

Research Assessment #6

Date: October 26, 2018

Subject: Frisco Downtown Master Plan

MLA Citation:

Luna, Nicole. "Update to 20-Year-Old Plan Includes a Main Street Redesign, New Developments."

Community Impact Newspaper, 6 Oct. 2018,

communityimpact.com/dallas-fort-worth/frisco/development-construction/2018/10/06/update-to-20-year-old-plan-includes-a-main-street-redesign-new-developments/.

Assessment:

After my interview with Mr. Lettelleir and Ms. Huffman, I really wanted to do a research assessment on one of the many initiatives they discussed in my conversations with them. One that Mr. Lettelleir really stressed was the importance of the Downtown Master Plan, so I was so excited to find this article discussing the causes for it and what the City of Frisco hopes to accomplish with it. Interestingly, Mr. Lettelleir was even quoted for a lot of this article, which was really exciting for me to see considering I just recently spoke with him about this subject.

One thing that really surprised me in the article was to learn that this Downtown Master Plan hasn't been updated since 1998. It seems to me that with the growth Frisco has experienced over the past two decades they would want to update something as critical and popular as Main Street a little sooner, but considering the work and consideration that has to go into these proposals, maybe in the world of city planning it's relatively rapid. Another thing that particularly caught my eye while reading the article was to learn that the Downtown is largely modeled after Greenville in South Carolina. Of course it makes sense that for big projects like these, inspiration is required to get things done, but South Carolina seems a little random. It makes me wonder yet again how much city governments interact with other cities in a broader context. Like who in Frisco was the one to think of Greenville, or who did the extensive research to consider it for this project? How much do towns communicate and how much do these officials need to know regarding other cities in order to be successful in their jobs?

In the article, they really stress the importance of pedestrian-friendly spaces. I understand that having a really open, welcoming environment makes people want to spend more time there, as seen

with like Legacy West for example, however the practicality of it in Frisco somewhat made me question it. I feel like Texas is so car-centered that having big “urban-like” areas is a little unrealistic to the actual transportation culture of the city. I guess for an afternoon it may be fun to walk around, but the amount of stress they put on the wide sidewalks at the expense of lane space for cars rather shocked me. It seems like one of the biggest complaints about Frisco is the traffic, and this would do little to minimize that.

Overall it was a really interesting article. I had heard about this Downtown Master Plan so much and what officials had been doing to make it a reality that it was actually very cool to read about it and its implementations in Frisco. I still wonder how much public opinion factored into the plan and how long it will take to have it completed, but after speaking to Mr. Lettelleir, I have no doubt that there was extensive research and consideration before this plan was decided on and that ultimately it should be a success to the rapidly changing City of Frisco.