DRAFT August 2024, Tables 3-5 and 3-6 Workforce Development Gap.

Frisco's housing stock is varied but faces challenges in meeting the demand for affordable and workforce housing. The Town has seen an increase in short-term rentals, which has impacted the availability of long-term housing options.

La oferta de viviendas disponibles en Frisco es variada, pero enfrenta desafíos para satisfacer la demanda de viviendas asequibles y para la fuerza laboral. La ciudad ha experimentado un aumento en los alquileres a corto plazo, lo que ha afectado la disponibilidad de opciones de vivienda a largo plazo.

3,704
↑ +876 People
2,828

Increase in Daytime Population

2017-2022

The Town of Frisco's Daytime Population Increases by

30%, +876 people

Aumento de la población diurna de
30%, +876 personas

A large portion of Frisco's workforce relies on housing in surrounding areas commuting into Frisco for employment.

Una gran parte de la fuerza laboral de Frisco depende de viviendas en áreas circundantes y viaja a Frisco en busca de empleo.

Source: Esri Business Analyst

Frisco's current businesses and workforce are weighted towards tourism.

Las empresas actuales de Frisco y su fuerza laboral están inclinadas hacia el turismo.



Five industries make up 62% of the Town of Frisco's 447 businesses.

Estos cinco sectores representan el 62% de las 447 empresas de Frisco.

946 Acre Feet of water consumed in 2022 equating to approximately 196,000 gallons per person per year.

Water is comprised of about 60% surface water and 40% ground water.

946 acres pies de agua consumidos en 2022, lo que equivale aproximadamente a 196,000 galones por persona al año.

El agua se compone aproximadamente de un 60% de agua superficial y un 40% de agua subterránea.

The current water supply is sufficient.

Conservation will preserve existing supply. Protection of existing surface water resources is limited by current infrastructure.

El suministro de agua es suficiente.

La conservación preservará el suministro existente. La protección de los recursos hídricos superficiales existentes está limitada por la infraestructura actual.

Source: IMPLAN 2022, 946 AF (308,255 kGAL) of water consumed in 2022 according to IMPLAN Model of roughly 1,400 Acre Feet, available (87%)

THE CHALLENGE

The population of the Town of Frisco decreased by 87 residents between 2017–2022, with an increase in the aging population, and a decrease in average home size. Housing costs are out-pricing families and the workforce, with relatively low new housing permits in the past several years. The daytime population increased by 30%, indicating more people commute from surrounding areas into the Town of Frisco for work than those who commute out. Community feedback shows a desire to maintain the small-town, family-friendly charm. To support this vision, increasing the supply of affordable housing and diversifying the tourism economy are needed, so people can live, work, and play in Frisco.

THE OPPORTUNITY

Based on community feedback, residents value the community culture, a sense of knowing one another, and having a close-knit community. There is a need to fill the gap in affordable housing while balancing infrastructure demands. The community also values a culture that is connected to nature and the opportunity to ensure future growth is environmentally considerate and sustainable. These scenarios explore growth strategies with the Town's character and balance the interests of full-time residents, part-time residents, and visitors and will use community values to assess the trade-offs between restricting future development and directing it in ways that balance job creation and housing needs.

Scenario A

4. Which of the following statements do you agree with more?

Option A: The Frisco Community can preserve its strong connection to nature, and scenic beauty, and ease access to the outdoors through conservation and limiting use.

- Option B: As more people use the outdoors, the heightened use of recreational facilities will bring new opportunities for amenities and programs to increase access to the outdoors for all and support projects for environmental restoration.

Option A

Option B

SCENARIO A

Vision Statement

The Town of Frisco is nestled in the heart of the White River National Forest and Lake Dillon, where knowing one another and family-friendly values create a sense of belonging. We cherish access to nature and outdoor activities and strive to maintain our local culture while preserving the environment. The Town of Frisco is a place where local businesses thrive and residents of all ages can live, work, and play together. We are committed to balancing thoughtful growth with the protection of our natural beauty, ensuring that our community remains affordable and welcoming for future generations.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No

Scenario Narrative

Scenario A is a baseline scenario that looks at a potential future where current trends continue with minimal intervention or change within the community. Based on these existing trends, the population will continue to decline, and jobs will have modest growth—primarily within tourism-supported areas.

The icons below indicate on a scale of 1-3 how this scenario aligns with community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY



The Frisco Community identifies with a small-town culture, a sense of knowing one another, and a family friendly atmosphere. Scenario A is well-aligned with preserving this culture by maintaining current development trends with minimal intervention.

HOUSING DIVERSITY



This scenario will maintain the current rate of housing growth and will focus on current pipeline projects at varied densities as reflected in the chart to the left.

A DIVERSE AND THRIVING ECONOMY



Current trends show that a significant portion of businesses and employment opportunities are based in food, beverage, service, and accommodation-related industries, indicating a high-reliance on tourism- and entertainment-based revenue. In this scenario, employees will continue to live primarily outside of the Town of Frisco.

A RESILIENT ENVIRONMENT



This scenario maintains current growth trends and will maintain existing connections, scenic beauty, and access. There is a need to use more surface water to preserve groundwater.

MULTIMODAL CONNECTIVITY

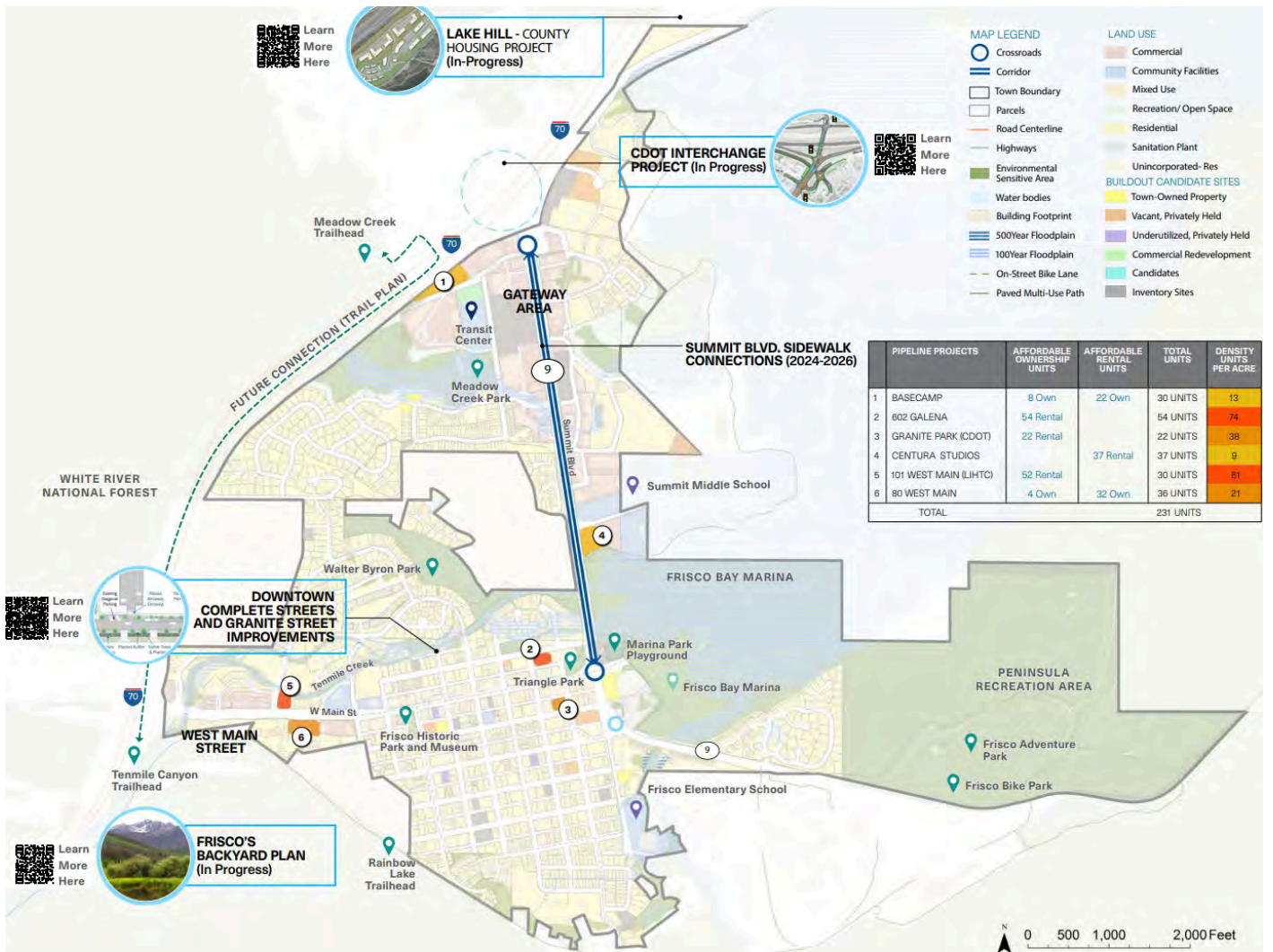


This scenario will focus on maintaining the Town of Frisco's existing infrastructure while prioritizing connectivity improvements that preserve the small-town culture. Efforts will be concentrated on enhancing access to recreational areas such as parks, trails, and pathways. Connectivity improvements will also target major network links across and along roads like Summit Blvd.

CONNECTION TO NATURE



This scenario will focus on conserving the natural environment in and around the Town of Frisco, with a focus on key areas and fire mitigation. Maintain conservation of all PCA's, wetlands, and high-quality habitats.



Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

SCENARIO B

Vision Statement

The Frisco Community values the beautiful mountain-to-lake setting and historic Main Street which is home to a family-friendly vibe. We strive to create a community where people of all ages and stages of life can find affordable housing, quality services, and opportunities to thrive. We are dedicated to fostering a family-friendly atmosphere where local businesses flourish and residents feel a strong sense of community. By carefully managing growth and development, we aim to maintain our local charm while ensuring that everyone can enjoy the natural beauty and outdoor activities that make the Town of Frisco special.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No






Scenario Narrative

Scenario B explores a low to mid-growth alternative with a focus on increasing affordable housing supply. This may include different types of housing and density along Summit Boulevard, in the Gateway District, and along West Main Street. There is an opportunity to increase ADUs, and missing middle housing types such as duplexes and townhomes, and to consider opportunities for tiny homes and other housing types. The focus on increasing

housing supply will improve affordability and create opportunities for the existing workforce and future generations of residents.

The icons below indicate on a scale of 1-3 how this scenario aligns with the community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY	
HOUSING DIVERSITY	
A DIVERSE AND THRIVING ECONOMY	
CONNECTION TO NATURE	
MULTIMODAL CONNECTIVITY	
A RESILIENT ENVIRONMENT	

Scenario B is well-aligned with supporting a family-friendly atmosphere and close-knit community.

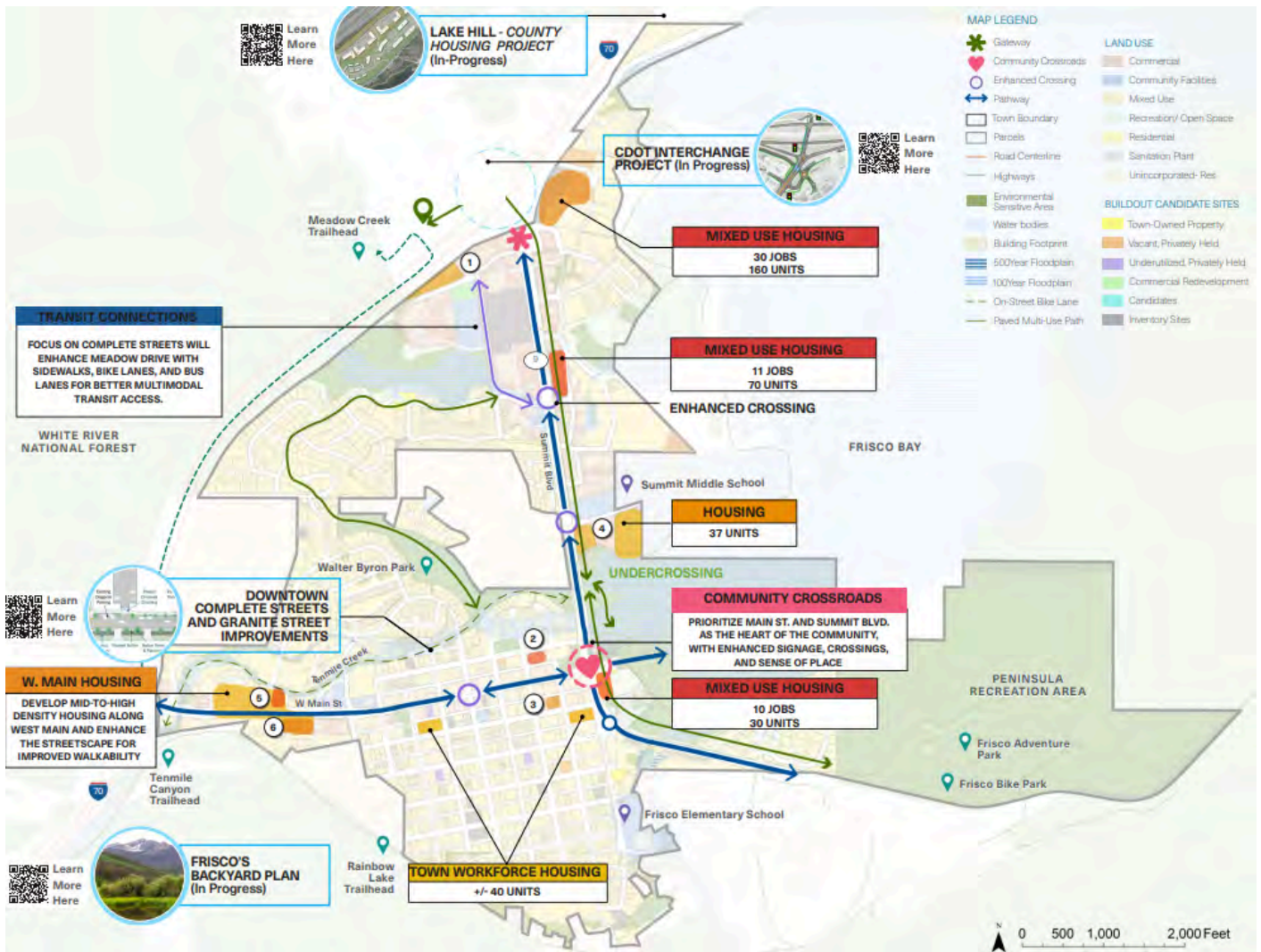
This scenario prioritizes increasing affordable housing diversity to close the existing gap in affordable housing units through higher density and smaller housing types.

This scenario focuses economic development on providing services to the local workforce, currently based in food, beverage, service, and accommodation-related industries, indicating a high-reliance on tourism- and entertainment-based revenue.

This scenario supports connection to nature as an increase in housing and residents will create opportunities for new amenities, access, and programs.

This scenario may support a decrease in commuters and increased localized public transit based on the greater diversity of affordable housing available locally, improving local and neighborhood-level active mode and transit connections to manage in-town trips.

With increased development in this scenario, the Town of Frisco would likely need to provide more opportunities for recreation while also focusing in on a smaller set of high priority areas for conservation, while continuing to mitigate fire risk and other natural hazards.



Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

SCENARIO C

Vision Statement

The Town of Frisco is a vibrant, beautiful community in the heart of Summit County, renowned for its beautiful setting and access to outdoor adventures. We leverage our central location in America's Playground to become a hub for economic growth while preserving our historic heritage and sense of community. We aim to support a diverse economy that includes local businesses and provides opportunities for residents of all incomes, ages and lifestyles to live, work, and play. By balancing development with environmental stewardship, we seek to maintain the affordability and quality of life that our residents value, ensuring a sustainable future for our community.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No

Scenario Narrative

Scenario C focuses on economic diversity and housing, offering the highest growth potential. This supports a decrease in the need for commuting employees as the job market increases and an increase in housing supply to provide accessible housing options for existing employees and future workforce. A focus on increasing economic diversity by attracting new businesses and industries to include West Main Street as an

expansion of the downtown core for local businesses, retail, and cultural attractions. Mixed-use commercial centers along Summit Blvd. and in the Gateway District, create new spaces for offices, light industrial spaces, warehouses, maker spaces, and essential retailers.

The icons below indicate on a scale of 1-3 how this scenario aligns with the community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY



Scenario C has the highest chance of interrupting the small-town cultural feeling, as new development has the potential to lead to increased population and job creation.

HOUSING DIVERSITY



This scenario will include increasing affordable housing diversity to accommodate a growing and diverse workforce. Higher densities along Summit Blvd. and in the Gateway District are an opportunity to capture existing workforce and potential new employees.

A DIVERSE AND THRIVING ECONOMY



This scenario is most aligned with the Frisco community's goals to diversify their economy and expand opportunities outside of tourism-related industries. This expands opportunities to grow existing industries and attract new ones, securing the Town of Frisco as a hub for economic growth and investment and ensuring economic stability for future generations.

CONNECTION TO NATURE



With the highest levels of development, the Town of Frisco would continue to see additional pressure on the natural environment as well as needing new infrastructure to be built, yet the increased revenues will offer more funding for maintenance and expansion of programs.

MULTIMODAL CONNECTIVITY

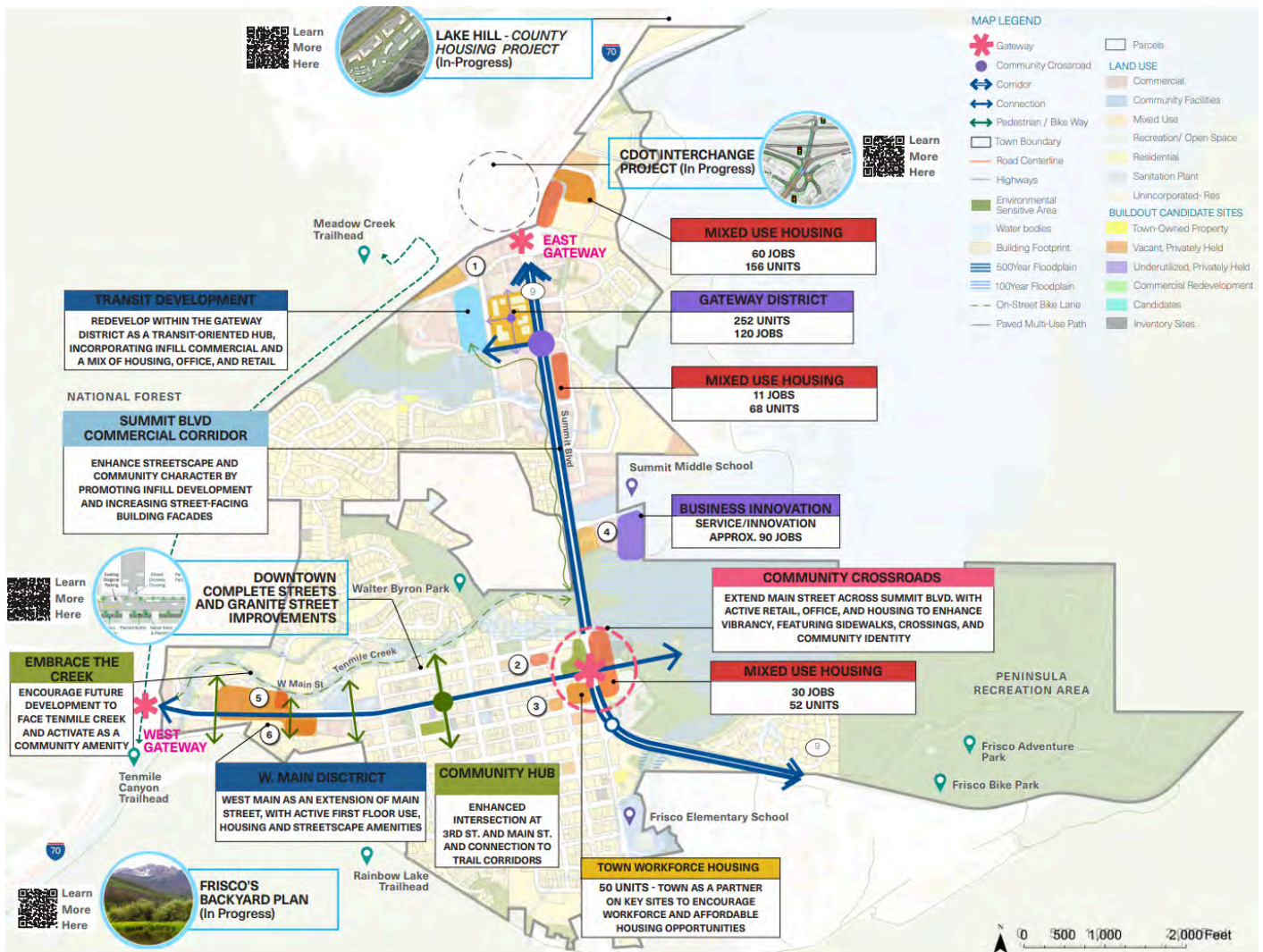


This scenario will likely result in fewer residents commuting into and out for work, creating significant opportunities for localized public transit and connectivity improvements. The growing economic activity will drive the development of regional transit programs that connect job opportunities with surrounding towns, fostering a more efficient multimodal transportation system to meet the evolving needs of residents, workers, and visitors.

A RESILIENT ENVIRONMENT



Increased jobs and housing will increase, which will place greater demands on infrastructure and resources. Water management will be a critical consideration for this scenario.



Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

Out of these three scenarios, which scenario is your favorite?

- Scenario A
- Scenario B
- Scenario C

TRADEOFFS

Future land uses are often a balance of supply and demand, where some decisions can lead to supporting other aspects of the community, or vice versa. As we move forward with priorities for the Comprehensive Plan, it is important to weigh tradeoffs for future scenarios.

There are seven (7) questions in this section and each one asks about a different tradeoff. For each one, select the statement that you agree with more.

1. Which of the following statements do you agree with more?

- Option A: Maintaining the Town of Frisco's current development trends with minimal intervention is crucial to preserving its small-town charm and close-knit community.

- Option B: Expanding affordable housing is essential to keeping the Town of Frisco accessible to young families and preserving its vibrant, family-oriented atmosphere.

Option A

Option B

2. Which of the following statements do you agree with more?

- Option A: Focusing on limited housing growth and single-family homes in existing neighborhoods preserves the Town of Frisco's established character and supports a stable small-town character.
- Option B: Low to mid-density, multifamily housing along commercial corridors will provide affordable options for the local workforce and young families, who are essential to maintaining the family-friendly community.

Option A

Option B

3. Which of the following statements do you agree with more?

- Option A: The Town of Frisco's economy thrives on its tourism, dining, and accommodation industries, and maintaining these trends will continue attracting a robust workforce, even if many employees commute from outside the area.
- Option B: While increasing housing diversity and density may slightly shift the Town of Frisco's neighborhood character, it is essential for fostering a more inclusive, family-friendly community that accommodates a variety of needs.

Option A

Option B

5. Which of the following statements do you agree with more?

- Option A: Increased business use and population growth may strain infrastructure and resources, and compromise the Frisco Community's environmental priorities and access to nature.
- Option B: New businesses offer potential revenue to support the preservation of recreational assets and natural resources, and could promote improved management of water resources and infrastructure demands.

Option A

Option B

6. Which of the following statements do you agree with more?

- Option A: As economic opportunities grow regional public transit will provide flexible, on-demand transportation solutions for workforce commuting into the Town of Frisco.
- Option B: Increasing local economic opportunities will lead to fewer residents commuting into and out of the Town of Frisco for work and can focus on the development of improved biking and walking in-town.

Option A

Option B

7. Which of the following statements do you agree with more?

- Option A: Changes to our climate are outside of our control, and risks such as fire, flood and extreme weather events should be planned for and dealt with as they come.

- Option B: As the climate continues to change, risks such as fire, flood and extreme weather events could all become more common and increases in development support funding for mitigation, environmental protections and projects so we can proactively reduce our overall risk.

Option A

Option B

LAND USE CLASSIFICATIONS

This section shows a variety of land uses that could be prioritized in Frisco and asks for feedback to understand what types of land uses you would most like to see on the Future Land Use Map. This exercise will help to inform future land uses that the community would like to see, which can support Frisco in decision-making around future development.

Participant Directions:

For each of the ten land use examples shown, select one of the options below it to indicate whether:

a) You like this land use and would like to see it prioritized in the Comprehensive Plan

OR

b) You do not like this land use and would like to see less of it in the Town of Frisco.

SINGLE-FAMILY RESIDENTIAL (2-4 DU PER ACRE)



I like this!

I do not like this

LOW TO MID-DENSITY (5 - 20 DU PER ACRE)



I like this!

I do not like this

MID TO HIGH DENSITY (20 - 40 DU PER ACRE)



I like this!

I do not like this

MAIN STREET RETAIL



- I like this!
- I do not like this

COMMERCIAL CORRIDOR



I like this!

I do not like this

MIXED-USE



I like this!

I do not like this

INDUSTRIAL



I like this!

I do not like this

OFFICE



I like this!

I do not like this

PARKS AND OPEN SPACE



- I like this!
- I do not like this

CIVIC SPACE



- I like this!
- I do not like this

DEMOGRAPHICS

A little bit more about you

This section will tell us about who you and our other participants are. It helps us ensure that we are reaching all diverse community members.

- These questions are optional but help us to ensure we hear from a broad spectrum of the community

What is your connection to the town of Frisco?

- Full-Time Resident in the Town of Frisco
- Part-Time Resident or Second Homeowner in the Town of Frisco
- Part-Time Resident, Living Outside of the Town of Frisco, in the Region
- Year-Round Resident, Living Outside of the Town of Frisco, in the Region
- I Work in the Town of Frisco
- I Own a Business in the Town of Frisco
- I am a Visitor to the Town of Frisco
- Other

What is your age range?

- 0 - 17
- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 - 79
- 80+

How long have you lived in Frisco?

- Less Than One Year
- 1-3 Years
- 4-5 Years
- 6-10 Years
- 11-20 Years
- More Than 20 Years
- I Do Not Live in Frisco

What is your race/ethnicity?

- White
- Asian
- Hispanic
- Black or African
- Two or More Races
- Other

Do you rent or own your home?

- Rent
- Own

Neither

Powered by Qualtrics



KIDS ACTIVITY WORKSHEET

DRAW A PICTURE:

What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

DRAW A PICTURE:

What do you love about Frisco?





KIDS ACTIVITY WORKSHEET Marina

DRAW A PICTURE:
What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: in the forest

My friends and I like to go to: skate park

My family likes to go to: concerts in the park

My favorite restaurant in Frisco is: Hacienda Real

I like to ride my bike at: peninsula

When I am not in school I am at: fun club

Something I want in Frisco: a Wood Ward



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

Gelato

My friends and I like to go to:

Thursday concerts

My family likes to go to:

Gelato

My favorite restaurant in Frisco is:

Co Bar

I like to ride my bike at:

I don't bike

When I am not in school I am at:

Fun club

Something I want in Frisco:

chick fil A sauce



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

my naber thd

My friends and I like to go to:

~~BITCHING~~
the pool.

My family likes to go to:

the pool.

My favorite restaurant in Frisco is:

I like to ride my bike at:

When I am not in school I am at:

Something I want in Frisco:



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: The green in my neighborhood.

My friends and I like to go to: The courts

My family likes to go to: To the marina

My favorite restaurant in Frisco is: Highside

I like to ride my bike at: around Frisco

When I am not in school I am at: all around

Something I want in Frisco: a park / dog park



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

The lake & bike paths

My friends and I like to go to:

the lake

My family likes to go to:

hiking spots & the lake

My favorite restaurant in Frisco is:

Tocko

I like to ride my bike at:

paths around town

When I am not in school I am at:

camp

Something I want in Frisco:

more sushi restaurants



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: the marina

My friends and I like to go to: down town to Coffie rosters

My family likes to go to: Vinney's

My favorite restaurant in Frisco is: Greco's

I like to ride my bike at: the paninisala

When I am not in school I am at: Coffie rosters

Something I want in Frisco: is more Boba! 



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

what I like about Frisco is
the people. The reason I like
the people is 'cause they
are all so kind.



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

gelato

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

gelato

My family likes to go to (*A mi familia le gusta ir a*):

gelato

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

gelato

I like to ride my bike at (*Me gusta andar en bicicleta en*):

Marina

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Fun Club

Something I want in Frisco is (*Algo que quiero en Frisco es*):

ice rink



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Malmao

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

My family likes to go to (*A mi familia le gusta ir a*):

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

I like to ride my bike at (*Me gusta andar en bicicleta en*):

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Something I want in Frisco is (*Algo que quiero en Frisco es*):



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Marina

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

Tubing

My family likes to go to (*A mi familia le gusta ir a*):

~~the~~ Any park

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

Sushi on Main Street

I like to ride my bike at (*Me gusta andar en bicicleta en*):

I ride my scooter around my neighborhood

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Home or friends house

Something I want in Frisco is (*Algo que quiero en Frisco es*):

More places for kids - like playgrounds



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Main St on Halloween

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

to play (playground)

My family likes to go to (*A mi familia le gusta ir a*):

SMS Middle School Football game

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

Buttermilk

I like to ride my bike at (*Me gusta andar en bicicleta en*):

Bike path

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Football

Something I want in Frisco is (*Algo que quiero en Frisco es*):

Halloween



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (Mi lugar favorito es):

Soccer

My friends and I like to go to (A mis amigos y yo nos gusta ir a):

Camila Sebix

(friend's house)

My family likes to go to (A mi familia le gusta ir a):

Denver

My favorite restaurant in Frisco is (Mi restaurante favorito en Frisco es):

Wendy's

I like to ride my bike at (Me gusta andar en bicicleta en):

Don't ride a bike, I ride my scooter at home

When I am not in school I am at (Cuando no estoy en la escuela estoy en):

home

Something I want in Frisco is (Algo que quiero en Frisco es):

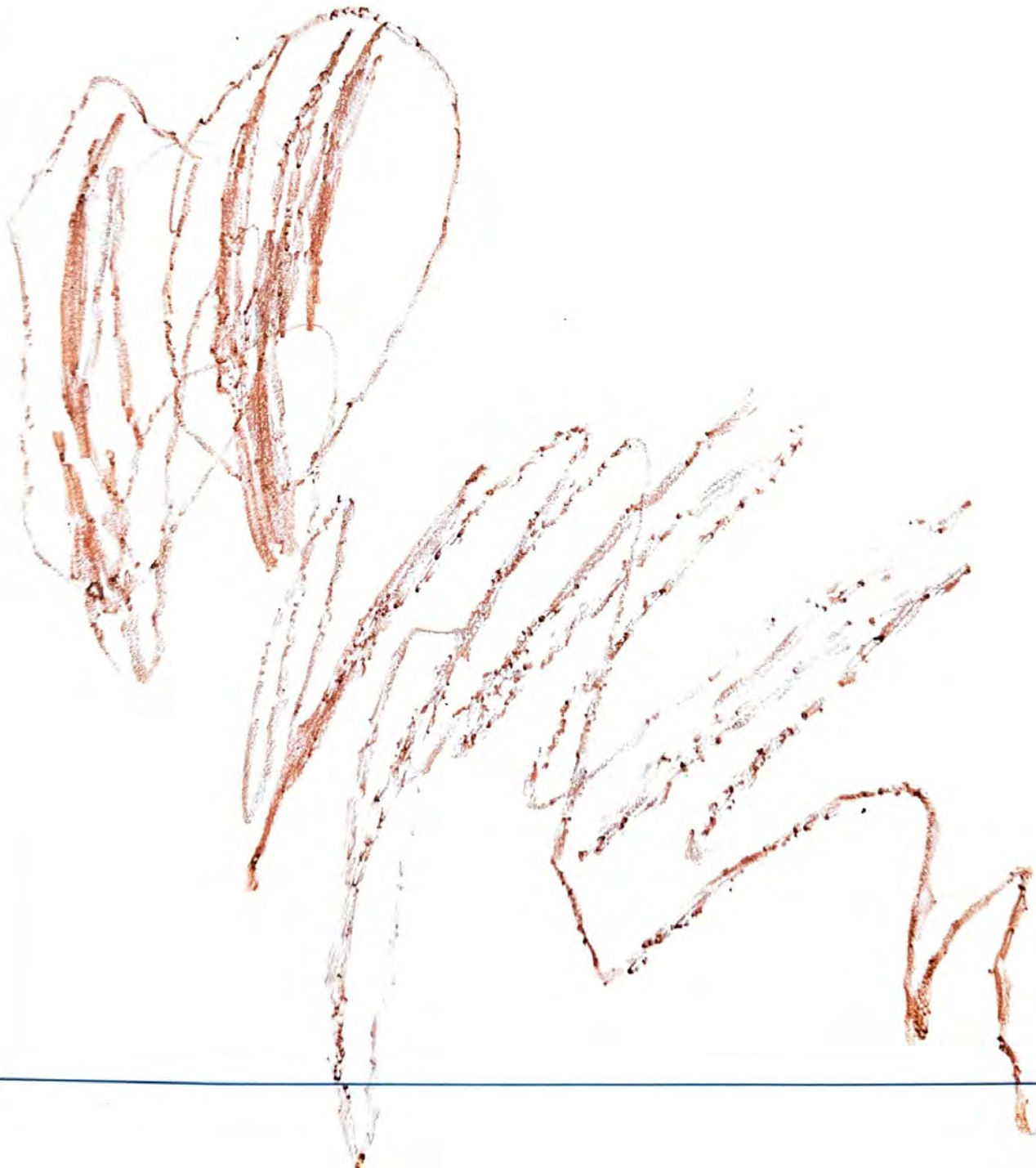
Love



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

DRAW A PICTURE: What does a perfect day in Frisco look like?

DIBUJA UNA IMAGEN: ¿Cómo se ve un día perfecto en Frisco?





Frisco – Community Engagement Window 2 Survey

Thank you for participating in our Community Survey to help inform the update to Frisco’s Comprehensive Plan!

INTRODUCTION

The Town of Frisco has conducted community-wide engagement to understand the community’s core values as a part of the process of creating a new Comprehensive Plan. The objective of Community Engagement Window 1 was to establish a framework of understanding and learning about today’s stories and hopes for the future of the Town of Frisco.

Read the full summary at: www.Friscoplan.com

ABOUT THE PROJECT

What is a Comprehensive Plan?

A Comprehensive Plan is required by the State of Colorado to guide growth and development. It reflects the community’s vision and goals for the future and should address various elements including land use, transportation, economy, and the natural environment. The Comprehensive Plan guides town-wide policy and decision-making.

What is it not?

The Comprehensive Plan does not establish or modify zoning regulations. While it serves as a framework for future decision-making and helps align policies and planning efforts with community goals, the Comprehensive Plan is not regulatory and does not create or modify laws.

How do we get there?

(Translations in English and Spanish)



SCENARIO PLANNING

What is Scenario Planning?

Scenario planning explores and evaluates potential future developments and outcomes by creating multiple plausible scenarios based on key factors like population growth, economic trends, and community vision.

Scenario planning helps us understand the tradeoffs for different futures and helps us make informed decisions for our community's future. Scenario planning ensures that development is sustainable, resilient, and aligned with long-term community goals.



DRIVERS & TRENDS

DRIVERS & TRENDS / FACTORES CLAVE Y TENDENCIAS

2,987
↓ -87 Residents
2,900

Decrease in Total Population

2017-2022

Between 2017 and 2022, the Town of Frisco experienced a population decrease.

Entre 2017 y 2022, la ciudad de Frisco experimentó una disminución de su población.

Population is stable, with limited growth projected over the next five years.

La población está estable, con un crecimiento mínimo proyectado en los próximos cinco años.

Source: American Community Survey, 2017, 2022 based on 2022 population of 2,900.

By 2034, the workforce housing market in Frisco is projected to have a gap of approximately 329 units that will not be met by market forces alone.

Para 2034, se proyecta que el mercado inmobiliario para trabajadores en Frisco tendrá una brecha de aproximadamente 329 unidades. Esto no se podrá hacer frente únicamente con las fuerzas del mercado.

151
sale units
unidades de venta



178
rental units
unidades de alquiler



Source: Town of Frisco Draft Strategic Housing Plan, DRAFT August 2024, Tables 3-5 and 3-6 Workforce Development Gap.

Frisco's housing stock is varied but faces challenges in meeting the demand for affordable and workforce housing. The Town has seen an increase in short-term rentals, which has impacted the availability of long-term housing options.

La oferta de viviendas disponibles en Frisco es variada, pero enfrenta desafíos para satisfacer la demanda de viviendas asequibles y para la fuerza laboral. La ciudad ha experimentado un aumento en los alquileres a corto plazo, lo que ha afectado la disponibilidad de opciones de vivienda a largo plazo.

3,704
↑ +876 People
2,828

Increase in Daytime Population

2017-2022

The Town of Frisco's Daytime Population Increases by

30%, +876 people

Aumento de la población diurna de 30%, +876 personas

A large portion of Frisco's workforce relies on housing in surrounding areas commuting into Frisco for employment.

Una gran parte de la fuerza laboral de Frisco depende de viviendas en áreas circundantes y viaja a Frisco en busca de empleo.

Source: Esri Business Analyst

Frisco's current businesses and workforce are weighted towards tourism.

Las empresas actuales de Frisco y su fuerza laboral están inclinadas hacia el turismo.



Five industries make up 62% of the Town of Frisco's 447 businesses.

Estos cinco sectores representan el 62% de las 447 empresas de Frisco.

946 Acre Feet of water consumed in 2022 equating to approximately 196,000 gallons per person per year.

Water is comprised of about 60% surface water and 40% ground water.

946 acres pies de agua consumidos en 2022, lo que equivale aproximadamente a 196,000 galones por persona al año.

El agua se compone aproximadamente de un 60% de agua superficial y un 40% de agua subterránea.

The current water supply is sufficient.

Conservation will preserve existing supply. Protection of existing surface water resources is limited by current infrastructure.

El suministro de agua es suficiente.

La conservación preservará el suministro existente. La protección de los recursos hídricos superficiales existentes está limitada por la infraestructura actual.

Source: IMPLAN 2022, 946 AF (308,255 kGAL) of water consumed in 2022 according to IMPLAN Model of roughly 1,400 Acre Feet, available (87%)

THE CHALLENGE

The population of the Town of Frisco decreased by 87 residents between 2017–2022, with an increase in the aging population, and a decrease in average home size. Housing costs are out-pricing families and the workforce, with relatively low new housing permits in the past several years. The daytime population increased by 30%, indicating more people commute from surrounding areas into the Town of Frisco for work than those who commute out. Community feedback shows a desire to maintain the small-town, family-friendly charm. To support this vision, increasing the supply of affordable housing and diversifying the tourism economy are needed, so people can live, work, and play in Frisco.

THE OPPORTUNITY

Based on community feedback, residents value the community culture, a sense of knowing one another, and having a close-knit community. There is a need to fill the gap in affordable housing while balancing infrastructure demands. The community also values a culture that is connected to nature and the opportunity to ensure future growth is environmentally considerate and sustainable. These scenarios explore growth strategies with the Town's character and balance the interests of full-time residents, part-time residents, and visitors and will use community values to assess the trade-offs between restricting future development and directing it in ways that balance job creation and housing needs.

Scenario A

4. Which of the following statements do you agree with more?

Option A: The Frisco Community can preserve its strong connection to nature, and scenic beauty, and ease access to the outdoors through conservation and limiting use.

- Option B: As more people use the outdoors, the heightened use of recreational facilities will bring new opportunities for amenities and programs to increase access to the outdoors for all and support projects for environmental restoration.

Option A

Option B

SCENARIO A

Vision Statement

The Town of Frisco is nestled in the heart of the White River National Forest and Lake Dillon, where knowing one another and family-friendly values create a sense of belonging. We cherish access to nature and outdoor activities and strive to maintain our local culture while preserving the environment. The Town of Frisco is a place where local businesses thrive and residents of all ages can live, work, and play together. We are committed to balancing thoughtful growth with the protection of our natural beauty, ensuring that our community remains affordable and welcoming for future generations.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No

Scenario Narrative

Scenario A is a baseline scenario that looks at a potential future where current trends continue with minimal intervention or change within the community. Based on these existing trends, the population will continue to decline, and jobs will have modest growth—primarily within tourism-supported areas.

The icons below indicate on a scale of 1-3 how this scenario aligns with community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY



The Frisco Community identifies with a small-town culture, a sense of knowing one another, and a family friendly atmosphere. Scenario A is well-aligned with preserving this culture by maintaining current development trends with minimal intervention.

HOUSING DIVERSITY



This scenario will maintain the current rate of housing growth and will focus on current pipeline projects at varied densities as reflected in the chart to the left.

A DIVERSE AND THRIVING ECONOMY



Current trends show that a significant portion of businesses and employment opportunities are based in food, beverage, service, and accommodation-related industries, indicating a high-reliance on tourism- and entertainment-based revenue. In this scenario, employees will continue to live primarily outside of the Town of Frisco.

A RESILIENT ENVIRONMENT



This scenario maintains current growth trends and will maintain existing connections, scenic beauty, and access. There is a need to use more surface water to preserve groundwater.

MULTIMODAL CONNECTIVITY

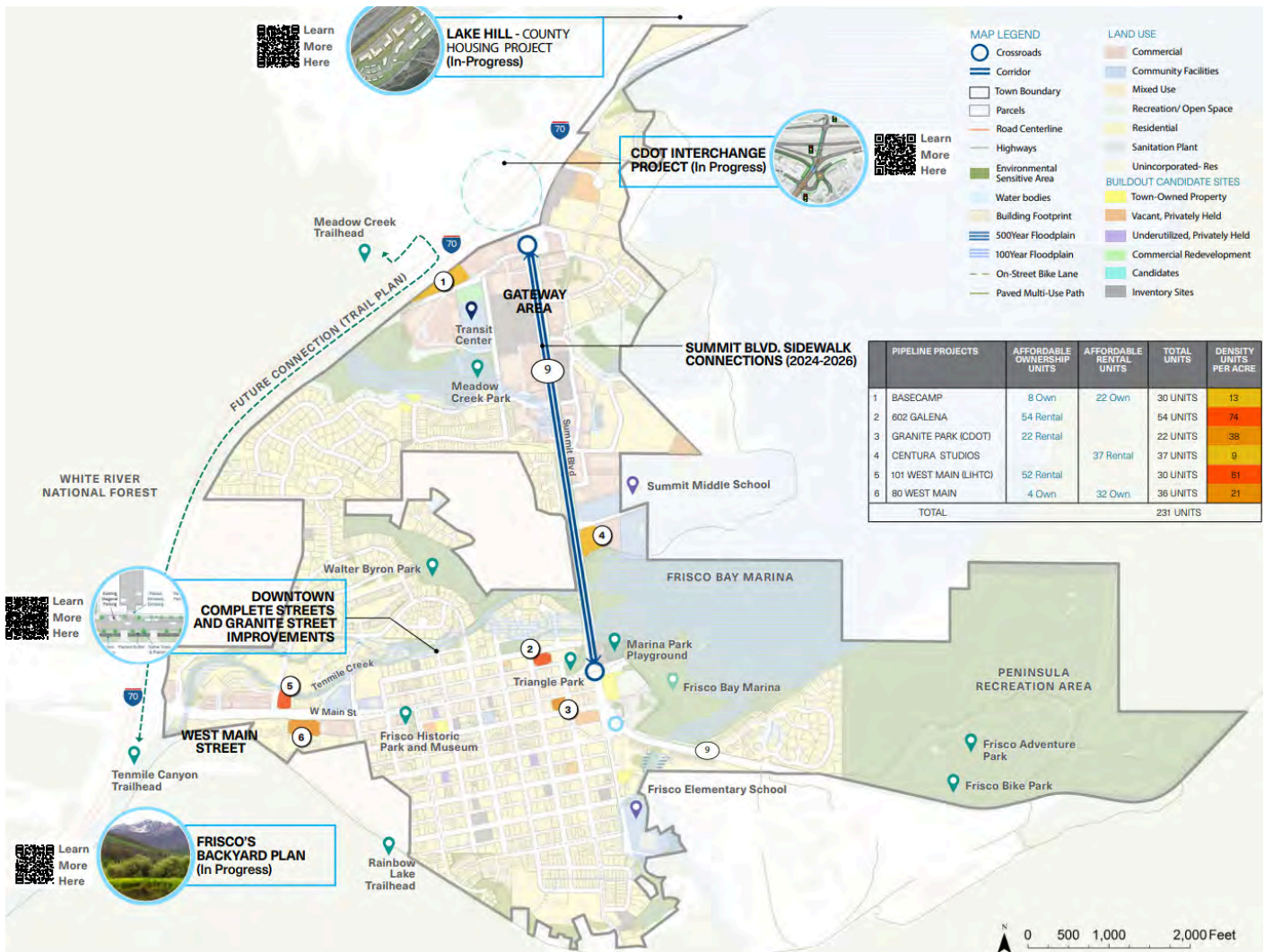


This scenario will focus on maintaining the Town of Frisco's existing infrastructure while prioritizing connectivity improvements that preserve the small-town culture. Efforts will be concentrated on enhancing access to recreational areas such as parks, trails, and pathways. Connectivity improvements will also target major network links across and along roads like Summit Blvd.

CONNECTION TO NATURE



This scenario will focus on conserving the natural environment in and around the Town of Frisco, with a focus on key areas and fire mitigation. Maintain conservation of all PCA's, wetlands, and high-quality habitats.



Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

SCENARIO B

Vision Statement

The Frisco Community values the beautiful mountain-to-lake setting and historic Main Street which is home to a family-friendly vibe. We strive to create a community where people of all ages and stages of life can find affordable housing, quality services, and opportunities to thrive. We are dedicated to fostering a family-friendly atmosphere where local businesses flourish and residents feel a strong sense of community. By carefully managing growth and development, we aim to maintain our local charm while ensuring that everyone can enjoy the natural beauty and outdoor activities that make the Town of Frisco special.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No






Scenario Narrative

Scenario B explores a low to mid-growth alternative with a focus on increasing affordable housing supply. This may include different types of housing and density along Summit Boulevard, in the Gateway District, and along West Main Street. There is an opportunity to increase ADUs, and missing middle housing types such as duplexes and townhomes, and to consider opportunities for tiny homes and other housing types. The focus on increasing

housing supply will improve affordability and create opportunities for the existing workforce and future generations of residents.

The icons below indicate on a scale of 1-3 how this scenario aligns with the community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY	
HOUSING DIVERSITY	
A DIVERSE AND THRIVING ECONOMY	
CONNECTION TO NATURE	
MULTIMODAL CONNECTIVITY	
A RESILIENT ENVIRONMENT	

Scenario B is well-aligned with supporting a family-friendly atmosphere and close-knit community.

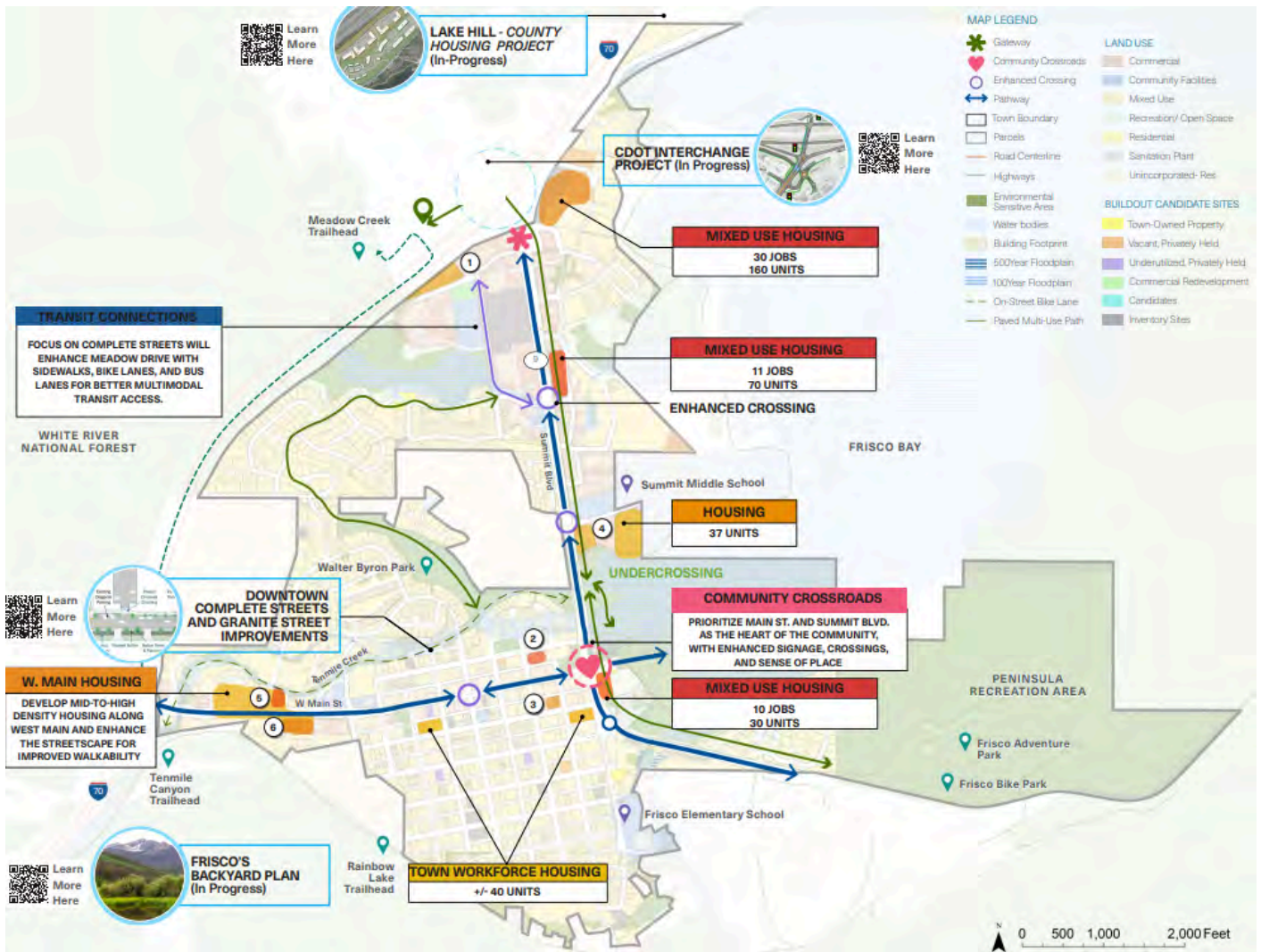
This scenario prioritizes increasing affordable housing diversity to close the existing gap in affordable housing units through higher density and smaller housing types.

This scenario focuses economic development on providing services to the local workforce, currently based in food, beverage, service, and accommodation-related industries, indicating a high-reliance on tourism- and entertainment-based revenue.

This scenario supports connection to nature as an increase in housing and residents will create opportunities for new amenities, access, and programs.

This scenario may support a decrease in commuters and increased localized public transit based on the greater diversity of affordable housing available locally, improving local and neighborhood-level active mode and transit connections to manage in-town trips.

With increased development in this scenario, the Town of Frisco would likely need to provide more opportunities for recreation while also focusing in on a smaller set of high priority areas for conservation, while continuing to mitigate fire risk and other natural hazards.



Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

SCENARIO C

Vision Statement

The Town of Frisco is a vibrant, beautiful community in the heart of Summit County, renowned for its beautiful setting and access to outdoor adventures. We leverage our central location in America's Playground to become a hub for economic growth while preserving our historic heritage and sense of community. We aim to support a diverse economy that includes local businesses and provides opportunities for residents of all incomes, ages and lifestyles to live, work, and play. By balancing development with environmental stewardship, we seek to maintain the affordability and quality of life that our residents value, ensuring a sustainable future for our community.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No

Scenario Narrative

Scenario C focuses on economic diversity and housing, offering the highest growth potential. This supports a decrease in the need for commuting employees as the job market increases and an increase in housing supply to provide accessible housing options for existing employees and future workforce. A focus on increasing economic diversity by attracting new businesses and industries to include West Main Street as an

expansion of the downtown core for local businesses, retail, and cultural attractions. Mixed-use commercial centers along Summit Blvd. and in the Gateway District, create new spaces for offices, light industrial spaces, warehouses, maker spaces, and essential retailers.

The icons below indicate on a scale of 1-3 how this scenario aligns with the community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY



Scenario C has the highest chance of interrupting the small-town cultural feeling, as new development has the potential to lead to increased population and job creation.

HOUSING DIVERSITY



This scenario will include increasing affordable housing diversity to accommodate a growing and diverse workforce. Higher densities along Summit Blvd. and in the Gateway District are an opportunity to capture existing workforce and potential new employees.

A DIVERSE AND THRIVING ECONOMY



This scenario is most aligned with the Frisco community's goals to diversify their economy and expand opportunities outside of tourism-related industries. This expands opportunities to grow existing industries and attract new ones, securing the Town of Frisco as a hub for economic growth and investment and ensuring economic stability for future generations.

CONNECTION TO NATURE



With the highest levels of development, the Town of Frisco would continue to see additional pressure on the natural environment as well as needing new infrastructure to be built, yet the increased revenues will offer more funding for maintenance and expansion of programs.

MULTIMODAL CONNECTIVITY

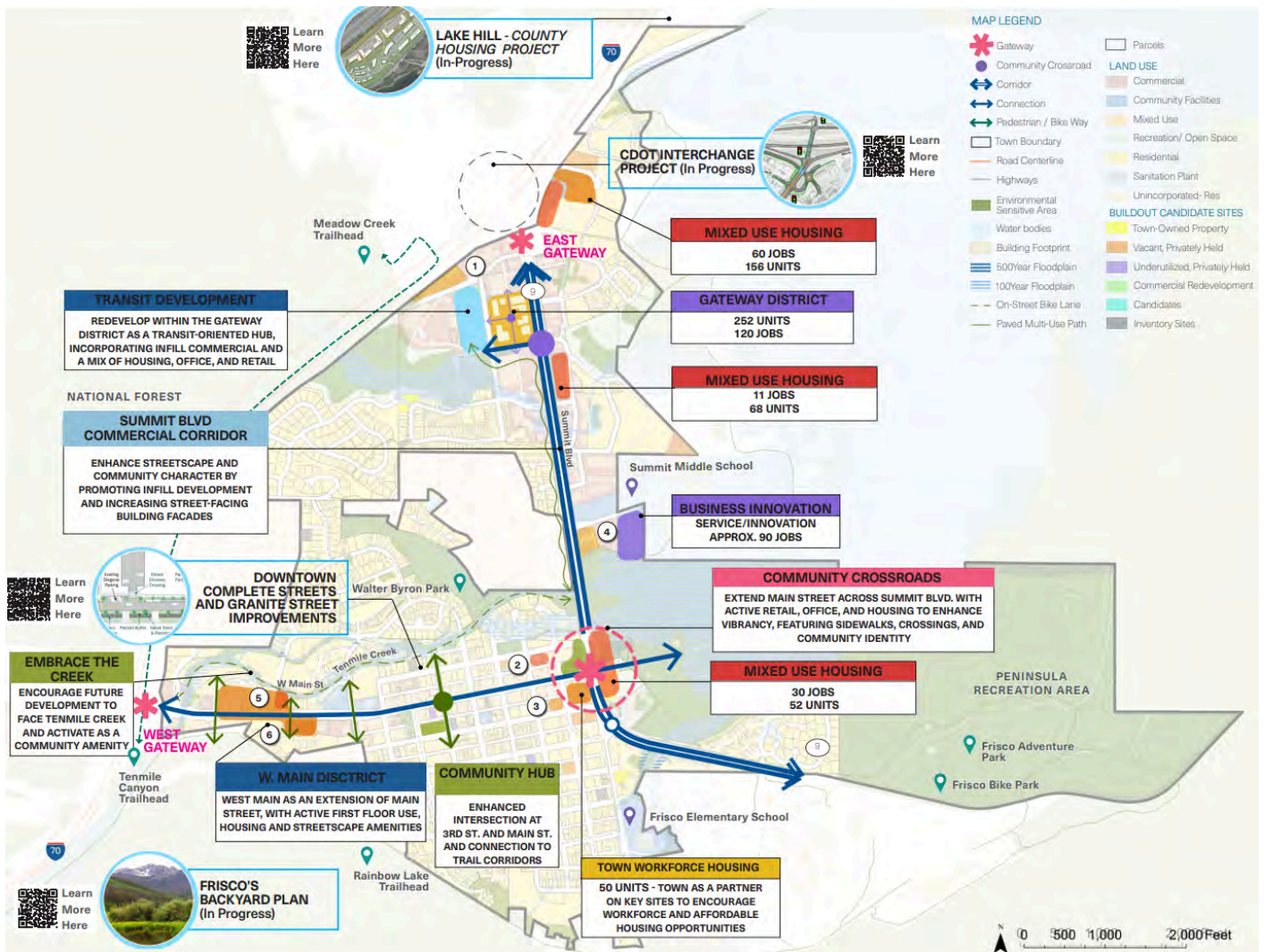


This scenario will likely result in fewer residents commuting into and out for work, creating significant opportunities for localized public transit and connectivity improvements. The growing economic activity will drive the development of regional transit programs that connect job opportunities with surrounding towns, fostering a more efficient multimodal transportation system to meet the evolving needs of residents, workers, and visitors.

A RESILIENT ENVIRONMENT



Increased jobs and housing will increase, which will place greater demands on infrastructure and resources. Water management will be a critical consideration for this scenario.



Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

Out of these three scenarios, which scenario is your favorite?

- Scenario A
- Scenario B
- Scenario C

TRADEOFFS

Future land uses are often a balance of supply and demand, where some decisions can lead to supporting other aspects of the community, or vice versa. As we move forward with priorities for the Comprehensive Plan, it is important to weigh tradeoffs for future scenarios.

There are seven (7) questions in this section and each one asks about a different tradeoff. For each one, select the statement that you agree with more.

1. Which of the following statements do you agree with more?

- Option A: Maintaining the Town of Frisco's current development trends with minimal intervention is crucial to preserving its small-town charm and close-knit community.

- Option B: Expanding affordable housing is essential to keeping the Town of Frisco accessible to young families and preserving its vibrant, family-oriented atmosphere.

Option A

Option B

2. Which of the following statements do you agree with more?

- Option A: Focusing on limited housing growth and single-family homes in existing neighborhoods preserves the Town of Frisco's established character and supports a stable small-town character.
- Option B: Low to mid-density, multifamily housing along commercial corridors will provide affordable options for the local workforce and young families, who are essential to maintaining the family-friendly community.

Option A

Option B

3. Which of the following statements do you agree with more?

- Option A: The Town of Frisco's economy thrives on its tourism, dining, and accommodation industries, and maintaining these trends will continue attracting a robust workforce, even if many employees commute from outside the area.
- Option B: While increasing housing diversity and density may slightly shift the Town of Frisco's neighborhood character, it is essential for fostering a more inclusive, family-friendly community that accommodates a variety of needs.

Option A

Option B

5. Which of the following statements do you agree with more?

- Option A: Increased business use and population growth may strain infrastructure and resources, and compromise the Frisco Community's environmental priorities and access to nature.
- Option B: New businesses offer potential revenue to support the preservation of recreational assets and natural resources, and could promote improved management of water resources and infrastructure demands.

Option A

Option B

6. Which of the following statements do you agree with more?

- Option A: As economic opportunities grow regional public transit will provide flexible, on-demand transportation solutions for workforce commuting into the Town of Frisco.
- Option B: Increasing local economic opportunities will lead to fewer residents commuting into and out of the Town of Frisco for work and can focus on the development of improved biking and walking in-town.

Option A

Option B

7. Which of the following statements do you agree with more?

- Option A: Changes to our climate are outside of our control, and risks such as fire, flood and extreme weather events should be planned for and dealt with as they come.

- Option B: As the climate continues to change, risks such as fire, flood and extreme weather events could all become more common and increases in development support funding for mitigation, environmental protections and projects so we can proactively reduce our overall risk.

Option A

Option B

LAND USE CLASSIFICATIONS

This section shows a variety of land uses that could be prioritized in Frisco and asks for feedback to understand what types of land uses you would most like to see on the Future Land Use Map. This exercise will help to inform future land uses that the community would like to see, which can support Frisco in decision-making around future development.

Participant Directions:

For each of the ten land use examples shown, select one of the options below it to indicate whether:

a) You like this land use and would like to see it prioritized in the Comprehensive Plan

OR

b) You do not like this land use and would like to see less of it in the Town of Frisco.

SINGLE-FAMILY RESIDENTIAL (2-4 DU PER ACRE)



I like this!

I do not like this

LOW TO MID-DENSITY (5 - 20 DU PER ACRE)



I like this!

I do not like this

MID TO HIGH DENSITY (20 - 40 DU PER ACRE)



I like this!

I do not like this

MAIN STREET RETAIL



I like this!

I do not like this

COMMERCIAL CORRIDOR



I like this!

I do not like this

MIXED-USE



I like this!

I do not like this

INDUSTRIAL



- I like this!
- I do not like this

OFFICE



I like this!

I do not like this

PARKS AND OPEN SPACE



I like this!

I do not like this

CIVIC SPACE



- I like this!
- I do not like this

DEMOGRAPHICS

A little bit more about you

This section will tell us about who you and our other participants are. It helps us ensure that we are reaching all diverse community members.

- These questions are optional but help us to ensure we hear from a broad spectrum of the community

What is your connection to the town of Frisco?

- Full-Time Resident in the Town of Frisco
- Part-Time Resident or Second Homeowner in the Town of Frisco
- Part-Time Resident, Living Outside of the Town of Frisco, in the Region
- Year-Round Resident, Living Outside of the Town of Frisco, in the Region
- I Work in the Town of Frisco
- I Own a Business in the Town of Frisco
- I am a Visitor to the Town of Frisco
- Other

What is your age range?

- 0 - 17
- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 - 79
- 80+

How long have you lived in Frisco?

- Less Than One Year
- 1-3 Years
- 4-5 Years
- 6-10 Years
- 11-20 Years
- More Than 20 Years
- I Do Not Live in Frisco

What is your race/ethnicity?

- White
- Asian
- Hispanic
- Black or African
- Two or More Races
- Other

Do you rent or own your home?

- Rent
- Own

Neither

Powered by Qualtrics

APPENDIX C PAST PLANS REVIEW

» C.1 Town of Frisco
Past Plans Review

95% Draft

DESIGNWORKSHOP

Landscape Architecture
Planning
Urban Design
Strategic Services
Environmental Graphic Design
22860 Two Rivers Road, Suite 102
Basalt, Colorado 81621
970.925.8354
designworkshop.com

MEMORANDUM

To: Town of Frisco
From: Design Workshop: Jessie Garrow, Alison Cotey
Date: March 14, 2024
Project Name: Frisco Comprehensive Plan
Project #: 7651
Subject: Past Plan Review
Copy to: DW File; Spirit Environmental, Toole Design

PURPOSE

The following memorandum is a summary of plans completed by the Town of Frisco that were identified as relevant to the Comprehensive Plan by Town staff. This review is intended to identify relevant aspects of plans, policies, or visions related to comprehensive planning in the Town of Frisco. Each plan includes a summary, strategies or recommendations that may be relevant to the Comprehensive Plan and relevant maps and images.

Following each plan review are questions for staff shown in **red**. Please provide your response within this text document using a different text color or a comment. By reviewing these plans, this Comprehensive Plan process can develop recommendations that advance current efforts and support in cross-organizational actions that utilize combined resources. In review of this document please note the status of recommendations, efforts that were met with barriers or not implemented, inconsistencies or outdated information, and other relevant information to support our team in understanding these efforts and how they may align or support the Comprehensive Plan.

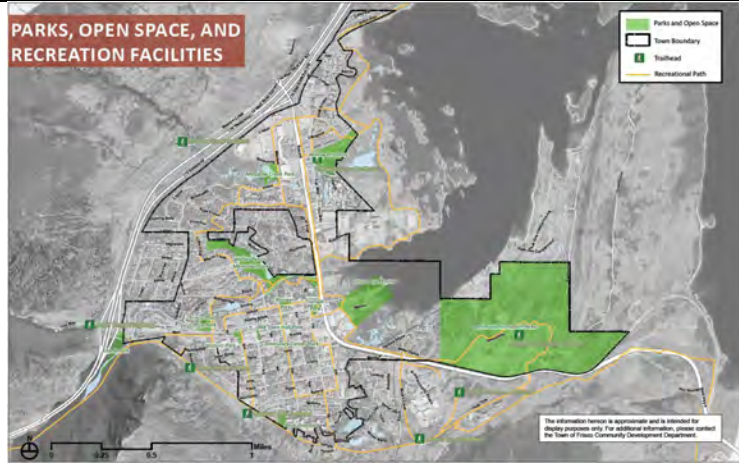
The following are the plans are included in this summary:

Town Plans

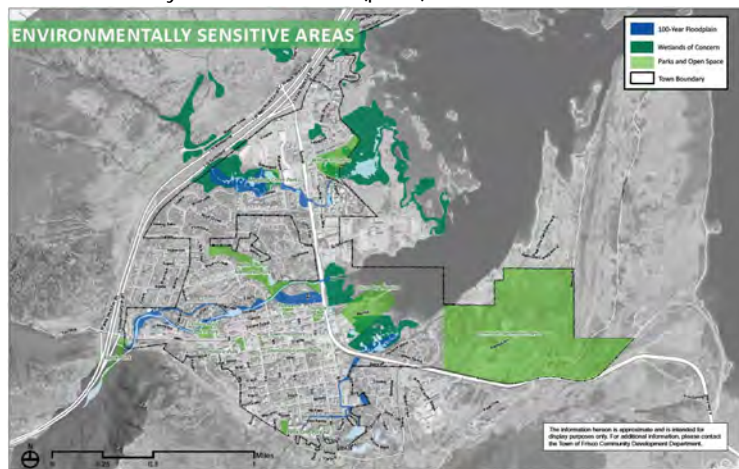
1. Community Plan (2019)
2. Three Mile Plan (2018)
3. Frisco Trails and Pathways (2023)
4. Neighborhood Parks Master Plan (2019)
5. Complete Streets Plan (2022)
6. Strategic Plan Update (2023)

Plan Title	1. Community Plan (2019)
Agency Issuing	Town of Frisco
Purpose	<p>The Community Plan (pp. 1-3):</p> <ul style="list-style-type: none"> • Serves as the overarching policy document for the Town; • Articulates the shared vision and values of the community and identifies strategic actions necessary for implementation; • Provides a road map for the Town as it continues to grow and evolve; • Reflects the ideas, values, and desires of the community, and articulates Frisco's aspirations for the future; • Addresses a wide range of topics: future growth and development, community character, transportation, housing, parks and recreation, resource protection, and infrastructure, among others; • Guides town staff and elected and appointed officials in day-to-day decision-making and policy discussions, as well as the Planning Commission in decision-making regarding proposed developments; and • Is a resource for residents, property and business owners, developers, and other stakeholders interested in understanding the vision and values of the community.
Summary	<p>The Community Plan is composed of five chapters, including:</p> <ol style="list-style-type: none"> 1. Introduction: Background, Context, and Process (pp. 1-6) 2. Shared Community Values: Vision and Guiding Principles (pp. 8-11) <ol style="list-style-type: none"> a. Vision: A close-knit, welcoming community that cherishes our history, environment, healthy lifestyle, and unique sense of place. b. Guiding Principles: These are introduced on page 9 and utilized to organize policies, goals, strategies, and actions in chapters 3 and 5): Inclusive Community, Thriving Economy, Quality Core Services, Mobility, Vibrant Recreation, Sustainable Environment. 3. Policy Framework (pp. 13-50) 4. Growth Framework (pp. 51-74) 5. Action Plan (pp. 75-82)
Strategies and Recommendations	<p>CHAPTER 3: Policy Framework: Establishes the overall policy foundation for the Community Plan.</p> <ul style="list-style-type: none"> • Inclusive Community (pp. 14-18): We are an inclusive community that welcomes people of all backgrounds and income levels. Our history is integral to our identity and it is also a guiding principle for our future. The Ten Mile Range mountain backdrop, historic structures, vibrant neighborhoods, and a lively Main Street characterize Frisco along with the friendly people and welcoming vibe. As Frisco grows, this character and identity should be preserved and enhanced throughout Town. • Thriving Economy (pp. 20- 23): While the Frisco economy has seen steady growth in the past decade, diversification of the economy 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

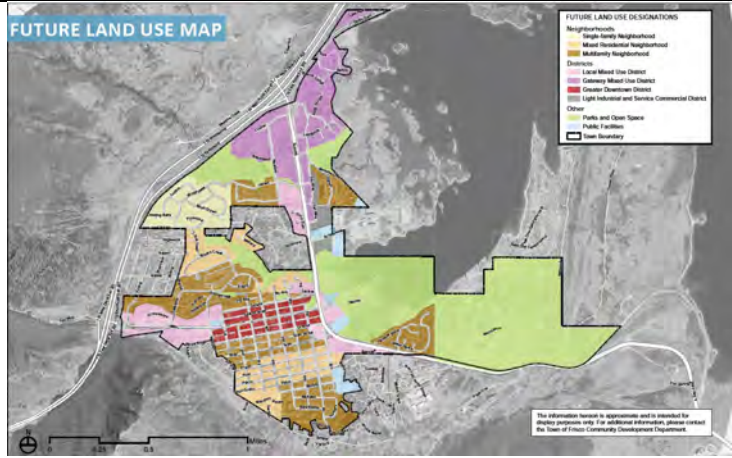
	<p>the town character and a healthy small business community that attracts residents and visitors.</p> <ul style="list-style-type: none"> • Quality Core Services (pp. 24-26): Government and community-based services, such as adequate public infrastructure, public safety, child care, and health services, are integral to making Frisco a sustainable community for residents of all ages and incomes. • Mobility (pp. 28-31): A well-connected, year-round, multi-modal transportation network that encourages active uses must continue to enable residents and visitors to reach destinations without the use of automobiles. Supporting multi-modal transportation options, creating off-road connections, and reducing gaps in the walking, biking and transit network will alleviate parking needs and congestion and promote active lifestyles. • Vibrant Recreation (pp. 32-43): The Town's accessible year-round trail system, dynamic waterfront and many parks should be preserved and enhanced to provide diverse recreation opportunities for a variety of experiences and abilities. • Sustainable Environment (pp. 44-49): Frisco's natural environment is the primary quality that attracts residents and visitors. It supports our economy and drives our recreational pursuits. The community should embrace measures for sustainability that reduce greenhouse gas emissions and conserve its water resources. <p>CHAPTER 4: Growth Framework: Includes a Town-wide land use plan and area-specific policies to guide future growth and development in Frisco, including land use, design, and provision of infrastructure and services.</p> <ul style="list-style-type: none"> • Factors influencing growth include: a lack of vacant land available for future development, the desire to preserve and maintain Frisco's environment and manage associated risks for the population such as steep slopes, wildfires, and floods, and the need to balance Frisco's role as a tourism hub with local housing and development needs. • Action Plan: Outline specific actions the Town will take, either alone, or in collaboration with others, to support the implementation of the Community Plan.
<p>Relevant Images and Maps</p>	<ul style="list-style-type: none"> • Maps and details related to current residential opportunities and constraints are outlined on pages 53-55. Updated figures from the ongoing Town of Frisco housing assessment will be relevant for the Comprehensive Plan. • Parks Open Space, and Rec. Facilities (p.36)



- Environmentally Sensitive Areas (p. 48)



- Future Land Use Map & Designations (pp. 58-63)
 - *Single-family Neighborhood*
 - *Multifamily Neighborhood*
 - *Local Mixed-Use District*
 - *Gateway Mixed Use District*
 - *Greater Downtown District*
 - *Light Industrial and Service Commercial District*
 - *Parks and Open Space*
 - *Public Facilities*

	
<p>Questions</p>	<ul style="list-style-type: none"> • The future land use map and plan on page 53 and corresponding land use designations are intended to provide guidance for the next 10-20 years. Where does this plan fall short? How appropriate are the current land use designations, what has been successful or not successful with this structure? • Area Specific Policies/Design Principles (pp. 64-68): <i>guide future investment and change in the West Main Gateway, along the Summit Boulevard Corridor, and in established neighborhoods where infill and redevelopment are more likely to occur. Design concepts are preliminary in nature—more detailed planning will be needed to determine the feasibility and costs associated with different concepts, and to explore the potential for partnerships between the Town and property/business owners, and other stakeholders. We understand a significant amount of work has been done in downtown and along the corridors. How have these policies and design principals informed recent efforts?</i> • Pages 69-72 provide a complete streets plan; however the Complete Streets Plan was also adopted in 2022. Can we assume that information from the 2022 plan is more relevant for this planning effort? • There are four key recommendations for parking outlined on page 74. Have these been implemented? If not, what have been the barriers? How would you like this plan to address parking beyond the current studies? • Pages 77-82 provided detailed goals and strategies for each of the guiding principles. It may be helpful to review: <ul style="list-style-type: none"> ○ For short-term strategies, which have been completed and/or are still relevant? ○ For long-term strategies, which have been completed and/or are still relevant? ○ For ongoing strategies, which are/are not still relevant?

Plan Title	2. Three Mile Plan (2018)
Agency Issuing	Town of Frisco

<p>Purpose</p>	<p>This document is meant to be a supplement to other town and local documents and plans, and it is recommended that these be consulted when making decisions regarding annexation.</p> <p>The following review agencies were consulted for this plan. Many of the comments that were made from these agencies regarding each of the areas in the plan are included in their descriptions: Town of Frisco Community Development, Town of Frisco Public Works, Frisco Police Department, Frisco Sanitation District, Frisco Water, Summit County Planning Department, Summit School District, The Summit Stage, Summit Fire & EMS Authority (SFEA), United States Forest Service.</p>				
<p>Summary</p>	<p>The Town of Frisco's Three Mile Plan provides information and analysis for areas within Frisco's three-mile boundary. <i>(Analysis fulfills Colorado state requirement, C.R.S. 31-12-105(1)(e))</i></p> <ul style="list-style-type: none"> • This document addresses land use, service, and infrastructure improvement needs in the event of annexation of any of the areas within three miles of the Town of Frisco's municipal boundaries. • This plan is a state requirement and should not be considered an intention of the Town to pursue annexation of these areas. • The "Three Mile" distance is a Colorado state standard, and does not indicate Frisco's jurisdiction, but simply an area of influence. <p>The Three Mile Plan outlines the location, character, and existing conditions for each of the 17 land areas within three miles of Frisco's boundary. The following are identified for each land area:</p> <ul style="list-style-type: none"> • Area Description • Land Use • Transportation • Utilities • Community Services • Open Space, Parks, and Recreation <p>Important considerations include:</p> <ul style="list-style-type: none"> • The Town's Street Design Criteria, • Inclusion in the Frisco Water service area and Frisco Sanitation District, • Patrol by the Frisco Police Department, and • Sufficient access to open space, parks, and recreation. 				
<p>Strategies and Recommendations</p>	<p>PARCEL</p>	<p>USE (AS OF 2018)</p>	<p>SIZE</p>	<p>LOCATION</p>	<p>NOTES</p>
	<p>Bill's Ranch</p>	<p>Residential, wetlands, streams, and wooded land</p>	<p>91 Acres</p>	<p>East of Town</p>	<p>Environmental conditions limit future development</p>
	<p>County Commons</p>	<p>County-owned Services and government campus with</p>	<p>130 Acres</p>	<p>East of Town</p>	<p>Operational demands exceed current capacity and a 2016</p>

		medical services, community Facilities, senior and affordable housing, County offices, maintenance facilities, And open space.			Commons Facilities Master Plan outlines proposed improvements and changes.
	Denver Water Lakeshore	Open space buffer. Wooded, meadow, and wetland areas preserved for Denver Water Operations.	135 Acres	East of Town	Denver Water manages the property, which is a habitat for birds, waterfowl, and small mammals.
	Dillon Dam Road	Undeveloped recreation area.	Unspecified total. <i>44.8 Acres = Lake Hill Affordable Housing Development</i>	North of Town	The Forest Service previously managed the entire area. Summit County owns Lake Hill portion.
	Eagles Nest (WRNF)	Heavily forested / popular Recreation area.	Undefined.	Northwest of Town	Combination of the Eagles Nest Wilderness and WRNF land close to I-70.
	Evergreen Subdivision	Residential, single-family.	17 Acres	Southwest of Town	Largely built out and little additional development is anticipated.
	Frisco Heights Subdivision	Residential, single-family.	57 Acres	Surrounded by Town	level topo on northern parcels and hilly on its southern. Topography makes further development and connection to Town infrastructure unlikely.
	Frisco Terrace & Wiborg Park	Residential subdivisions, Single-family	Combined, 57 Acres	Northwest of Town	Area is largely built out and little additional development is anticipated.

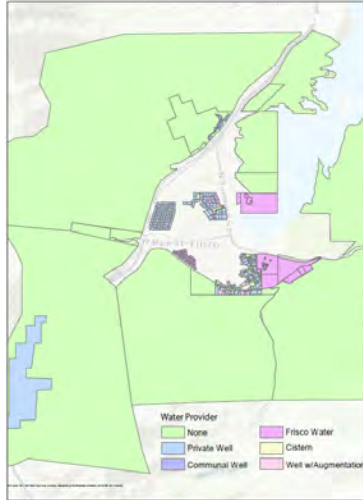
	Giberson Preserve (PUD)	private land with homes and open space (13 res. lots total)	185 acres (174 conservation easement, 11 acres single family homes)	North of Town	largely open with wooded areas and streams.
	Hunters Circle Parcels	Residential, single-family	Two parcels (0.6 and 0.25 acres)	Surrounded by Town	Level topo, near wetlands.
	Kids' Pond / Ski Jump (WRNF)	Recreation area, wooded with scattered wetlands.	Undefined.	South of Town	Forest Service manages area, important open space buffer, wildlife corridor, and recreation portal.
	Mount Royal (WRNF)	Recreation area, forested and has rocky cliffs and Rainbow Lake.	Undefined	South of Town	Forest Service manages area. <i>*Extends beyond 3-mile radius.</i>
	North Tenmile Creek	Forested creek corridor managed to protect and utilize the water supply.	72 Acres	West of Town	Owned by Denver Water and Town. Frisco operates water treatment plant on site.
	Ophir Mountain (WRNF)	Recreation Area, largely forested, with meadows on its northern edge.	Total Undefined, Mining Claims = 10 Acres	Southeast of Town	Forest Service manages area, aside from three mining claims owned by the Town. <i>*Extends beyond 3-mile radius.</i>
	Peninsula (WRNF)	Recreation area, largely wooded with developed recreation facilities (campgrounds, trails, boat launch, etc.).	Undefined	North of Town	Forest Service manages area. Town of Frisco has a ski resort SUP for area.
	Summit Middle School	Educational Campus	78 Acres	East of Town	Owned by Summit School District. District is expanding facilities, and the area is a possible site for

					workforce housing.
	Ten Mile Canyon	Recreation area, largely wooded with cliffs, lakes, meadows, wetlands, and homes.	300,000+ acres of mining claims // highway corridor, home sites, 266 acres around Uneva Lake are zoned A-1, agricultural.	Southwest of Town	Forest Service manages area except for mining claims and homes around Uneva Lake.

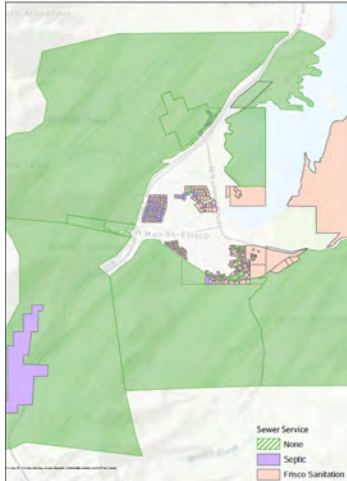
Relevant Images and Maps

Three Mile Plan Parcel Overview Map (p. 5)

- Water Service (p. 24)



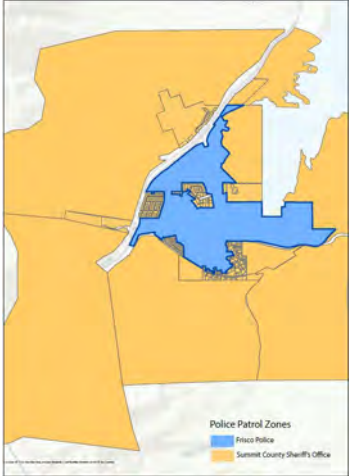
- Sewer Service (p. 25)



- Fire & Emergency Services (p. 26):



- Police Patrol Zones (p.27)

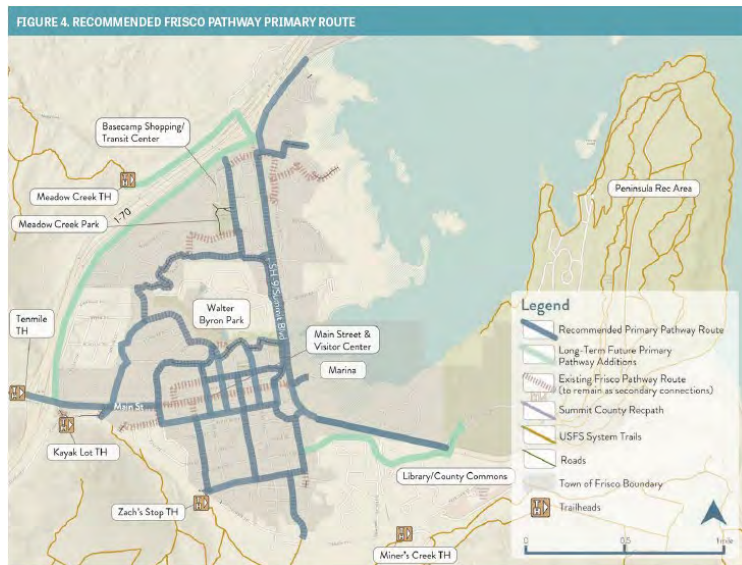
	 <p>The map displays the geographical boundaries of two law enforcement agencies. The Frisco Police jurisdiction is shaded in blue and covers a central area including Frisco, Texas. The Summit County Sheriff's Office jurisdiction is shaded in orange and covers a larger surrounding area. A legend in the bottom right corner identifies the colors: a blue square for 'Frisco Police' and an orange square for 'Summit County Sheriff's Office'.</p>
<p>Questions</p>	<ul style="list-style-type: none"> • Have any of the areas identified in this document been annexed since the plan was adopted? If so, did the annexation follow the plan, or were there other considerations that should be incorporated into the updated three-mile plan? • Are these the areas to consider in planning for this effort? • Where has this three-mile plan supported/fallen short in annexation policy? • What from this three-mile plan should be carried over? • Where would you like to see this three-mile plan built upon in this effort?

<p>Plan Title</p>	<p>3. Frisco Trails & Pathways (2023)</p>
<p>Agency Issuing</p>	<p>Town of Frisco</p>
<p>Purpose</p>	<p>This document outlines existing and proposed trails, connections, and wayfinding amenities the Town would like to create or collaborate on with local partners. This document brings in work from the recently completed Complete Streets Plan. It shows the suite of recommended typologies, from the old plan and new. This update becomes a new complete plan document rather than referencing either the 2017 and 2023 plans for different types of information. Both this update and the original 2017 Plan were developed with broad community input and support.</p>
<p>Summary</p>	<ul style="list-style-type: none"> • Chapters 1-6 cover inventories and recommendations oriented around Frisco's Gateway, Downtown Core, Peninsula Recreation Area, and Frisco's Backyard (map below) and two overarching policy topics (Connectivity and Winter Use). • Chapter 7 lays out implementation strategies, funding measures, key partnerships, and project prioritization. • Chapter 8 provides details about the planning process.
<p>Strategies and Recommendations</p>	<p>Plan Goals: The 2017 Trails Plan goals are still relevant today. Minor revisions and additions were included to fully reflect the community's most pressing needs and priorities. This includes:</p> <ul style="list-style-type: none"> • Partner with the USFS on the maintenance of existing trails; rehabilitation, restoration, re-routing, or abandonment of unsustainable trails. Develop new trails on USFS lands surrounding the Town of Frisco.

	<ul style="list-style-type: none"> • Add trails that fill gaps to create or improve access to recreational trails, the Summit County Recreation Path system, and key destinations. By creating new points of access and connectivity, Frisco and its surrounding area become a true “network” where one can get from one place to another without a car. • Make Frisco a safe place for people of all ages and abilities to walk, bike, and cross the street. Prioritize access for people over access for vehicles. • Continue to explore ways to enhance winter recreation and connectivity through an enhanced Nordic Center; trails for fat biking, skiing, snowshoeing, and walking; and strategic plowing and grooming. • Make trailheads inviting places where users can easily access recreational amenities and enjoy their experience from beginning to end. Creatively and strategically manage access and demand through multimodal connections, information disbursement and wayfinding signage. • Make navigation for bicyclists and pedestrians in Frisco clear and consistent, prioritizing the “Frisco Pathway” as a comfortable and convenient route to connect residents and visitors seamlessly to key destinations. • Recommendations are organized into nine categories: Connectivity Policies, Wayfinding, Use Management, Winter Policies, New Trails, Frisco Pathway Connections, Peninsula Recreation Area Policies, Backyard Policies, Implementation. • Recommendations are provided within each of the following chapters: <ul style="list-style-type: none"> ○ Chapter 1 - Connectivity, Wayfinding, Recreation Access, & Use Management (recommendations pp. 19-20) ○ Chapter 2 - Winter Use (recommendations (p. 23) ○ Chapter 3 - Frisco’s Gateway (recommendations (pp. 25-27) ○ Chapter 4 - Downtown Core (recommendations (pp. 30-33) ○ Chapter 5 - Peninsula Recreation Area (recommendations (pp. 38-39) ○ Chapter 6 - Frisco’s Backyard (recommendations (pp. 41-43) ○ Chapter 7 – Implementation (recommendations (p. 49) • Select figures and details from the recommendations sections listed here are included below in “Relevant Images and Maps”.
Relevant Images and Maps	Figure 1 - Frisco Trails and Pathways Planning Areas (p. 5):



- Figure 4 - Recommended Frisco Pathway (Primary Route) (p. 12): Figure 4 illustrates this re-framed “Frisco Pathway,” which includes removing some sections of the existing “route” to avoid confusion and redundancy. Ultimately, the goal for this route is to provide “high-comfort” facilities for walkers and cyclists while still allowing cars to move through. Regarding pathway design, the two most important characteristics that support safety and comfort are pathway width – especially for multi-directional and/or multi-use paths – as well as buffer between users.



- Figure 7: Wayfinding Sign Placement Recommendations (p. 18): To address the broader issue of wayfinding and navigation, the sign family design concepts (p. 16) should be implemented according to specific placement guidelines. Figure 7 provides a visual representation for these guidelines. Further planning will be required to finalize sign placements and content for each location.



- Figure 8: Frisco Gateway Recommendations (p. 25)



- Figure 9: Exit 203 Conceptual Design (p. 27)



- Figure 10: Downtown Core Recs (p. 29)



- Figures 14 -17: Peninsula Rec Area Projects (pp.37-39)



- Figure 18: Backyard Connectivity (p. 41)



Questions	<ul style="list-style-type: none"> Given the recent update to this plan, our team assumes these recommendations are current for comprehensive planning and will align recommendations to support this more detailed plan. Are there gaps in this data to consider? Is this layout the most current plans from CDOT on exit 203 (Figure 10)? Does CDOT have a timeframe for implementation?
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Plan Title	4. Neighborhood Parks Master Plan (2019)
Agency Issuing	Town of Frisco
Purpose	<ul style="list-style-type: none"> Background (p.2): As part of the community outreach process for the 2019 Community Plan Update, a special public meeting was held on November 7, 2018. Outcomes from the meeting included a prioritization for upgrades at four neighborhood parks including: Walter Byron, Meadow Creek, Pioneer Park, and Old Town Hall.
Summary	<ul style="list-style-type: none"> Planning Process (pp. 4) Community Outreach Summaries for each of the 4 parks: Pioneer Park / Walter Byron Park / Meadow Creek Park / Old Town Hall Park & Community Center Park (pp. 5-9) Infographic showing themes from outreach (included below) (pp. 10-11) Conceptual Final Plans (pp. 12-19) for parks with suggested interventions based on engagement. Estimated Costs for recommended Frisco Neighborhood Park Concepts
Strategies and Recommendations	<p>Conceptual Final Plans (pp. 12-19)</p>



Relevant Images and Maps

- Neighborhood Parks Plan (p. 2)



- Neighborhood Parks, Open House & Survey Results (pp. 10-11)

- NEIGHBORHOOD PARKS | Infographic
Public Concept Plan Summary | July 2019

Questions

- Have these park improvements been implemented?
- If yes, how were they received/ are they successful?
- If not, what were the barriers?

Plan Title	5. Complete Streets Plan (2022)
Agency Issuing	The Town of Frisco
Purpose	While the Community Plan encompasses land use policy, sustainability, economic development, and equity, it also sets out a vision and series of strategies and recommendations for transportation and mobility in Frisco. This includes connected, year-round multimodal transportation networks that enable residents and visitors to access destinations without relying on use of automobiles. This Downtown Complete Streets Plan delivers a vision for a connected, multimodal downtown core for Frisco. The Towns' transportation options and street networks encourage walking, bicycling, riding transit, and enjoying streets as inviting and vibrant places.
Summary	<ul style="list-style-type: none"> • The Plan is composed of three parts: a description of downtown Frisco as it exists today (Chapter 2), a design framework and street types to guide future

	<p>development (Chapter 3), and an Implementation Strategy to list and prioritize projects for the future (Chapter 4).</p> <ul style="list-style-type: none"> • This Plan proposes a diverse mix of projects. Some may be implemented quickly with inexpensive materials and operational changes aimed at immediate safety and comfort improvements. As well as long-term projects that will require more significant planning, design, and capital investment. • The near-term projects are meant to be implemented by the Town. Long-term projects may be implemented through a mix of Town and other funding sources. Responsibility and roles are articulated in Chapter 4.
<p>Strategies and Recommendations</p>	<p>Chapter 2 includes a review of existing conditions, including maps of the current bicycle and trails network, pedestrian infrastructure network, and transit network (pp. 14-16).</p> <ul style="list-style-type: none"> • During this review, four major themes of the previous plans emerged: <ul style="list-style-type: none"> ○ Improve quality of life and community prosperity. ○ Promote walking, biking, and other alternative modes. ○ Increase safety for all ages and abilities. ○ Improve access to key destinations. ○ Together, these reflect the vision and principles set out in the Town's master planning efforts, and its planning and design priorities for Town streets. This Plan was developed with these four themes in mind. <p>Chapter 3 provides an overarching design framework for the downtown street network.</p> <ul style="list-style-type: none"> • The existing Town Code identifies the following street type definitions that exist in the downtown area (§ 155-3): <ul style="list-style-type: none"> • Alleys, or minor public thoroughfares designated for service purposes rather than through travel. • Arterials, or roads designed for major movement of traffic. • Collector Streets, or thoroughfares which carry traffic from local streets to major streets. • Local Commercial Streets, or thoroughfares providing access to abutting commercial destinations. • Local Residential Streets, or thoroughfares providing access to abutting residential destinations. • This plan expands upon these existing definitions with five new street types that apply specifically to downtown streets: <ul style="list-style-type: none"> ○ Main Street, Downtown Collector Street, Downtown Local Residential Street, Downtown Local Commercial Street, Downtown Alley. • Key design elements for each of these new street typologies (also see map 5 below) include design parameters, operational characteristics, and an urban design palette (pp 28-40). <p>Chapter 4: This chapter describes regulatory changes, the types of projects, a prioritization process, and a prioritized list of projects to mark a measurable and substantial shift toward a complete, inclusive, and comfortable downtown transportation system.</p> <ul style="list-style-type: none"> • This Plan recommends changes to three sections of the Town Code: Chapter 155 (Streets), the Minimum Street Design and Access Criteria in Chapter 155, and Chapter 180 (Unified Development Standards).

- Code updates are specified on pages 45-46.
- Fifteen total projects were categorized into two primary buckets:
 - Quick-Build Projects that can be implemented immediately, and Transformative Projects that can be implemented in the medium or long term.
 - Plan prioritizes all 15 projects according to their respective buckets to ensure that the Town's work aligns with its goals and vision for Complete Streets and an active community.
 - Projects are detailed and prioritized based on criteria on pages 48-55. See Tables 4-7 below.

Relevant Images and Maps

The Downtown Complete Streets Plan is a plan for the Town to transform its downtown street network (Map 1) for a vibrant and active future. It is a roadmap for Town staff and elected officials to make planning, design, and budgeting decisions on streets in the central core area, and a guide for Town design staff, consultants, and private developers who are improving downtown rights-of-way to deliver streets in alignment with the future for Frisco. (p. 8)

Map 1: The Plan Area Boundaries, Downtown Frisco



- Figure 2: Modal Prioritization for Frisco Complete Streets (p.23)

Figure 2: Modal Prioritization for Frisco Complete Streets



- Map 5: Street Classifications, Downtown Frisco (p.26-27)



- Table 4: Prioritization Criteria for Ranking Projects (p. 51)

Table 4: Prioritization Criteria for Ranking Projects

Category	Prioritization Criteria	Description
Funding	Qualifies for Multiple Funding Sources	Does the project align with multiple funding opportunities or goals (e.g., stormwater mitigation, economic revitalization, etc.)?
	Community Support	Does the project have support from elected officials and the general public, or was it identified as a priority by the public?
Public Support	Staff Priority	Has the project been identified by Town staff as a priority?
	Aligns with Adopted Plan	Do previous plans identify a portion or all of the project?
Safety & Comfort	Protection for Vulnerable Users	Does the project provide increased separation between motor vehicles and vulnerable users (i.e., people walking or bicycling) or does it provide a designated space for vulnerable users (e.g., bicycle lane, crosswalk)?
	Multimodal Connectivity	Connects to Downtown Multimodal Network Is the project located along a designated or planned bicycle, walking, or transit route?

- Table 5: Prioritized Rankings of Quick-Build Projects (p. 53)

Table 5: Prioritized Rankings of Quick-Build Projects

Scale	Priority	Project Name	Street	Limits	Description	Cost Estimate
Near-Term (Quick-Build)	1	Granite Street Stop Sign Optimization	Granite Street	Madison Avenue to 7 th Avenue	Modify all-way stop pattern along Granite Street to improve predictability and multimodal safety (see Figure 5).	\$10,000 - 15,000
	2	Granite Street-Madison Avenue Realignment	Granite Street	Madison Avenue	Realign the intersection using interim materials (e.g., markings and flex posts) to orthogonalize the junction of Madison Avenue at Granite Street and create safer conditions for all users.	\$24,000 - 30,000
	3	Granite Street-2 nd Avenue Safety Improvements	Granite Street	2 nd Avenue	Add curb extensions (paint and bollards that can be upgraded to concrete in the future) on NW and NE corners of intersection.	\$17,000 - 20,000
	4	West Main Street Traffic Calming	Main Street	Forest Drive - Madison Avenue	Pilot traffic calming treatments along West Main Street from Forest Drive to Madison Avenue using interim materials (e.g., markings, curb stops, and flex posts) to assess user safety and operational efficiency.	\$41,000 - 45,000
	5	Galena Street-4 th Avenue Safety Improvements	Galena Street	4 th Avenue	Consider all-way stop control and high-visibility crosswalks to improve safety and comfort at the intersection.	\$22,000 - 25,000

- Table 6: Prioritized Rankings of Medium-Term Projects (p. 56)

Table 6: Prioritized Rankings of Medium-Term Projects

Scale	Priority	Project Name	Street	Limits	Description	Cost Estimate
Medium-Term (Study or Prelim. Design)	1	Granite Street, 10 - 30% Design	Granite Street	Madison Avenue to 7 th Avenue	Completing preliminary design of Granite Street to set design vision and better position the Town for funding opportunities and implementation.	\$106,000 - 115,000
	2	Frisco Transit Service Alternatives Study	Downtown Area		Study service options for improving transit access in and around downtown, including potential service types and patterns, contracting options, and cost opinions.	\$32,000 - 40,000
	3	Downtown Parking Policy & Management Study	Downtown Area		Analyze strategies and policy changes for improving public parking management throughout downtown, including parking fee structures, resident and workforce permitting, overnight parking, parking requirements for developments, esp. workforce housing, and provision for visitors.	\$41,000 - 50,000
	4	Alley Crossings - Typical Design	Granite Alley & Galena Alley	Madison Avenue to 7 th Avenue	Develop a typical design treatment for the alleys as they cross North / South avenues that can be implemented either as paint and post or concrete reconstruction.	\$35,000 - 40,000
Medium-Term (Construction)	5	Granite Complete Street Reconstruction	Granite Street & 7 th Avenue	6 th Avenue to Highway 9 (Granite Street, and Granite Street to Main Street (7 th Avenue)	Reconstruct Granite Street from 6 th Ave to Highway 9 and 7 th Avenue from Granite Street to Main Street according to the 30% design for the corridor. Connect the Frisco Pathway on 7 th Avenue south of Granite into downtown Frisco. Complete in tandem with redevelopment of the 619 Granite Street parcel.	\$2,800,000 - 3,000,000

- Table 7: Prioritized Rankings of Long-Term Projects (p. 55)

Table 7: Prioritized Rankings of Long-Term Projects

Scale	Priority	Project Name	Street	Limits	Description	Cost Estimate
Long-Term (Capital Planning, Design, & Construction)	1	Granite Street Complete Street Reconstruction	Granite Street	Madison Avenue to 6 th Avenue	Complete reconstruction of the entire Granite Street corridor according to existing 30% design plans. Reconstruct 3 rd and 5 th Avenues between Granite and Galena Streets simultaneously to complete downtown Frisco Pathway network.	\$6,600,000 - 7,000,000
	2	Galena Street Complete Street Reconstruction	Galena Street	1 st Avenue to 7 th Avenue	Complete design plans and reconstruct Galena Street from 1 st to 7 th Avenue in alignment with the Downtown Complete Streets Plan. Street segments adjoining redeveloping parcels may be implemented during property redevelopment.	\$5,800,000 - 6,200,000
	3	Alley Reconstruction	Granite Alley & Galena Alley	Madison Avenue to 7 th Avenue	Develop a detailed design treatment for the alleys servicing Main Street, and reconstruct opportunistically as funding is available or as parcels redevelop. Upgrade any quick-build or tactical crossing treatments to full build-out conditions.	\$4,300,000 - 4,500,000
	4	Summit Boulevard & Main Street Pedestrian and Bicycle Overpass Study	Summit Boulevard	Main Street	Conduct a feasibility study to construct a new overpass crossing over Summit Blvd serving people walking and bicycling between Main Street and Marina Drive.	\$40,000 - 50,000
	5	Tennille Creek Pedestrian and Bicycle Bridge	3 rd Avenue	Tennille Creek	Enhance bridge crossing of Tennille Creek at 3 rd Avenue, tying Galena Street to Frisco Pathway on the north side of the waterway.	\$820,000 - 1,000,000

Questions

- Given the recent update to this plan, our team assumes these recommendations are current for comprehensive planning and will align recommendations to support this more detailed plan.
- Are there gaps in this data to consider?
- Has the code been updated to reflect these recommendations (p.45-46)? If so, are these updates relevant town-wide or specific to the downtown area?

Plan Title	6. Strategic Plan Update (July 2023)
Agency Issuing	Town of Frisco
Purpose	The purpose of this document is to provide clear, concise, and future-focused direction regarding what the Town of Frisco organization is, who it serves, what it does, and why it does what it does. Town Council adopted this plan by resolution at a regular scheduled Council meeting. It will provide the schematic for all who serve in Town government to direct the actions of Frisco government for the next few years.
Summary	<p>This document will be used for the following purposes:</p> <ul style="list-style-type: none"> • To articulate Frisco Town government's commitment to the community. • To clearly state the future vision and the mission of the organization. • To describe how the Council would like the Town to look and act in the future. • To develop an annual work plan for the Town Government to achieve the future vision. • To guide how financial and time resources are allocated in order to achieve the goals in the plan. <p>Document Sections:</p> <ul style="list-style-type: none"> • Public Service Commitment to the Town of Frisco: <i>Provide leadership, civility, efficiency, transparency, accountability, and fiscal responsibility to assure a thriving future for the Town of Frisco.</i> • Vision: <i>A close-knit, welcoming, and forward-looking community that values its unique sense of place, seeks balance with its environment, keeps pace with its</i>

	<p><i>infrastructure needs, enhances its healthy lifestyle, and acknowledges its history.</i></p> <ul style="list-style-type: none"> • <i>Mission: To maintain and enhance our welcoming mountain town with the involvement of our community members in a way that respects our unique character, that sustains our natural environment, that is economically resilient, and that improves our quality of life.</i> • <i>Values: Civil, Inclusive, Sustainable, Innovative, Collaborative, Safe, Professional.</i> • <i>Strategic Objectives: The major areas of concentration that will lead Town government to meeting the Council's vision.</i> • <i>The Town of Frisco:</i> <ul style="list-style-type: none"> ○ <i>Commits to providing timely and innovative core services with efficiency, excellent customer service, and professionalism.</i> ○ <i>Strives to create a thriving economy for our community by encouraging a variety of businesses which provide needed goods and services.</i> ○ <i>Is committed to making decisions and policies which welcome and support all, so they can pursue their full potential in our unique mountain town.</i> ○ <i>Recognizes experiences in recreational, artistic, historical, and cultural assets, as foundational to the Town's vibrancy and the quality of life for residents and visitors.</i> • <i>2023 Accomplishments of Goals: A review of what has happened or is still to happen in 2023. This demonstrates how the organization has used the strategic plan.</i>
<p>Strategies and Recommendations</p>	<p><i>2024 and Beyond Goal Expectations: Initial, but not a complete, list of project and program goals that will help the Town move towards accomplishing the strategic objectives and meeting the future vision.</i></p> <p>CORE SERVICES:</p> <ul style="list-style-type: none"> • Frisco-specific environmental and climate action planning effort (2024) • Well 7 PFAS mitigation implementation (2024) • Implement Pay As You Throw trash/recycling program (2023 – 2024) • Continue exploring the development of last-mile transit solutions with our fellow local governments and the Summit Stage board (2024) • Summit Boulevard sidewalk project (2024) • Full asset management plan to assist with future budgeting (2025) • Represent Town interests in the development of the I70, Exit 203 project with Summit County and CDOT (2023 – 2026) • Complete a new Community Plan (2024 – 2025) • Complete 100% Granite Street Complete Streets design and begin implementation (2023 – 2026) • Properly conduct the 2024 municipal election. <p>ECONOMY:</p>

	<ul style="list-style-type: none"> • Old Town Hall recapitalization construction (2024) • Study what other services are needed to support existing and additional workforce housing development (2024) • Continued improvement of downtown core area (2024) • Summit Boulevard redevelopment zoning plan (2025) • Other planning for workforce affordability issues like childcare, food security, and transportation (2024 – 2026) • Represent Town interests in the development of the I70, Exit 203 project with Summit County and CDOT (2024 – 2026) • Summit Boulevard sidewalk project after Exit 203 construction (2026) <p>INCLUSIVITY:</p> <ul style="list-style-type: none"> • Town Charter and Code reviewed to meet inclusivity goals (2024) • Personnel policies and hiring practices reviewed to meet inclusivity goals (2024) • Town Hall Master planning effort and plan implementation plan that supports equity and being inclusive for elected officials, public engagement, and employees (2023 – 2024) • Pilot alternative methods of providing and encouraging community gathering around Main Street; this may include arts and culture programming (2024 and beyond) • Audit all facilities to meet inclusivity goals (2025) <p>ARTS AND RECREATION.:</p> <ul style="list-style-type: none"> • Update the Historic Park and Museum’s 5-Year Strategic Plan (2024) • To include plan for 1st and Main site/building and site on Granite Street adjacent to the Historic Park with current Town workforce housing • Plan and budget for historic buildings currently in storage • Lund House roof and deck improvements (2024) • Marina new beach sand (2024) • Arts and Culture Council plan implementation (2024 – 2026) • Pioneer Park design (2024) • Walter Byron Park improvements constructed (2024 - 2025) • Triangle Park improvements constructed (2024) • Old Town Hall Park reconstructed (2024) • Pioneer Park improvements constructed (2025) • Miners Creek recreation path bridge reconstruction (2026) • Continue implementation of the following plans: (2024 – 2026) • 2018 Marina Master Plan • 2019 Neighborhood Parks Master Plan • 2019 Nordic Master Development Plan • 2020 PRA Comprehensive Vision and Implementation Plan • 2023 Frisco Trails and Pathways Master Plan.
<p>Questions</p>	<ul style="list-style-type: none"> • What progress has been made for each of these post-2023?

	<ul style="list-style-type: none">• Which of these externally focused goals should be considered for the Comprehensive Plan?
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