

A3 | LAND USE

Introduction

This appendix provides background and supplementary information for Frisco’s Land Use Strategy. It contains information on the existing land use pattern and statistics, population, and detailed land use policy information.

Existing Land Use

Existing land use can be defined as the primary activity on a parcel of land at a specific moment in time. The existing land use map was created by using Frisco’s GIS (Geographic Information System) data as a base. The GIS assigns each parcel of land in the City with a specific land use. The final existing land use map was reviewed and confirmed by the CPAC and City officials.

It is imperative to note that existing land use is a broad categorization of current uses. These land use designations do not indicate existing zoning or planned future land use. Existing land use designations are simply a snapshot categorization of the land uses that existed at the time of the analysis.

Frisco is comprised of many different and unique areas which serve the residential, retail, service and civic needs of residents and businesses in the City and in the region. The following ten land use types are found within Frisco:

- **Single Family Detached Residential** – A building containing one dwelling unit on a single lot.
- **Multi-Family Residential** – A building containing three or more dwelling units on a single lot, each with direct access to the outside or to a common hall.
- **Parks and Open Space** – A tract of land designated and used by the public for active or passive recreation or land which has been left in its natural state and will not be developed.

- **Public** – Any building, facility or land used by the general public or a governmental unit.
- **Utilities** – Any agency, franchise or business which provides the public with electricity, natural gas, heat, communications, transportation, water, sewage collection or other similar service.
- **Office** – A building used for conducting the administrative affairs of a business, profession, service, industry or government.
- **Retail/Commercial** – An establishment providing services, entertainment or products to the general public for personal, business or household use.
- **Industrial** – Any business engaged in the mechanical or chemical transformation of materials into new products including warehouses, showrooms and assembly processes.
- **Agricultural** – The production, keeping or maintenance of plants and/or animals for consumption.
- **Right-of-Way** – Land acquired by reservation, dedication, prescription or condemnation and intended for use as a road, sidewalk, crosswalk, railroad, utility or other similar use.

Prior to establishing the preferred land use pattern for future growth and development in Frisco, the existing land use pattern must be considered (the City ETJ area is discussed in the following section). *Table 4.1*, on page 50, contains information on the various types of land uses and how they are currently developed in Frisco by number of acres, percentage of acres (developed and total), and acres per 100 persons. For comparison purposes, both the 2006 and the 2014 land use data is provided.

The following list identifies significant characteristics of Frisco's developed land use pattern as of March 2014. These characteristics are supported by *Table A3.1* and the *Existing Land Use map, Figure A3-1*.

- The City has increased in overall land area by 6,095 acres since 2006—a 15% increase.
- Approximately 55% of the land within Frisco is developed in 2014 compared to 46% in 2006. The build-out calculation for Frisco was 62% as of January 2015, based on recorded plats.
- As was the case with the 2006 existing land use patterns, most of the undeveloped/vacant/agricultural land remains in the northern and eastern portions of the city. Most of this land remains in large parcels which have not been subdivided.
- While the amount of land devoted to single-family residential uses has increased by over 1,300 acres since 2006, the percent of land developed for single-family residential purposes decreased from 44% in 2006 to 37% in 2014, largely due to an increase in non-residential land uses. In the future, additional single-family residential development will occur, but at a slower rate; therefore, it will become a smaller percentage of the overall land use.
- While the amount of agricultural land has remained relatively consistent at just over 20,000 acres (due to annexations since 2006), the percentage of agricultural land has dropped by 9% as other land uses have increased.
- The largest increases in land use acreage on a percentage basis were in the Parks and Open Space category (+4.4%), the Retail/Commercial land use category (+4.4%) and the Right-of Way category (+4.1%).
- The largest decreases in land use acreage, based on percentages, were in the Public (-7.2%) and Single-Family (-6.7 %) categories.
- The amount of parks and open space land per 100 persons in Frisco has increased from 1.27 acres to 1.81 acres, at the high end of nationally-recognized standards for open space allocation for residents.
- There are 2.56 acres of land used for retail/commercial development for every 100 persons in Frisco. This is an extremely high ratio with an average retail ratio of 0.5 acres per 100 persons.

Under Chapter 42 of the Texas Local Government Code, cities like Frisco have limited ETJ rights. This provides these cities the right to exercise governmental authority beyond their jurisdictional boundaries into unincorporated areas. These rights are limited for Frisco due to the fact that the City is surrounded on all sides by other municipalities; but however limited, the ETJ area does provide some opportunities for geographic growth in the future. The City can expand its boundaries by annexing any adjacent land within its ETJ. Since the 2006 plan, Frisco has annexed most of the remaining ETJ land to the north of the City, increasing the City acreage by 15% — over 6,000 acres of land—most of it undeveloped or agricultural land in large parcel format. Today, there is little ETJ land left to annex, most of it in the northern half of the City and in the west.

Land Use Category		Acreage		Percent of Developed Acreage		Percent of Total Acreage		Acres per 100 Persons	
		2006	2014	2006	2014	2006	2014	2006	2014
Residential	Single Family	7,919	9,785	44.0%	38.8%	20.5%	22.5%	9.94	7.12
	Multi-Family	292	434	n/a	1.7%	n/a	1.0%	n/a	0.32
	Urban Living	2	77	n/a	0.3%	n/a	0.2%	n/a	0.06
Public/ Semi-Public	Parks and Open Space	1,012	3,663	5.6%	14.5%	2.6%	8.4%	1.27	2.67
	Public	2,806	2,332	15.6%	9.2%	7.2%	5.4%	3.52	1.70
	Utilities	43	148	0.2%	0.6%	0.1%	0.3%	0.05	0.11
Non-Residential	Office	194	323	1.1%	1.3%	0.5%	0.7%	0.24	0.24
	Retail/Commercial	1,756	1,840	9.8%	7.3%	4.5%	4.2%	2.20	1.34
	Industrial	191	277	1.1%	1.3%	0.5%	0.6%	0.24	0.20
Agricultural/Vacant		20,718	18,297	-	-	53.5%	42.0%	25.99	13.32
Right-of-Way		3,785	6,347	21.0%	25.2%	9.8%	14.6%	4.75	4.62
Total Acreage Developed		18,000	25,226	98.4%	100.0%	46.5%	58.0%	22.58	18.36
Total Acreage Within the City		38,718	43,523	-	-	100.0%	100.0%	48.58	31.68

Table A3.1: Frisco Existing Land Use – Acreages and Percentages, 2006 and 2014

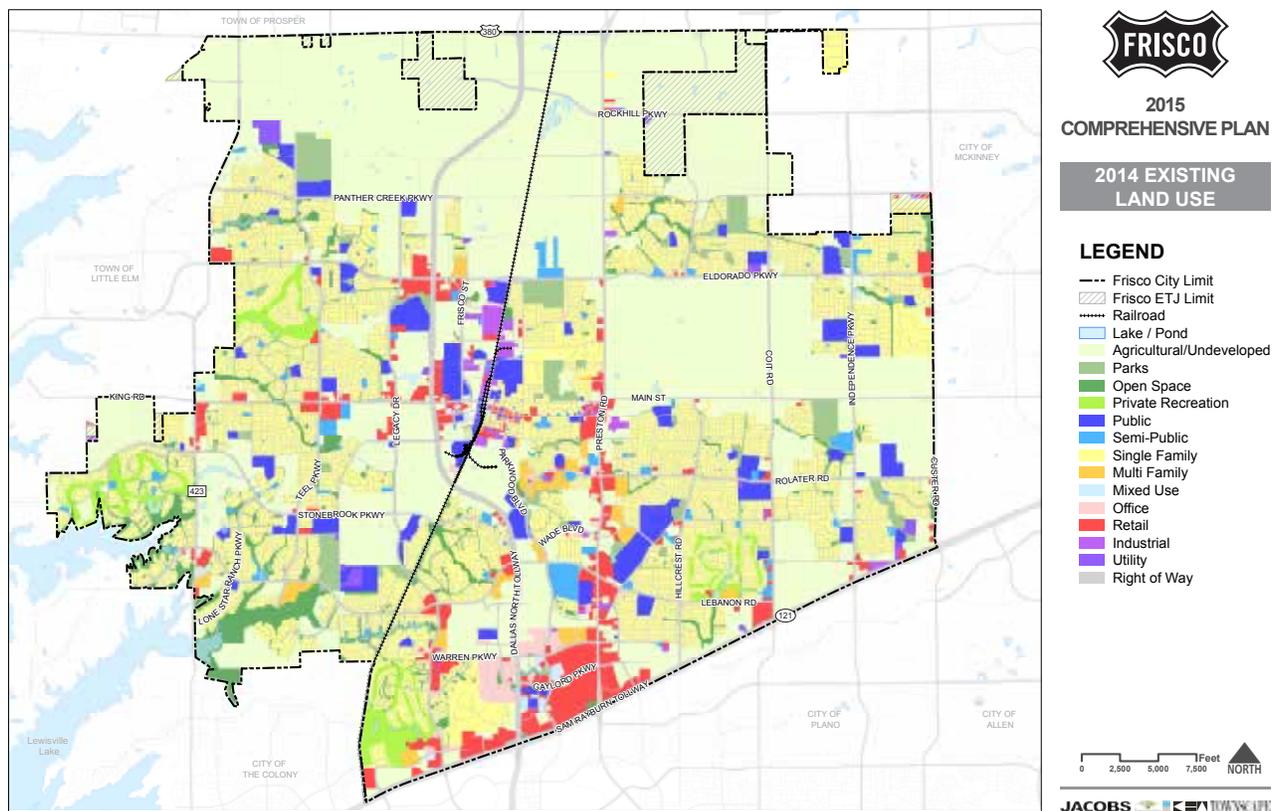


Figure A3-1: Existing Land Use, 2014

Population

The City of Frisco has grown dramatically over the last 15 years—from a population of 33,714 in the year 2000 to 145,500 persons in January 2015, a threefold increase in population. Historically, the city has exhibited double-digit growth impacting housing needs, employment opportunities, schools, municipal services and retail needs.

Year	Population
1980	3,420
1990	6,138
2000	33,714
2005	79,702
2010	116,989
2015	145,520

Table A3.2: Decennial Census Population (April) and January Estimates

Population Projections

The City develops monthly population estimates based on the number of certificates of occupancy issued and uses this information to develop annual population projections. Likewise, the North Central Texas Council of Governments makes projections regarding the growth of cities within its 16-county region. This process serves as a basis from which to project the likely population in future years.

- A 15-year market study analysis shows the potential to reach a population of 231,500 by the year 2030.

Population Capacity

In order to guide the City in planning for the population that will ultimately have to be supported, an assessment of Frisco’s future population is provided.

A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries. For projection purposes, calculations are based on the Future Land Use

Plan (FLUP) place type designations, but property owners may or may not rezone to match the Comprehensive Plan. Existing zoning may allow for fewer or greater than what is assumed in the FLUP place type assumptions.

A preliminary assessment of the impact of the 2015 FLUP is estimated to be:

- A build-out population capacity of ±374,800
- A maximum capacity of ±176,900 housing units at build-out

These estimates are preliminary, and reflect the **highest density assumptions** used in the place type categories and are **maximum capacity** figures. Additional research is being conducted to estimate the acreage need for public/semi-public uses, which will decrease the maximum capacity as that land become non-residential.

Population Capacity			
Product Type	Baseline Base*	Future (High)	Build-Out (High)
Residents	176,830	198,010	374,840

Table A3.3: Population Capacity at Build-Out Highest Density Scenario

Housing Units				
Product Type	Baseline Base	Future (High)	Build-Out (High)	
Single Family	54,530	56,710	111,240	63%
Multi-Family	7,150		7,150	4%
Urban Living	7,400	51,100	58,500	33%
Total			176,890	

Table A3.4: Housing Unit Capacity at Build-Out Highest Density Scenario

**Baseline Base = Current development + projects under construction or in the pipeline.*

Land Use Policies

These Land Use Policies are derived from the Guiding Principles and the Council's *Strategic Focus Areas*, particularly the focus on Sustainability, and are intended to work in conjunction with the FLUP, (*see also, Appendix A1, Strategic Focus Areas*). The following policies include some of the strategies from the 2006 Comprehensive Plan to help guide the development of uses under the future land use scenario. They were vetted as part of the 2015 Plan and remain valid to help support the sustainability of the plan.

1. Encourage sustainable, unique and accessible retail development.

The design of retail areas has continued to evolve over time. Today, this category typically includes single-use and mixed-use retail centers that compete for high-visibility intersections and roadway corridors. In many cases, they are only accessible by automobile. *Future retail and commercial development in Frisco should embrace the mixed-use development pattern*, incorporating the following elements:

- A mix of uses, including residential and/or office to create more activity in a cohesive area;
- Pedestrian-friendly connectivity to adjacent neighborhood areas, which includes tree-lined sidewalks, roundabouts and/or landscaped areas where connectivity occurs, to reduce reliance on automobiles;
- Internalized parking with buildings out front (as opposed to large parking lots located adjacent to the street) to provide a more visually appealing development;
- Separation rather than concentration of parking to minimize wide expanses of concrete;
- Minimized spacing between buildings to maximize lot development;
- Reduced setbacks to increase the visibility of the buildings; and

- Consolidated open space, where feasible, into an amenity area with buildings oriented to this area.

Other guidelines for the location of retail centers of various types include:

- Retail should be limited to no more than 30 acres at key major intersections. This retail space, including the locations indicated as retail nodes (circles) on the FLUP, should occupy no more than two corners and could be allotted either entirely to one corner or divided between two corners (a minimum of 15 acres on each corner). The exception to this general rule should be to allow retail on all corners when it is integrated into a mixed-use development.
- Strip retail, other than at major intersections, should be avoided except when developed in a vertical mixed-use concept.

The size and type of retail development should be evaluated based on the proposed location. The FLUP does not differentiate the various types of retail; however, they are described as follows by type and location:

- **Neighborhood Retail**, located at intersections of collector or larger streets, should be easily accessible to pedestrians and bicyclists and should be integrated throughout the City. It generally serves up to a two-mile radius. Examples include convenience stores, beauty salons, dry cleaners, coffee shops, day care centers, small grocery/pharmacy stores and cafés.
- **Community Retail**, located at major intersections and along major roadways, should be easily accessible to pedestrians, bicyclists and automobiles. It generally serves a two- to five-mile radius. Examples include large grocery stores, restaurants (including drive-through) and shopping centers.
- **Regional Retail**, located along major roadways, should be easily accessible to pedestrians, bicyclists and automobiles. It will generally serve a five- to ten-mile radius. Examples of regional retail include

Stonebriar Centre, movie theaters and big-box retailers and this category also includes what is often referred to as “niche retail,” which is a specialized retail use that people travel to from further distances. Examples of this type of retail include an indoor amusement use or a unique movie-and-dinner theater.

- **Super-Regional Retail**, located along major transportation facilities such as U.S. Highway 380, State Highway 121 and the Dallas North Tollway (DNT) should be mainly accessible to automobiles, but ideally, depending on location, would be accessible to pedestrians and bicyclists. This type of retail generally serves more than a 10-mile radius. Examples of super-regional retail include the new IKEA store and the many sports venues within Frisco.
- **Unique Retail** areas are more sustainable over time because they are not easily replaceable. The concept of uniqueness is not necessarily in the type of retail itself, but in the feeling that a unique retailing experience evokes. This includes architectural style, wider sidewalks, open space and being people-centric.
- **Neighborhood-Accessible Retail** areas are sustained by adjacent residents, who often feel a sense of ownership in such areas. Highland Park Village is a good example of a retail area that was designed to be accessible to adjacent residents and that has stood the test of time. Frisco’s retail development will also be able to stand the test of time if it is designed with quality and accessible to area residents.
- **Regional Retail** draw within Frisco is not likely to change for a long period of time. Even regional centers such as Stonebriar and the retail uses along Preston Road will probably need to be redeveloped in the future; however, their prime locations will mean that their market value as retail opportunities will not likely diminish.
- **Mixed-Use Retail** areas have a built-in consumer/patron market, much as neighborhood-accessible retail areas do. They have something that other single-use retail sites lack—an on-site patronage that is drawn from the other use types in the

development (offices, residential, civic, etc.). Mixed-use developments also retain the types of market support that single-use retail areas have, such as the nearby neighborhoods, the regional market and the drive-by market. This leads to an increased level of sustainability for the retail component of such developments.

2. Provide urban residential development within mixed-use developments.

The market for traditional garden apartments (MF) continues to wane as mixed-use concepts that have a multiple-family component are increasing in market share. The density that is provided by urban residential (UL) development is necessary to support the commercial uses identified in the FLUP. Further, vertical urban residential (UL) development in a variety of types, such as condominiums and large lofts, is not only ideal in terms of supporting surrounding uses, but also in providing housing choices for young professionals, young married couples and seniors. New garden apartments (MF) are not included in the FLUP and will only occur in the future where that type of zoning exists today.

3. Respect significant local destinations.

The City’s many unique sports venues—Toyota Stadium, Dr. Pepper Ballpark, the Superdome, Central Park, Frisco Commons—have helped to make Frisco a recognized destination City. Other significant local destinations include old downtown Frisco, Frisco Square and Stonebriar Center. These areas are important to the City for a variety of reasons. They provide uniqueness, allow for spectator recreation and preserve local history. They are also important as economic and activity generators, used by citizens and visitors alike. The FLUP has been drafted in a manner that respects these destinations. Future land use decisions regarding the areas surrounding them should be considered on the basis of ensuring their continued success and sustainability.

4. Encourage mixed-use developments in selected areas.

Autonomously developed (i.e., single or separated) land uses have become the norm since the 1950s with the increase in suburban development and the focus on the automobile. Many of these types of development have not been sustainable with changes in driving habits, aging of commercial structures and a change in attitude towards a preference for live/work/play environments.

The FLUP has been designed to support this policy with several land use categories intended to encourage mixed uses—specifically, the Mixed-Use Neighborhood, Transit-Oriented Development, and Urban Center categories. In each of these, the integrated development of various types of uses should be supported. It should be noted, however, that the mixed-use categories are not intended to be fully developed with high density residential uses (i.e. urban living)—this type of use should only be a small component of any proposed development.

In areas that are not designated on the FLUP for mixed-use types of development, the City should consider the following questions if a mixed-use development is proposed:

- Is the mixed-use development compatible with adjacent properties?
- Is the mix of uses compatible with the development itself?
- What is the traffic impact on adjacent properties?
- What is the traffic impact on other City thoroughfares?
- Do the architectural features of the mixed-use project tie the development together and are they compatible with surrounding development?

5. Provide for a variety of residential development.

Frisco has largely been developed over the last 20 years, and traditional suburban subdivisions continue to be the norm. As was

identified in the 2006 Plan, quality housing is not a challenge in Frisco as it is in many cities; however, the lack of diverse housing continues to be an issue, and this has likely affected Frisco’s demographics—that is, the City continues to attract only small percentages of young, single adults and seniors.

- The City should encourage the development of neighborhoods other than detached single-family. The FLUP is designed to support this policy, which is intended to provide for a variety of housing types and densities.
- Encourage a mixture of housing unit types, including adding townhomes and two-family residential, in the pockets of vacant land around developed subdivisions.
- The residential choices that are available should give Frisco residents the option to “age in place”. These residential choices could include a variety of walkable neighborhoods.
- Consider criteria for evaluating which sites are best suited for estate residential.

6. Support downtown Frisco (the original town).

Old downtown Frisco is an interesting and special area of the City. The goal of this Plan would be to preserve its character by permitting a mixed-used concept full of unique atmosphere and characteristics.

- Connectivity to nearby sports venues, the City Hall and Library, the proposed commuter rail station (in the vicinity) and other significant locales is an important aspect of maintaining the viability of this area;
- Architectural compatibility, including the identification of façades in the downtown area worthy of preserving as future development and redevelopment occur;
- A possible pedestrian area (i.e. convert 4th Street into a pedestrian area at Main Street, from Oak Street to Elm Street);
- On-street parking along Main Street; and
- Two-way circulation throughout downtown (consistent with today’s pattern).

7. Encourage development in infill areas and adjacent to existing development.

The term “urban sprawl” can be defined and assessed as follows: “Land development predominantly on the urban or suburban fringe that is characterized by low-density, separated and dispersed uses dependent on automobiles and economically segregated residential areas. This has contributed to environmental degradation, increased traffic congestion, lessened community values, and reduced quality of life.”³⁴

The City should employ the following policies to combat sprawl:

- Encourage mixed-use development in appropriate locations;
- Provide incentives for clustering development so that environmentally significant areas are protected and open space is preserved;
- Encourage a mixture of housing types; and
- Require connectivity in new areas and improve connectivity in developed areas for pedestrians, motor vehicles and bicycles.

8. Establish specific policies for major transportation corridors.

In general, single-family residential developments should not be permitted or accessed along major transportation corridors.

- The City currently has a policy of not allowing single-family residential uses to locate within 300 feet of the DNT. This Land Use Strategy supports continuing that policy.
- The City currently has a policy of not allowing single-family residential uses to locate within 1,000 feet of State Highway 121 and U.S. Highway 380. This Land Use Strategy supports continuing that policy.
- Much in the way that State Highway 121 has developed, U.S. Hwy 380 should

generally be non-residential as shown on the FLUP.

- Any residential development that is proposed in the vicinity of U.S. Highway 380 or State Highway 121 that does not adhere to these policies should be considered on the basis of economic impact (lack of non-residential tax revenue), development size, remaining land availability for nonresidential development and the exposure of the proposed development to the US Highway 380 frontage. Residential development must take place in a mixed-use environment and should be built concurrently or after the development of the non-residential uses.
- Preston Road should not be saturated with single-use retail development. This is a challenge for the City because the market is currently driving retail strip center development along corridors like Preston, which is evident by the type of uses that are there now.
 - Development should primarily be retail, but should be integrated with other types of uses, such as offices and residential development. Connections to nearby residential development will be key to providing uniqueness to the Preston Road corridor.
 - Adjacent developments should continue to be required to provide for cross- and/or shared access between the developments so that people in automobiles will not have to utilize Preston Road to get from one development to another, thereby helping to minimize congestion.
- Shared parking should be encouraged. There are many uses, such as offices, that may need parking but not at night. Other uses, such as a dinner-only restaurant or movie theaters, may need parking at night. Reducing the total number of required spaces would minimize the visual blight of wide, expansive parking lots.
- Residential development should generally not occur along the railroad right-of-way. When residential development is

³⁴ CorrigMary Beth, et al. Ten Principles for Smart Growth on the Suburban Fringe. Washington, D.C.: ULI – the Urban Land Institute, 2004. (Catalog Number T24.)

permitted to occur, adequate buffering should be incorporated to minimize any land use conflicts. Landscape berms, trees that lessen noise, greenways and trails are examples of buffering types that should be used. Refer to the Zoning Ordinance for buffer requirements.

9. Support existing development.

- The City should allocate resources on an annual basis to maintain developed areas to a level of quality consistent with Frisco in general.
- Non-residential and residential infill development should be encouraged. Wherever possible, this development should take advantage of the location of the parks and open spaces by orienting homes and businesses so that they face the parks/open spaces, not back to them.

10. Integrate land uses with the transportation system.

Transportation is inherently linked to land use, (*see also Chapter 3, Place Making & Resiliency and Chapter 4, Land Use*). The type of roadway serving a property dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway. Nonetheless, roadways are often developed and improved only on the basis of the amount of traffic they are carrying or are expected to carry, without much consideration for the type of land use that is present or expected to develop adjacent to them. It is recommended that the City adopt the following general land use policies in relation to transportation.

- Mixed-use areas should have unique street standards that enhance the pedestrian environment.
- Areas designated as Transit-Oriented Development on the FLUP should be designed to facilitate transit vehicle circulation and should have pedestrian-oriented amenities.
- High-volume, non-residential corridors, such as Preston Road, should have established access management policies that are implemented as development

occurs, not only to facilitate optimal mobility, but also to provide accessibility.

11. Provide positive land use relationships for public/semi-public uses.

- Land uses should be appropriately sited to ensure compatibility of hours, traffic impacts, and function. Mixed-use or multi-use land use patterns are encouraged.
- Elementary schools should be centrally located within a residential neighborhood to prevent the need for students to cross major roadways to access the school. Elementary schools should be accessible from at least one collector street (not from a major or minor thoroughfare), which would ideally connect to the neighborhood's peripheral thoroughfare (within approximately 1,200 feet of the elementary school).
- Middle schools and high schools have a larger student population and need to be located along major and minor thoroughfares.
- Whenever possible, schools should be co-developed adjacent to City parks.
- Large religious places of worship and "campuses" (multiple buildings with different uses) should be located where traffic and needed circulation will be accommodated. Other suggested parameters include:
 - Churches should be located along major and minor thoroughfares;
 - Churches should have direct access from a median opening (if located on a divided thoroughfare);
 - Parking areas should be screened with landscaping, berms, low walls, or a combination thereof; and
 - Churches should not be located at residential subdivision entrances.

12. Day care centers present a unique combination of benefits and challenges.

Day care centers may be located within corporate business parks (i.e., privately-run day care centers targeted to employees). Day care centers may be included in retail

developments, mixed-use developments and in neighborhood-oriented retail areas. Other suggested locational parameters for day care centers include:

- Day care centers should be located along major and minor thoroughfares or as part of a mixed-use development (on a collector street or higher);
- Day care centers should have direct access from a median opening (if located on a divided thoroughfare);
- The architectural character of day care centers should be compatible with surrounding residential uses;
- Parking areas should be screened with landscaping or berms;
- Day care centers should not be located at residential subdivision entrances;
- Day care center sites located in residential zoning districts may be replatted for single-family residential development if the day care use is discontinued; and
- Outdoor play areas should be located away from residential areas.

13. Assisted living developments are not specifically located on the FLUP. They should be developed in accordance with the following guidelines:

- Assisted living developments may be built as part of a religious complex;
- If possible, assisted living developments should be located next to or near public parks or private open space areas;
- Assisted living developments may be adjacent to day care centers;
- Assisted living developments should be served by a collector street; and
- Assisted living developments should be integrated with the surrounding neighborhood.

14. Retirement communities are not specifically located on the FLUP. They should be developed in accordance with the following guidelines:

- Retirement communities should be located adjacent to parks, open space, and ADA-compliant trails;

- The architectural character of retirement communities should be complementary to the adjacent residential areas; and
- Design of the community should emphasize walkability and connectivity for public health benefits.

15. Provide for proper transitions between land uses.

While it does not occur very frequently, there may be some cases where an area that is designated and/or developed as residential may desire to transition to a non-residential use. If this is the case, the City should require an appropriate transition which may include, but not be limited to physical separation or a transitional land use between two incompatible land uses the following:

- The area should be physically appropriate for non-residential uses;
- The area should be an extension of other non-residential zoning and is not separated from other non-residential zoning by a major thoroughfare (or larger);
- The proposed non-residential development should not be located in an area that encourages or requires access into or through an existing or proposed residential area;
- The rezoning will not create a situation where non-residential traffic will negatively impact established and proposed future neighborhoods, schools, and/or parks;
- The rezoning will not leave any residual tracts of residentially-zoned property or an area designated for residential use on the FLUP; and
- The rezoning should provide for an appropriate transition between non-residential and residential uses through separation by distance, screening, or land use, if positive integration of residential and non-residential land uses is not possible.

Occasionally, the owners of land designated and/or developed for non-residential purposes may desire to transition to a

residential use. If this is the case, the City should require the following:

- The area should be physically appropriate for residential uses;
- The area should be an extension of a residential neighborhood shown on the FLUP and not be separated from the neighborhood by a major thoroughfare (or larger roadway);
- The rezoning will not create a situation where non-residential traffic will negatively impact established and proposed neighborhoods;
- The rezoning should not result in a shortage of land designated for non-residential development;
- The rezoning should not diminish the land base considered prime for future economic expansion;
- The rezoning should not leave a residual tract of property with non-residential zoning which would not conform to the FLUP or which would negatively affect the proposed residential use; and
- If it is not possible to integrate the residential and non-residential uses in a positive way, the rezoning should provide for an appropriate transition between residential and non-residential uses through separation by distance, screening or land use (i.e., creek, four-lane roadway, etc.).

Land Use Scenarios

In order to capture a FLUP, a series of public workshops was conducted to discuss future land use options with residents, property owners, business owners and City leaders. Three potential Future Land Use Scenarios were developed from the input received at these events and considered by the public for the purpose of establishing a preferred land use pattern and an understanding of the functional relationships between uses. The adopted land use plan, which incorporates aspects from the three scenarios, can be referenced to at *Figure 4-2*.

The first scenario reflected a future land use pattern similar to the one that currently exists and assumes the community builds out under existing zoning. The second reflects a primary pattern of intense, linear development along the DNT spine, with decreasing intensity to the east and west of DNT and adjacent mixed-use and urban neighborhood place types running parallel to DNT. The third shows a development pattern of mixed-use centers at various scales and intensities throughout Frisco with primary nodes at the intersections of DNT/380 and DNT/Main St.

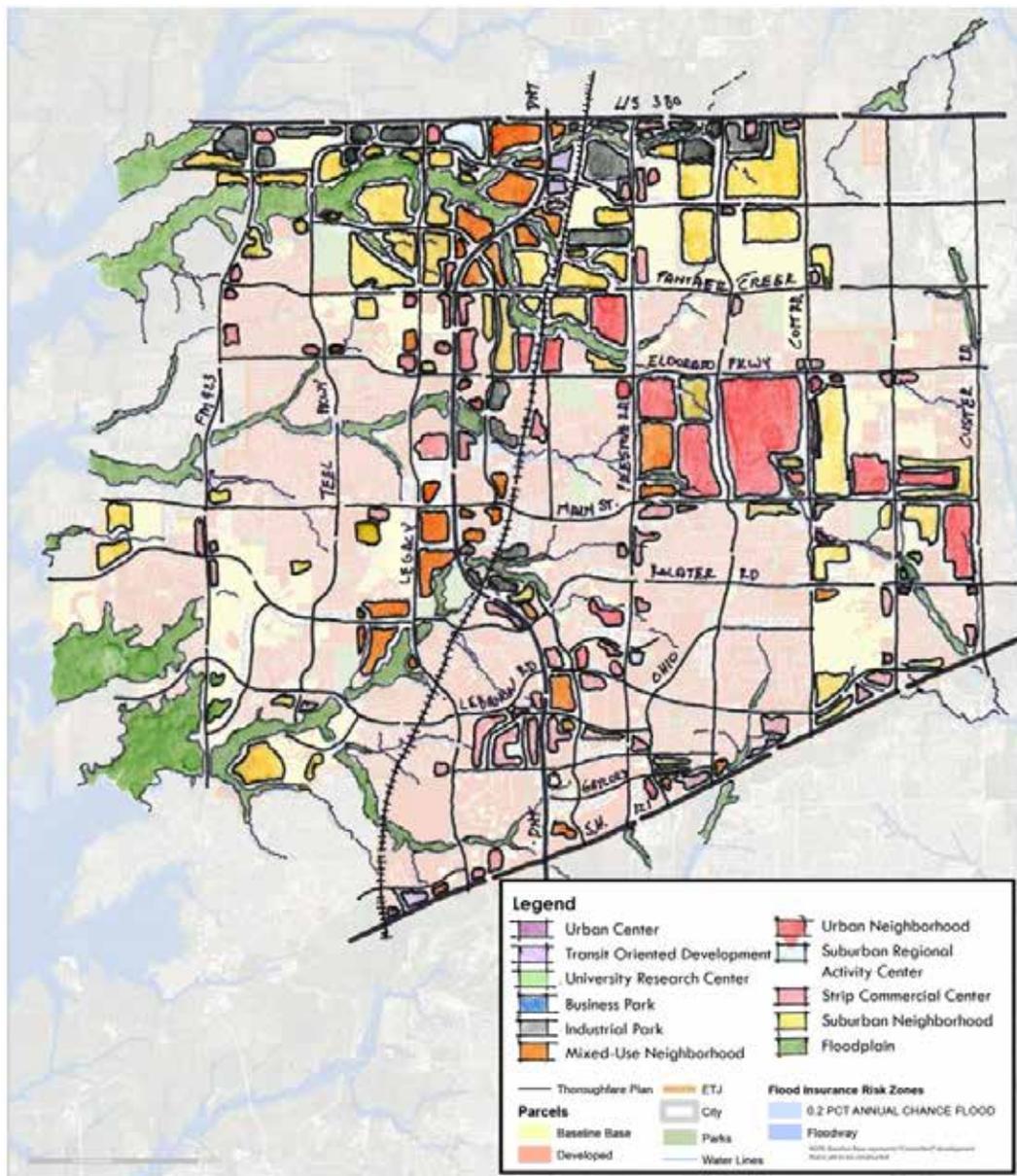
Public input was received throughout the process via on-line and off-line methods, including:

- 12 CPAC meetings (as of 1/28/15)
- 4 Joint CC, P&Z, CPAC meetings
- 22 Stakeholder Interviews
- 1 Day Long Community Workshop, ±100 attendees
- 5 Community Open Houses, over 200 attendees
- Multiple Community Surveys via Survey Monkey, MindMixer Online Discussion Board Topics and Surveys, and Meeting in a Box input opportunities

Over 13,000 input contacts (survey responses, emails, online topics posted or commented on, etc.).

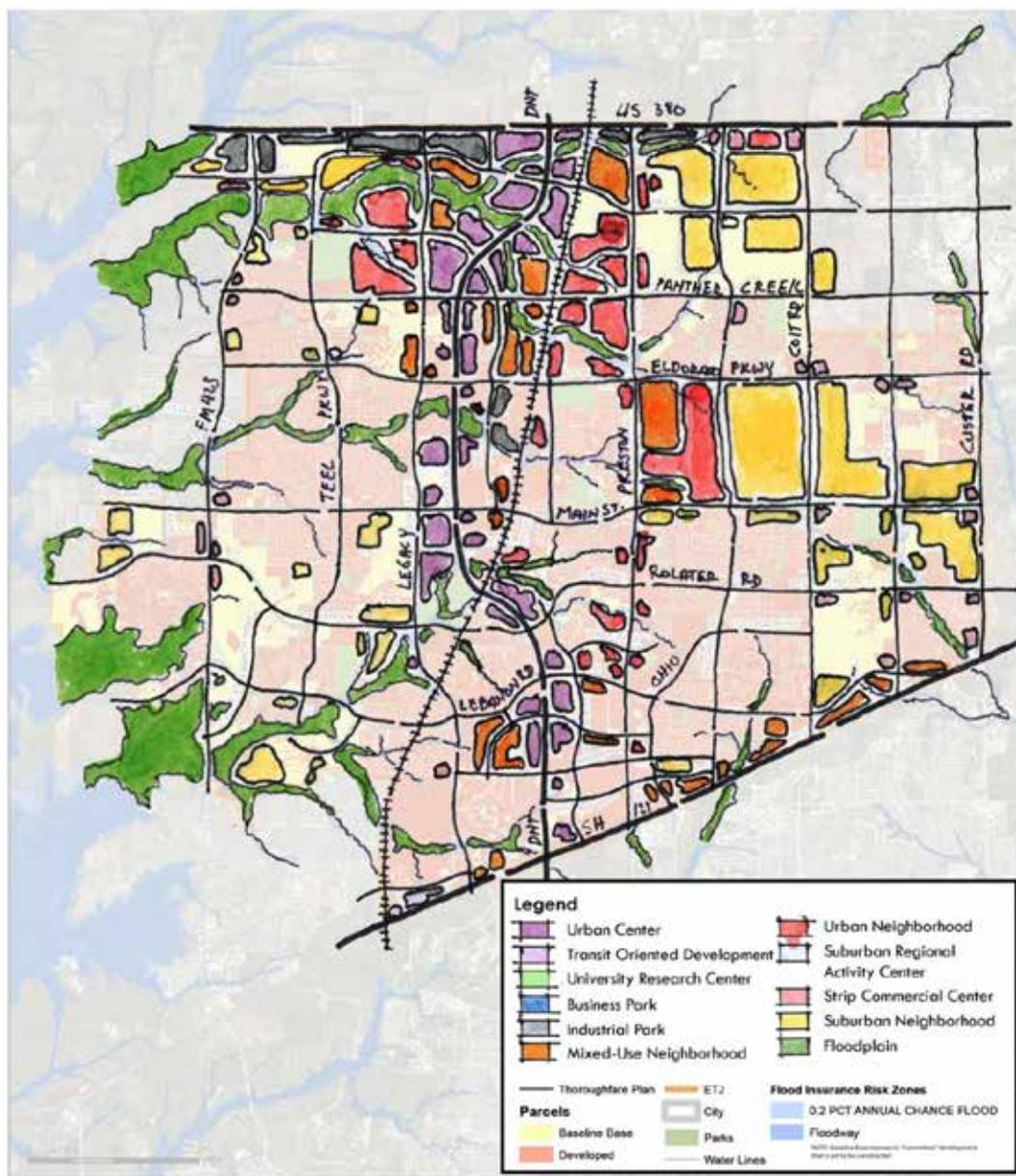
Scenario A – Base Line

Scenario A reflects the future development pattern if current trends and existing policies are perpetuated. It reflects uses indicated under current zoning and in the 2006 Future Land Use Plan. The DNT would develop as strip commercial with mixed-use neighborhoods, small pockets of TOD and mixed-use along 121. The 380 corridor would be primarily light industrial with some strip commercial and a major retail development to support the potential station at DNT/380. Major urban nodes would focus on mixed-use and urban neighborhood development.



Scenario B - Urban Spine

This scenario reflects a primary pattern of intense, linear development along the DNT spine, with decreasing intensity to the east and west of DNT and adjacent mixed-use and urban neighborhood place types running parallel to DNT. Along the 121 corridor the primary place types are mixed-use and urban neighborhood. The 380 corridor would be developed primarily with the industrial place type. Mixed-use and mixed residential development is shown in the area bounded by Preston Road, Main Street, Eldorado Parkway and Coit Road.



Scenario C – Distributed Centers

Scenario C reflects a development pattern of mixed-use centers at various scales and intensities throughout Frisco with primary nodes at the intersections of DNT/380 and DNT/Main St. Nodes will develop at urban core densities and could include a mixed-use higher education/tech campus node in the area bounded by Preston Road, Main Street, Eldorado Parkway and Coit Road. Secondary nodes would develop as business parks along the DNT, and along 380, secondary nodes would include mixed-use neighborhoods, urban neighborhoods and industrial developments.

