



# 4 | LAND USE

## Land Use Principles

- PRINCIPLE 1:** Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.
- PRINCIPLE 2:** Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.
- PRINCIPLE 3:** Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative design.
- PRINCIPLE 4:** Create dedicated land use and infrastructure policies that focus on Center City.

## Introduction

This Chapter summarizes a formal Land Use Strategy for the City of Frisco, considering and building upon the Land Use Strategy in the City's 2006 Comprehensive Plan. This Land Use Strategy is one of many important tools for identifying a prosperous path forward for the City. This direction is established through a series of implementation strategies that will help City leaders make important decisions regarding the land use pattern of the community. These decisions will impact the City's infrastructure, municipal services and economic resiliency. The Strategy establishes an overall framework for the preferred pattern of development within Frisco by designating various geographical areas within the City for particular land uses based principally on the specific policies outlined in this chapter. The Land Use Strategy is depicted in graphic form as the Future Land Use Plan (*Figure 4-2*). This Future Land Use Plan will be an important guiding document in the review of zoning and development plan applications.

It is important to remember that, as Chapter 212 of the Texas Local Government Code states, **"A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries."** The Future Land Use Plan is not a zoning map, which deals with specific development requirements on individual parcels. Rather, it is a high-level policy document designed to help guide decision-making related to rezoning proposals and for assessing the appropriateness of a particular land use at a specific location within the community. A property owner may choose to develop under the existing zoning regulations regardless of the Future Land Use Plan; however, if a property owner makes an application for rezoning, the 2015 Comprehensive Plan should be an important consideration in the City's approval or disapproval of the proposal.

This chapter generally addresses only the Land Use Principles, Land Use Policies and Future Land Use Plan. The following elements are fully addressed in the *appendices* of this 2015 Comprehensive Plan:

- Population and Demographics
- Existing Land Use
- Land Use Policies
- Guiding Principles
- Future Land Use Plan

In terms of the relationship between this section and the City Council's *Strategic Focus Areas*, the Plan establishes a strategy that promotes, (see also, *Appendix A1, Strategic Focus Areas*):

- High-quality development in a compact urban environment (where possible) and seeks to ensure that the necessary infrastructure and open space can be provided and maintained to support a superior quality of life for residents and businesses, (see also *Chapter 3, Place Making & Resiliency*);
- A sustainable future for the community, helping to ensure that Frisco is not oversaturated with respect to certain land uses, that goods, services and opportunities are available to Frisco residents and that the City has a diverse, sustainable land use pattern which preserves Frisco's solid economic position, (see also *Chapter 5, Economic Policies*);
- The proper location and placement of land uses with respect to the natural environment and in relation to potentially incompatible land uses to create a more resilient city, (see also *Chapter 7, Ecology & Natural Resources* and *Chapter 3, Place Making & Resiliency*); and
- A strong downtown core for the city and acknowledges that this core is the heart of Frisco.

## Land Use Policies

- The Land Use Policies below are derived from the Guiding Principles and the Council's *Strategic Focus Areas* and are intended to work in conjunction with the Future Land Use Plan to create a successful future for the City of Frisco. These policies, which include some of the strategies from the 2006 Comprehensive Plan, were used to help guide the development of the *Place Types* and determine the appropriate locations for each type within the Future Land Use Plan. The 2006 principles and policies were vetted as part of the market for traditional garden apartments (**MF**) and was continued in the 2015 update. The ones that remain in this document were deemed to be valid and to

support the direction of the updated plan, (see also *Appendix A3, Land Use*).

### 1. Encourage sustainable, unique and accessible retail development

The design of retail areas has continued to evolve over time. Today, this category typically includes both 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.

### 2. Provide urban residential units as one component of a mixed-use environment.

The market for traditional garden apartments continues to wane as mixed-use concepts that have a multi-family component are capturing an increased share of the market. The density that is provided by urban residential development is necessary to support the commercial uses identified in the Future Land Use Plan, and urban residential development (**UL**) with a variety of unit 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 Future Land Use Plan and are only expected to occur in the future where the corresponding 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 the old downtown area, 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 that are patronized by citizens and visitors alike. The Future Land Use Plan respects these destinations. Future land use decisions regarding the areas surrounding them should be considered with the goal of ensuring their continued success and sustainability.

#### 4. Encourage mixed-use developments in selected areas.

The Future Land Use Plan has been designed to support this policy with several land use categories intended to encourage a mix of uses—specifically, the Mixed-Use Neighborhood, Transit-Oriented and Urban Center development categories. The Mixed-Use category has been retained, with some modifications. In each of these, the integration of a variety of uses should be supported. These mixed-use categories should not be fully developed with high-density residential uses such as apartments, which are intended to be only one component of this type of development.

#### 5. Provide for a variety of residential development.

Frisco has largely been developed over the last 10 to 20 years, and traditional suburban subdivisions continue to be the norm. As was noted in the 2006 Plan, high-quality housing is in good supply in Frisco, unlike in many cities in the region; however, the lack of diverse housing continues to be an issue, and this has likely affected Frisco's demographics. Specifically, the City continues to attract only small percentages of young, single adults and seniors. This lack of diverse housing types has economic implications as it impacts the ability to attract a variety of employers, (see also *Appendix A5, Market Context*).

**Establish specific policies for residential development.** New policies should be developed to encourage or require other desired elements of development. This includes, but is not limited to, addressing estate/executive subdivisions, front- and rear-entry standards, curvilinear streets, cul-de-sac standards, and open space, (see also *Chapter 3, Place Making & Resiliency* and *Implementation Strategy G08*).

- Council and CPAC felt strongly that Frisco must focus on creating estate residential housing (1-acre lots and greater) in the community in order to accommodate the needs of the senior executives of the corporations that the community desires to attract. Criteria that should be considered

when evaluating which sites within the *Suburban Neighborhood Category* are best suited for estate residential include:

- sites that currently have agricultural zoning or that are being rezoned,
- sites with significant topographic change,
- sites containing or adjacent to creeks and/or ponds and sites with significant tree stands.

These elements policies and guidelines for residential subdivisions will be established through the creation of a *Neighborhood Design Strategy*.

#### 6. Support downtown Frisco (the original town).

The old downtown area is an interesting and unique part of Frisco. The goal is to encourage preservation of its unique character and to permit a mixed-used development pattern with a distinctive atmosphere and special qualities.

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

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 (type of development) has contributed to environmental degradation, increased traffic congestion, lessened community values and reduced quality of life.”<sup>1</sup> One of the goals of this plan is to avoid creating environments with the characteristics of urban sprawl, (see also *Chapter 3, Place Making & Resiliency*).

#### 8. Establish specific policies for major transportation corridors.

In general, single-family residential neighborhoods should not be located or accessed along major regional transportation corridors, i.e. Dallas North Tollway (DNT), SH

<sup>1</sup> Corrigan, Mary Beth, et al. *Ten Principles for Smart Growth on the Suburban Fringe*. Washington, D.C.: ULI – the Urban Land Institute, 2004. (Catalog Number T24.)

121 and US 380, which are more appropriate for either higher-density residential or non-residential development, (*see also Chapter 9, Transportation/Mobility*).

#### **9. Support existing development.**

The City should allocate resources on an annual basis to maintain the developed parts of Frisco to a level of quality consistent with the community in general. Non-residential and residential infill development should be encouraged, and wherever possible, this development should take advantage of existing infrastructure and be designed so that homes are oriented toward parks and open spaces.

#### **10. Integrate land uses with the transportation system.**

Transportation is inherently linked to land use. The type of roadway dictates the most appropriate 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 on the amount of traffic they are carrying or are expected to carry, without much consideration for the existing or expected land use. It is recommended that the City adopt policies that relate the type and intensity of land uses with the transportation system that serves them, (*see also Chapter 9, Transportation/Mobility*).

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

Land uses should be appropriately sited to ensure compatibility of operating hours, traffic impacts and function. Mixed-use or multi-use development patterns are encouraged.

#### **12. Provide for proper transitions between land uses.**

On occasion, the owner of land designated and/or developed for residential purposes may have a desire to develop the property for non-residential uses. In that case, the City should require an appropriate transition between the incompatible uses, such as physical separation,

a transitional land use or another measure or combination of measures appropriate to the specific situation.

## **Future Land Use Plan**

The Future Land Use Plan (FLUP) is based on numerous meetings with the public, the City Council, the Planning & Zoning Commission, the Comprehensive Plan Advisory Committee (CPAC), and City staff.

The Future Land Use Plan is not a zoning map, and it does not, by itself, directly affect the regulation of land within Frisco or the Extra Territorial Jurisdiction (ETJ). The Future Land Use Plan is a graphic depiction of Frisco's ideal land use pattern. It should be used by the City to guide future decisions on proposed zoning and development applications and development standards.

While the Future Land Use Plan is an integral part of the overall strategy of the 2015 Comprehensive Plan, the land use policies that support it are also important. These policies are contained in the previous section of this chapter, (*see also Appendix A3, Land Use pp. 115-124*). The descriptions, corresponding map colors and pictures below are provided to clarify the various Place Types shown on the Future Land Use Plan.

## **Place Types**

Place Types represent the various categories of land use permitted in the city. Place types are assigned to general areas of the city that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Future Land use Plan builds upon 12 different Place Types which are identified and described on the following pages.

## Suburban Neighborhood (SN)

*Local Examples – Stonebriar, Newman Village, Plantation, Chapel Creek, Hunter's Creek*

### Character & Intent

#### 100% Residential

Suburban neighborhoods will continue to be the dominate place type in Frisco, supporting multiple generations with residential products ranging from estate residential to townhomes. These neighborhoods would generally be formed as subdivisions with residential densities ranging from 0.5 to 8 dwelling units per acre. This place type includes single-family homes in both detached and attached designs.

### Land Use Considerations

#### Primary Land Uses

Single-family detached homes, duplexes, townhomes

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Town Center (TC)

*Local Examples – Frisco Square, Southlake Town Center*

### Character & Intent

#### 80% Residential, 20% Non-Residential

Frisco's Town Center(s) will be locally-serving areas of economic, entertainment and community activity. They will be employment centers and shopping destinations for surrounding mixed-use or urban neighborhoods, and will provide a civic component where the community can "come together." Buildings will typically be two or more stories with urban residential units over storefronts. The development will encourage active living, with a network of walkable streets.

### Land Use Considerations

#### Primary Land Uses

Single-family detached homes, duplexes, townhomes, urban residential, senior housing, restaurants, community-serving commercial, professional office, live/ work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks, community buildings

### Precedent Photos





## Mixed-Use Neighborhood (MXD)

*Local Examples – The Canals at Grand Park, Stonebriar Commons, Addison Circle, West Village, West 7th*

### Character & Intent

**80% Residential, 20% Non-Residential**

Mixed-use neighborhoods will offer Frisco residents the ability to live, shop, work and play, all within their own neighborhood. These neighborhoods will offer a mix of housing types and residential densities ranging from small lot single-family detached units to urban residential structures within walking distance of the goods and services required for daily living. They will include both vertically and horizontally-integrated mixed-use buildings.

### Land Use Considerations

#### Primary Land Uses

Mixed-uses, retail, restaurants, townhomes, urban residential, senior housing, professional office, live/work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks, community buildings, single-family detached.

### Precedent Photos



## Transit Oriented Development (TOD)

*Local Examples – Mockingbird Station, East Side Transit Village*

### Character & Intent

**50% Residential, 50% Non-Residential**

Transit-oriented development will create a higher-density mix of residential and commercial development within walking distance of transit, (rail and bus rapid transit). In Frisco, this development is expected to be more focused on housing, with higher-density residential development within one-quarter mile of a future transit stop and excellent pedestrian facilities to encourage public transit use.

### Land Use Considerations

#### Primary Land Uses

Townhomes, urban residential, senior housing, restaurants, regional commercial/retail, professional office, live/work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks, community buildings

### Precedent Photos



## Urban Center (UC)

*Local Examples – Legacy Town Center, Preston Center, State Farm Complex*

### Character & Intent

**30% Residential, 70% Non-Residential**

Urban Centers will contain the highest intensity of development in Frisco. These centers will provide locations for both major corporations and their supplier and smaller locally-based entities that desire a more urban environment. While these centers will focus primarily on employment, they also offer a mix of higher density housing, retail and entertainment choices in a scale that is walkable and encourage urban style living. This is a place type desired by millennial residents and emerging businesses.

### Land Use Considerations

#### Primary Land Uses

Professional office, corporate office, townhomes, urban residential, senior housing, restaurants, retail

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Suburban Regional Activity Center (SRAC)

*Local Examples – Stonebriar Centre, Dr. Pepper Park, Toyota Stadium, Multi-Purpose Event Center*

### Character & Intent

**25% Residential, 75% Non-Residential**

Frisco's suburban regional activity centers will continue to evolve as Mixed-Use centers developed around regional attractions such as entertainment venues, shopping malls or lifestyle centers. While the primary use will continue to be the major draw, a mix of supporting uses including retail, restaurants and residential uses, ranging from urban residential to townhome units.

### Land Use Considerations

#### Primary Land Uses

Regional attractions/venues, urban residential, senior housing, hotels, professional office, corporate office, restaurants, multi-tenant commercial, big box commercial, live/work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Commercial Node (CN)

*Local Examples – Multiple Nodes at Major Intersections in Frisco*

### Character & Intent

**0% Residential, 100% Non-Residential**

Frisco's commercial nodes are characterized by single- or multi-tenant commercial centers located at major intersections. They are typically adjacent to Suburban Neighborhoods and provide for the everyday goods and service needed by the residents in these neighborhoods.

### Land Use Considerations

#### Primary Land Uses

Retail, restaurants, multi-tenant commercial, junior anchor commercial.

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Business Park (BP)

*Local Examples – Hall Office Park, Galatyn Park*

### Character & Intent

**0% Residential, 100% Non-Residential**

Business parks will provide a major employment base for Frisco and the region, and a higher level of in-town employment options for Frisco residents. Typical uses will include professional offices and limited supporting retail and restaurant uses to support a range of professional activities.

### Land Use Considerations

#### Primary Land Uses

Professional office, corporate office, supporting retail, restaurants

#### Secondary Land Uses

Retail, restaurants, civic & institutional uses, commercial, parks

### Precedent Photos





## Industrial Park (IP)

*Local Examples – Alliance Center*

### Character & Intent

**0% Residential, 100% Non-Residential**

Industrial parks will round out the employment-oriented place types in Frisco. These developments will focus on light industrial uses, including clean manufacturing centers, technology/data centers and other uses that would typically occupy flex space in commercial buildings.

### Land Use Considerations

#### Primary Land Uses

Manufacturing centers, technology/data centers and flex office

#### Secondary Land Uses

Civic & institutional uses, commercial (serving primarily industrial buildings), parks

### Precedent Photos



## Other Land Use Categories:

- **Public / Semi-Public:** Uses include civic and institutional uses such as schools, police and fire stations, libraries, etc.
- **Park:** Public open space and park sites.
- **Floodplain:** Creek corridor and floodplain.

## Revisions to FLUP

The Future Land Use Plan is identical to the 2006 Future Land Use Plan in most parts of the City, *(see also Appendix A3, Land Use)*. The major updates to the land use pattern in the 2015 Future Land Use Plan occur along the DNT and on the Brinkmann Ranch property. Updates to the Future Land Use Plan include:

- The predominant place type in the city is Suburban Neighborhood, and employment-related Place Types are focused along the DNT, SH 121 and US 380.
- Within the Suburban Neighborhood Place Type, a variety of housing types ranging from estate residential to townhome units are envisioned.
- The DNT corridor includes nodal type development with Urban Center and Business Park Place Types.
- The Future Land Use Plan also provides an opportunity for a focal point/identity feature at the intersection of the DNT and US 380 and continues the emphasis on transit-oriented patterns at the locations designated as potential future transit stations, *(see also Chapter 9, Transportation/Mobility)*.
- An Urban Center place type is shown on part of the Brinkmann Ranch site to indicate the level of development currently entitled on the property under resolution 02-04-78R development agreement established for the property, refer to PD-3 & PD-43.
- An emphasis on creek corridors provides natural open space and locations for trail connections throughout the city, *(see also Chapter 7, Ecology & Natural Resources and Appendix A7, Ecology & Natural Resources)*.

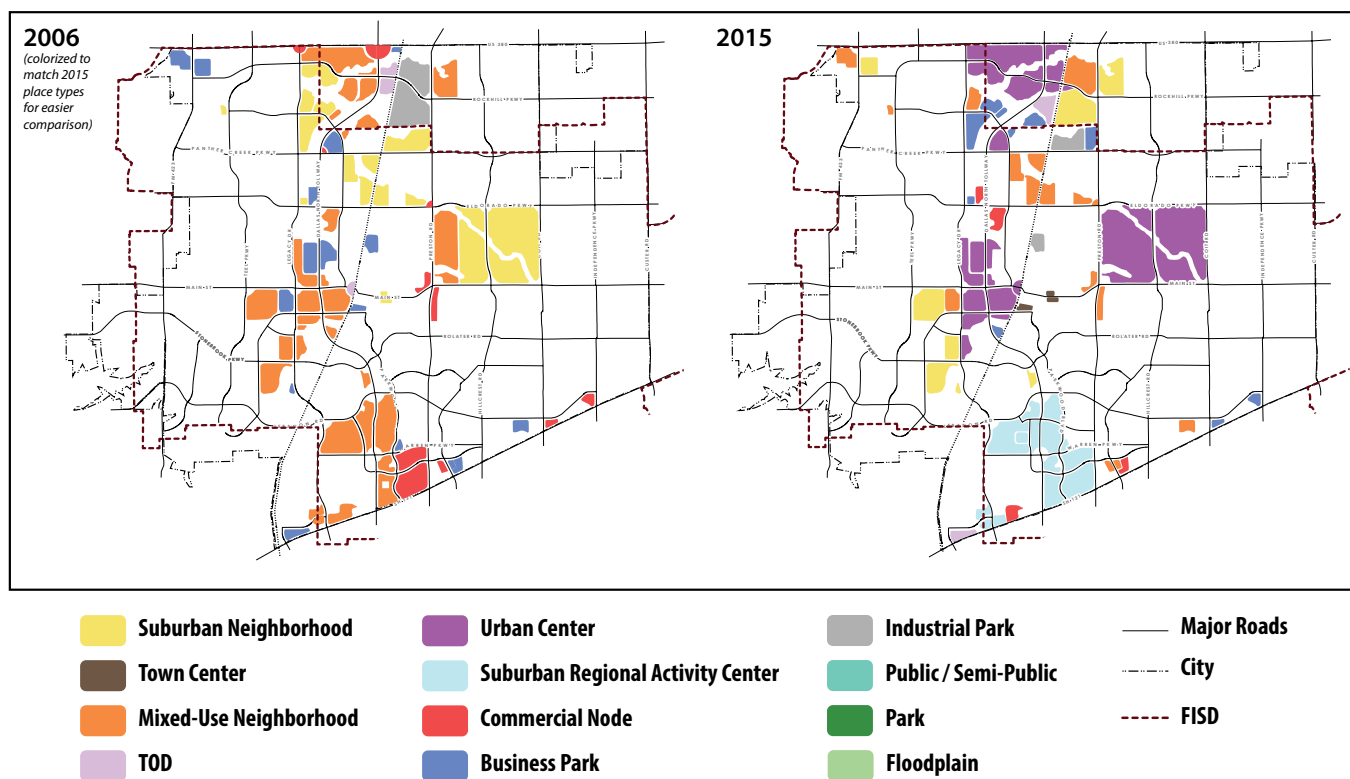


Figure 4-1: Comparison of 2006 Plan to FLUP



## 2015 Future Land Use Plan

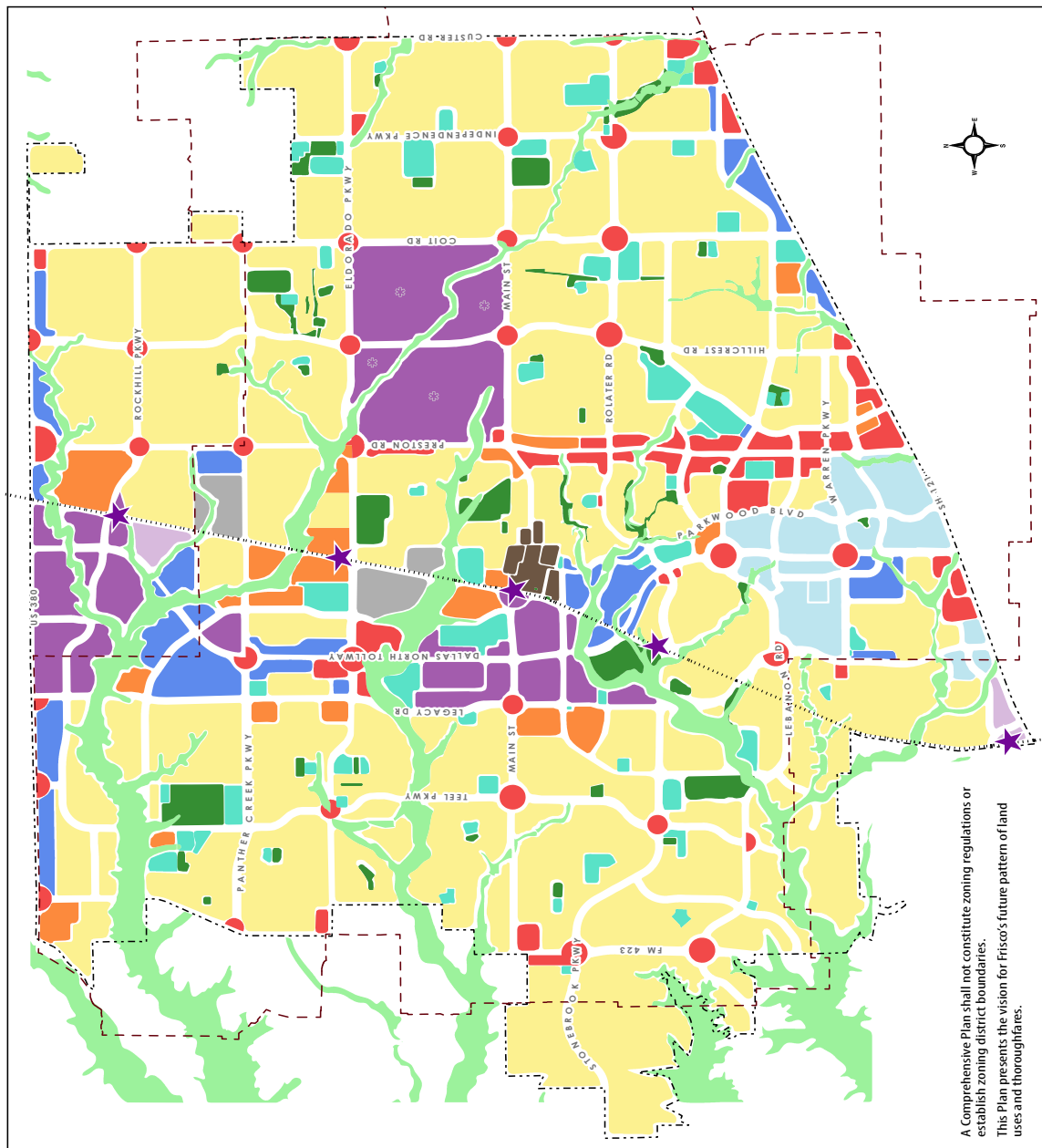


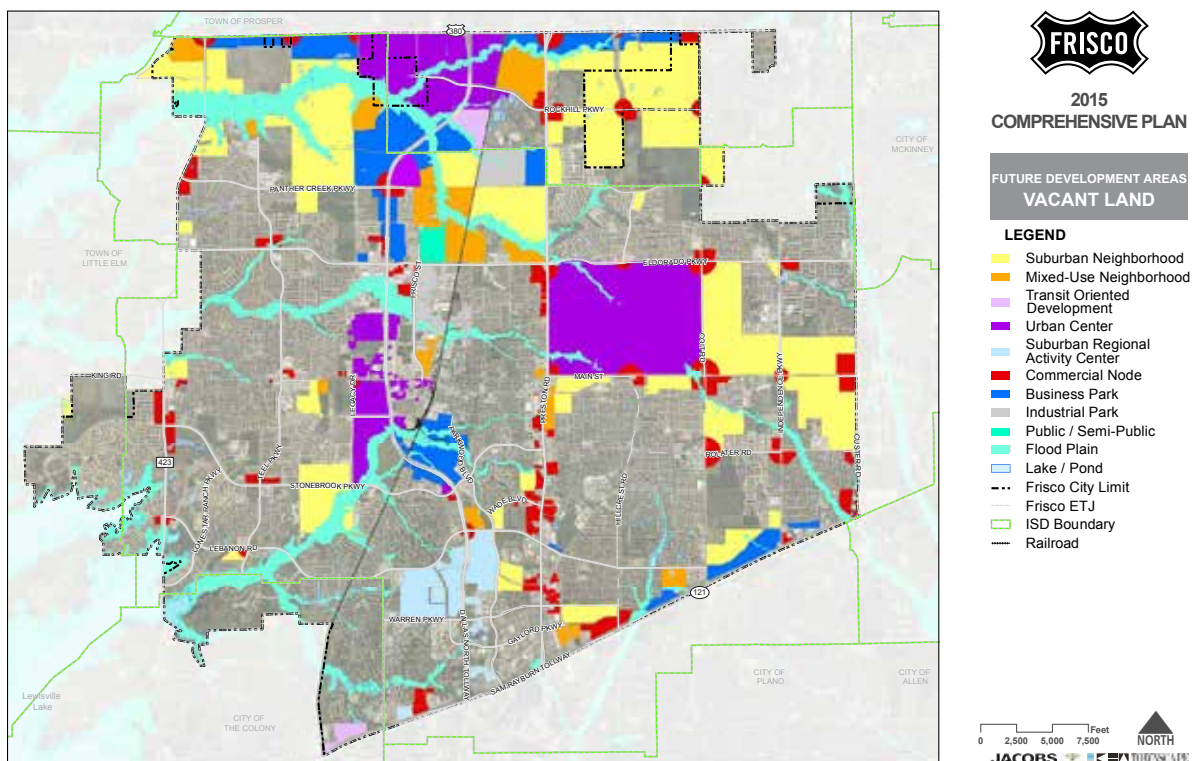
Figure 4-2: Future Land Use Plan

## Place Type Calculations

Table 4.1 lists the categories of land use by acreage and percentage of land area, excluding major rights-of-way. This information was calculated based on the recommended pattern of land use depicted graphically on the Preferred Land Use Scenario. Since the 2006 Plan, Frisco has annexed almost all of the available ETJ land. For this reason, the table below consolidates the calculations for the land within the City limits and within the ETJ, (*see also Appendix A3, Land Use*).

Land Use Category	Acres	Percent
Suburban Neighborhood	4,423	32%
Mixed-Use Neighborhood	1,051	8%
Transit Oriented Development	165	1%
Urban Center	3,314	24%
Suburban Regional Activity Center	592	4%
Commercial Node	1,222	9%
Business Park	1,598	12%
Industrial Park	330	2%
Public/Semi-Public	633	5%
Parks	512	3%
<b>Total by Place Type</b>	<b>13,840</b>	<b>100%</b>
Remaining City Acreage	30,978	
Total City Acreage	44,818	
Total Square Miles	70	

Table 4.1: Future Development Areas, Vacant Land



**Figure 4-3: Future Development Areas, Vacant Land** (See p. 173 for enlargement.)