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*Fountain along walking
trail at Starwood
photo by Chris Johnson*

Where to Live & Play

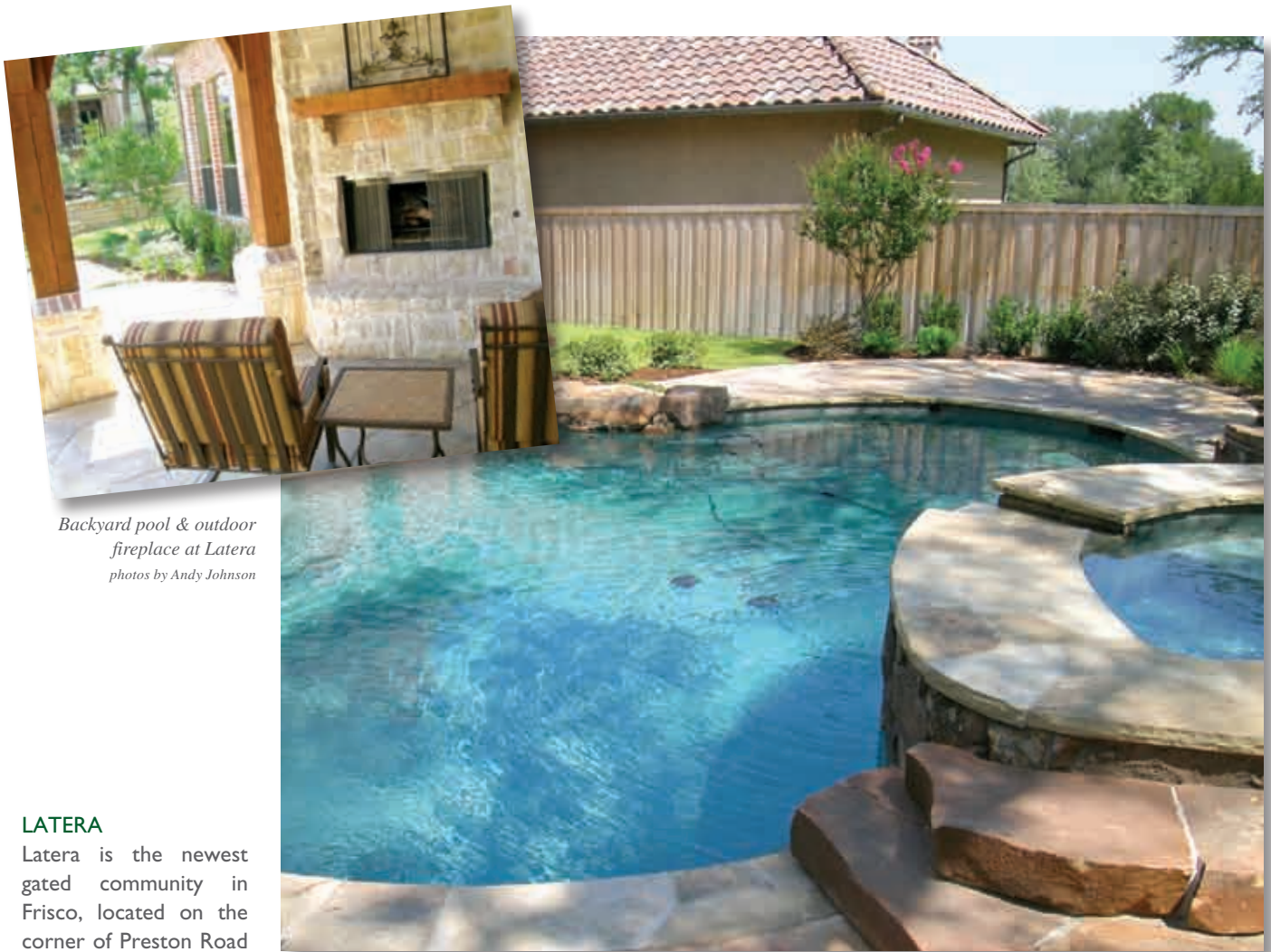
By Cynthia Howe



“ALL WORK AND NO PLAY makes Johnny a dull boy!” Well, if Johnny had lived in Frisco, he could have worked AND played – right in his own backyard. Why do folks move to Frisco? They have moved here for a variety of reasons. The exceptional and highly-respected school system is one reason. Another is career opportunity. For many it is the high-quality, environmentally-friendly homes. Frisco was the first city to adopt the Environmental Protection Agency’s Energy Star program as required guidelines for builders and developers. Subsequently, all homes built after May 2001 are considered “green homes.”

Still others find the Frisco area to be the ideal place to live and play in affordable, upscale neighborhoods. Whether they are attracted to the innovative Del Webb development for the retiring baby-boomers, or investment opportunities that golf course communities provide, they are coming to Frisco.

The all-American stereotypical family consisting of two parents and 2.5 children will have different needs than single professionals, one-income families, jet-setting professionals or active baby boomers caught between grand parenting and tennis matches. Frisco is blessed with a myriad of master-planned communities that extend to meet such needs. Some neighborhoods are somewhat novel, others are flavorful, but all are beautiful. What follows are eight distinct neighborhoods meeting the variety of needs of Frisco residents, and one more possibility that lies just off the beaten path.



*Backyard pool & outdoor fireplace at Latera
photos by Andy Johnson*

LATERA

Latera is the newest gated community in Frisco, located on the corner of Preston Road and El Dorado Parkway.

What makes this neighborhood fun is the mix of old-world architecture with relaxing, mature landscaping that creates a unique and perfect setting. "Folks from out of town are just in awe when they come here and see the huge oak trees and the rolling amber hills. It's like Northern Tuscany," said Dennis Czajka when asked about his special community. "We have differing demographics here, families and retired couples alike, with many moving here from out of state."

This captivating and quaint neighborhood stretches over numerous acres and consists of approximately 58 home sites. Residents choose this community for the pleasing environment and established security, as well as the wonderful hiking and biking trails throughout the property--trails that will eventually connect to Frisco's master trail system. Another attractive element is the proximity to downtown Frisco. The arts are growing and developing in this quaint section of town, along with restaurants and shopping.

The distinctive European flavor of Latera drenches each home, with Mediterranean architectural styles. They have incorporated rustic wood flooring, natural stone floors and countertops, and wrought iron gates and accents. Growing ceilings accent a number of the Ken Fox Homes, which are reminiscent of gothic architecture found during the middle ages. While each home is incomparable, the character of the overall community is retained.

Adding to the fun, Latera will be home to the distinguished "Showcase of Homes," in October. The event will be open to the public, and include as many as five homes that are currently being built on Venice Court. Builders and buyers will enjoy previewing hundreds of home designs and projects, product demonstrations and attend seminars. A nominal admission charge will help fund the event and benefit charities geared toward helping teens. The designed homes will be available for purchase during the

show; with furnishings negotiable.

Residents choose this community for the pleasing environment and established security as well as the wonderful hiking trails.

The two builders that account for most of the building in the community are Ken Fox Custom Homes and The Holmes Builders. Home Owners Association (HOA) dues are approximately \$1,200 annually. Homes range in price from the \$600's to \$1 million and up. Several large lots, ranging in size from a quarter to a third of an acre are currently available starting in the low \$100's.



*Lakeside model home at WaterStone & the entrance to Frisco Lakes
photos by Andy Johnson*

WATERSTONE

A home on the lake – the picture dreams are made of-- Pulte has secured this new community to be picture perfect. The realtors' mantra rings clear here – location, location, location!

Sitting conveniently on Highway 423 at Lebanon, this is Frisco's latest lakeside neighborhood. As you pass by the majestic fountains contiguous to the entry, you begin to succumb to the calming affects water naturally has on your senses. The experience continues as you pass by the man-made lakes and fountains dispersed throughout the neighborhoods.

The detail of design found here welcomes the family to a place they can call "home." Boating, water-skiing, dreaming. All the elements of lake living await you. The lake, the affordable and family friendly homes, the convenience, and the stunning landscaping have made this neighborhood one of Frisco's most sought after communities.

There is something to be said for watching a new neighborhood break ground with the first shovel of dirt. The creators of this plan have worked tirelessly to position each home site for that resident's most advantageous view of the lake. Topsoil and additives have been included throughout to ensure lush landscaping, complimenting the protected and numerous trees indigenous to the area. However, the most important element to this development is the lake itself. Picture your family picnicking by the lake, watching the final rays of sunset as it breaks over the western sky. It truly is delicious.

Conservative to stately, you can find your lake house at Waterstone. There are two distinct neighborhoods within the development. The first is The Vista's, ranging in price from \$240's to \$320's. The Landing is the second neighborhood and these homes range in price from \$320's to \$390's. The distinguishing differences



between the two neighborhoods are the lot sizes, standard features and available floor plans. All of the homes come with a standard three-car garage, which is ideal for lake living. Pulte has included the most up-to-date technology, utilizing fiber-to-the-premises (FTTP) from AT&T, giving each home state-of-the-art fiber optic communication capabilities. Residents will enjoy such amenities as an extra large pool that overlooks Lake Lewisville, a kids spray park and a wonderful playground. The exclusive 2,100 square foot Amenities Center includes a cardiovascular workout facility, as well as a full kitchen for parties and special gatherings. Residents will also enjoy the miles of beautiful walking paths that take advantage of the neighborhood's proximity to the lake. HOA dues are \$816 annually. Homes range from 2,100 to 3,800 square feet and home prices range from the \$200's to \$500's.

These retirees are redefining what it means to be retired, as all of it is accented with good old-fashioned fun.

FRISCO LAKES

Baby-boomers are busting to get into Del Webb's most recent establishment, and if you or your spouse is at least 55 years young, this new community may just be the place for you.

In April of this year, Del Webb began selling homes in their newest lakefront, golf community located west on Highway 423, north of Lebanon. In less than two and a half months they have sold out of the first phase totaling more than 200 homes. To say this area has developed quite an interest would be an understatement. This isn't your shuffleboard community, these retiree's are redefining what it means to be retired, and all of it is accented with good old-fashioned fun.

"There are more than 44 million Americans today between the ages of 55 and 75," said Richard J. Dugas, Jr., president and CEO of Pulte Homes (Del Webb is

a Pulte Homes brand). The retiring baby boomers of our nation are looking for communities similar to Del Webb's Frisco Lakes. They provide a variety of activities necessary to maintain their interests and quality of life. The community is located on the eastern shores of Lewisville Lake, couple that with the high-demand golf-community, and you have established yourself in the vitally important location, location, location.

Gary Stephenson designed the beautiful 18-hole championship golf course. Mr. Stephenson is also the architect of the Wildhorse Golf Course at Robson Ranch in Denton. Homes that overlook the course will enjoy the rolling hills and lush green landscaping of the course set out before them.

Residents will also enjoy the two-story cardio-vascular weight center that overlooks the golf course and indoor pool. While there is an indoor walking path available, there are also plenty of walking paths that stretch out for miles connecting to other neighboring communities for those moderate days of spring and fall. A large outdoor pool is available for entertaining visiting grandchildren or just relaxing in the sun. For those who are semi-retired they have included a large meeting space for convenience.

The final plan consists of 2,400 homes. These homes range in sizes from 1,359 to 2,997 square feet. The most conservative floor plan is a two-bedroom, two-bath design. The larger homes include three bedrooms with options that include a media room, study or game room.

Age-restrictions apply, as well as whether or not the residents have dependent children. No children 18 years or younger can reside with the parents. Residents 65 or older benefit from senior-citizen tax-exemptions that may reduce their tax burdens significantly. HOA dues are approximately \$1,200 annually. Homes range in prices from the \$180's to the low \$300's.

FRISCO SQUARE

Frisco Square may just become the most fun-filled place to live in Frisco. Think back to the days when a small town was set by the boundaries of a few city blocks. Shops were downstairs and the storeowner lived above. Their life resonated with culture, friends and the lack of gas-dependent



Frisco Square Model

photo by Beth Robinson

transportation.

Well, the developers of Frisco Square have re-invented this concept for modern man (and woman). This development is one of the nation's largest mixed-use projects. Frisco Square is located directly across the street from the new Pizza Hut Park on Main Street and the North Dallas Tollway.

The master plan spreads out across 147 acres and will include apartments, town homes, flats and condominiums that will have up to 4.4 million square feet of office, retail and municipal facilities as neighbors. The new City Hall, public library and the future Heritage Park anchor the community. Woven throughout are walking and bike paths as well as beautiful parks. Future plans include a movie theater opening in 2007, a place of worship and eventually a hotel. Across the street residents of the Square can enjoy sports, shows and concerts at Pizza Hut Park. Life thrives while contained within a few city blocks. The Frisco Square visible today accounts for approximately only 10 percent of the

final master plan.

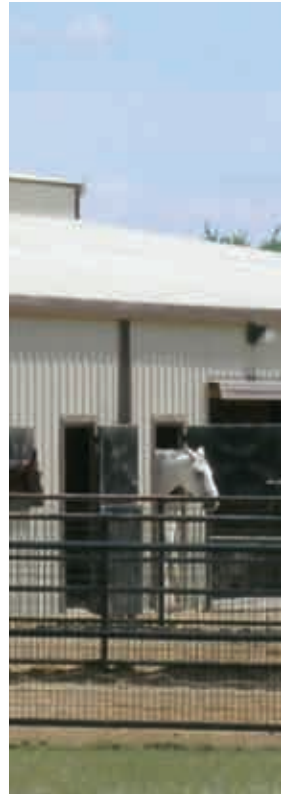
The apartments and town homes are beautiful. When complete, the community will consist of 1,400 apartments and 500 town homes, flats and condominiums. The apartment sizes range from 528 to 1,585 square feet and include tall ceilings, crown molding, black granite counters, Kohler fixtures and GE appliances as standard. There is elevator access to each floor and the tenants enjoy the full amenities of the development, such as a swimming pool, hot tub, 24-hour fitness center, conference room and furnished terraces. For those concerned about noise, there is a three-inch sound barrier between the walls and a two-foot concrete floor between each floor, ensuring tranquility for residents. Apartments lease for \$640 to \$1,615 per month.

The two- and three-story town homes are lavishly built with granite counters, exquisite detail to architectural design, ironwork, upgraded flooring and high ceilings. They range in size from 1,350 to 4,000 square feet. The price of the town homes range between the \$330's

to \$700's. The flats and condominiums are not yet available, but will be quite stunning when completed.

The two- and three-story town homes are lavishly built with granite counters, exquisite detail to architectural design, ironwork and high ceilings.

Frisco Square is reminiscent of a bygone era where one could live above the family shop, make your way to the city park for some relaxation with the family, and later drink a toast to a friend at the pub around the corner. Your neighborhood was made up of friends and your house wasn't just a building, it was home.



WHISPERING FARMS

Picture the quaint English countryside dappled with grazing Arabian horses, rolling green meadows and wildflowers scattered under shady trees. No, you're not north of London. You're just a little north of Frisco at Whispering Farms in Prosper. Located north of Highway 380 on Coit Road and Prosper Trail, you will find this uniquely cultured 300-acre neighborhood with estate-sized home sites, European country architectural styles, a 20+ acre lake and equestrian facilities that are sure to meet the various needs of any horse lover.

The newly completed equestrian center is spread over 25 acres, and incorporates a 100' x 240' covered riding arena, a covered exercise ring, a separate feed barn and 52 handsome boarding stalls and additional service stalls. The stalls are 95 percent occupied and demand for availability is high.

Gentle Creek Golf Club is right across Prosper Trail Road from Whispering Farms and extends golf privileges to its residents. The popular North Texas golf club boasts an 18-hole course, a luxurious clubhouse, pro shop, separate lockers and a wonderful restaurant. In 2005 Gentle Creek was included in the top four Best Overall Golf Clubs from Avid Golfer Magazine.

Along with the golf and horseback riding, residents will enjoy two and a half miles of walking, hiking and riding paths, the well-stocked, 20+acre fishing lake along with two other substantial lakes, three parks with artistic landscaping and mature trees, as well as concrete paths specifically designed for biking. The extensive walking paths of Whispering Farms will connect to the city of Prosper's master hiking plan. The city of Prosper has built Town Lake Park, accessible to residents of the community via the trails. This new park provides the lake, natural open space, a gazebo, and most importantly, additional hiking and equestrian trails.

The golf course itself is a semi-private club, featuring scenic wetlands, dramatic bunkering and rolling undulating greens.

The covenants, conditions and restrictions for the homeowners

association have been created to protect and ensure property investments for generations to come. HOA dues are approximately \$840 annually. The minimum square footage for homes in this area is 2,600 for non-estate lots, and 3,500 for one-acre+ estate lots. Lots start in the \$230's. Spec and pre-owned homes range in price from the mid-\$500's to \$3 million +.

THE TRAILS OF FRISCO

This luxurious, green community is centered around the relaxing, yet active, lifestyle of the all-American golfer. While fun abounds in this gorgeous setting, other benefits are included as well. The residents of Country Club Ridge at The Trails enjoy an adult swimming pool, a separate kids pool, a large park setting with a fantastic playground and miles of walking opportunities conveniently disguised as golf cart paths. Homes vary from the expansive and expensive, to the creative and conservative, and as anyone that has ever lived on a golf course will tell you, this is the perfect setting for living and enjoying life.

The demand for golf course communities is extremely high in Texas, which is ranked second in the nation for the number of residential golf course communities



*Whispering Farms home and Equestrian Center
photos by Chris Johnson*

available. But it's not necessarily the love of golf that draws homebuyers, it may also be the strong investment potential these homes provide. While average suburban home values increase between three to six percent annually, golf course community homes appreciate at 14-17 percent, sometimes higher for the \$1 million plus bracket. It's estimated that approximately 60 percent of residents in these communities don't even play golf. They are attracted to the lifestyle, the investment and beautiful landscaping they enjoy, but don't have to care for.

The golf course itself is a semi-private club, featuring scenic wetlands, dramatic bunkering and rolling undulating greens. The course opened in 2000, and has since become one of the most popular in the area. It is conveniently located on El Dorado Parkway, just east of Highway 423.

There are still buying opportunities in the area, but they are somewhat limited. The contributing builders include Huntington Homes, Toll Brothers and Oakley Custom Homes. HOA dues run approximately \$400 annually. Estates right on the golf course begin in the mid-

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*Home interior at The Dominion
at Panther Creek
photo by Andy Johnson*

\$600's, while more modest homes are situated close by and begin in the low \$300's.

DOMINION AT PANTHER CREEK

In many a childhood memory lies a picture of neighborhoods run amuck with kids playing any kind of game they can come up with. Basketball on the cul-de-sac, baseball in Ralph's backyard, or jacks on Judy's sidewalk – vivid memories that you would like your children to experience and someday treasure. That is what many consider Dominion at Panther Creek to be. This community is located on El Dorado Parkway, just east of Preston Road.

The master plan lends itself to the active family lifestyle. There are approximately two miles of beautiful trails for the family bike ride. These established paths will eventually unite with Frisco's master trail system, as well as a large park planned by the city. The green belts, lakes, fountains and spillway add to the ambience of the neighborhood and provide great picnic possibilities. Families enjoy the outdoor pool, with a large sundeck and extended lawn. Furthermore, entertaining is made easy with the barbecue and picnic area.

Many residents like Denise Chapman chose this community because it's so close to everything. "I love that I'm in the country, but close to all the freeways that take me to the city," said Ms. Chapman. "Many of the residents at Dominion are young couples with children who are really having a positive affect on the kid-friendly neighborhood," she added. With the Warren Sports Complex so close for youth baseball and soccer and the mall nearby for the teenagers, let alone the highly respected school district, this community has all the makings necessary for creating cherished childhood memories.

There are four builders to choose from at Dominion: Grand Homes, Darling Homes, First Texas Homes and Newmark Homes. HOA dues are approximately \$480 annually. Square footage begins at 2,080 and extends to over 5,000 square feet. Prices range from the low 200's to the 500's.

STARWOOD

Starwood is one of Frisco's most beautiful, prestigious and exclusive neighborhoods. It boasts residents that are young and up-and-coming, along with those who are respectively established.

Ann and Del Harris moved to this beautiful gated community over five years ago. When Mrs. Harris was asked why she chose Starwood, her answer said it all. "We chose to live in Starwood because it was going to be a gated community, it is convenient to the Tollway, and because

of the reputation of the Frisco school district." The Harris' decision reflects the motivation of many residents who chose Starwood for the same reason.

The community stretches over 550 oak tree studded acres rolling over greenbelts, lush landscaping and graceful water scenes.

"Even though Del is well known as assistant coach for the Dallas Mavericks, the neighborhood respects his privacy," explained Mrs. Harris. They also appreciate the dedicated people on the neighborhood board of directors and the community representatives who volunteer their time to continue to make Starwood a wonderful, safe place to live. Communities become neighborhoods when people with common interests meet, respect is shared, and friendship follows.

This prestigious neighborhood is just



Starwood home

photo by Chris Johnson

two miles north of Highway 121 on Legacy Drive. The community stretches over 550 oak tree studded acres rolling over greenbelts, lush landscaping and graceful water scenes. Many of the homes are custom built, with a variety of architectural styles.

When Starwood developer, Blue Star Land L.P., (owned by Jerry and Stephen Jones of the Dallas Cowboys), determined their vision for the community, they made sure that much of the Amenities Center was intact before selling the first house. In this way, many who are in the real estate business have set Starwood as the standard other developers should strive to duplicate. Residents enjoy a large outdoor swimming pool, toddler pool and playground for the kids, tennis courts and miles of wooded hiking and biking trails. They also have an extensive private recreational center with a cardio-vascular weight room and indoor half-court basketball court. Another highlight for the community is the Starwood Montessori School that is within the community. The private school has an advanced program for toddlers and children up to 12 years old, and is one of the key features of this closed community.

In May, Starwood sold the last three

lots; however homes are still available for purchase through Starwood's current established builders or homeowners. HOA dues are approximately \$120 a month. Homes range in price from the high \$200's to \$2 million plus.

IT IS NO WONDER that North Texas continues to grow at such a significant rate. A large number of those moving to this area from states such as California, Minnesota and New York are people, who desire an affordable, but fun and active lifestyle.

Frisco provides a variety of communities where life vibrates and dances across a textured canvas of possibilities. The young, busy professionals are attracted to the dynamic free-style of Frisco Square, while the vivacious retired baby boomers enjoy lake living at Del Webb. Families can explore all their passions, including golf, boating off a nearby dock or riding their horses along a lush countryside. Only a small percentage of people can truly say they are not preparing for life, they are living it! And Frisco offers many options to all its residents.

Cynthia Howe is a freelance writer living in Little Elm.