

Grand Park – Vision Statement

Grand Park is a world-class urban oasis designed to welcome all Frisco residents and its visitors to an intentionally designed community space inviting all ages and abilities to **play, explore, discover, and connect.**

Key Behaviors

- These behaviors focus on the core needs of people living in Frisco and their relationship to community spaces, natural spaces, and the city at large. These behaviors should be included in the design for Grand Park.
 1. **Play**
 - a. Why Play?
 - i. The benefits of play are endless. Play relieves stress, boosts creativity, helps develop and improve social skills, boosts productivity, improves brain function, and creates connections; all contributing to a person’s well-being.
 - b. Ways to Play
 - i. Grand Park offers multiple ways to play and balances these with opportunities for respite, creating a single, cohesive park experience for the visitor. From unstructured play areas where visitors can create their own experiences to defined recreational areas that can support pop-up activations, play will become essential for all regardless of age, ability, or fitness level.
 2. **Explore:** (Definition) travel in or through (an unfamiliar country or area) in order to learn about or familiarize oneself with it.
 - a. Why Explore?
 - i. Grand Park is comprised of over 1,000 acres of varying landscape ranging from restorative areas to manicured plantings to an area of wetland cells and trails accessible and best experienced on foot or by bicycle. As visitors travel through the park time and time again the park will share many stories of Frisco’s past, present, and future.
 - b. Ways to Explore
 - i. Beginning with the old Exide property and ending at Lake Lewisville, Grand Park offers opportunities to explore cornerstones of Frisco’s history. It also offers opportunities for users to explore natural green spaces, such as wildflower meadows and vernal pools, amid a backdrop of buildings and more formally planned areas, such as those found in the museum district and other appropriately zoned districts.
 3. **Discover:** (Definition) find (someone or something) unexpectedly, or in the course of a search.
 - a. Why Discover?
 - i. Grand Park has the potential to provide a new experience, a hidden gem, for the visitor each time they visit. With over 1,000 acres there is an abundance of space to activate in a variety of different ways.

- b. Ways to Discover
 - i. Utilizing a sinuous trail network, comprised of paved and unpaved trails that connect into the existing ecosystem, opportunities will exist for visitors to find areas that will surprise and delight them during their visit. From a temporary piece of art to a kid’s adventure playground to a pop-up farmers market to a mothing event, there will always be something new to discover.

4. Connect

- a. Why Connect?
 - i. Grand Park will be an important destination in the community celebrating the diversity that makes Frisco special and creating a sense of belonging and an emotional attachment to the park and its traditions for its visitors.
- b. Ways to Connect
 - i. Grand Park’s system of unique gathering hubs provide a balance of being alone and being together as they are utilized for individual and group events. These hubs create a place for regular engagements that allow visitors to learn from and experience different cultures creating a stronger connection to community. Grand icons sprinkled throughout the park will serve as landmarks for both large celebrations and smaller moments of cultural importance that speak to the identity of the community.

Guiding Principles and Examples

- The four key behaviors identified above are the foundation for the guiding principles that serve to shape the future of Grand Park from planning, design, construction, and maintenance to future park use. These principles are grand statements and are used to describe the grand picture. When competing ideas or interests are presented, these principles ensure the spatial, programmatic, and policy decisions today and in the future are aligned with the overall vision of the park.
- Under each key behavior you will find 2 of the original 8 guiding principles and examples of how each of these principles can be achieved as the park plan is created and the property is eventually developed.

1. Play

- a. Guiding Principle I
 - i. Provide opportunity for all participation levels through amenities.
 - 1. Create the ability for visitors to choose their level of participation by providing an all-in-one outdoor space that provides opportunities for individual and collective play that can be passive or active.
 - 2. Design park elements that can accommodate large groups but are also inviting to individuals and small groups.
- b. Guiding Principle II
 - i. Make iconic moments big and small.
 - 1. Create social spaces with recognizable landmarks and features where visitors can branch out of their immediate social networks while striking

a balance between big moments for the Frisco community and smaller moments that hold meaning to individual communities.

2. Explore

a. Guiding Principle I

i. Account for natural rhythms.

1. Recognize Grand Park's relation to Stewart Creek and explore opportunities for interacting with it safely without compromising environmental integrity.
2. Protect, support, rehabilitate, and restore land and waterscape elements that are imperative for ecological function to protect Grand Park's natural resources for generations to come.
3. Expand programming in select areas, that celebrate the seasonality of the land and enable restoration and regeneration in the future.

b. Guiding Principle II

i. Curate nature driven partnerships.

1. Maintain a "park first" mentality when selecting potential private and non-profit development and programming partners, while also allowing for new development and programming that encourages users to spend the day in the park as well as reasons for return visits.
2. Consider partnerships that contribute to a cohesive experience and keep green space in the foreground. Examples could include rentable cabins for private or corporate use, a start-up incubation space with a focus on the environment and sustainability, or a partnership with a local hospital to create outdoor healing spaces.
3. Creating a "nature center" where both interpretive and environmental programs could be housed, with the potential for event space for other community and rentable activities.

3. Discover

a. Guiding Principle I

i. Design the unplanned.

1. Create multiple paths supporting many different modes of travel for unplanned discovery where "hidden gems" can be found encouraging return visits.
2. Create a sense of mystery by implementing new, rotating programming each month or each season that rewards visitors for their curiosity.

b. Guiding Principle II

i. Landscape with regionally appropriate species and plants where appropriate.

1. Balance the use of regionally appropriate species and plants with the opportunity to expose visitors to different types of species typically found in an arboretum.

4. Connect

a. Guiding Principle I

i. Establish, sustain, and evolve core traditions.

1. Create deliberate events and rituals that bring people together in a centralized location and define and respond to what's important to Frisco as a community, instilling a sense of ownership and belonging in Frisco.
- b. Guiding Principle II
- i. Build emotional connection consistently and often.
 1. Provide consistent opportunities for community input, collaboration, and co-creation throughout the multi-phase development allowing the city to be adaptable and responsive to the community's needs over time.
 2. Implement seasonal park activations throughout the park's construction using those opportunities to create a constant feedback loop in the community.

Reporter Ready Information – What is Grand Park?

Grand Park is a place where Frisco residents and its visitors can participate in active and passive play, explore nature, discover Frisco's past, present, and future, and connect with family and community. It is a destination for fitness, wellness, respite, and activity that celebrates the diversity of Frisco's culture and activates the curiosity and creativity of all who visit.

While originally comprised of just over 300 acres, Grand Park now encompasses over 1,000 acres of varying terrain including almost 8 miles of creek and is larger than New York City's Central Park. From the restoration efforts at the old Exide property, through the museum district, and down to Lake Lewisville there are opportunities throughout the park to create stories and memories that will last a lifetime.

Unlike other parks in Frisco, Grand Park is a specially curated mix of traditional park elements combined with community gathering spaces that celebrate the diversity of the community and new development that complements the urban oasis that makes Frisco unique.

The city is committed to ensuring the Grand Park experience is truly GRAND!