



Memorandum

To: Honorable Mayor Jeff Cheney and Members of the Frisco City Council

Cc: Wes Pierson, City Manager
Ben Brezina, Assistant City Manager

From: Brian Moen P.E., Assistant Director Engineering
Curtis Jarecki P.E., Traffic Signal & ITS Manager

Date: March 5, 2024

Subject: Consider and act upon the adoption of an Ordinance amending Ordinance 2023-07-33 establishing maximum speed limits on city streets within the City of Frisco. (Engineering/CJ)

Action Requested: Staff request that City Council consider and act upon the adoption of an Ordinance amending Ordinance 2023-07-33 establishing maximum speed limits on city streets within the City of Frisco.

Background Information: In September 2007, the City Council adopted Ordinance 07-09-45 to establish speed limits within the City of Frisco.

Speed limits are established either by a speed study or a trial run. Speed studies are used to measure the 85th percentile speed. The 85th percentile speed is a value that is used in many states and cities for establishing speed limits. The theory behind the 85th percentile speed assumes most drivers are reasonable and prudent and desire to reach their destination safely and quickly. Speed limits are also established by trial run. A trial run is made by driving a roadway segment at various speeds and utilizing engineering judgment to determine a safe driving speed. The "prima facie" speed limit in an urban area is 30 miles per hour (mph) according to the Texas Transportation Code. Unless a speed limit sign is posted on a roadway, a roadway is assumed to have a 30 mph speed limit in an urban area.

Due to new roadway construction and updated speed studies, city staff is recommending modifying the speed limit on a section of roadway. The following table summarizes the recommended revision to the posted speed limits proposed with this Ordinance Amendment:

Street Name	Description	Existing Speed Limit (mph)	Proposed Speed Limit (mph)
Cobb Hill Dr	Frisco St. to [east] End of Road	30	25
Cotton Gin Rd	Dallas Pkwy. to Short St.	40	35
Fields Pkwy	FM 423 to Legacy Dr.	N/A	40
Fields Pkwy	Legacy Dr. to Dallas Pkwy.	N/A	45
Legacy Dr	US 380 to PGA Pkwy.	50	45
Legacy Dr	PGA Pkwy. to Panther Creek Pkwy.	50	45
Town & Country Blvd	Spring Creek Pkwy. to Legacy Dr.	35	40

Legal Review: City legal staff has reviewed and approved the ordinance as to form.

Alternatives: The City Council could consider the following alternatives:

- Approval of Ordinance
- Send back to staff with direction

Supporting Documents:

- Exhibit 1
- Amendment to Ordinance 2023-07-33

Staff Recommendation: Staff recommends approval