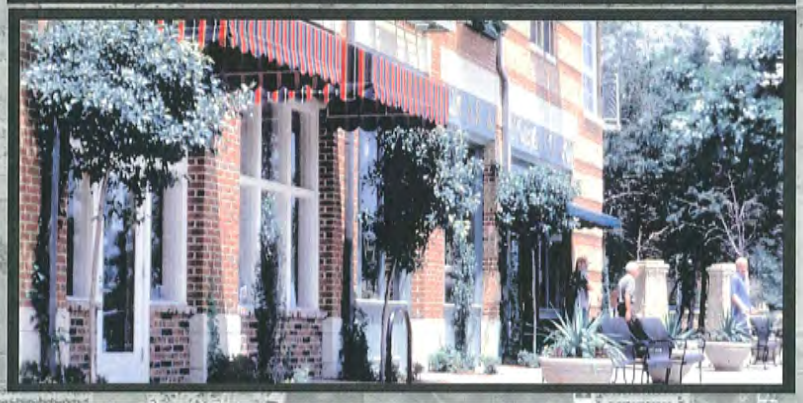
Preston Road Overlay District Development Standards



City of Frisco, Texas

September 2000

RTKL Associates Inc. HUITT-ZOLLARS

Ordinance No. 00-09-25

FRISCO

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Overview

The results of this study have been derived through a consensus-based planning process and establishes a framework for the development of visual attractions and "people places" with a range of activities to appeal to the entire Frisco community. The end result is the establishment of design standards for future development along the Preston Road corridor and the creation of an identifiable civic and commercial core for the community.

The Preston Road Overlay District extends seven hundred fifty feet (750') perpendicular from the centerline of Preston Road and does not include existing single family residential development. The intent is to transition from the Preston Road Overlay District to areas beyond by extending building material and landscape standards throughout new developments. Transitioning concepts will be developed on a project by project basis at preliminary site plan application.

The objective of this document is to outline the strategic planning concepts and development standards for the orderly implementation of the Preston Road Overlay District and identity concepts generated in the community planning process. The document addresses the requirements of two distinct audiences:

1) The team (whether public or private) responsible for the construction of the basic framework for development, the "fixed" elements of the plan that do not change much over time--the road system, the utility infrastructure, the major open spaces, and the transit systems, etc. and

2) The builders/developers, and their teams (architects, engineers, landscape architects, etc.) who will construct the architectural fabric.

Organization of Document:

This document is divided into seven sections, which trace the consensus-based planning process and establishes standards that will direct development:

1) Overview

2) Corridor Analysis - This section contains analytical diagrams for various elements of the Preston Road corridor with a summary narrative for each image.

3) Visual Preference Survey - Each page identifies various types and intensities of land uses, architectural, and landscape treatments within the Preston Road corridor. The results of voting at the community workshop are summarized for each category.

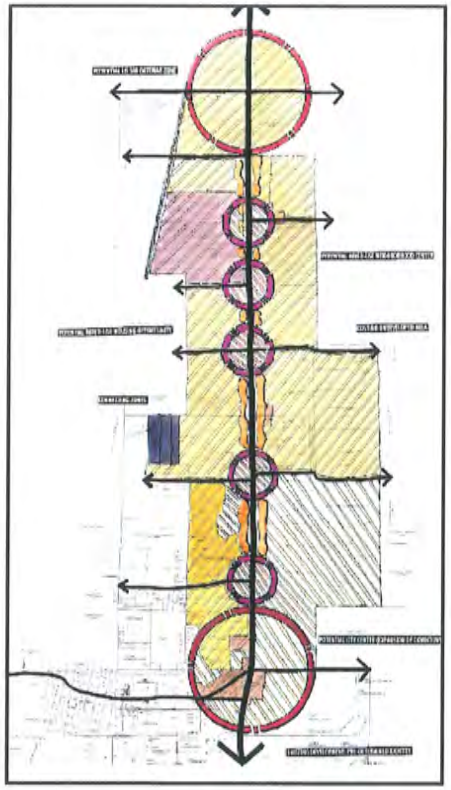
4) Conceptual Land Use / Landscape Survey - Each page identifies a range of conceptual land uses and landscape approaches for the five subdistricts within the Preston Road corridor. In addition, the results of an community wide survey and the community workshop are summarized.

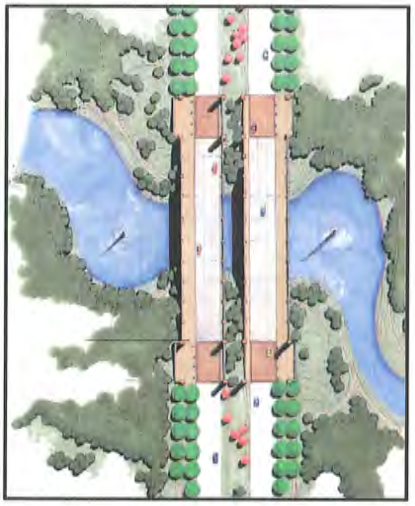
5) Planning and Identity Concepts - The first part describes the overall planning concepts for the Preston Road Corridor and explains the urban design rationale behind the development standards. This provides a reference point for all parties involved in the development of the corridor, and establishes a base against which any development can be judged. Secondly, the Street Framework Plan identifies the design standards for both the Preston Road right of way and

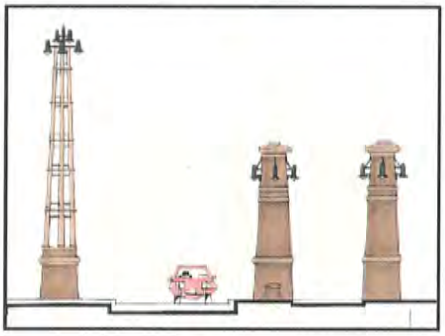
intersecting streets. Lastly, the Civic/Identity Plan describes the location for key monumentation and signage locations along the corridor.

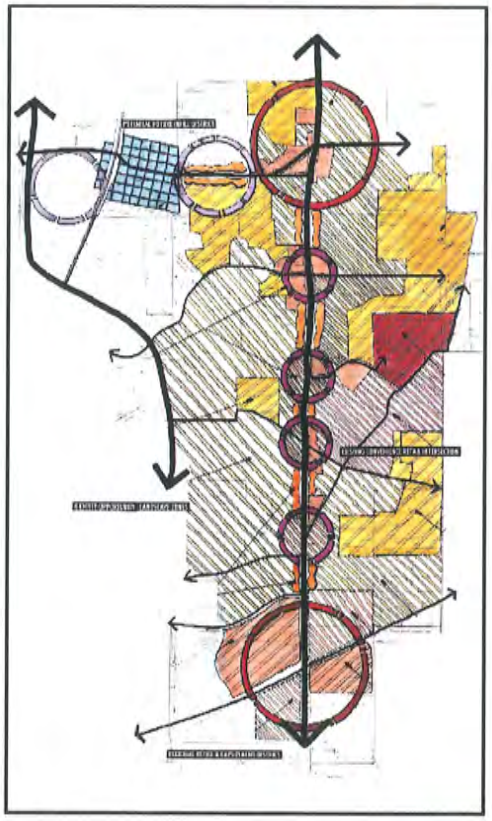
6) Development Standards - This section contains standards that insure a high quality of planning and design for the Preston Road corridor. The standards address the character / "theme" for the corridor at both the macro and micro scales.

7) Landscape Standards - These standards are designed to unify the eleven mile stretch of roadway. Through the use of an overall framework, made up of uniformly spaced street trees, special light standards and enhanced paving, the landscape enhancements should help the corridor emerge as an identifiable and distinct place.









2 Corridor Analysis

The Preston Road corridor is a primary thoroughfare within the City of Frisco and will create a lasting image for the community's overall identity. The importance of a comprehensive corridor analysis is crucial to the successful development of an identity plan, the consensus based planning process, and development standards.

The team first analyzed base data, previous reports, planning studies, and regulatory standards. Next, a thorough reconnaissance of the corridor was performed, documenting existing conditions. Lastly, based upon these findings, the team consolidated this information into a series of analytical diagrams that were presented at the first community planning workshop. The team served as listener, facilitator, and interpreter for the workshop participants and was able to establish a common understanding of these existing conditions directs issues of identity and future development strategies.

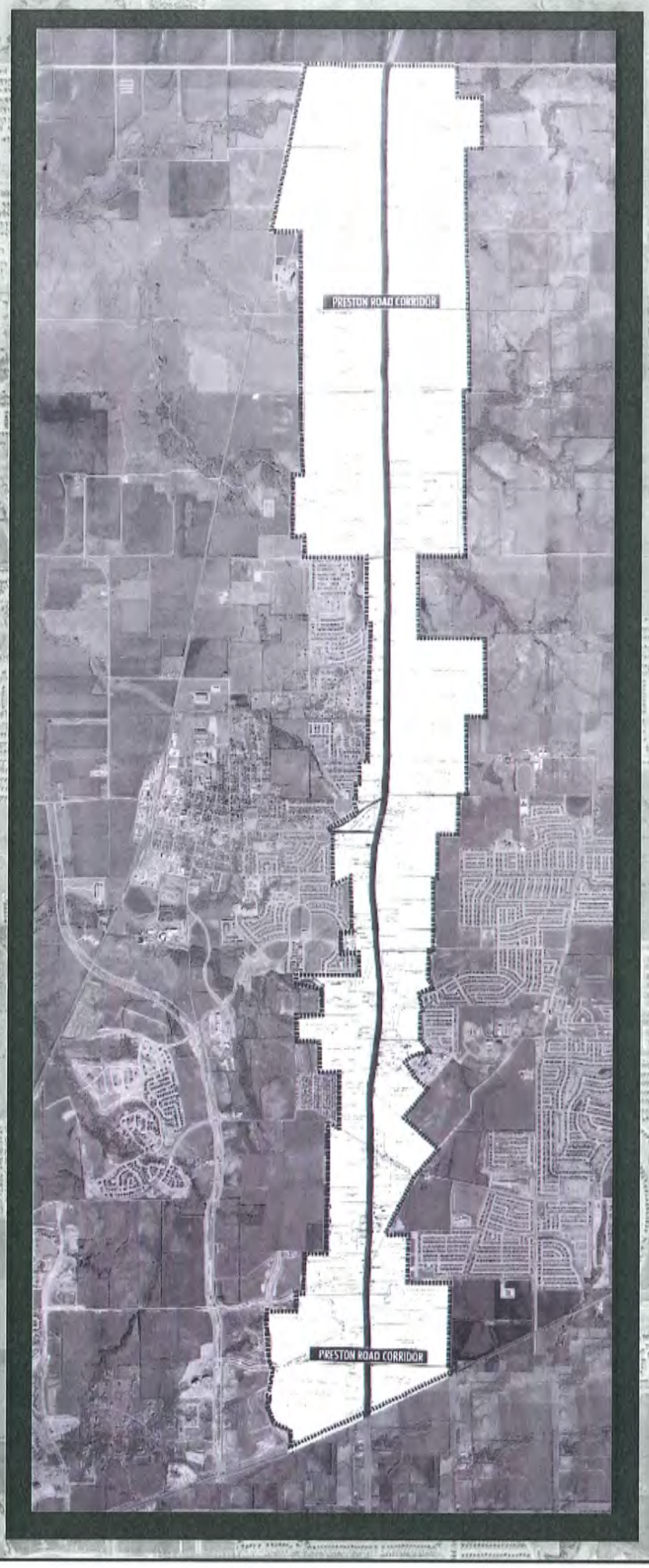
The proceeding pages present the analytical diagrams of planning issues and subdistricts for the corridor. These include:

1) Preliminary Definition of District Boundary
2) Stakeholders
3) Existing Zoning
4) Millennium Plan
5) Natural Features / Views
6) Views of Preston Road
7) Area Dynamics
8) Definition of Subdistricts

In addition, an early result of the corridor analysis process was the recognition of a series of five subdistricts:

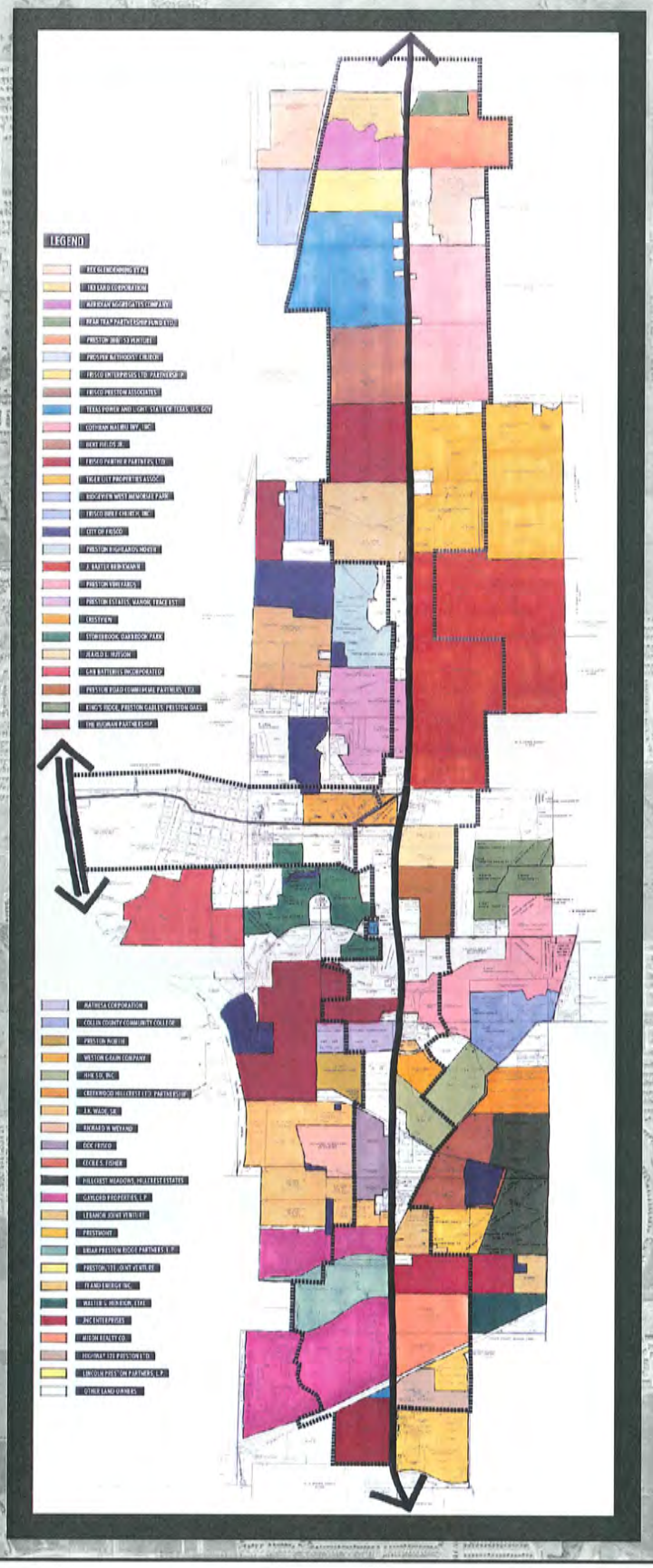
1) US 380 Gateway
2) Rural Corridor
3) Main Street
4) Retail Corridor
5) SH 121 Gateway

which each offered distinct opportunities and constraints for development. All of these subdistricts have common characteristics, land uses, and/or physical traits that can both unify the eleven mile stretch of roadway and at the same time create a series of unique experiences.



PRELIMINARY PRESTON ROAD OVERLAY DISTRICT STUDY AREA

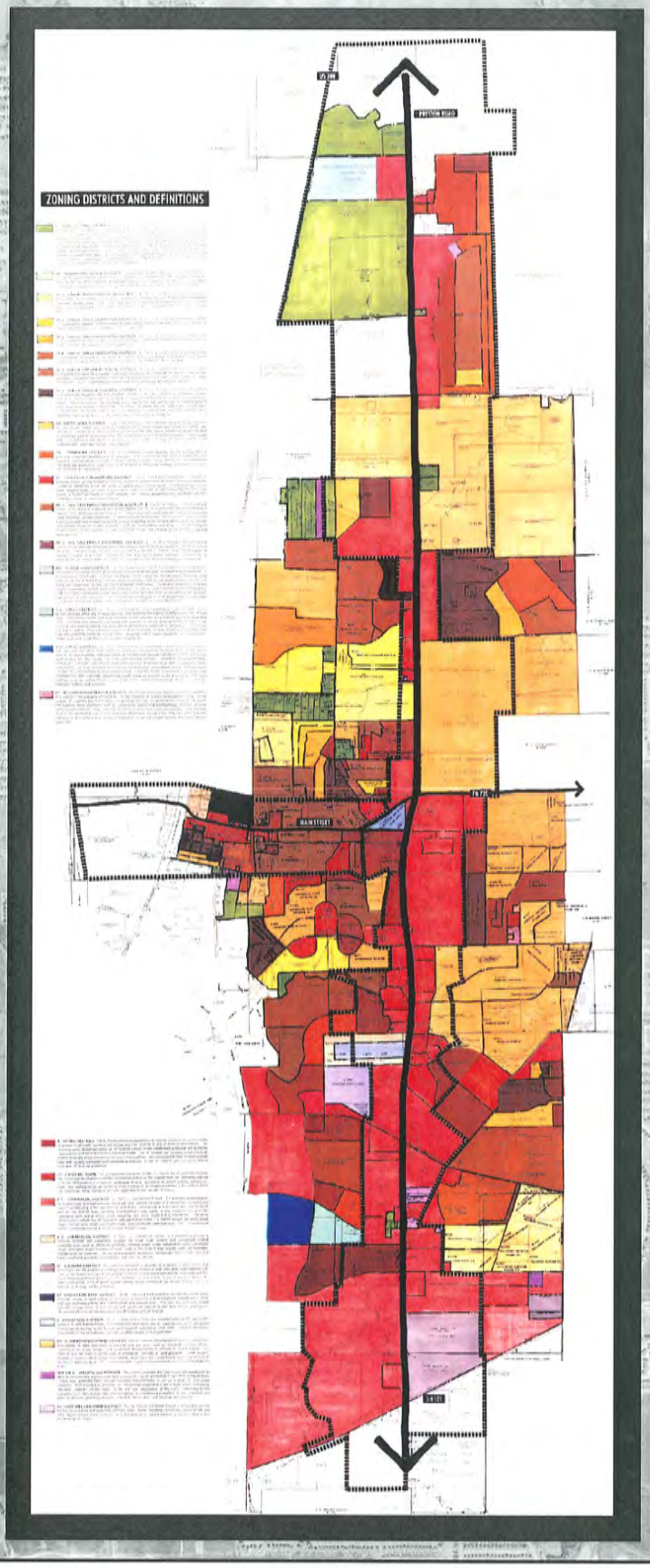
A number of factors were used to define the boundary of the Preston Road Overlay District. Primarily all adjoining tracts of land were included in the study area, however, a number of tracts ownership extends a significant distance away from Preston Road. Development that occurs on these parcels will have components that relate to Preston Road and others that do not. Similarly, a number of residential and commercial areas have already been developed along the corridor and changes to the existing development would be difficult and very unlikely. Therefore, it was necessary to further limit the boundaries of the overlay district based upon existing zoning, parcelization of properties, and physical boundaries, such as roads and streams. In addition, several parcels have been included in the overlay district for continuity. These sites either have not yet been incorporated by the city or are already developed.



PRESTON ROAD STAKEHOLDERS

This map identifies stakeholders within and adjacent to the Preston Road Overlay District. Stakeholders are parties who are actively involved in the project, or those whose interests may be affected as the result of the projects execution or successful project completion. The rendered areas indicate ownership of tracts of land greater than thirty acres, public lands (federal / state / county / city), and institutional lands (churches /schools / cemeteries). The white areas indicate other smaller land owners.

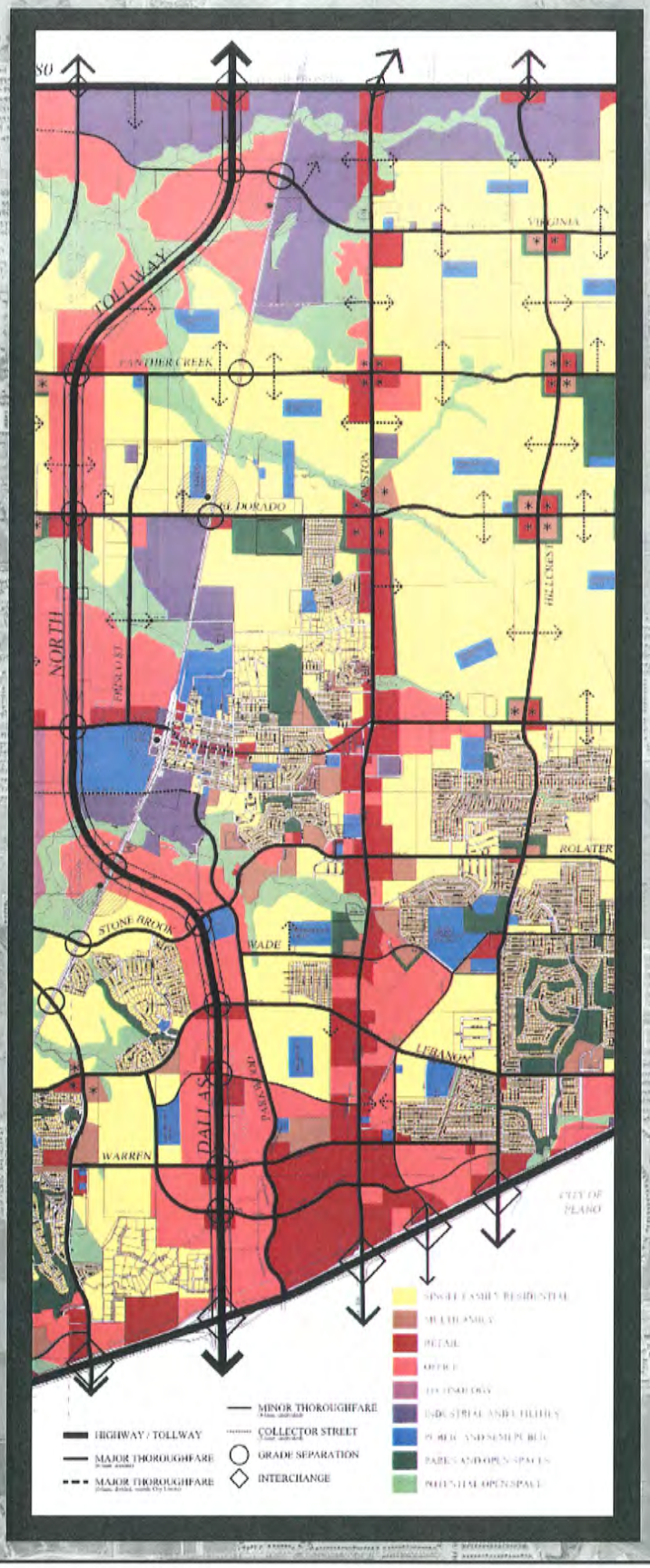
The information depicted on this map is based upon abstracts obtained from the Central Appraisal District Collin County as of November 1, 1999.



PRESTON ROAD EXISTING ZONING

This map identifies the existing zoning for Preston Road Overlay District and adjacent areas. These zoning regulations and Districts have been established by the City of Frisco in accordance with an adopted comprehensive plan. The boundaries of zoning districts are usually along streets, alleys, property lines or extensions thereof. Several properties within the Preston Overlay District have not been annexed to the City of Frisco. These properties will be classified as "Agricultural District" until permanent zoning is established by the City Council of the City of Frisco.*

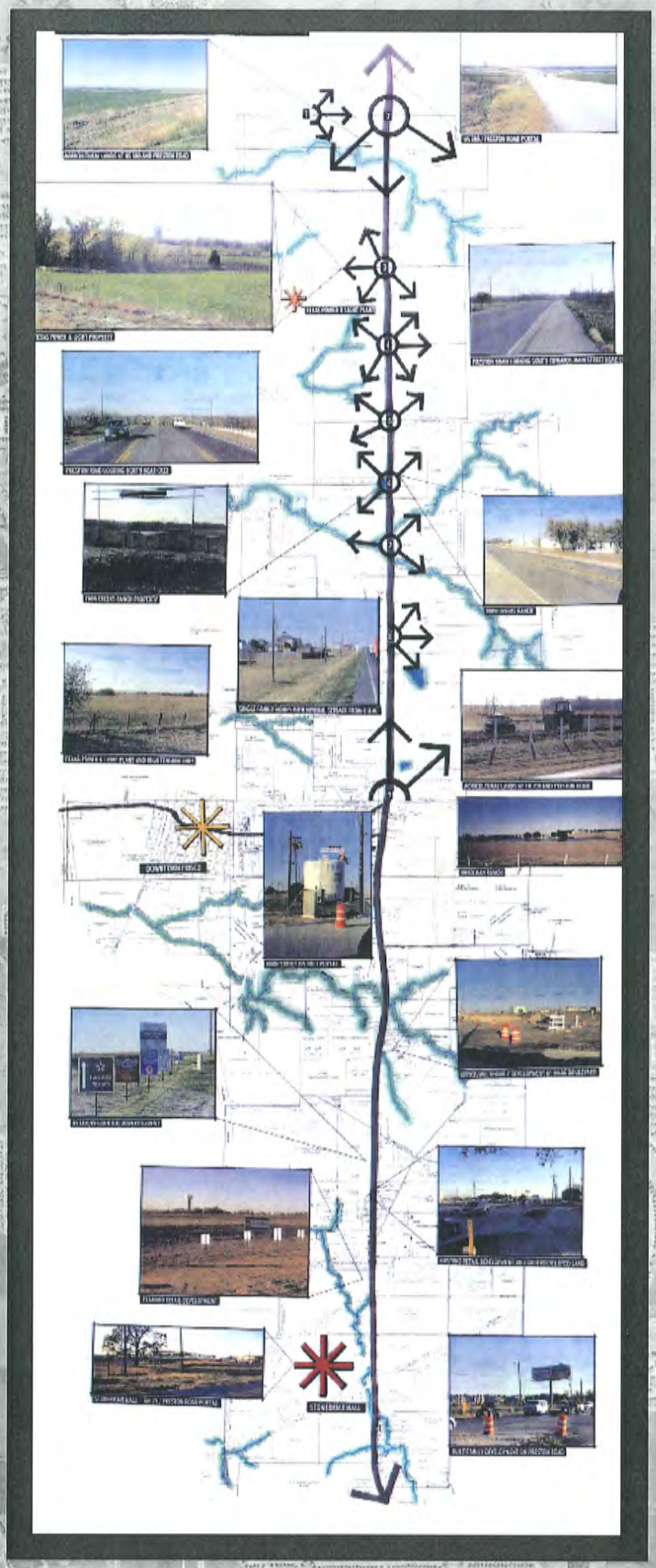
**The information depicted on this map and descriptions given are based upon City of Frisco Comprehensive Zoning Ordinance adopted July 1993 Updated: June 1999 and FRISCO Denton & Collin Counties Existing Zoning Panel Maps September, 1999.*



THE MILLENNIUM PLAN

The Preston Road Overlay District and the Frisco Millennium Plan will work together in shaping the future of Frisco. The Frisco Millennium Plan represents the desired conceptual land use pattern and thoroughfare network. It is not a zoning plan, nor does it change any current zoning designation. This version of the Frisco Millennium Plan represents the First Draft based upon input from CPAC and the public. This version will be revised and modified as further CPAC Meetings and community workshops are conducted.*

**The information depicted on this map is based upon the The Frisco Millennium Plan: A Comprehensive Guide to Growth and Development prepared by Pierce Goodwin Alexander & Linville (March 2000).*



PRESTON ROAD NATURAL FEATURES / VIEWS

This map identifies the views and natural features along the length of Preston. Views can be categorized into two types:

1) North of Main Street can be characterized as more rural in nature. A majority of this area is held as agricultural or ranch lands, with a variety of vistas and undisturbed natural features. The Texas Power and Light Plant located in this area is the most noticeable development.
2) South of Main Street can be characterized by pockets of commercial/retail development set amongst numerous undeveloped parcels and several abandoned properties. The SH 121 and Preston Road intersection will significantly change with the completion of the Stonebriar Centre Mall and surrounding developments. These developments incorporate a unified palette of materials and colors that will define the SH121 Gateway.

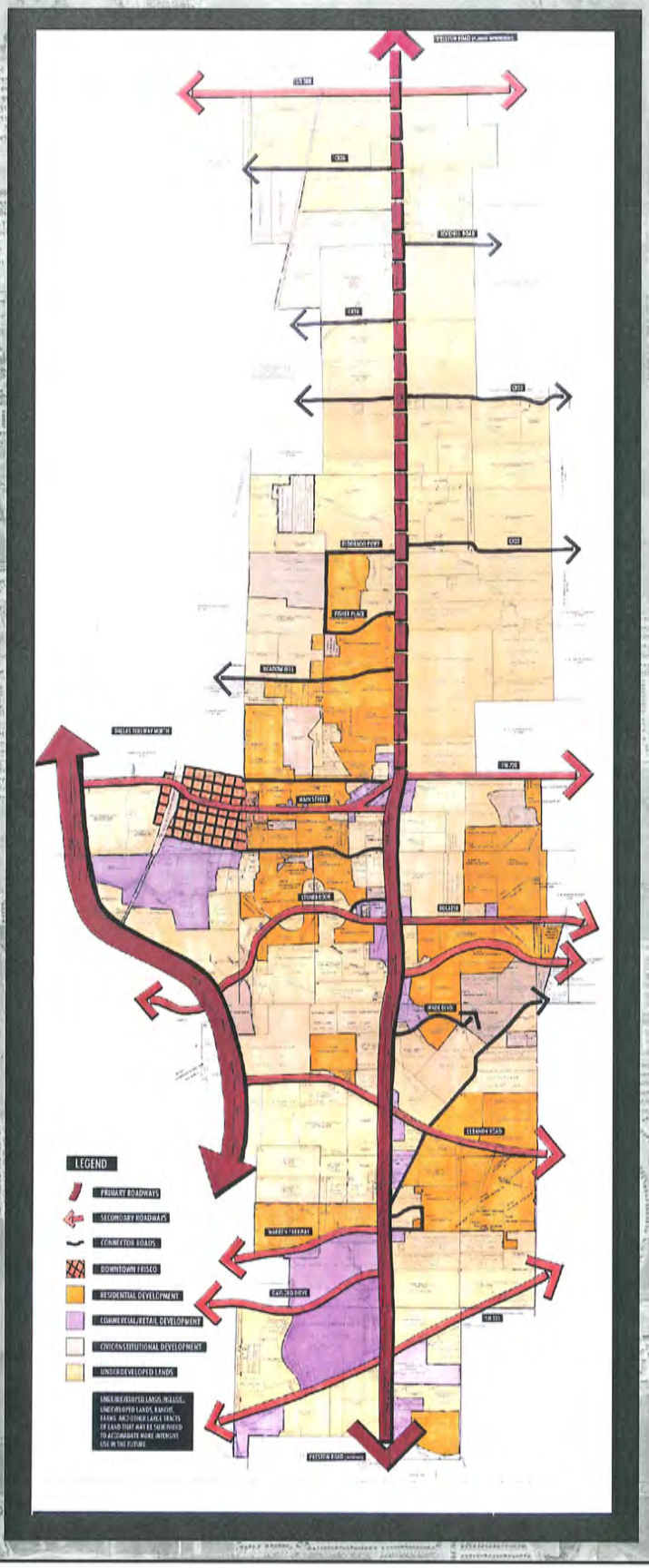
VIEWS OF PRESTON ROAD

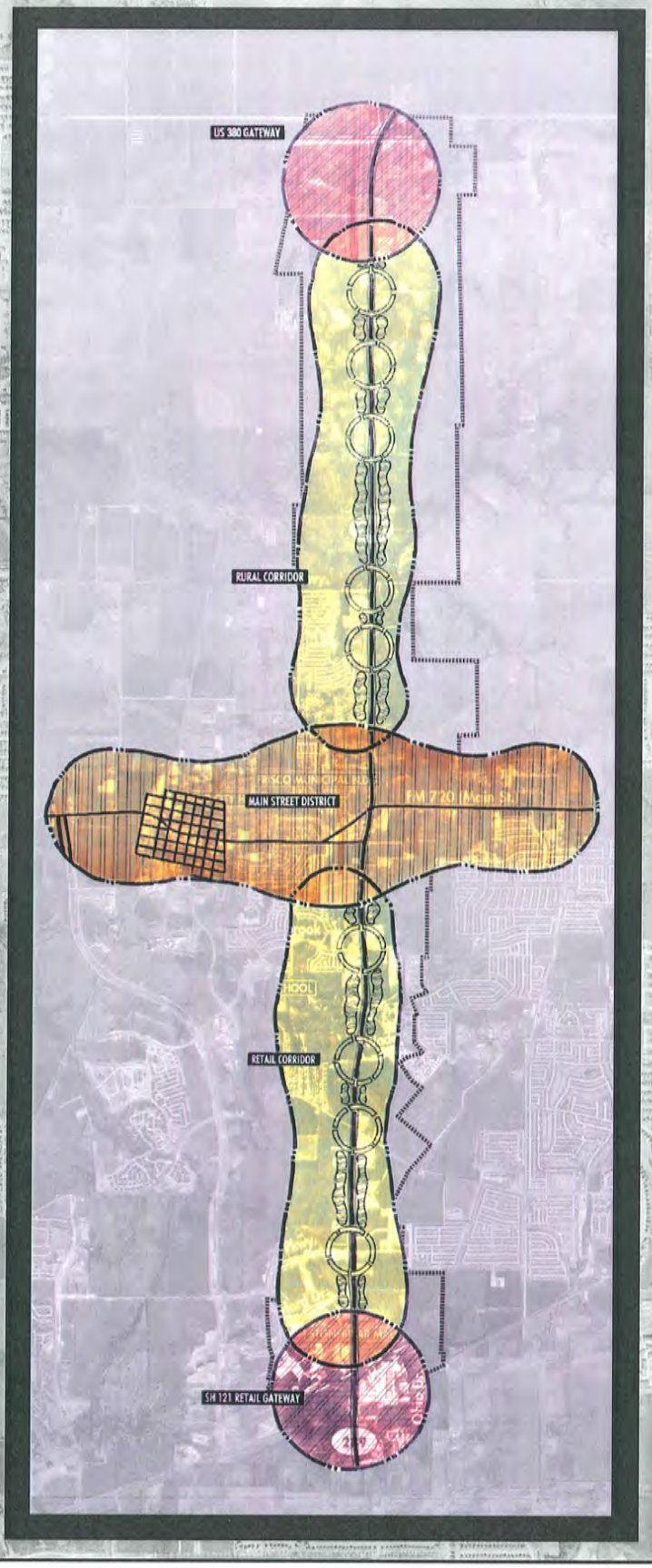
A majority of views along Preston Road can be characterized as rural in nature. The agricultural and ranch lands, with a variety of vistas and undisturbed natural features, offer unlimited potential. In the northern rural corridor the Texas Power and Light Plant is the most significant development. In the area south of Main Street the development of the Stonebriar Centre Mall is evolving into the most significant development. Spread among these two icons are numerous residential developments ranging in scale from single lot ranch homes to vast tracts of suburban homes. The creation of an identifiable civic and commercial core for the City of Frisco is dependent upon the integration of these various types of developments along the Preston Road Corridor.

PRESTON ROAD AREA DYNAMICS

The potential for the Preston Road Overlay District is defined by a series of factors. A comparison of existing development (yellow, purple, and gray) versus underdeveloped lands* (sand) shows less than half of the land area has thus far been developed. Central to the district's future are the existing and proposed infrastructure improvements. The planned extension of the Dallas North Tollway and the proposed network of secondary and connector roads needs to be considered in the planning of the Preston Road Corridor. In addition, the significance of the historic downtown and its relationship to both Preston Road and the planned Dallas North Tollway Extension can not be discounted.

** Underdeveloped lands include: underdeveloped lands, ranches, farms, and other large tracts of land that may be subdivided to accommodate more intensive use in the future.*





PRESTON ROAD CORRIDOR SUBDISTRICTS

Recognizing that the eleven mile Preston Road Corridor will not be homogenous, the Overlay District has been divided into five distinct subdistricts. Each subdistrict faces both its own unique set of issues as well as the overall planning concerns of the corridor. The five subdistricts are from north to south: 1) US 380 Gateway, 2) Rural Corridor, 3) Main Street District, 4) Retail Corridor, and 5) SH 121 Gateway. The circles within the two corridor subdistricts identify intersections where development is most likely to occur. The areas between these intersections are opportunities for establishing the identity of the corridor. In addition, the Main Street District extends beyond the boundary of the overlay district to exemplify its' interrelationship with the Dallas North Tollway, the historic downtown, and development to the east.

3 Visual Preference Survey

In order to facilitate citizen participation in the planning process, the team produced a series of carefully selected image boards to determine the character of future development and landscape approaches for the corridor. By presenting alternative development typologies in a simple and readily understandable manner with a brief questionnaire, the team was able to determine what the participants wanted to see in the community.

Summarizing, the results of the visual preference survey indicated a townscape with a single and identifiable "town center" comprised of commercial and residential uses in an urban setting was preferred. Other preferences included wide boulevard streetscapes and setbacks of well designed landscape. In addition, a wide range of building typologies were preferred including: "neotraditional" single family homes which engage the street through front porches and pedestrian-scaled design, two to three story multifamily housing exhibiting a similar design, mixed use retail areas offering the opportunity to live, work, shop and play within a walkable environment, and three to six story mid-rise office developments.

The proceeding pages present the visual preference survey results from the community workshop and citizen survey. These survey include the following elements:

1) Community Image
2) Architecture
3) Landscape
4) Single Family Housing
5) Multi-Family Housing
6) Retail Spaces
7) Office Space
8) Existing Development - Preferred and Undesirable

In addition, the workshops clearly established the community's proactive desire to respond to the challenge of developing a unique identity for the Preston Road corridor. Participants expressed that growth was considered a positive tool as long as its type and appearance are managed in a comprehensive manner relating to the community's specific desires.

COMMUNITY IMAGE

RURAL COMMUNITY

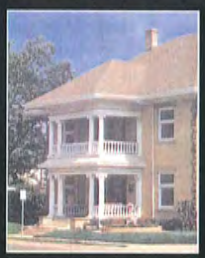
LOW DENSITY, RANCH, FARMLAND, ORDERED LANDSCAPE

BEDROOM COMMUNITY

NO CLEAR CENTER, NEIGHBORHOOD CENTERS, PASTORAL IMAGES, NATURAL, MANICURED LANDSCAPE, LOW-MEDIUM DENSITY, WIDE SETBACKS, CONVENIENCE BASED

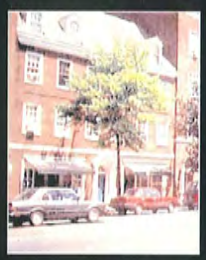
TOWN

NEO-TRADITIONAL, MAIN STREET, SINGLE CENTER, RANGE OF HOUSING TYPES AND DENSITIES, MIXED-USE



CITY

COMMERCE REGION, MULTIPLE MIXED-USE CENTERS, RANGE OF HOUSING TYPES AND DENSITIES, COLLECTIVE IDENTITY, MULTIPLE AND DIVERSE EXPERIENCES



	FIRST CHOICE	SECOND CHOICE	TOTAL
RURAL COMMUNITY	1	0	1
BEDROOM COMMUNITY	6	3	9
TOWN	15	8	23
CITY	1	9	10

ARCHITECTURE

RURAL

SUBURBAN

URBAN

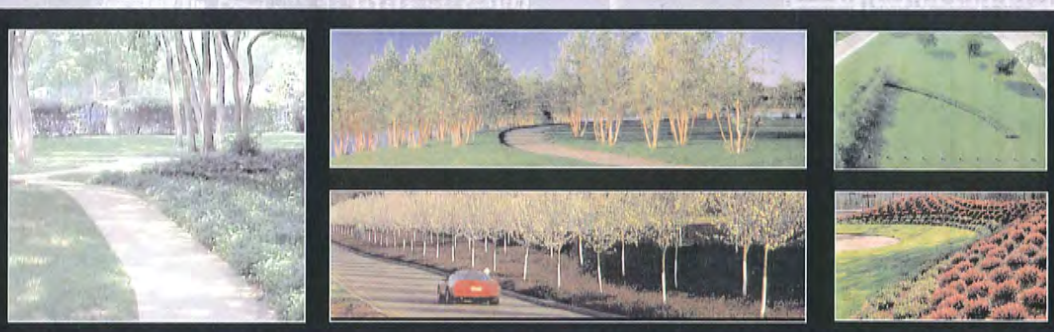
	FIRST CHOICE	SECOND CHOICE	TOTAL
RURAL	1	5	6
SUBURBAN	16	6	32
URBAN	10	6	16

LANDSCAPE

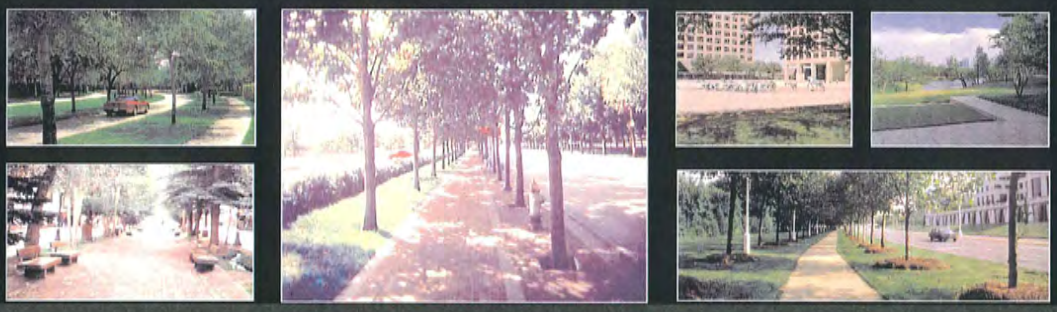
RURAL AGRARIAN

NATURAL RUSTIC

NATURAL MANICURED



BOULEVARD



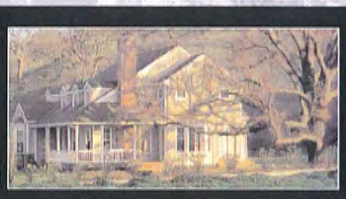
	FIRST CHOICE	SECOND CHOICE	TOTAL
RURAL	1	1	2
NATURAL-RUSTIC	0	5	5
NATURAL-MANICURED	5	3	8
BOULEVARD	18	17	35

SINGLE FAMILY HOUSING

RURAL LARGE LOT HOUSING

SUBURBAN MASTER PLANNED

SUBURBAN



URBAN FRINGE

NEO-TRADITIONAL

NEO-TRADITIONAL

	FIRST CHOICE	SECOND CHOICE	TOTAL
RURAL LARGE LOT HOUSING	1	1	2
SUBURBAN MASTER PLANNED	5	3	8
SUBURBAN	4	8	12
URBAN FRINGE	6	4	10
NEOTRADITIONAL	11	13	24

MULTI-FAMILY HOUSING

SUBURBAN GARDEN APARTMENTS

URBAN GARDEN APARTMENTS

2-3 STORY URBAN

3-4 STORY URBAN

6-8 STORY TOWERS

	FIRST CHOICE	SECOND CHOICE	TOTAL
SUBURBAN GARDEN APARTMENT	4	3	7
URBAN GARDEN APARTMENT	10	10	20
2-3 STORY URBAN	12	16	28
3-4 STORY URBAN	2	5	7
6-8 STORY URBAN	0	1	1

RETAIL SPACES

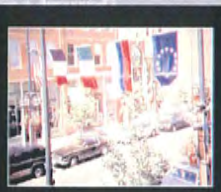
LARGE SCALE RETAIL

STRIP SHOPPING CENTERS

STRIP SHOPPING CENTERS

STRIP SHOPPING CENTERS

MIXED USE CENTERS



MIXED USE CENTERS

	FIRST CHOICE	SECOND CHOICE	TOTAL
LARGE SCALE RETAIL	5	8	13
STRIP CENTERS	14	8	22
MIXED USE	15	14	29

OFFICE SPACES

CONVERTED RESIDENTIAL

1-3 STORY SINGLE / MULTI TENANT

CORPORATE CAMPUS

SUBURBAN OFFICE

4-6 STORY URBAN

6-8 STORY URBAN

	FIRST CHOICE	SECOND CHOICE	TOTAL
CONVERTED RESIDENTIAL	3	1	4
1-3 STORY SINGLE / MULTI TENANT	2	2	4
CORPORATE CAMPUS	4	4	8
SUBURBAN OFFICE	12	16	28
4-6 STORY URBAN	4	3	7
6-8 STORY URBAN	4	0	4

PRESTON ROAD PREFERRED & UNDESIRABLE AREAS

Yellow areas indicate areas that participants preferred. Red areas indicate areas participants found unattractive.

The Stonebriar Centre Mall development received 14 favorable votes.

The Texaco station at Lebanon Road received 7 negative votes.

The Main Street and Preston Road intersection received 11 negative votes.

The remaining areas were scatter positive and negatives votes spread across the southern half of the corridor.

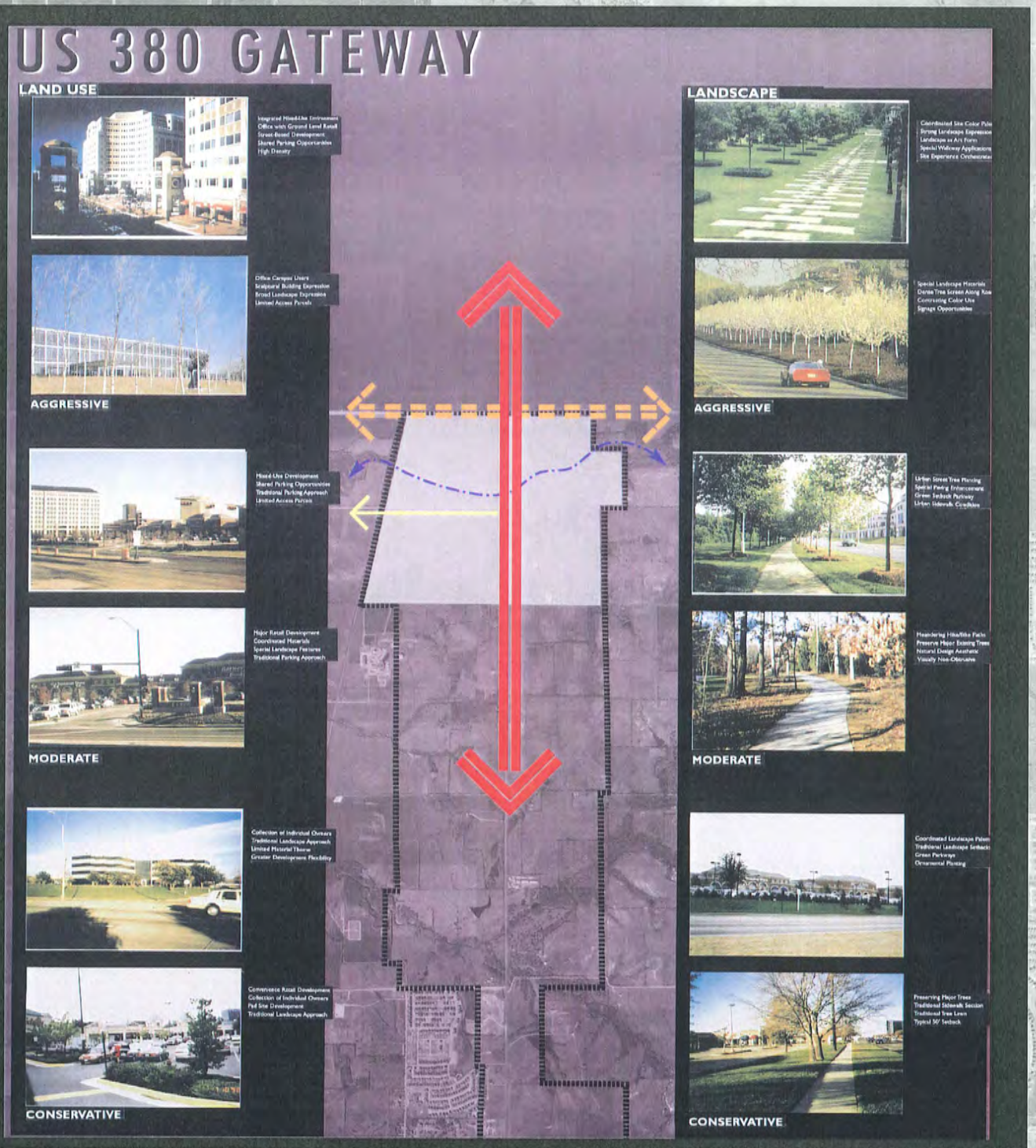
4 Conceptual Land Use / Landscape Survey

In order to further encourage citizen participation in this consensus based planning process, a conceptual land use and landscape survey was orchestrated to gather specific direction towards the creation of a unique identity for the Preston Road Corridor. This survey was based upon the five subdistricts defined in the corridor analysis workshop. The team produced a series of image boards that depicted conservative, moderate, and aggressive approaches for each subdistrict. Participants were asked to choose a preferred approach. Once again, the Conceptual Land Use / Landscape Survey underscored the community's proactive desire to respond to the challenge of creating a unique identity for the Preston Road Corridor.

Summarizing the results of the community workshop voting, participants preferred an aggressive mixed-use land use and moderate landscape approaches at both the 121 and 380 Gateways. Specifically citing landscape treatments similar to the Frisco Bridges as the preferred approach. The Main Street area was viewed as becoming an integrated mixed-use environment that included office, residential, and ground level retail with an urban streetscape of in-line storefronts and opportunities for loft housing. The corridors that connect the gateways and Main Street were viewed far more conservatively, with no changes in land use except for the limiting of some uses. In addition, the landscape approaches for these area were more conservative as well with some opportunities for a more moderate landscape approach in certain areas.

Participants at the community workshop expressed concern that the preferences of those attending were not reflective of the community as a whole. Therefore, announcements were sent out to the community and a second survey was undertaken. The second survey was again open to public and participants were asked to vote upon the preferred options/images and offer any comments or concerns. The results of the second survey were far more aggressive across the board

The following pages present the land use and landscape approaches possible within each subdistrict and summary tables indicating the results of both surveys.

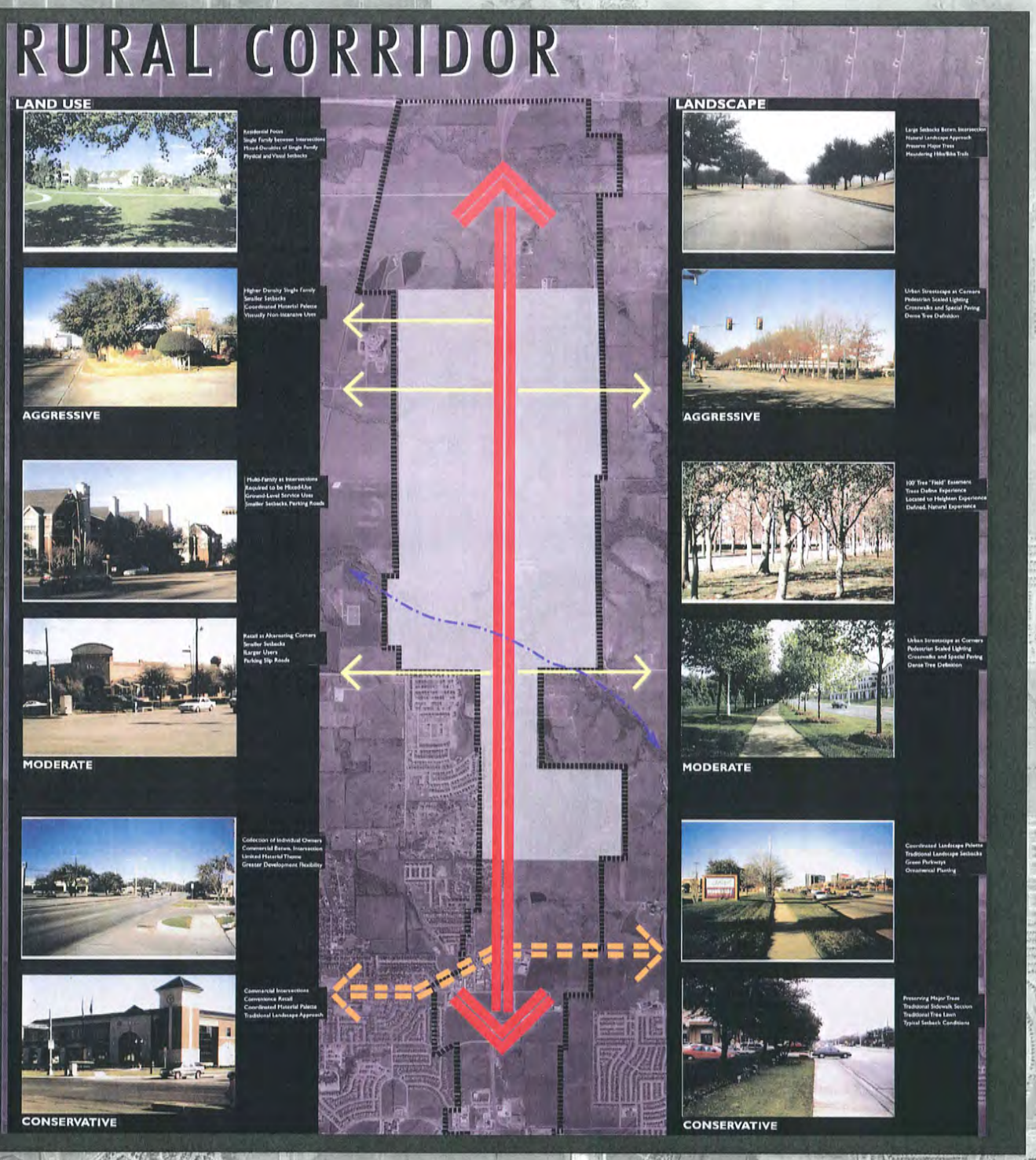


Workshop	Land Use	Landscape
Aggressive	21	9
Moderate	15	20
Conservative	4	4

Survey	Land Use	Landscape
Aggressive	42	35
Moderate	17	28
Conservative	10	6

Total	Land Use	Landscape
Aggressive	63	44
Moderate	32	48
Conservative	14	10

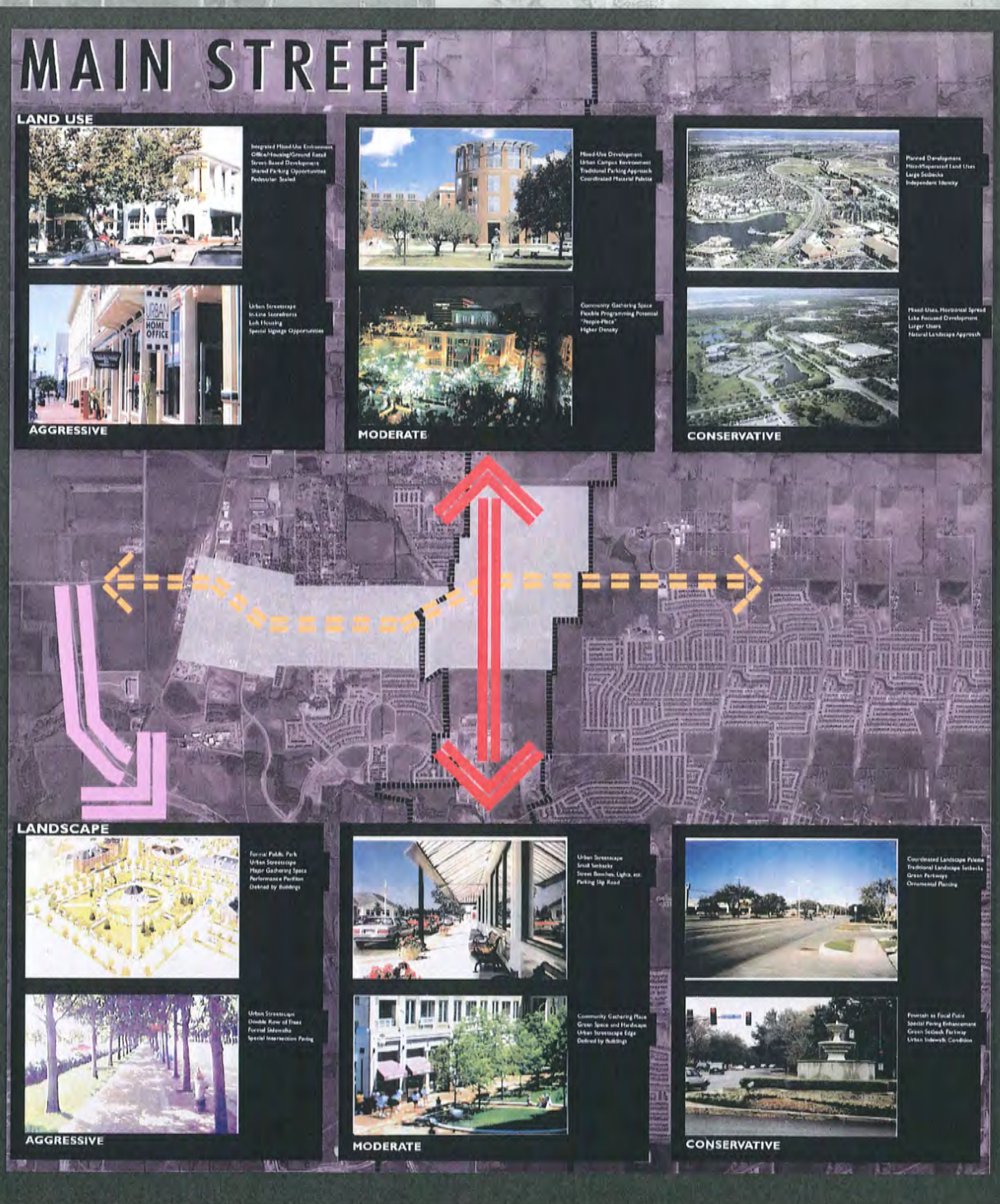
RURAL CORRIDOR



Workshop	Land Use	Landscape
Aggressive	11	2
Moderate	11	26
Conservative	28	20

Survey	Land Use	Landscape
Aggressive	46	40
Moderate	15	23
Conservative	8	8

Total	Land Use	Landscape
Aggressive	57	42
Moderate	26	49
Conservative	36	25



Workshop	Land Use	Landscape
Aggressive	24	12
Moderate	4	19
Conservative	10	8

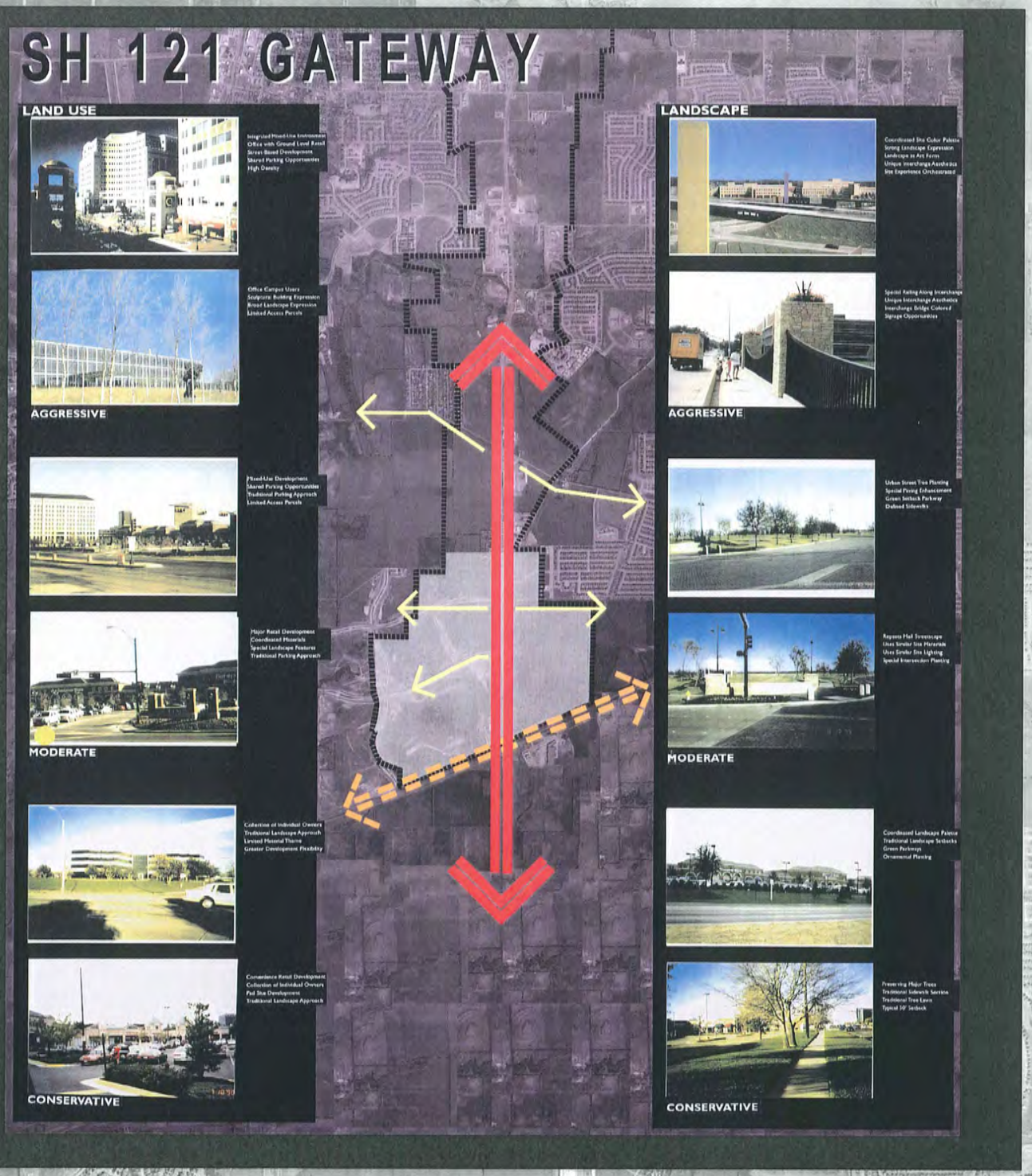
Survey	Land Use	Landscape
Aggressive	41	44
Moderate	21	20
Conservative	6	4

Total	Land Use	Landscape
Aggressive	65	56
Moderate	25	39
Conservative	16	12

Workshop	Land Use	Landscape
Aggressive	7	0
Moderate	14	23
Conservative	32	28

Survey	Land Use	Landscape
Aggressive	32	32
Moderate	25	28
Conservative	12	9

Total	Land Use	Landscape
Aggressive	39	32
Moderate	39	51
Conservative	44	37



Workshop	Land Use	Landscape
Aggressive	21	11
Moderate	13	22
Conservative	5	7

Survey	Land Use	Landscape
Aggressive	37	27
Moderate	22	34
Conservative	10	8

Total	Land Use	Landscape
Aggressive	58	38
Moderate	35	56
Conservative	15	15

The three corridor concepts represent the combination of the land use and landscape approaches for the five districts. The three different concepts illustrate what plans could look like if all the aggressive, moderate, and conservative plans were respectively combined into single planning approaches. In combining these various approaches we are able to see just how different the Preston Road corridor may look. In the end, the final plan for the overlay district will combine the various elements of the three approaches to form a comprehensive plan that creates a lasting image for the community's overall identity.

5 Planning and Identity Concepts

Street Framework

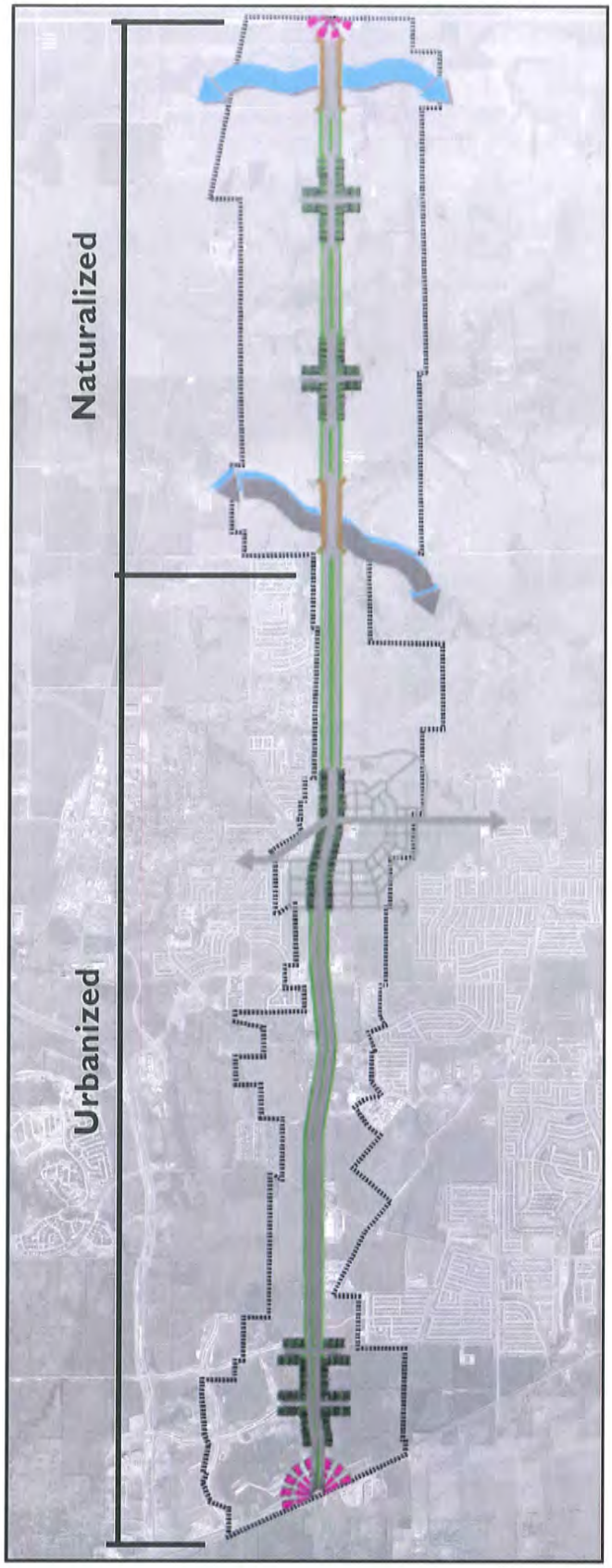
The planning objective is to create within the Preston Road Overlay District, a street framework that supports a range of densities and land uses, and at the same time creating a high quality ammenitized public infrastructure that encourages pedestrian activity, street life, and a sense of community.

The street framework provides the structure and dimensions that will give cohesiveness to Preston Road. Examples of such structure and dimensions include the uniform spacing of street trees, single or double rows of street trees, varied median treatments, and landscape cohesiveness along Preston Road. Street light fixtures should be placed every 90', and a minimum 4'- 6' wide sidewalk constructed parallel to or meandering in and out of the right of way. These improvements occur within the required landscape easement or slip road as specified within this document. The street right-of-way spans a total of 120', and the medians are a minimum of 14' in width. The dimensions are nominally constant, but allow for different options and variety in landscape character.

The key design features that are necessary to create the characteristics within the public infrastructure to create a recognizable identity for the Preston Road corridor:

1. Continuity of landscape
2. Uninterrupted sidewalks along Preston Road
3. Crosswalk demarcation at street intersections
4. Slip roads to provide street activity and to protect pedestrians from traffic movements
5. High levels of street lighting
6. Short block lengths to minimize superblock or internalized development patterns
7. Punctuation points, public spaces, plazas, pocket parks, etc. to create people places and landmarks within the overall district plan.

Street Framework Diagram



Street Design Standards

The design standards for street design within the Preston Road corridor are based upon the following street standards:

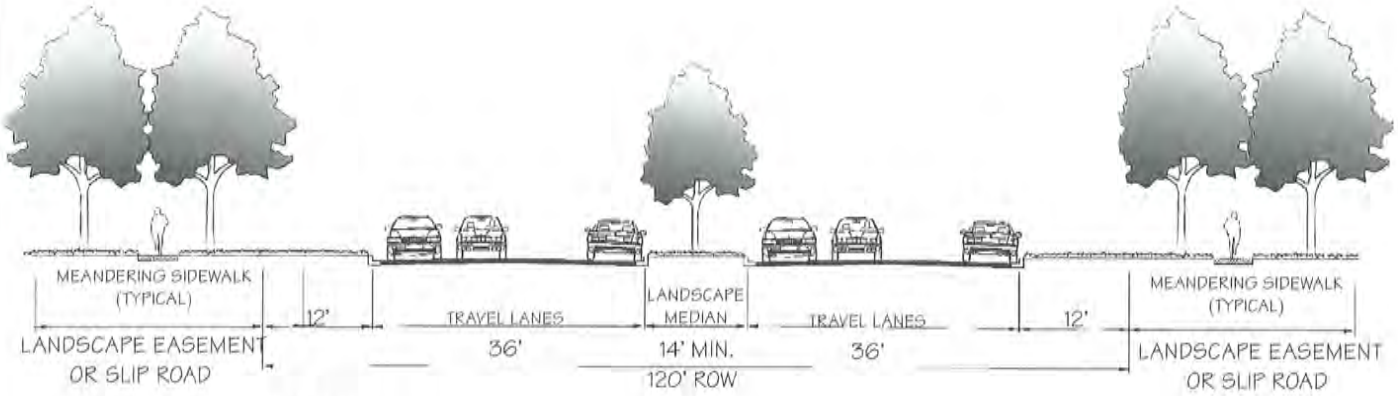
Preston Road - 14' (Min) Landscape Median
Collector Streets
Quasi-Public Streets*

**Quasi-public streets are privately owned and maintained drives open to public access. Required quasi-public streets are designated on the site plan and plat. A fire lane shall be located within all quasi-public streets. Lots may be platted to quasi-public streets.*

Legend

- **Gateway**
- **Creeks**
- **Urbanized Intersection**
- **Boulevard**
- **Main Street**
- **Bridge**

Design Standards: Preston Road
Existing Standard Street Section



120' Preston Road R.O.W.
6 Driving lanes (36' Each Direction)
Median varies (14' typical)
12' Utility / Sidewalk Easement (Within ROW)
4' Minimum sidewalks (Typical) Sidewalk may not meander in parkway closer than 5' from the back of curb.
Landscape Easement or Slip Road
See Landscape Standards for additional requirements

Note: This section does not reflect right/left turn lanes and deceleration lanes, which requires additional ROW.

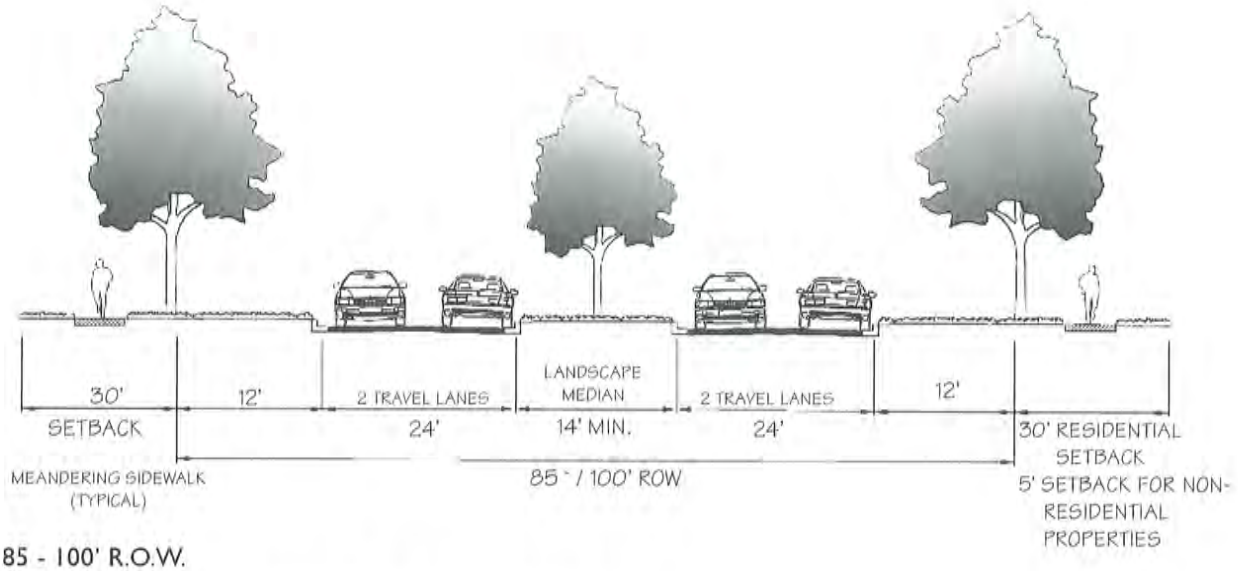
14' MEDIAN (TYPICAL)

- Preston Road Right-of-Way - 120' width.
- Landscape Easement or slip road
- Drive Lanes - 36' width.
- Brick crosswalk with stone band accents
- Double row or naturalized clumping of ornamental street Trees in the median.
- Use large tree species rather than smaller ornamental trees. Ornamental trees should be used at intersections for visual interest.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all intersections and driveways.
- Refer to Landscape Standards for landscape requirements

14' MEDIAN WITH ENTRY MONUMENTS AT SUBDISTRICT ENTRIES (TYPICAL)

- Preston Road Right-of-Way - 120' width.
- Landscape Easement or slip road
- Drive Lanes - 36' width.
- Brick crosswalk with stone band accents
- Double row or naturalized clumping of ornamental street Trees in the median.
- Use large tree species rather than smaller ornamental trees.
- Monuments used to demarcate special points and districts.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all intersections and driveways.
- Refer to Landscape Standards for landscape requirements

Design Standards: Collector Street



85 - 100' R.O.W.
4 Driving lanes
4' Sidewalks (Minimum) Sidewalk may not meander in parkway closer than 5' from the back of curb.
Median crowned for positive drainage
See Landscape Standards for additional requirements

Note: This section does not reflect right/left turn lanes and deceleration lanes, which requires additional ROW.

STREET TREES

Each street shall have street trees planted at a uniform spacing of 30' on center

Locate trees 16' from back of curb

Use large tree species rather than smaller ornamental trees.

Ornamental trees may be used at intersections for visual interest.

Locate trees no closer than 40' feet from the curb line of an intersecting street.

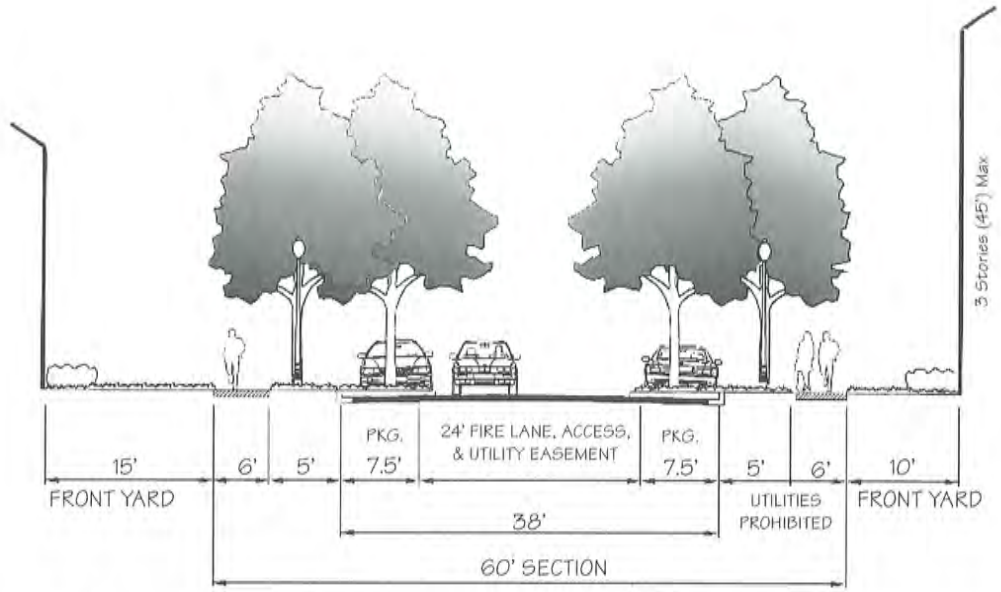
STREET LIGHTING

Locate street lamps per City of Frisco standards

Light standards should be painted a dark green comparable to Frisco Bridges light standard

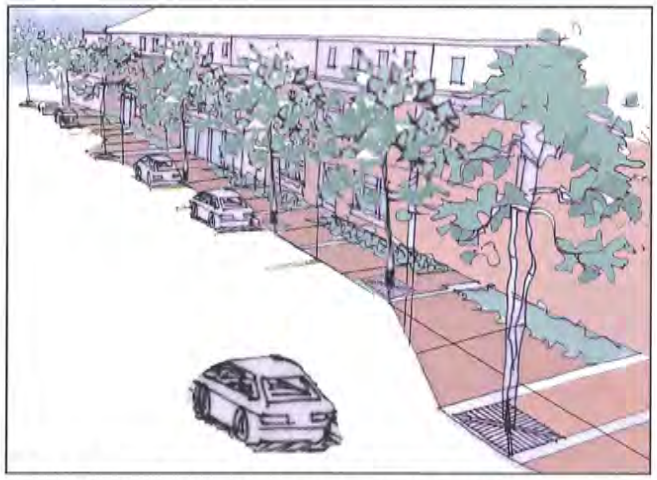
Lamp posts and fixtures must be consistent with City of Frisco approved fixtures and design standards.

Design Standards: Quasi-Public Street
With Parallel Parking



60' Section - Fire lane, access, utility easement.
Utilities may not be located in area 11' from back of curb
2 Driving lanes
2 Parallel parking lanes

4' Sidewalks Landscape bump outs required between every 5 spaces parking spaces
See Landscape Standards for additional requirements



View of quasi-public street with parallel parking

STREET TREES

Each street shall have 4" caliper trees planted at a uniform spacing of 45' on center. One additional 4" caliper tree is required for every five parking spaces.

A 7.5' by 20' tree island is required between every fifth parking space.

Locate trees 4' from back of curb

Use large tree species rather than smaller ornamental trees.

Locate trees no closer than 30' feet from the curb line of an intersecting street.

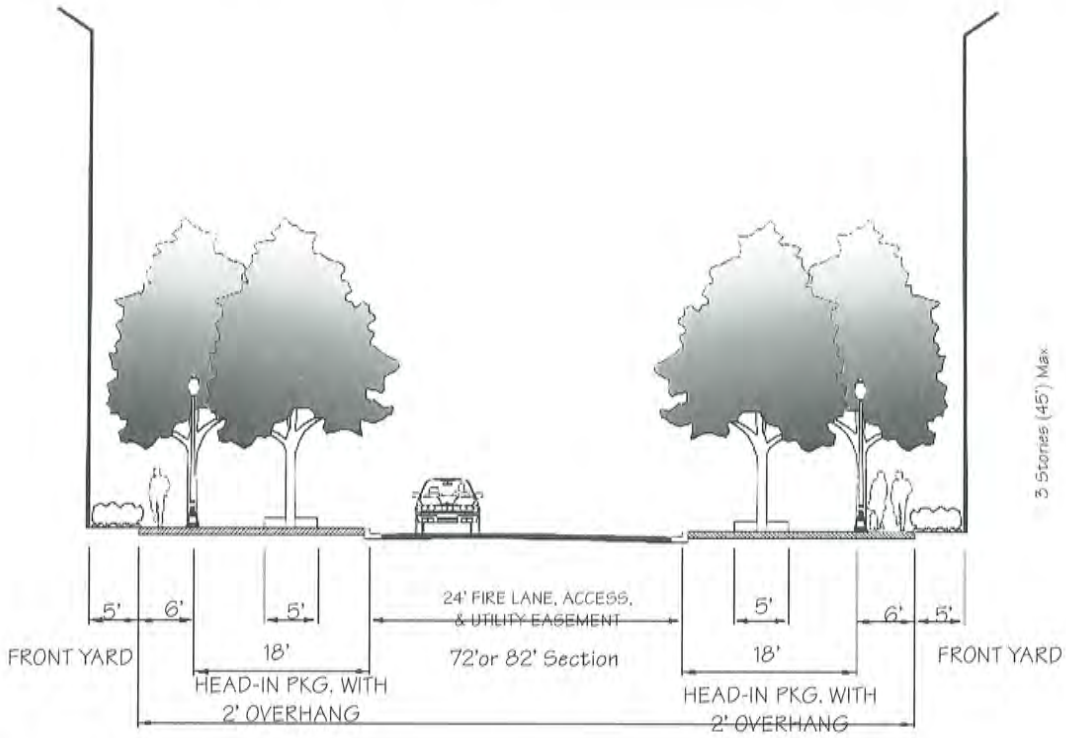
STREET LIGHTING

Locate street lamps per City of Frisco standards

Light standards should be painted a dark green comparable to Frisco Bridges light standard

Lamp posts and fixtures must be consistent with City of Frisco approved fixtures and design standards.

Design Standards: Quasi-Public Street
With Head-in Parking



72' or 82' Section.
4 Driving lanes
2 Head-in parking lanes
6' Sidewalks
Design speed 30mph
See Landscape Standards for additional requirements

View of quasi-public street with head-in parking

STREET TREES

Each street shall have 4" caliper trees planted at a uniform spacing of 45' on center. One additional 4" caliper tree is required for every five parking spaces.

A 9' by 18' tree island is required between every fifth parking space.

Locate trees 4' from back of curb

Use large tree species rather than smaller ornamental trees.

Locate trees no closer than 30' feet from the curb line of an intersecting street.

STREET LIGHTING

Locate street lamps per City of Frisco standards

Light standards should be painted a dark green comparable to Frisco Bridges light standard

Lamp posts and fixtures must be consistent with City of Frisco approved fixtures and design standards.

Civic Identity Plan

The purpose of this Civic Identity plan is two fold,

1) Ensure that people can quickly and easily make their way through and identify where they are within the corridor
2) Establish a series of events along the eleven mile corridor that are interesting, diverse, and unique.

It is essential that wayfinding systems, monumentation, and landscape identity should be designed to contribute to the overall corridor identity.

The use of a "family" of streetscape elements will help tie together the Preston Road corridor in Frisco. These proposed, preliminary designs offer basic forms, colors and materials that will contribute in making the Frisco streetscape identifiable. (See Landscape Standards Page 94)

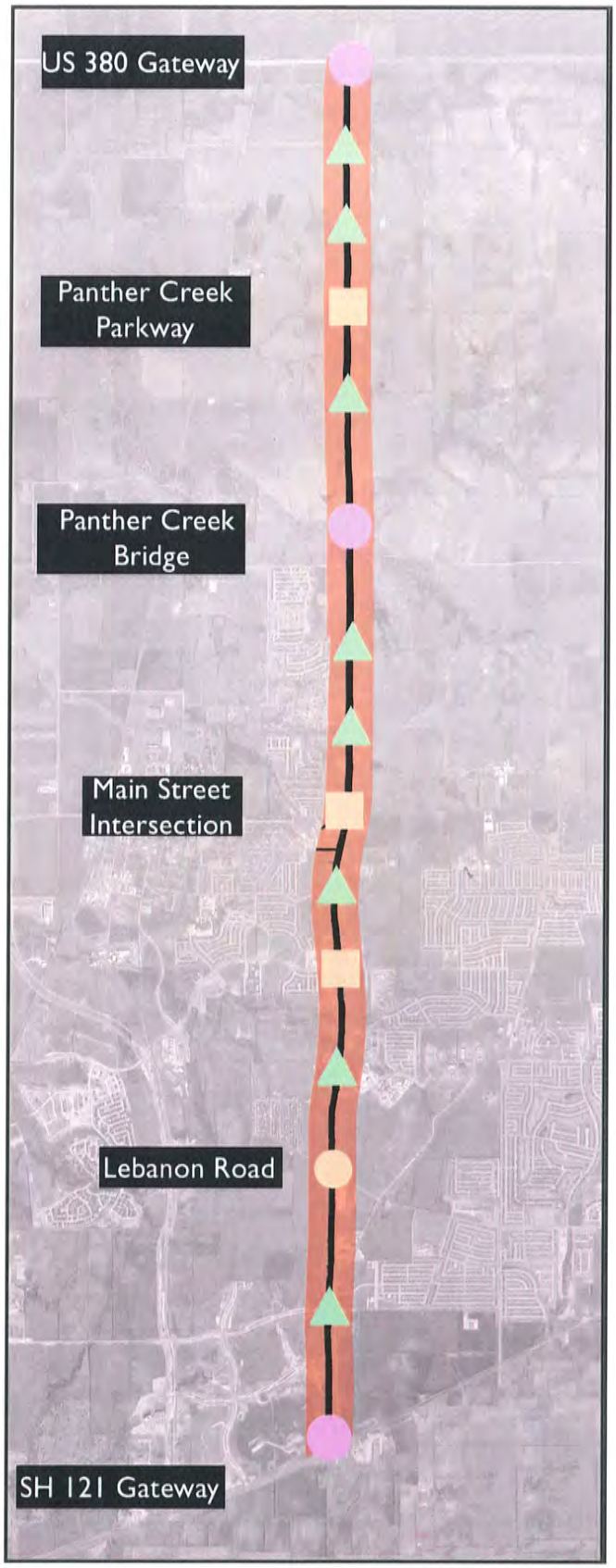
In addition to signage and monumentation, the incorporation of places with distinct functions along the Preston Road corridor are proposed to have bolder, more intense landscape designs to accentuate their importance. These special points include the US 380 interface with Preston Road, the intersection of Main Street and Preston Road, the bridge at Panther Creek, and the junction of SH 121 with Preston Road. In addition, the introduction of landscape "punctuation points" or "sculptural landscapes," along the Preston Road corridor help to provide interest within a unified framework of streetscape elements.

The key design features that are necessary to create the characteristics within the public infrastructure to create a recognizable identity for the Preston Road corridor:

1. Family of Elements
2. Cohesive Streetscape
3. Points of Interest
4. Punctuation Points

The following pages identify identify key areas along Preston Road.

Civic Identity Plan



Points of Interest

The civic identity plan identifies locations within the Preston Road corridor where points of interest will occur. These include the following elements::

1. Gateways
2. Bridges
3. Urbanized Intersections
4. Landscape Punctuation Points (See Landscape Standards Page 94)

Legend

Gateway / Bridges **(See Page 106)**

Urbanized Intersection **(See Page 107)**

Special Features / Punctuation Points **(See Page 109)**

6 Development Standards

ORGANIZATION OF THE DEVELOPMENT STANDARDS

The Development Standards are intended to allow and encourage flexibility and innovation in developing projects within the Preston Road Corridor Overlay District. They are to be used for development by builders/developers, and their engineers, architects, landscape architects, etc. who will plan and construct the architectural fabric of the corridor. These standards may be modified from time to time by the City of Frisco.

These development standards are organized such that a project that falls within a specific subdistrict will need to comply with the specific standards for that subdistrict, as well as the comprehensive plan and all other City, State, and Federal rules, regulations, and laws.

These design criteria are divided into four sections:

1) US 380 and SH 121 Gateways (See Page 47)
2) Rural Corridor (See Page 60)
3) Main Street (See Page 71)
4) Retail Corridor (See Page 82).

Each section is further divided to reflect both macro and site specific standards. The first part of each section defines the boundaries of the subdistrict. The second portion describes suggested uses within each subdistrict and is based upon meetings with stakeholders, City Council, the Planning and Zoning Commission, and city staff. The next parts describe the macro issues of setbacks, height limits and density. The final portion are the specific design criteria that are intended to create standards for the character of each subdistrict, as well as, maintain the overall cohesiveness of the district. The intent of these design criteria is to ensure a high quality standard for development and make Preston Road Corridor Overlay District an identifiable civic and commercial core for the community.

In addition to compliance with these development standards, all project development shall comply with all applicable codes, ordinances, and practices including, but not limited to, the following:

City of Frisco Comprehensive Zoning Ordinance
UNIFORM BUILDING CODE WITH APPLICABLE AMENDMENTS
NATIONAL ELECTRICAL CODE WITH APPLICABLE AMENDMENTS
UNIFORM PLUMBING CODE WITH APPLICABLE AMENDMENTS (UPC)
UNIFORM FIRE PREVENTION CODE WITH APPLICABLE AMENDMENTS
Guide of the American Society of Heating, Refrigerating and Air Conditioning Engineering (ASHRAE)
Americans with Disabilities Act (ADA)
National Fire Protection Association (NFPA)
American Gas Association (AGA)
Underwriters Laboratories (UL)
Guide of Sheet Metal and Air Conditioning Contractors National Association Inc. (SMACNA)

Local building codes, life safety codes, and all applicable Federal and State regulations take precedence where any standard appears to require or recommend actions that are in conflict with such codes and regulations.

US 380 AND SH 121 GATEWAYS

Boundaries:

The boundary for the US 380 Gateway subdistrict extends from US 380 in the north to CR 26 in the south. All tracts of land adjoining Preston Road were included in this area. In addition, several parcels have been included in the overlay district for continuity, these sites either have not yet been incorporated by the city.

The boundary for the SH 121 Gateway subdistrict extends from SH121 in the south to Gaylord Parkway in the north. All tracts of land adjoining Preston Road were included in this area, including the Frisco Bridges sites.

US 380 GATEWAY - PROHIBITED USES

PRIMARY RESIDENTIAL USES:
MOBILE HOME ON INDIVIDUAL LOT
MODULAR HOME

EDUCATIONAL, INSTITUTIONAL, PUBLIC, AND SPECIAL USES:
HALFWAY HOUSE
METAL BUILDING (PRIMARY OR MAIN)

RETAIL & RELATED USES
BUILDING MATERIALS & HARDWARE (OUTSIDE)
CONVENIENCE STORE W/ GAS PUMP
PAWN SHOP

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES
AUTOMOBILE LEASING OR RENTING
AUTOMOBILE RECONDITIONS, BODY/FENDER REPAIR
AUTOMOBILE REPAIR, MAJOR
AUTOMOBILE SALES, NEW
AUTOMOBILE SALES, USED
AUTOMOBILE SERVICE STATION
BOAT SALES, NEW
BOAT SALES, USED OR REPAIR
BUS TERMINAL
FREIGHT OR TRUCK TERMINAL YARD
HEAVY MACHINERY SALES AND SERVICE
HEAVY VEHICLE STORAGE
HELIPORT
MOTORCYCLE SALES, NEW
MOTORCYCLE SALES, USED
MOTOR RACEWAY
RECREATION VEHICLE, NEW
RECREATION VEHICLE, USED
TRAILER RENTAL
TRUCK RENTAL OR LEASING
TRUCK REPAIR & OVERHAUL
TRUCK SALES, NEW
TRUCK SALES USED
VEHICLE OR CAR WASH (SELF-SERVE)

AMUSEMENT & COMMERCIAL USES
FIRING RANGE, INDOOR/OUTDOOR
FLEA MARKET
GREENHOUSES & NURSERIES (COMMERCIAL)
INSURANCE / INSURANCE ESTIMATORS OFFICE
OPEN OR OUTSIDE STORAGE OF PRODUCTS OR MATERIALS (NOT SCREENED)
THEATER, OUTDOOR

LIGHT INDUSTRIAL & HEAVY COMMERCIAL USES
BAKERY (COMMERCIAL)
BATCHING PLANT (CONCRETE OR ASPHALT
BRICK COMPANY, SALES
BUILDING MATERIALS & LUMBER STORAGE YARDS & SALES
CONTRACTORS SHOP OR STORAGE YARD
DRY CLEANING PLANT OR COMMERCIAL LAUNDRY
LANDFILL (COMMERCIAL)
LANDSCAPING SERVICE
MOVING COMPANY
OFFICE/WAREHOUSE
OVERNIGHT DELIVERY & SERVICE CENTER
PLUMBING SHOP & RELATED SERVICES
ROCK QUARRIES, SAND, GRAVEL OR EARTH EXCAVATION
ROOFING & SIDING COMPANY
SELF-STORAGE OR MINI-WAREHOUSE
WHOLESALE DISTRIBUTION CENTER
WHOLESALE FOOD DISTRIBUTION
WRECKING YARD, AUTO SALVAGE, JUNKYARD OR OUTSIDE RECLAMATION

US 380 GATEWAY - USES WITH CONDITIONAL DEVELOPMENT STANDARDS

OFFICE & PROFESSIONAL USES
BANK, SAVINGS & LOAN & CREDIT UNIONS

RETAIL & RELATED USES
DRY CLEANING OR SHOE PICK-UP/DROP-OFF
KIOSK
PHARMACIST OR DRUGSTORE
RADIO SALES & INSTALLATION
RESTAURANT, DRIVE IN
RESTAURANT W/ DRIVE-THRU
SECURITY SYSTEMS INSTALLATION COMPANY
AUTO GLASS SALES & REPAIR
AUTOMOBILE REPAIR, MINOR
VEHICLE OR CAR WASH

AMUSEMENT & COMMERCIAL USES
BANKING, AUTOMATED TELLER ONLY
TIRE DEALER (NEW)

SH 121 GATEWAY - PROHIBITED USES

PRIMARY RESIDENTIAL USES
MOBILE HOME ON INDIVIDUAL LOT
MODULAR HOME

EDUCATIONAL, INSTITUTIONAL, PUBLIC, AND SPECIAL USES:
HALFWAY HOUSE
METAL BUILDING (PRIMARY OR MAIN)

RETAIL & RELATED USES
BUILDING MATERIALS & HARDWARE (OUTSIDE)
CONVENIENCE STORE W/ GAS PUMP
PAWN SHOP

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES
AUTOMOBILE SERVICE STATION
BOAT SALES, NEW
BOAT SALES, USED OR REPAIR
BUS TERMINAL
FREIGHT OR TRUCK TERMINAL YARD
HEAVY MACHINERY SALES AND SERVICE
HEAVY VEHICLE STORAGE
HELIPORT
MOTOR RACEWAY
RECREATION VEHICLE, NEW
RECREATION VEHICLE, USED
TRAILER RENTAL
TRUCK RENTAL OR LEASING
TRUCK REPAIR & OVERHAUL
TRUCK SALES, NEW
TRUCK SALES USED
VEHICLE OR CAR WASH (SELF-SERVE)

AMUSEMENT & COMMERCIAL USES
FIRING RANGE, INDOOR/OUTDOOR
FLEA MARKET
GREENHOUSES & NURSERIES (COMMERCIAL)
INSURANCE / INSURANCE ESTIMATORS OFFICE
OPEN OR OUTSIDE STORAGE OF PRODUCTS OR MATERIALS (NOT SCREENED)
THEATER, OUTDOOR

LIGHT INDUSTRIAL & HEAVY COMMERCIAL USES
BAKERY (COMMERCIAL)
BATCHING PLANT (CONCRETE OR ASPHALT)
BRICK COMPANY, SALES
BUILDING MATERIALS & LUMBER STORAGE YARDS & SALES
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ROOFING & SIDING COMPANY
SELF-STORAGE OR MINI-WAREHOUSE
WHOLESALE DISTRIBUTION CENTER
WHOLESALE FOOD DISTRIBUTION
WRECKING YARD, AUTO SALVAGE, JUNKYARD OR OUTSIDE RECLAMATION

SH 121 GATEWAY - USES WITH CONDITIONAL DEVELOPMENT STANDARDS

OFFICE & PROFESSIONAL USES
BANK, SAVINGS & LOAN & CREDIT UNIONS

RETAIL & RELATED USES

DRY CLEANING OR SHOE PICK-UP/DROP-OFF
KIOSK
PHARMACIST OR DRUGSTORE
RADIO SALES & INSTALLATION
RESTAURANT, DRIVE IN
RESTAURANT W/ DRIVE-THRU
SECURITY SYSTEMS INSTALLATION COMPANY

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES
AUTO GLASS SALES & REPAIR
AUTOMOBILE REPAIR, MINOR
VEHICLE OR CAR WASH

AMUSEMENT & COMMERCIAL USES
BANKING, AUTOMATED TELLER ONLY
TIRE DEALER (NEW)

SH 121 GATEWAY - ACCESSORY USES

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES

AUTOMOBILE LEASING OR RENTING
AUTOMOBILE RECONDITIONS, BODY/FENDER REPAIR
AUTOMOBILE REPAIR, MAJOR
AUTOMOBILE SALES, USED
MOTORCYCLE SALES, USED

USES WITH CONDITIONAL DEVELOPMENT STANDARDS

Dry Cleaning Establishment, Drugstore or Pharmacist, Kiosk, Restaurant with Drive-In, Restaurant with Drive-Thru, Banks, Automated Teller (ATM), or any other drive-thru facility

- A 10-foot wide landscape edge shall wrap around the outer edge of the drive-thru lane for a distance to equal the minimum stacking requirement.
- Landscaping shall consist of a combination of evergreen and deciduous trees, with ornamental trees or shrubs.* Refer to Zoning Ordinance Section 39.7 for recommended plant materials.
- The perimeter landscaping shall count towards the landscape screen if the landscape screen is placed on the perimeter of the property.

Radio Sales & Installation, Security System Installation, Automobile Repair (minor), Service Station, Auto Glass Sales & Repair, Vehicle or Car Wash, Tire Dealer, or any other use with a service bay

- Service bays shall be oriented perpendicular to Preston Road
- All bays shall be screened with landscaping. The landscape island shall have a minimum width of 15-feet, measured from back of curb to back of curb.
- Landscaping shall consist of a combination of evergreen and deciduous trees, with ornamental trees or shrubs.* Refer to Zoning Ordinance Section 39.7 for recommended plant materials.
- The landscape screen shall not be located more than 45-feet from the service bays.
- The perimeter landscaping shall count towards the landscape screen if the landscape screen is placed on the perimeter of the property.

Automobile Sales (new) / Motorcycle Sales (new)

- Only permitted in Retail Corridor south of Wade Boulevard and SH 121 Gateway

Auto Leasing and Rental, Automobile Reconditions & Body Repair, Automobile Repair Major, Automobile Sales (used), Motorcycle Sales (used)

- Only permitted as an accessory use to Automobile Sales (new)
- Storage of vehicles dismantled, wrecked and inoperable vehicles associated with car repair must be stored in the building or screened with landscaping around the perimeter of the storage area. Landscaping shall consist of evergreens, deciduous trees, ornamental and shrubs. The living screen shall be solid.
- Motorcycle Sales (used) is only permitted as an accessory use to Motorcycle Sales (new).

* The landscape screen shall consist of one evergreen or deciduous tree (minimum 3" caliper) per fifteen linear feet with shrubs (minimum 5 gallon) planted three feet on center or ornamental trees evenly interspersed between the evergreen or deciduous trees.

Setbacks:

SH121 - Minimum 50' front yard (including 30' Landscape Easement) from Preston Road within SH 121 Gateway. (See Figure 1.1) Minimum front yard of 30' may be utilized provided that no parking or drive aisles occur between building and street.

US 380 - Minimum 100' front yard (including 100' Landscape Easement) from Preston Road within US 380 Gateway. (See Figure 1.2) No parking or drive aisles may occur between building and street.

5' from right of way for non-residential uses located on streets other then major thoroughfares that connect with Preston Road.

Seventy five percent (75%) of building must be on build-to-line, additional twenty five percent (25%) may setback additional 10'. (See Figure 1.3)

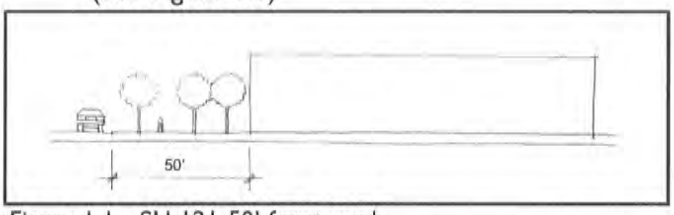


Figure 1.1 - SH 121 50' front yard

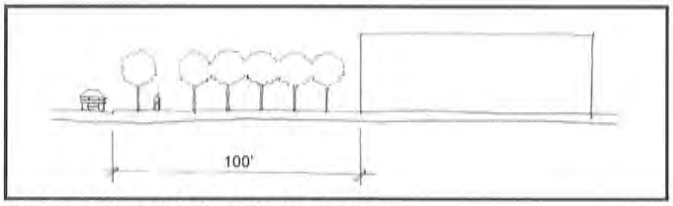


Figure 1.2 - US 380 100' front yard

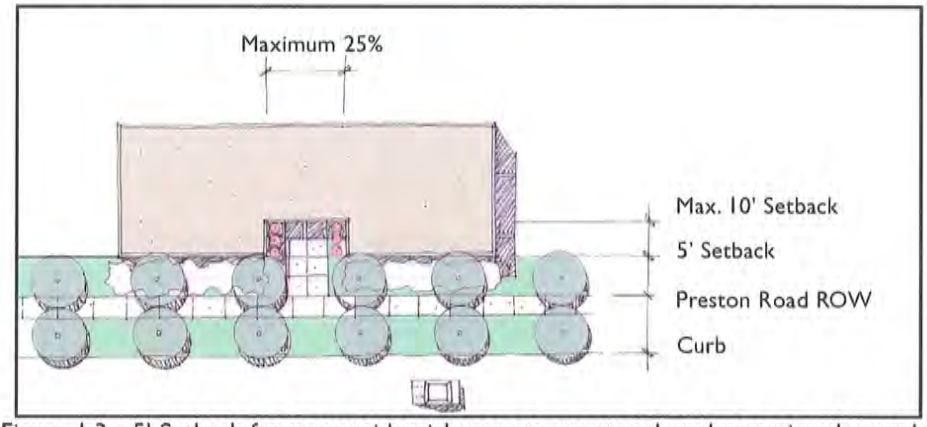


Figure 1.3 - 5' Setback for non-residential uses on streets other then major thoroughfares that connect with Preston Road

Street Standards:

- Typical street section (see Figure 1.4) for this portion of Preston Road includes double rows of large trees (minimum 3" caliper at 30' o.c.) for the landscape easement and a double row of ornamental trees in the median. (Refer to Street Framework Page 38)
- Street Trees in landscape easement (Double Row) - Spacing is nominally 30' o.c. The first row of trees is 16' from back of curb. The second row of trees is 30' from back of curb.
- Street Trees in Median (Double Row) - Two formal rows of ornamental street trees shall be placed. Spacing is nominally 35' o.c. with rows centered in the median.
- Property owner is responsible for installing, maintaining, and replacing trees in the required landscape easement.

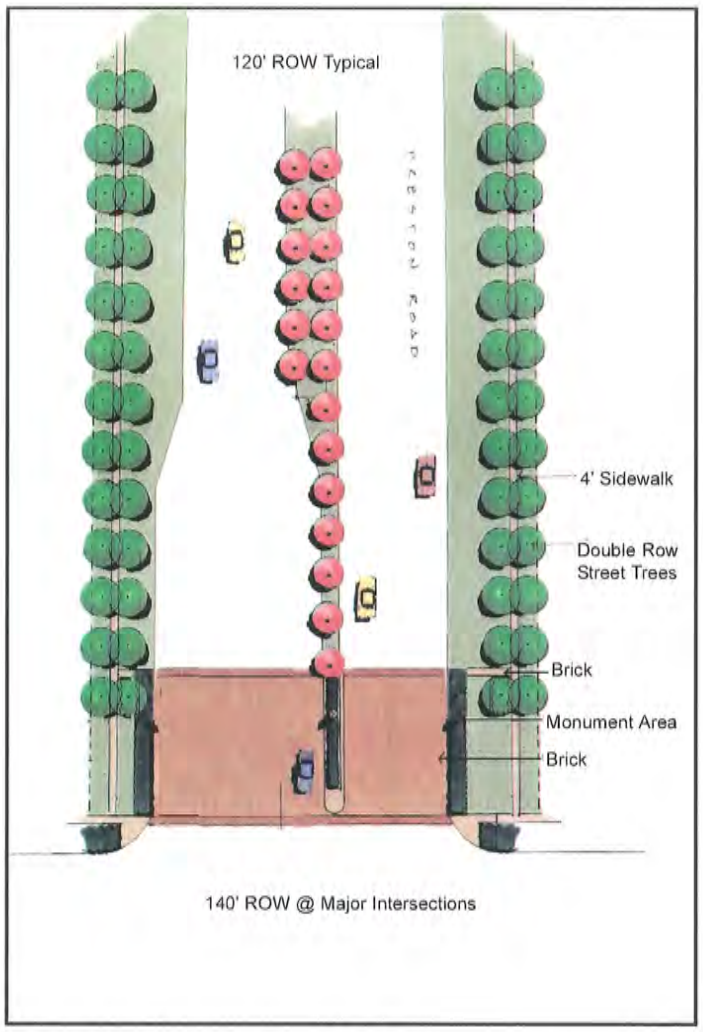


Figure 1.4 - Street Landscape Standard

US 380 and SH121 Gateways Building Standards:

1. Site Development

- Development shall be sited as to maximize presence. The primary facade of all buildings shall face a public or private road or street.
- The location and placement of buildings on individual sites shall reflect consideration for roadway access, the preservation of major existing natural vegetation, visual impact, and the relationship to sur rounding developments.

2. Exterior Appearance of Buildings and Structures

- All buildings shall be architecturally finished on all four sides with a higher level of finish on the front facades (those facades directly visible from Preston Road / primary project entrance).
- Breaking down the massing and scale of larger buildings creates a pedestrian-scaled collection of smaller individualized elements.
- Building entrances shall be articulated and defined to present a strong entry presence. Buildings shall include no less than three of the following:
  - a) Canopies, awnings, or porticos;
  - b) Overhangs,
  - c) Recesses/projections,
  - d) Arcades,
  - e) Peaked roof forms,
  - f) Arches,
  - g) Outdoor patios,
  - h) Display windows,
  - i) Architectural details (ie tile work & moldings) integrated into building facade,
  - j) Integrated planters or wing walls that incorporate landscape and sitting areas.
- Building over 50,000 s.f. must include a minimum of five of the above elements.
- Building over 100,000 s.f. must include a minimum of seven of the above elements.
- All buildings greater than one story shall be designed to express a base, midsection, and top. The base and tops of buildings shall vary in material and facades must include: (See Figure 1.5)
  - a) Articulated ground floor levels,
  - b) Minimum 3 foot overhangs at eaves,
  - c) Articulated cornice line.

Figure 1.5 - Expression of Building Form

Street Standards:

- Typical street section (see Figure 1.4) for this portion of Preston Road includes double rows of large trees (minimum 3" caliper at 30' o.c.) for the landscape easement and a double row of ornamental trees in the median. (Refer to Street Framework Page 38)
- Street Trees in landscape easement (Double Row) - Spacing is nominally 30' o.c. The first row of trees is 16' from back of curb. The second row of trees is 30' from back of curb.
- Street Trees in Median (Double Row) - Two formal rows of ornamental street trees shall be placed. Spacing is nominally 35' o.c. with rows centered in the median.
- Property owner is responsible for installing, maintaining, and replacing trees in the required landscape easement.

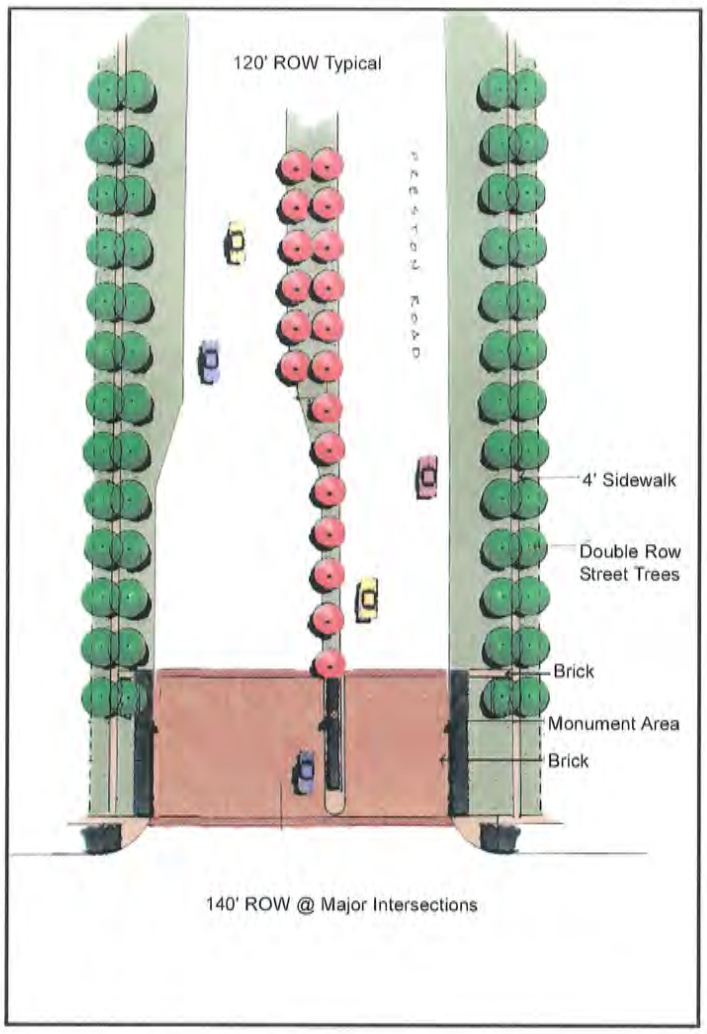


Figure 1.4 - Street Landscape Standard

US 380 and SH121 Gateways Building Standards:

1. Site Development

- Development shall be sited as to maximize presence. The primary facade of all buildings shall face a public or private road or street.
- The location and placement of buildings on individual sites shall reflect consideration for roadway access, the preservation of major existing natural vegetation, visual impact, and the relationship to sur rounding developments.

2. Exterior Appearance of Buildings and Structures

- All buildings shall be architecturally finished on all four sides with a higher level of finish on the front facades (those facades directly visible from Preston Road / primary project entrance).
- Breaking down the massing and scale of larger buildings creates a pedestrian-scaled collection of smaller individualized elements.
- Building entrances shall be articulated and defined to present a strong entry presence. Buildings shall include no less than three of the following:
  - a) Canopies, awnings, or porticos;
  - b) Overhangs,
  - c) Recesses/projections,
  - d) Arcades,
  - e) Peaked roof forms,
  - f) Arches,
  - g) Outdoor patios,
  - h) Display windows,
  - i) Architectural details (ie tile work & moldings) integrated into building facade,
  - j) Integrated planters or wing walls that incorporate landscape and sitting areas.
- Building over 50,000 s.f. must include a minimum of five of the above elements.
- Building over 100,000 s.f. must include a minimum of seven of the above elements.
- All buildings greater than one story shall be designed to express a base, midsection, and top. The base and tops of buildings shall vary in material and facades must include: (See Figure 1.5)
  - a) Articulated ground floor levels,
  - b) Minimum 3 foot overhangs at eaves,
  - c) Articulated cornice line.

Figure 1.5 - Expression of Building Form

- All buildings must be consistent with the community's identity, character, and scale. These buildings shall incorporate a basic level of architectural variety, including:
  a) Facades greater than one hundred feet (100') in length shall incorporate wall plan projections or recesses that are at lest ten feet (10') deep. Projections/recesses must be at least twenty five percent (25%) of the length of the facade. No uninterrupted length of facade may exceed one hundred feet (100') in length. (See Figure 1.6)
  b) Ground floor facades facing Preston Road must incorporate entry areas, arcades, display windows, awnings, or other architectural variety features along no less then sixty percent (60%) of facade. The remaining forty percent (40%) may not be contiguous. (See Figure 1.7)
  c) Offsets, reveals, or projecting rib shall be used to express architectural or structural bays. (See Figure 1.8)
  d) All buildings within a development, retail corner condition, or planned development as shown on a concept plan or preliminary site plan shall have similar architectural styles, materials, and colors.

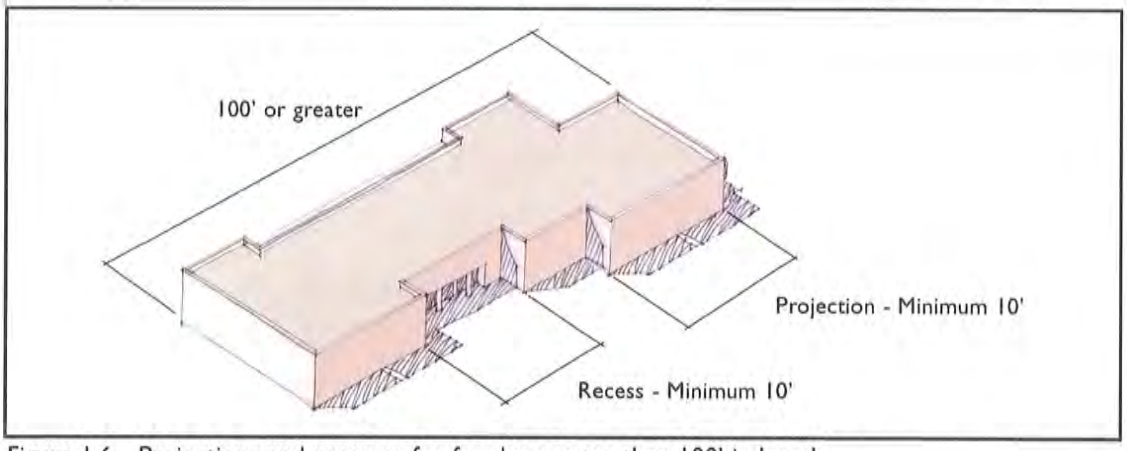


Figure 1.6 - Projections and recesses for facades greater than 100' in length

Figure 1.7 - Facades facing Preston Road

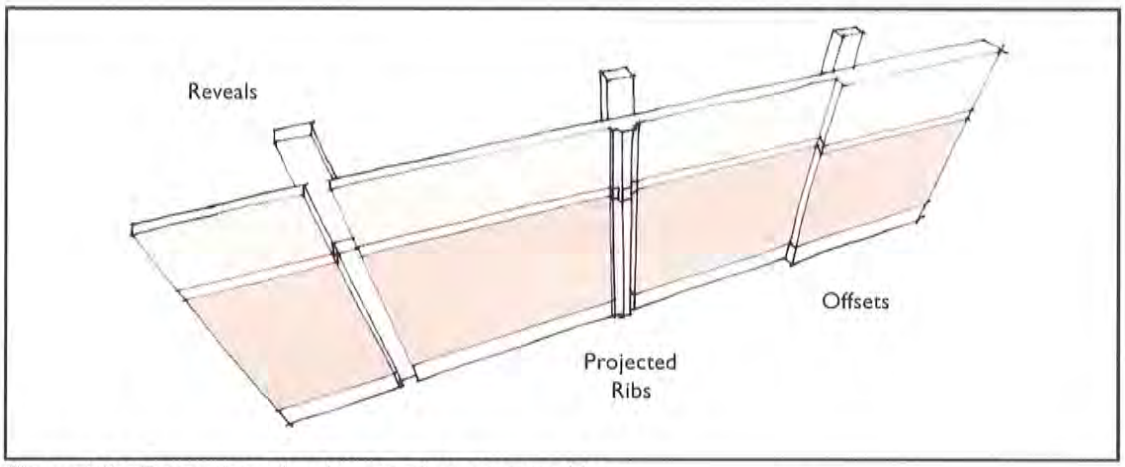


Figure 1.8 - Expression of architectural or structural bays

3. Buildings Materials / Colors

- Conceptual facade plans and sample boards shall be submitted with preliminary site plan application for all non-residential uses.
- Final facade plan and sample boards shall be submitted with final site plan application for all non-residential uses.
- A variety of exterior materials may be selected for use, as the dominant material on the facade of a building but the number of materials on a single building should be limited to no more then 3 materials in order to achieve a "clean" design style.
- All building exterior walls from grade to roof levels shall be faced and finished as listed below. No single building material shall cover more than 80% of the front of any building, with the exception of on-site utility or service structures.
- Windows shall not be glazed or reglazed with mirrored or reflective glass.
- Maintenance and durability of materials should be considered as important qualities for every element of the design. Special care will be taken to specify the use of vandal resistant building components. The use of natural texture and color of materials is to be used to the greatest extent possible.
- Primary exterior cladding materials (See Figure 1.9) shall be:
  - a) Brick
  - b) Native / Natural Dimensional Stone (20% minimum)
  - c) Tinted, split-face, concrete masonry units (15% maximum)
  - d) EIFS (SH 121 Gateway only)
- The following primary exterior cladding materials are prohibited:
  - a) Unfinished, non-textured concrete
  - b) Applied aggregate products
  - c) EIFS (US 380 Gateway only)
  - d) Sheet, corrugated, and unfinished Aluminum
  - e) Asbestos
  - f) Galvanized Steel
  - g) Wood Siding
  - h) Mirrored Glass

- Secondary accent materials (See Figure 1.9), may include: (not to exceed 10% of facade area)
  - a) Aluminum
  - b) Other metals
  - c) EIFS
  - d) Stucco

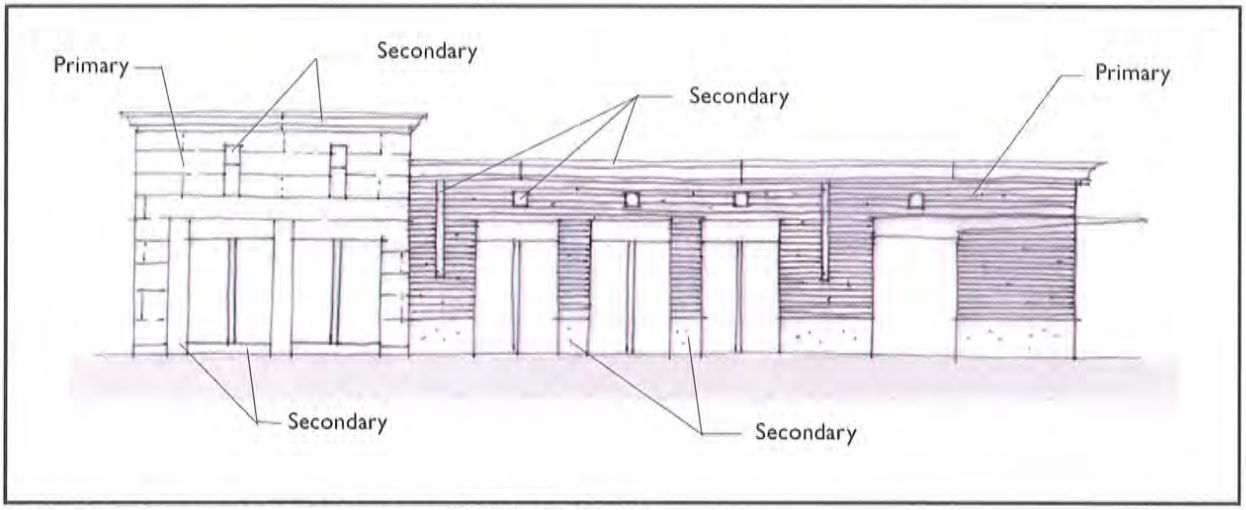


Figure 1.9 - Primary / Secondary exterior cladding materials

- Lighter tones and colors are recommended. Required dominant colors include:
  - a) Light-to-medium earth tones, similar to Pittsburgh Paint Voice of Color Sampler pages 46 through 155. Light colors include colors 1-2 of each sample page. Medium colors include values 3-4.
  - b) Tinted glass - solar gray, blue, green or bronze
- Prohibited Colors are:
  - a) Black or stark white
  - b) Pink or gold tinted or reflective glass

4. Parking

- All projects with parking fields over two hundred (200) parking spaces must provide:
  - a) Driveways with medians at entries (See Figure 1.10)
  - b) Internal stacking areas a minimum of one hundred and fifty feet (150') at entries/exits with no intersecting driveways.(See Figure 1.11)
  - c) Drive lanes that define the streetscape experience from Preston Road to building entry. (See Figure 1.11)
- Exterior materials and colors for structured parking shall be compatible with the adjacent building.
- Subterranean parking is permitted.

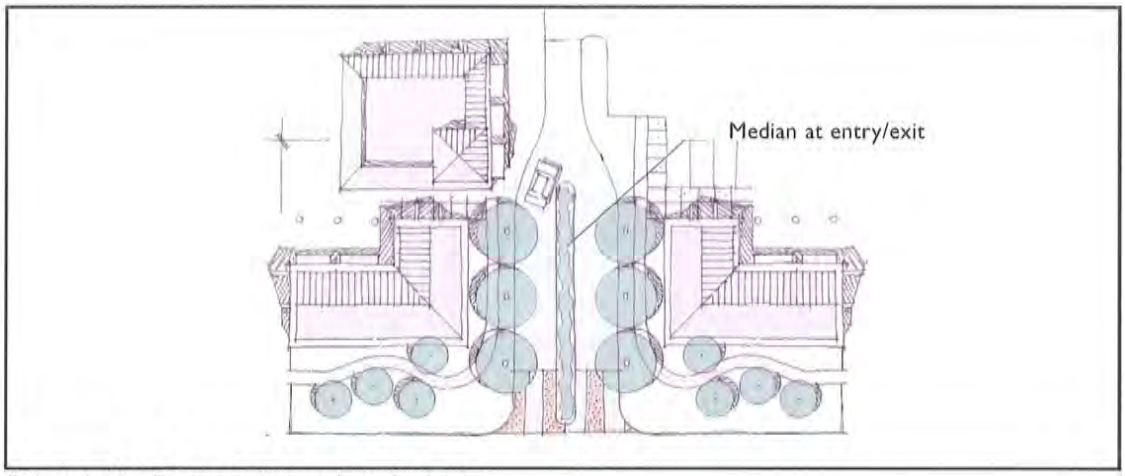


Figure 1.10 - Entry median and stacking area

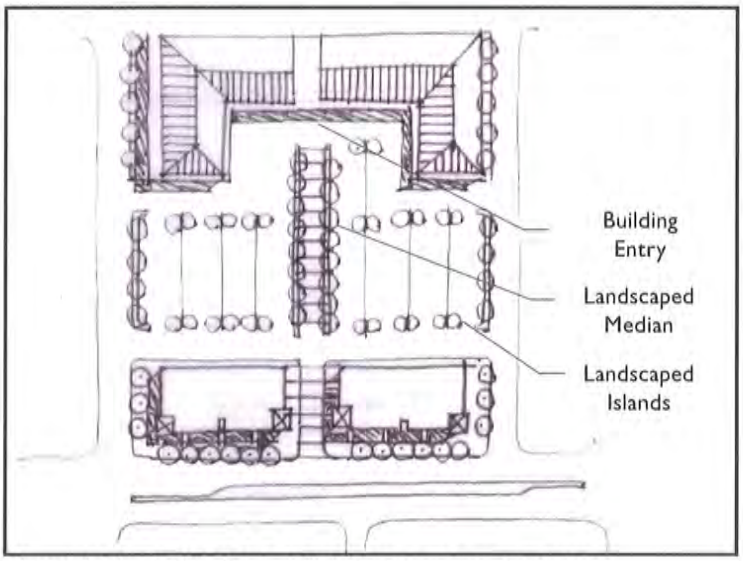


Figure 1.11 - Drive lanes defining streetscape experience

Streetscape experience defined by:

1) Landscape median
2) Landscape islands
3) Sidewalks
4) Building entry

5. Service Areas

- Service areas shall be screened from adjacent property, all public rights-of-way, and from any other buildings which may share the site.
- Service areas shall be integrated into the building envelope and provided at the rear (side opposite Preston Road) of all buildings. Where it is necessary to locate service areas on the side of buildings perpendicular to the street, special care must be taken to screen any view into the service area from motorists passing by on the street.
- Roof top mechanical equipment shall be screened entirely by a parapet wall so as not to be seen from six feet above finished street grade. In all cases, screening shall be compatible with building materials. Mechanical penthouses shall be proportioned and placed so as to compliment overall building design.
- All ground-mounted service equipment (e.g., air conditioners, transformers, trash collection equipment and other service functions) visible from public right of way shall be consolidated into enclosed service areas wherever possible. Landscaping shall be used to soften the visual appearance of the walls enclosing the service area. (Refer to Landscape Standards Page 94)

6. Outdoor Storage, Service and Loading Areas

- No outside storage, sales, or operations of any kind shall be permitted unless such activity is visually screened from the public view architecturally to match building materials (excluding wood).
- Silos, towers, tanks, and other structures or equipment shall be architecturally compatible with the aesthetics of the project or effectively shielded from public view.
- All commercial/utility vehicles stored on-site must be inside a closed building or within a screened portion of the site, not between the building and adjacent thoroughfare.
- All loading and service areas shall be clearly signed. Loading spaces shall be clearly denoted on the pavement and when occupied shall not prohibit on-site vehicular circulation. Loading spaces should be directly in front of a loading door. Loading areas shall be designed to accommodate backing and maneuvering on-site, not from a public street.
- Regardless of orientation, all loading doors shall not be located closer than seventy feet (70') from a public or private right-of-way.
- All loading and storage areas shall be effectively screened from public view. Screening shall be by walls with complementary landscaping compatible with the project design.
- Refuse storage enclosures are required for all projects. All enclosures must:
  - a) Be constructed of permanent materials consistent with building material and aesthetically compatible with the overall project.
  - b) Designed to contain all refuse generated on-site between collections, and be limited to visually unobtrusive areas of the site.
  - c) Enclosures shall be of sufficient height to screen the bins completely.
  - d) Shall not be located in required setbacks or in view of public right of way or residential uses
  - e) Enclosed on three sides with opening not facing public right of way or residential uses

7. Exterior Signage

- All signs must conform to City of Frisco signage controls.
- The primary identity and monument signs must be placed perpendicular to the Preston Road R.O.W.
- Design, materials, and finish of sign shall match those of the overall development.

8. Building Entry Areas

- Special planting shall be used to emphasize building entries. (See Figure 1.12)
- Special paving, for example, brick, exposed aggregate or special concrete finishes, shall be used to define building entries; special paving materials shall be selected for compatibility with building materials.
- Pedestrian pathway connections shall be provided from building entries to parking areas and other pathways.

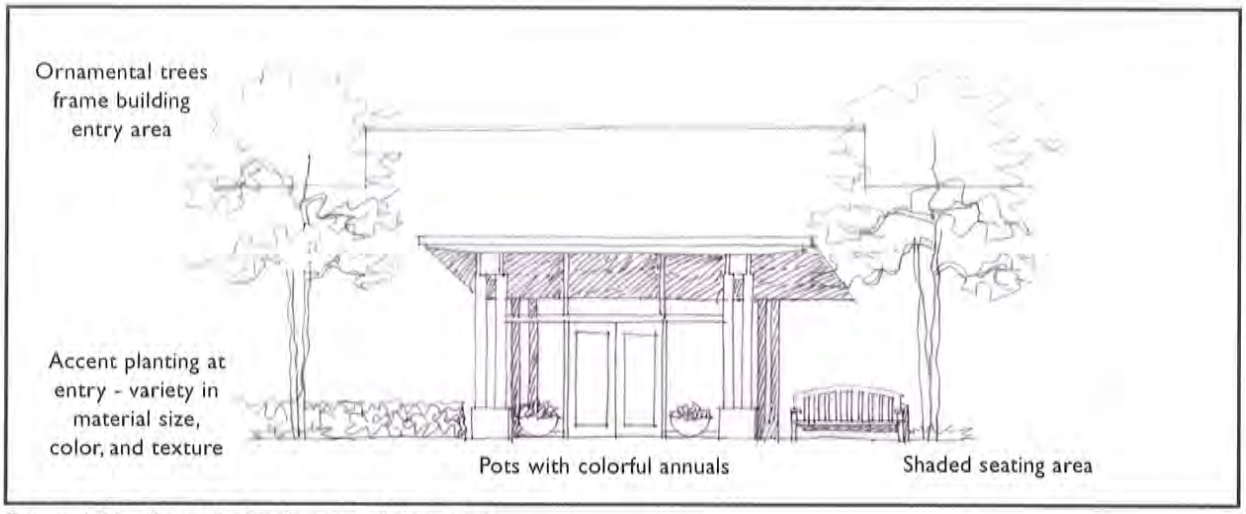


Figure 1.12 - Special planting at building entry

9. Landscape Standards

To promote visual interest within this unified framework, the landscape standards outline design options at special points of interest. In the case of the SH 121 Gateway, this will be accomplished through the incorporation of enhanced pedestrian and identity features into the proposed overpass and landscape standards. The US 380 Gateway will be defined by large landscaped setbacks and future overpass. The intent is for these points to define the entry to both the districts and the City of Frisco

- Refer to City's Zoning Ordinance for acceptable trees and other requirements.
- Street Trees in Landscape Easement (Double Row) - Two rows of large trees (3" minimum caliper) shall be planted nominally 30' o.c. The first row of trees is 16' from back of curb (out of parkway). The second row of trees is 30' from back of curb.
- Street Trees in Median (Double Row) - Two rows of ornamental trees shall be planted in the street median nominally 35 o.c.
- Property owners adjoining Preston Road shall be responsible for the trees to be located in both the landscape easement and the median.
- In order to meet this landscape easement and median requirement property owners may first reduce side and rear tree requirements by 50% (excluding required landscaping adjacent to residential uses). If additional landscape is needed, owners may then reduce the tree requirement in landscaped parking islands by 50%.
- One large tree is equivalent to three ornamental trees.
- All landscaping must be mechanically irrigated.
- Sidewalk - 4' width with the walk at least 5' from back of curb. Meandering sidewalks are required.
- Places with distinct functions along the Preston Road corridor are proposed to have bolder, more intense landscape designs to accentuate their importance. These special points include:
    a) The US 380 interface marks the north entrance to Frisco along the Preston Road corridor and is therefore an appropriate gateway site.

b) The SH 121 junction is the southernmost piece of the Preston Road corridor in Frisco. It provides the parallel opportunity for defining a gateway to the corridor.

- The City of Frisco shall coordinate gateway enhancements with TXDOT and adjacent property owners.
- Gateways and Bridges share the common element of an overpass. The following standards apply to both the gateway features (at US 380 and SH 121).
  a) Gateways and bridges shall feature "Gateway Monuments".
  b) Gateways and bridges shall include vehicular scale light.
  c) Gateways and bridges shall incorporate enhanced paving of stone, brick or scored concrete.
  d) Gateways and bridges shall include pedestrian scale lighting, railing, and details that encourage pedestrian movement and civic identity.
  e) Gateways and bridges shall be split roadways wherever possible.
  f) Lighting shall be installed by owner in accordance with city design standards for Preston Road.

10. Other Requirements

- If outdoor dining areas are utilized then seven hundred and fifty square feet (750 S.F.) of outdoor dining areas per establishment is excluded from parking requirements.

RURAL CORRIDOR

Boundaries:

The boundary for the Rural Corridor subdistrict generally extends from CR26 in the north to Panther Creek in the south. A number of factors were used to define the subdistrict boundary. Primarily all adjoining tracts of land were included in the study area, however, a number of tracts ownership extends a significant distance away from Preston Road. Development that occurs on these parcels will have components that relate to Preston Road and others that do not. Similarly, a number of residential and commercial areas have already been developed along the corridor and changes to the existing development would be difficult and very unlikely. Therefore, it was necessary to further limit the boundaries of the subdistrict based upon existing zoning, parcelization of properties, and physical boundaries, such as roads and streams. In addition, several parcels have been included in the overlay district for continuity, these sites either have not yet been incorporated by the city or are already developed.

RURAL CORRIDOR - PROHIBITED USES

PRIMARY RESIDENTIAL USES:
MOBILE HOME ON INDIVIDUAL LOT
MODULAR HOME

EDUCATIONAL, INSTITUTIONAL, PUBLIC, AND SPECIAL USES:
HALFWAY HOUSE
METAL BUILDING (PRIMARY OR MAIN)

RETAIL & RELATED USES:
BUILDING MATERIALS & HARDWARE (OUTSIDE)
PAWN SHOP

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES:
AUTOMOBILE LEASING OR RENTING
AUTOMOBILE RECONDITIONS, BODY/FENDER REPAIR
AUTOMOBILE REPAIR, MAJOR
AUTOMOBILE SALES, NEW
AUTOMOBILE SALES, USED
BOAT SALES, NEW
BOAT SALES, USED OR REPAIR
BUS TERMINAL
FREIGHT OR TRUCK TERMINAL YARD
HEAVY MACHINERY SALES AND SERVICE
HEAVY VEHICLE STORAGE
HELIPORT
MOTORCYCLE SALES, NEW
MOTORCYCLE SALES, USED
MOTOR RACEWAY
RECREATION VEHICLE, NEW
RECREATION VEHICLE, USED
TRAILER RENTAL
TRUCK RENTAL OR LEASING
TRUCK REPAIR & OVERHAUL
TRUCK SALES, NEW
TRUCK SALES USED
VEHICLE OR CAR WASH (SELF-SERVE)

AMUSEMENT & COMMERCIAL USES:
FIRING RANGE, INDOOR/OUTDOOR
FLEA MARKET
GREENHOUSES & NURSERIES (COMMERCIAL)
INSURANCE / INSURANCE ESTIMATORS OFFICE
OPEN OR OUTSIDE STORAGE OF PRODUCTS OR MATERIALS (NOT SCREENED)
THEATER, OUTDOOR

LIGHT INDUSTRIAL & HEAVY COMMERCIAL USES:
BAKERY (COMMERCIAL)
BATCHING PLANT (CONCRETE OR ASPHALT
BRICK COMPANY, SALES
BUILDING MATERIALS & LUMBER STORAGE YARDS & SALES
CONTRACTORS SHOP OR STORAGE YARD
DRY CLEANING PLANT OR COMMERCIAL LAUNDRY
LANDFILL (COMMERCIAL)
LANDSCAPING SERVICE
MOVING COMPANY
OFFICE/WAREHOUSE
OVERNIGHT DELIVERY & SERVICE CENTER
PLUMBING SHOP & RELATED SERVICES
ROCK QUARRIES, SAND, GRAVEL OR EARTH EXCAVATION
ROOFING & SIDING COMPANY
SELF-STORAGE OR MINI-WAREHOUSE
WHOLESALE DISTRIBUTION CENTER
WHOLESALE FOOD DISTRIBUTION
WRECKING YARD, AUTO SALVAGE, JUNKYARD OR OUTSIDE RECLAMATION

RURAL CORRIDOR - USES WITH CONDITIONAL DEVELOPMENT STANDARDS

OFFICE & PROFESSIONAL USES:
BANK, SAVINGS & LOAN & CREDIT UNIONS

RETAIL & RELATED USES:
CONVENIENCE STORE W/ GAS PUMP

DRY CLEANING OR SHOE PICK-UP/DROP-OFF
KIOSK
PHARMACIST OR DRUGSTORE
RADIO SALES & INSTALLATION
RESTAURANT, DRIVE IN
RESTAURANT W/ DRIVE-THRU
SECURITY SYSTEMS INSTALLATION COMPANY

AUTOMOBILE, TRANSPORTATION, UTILITY,

COMMUNICATION, & RELATED USES:
AUTO GLASS SALES & REPAIR
AUTOMOBILE REPAIR, MINOR
AUTOMOBILE SERVICE STATION
VEHICLE OR CAR WASH

AMUSEMENT & COMMERCIAL USES:
BANKING, AUTOMATED TELLER ONLY
TIRE DEALER (NEW)

USES WITH CONDITIONAL DEVELOPMENT STANDARDS

Convenience Store with Gas Pumps and Service Stations

- Convenience Store with Gas Pumps and Service Stations shall be located at intersections of major thoroughfares
- Fuel pump islands must be within 200 feet of right-of-way lines
- Enhanced landscaping and low screening shall be required at the intersection as specified (See Page 108)
- Canopy columns shall be encased in the minimum stone requirement specified in the Preston Road Overlay District, and the remainder encased in either stone or other approved material specified in the Preston Road Overlay District.
- Canopies and canopy columns shall have a masonry veneer.

Dry Cleaning Establishment, Drugstore or Pharmacist, Kiosk, Restaurant with Drive-In, Restaurant with Drive-Thru, Banks, Automated Teller (ATM), or any other drive-thru facility

- A 10-foot wide landscape edge shall wrap around the outer edge of the drive-thru lane for a distance to equal the minimum stacking requirement.
- Landscaping shall consist of a combination of evergreen and deciduous trees, with ornamental trees or shrubs.* Refer to Zoning Ordinance Section 39.7 for recommended plant materials.
- The perimeter landscaping shall count towards the landscape screen if the landscape screen is placed on the perimeter of the property.

Radio Sales & Installation, Security System Installation, Automobile Repair (minor), Auto Glass Sales & Repair, Vehicle or Car Wash, Tire Dealer, or any other use with a service bay

- Service bays shall be oriented perpendicular to Preston Road
- All bays shall be screened with landscaping. The landscape island shall have a minimum width of 15-feet, measured from back of curb to back of curb.
- Landscaping shall consist of a combination of evergreen and deciduous trees, with ornamental trees or shrubs. * Refer to Zoning Ordinance Section 39.7 for recommended plant materials.
- The landscape screen shall not be located more than 45-feet from the service bays.
- The perimeter landscaping shall count towards the landscape screen if the landscape screen is placed on the perimeter of the property.

* The landscape screen shall consist of one evergreen or deciduous tree (minimum 3" caliper) per fifteen linear feet with shrubs (minimum 5 gallon) planted three feet on center or ornamental trees evenly interspersed between the evergreen or deciduous trees.

Setbacks:

Minimum 50' front yard (including a 50' landscape easement) from Preston Road. (See Figure 2.1)

No parking or drive aisles may occur between building and street. The 50' landscape easement is also required for future single family developments along Preston Road.

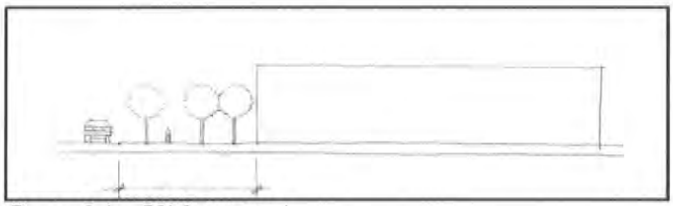


Figure 2.1 - 50' front yard

Street Standards:

- Typical street section (See figure 2.2) for this portion of Preston Road includes double rows of large trees (minimum 3" caliper at 30' o.c.) for landscape easement and a double row of ornamental trees in the median. (See page 98)
- Street Trees in landscape easement (Double Row) - Spacing is nominally 30' o.c. The first row of trees is 16' from back of curb. The second row of trees is 30' from back of curb.
- Street Trees in Median (Naturalized) - Ornamental trees shall be placed in masses equivalent to double row of trees nominally spaced at 35' o.c.. (See page 98)

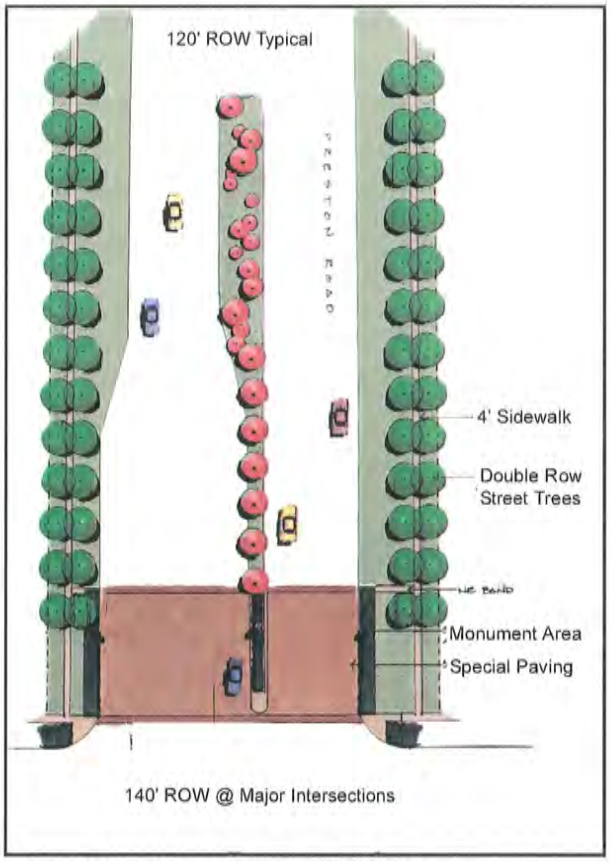


Figure 2.2 - Street Landscape Standard

Rural Corridor (US 380 Gateway to Panther Creek) Building Standards

1. Site Development

- Development should be sited as to maximize presence. The primary facade of all buildings shall face a public or private road or street.
- The location and placement of buildings on individual sites shall reflect consideration for roadway access, the preservation of major existing natural vegetation, visual impact, and the relationship to surrounding developments.

2. Exterior Appearance of Buildings and Structures

- All buildings shall be architecturally finished on all four sides with a higher level of finish on the front facades (those facades directly visible from Preston Road or primary entrance).
- Breaking down the massing and scale of larger buildings creates a pedestrian-scaled collection of smaller individualized elements.
- Building entrances shall be articulated and defined to present a strong entry presence. Buildings shall include no less than three of the following:
  - a) Canopies, awnings, or porticos;
  - b) Overhangs,
  - c) Recesses/projections,
  - d) Arcades,
  - e) Peaked roof forms,
  - f) Arches,
  - g) Outdoor patios,
  - h) Display windows,
  - i) Architectural details (ie tile work & moldings) integrated into building facade,
  - j) Integrated planters or wing walls that incorporate landscape and sitting areas.
- Building over 50,000 s.f. must include a minimum of five of the above elements.
- Building over 100,000 s.f. must include a minimum of seven of the above elements.
- All buildings greater than one story shall be designed to express a base, midsection, and top. The base and tops of buildings shall vary in material and facades must include: (See figure 2.3)
  - a) Articulated ground floor levels,
  - b) Minimum 3 foot overhangs at eaves,
  - c) Articulated cornice line.

Figure 2.3 - Expression of Building Form

- All buildings must be consistent with the community's identity, character, and scale. These buildings shall incorporate a basic level of architectural variety, including:
  a) Facades greater than one hundred feet (100') in length shall incorporate wall plan projections or recesses that are at lest ten feet (10') deep. Projections/recesses must be at least twenty five percent (25%) of the length of the facade. No uninterrupted length of facade may exceed one hundred feet (100') in length. (See Figure 2.4)
  b) Ground floor facades facing Preston Road must incorporate entry areas, arcades, display windows, awnings, or other architectural variety features along no less then sixty percent (60%) of facade. The remaining forty percent (40%) may not be contiguous. (See Figure 2.5)
  c) Offsets, reveals, or projecting rib shall be used to express architectural or structural bays. (See Figure 2.6)
  d) All buildings within a development, retail corner condition, or planned development as shown on a concept plan and/or preliminary site plan shall have similar architectural styles, materials, and colors.

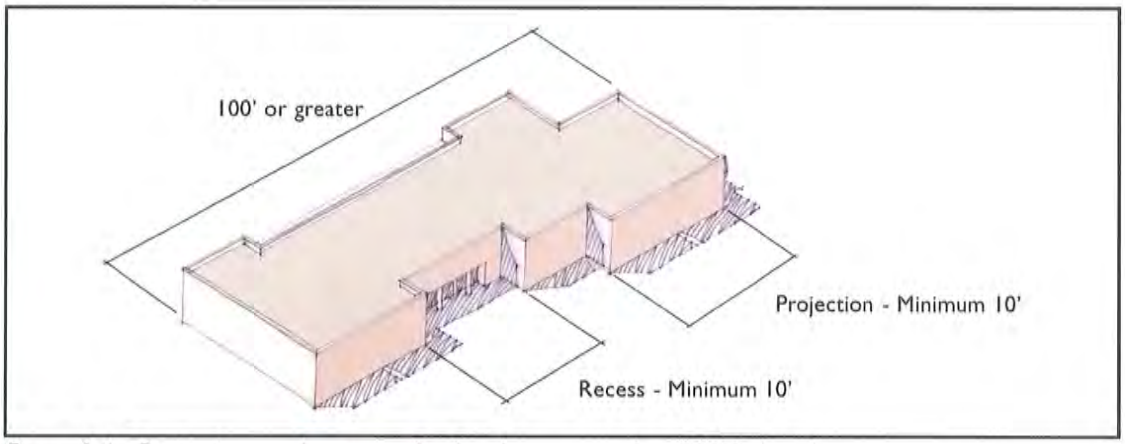


Figure 2.4 - Projections and recesses for facades greater than 100' in length

Figure 2.5 - Facades facing Preston Road

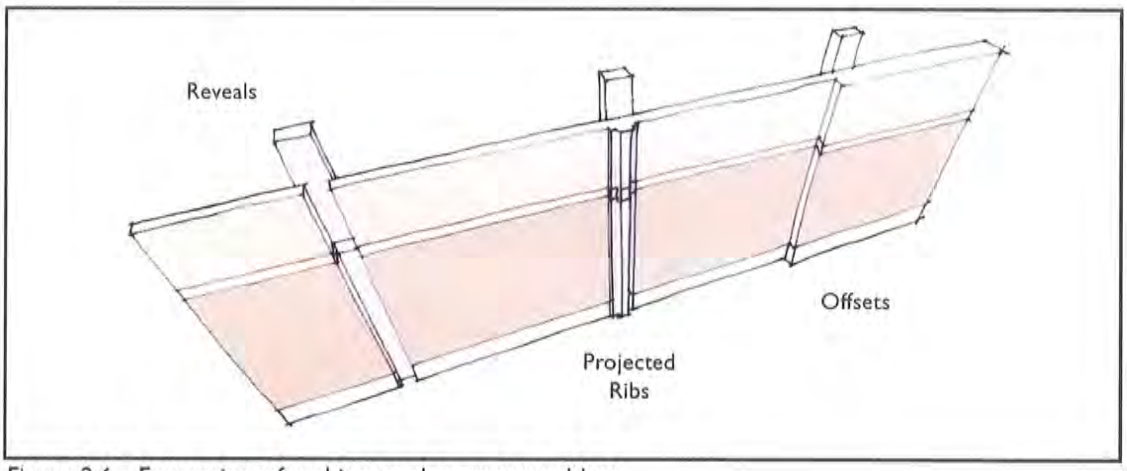


Figure 2.6 - Expression of architectural or structural bays

3. Buildings Materials / Colors

- Conceptual facade plans and sample boards shall be submitted with preliminary site plan application for all non-residential uses.
- Final facade plan and sample boards shall be submitted with final site plan application for all non-residential uses.
- A variety of exterior materials shall be selected for use, as the dominant material on the facade of a building but the number of materials on a single building should be limited to no more then 3 materials in order to achieve a "clean" design style.
- All building exterior walls from grade to roof levels shall be faced and finished as listed below. No single building material shall cover more than 80% of the front of any building, with the exception of on-site utility or service structures.
- Windows shall not be glazed or reglazed with mirrored or reflective glass.
- Maintenance and durability of materials should be considered as important qualities for every element of the design. Special care will be taken to specify the use of vandal resistant building components. The use of natural texture and color of materials is to be used to the greatest extent possible.
- The following primary exterior cladding materials (See Figure 2.7) shall be:
  - a) Brick
  - b) Native / Natural Dimensional Stone (25% minimum)
  - c) Tinted, split-face, concrete masonry units (15% maximum)
  - d) Hardiplank (single family development)
- The following exterior cladding materials are prohibited:
  - a) Vinyl siding
  - b) Aluminum siding
  - c) Raw aluminum and galvanized steel metalwork
  - d) Unfinished, non-textured concrete
  - e) Sheet, corrugated, and unfinished Aluminum
  - f) Asbestos
  - g) Galvanized Steel
  - h) Mirrored Glass (Reflectivity of 20% or less)

- Secondary accent materials, may include: (not to exceed 10% of facade area)
  - a) Hardiplank
  - b) Stucco
  - c) EIFS

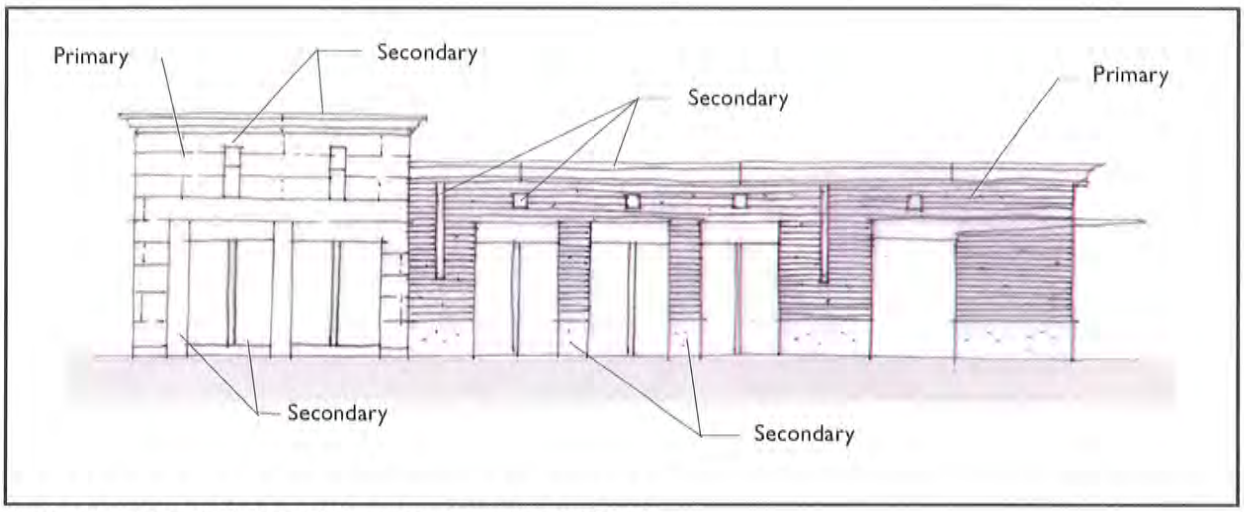


Figure 2.7 - Primary / Secondary exterior cladding materials

- In general, medium tones and colors are recommended to darker ones. Required dominant colors:
  - a) Medium earth tones, similar to Pittsburgh Paint Voice of Color Sampler pages 46 through 155. Medium colors include values 3-4.

- Prohibited colors are:
  - a) Black or stark white
  - b) Pink or gold tinted or reflective glass
  - c) Showy or flashy colors shall not be used for the exterior of any buildings (including roofs).
  - d) Color schemes shall represent a quality expression consistent with the architectural character.

4. Parking

- All projects with parking fields over two hundred (200) parking spaces must provide:
  - a) Driveways with medians at entries. (See Figure 2.8)
  - b) Internal stacking areas a minimum of one hundred and fifty feet (150') at entries/exits with no intersecting driveways. (See Figure 2.8)
  - c) Drive lanes that define the streetscape experience from Preston Road to building entry. (See Figure 2.9)

- Exterior materials and colors for structured parking shall be compatible with the adjacent building.

- Subterranean parking is permitted.

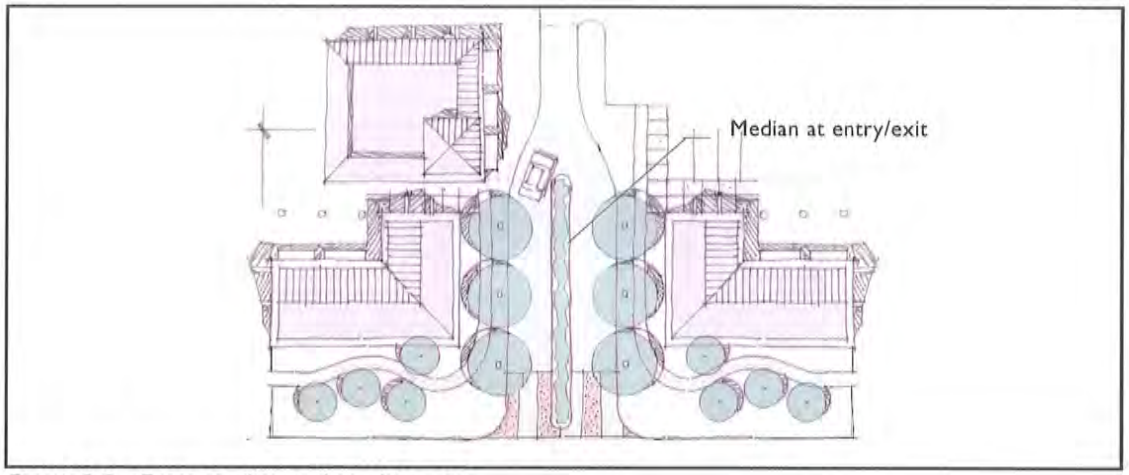


Figure 2.8 - Entry median and stacking area

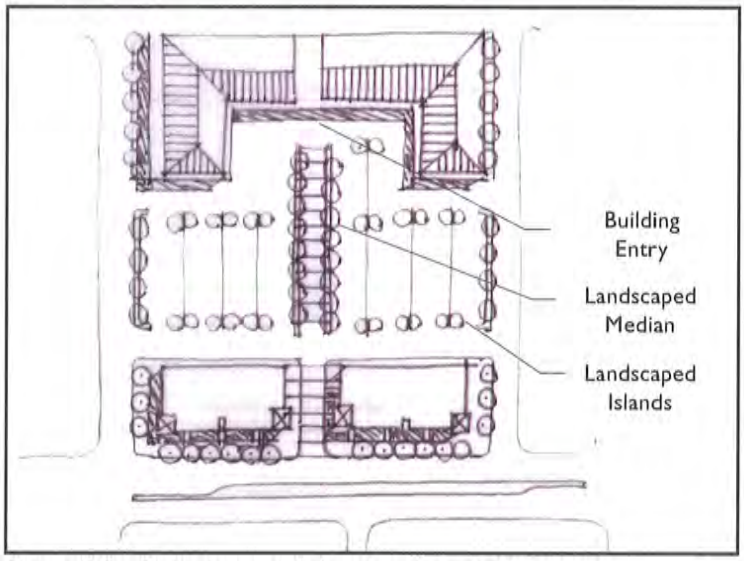


Figure 2.9 - Drive lanes defining streetscape experience

Streetscape experience defined by:

1) Landscape median
2) Landscape islands
3) Sidewalks
4) Building entry

5. Service Areas

- Service areas shall be screened from adjacent property, all public rights-of-way, and from any other buildings which may share the site.
- Service areas shall be integrated into the building envelope and provided at the rear (side opposite Preston Road) of all buildings. Where it is necessary to locate service areas on the side of buildings perpendicular to the street, special care must be taken to screen any view into the service area from motorists passing by on the street.
- Roof top mechanical equipment shall be screened entirely by a parapet wall so as not to be seen from six feet above finished street grade. In all cases, screening shall be compatible with building materials. Mechanical penthouses shall be proportioned and placed so as to compliment overall building design.
- All ground-mounted service equipment (e.g., air conditioners, transformers, trash collection equipment and other service functions) visible from public right of way shall be consolidated into enclosed service areas wherever possible. Landscaping shall be used to soften the visual appearance of the walls enclosing the service area. (Refer to landscape standards for screening requirement)

6. Outdoor Storage, Service and Loading Areas

- No outside storage, sales, or operations of any kind shall be permitted unless such activity is visually screened from the public view architecturally to match building materials (excluding wood).
- Silos, towers, tanks, and other structures or equipment shall be architecturally compatible with the aesthetics of the project or effectively shielded from public view.
- All commercial/utility vehicles stored on-site must be inside a closed building or within a screened portion of the site, not between the building and adjacent thoroughfare.
- All loading and service areas shall be clearly signed. Loading spaces shall be clearly denoted on the pavement and when occupied shall not prohibit on-site vehicular circulation. Loading spaces should be directly in front of a loading door. Loading areas shall be designed to accommodate backing and maneuvering on-site, not from a public street.
- Regardless of orientation, all loading doors shall not be located closer than seventy feet (70') from a public or private right-of-way
- All loading and storage areas shall be effectively screened from public view. Screening shall be by walls with complementary landscaping compatible with the project design.
- Refuse storage enclosures are required for all projects. All enclosures shall:
  a) Be constructed of permanent materials consistent with buildings material and aesthetically compatible with the overall project.
  b) Designed to contain all refuse generated on-site between collections, and be limited to visually unobtrusive areas of the site.
  c) Enclosures shall be of sufficient height to screen the bins completely.
  d) Enclosures shall not be located in required setbacks or in view of public right of way or residential uses
  e) Enclosed on three sides with opening not facing public right of way or residential uses

7. Exterior Signage

- All signs must conform to City of Frisco signage controls.
- The primary identity and monument signs must be placed perpendicular to the Preston Road R.O.W.
- Design, materials, and finish of sign shall match those of the overall development.

8. Building Entry Areas

- Special planting shall be used to emphasize building entries. (See Figure 2.10)
- Special paving, for example, brick, exposed aggregate or special concrete finishes, shall be used to define building entries; special paving materials shall be selected for compatibility with building materials.
- Pedestrian pathway connections shall be provided from building entries to parking areas and other pathways.

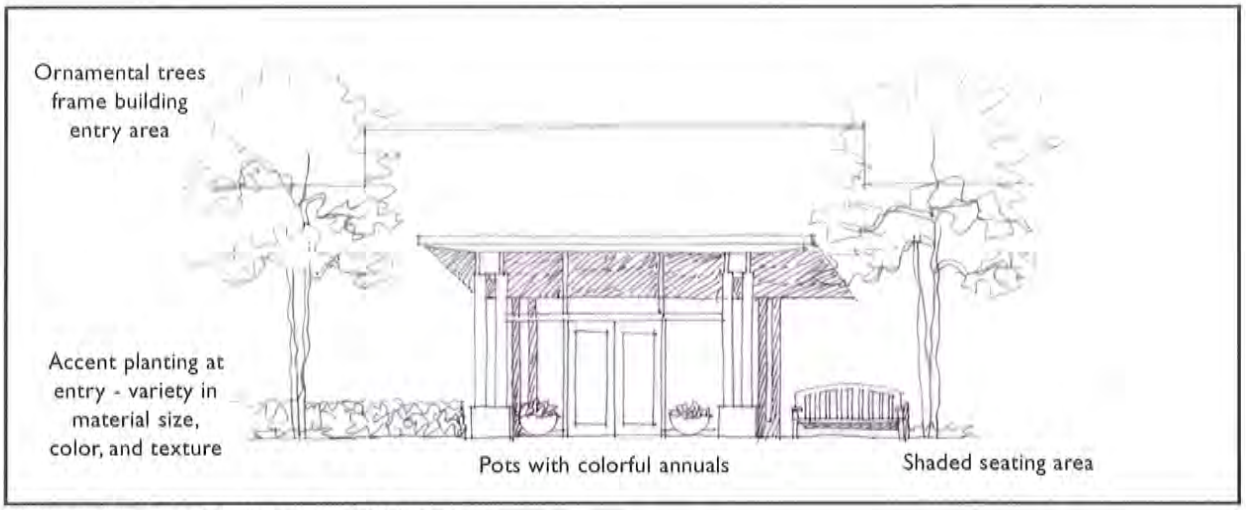


Figure 2.10 - Special planting at building entry

9. Landscape Standards

To promote visual interest within this unified framework, the landscape standards outline streetscape options and special landscaped points of interest. Variety will be introduced into the streetscape framework in the form of landscape "punctuation points," (defined landscape spaces that contrast with the adjacent street trees), the long bridge over Panther Creek and the delineation of a rural zone (north of Panther Creek).

The punctuation points in the rural zone should have a rural character, featuring plant materials with a loose, informal character. In addition, the bridge at Panther Creek is over 200' long and spans the green space and creek with proposed pedestrian amenities. The bridge also serves as a pre-cursor to the Main Street intersection when travelling from south to north.

- Refer to City's Zoning Ordinance for acceptable trees and other requirements.
- Property owners adjoining Preston Road shall be responsible for the trees to be located in both the landscape easement and the median.
- Street Trees in Landscape Easement (Double Row) - Two rows of large trees (3" minimum caliper) shall be planted nominally 30' o.c. The first row of trees is 16' from back of curb (out of parkway). The second row of trees is 30' from back of curb, out of parkway.
- Street Trees in Median (Formal) - Two rows of ornamental trees shall be planted in the street median nominally 35 o.c.
- Street Trees (Informal/Naturalistic) - For variety or where existing trees are present, informal / naturalistic tree planting may be appropriate. When this occurs, the natural zone should extend at least 200' and occur in both the parkways and the median.
- In order to meet this landscape easement and median requirement property owners may first reduce side and rear tree requirements by 50% (excluding required landscaping adjacent to residential uses). If additional landscape is needed, owners may then reduce the tree requirement in landscaped parking islands by 50%.
- Sidewalk - 4' width with the walk at least 5' from back of curb. Meandering sidewalks are required.

- One large tree is equivalent to three ornamental trees.
- All landscaping must be mechanically irrigated.
- The family of streetscape elements includes gateways; a series of entrance monuments and pedestals for major street intersections and landscape "punctuation points"; the bridge at Panther Creek, and street light options for both pedestrian and vehicular scales.
- Places with distinct functions along the Preston Road corridor are proposed to have bolder, more intense landscape designs to accentuate their importance. These special include the "punctuation points" along Preston Road and the bridge at Panther Creek
- The City of Frisco shall coordinate bridge enhancements with TXDOT. Bridges share the common element of an overpass. The following standards apply to the bridge at Panther Creek.
  a) Bridge shall feature "Gateway Monuments".
  b) Bridge shall include vehicular scale light.
  c) Bridge shall incorporate enhanced paving of stone, brick or scored concrete.
  d) Bridge shall include pedestrian scale lighting, railing, and details that encourage pedestrian movement and civic identity.
  e) Bridge shall be a split roadway.
- Punctuation Points
  a) Punctuation Points shall occur at approximately ¼ mile intervals as defined on the Civic Identity Plan. (Refer to Civic Identity Plan Page 44)
  b) Punctuation Points shall be a minimum of 200' in length and 100' deep along Preston Road.
  c) Punctuation Points shall span the width of Preston Road, incorporating both parkways and the median.
  d) Punctuation Points shall have bold, intense plantings that are graphic or sculptural in character.
  e) Punctuation Points shall utilize raised planting areas to lift and separate these spaces from the adjacent streetscape defined by uniform plantings of street trees.
  f) Punctuation Points in Rural Zones - The plant materials selected shall be of a loose, informal character. Native plant materials are especially appropriate in the rural zone.
  g) Lighting shall be installed by owner in accordance with city design standards for Preston Road.

10. Other Requirements

- If outdoor dining areas are utilized then seven hundred and fifty square feet (750 S.F.) of outdoor dining areas per establishment is excluded from parking requirements.

MAIN STREET

Boundaries:

The boundary for the Main Street subdistrict generally extends from Camfield Way in the north to Hickory Street in the south. A number of factors were used to define the subdistrict boundary. Primarily all adjoining tracts of land were included in the study area, however, a number of tracts ownership extends a significant distance away from Preston Road. Development that occurs on these parcels will have components that relate to Preston Road and others that do not. Similarly, a number of residential and commercial areas have already been developed along the corridor and changes to the existing development would be difficult and very unlikely. Therefore, it was necessary to further limit the boundaries of the subdistrict based upon existing zoning, parcelization of properties, and physical boundaries, such as roads and streams. In addition, several parcels that are already developed have been included in the overlay district for continuity.

MAIN STREET - PROHIBITED USES

PRIMARY RESIDENTIAL USES:
MOBILE HOME ON INDIVIDUAL LOT
MODULAR HOME

EDUCATIONAL, INSTITUTIONAL, PUBLIC, AND SPECIAL USES:
HALFWAY HOUSE
METAL BUILDING (PRIMARY OR MAIN)

RETAIL & RELATED USES:
BUILDING MATERIALS & HARDWARE (OUTSIDE)
CONVENIENCE STORE W/ GAS PUMP
PAWN SHOP

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES:
AUTOMOBILE LEASING OR RENTING
AUTOMOBILE RECONDITIONS, BODY/FENDER REPAIR
AUTOMOBILE REPAIR, MAJOR
AUTOMOBILE SALES, NEW
AUTOMOBILE SALES, USED
AUTOMOBILE SERVICE STATION
BOAT SALES, NEW
BOAT SALES, USED OR REPAIR
BUS TERMINAL
FREIGHT OR TRUCK TERMINAL YARD
HEAVY MACHINERY SALES AND SERVICE
HEAVY VEHICLE STORAGE
HELIPORT
MOTORCYCLE SALES, NEW
MOTORCYCLE SALES, USED
MOTOR RACEWAY
RECREATION VEHICLE, NEW
RECREATION VEHICLE, USED
TRAILER RENTAL
TRUCK RENTAL OR LEASING
TRUCK REPAIR & OVERHAUL
TRUCK SALES, NEW
TRUCK SALES USED
VEHICLE OR CAR WASH (SELF-SERVE)

AMUSEMENT & COMMERCIAL USES:
FIRING RANGE, INDOOR/OUTDOOR
FLEA MARKET
GREENHOUSES & NURSERIES (COMMERCIAL)
INSURANCE / INSURANCE ESTIMATORS OFFICE
OPEN OR OUTSIDE STORAGE OF PRODUCTS OR MATERIALS (NOT SCREENED)
THEATER, OUTDOOR

LIGHT INDUSTRIAL & HEAVY COMMERCIAL USES:
BAKERY (COMMERCIAL)
BATCHING PLANT (CONCRETE OR ASPHALT
BRICK COMPANY, SALES
BUILDING MATERIALS & LUMBER STORAGE YARDS & SALES
CONTRACTORS SHOP OR STORAGE YARD
DRY CLEANING PLANT OR COMMERCIAL LAUNDRY
LANDFILL (COMMERCIAL)
LANDSCAPING SERVICE
MOVING COMPANY
OFFICE/WAREHOUSE
OVERNIGHT DELIVERY & SERVICE CENTER
PLUMBING SHOP & RELATED SERVICES
ROCK QUARRIES, SAND, GRAVEL OR EARTH EXCAVATION
ROOFING & SIDING COMPANY
SELF-STORAGE OR MINI-WAREHOUSE
WHOLESALE DISTRIBUTION CENTER
WHOLESALE FOOD DISTRIBUTION
WRECKING YARD, AUTO SALVAGE, JUNKYARD OR OUTSIDE RECLAMATION

MAIN STREET - USES WITH CONDITIONAL DEVELOPMENT STANDARDS

OFFICE & PROFESSIONAL USES:
BANK, SAVINGS & LOAN & CREDIT UNIONS

RETAIL & RELATED USES:
DRY CLEANING OR SHOE PICK-UP/DROP-OFF KIOSK

PHARMACIST OR DRUGSTORE
RADIO SALES & INSTALLATION
RESTAURANT, DRIVE IN
RESTAURANT W/ DRIVE-THRU
SECURITY SYSTEMS INSTALLATION COMPANY

AUTOMOBILE, TRANSPORTATION, UTILITY, COMMUNICATION, & RELATED USES:
AUTO GLASS SALES & REPAIR
AUTOMOBILE REPAIR, MINOR
VEHICLE OR CAR WASH

AMUSEMENT & COMMERCIAL USES:
BANKING, AUTOMATED TELLER ONLY
TIRE DEALER (NEW)

USES WITH CONDITIONAL DEVELOPMENT STANDARDS

Dry Cleaning Establishment, Drugstore or Pharmacist, Kiosk, Restaurant with Drive-In, Restaurant with Drive-Thru, Banks, Automated Teller (ATM), or any other drive-thru facility

- A 10-foot wide landscape edge shall wrap around the outer edge of the drive-thru lane for a distance to equal the minimum stacking requirement.
- Landscaping shall consist of a combination of evergreen and deciduous trees, with ornamental trees or shrubs. * Refer to Zoning Ordinance Section 39.7 for recommended plant materials.
- The perimeter landscaping shall count towards the landscape screen if the landscape screen is placed on the perimeter of the property.

Radio Sales & Installation, Security System Installation, Automobile Repair (minor), Auto Glass Sales & Repair, Vehicle or Car Wash, Tire Dealer, or any other use with a service bay

- Service bays shall be oriented perpendicular to Preston Road
- All bays shall be screened with landscaping. The landscape island shall have a minimum width of 15-feet, measured from back of curb to back of curb.
- Landscaping shall consist of a combination of evergreen and deciduous trees, with ornamental trees or shrubs. * Refer to Zoning Ordinance Section 39.7 for recommended plant materials.
- The landscape screen shall not be located more than 45-feet from the service bays.
- The perimeter landscaping shall count towards the landscape screen if the landscape screen is placed on the perimeter of the property.

* The landscape screen shall consist of one evergreen or deciduous tree (minimum 3" caliper) per fifteen linear feet wi shrubs (minimum 5 gallon) planted three feet on center or ornamental trees evenly interspersed between the evergree or deciduous trees.

Setbacks:

Slip roads are required with buildings placed accordingly (see page 99) Where development constraints prevent use of slip road, a minimum 30' front yard/landscape easement is required (See Figure 3.2

Urban streetscapes = pedestrian oriented environment with buildings pulled close to the street and parking behind. (See Neotraditional Development Standards Page 76)

5' from right of way for non-residential uses located on streets other then major thoroughfares that connect with Preston Road.

Seventy five percent (75%) of building must be on build-to-line, additional twenty five percent (25%) may setback additional 10'. (See Figure 3.3)

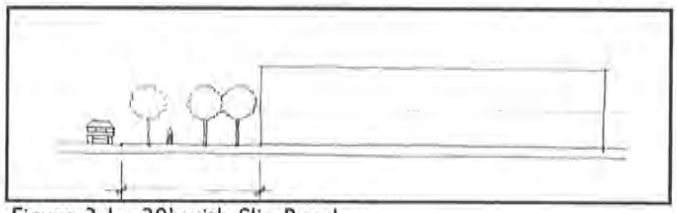


Figure 3.1 - 30' with Slip Road

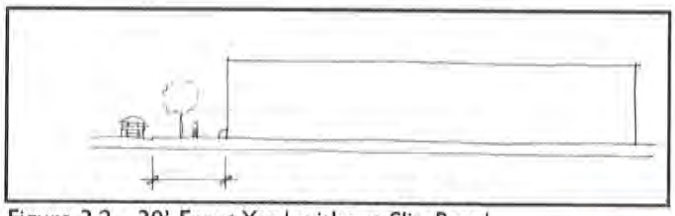


Figure 3.2 - 30' Front Yard without Slip Road

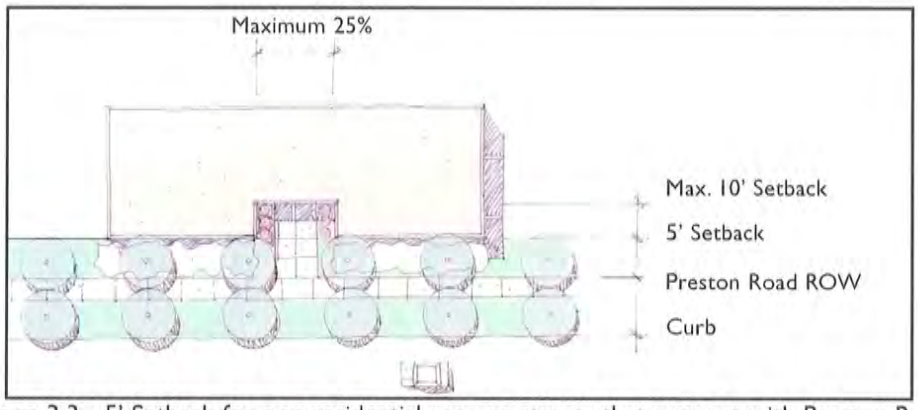


Figure 3.3 - 5' Setback for non-residential uses on streets that connect with Preston Road

Street Standards:

- This portion of Preston Road will have an urban street section (see Figure 3.4). The incorporation of slip roads and associated landscaping are required (see Page 99). Where development constraints prevent the use of a slip road, asingle row of large trees (minimum 3" caliper at 30' o.c.) shall be planted
- A single row of large (minimum 3" caliper) shall be planted at 35' o.c. in the median. (see Page 97)
- Property owner is responsible for installing, maintaining, and replacing trees in the required landscape easement.

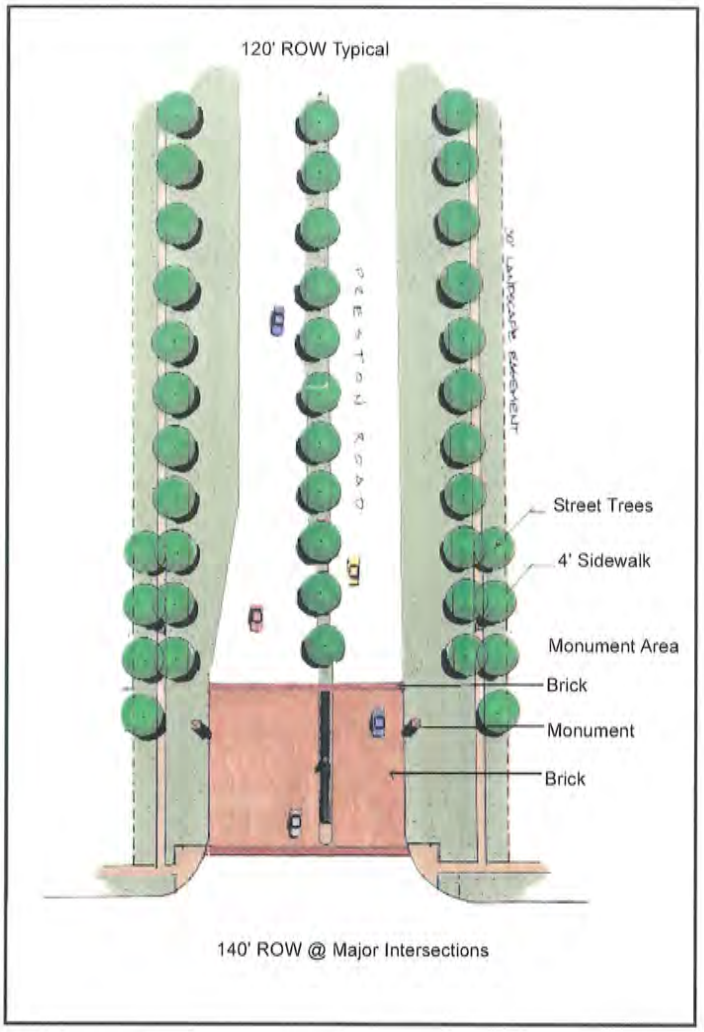


Figure 3.4 - Street Landscape Standard

Main Street

1. Site Development

- Development should be sited as to maximize presence. The primary facade of all buildings shall face a public or private road or street.
- The location and placement of buildings on individual sites shall reflect consideration for roadway access, the preservation of major existing natural vegetation, visual impact, and the relationship to surrounding developments.
- Slip roads are required. (See Landscape Standards Page 99)

2. Exterior Appearance of Buildings and Structures

- All buildings shall be architecturally finished on all four sides with a higher level of finish on the front facades (those facades directly visible from Preston Road or primary entrance).
- Breaking down the massing and scale of larger buildings creates a pedestrian-scaled collection of smaller individualized elements.
- Building entrances shall be articulated and defined to present a strong entry presence. Buildings shall include no less than three of the following:
  - a) Canopies, awnings, or porticos;
  - b) Overhangs,
  - c) Recesses/projections,
  - d) Arcades,
  - e) Peaked roof forms,
  - f) Arches,
  - g) Outdoor patios,
  - h) Display windows,
  - i) Architectural details (ie tile work & moldings) integrated into building facade,
  - j) Integrated planters or wing walls that incorporate landscape and sitting areas.
- Building over 50,000 s.f. must include a minimum of five of the above elements.
- Building over 100,000 s.f. must include a minimum of seven of the above elements.
- All buildings greater than one story shall be designed to express a base, midsection, and top. The base and tops of buildings shall vary in material and facades must include: (See Figure 3.5)
  - a) Articulated ground floor levels,
  - b) Minimum 3 foot overhangs at eaves,
  - c) Articulated cornice line.

Figure 3.5 - Expression of Building Form

- All buildings must be consistent with the community's identity, character, and scale. These buildings shall incorporate a basic level of architectural variety, including:
  a) Facades greater than one hundred feet (100') in length shall incorporate wall plan projections or recesses that are at lest ten feet (10') deep. Projections/recesses must be at least twenty five percent (25%) of the length of the facade. No uninterrupted length of facade may exceed one hundred feet (100') in length. (See Figure 3.6)
  b) Ground floor facades facing Preston Road must incorporate entry areas, arcades, display windows, awnings, or other architectural variety features along no less then sixty percent (60%) of facade. The remaining forty percent (40%) may not be contiguous. (See Figure 3.7)
  c) Offsets, reveals, or projecting rib should be used to express architectural or structural bays.(See Figure 3.8)
  d) Facades fronting Preston Road and main entries must reflect an urban streetscape experience. (See Neotradiotional Development Standards Page 76)
  e) All buildings within a development, retail corner condition, or planned development as shown on a concept plan and/or preliminary site plan shall have similar architectural styles, materials, and colors.

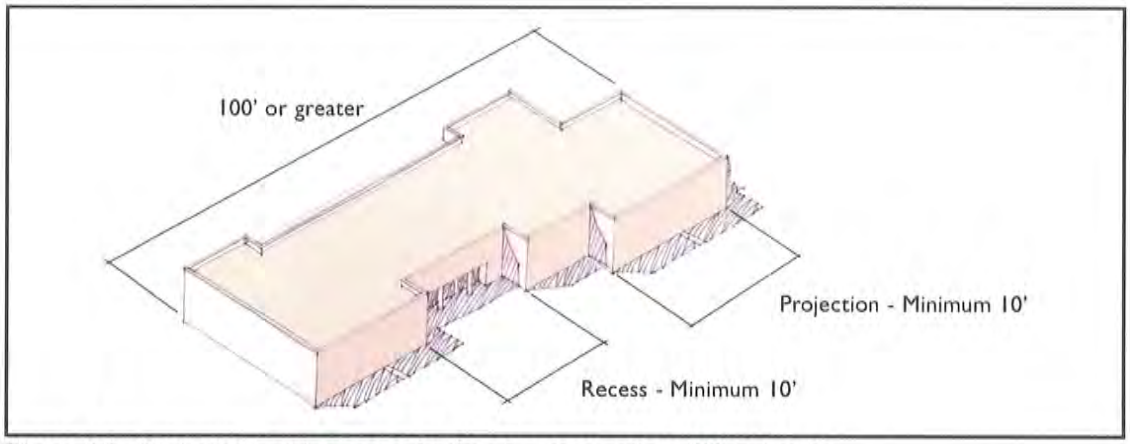


Figure 3.6 - Projections and recesses for facades greater than 100' in length

Figure 3.7 - Facades facing Preston Road

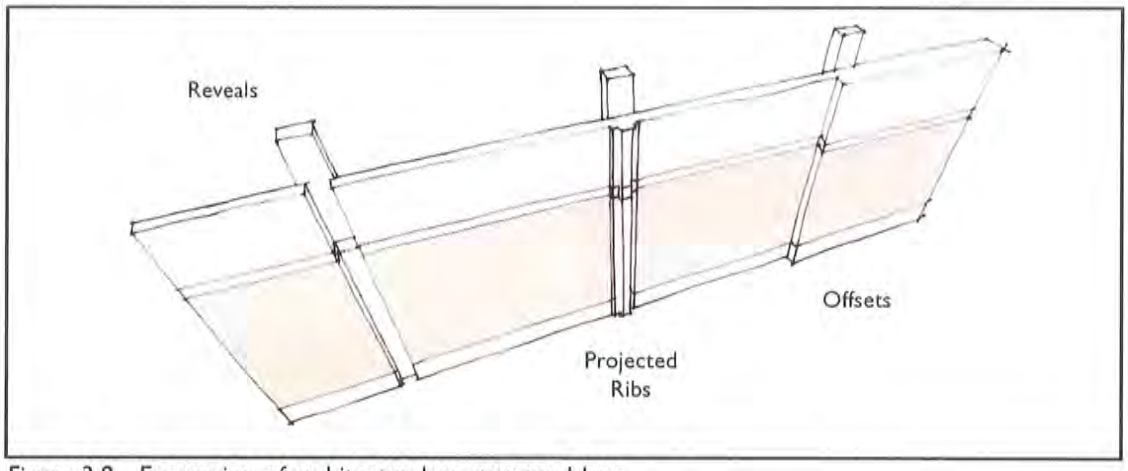


Figure 3.8 - Expression of architectural or structural bays

3. Neotraditional Development Standards

The planning objectives in the neotraditional portion of Main Street is to create a pedestrian-friendly, public infrastructure that encourages a mix of land uses, street life, social activity, a self-policing environment that is not dominated by the needs of the automobile, and life styles that are less dependent on the automobile for every household trip. This development will accommodate a variety housing categories within a village scale development framework and incorporates: schools, daycare, other community services., and small scale, mixed-use "town centers." Additional tenets of this development philosophy can be summarized as follows:

- Believe in "place making" and reinventing a richer mix of uses in pedestrian friendly environments.
- Employ architecture and urban design at its proper scale regardless of use.
- Development of sustainable community through the mixing of employment and housing. Incorporates the layering and mixing of uses (including the mixing of commercial, residential, and civic/cultural uses) to extend the activity cycle.
- Introduce a connected quality in the development. fabric. (buildings close together not separated by huge parking lots, employ wider sidewalks that actually lead somewhere, and shorter building setbacks and denser development patterns.
- Encourages street activity by creating pedestrian dominant street frameworks locating building entrances and other life support functions on the street. Externalize the social activity of developments as much as possible instead of internalizing them behind fences and gates
- Relegate parking to a secondary role in the rear of each lot or hidden within the development fabric
- Control traffic impacts through traffic calming techniques by deflection/ diversion of non-local through traffic
- Create mixed-income communities and not a monoculture

4. Buildings Materials / Colors

- Conceptual facade plans and sample boards shall be submitted with preliminary site plan application for all non-residential uses.

- Final facade plan and sample boards shall be submitted with final site plan application for all non-residential uses.
- A variety of exterior materials may be selected for use, as the dominant material on the facade of a building but the number of materials on a single building should be limited to no more then 3 materials in order to achieve a "clean" design style.
- All building exterior walls from grade to roof levels shall be faced and finished as listed below. No single building material shall cover more than 80% of the front of any building, with the exception of on-site utility or service structures.
- Windows shall not be glazed or reglazed with mirrored or reflective glass.
- Maintenance and durability of materials should be considered as important qualities for every element of the design. Special care will be taken to specify the use of vandal resistant building components. The use of natural texture and color of materials is to be used to the greatest extent possible.
- Brick is the required primary exterior cladding material. (See Figure 3.9)
- The following primary exterior cladding materials are prohibited:
    a) Unfinished, non-textured concrete
    b) Applied aggregate products
    c) EIFS
    d) Sheet, corrugated, and unfinished Aluminum
    e) Asbestos
    f) Galvanized Steel
    g) Mirrored Glass
- Secondary accent materials, may include:(20% maximum)
    a) Native / Natural Dimensional Stone
    b) Tinted, split-face, concrete masonry units
    c) Aluminum
    d) Other metals
    e) EIFS
    f) Stucco

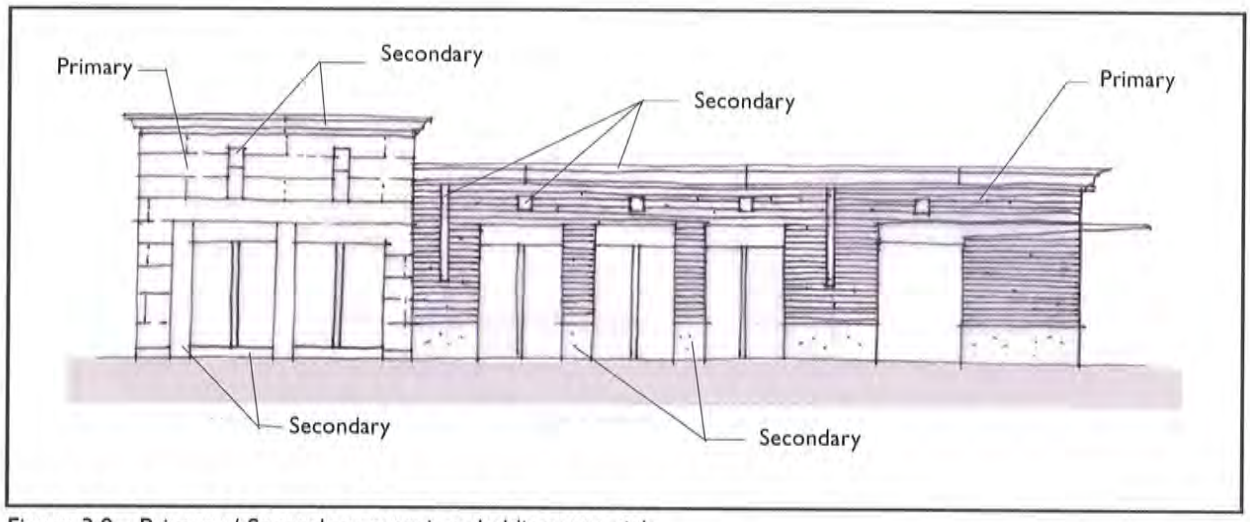


Figure 3.9 - Primary / Secondary exterior cladding materials

- In general, lighter tones and colors are recommended to darker ones. Required Dominant Colors:
  a) Light-to-medium earth tones, similar to Pittsburgh Paint Voice of Color Sampler pages 46 through 155. Light colors include colors 1-3 of each sample page. Medium colors include values 4-5.
  b) Tinted glass - solar gray, blue, green or bronze

- Prohibited colors are:
  a) Black or stark white
  b) Pink or gold tinted or reflective glass

5. Parking

- All projects with parking fields over two hundred (200) parking spaces must provide:
  a) Driveways with medians at entries. (See Figure 3.10)
  b) Internal stacking areas a minimum of one hundred and fifty feet (150') at entries/exits. Stacking areas may only be intersected with slip roads. (See Figure 3.10)
  c) Drive lanes that define the streetscape experience from Preston Road to building entry. (See Figure 3.11)

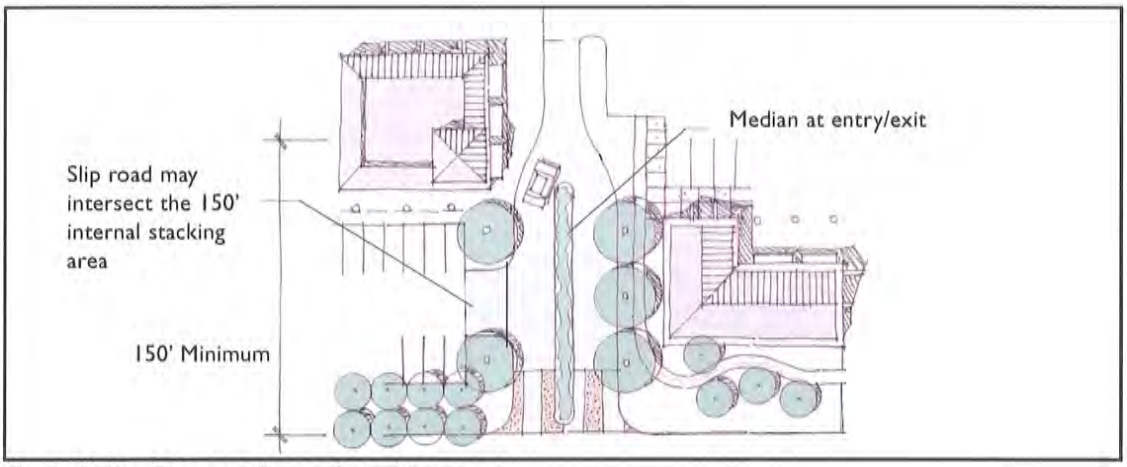


Figure 3.10 - Entry median and stacking area

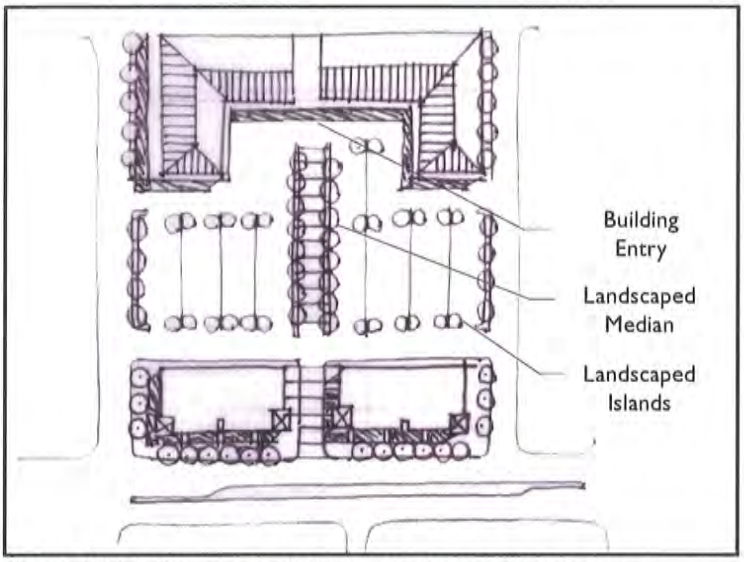


Figure 3.11 - Drive lanes defining streetscape experience

Streetscape experience defined by:
1) Landscape median
2) Landscape islands
3) Sidewalks
4) Building entry

- Exterior materials and colors for structured parking shall match the adjacent building.
- Subterranean parking is permitted.

6. Service Areas

- Service areas shall be screened from adjacent property, all public rights-of-way, and from any other buildings which may share the site.
- Service areas shall be integrated into the building envelope and provided at the rear (side opposite Preston Road) of all buildings. Where it is necessary to locate service areas on the side of buildings perpendicular to the street, special care must be taken to screen any view into the service area from motorists passing by on the street.
- Roof top mechanical equipment shall be screened entirely by a parapet wall so as not to be seen from six feet above finished street grade. In all cases, screening must be compatible with building materials. Mechanical penthouses shall be proportioned and placed so as to compliment overall building design.
- All ground-mounted service equipment (e.g., air conditioners, transformers, trash collection equipment and other service functions) visible from public right of way shall be consolidated into enclosed service areas wherever possible. Landscaping shall be used to soften the visual appearance of the walls enclosing the service area. (Refer to Landscape Standards Page 94)

7. Outdoor Storage, Service and Loading Areas

- No outside storage, sales, or operations of any kind shall be permitted unless such activity is visually screened from the public view architecturally to match building materials (excluding wood).
- Silos, towers, tanks, and other structures or equipment shall be architecturally compatible with the aesthetics of the project or effectively shielded from public view.
- All commercial/utility vehicles stored on-site must be inside a closed building or within a screened portion of the site not between the building and adjacent street.
- All loading and service areas shall be clearly signed. Loading spaces shall be clearly denoted on the pavement and when occupied shall not prohibit on-site vehicular circulation. Loading spaces should be directly in front of a loading door. Loading areas shall be designed to accommodate backing and maneuvering on-site, not from a public street.
- Regardless of orientation, all loading doors shall not be located closer than seventy feet (70') from a public or private right-of-way.
- All loading and storage areas shall be effectively screened from public view. Screening shall be by walls with complementary landscaping compatible with the project design.
- Refuse storage enclosures are required for all projects. All enclosures shall:
    a) Be constructed of permanent materials consistent with buildings material and aesthetically compatible with the overall project.
    b) Designed to contain all refuse generated on-site between collections, and be limited to visually unobtrusive areas of the site.
    c) Enclosures shall be of sufficient height to screen the bins completely.
    d) Enclosures shall not be located in required setbacks or in view of public right of way or residential uses
    e) Enclosed on three sides with opening not facing public right of way or residential uses

8. Exterior Signage

- All signs must conform to City of Frisco signage controls.
- The primary identity and monument signs must be placed perpendicular to the Preston Road R.O.W.
- Design, materials, and finish of sign shall match those of the overall development.

9. Building Entry Areas

- Special planting shall be used to emphasize building entries. (See Figure 3.12)
- Special paving, for example, brick, exposed aggregate or special concrete finishes, shall be used to define building entries; special paving materials shall be selected for compatibility with building materials.
- Pedestrian pathway connections shall be provided from building entries to parking areas and other pathways.
- All entrances must be architecturally screened.

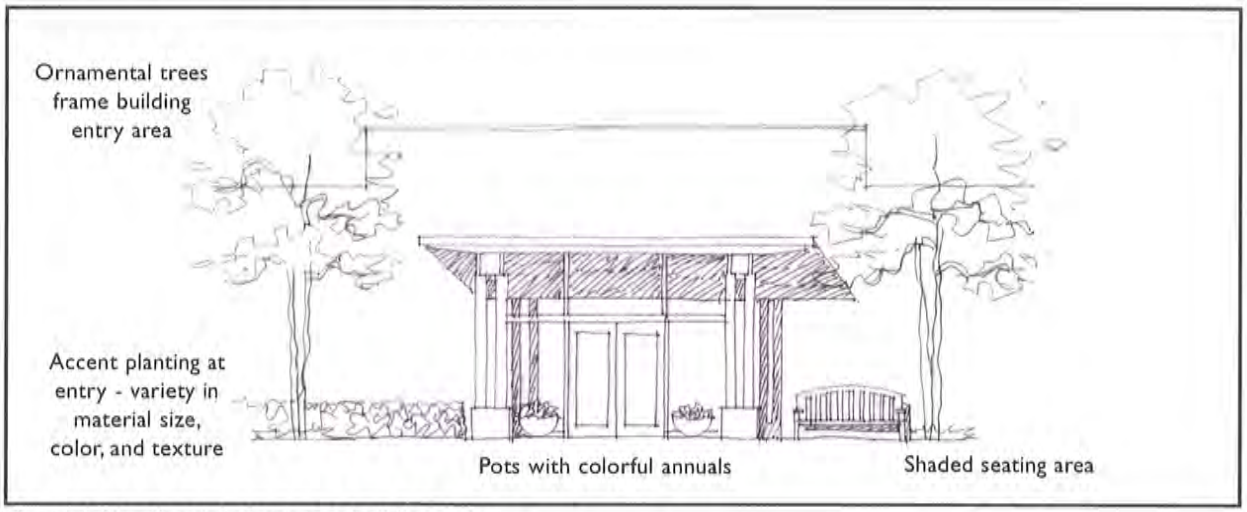


Figure 3.12 - Special planting at building entry

10. Landscape Standards

To promote visual interest within this unified framework, the landscape standards outline design options at special points of interest. One such point is the intersection at Main Street, which provides a link to the city's historic district. This intersection provides a connection between the high volume of traffic on Preston Road with Frisco's historic downtown area. This juncture provides an opportunity for Preston Road to provide an entrance to the old downtown.

- Refer to City's Zoning Ordinance for acceptable trees and other requirements.
- Property owners adjoining Preston Road shall be responsible for the trees to be located in both the landscape easement and the median.
- Street Trees in Parkway (Single Row) - Spacing is nominally 35' on center (o.c.) and 16' from back of curb. (Exception: Street trees adjacent to slip roads should be spaced nominally at 36' o.c.)
- Street Trees in Median (Single Row) - Spacing is nominally 30' o.c. (exception see page 99 for slip road landscaping)

6. Outdoor Storage, Service and Loading Areas

- No outside storage, sales, or operations of any kind shall be permitted unless such activity is visually screened from the public view architecturally to match building materials (excluding wood).
- Silos, towers, tanks, and other structures or equipment shall be architecturally compatible with the aesthetics of the project or effectively shielded from public view.
- All commercial/utility vehicles stored on-site must be inside a closed building or within a screened portion of the site, not between the building and adjacent thoroughfare.
- All loading and service areas shall be clearly signed. Loading spaces shall be clearly denoted on the pavement and when occupied shall not prohibit on-site vehicular circulation. Loading spaces should be directly in front of a loading door. Loading areas shall be designed to accommodate backing and maneuvering on-site, not from a public street.
- Regardless of orientation, all loading doors shall not be located closer than seventy feet (70') from a public or private right-of-way .
- All loading and storage areas shall be effectively screened from public view. Screening shall be by walls with complementary landscaping compatible with the project design.
- Refuse storage enclosures are required for all projects. All enclosures must:
  a) Be constructed of permanent materials consistent with building material and aesthetically compatible with the overall project.
  b) Designed to contain all refuse generated on-site between collections, and be limited to visually unobtrusive areas of the site.
  c) Enclosures shall be of sufficient height to screen the bins completely.
  d) Enclosures shall not be located in required setbacks or in view of public right of way or residential uses
  e) Enclosed on three sides with opening not facing public right of way or residential uses

7. Exterior Signage

- All signs must conform to City of Frisco signage controls.
- The primary identity and monument signs must be placed perpendicular to the Preston Road R.O.W.
- Design, materials, and finish of sign shall match those of the overall development.

8. Building Entry Areas

- Special planting shall be used to emphasize building entries. (See Figure 4.12)
- Special paving, for example, brick, exposed aggregate or special concrete finishes, shall be used to define building entries; special paving materials shall be selected for compatibility with building materials.
- Pedestrian pathway connections shall be provided from building entries to parking areas and other pathways.

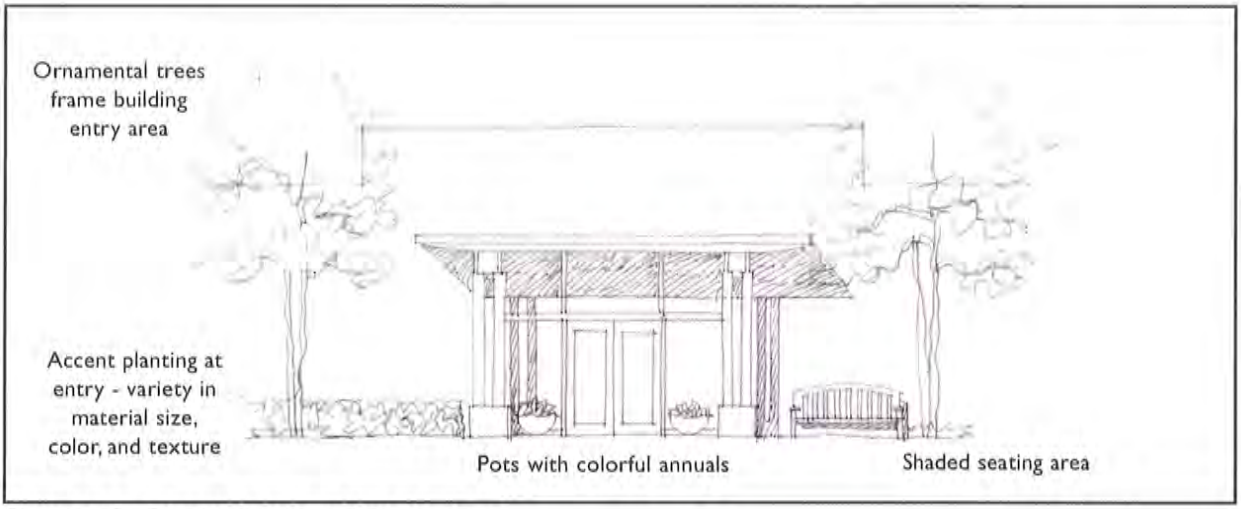


Figure 4.12 - Special planting at building entry

9. Landscape standards

To promote visual interest within this unified framework, the landscape standards outline streetscape options and special landscaped points of interest. Variety will be introduced into the streetscape framework in the form of landscape "punctuation points," (defined landscape spaces that contrast with the adjacent street trees), and the delineation of a retail zones. The punctuation points in the retail zones should have a more commercial character and feature more formal, upright trees arranged in bold, "graphic" patterns.

- Refer to City's Zoning Ordinance for acceptable trees and other requirements.
- Property owners adjoining Preston Road shall be responsible for the trees to be located in the landscape easement and the median.
- Street Trees in Landscape Easement (Double Row) - A single rows of large trees (3" minimum caliper) shall be planted nominally 30' o.c. The first row of trees is 16' from back of curb (out of parkway) and the second is 30' from back of curb. (Exception: See Page 99 for slip road landscaping)
- Street Trees in Median (Single Row) - A single rows of large trees (3" minimum caliper) shall be planted nominally 35' o.c. The row of trees is centered in the median.
- In order to meet this landscape easement and median requirement property owners may first reduce side and rear tree requirements by 50% (excluding required landscaping adjacent to residential uses). If additional landscape is needed, owners may then reduce the tree requirement in landscaped parking islands by 50%.
- Sidewalk - 4' width with the walk at least 5' from back of curb. Meandering sidewalks are required in 30' landscape easement or placed accordingly with slip road.
- One large tree is equivalent to three ornamental trees.
- All landscaping must be mechanically irrigated.
- The City of Frisco shall coordinate points of interest and punctuation point enhancements with TXDOT and adjacent property owners.

- Points of Interest - Places with distinct functions along the Preston Road corridor are proposed to have bolder, more intense landscape designs to accentuate their importance. These special areas include the "punctuation points" along Preston Road.

- Punctuation Points
  a) Punctuation Points shall occur at approximately ¼ mile intervals as defined on the Civic Identity Plan. (Refer to Civic Identity Plan Page 44)
  b) Punctuation Points should be a minimum of 200' in length and 100' deep along Preston Road.
  c) Punctuation Points should span the width of Preston Road, incorporating both parkways and the median.
  d) Punctuation Points should have bold, intense plantings that are graphic or sculptural in character.
  e) Punctuation Points may utilize raised planting areas to lift and separate these spaces from the adjacent streetscape defined by uniform plantings of street trees.
  f) Punctuation Points in Retail Zone - When punctuation points occur in the retail zone of the Preston Road corridor, the plant materials selected should be of a more formal, bold, "graphic" patterns.
  g) Lighting shall be installed by owner in accordance with city design standards for Preston Road.

- The City of Frisco shall coordinate the implementation of the family of streetscape elements with TXDOT and adjacent property owners.

- The family of streetscape elements includes gateways; a series of entrance monuments and pedestals for major street intersections and landscape "punctuation points"; and street light options for both pedestrian and vehicular scales.

10. Other Requirements

- If outdoor dining areas are utilized then seven hundred and fifty square feet (750 S.F.) of outdoor dining areas per establishment is excluded from parking requirements.

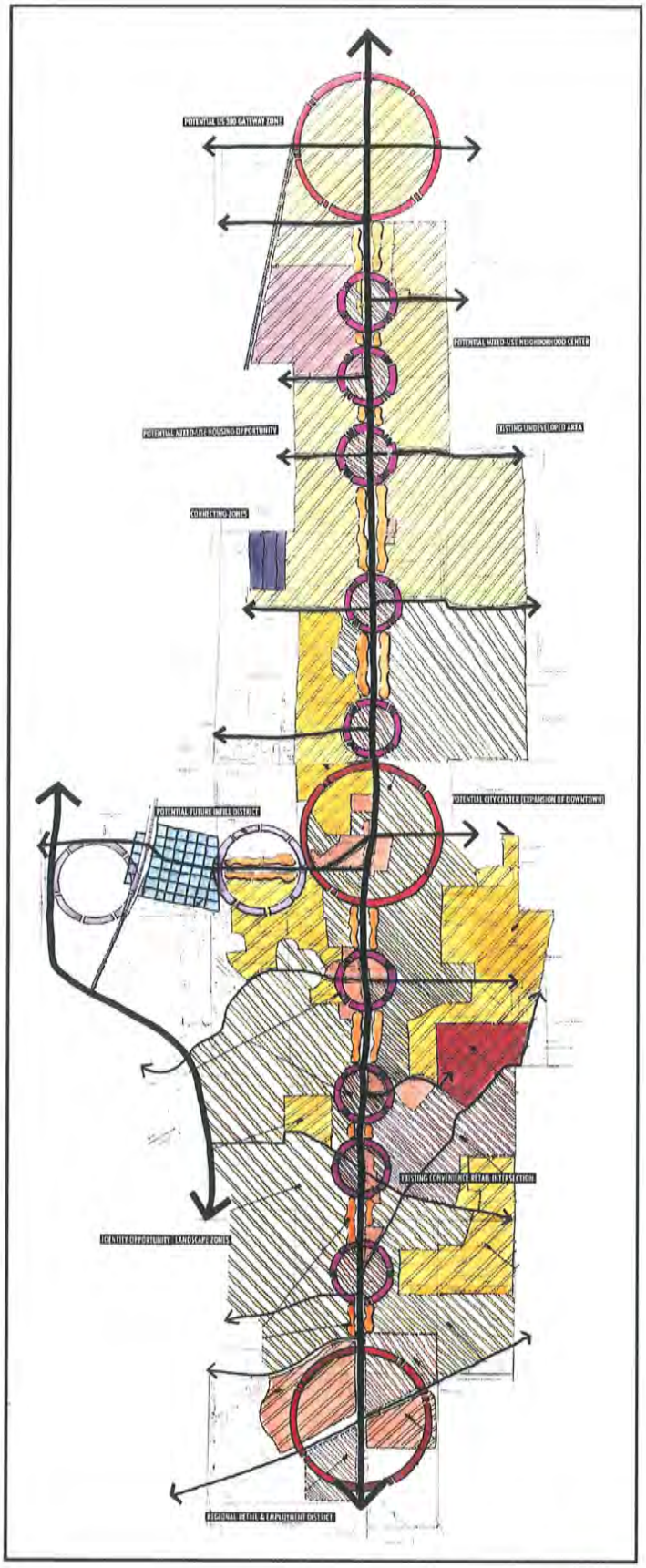
7 Landscape Standards

LANDSCAPE STANDARDS

The Landscape Standards for the Preston Road Corridor are designed to unify the 11-mile stretch of roadway in Frisco, Texas. Through the use of an overall framework, made up of uniformly spaced street trees, special light standards and enhanced paving, the landscape enhancements should help the Preston Road corridor emerge as an identifiable and distinct place.

To promote visual interest within this unified framework, the landscape standards outline design options at special points of interest. These points of interest include proposed portal and gateway features along Preston Road at the SH 121 junction, the intersection at Main Street which provides a link to the city's historic district, the bridge over Panther Creek, and the US 380 overpass.

Variety will be further introduced into the streetscape framework in the form of landscape "punctuation points," (defined landscape spaces that contrast with the adjacent street trees), and the delineation of a Retail Zones (north and south of Main Street) and a Rural Zone (north of Panther Creek).



Corridor Concepts

Sand - Underdeveloped areas
Yellow - Residential
Brown - Commercial/Retail
Blue - Institutional
Pink - Texas Power and Light
Blue - Downtown Frisco
Red - Community College

LANDSCAPE FRAMEWORK *concepts*

The landscape framework provides the structure and dimensions that will give cohesiveness to the 11-mile corridor.

The landscape improvements occur within the 30' wide landscape easement and slip roads. The street right-of-way spans a total of 120', and the medians are a minimum of 14' in width.

The dimensions are nominally constant, but allow for different options and variety in landscape character, as shown in the following illustrations.

LANDSCAPE FRAMEWORK *standards*

Existing Conditions

- Preston Road Right-of-Way -
  120' width (typical)
  140' at major intersections
- Landscape Easement - Variable width from right of way line.
- Drive Lanes - 12' width (36' total)
- Medians - Minimum 14' (typical)

LANDSCAPE STANDARDS FOR STREET TREES

Street trees standards: (refer to each section for specific requirement)

a) Street Trees in landscape easement (Single Row) - Spacing is nominally 30' on center (o.c.) and 16' from back of curb. (Exception: Street trees adjacent to slip roads should be spaced nominally at 36' o.c.)

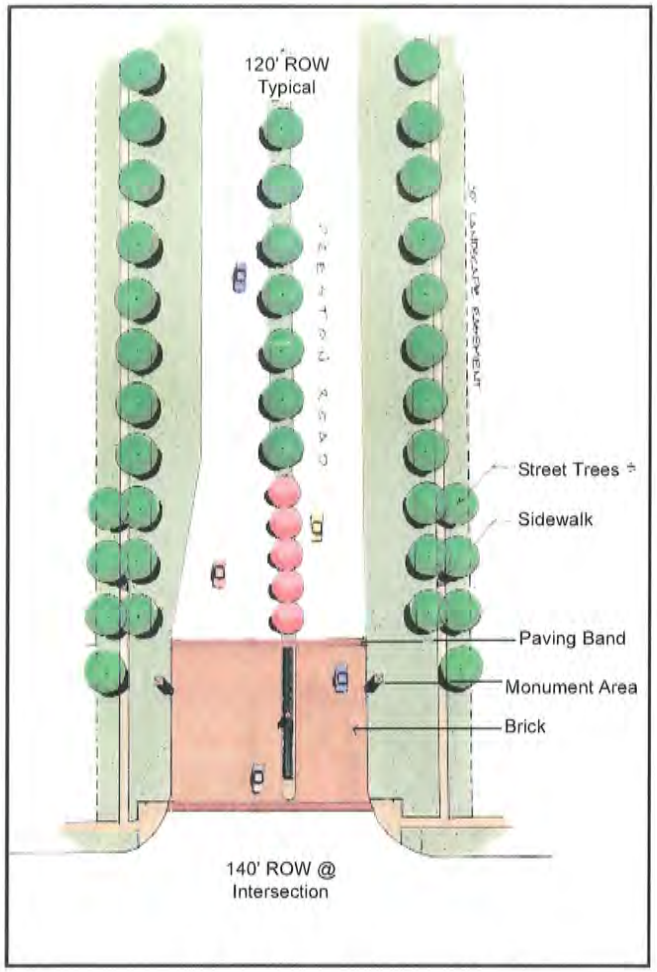
b) Street Trees in landscape easement (Double Row) - Spacing is nominally 30' o.c. The first row of trees is 16' from back of curb. The second row of trees is 30' from back of curb.

c) Street Trees in Median (Single Row) - Spacing is nominally 35' o.c. with trees centered in the median.

d) Street Trees in Median (Double Row) - Two formal rows of ornamental street trees may be placed in median. Spacing is nominally 35' o.c. with trees centered in median

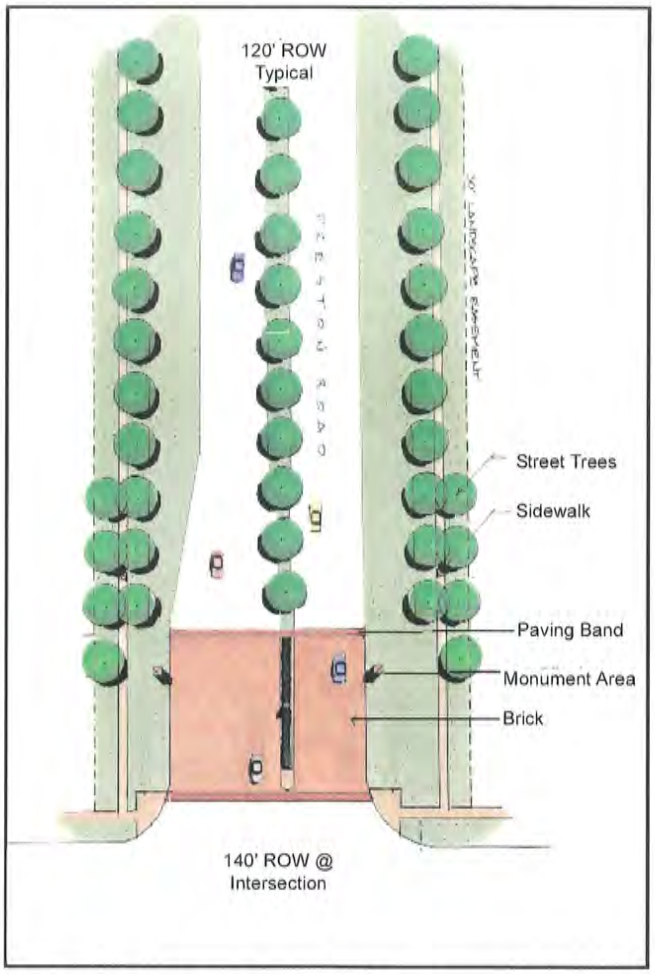
e) Street Trees (Informal/Naturalistic) - For variety or where existing trees are present, informal/naturalistic tree planting may be appropriate. When this occurs, the natural zone should extend at least 200' and occur in both the parkways and the median.
(See Variation Standards page 109)

Design Standards: Preston Road Landscape Standards



14' MEDIAN (TYPICAL)

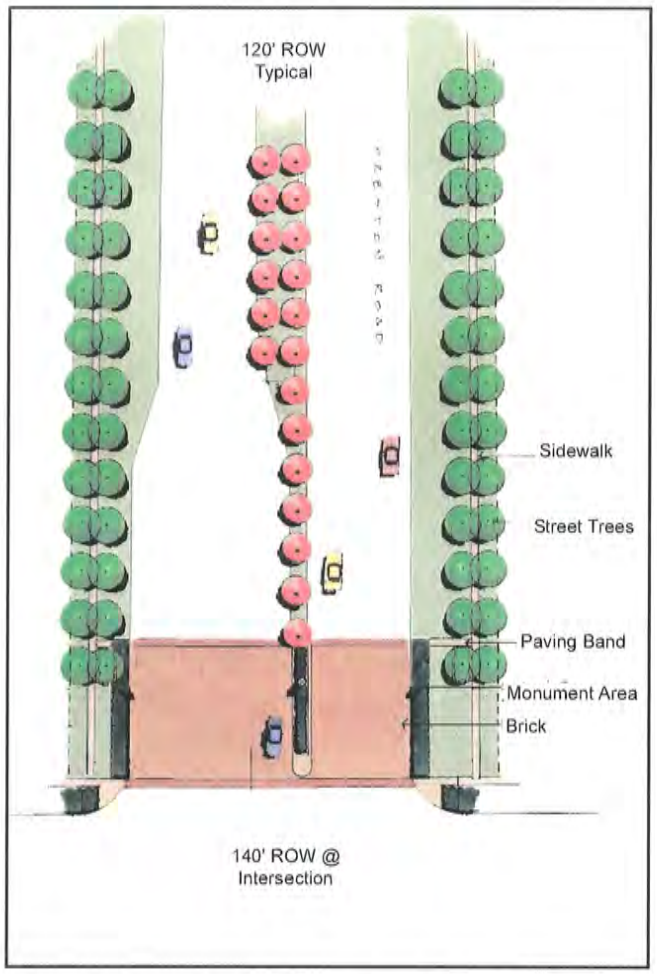
- Preston Road Right-of-Way - 120' width. 140' width at major intersections.
- Slip road or variable landscape easement
- Drive Lanes - 36' width.
- Brick crosswalk with stone band accents
- Street Trees in Median (Single Row) - Spacing is nominally 35' o.c. with trees centered in the median.
- Use large tree species rather than smaller ornamental trees. Ornamental trees should be used at intersections for visual interest.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all major and secondary intersections.



14' MEDIAN WITH ENTRY MONUMENTS (TYPICAL)

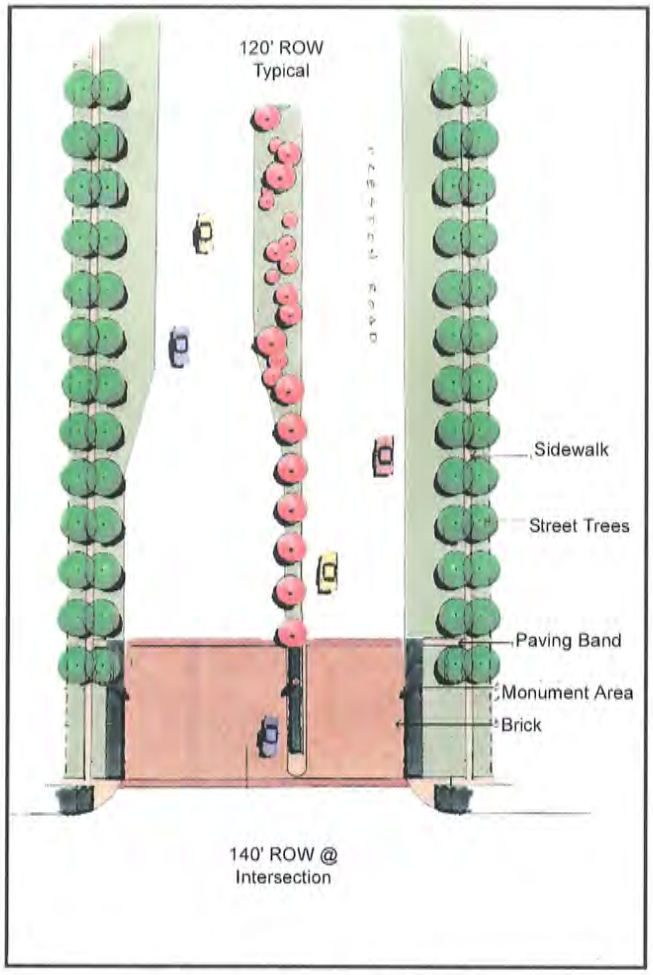
- Preston Road Right-of-Way - 120' width. 140' width at major intersections.
- Slip road or variable landscape easement
- Drive Lanes - 36' width.
- Brick crosswalk with stone band accents
- Street Trees in Median (Single Row) - Spacing is nominally 35' o.c. with trees centered in the median.
- Use large tree species rather than smaller ornamental trees. Monuments used to demarcate special points and districts.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all major and secondary intersections.

Design Standards: Preston Road Landscape Standards



14' MEDIAN WITH DOUBLE ROW OF ORNAMENTAL STREET TREES

- Preston Road Right-of-Way - 120' width. 140' width at major intersections.
- Slip road or landscape easement
- Drive Lanes - 36' width.
- Brick crosswalk with stone band accents
- Ornamental trees in Median (Double Row) - Two formal rows of ornamental street trees may be placed nominally 35' o.c. with trees centered in median.
- Use large tree species rather than smaller ornamental trees in parkway.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all major and secondary intersections.



14' MEDIAN WITH NATURALIZED TREATMENT (TYPICAL)

- Preston Road Right-of-Way - 120' width. 140' width at major intersections.
- Slip road or landscape easement
- Drive Lanes - 36' width.
- Brick crosswalk with stone band accents
- Street Trees - Same as 14' Median (Typical)
- Street Trees (Informal/Naturalistic) - For variety or where existing trees are present, informal/naturalistic tree planting may be appropriate. When this occurs, the natural zone should extend at least 200' and occur in both the parkways and the median.
- Use large tree species rather than smaller ornamental trees.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all major and secondary intersections.

Slip Roads

a) Slip roads are short roads that afford access into and out of developments.

b) Slip roads introduce opportunities for variety in the streetscape. The slip road extends the street zone into the parking area, making parking lots more plaza-like and integrated. Slip roads combine parking, uniform tree plantings, enhanced paving, seating areas and access to retail stores, making these spaces lively and pedestrian-friendly.

c) Three areas of landscape are required in the slip road areas as follows: The first row of trees is required 16' from back of curb. Within the slip road parking area, two rows of trees are required. The second row of trees shall be 30' from back of curb. The third row of trees shall be 72' from back of curb

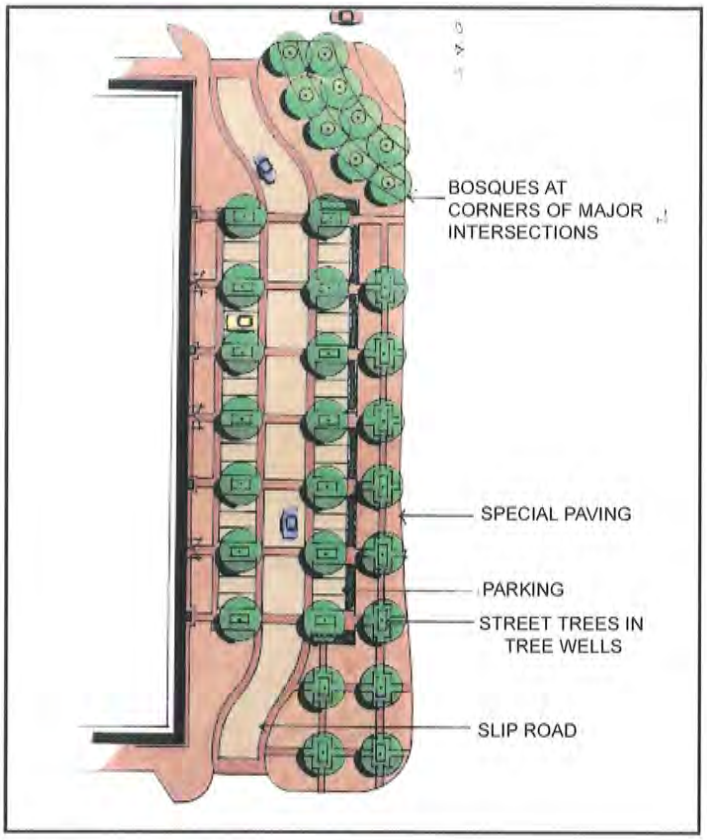
d) Parking lot trees in the slip road area shall be placed at nominally 36' o.c. and aligned with street trees on opposite side of slip road.

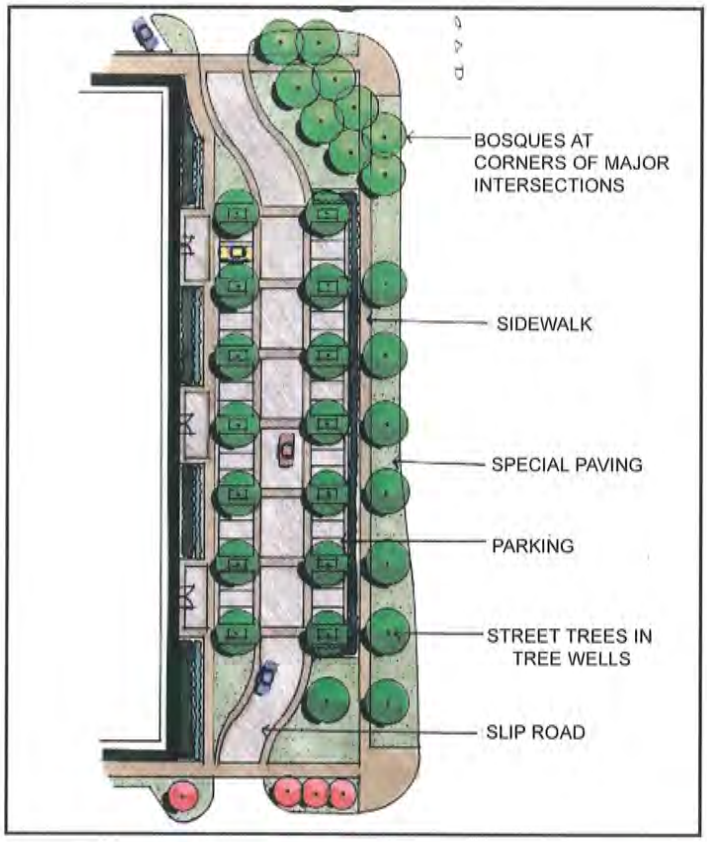
e) Parking lot trees in the slip road area shall be located in parking lot islands on both sides of the slip road drive lane, whether or not parking is provided on both sides of slip road.

f) The drive lane and parking areas of the slip road shall be defined with enhanced paving such as brick, stone or scored concrete.

g) Slip road parking may be screened from Preston Road with a low wall or formal clipped hedge; minimum height: 36".

h) The parkway area between the slip road and Preston Road may have an urban plaza character, defined by the use of enhanced paving. Or the parkway area between the slip road and Preston Road area may be suburban and pastoral in character, defined by the use of lawn.

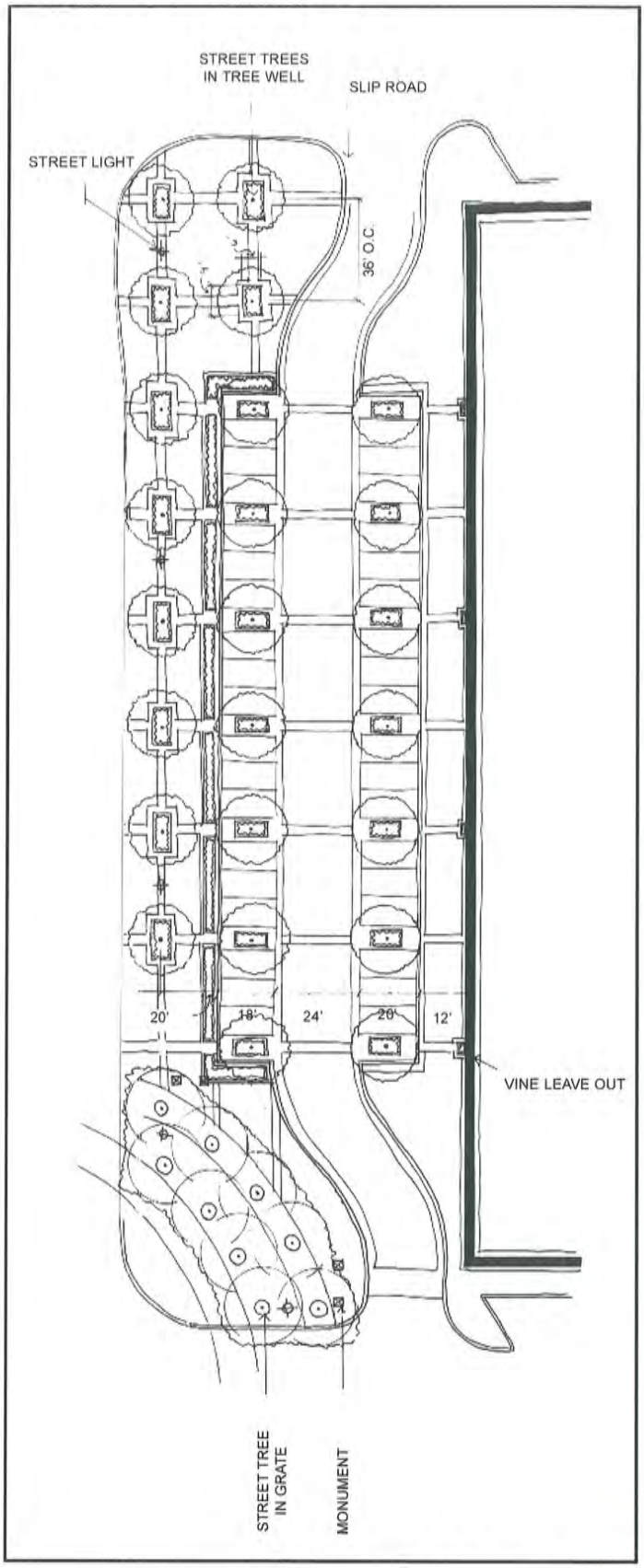




i) Buildings shall interrupt slip roads at intersections and traffic must be directed back on to Preston Road or remain internal to the development

(See Slip Roads at Intersection Below)

Slip Road Dimensions



Slip Roads at Intersections

Street Lights

- Lighting shall be installed by owner in accordance with city design standards for Preston Road.
- The City of Frisco shall coordinate the implementation of the street lights with TXDOT in the right of way.
- Lamp posts must be consistent with City of Frisco approved fixtures and design standards.

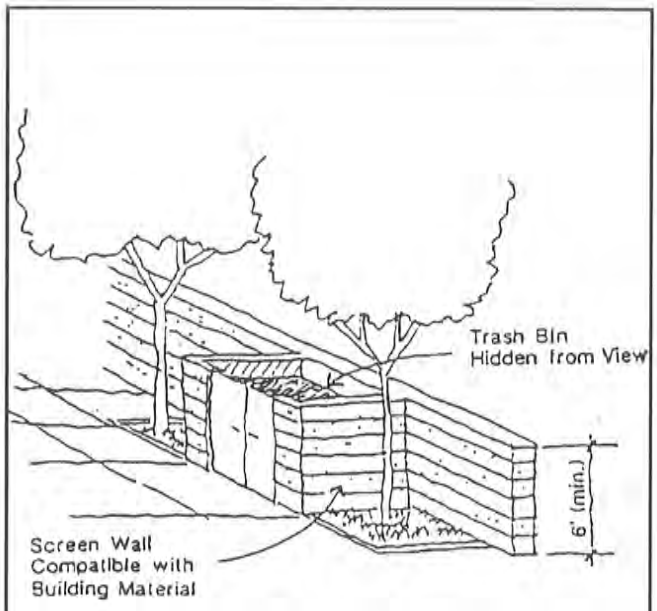
Sidewalks

Sidewalk - minimum 4' width typical (6' width in Main Street subdistrict) no closer then 5' from back of street curb with the exception of an urbanized streetscape. Meandering sidewalks are encouraged wherever possible.

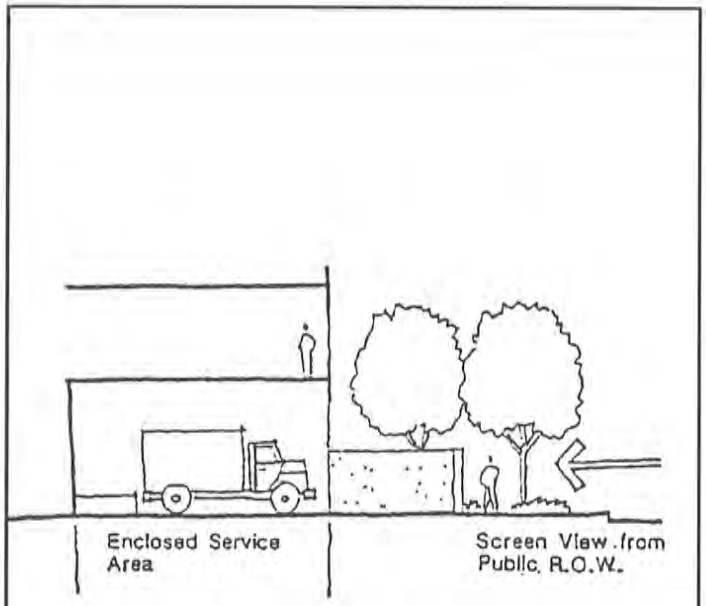
Screening

All off-street loading spaces, service areas, and trash storage areas shall be screened from all public streets.

a) Three sided masonry enclosure (gates are optional unless otherwise noted)
b) Minimum 6 foot screen wall constructed of material consistent with that of the building,
c) Vegetation should be used to soften the walls appearance. This may include either vines trained up the wall or 1 tree and shrubs 30" on center.
d) Compactors shall have an eight foot (8') minimum screen wall with gate.



Trash Collection Area Screening

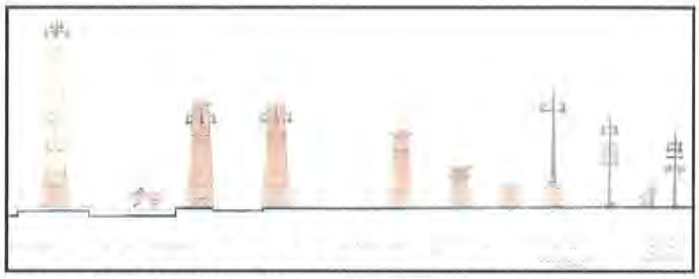


Service/Loading Area Screening

FRAMEWORK OF ELEMENTS *CONCEPTS*

In addition to the form-giving rows of street trees, a "family" of streetscape elements will help tie together the Preston Road corridor in Frisco. These designs offer basic forms, colors and materials that will contribute in making the Frisco streetscape identifiable.

The family of streetscape elements includes gateway; a series of entrance monuments and pedestals for major street intersections and landscape "punctuation points"; and street light options for both pedestrian and vehicular scales.



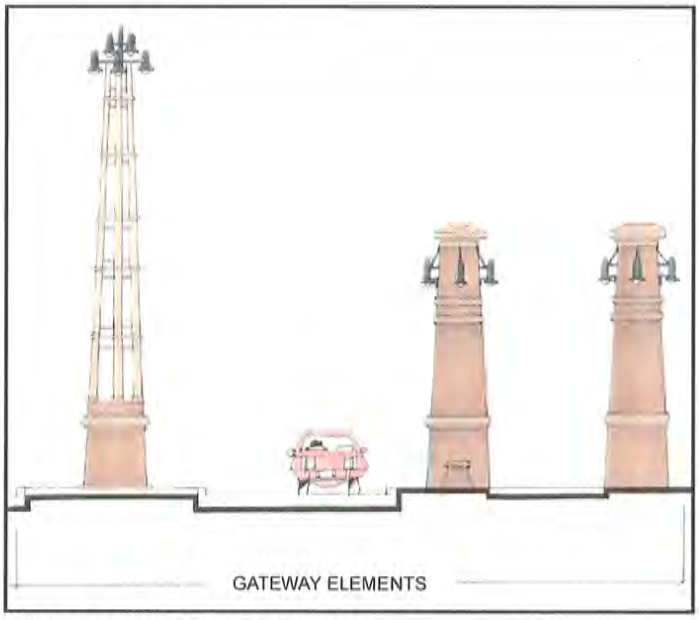
Family of Elements (See Individual Elements Below)

FAMILY of Elements *standards*

Public / Private Improvements include:

- Gateway Monuments should occur at subdistrict boundaries.

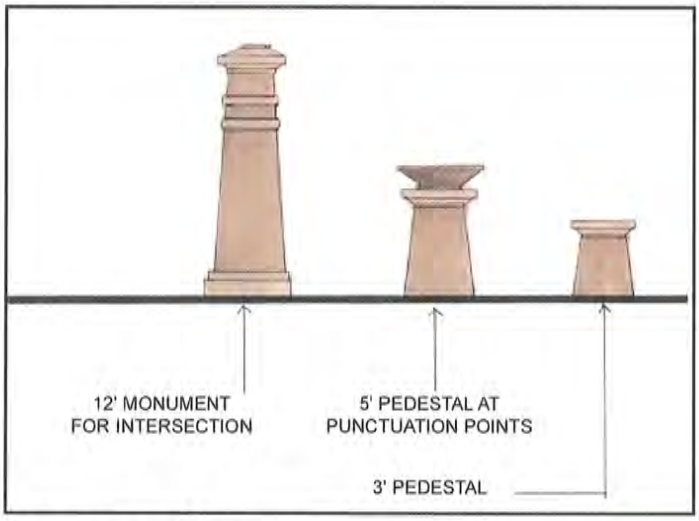
a) The monument materials should be natural native stone, cast stone and dark colored light fixtures manufactured by Bega (or equivalent). Cultured stone is not allowed.
b) The monument/light standard in the median is nominally 30' ht.
c) The monument/light standard in the parkway is nominally 20' ht.
d) The 20' ht. monuments in the parkway should be placed in pairs flanking the sidewalk.
e) A low 3' ht. barrier (ie decorative wall or bollards) wall shall be used to separate vehicular traffic from pedestrian traffic.



Gateway Monuments

- Entrance Monuments occur at major intersections and landscape "points of interest."

a) The entrance monument materials should be stone and cast stone.
b) The 12' ht. monument may be used at major intersections.
c) The 3' and 5' ht. pedestals may be used at punctuation points, and in conjunction with the 12' ht. entrance monuments at major intersections.

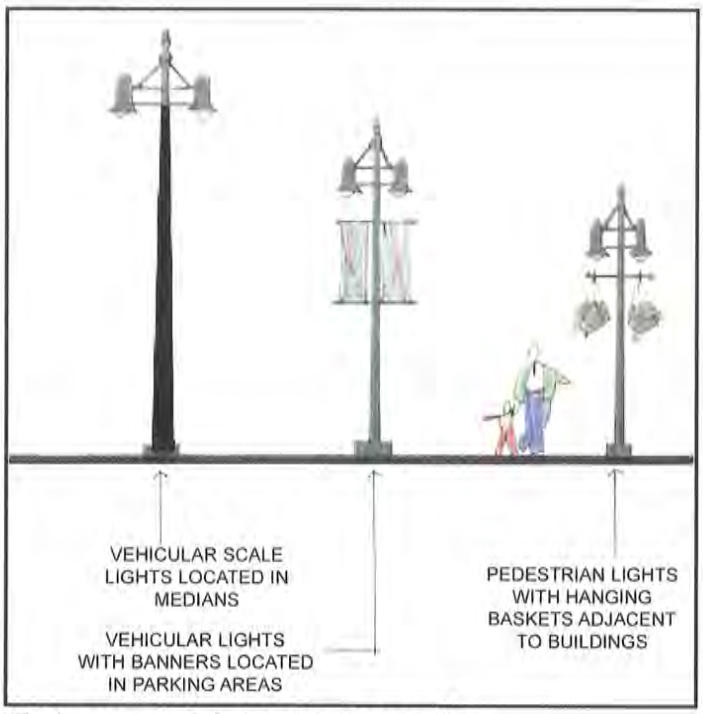


Entrance Monuments

- Enhanced Light Standards

a) The vehicular scale light standard may be placed on a stone pedestal and centered in the Preston Road median.
b) The vehicular scale light fixture may support seasonal banners.
c) The 10' ht. (nom.) pedestrian scale light fixture may feature hanging basket.
d) Light standards should be painted a dark color comparable to Frisco Bridges light standard.

Note: The light standards similar to those shown are manufactured by Bega Luminaires.



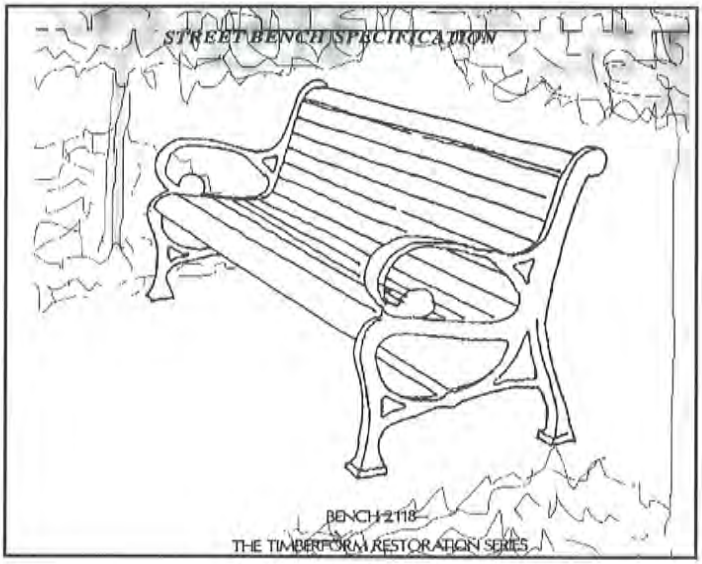
Enhanced Light Standards

- Street Furniture

a) Benches, bike racks, trash containers, bollards, and public art are to be incorporated into developments with an urban streetscape. These are the only site elements that may be placed within the street right of way.
b) All site furniture shall be made of long-lasting materials such as concrete, stone, metal and some hardwoods, and shall be approved by City Staff. City Staff will maintain a reference file of approved site furniture. All buildings over 35,000 s.f. shall provide at least three of the following elements

1. Benches
2. Bollards
3. Clocks
4. Litter containers
5. Drinking fountains
6. Bicycle racks

c) Tree grates are to be used in high pedestrian traffic areas. Grates may also be used in pocket parks and other areas deemed necessary through review by City Staff.
d) Tree guards shall take the form of a low fence 12-14" high of ornamental metal defining the edge of the 5' x 5' tree wells. Tree guards are to be in urban streetscape areas, where tree grates are not required, as well as other areas



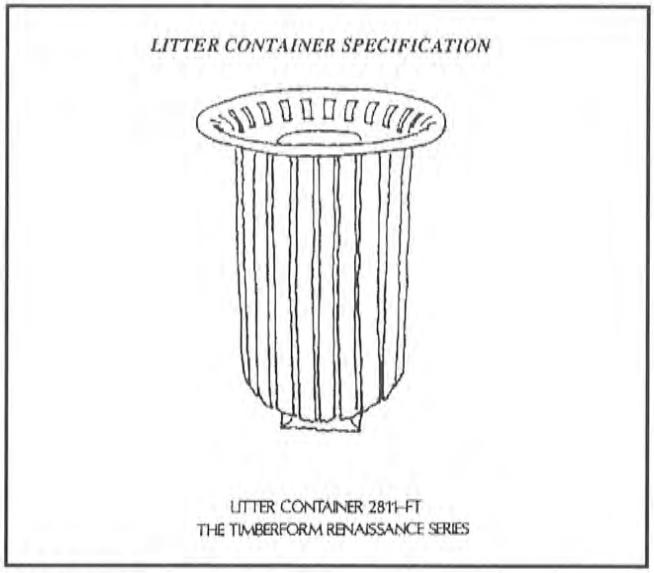
Entrance Monuments

deemed necessary through review by City Staff. Gauge of metal utilized should not be less than 3/8" diameter.

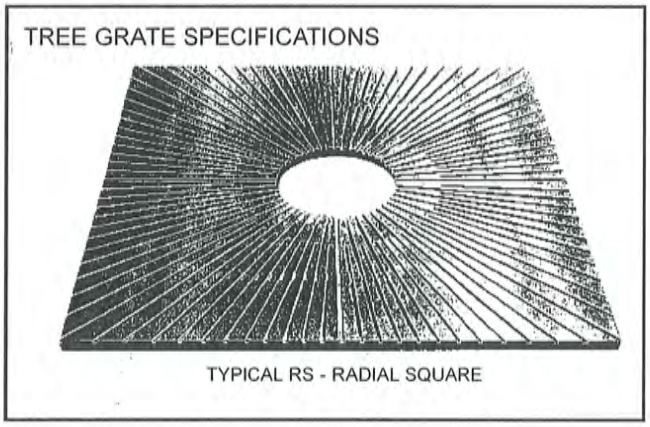
e) Bollards are to be used to protect trees and pedestrians where there is a curbless condition. Bollards shall have a nominal height of 24" and a nominal diameter of 18". The use of granite and/or cast iron is suggested.

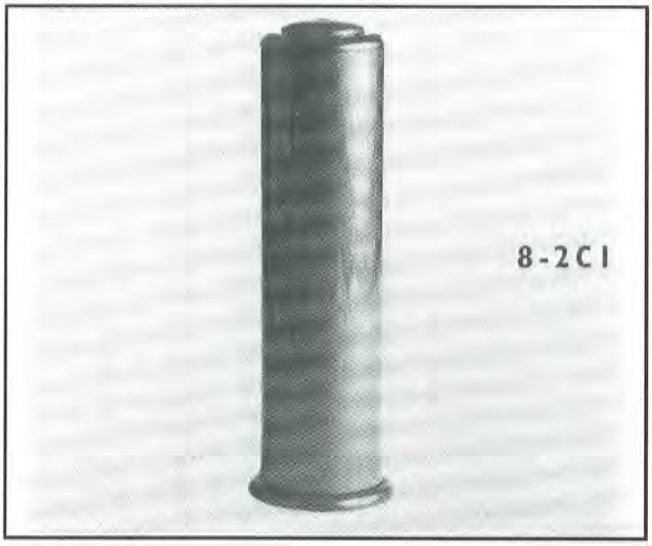
f) All street benches shall be consistent with approved specifications and shall be located at each building entrance or 50' o.c. average.

g) All bike racks shall be consistent with approved specifications and shall be located

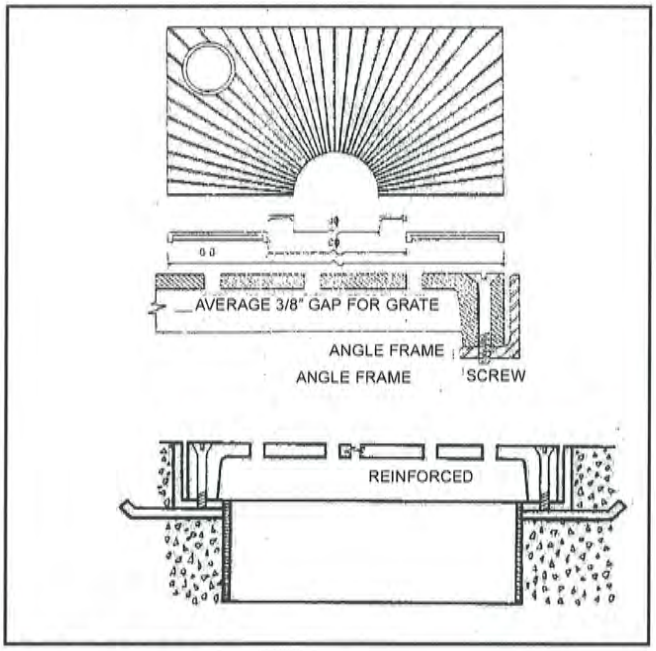


Litter Container

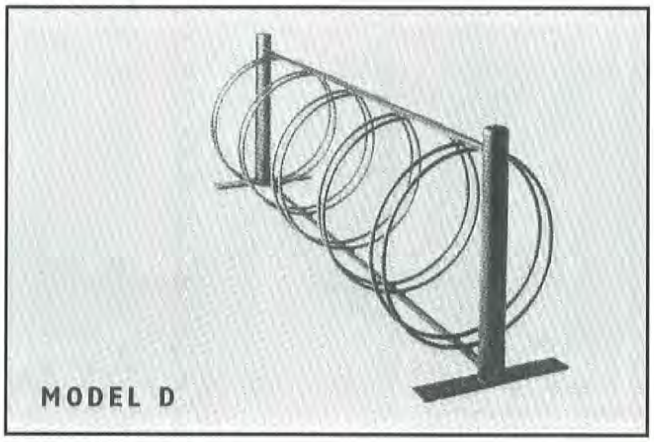




Bollard



Tree Grate



Bicycle Rack

within each development.

h) All litter containers shall be consistent with approved specifications.

Points of Interest *concepts*

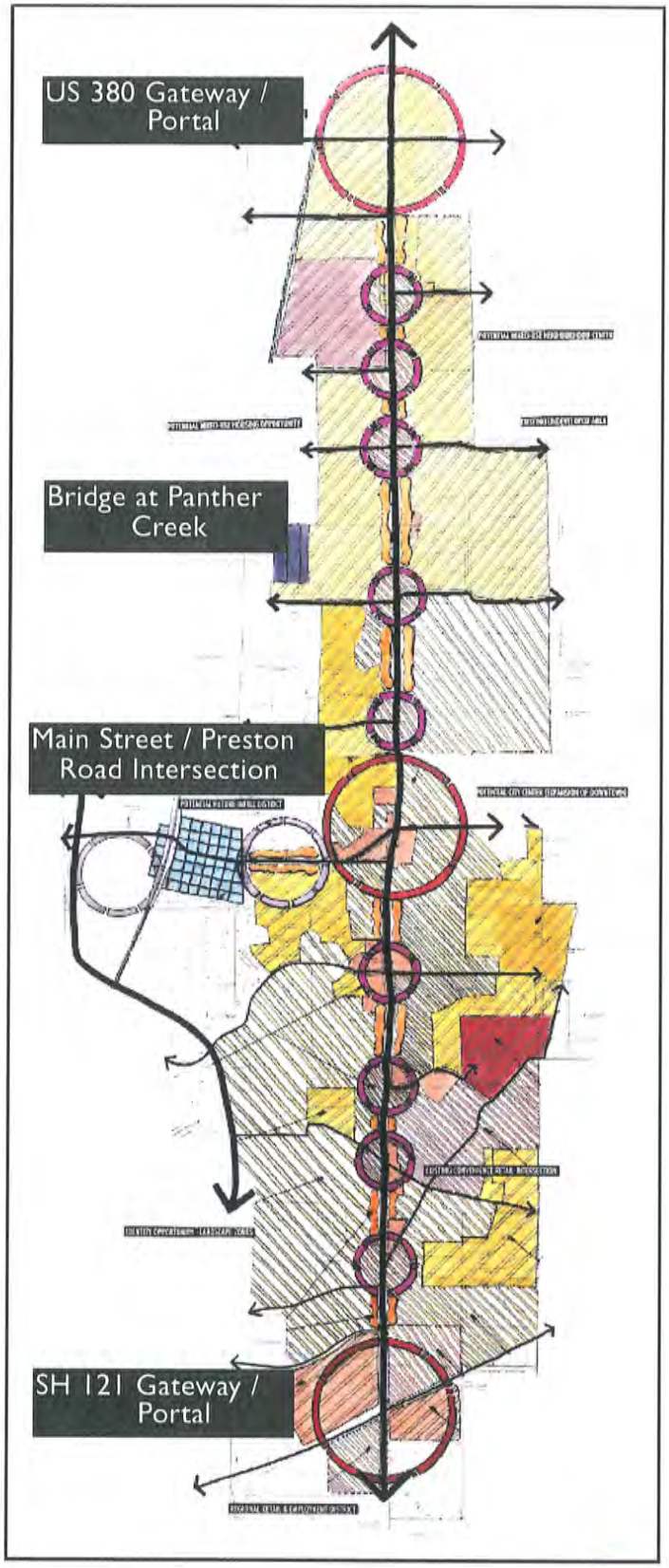
Places with distinct functions along the Preston Road corridor are proposed to have bolder, more intense landscape designs to accentuate their importance. These special points include the US 380 interface with Preston Road, the intersection of Main Street and Preston, the bridge at Panther Creek, and the junction of SH 121 with Preston Road.

The US 380 interface marks the north entrance to Frisco along the Preston Road corridor and is therefore an appropriate gateway site.

The Main Street intersection provides a connection between the high volume of traffic on Preston Road with Frisco's historic downtown area. This juncture provides an opportunity for Preston Road to provide an entrance to the old downtown.

The bridge at Panther Creek is over 200' long and spans the green space and creek with proposed pedestrian amenities. The bridge also serves as a pre-cursor to the Main Street intersection when travelling from south to north.

The SH 121 junction is the southernmost piece of the Preston Road corridor in Frisco. It provides the parallel opportunity for defining a gateway to the corridor, as does the US 380 interface at the north end of the corridor.



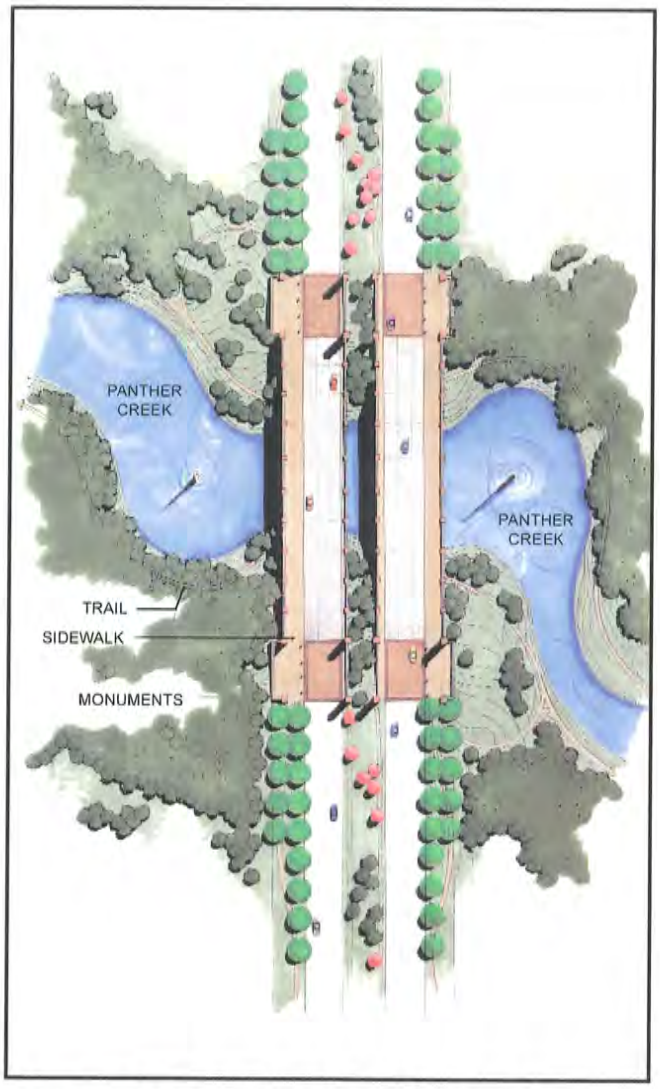
Points of Interest *standards*

Gateways and Bridges share the common element of an overpass. The following standards apply to both the gateway features (at US 380 and SH 121), and the bridge at Panther Creek.

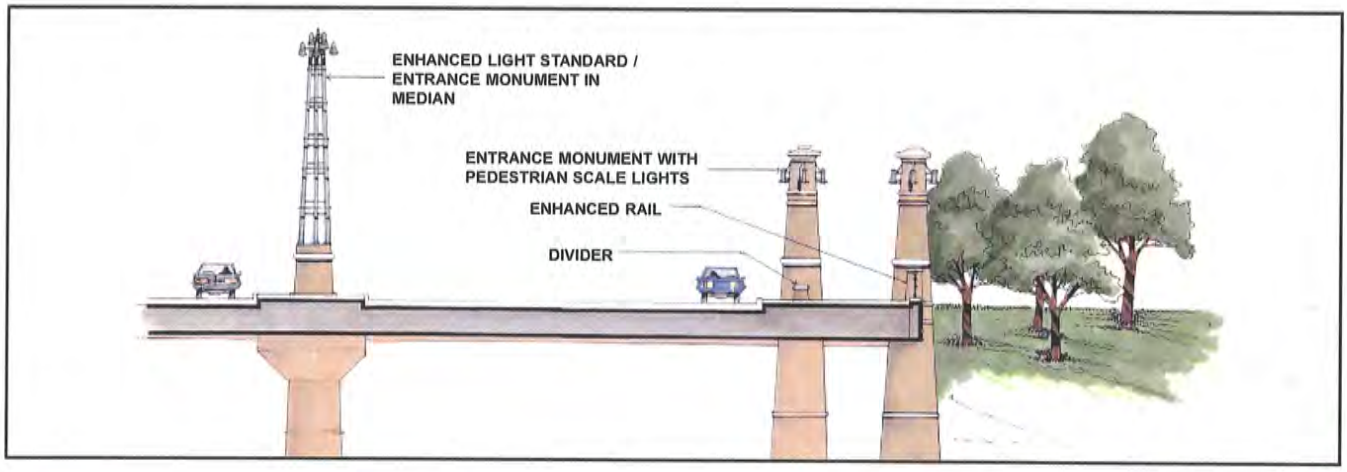
- Gateways and bridges should feature "Gateway Monuments" as described in the Family of Elements standards.
- Gateways and bridges should include vehicular scale light standards as described in the Family of Elements standards.
- Gateways and bridges should incorporate enhanced paving of stone, brick or scored concrete.

The Main Street Intersection at Preston Road should be symmetrical in all four directions and incorporate the following standards.

- The Main Street Intersection should feature 12' ht. Entrance Monuments as outlined in the Family of Elements standards.
- The Main Street Intersection may include 5' ht. pedestals with urns. Refer to the Family of Elements Standards.
- The Main Street Intersection should incorporate enhanced paving of brick, stone or concrete.
- The Main Street Intersection should feature intensified planting of shrubs and/or trees to provide a sense of enclosure. See following illustrations for examples.

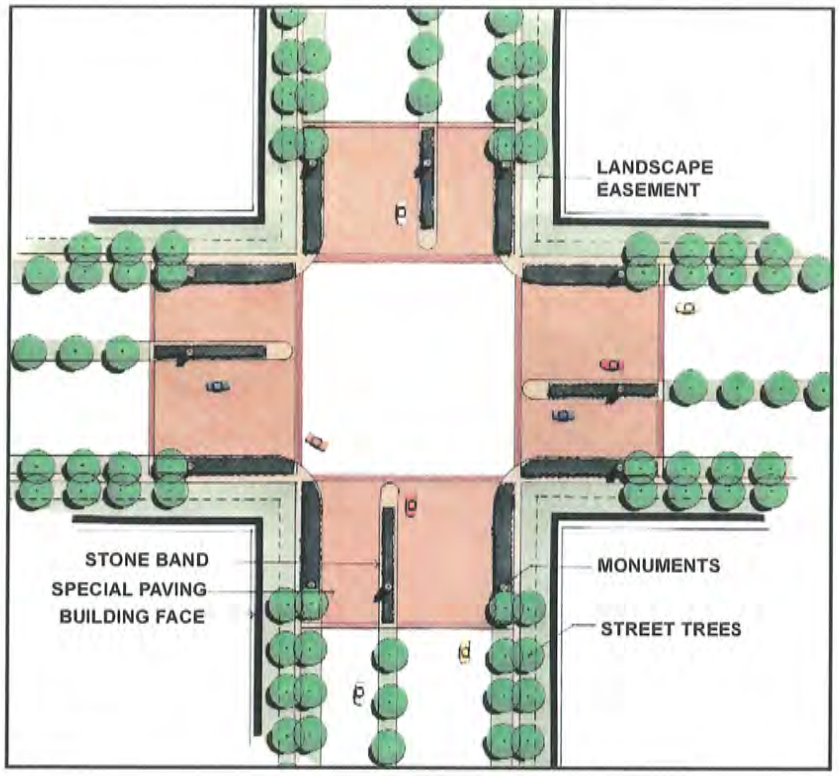


Prototypical Overpass / Bridge Plan and Section



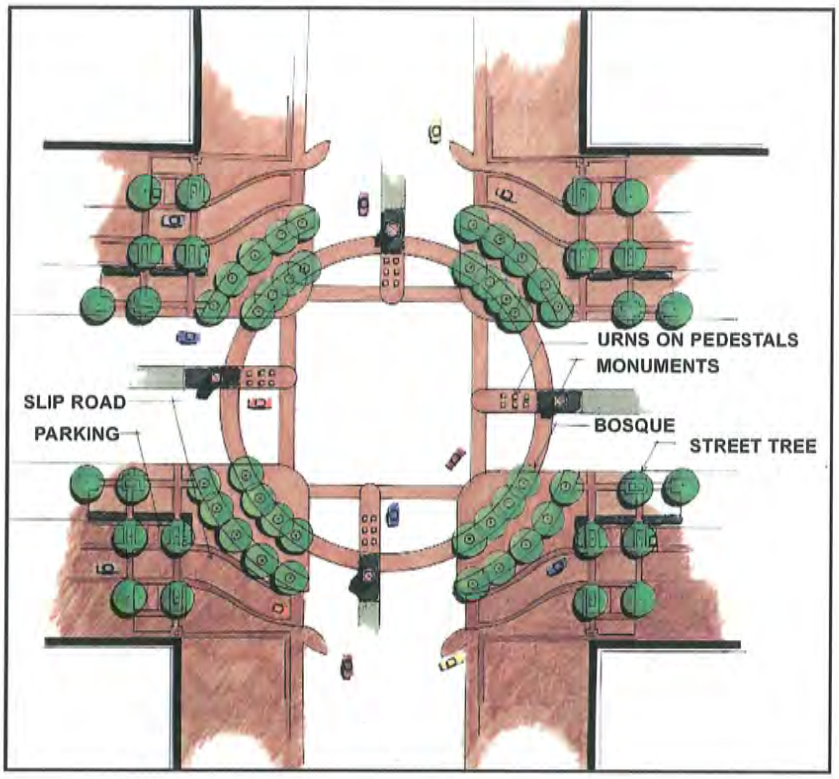
Design Standards: Urbanized Intersections

(Design Alternates at Intersections)



MAJOR INTERSECTION (TYPICAL)

- 140' Right of Way with turn lanes.
- Major intersections shall be symmetrical in all four directions
- Intersections should incorporate enhanced paving.
- Intersections shall feature intensified planting of shrubs and trees to provide a sense of enclosure.
- Locate trees no closer than 40' feet from the curb line of an intersecting street.
- Deceleration lanes occur at all major and secondary intersections.
- May incorporate 12' entrance monument as outlined in Landscape Standards
- May include 5' entrance pedestals with urns. Refer to Landscape Standards



MAJOR INTERSECTION (CIRCULAR) W/ SLIP ROAD (TYPICAL)

- 140' Right of Way with turn lanes.
- Major intersections shall be symmetrical in all four directions
- Intersections should incorporate enhanced paving of brick, stone or concrete.
- Intersections should feature intensified planting of shrubs and trees to provide a sense of enclosure.
- Slip road entries must be the minimum distance specified in the city's thoroughfare ordinance.
- Slip road must provide a minimum of 100' stacking area
- May incorporate 12' entrance monument as outlined in Landscape Standards
- May include 5' entrance pedestals with urns. Refer to Landscape Standards.

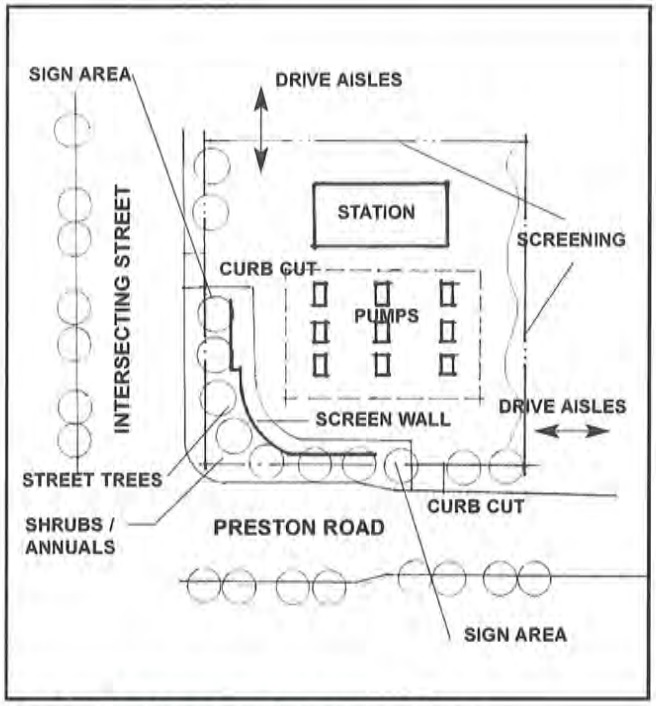
GAS STATIONS AT INTERSECTION

A) Gas stations shall only occur at intersections of major thoroughfares in the Retail and Rural Corridors. No midblock stations are allowed.

B) Special landscaping is required from the curb cut on Preston Road to the curb cut on secondary street. This shall include:

1) Three foot (3') screen wall or earthen berm shall be provided at the intersection to screen service area. No signage may occur on wall or berm.
2) Large trees (minimum 3" caliper) shall be planted in accordance with Major Intersection (Circular) Diagram (nominally 25' o.c.)
3) Shrubs and annual plants shall be planted and maintained facing Preston Road and the intersecting streets.
4) Additional screening shall be provided to screen pumps from view along Preston Road and adjacent properties.

C) Buildings shall interrupt slip roads at intersections and traffic must be directed back on to Preston Road or remain internal to the development.



Gas Station at Intersection

Variations *concepts*

The introduction of landscape "punctuation points" or "sculptural landscapes," in addition to the definition of a rural zone and a retail zone along the Preston Road corridor help to provide interest within a unified framework of streetscape elements.

The punctuation points in the rural zone should have a rural character, featuring plant materials with a loose, informal character. The punctuation points in the retail zone should have a more commercial character and feature more formal, upright trees arranged in bold, "graphic" patterns.

The slip roads in the retail areas also introduce opportunities for variety in the streetscape. The slip road extends the street zone into the parking area, making parking lots more plaza-like and integrated. Slip roads combine parking, uniform tree plantings, enhanced paving, seating areas and access to retail stores, making these spaces lively and pedestrian-friendly.

The City of Frisco shall coordinate the implementation of punctuation points with TXDOT and adjacent property owners through the provision of landscape easements prior to or during the development process.

Variations *standards*

Punctuation Points

- Punctuation Points should be a minimum of 200' in length along Preston Road and symmetrical on both sides.
- Punctuation Points should span the width of Preston Road, incorporating both parkways and the median.
- Punctuation Points should have bold, intense plantings that are graphic or sculptural in character.
- Punctuation Points may utilize raised planting areas to lift and separate these spaces from the adjacent streetscape defined by uniform plantings of street trees.

Punctuation Points in Retail Zones

- When punctuation points occur in the retail zone of the Preston Road corridor, the plant materials selected should be formal and refined in character. The upright Chanticleer Pear tree is one such example.

Punctuation Points in Rural Zones

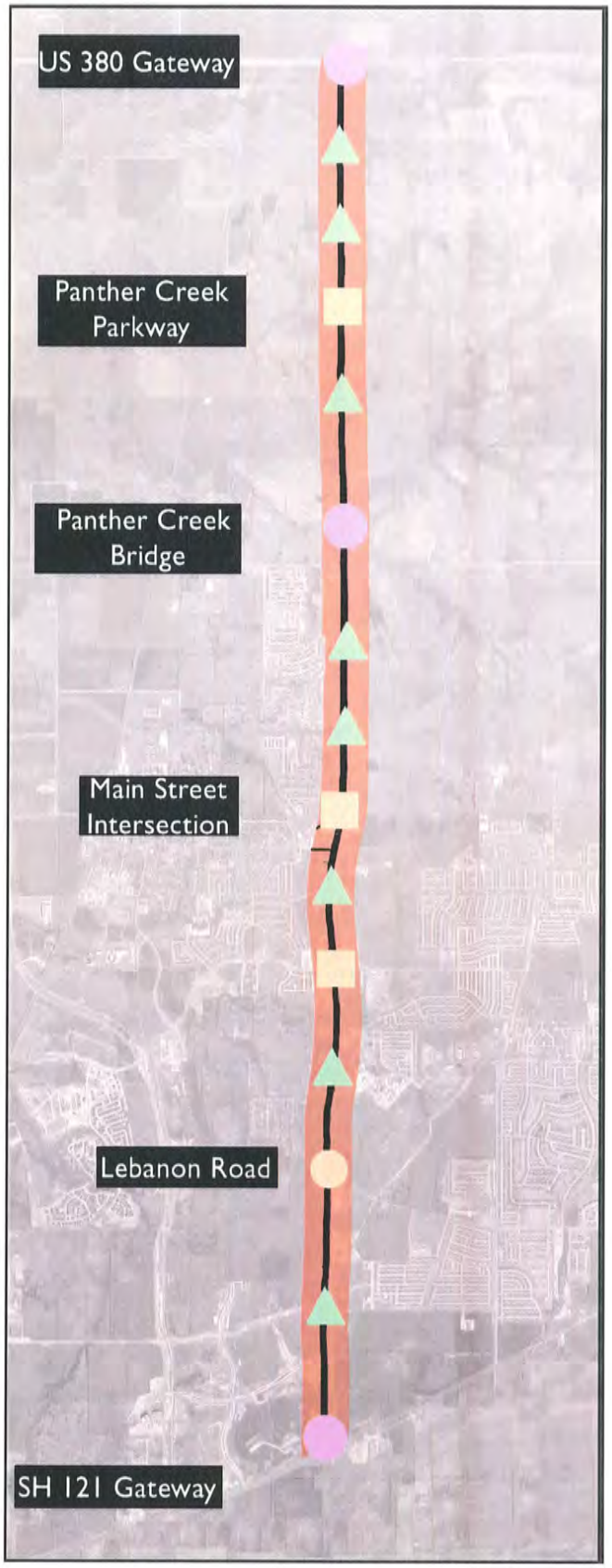
- When punctuation points occur in the rural zone of the Preston Road corridor, the plant materials selected should be of a loose, informal character. Native plant materials are especially appropriate in the rural zone.

Legend

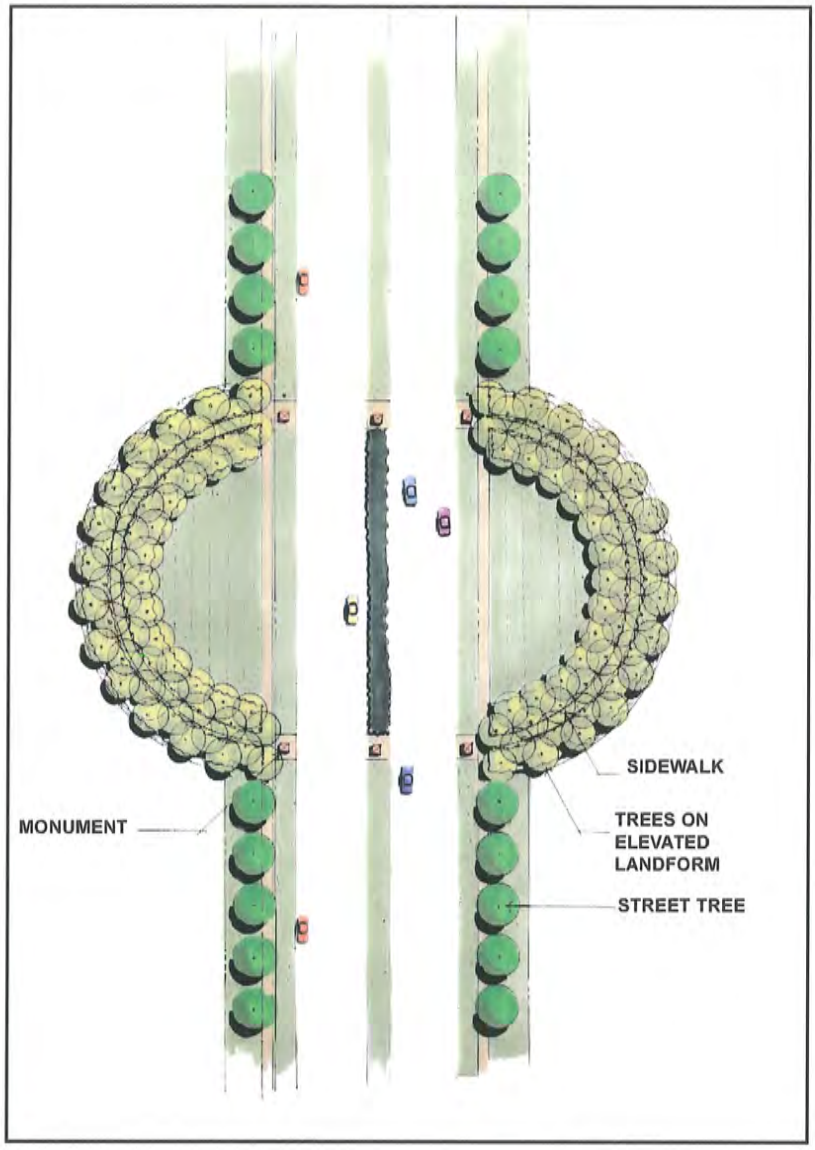
Gateway / Bridges

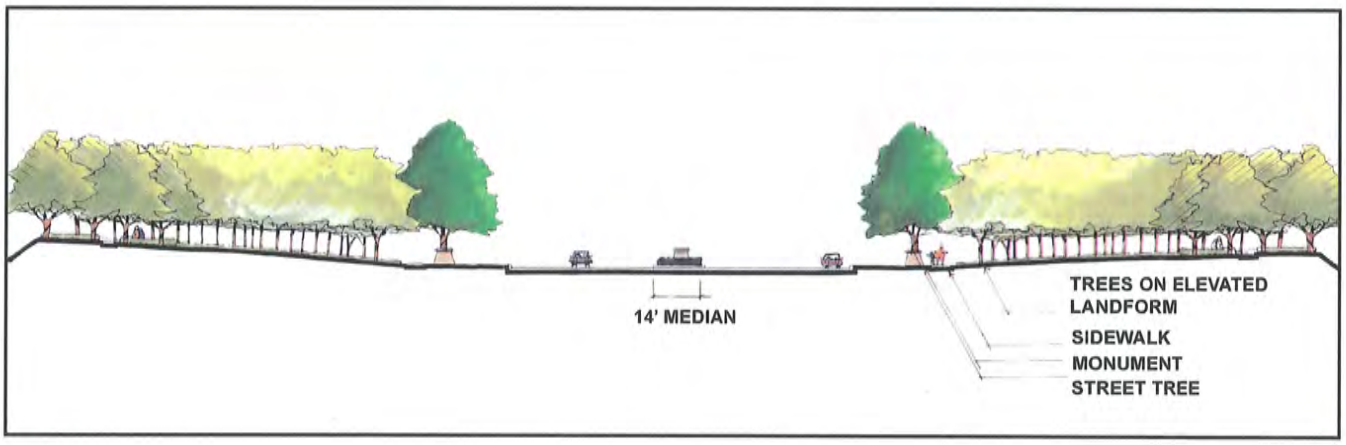
Urbanized Intersection

Special Features / Punctuation Points

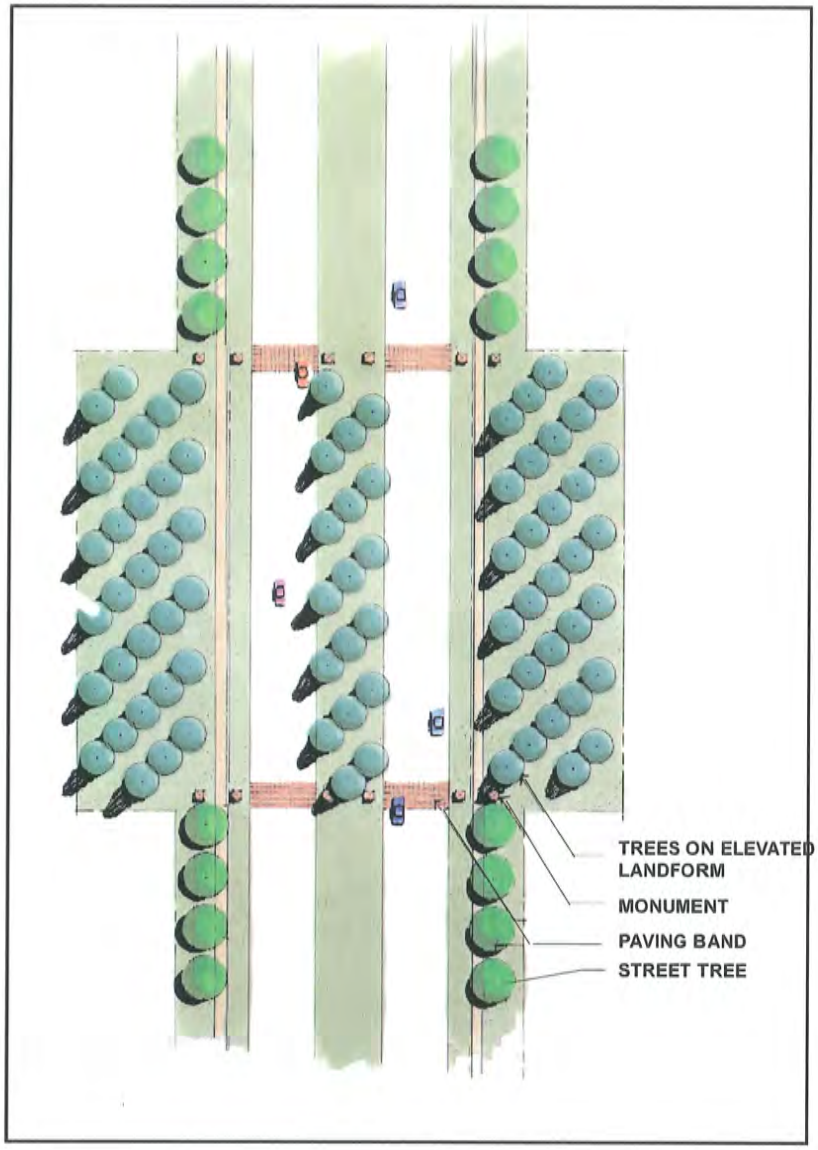


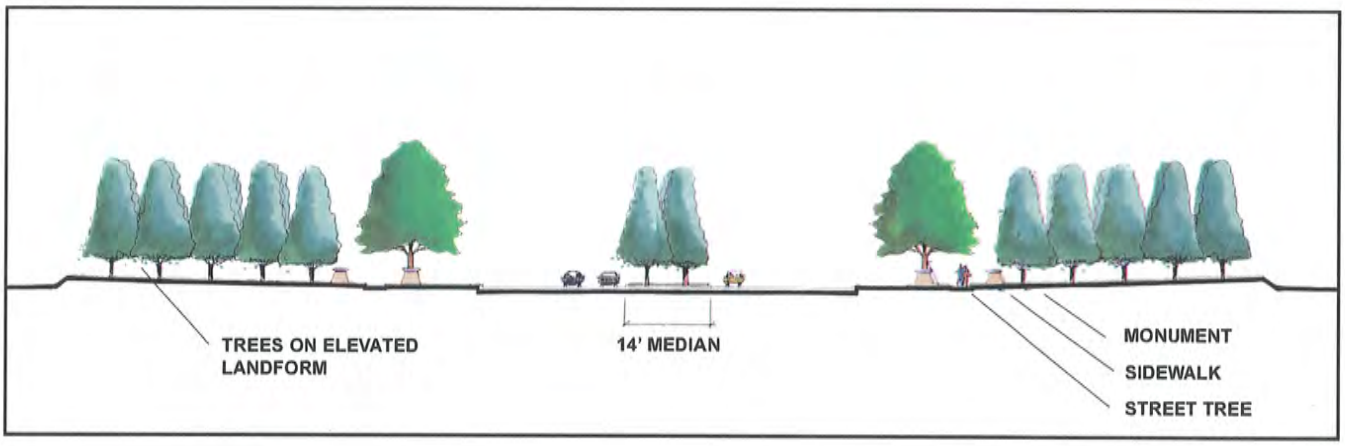
Circle Grove



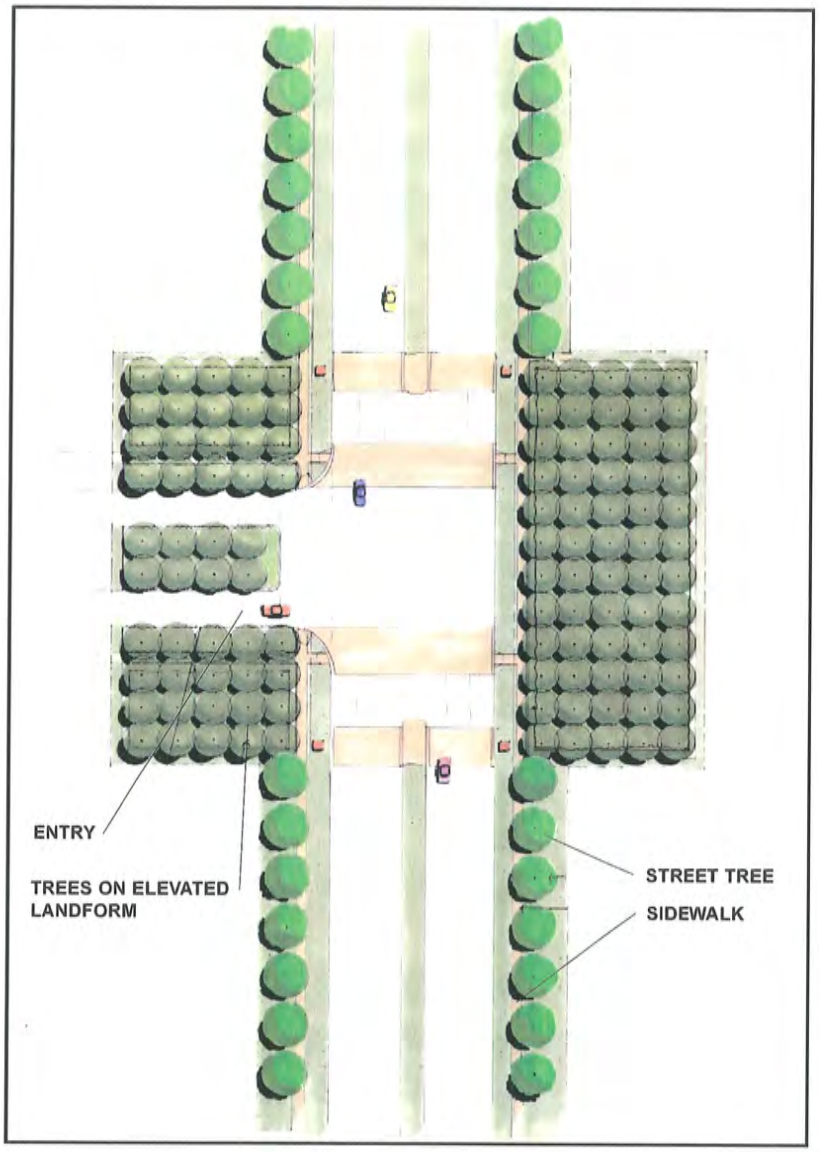


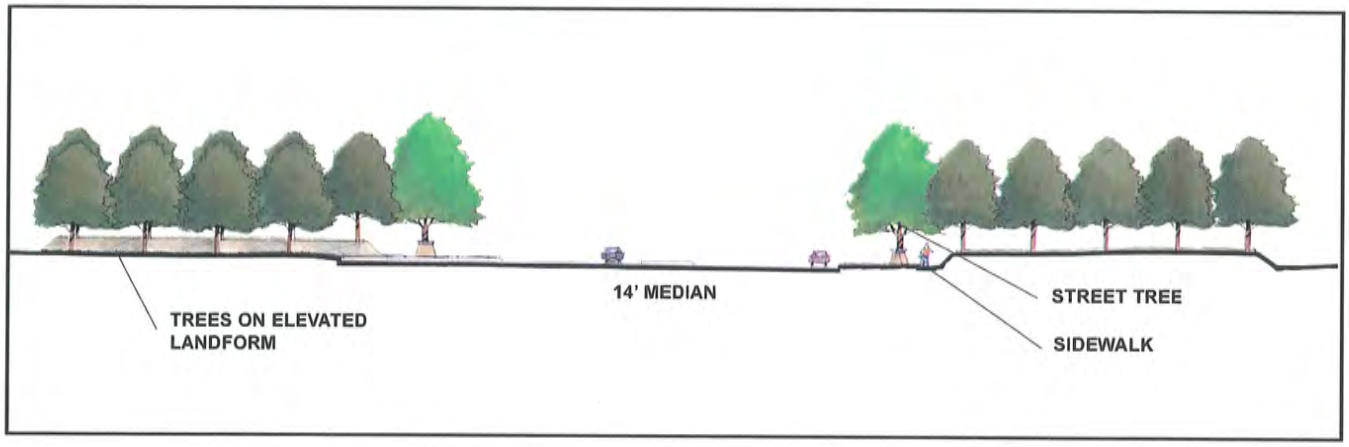
Tree Field


TREES ON ELEVATED LANDFORM
MONUMENT
PAVING BAND
STREET TREE


TREES ON ELEVATED LANDFORM
14' MEDIAN
MONUMENT
SIDEWALK
STREET TREE

Pecan Grove

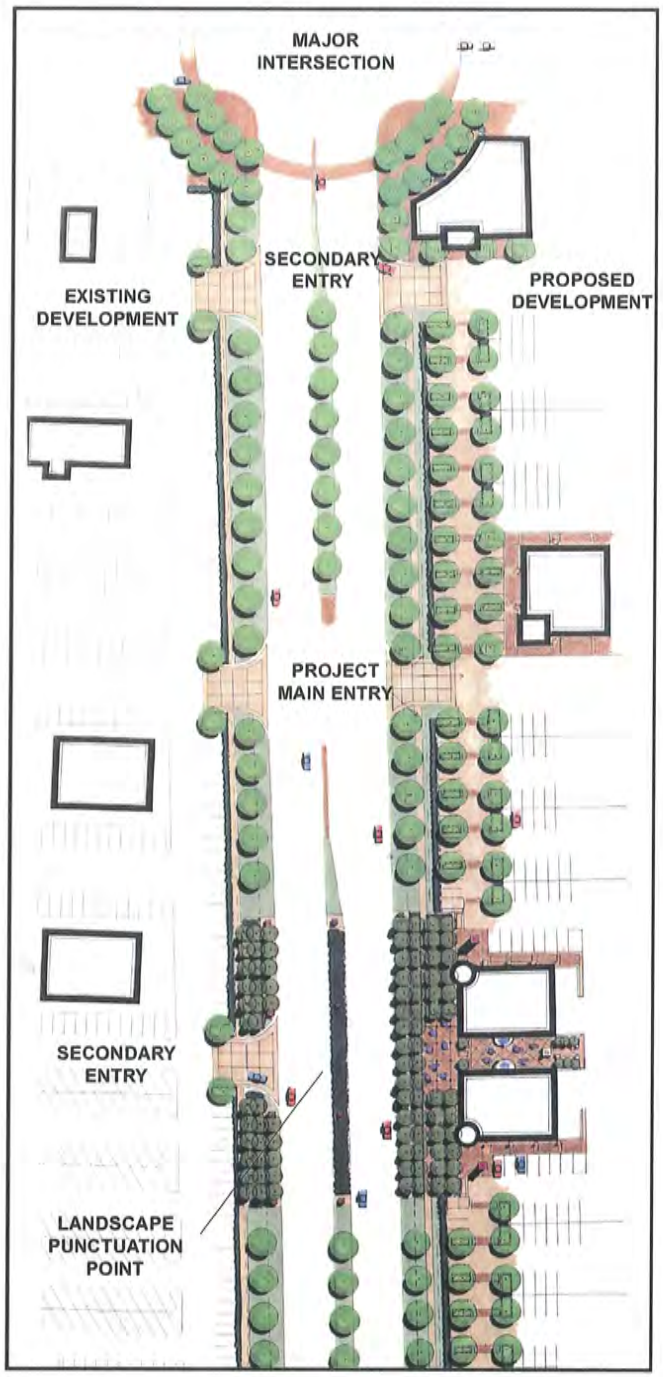

ENTRY
TREES ON ELEVATED LANDFORM
STREET TREE
SIDEWALK

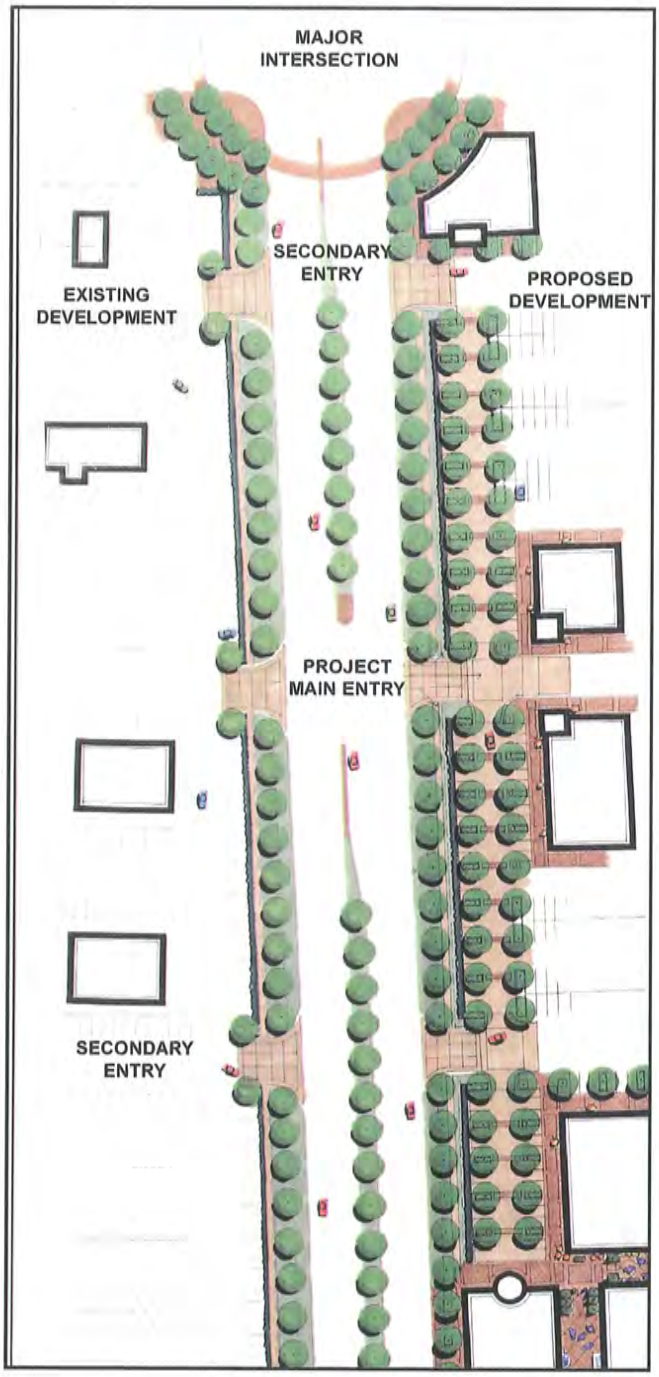

TREES ON ELEVATED LANDFORM
14' MEDIAN
STREET TREE
SIDEWALK

Combination Of elements

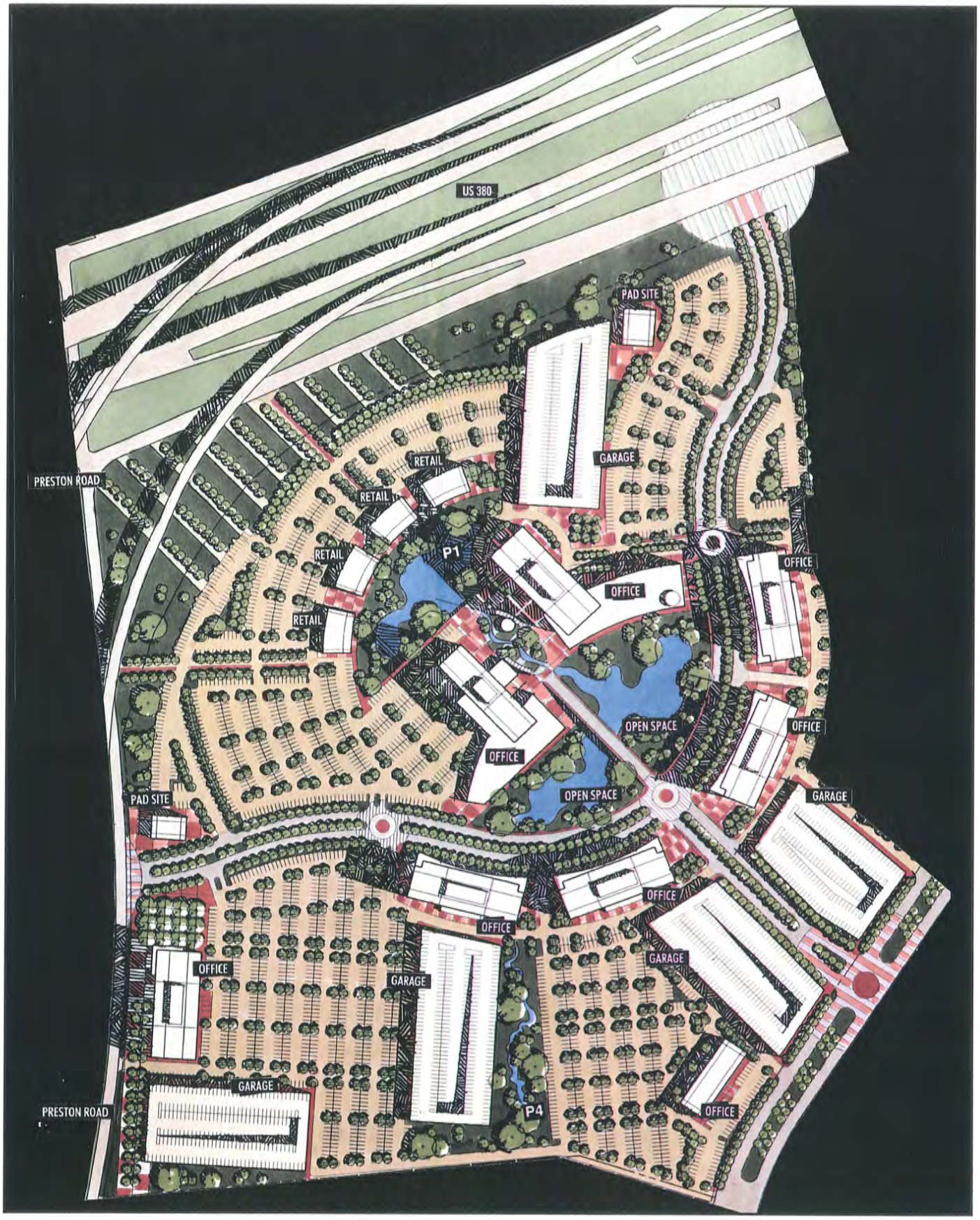
A composite sketch of the various areas illustrate how some of the landscape concepts and standards can be combined to create a varied, yet cohesive streetscape for the City of Frisco.

The following illustrations show how the retail areas may incorporate slip roads, punctuation points, entrance monuments, pedestals, street trees, enhanced paving and special light standards to create streetscape ambiance.

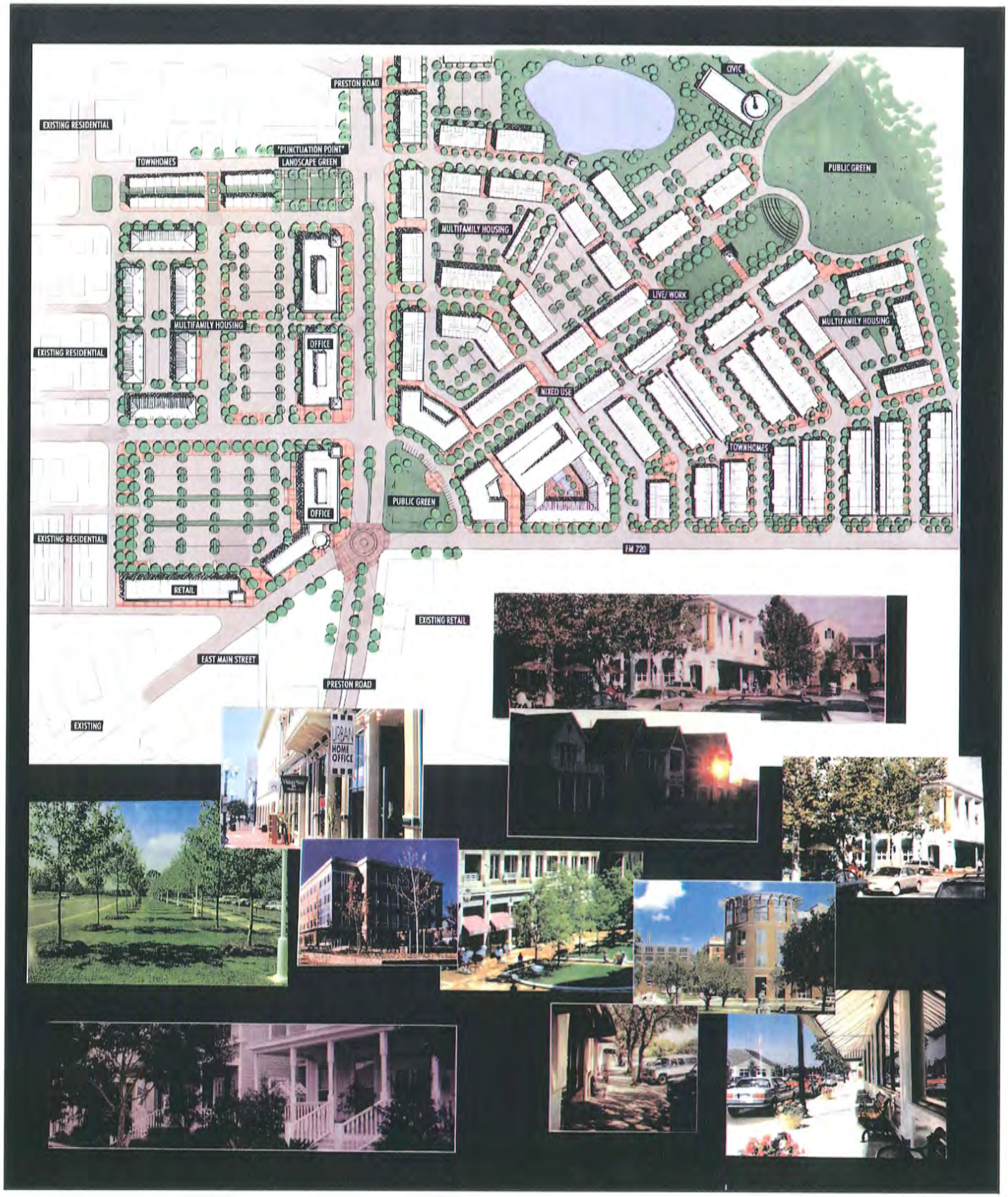
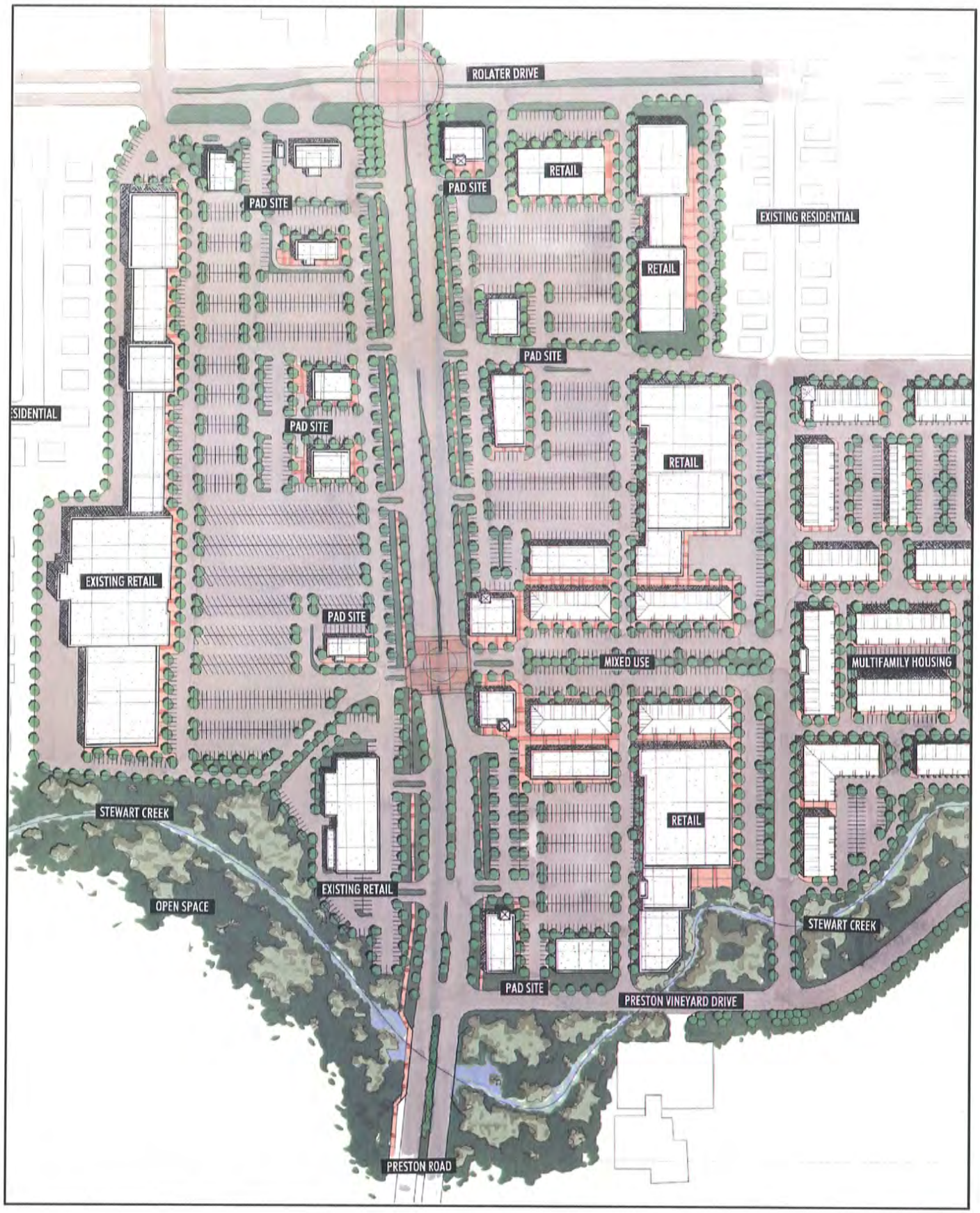




US 380 Gateway



Main Street


PRESTON ROAD
CIVIC
EXISTING RESIDENTIAL
"PUNCTUATION POINT"
TOWNHOMES
LANDSCAPE GREEN
PUBLIC GREEN
MULTIFAMILY HOUSING
LIVE/ WORK
MULTIFAMILY HOUSING
MULTIFAMILY HOUSING
OFFICE
EXISTING RESIDENTIAL
MIXED USE
TOWNHOMES
PUBLIC GREEN
OFFICE
EXISTING RESIDENTIAL
FM 720
RETAIL
EXISTING RETAIL
EAST MAIN STREET
PRESTON ROAD
EXISTING
URBAN HOME OFFICE

Retail / Commercial Corridor