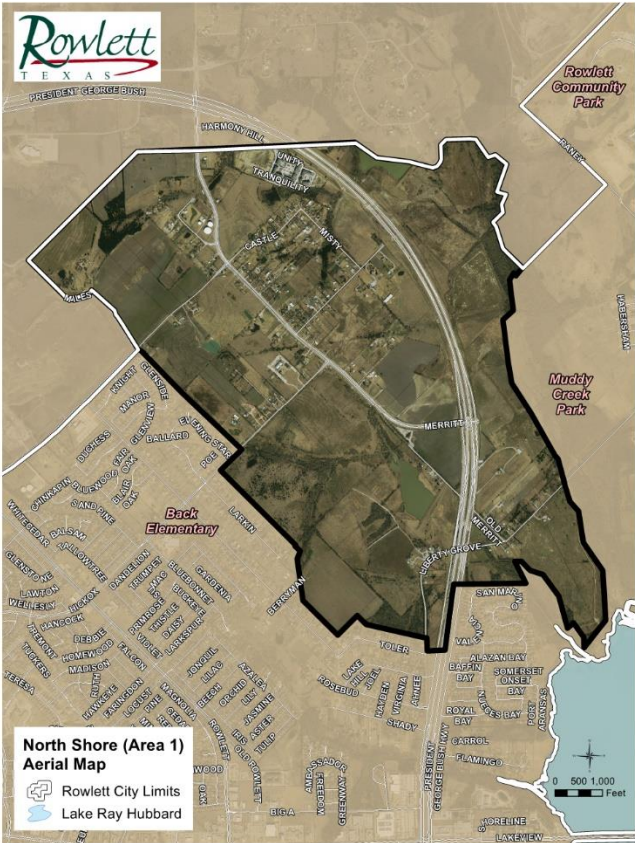


Map 14. North Shore Aerial Map



North Shore Overlay Guide

Vision

A major employment hub that capitalizes off of the access to President George Bush Turnpike – with a mix of office, commercial, retail and mixed use development located along the turnpike frontage. Ancillary residential uses will support the nonresidential development and gradually transition in density to encourage compatibility with adjacent existing uses.

Appropriate Land Uses Within North Shore

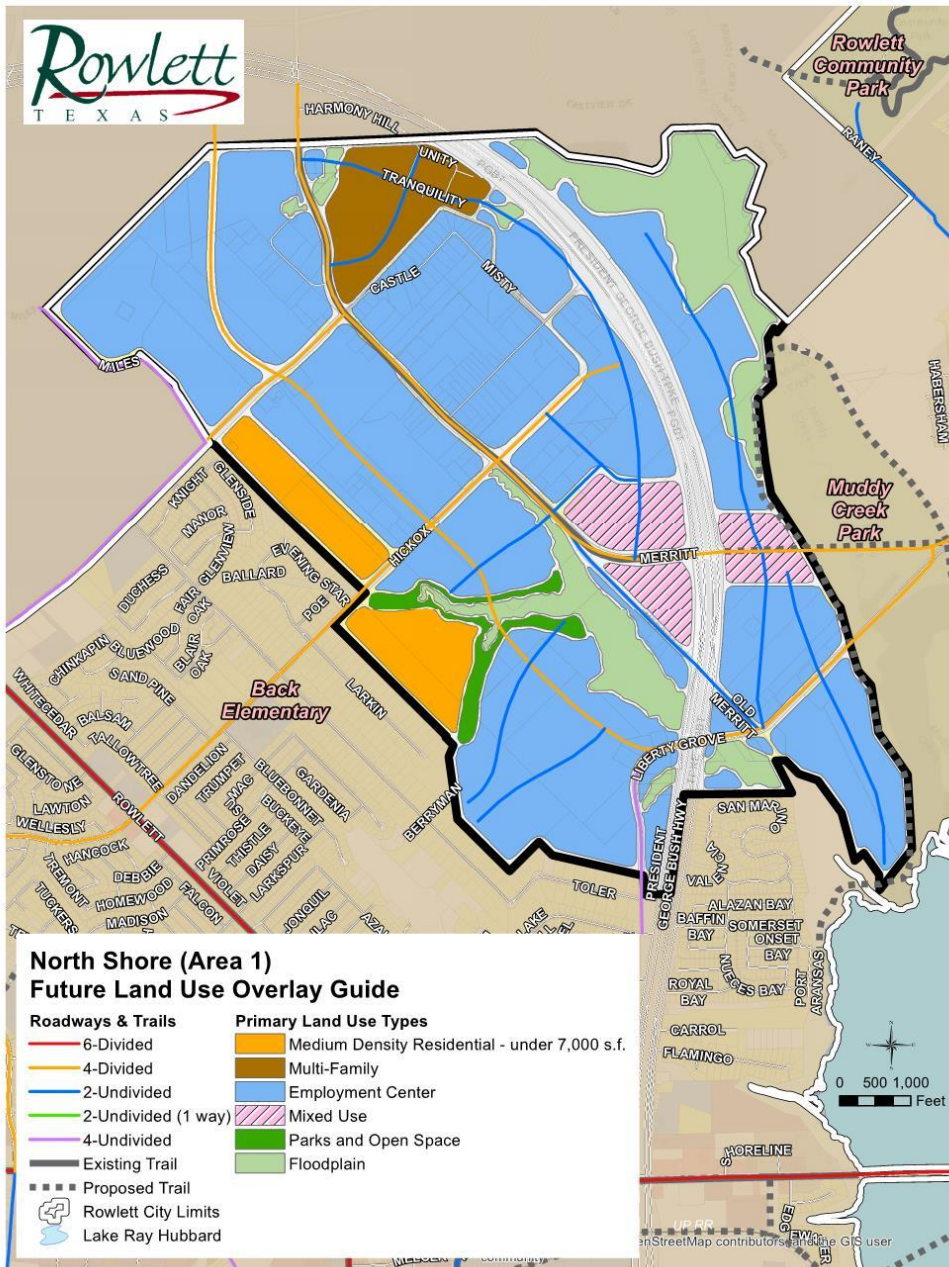
- Mixed use
- Office
- Retail/Commercial
- Open Space
- Multi-Family Residential
- Single Family Residential

Character

The North Shore vision to be a large, mixed use office, commercial, and residential center has remained consistent. The public input revealed that most respondents believed the vision was still appropriate for the area. The location adjacent to the President George Bush Turnpike gives the area excellent access to other major commercial areas in the Metroplex and lends well for development with a need for high visibility. The aim for this area is to attract corporate offices as an anchor to a mixed use center with a variety of residential types integrated into the development. This are will become a key destination for employment and an ideal location for those who desire lifestyle center living.



Map 15. North Shore Future Land Use Overlay Guide Map



Land Use

The organization of land uses in this area are intended to create a corporate campus environment. Retail/Commercial/Office uses are located on both the east and west side of the President George Bush Turnpike to capitalize on the access to the highway. Mixed Use is integrated to encourage the development of a destination location. Various residential land uses provide diverse housing in close proximity to non-residential development to support a walkable live/work/play corporate campus.

Economic Impact

This table shows the potential economic impact if North Shore develops as shown in the Overlay Guide Map. This table was generated assuming development occurs over a 20 year period with an absorption rate equal to the City's historic market absorption.

Approximate Economic Impact	
	Overlay Guide
Additional Property Tax	\$69.5M
Additional Sales Tax	\$39M
Potential Additional Population	3,797
Estimated Additional Employees	13,718
Additional Residential Units	1,552
Additional Leasable Commercial/Office Space	2,071,347 sq.ft.