

Prosper Comprehensive Plan

Town of Prosper, Texas

Adopted August 14, 2012

Ordinance No. 12-21

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Amendments to the 2012 Comprehensive Plan

Ordinance Adoption Date	Ordinance Number	Description of Amendment
June 24, 2014	14-37	Amend the Future Land Use Plan, Plate 2, by changing “Low Density Residential” to “Retail & Neighborhood Services” at the northeast corner of Preston Road and Prosper Trail.



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Executive Summary

Prosper's 2012 Comprehensive Plan is a plan to preserve the past, realize the potential of the present, and guide the future of the Town. It is a coordinated effort of citizens, decision makers, Town staff, and other stakeholders.

The Plan analyzes the issues presented by the current conditions to develop a vision for the future of Prosper and designs the pathway to achieve that desired future. As we have seen in the last decade, growth in Prosper is inevitable. This Plan is meant to help preserve the Town's history, culture and resources, as well as manage growth sensibly and responsibly. This Plan is intended to be a dynamic, flexible and adaptable guide to help decision-makers, citizens, Town staff, developers and business owners shape Prosper's future on a continual, proactive basis.

This planning document forms the basis for policy decisions. Policy-makers and Town staff will use this document as a guide only while reviewing development projects, Town budget, prioritizing capital improvement projects and drafting ordinances to direct growth that leads to the vision identified in this document. For citizens and potential developers, this plan can be used as a guide to:

- Compare development requests or projects with the vision and strategies of this plan;
- Choose the right project or realign the request to meet the vision; and
- Review recommendations and implementation ideas to determine an appropriate development model.

Plan Elements

Prosper's 2012 Comprehensive Plan is structured into seven sections – Planning to Plan, Community Vision, Community Character, Transportation Plan, Economic Analysis, Infrastructure Assessment and Implementation Plan.

Planning to Plan

This section provides introductory information that should be considered as planning decisions are made. Historical population growth for both Prosper and the region, general household characteristics, existing land use, planning constraints and past planning efforts are identified to begin to set the baseline, or context from which plan recommendations should be made.

Community Vision

One of the most critical elements of the planning process was identifying the Town's vision. This process included a Comprehensive Plan Advisory Committee (CPAC) made up of 13 Town residents who were ultimately responsible for formulating Plan recommendations. In addition to the CPAC, two Town Hall meetings were conducted on June 27, 2011 and February 13, 2012. Town residents participated in roundtable discussions and other exercises designed to gather feedback on the Town's vision. A Visual Character Survey (VCS) was made available on the Town's website over the duration of a 4 week period. A total of over 440 Town residents participated in the online VCS where residents rated nearly 200 individual images. Key characteristics identified by the public included the desire for maintaining the small-town feel, preserving large-lot homes and providing high-quality retail shopping and restaurants.

Community Character

The Community Character element examined both land use and livability characteristics. The existing 2004 Comprehensive Plan was used as a basis for land use decisions and necessary and appropriate alterations were made based upon the Community Vision. Overall densities in all residential categories were lowered from the 2004 Plan and lot-size guidelines were provided. Based upon the Future Land Use Plan, the Town could support approximately 69,000 residents and, based upon recent



EXECUTIVE SUMMARY

growth trends, build out could potentially occur between 2035 and 2040.

Livability guidelines included keeping the more intense development along the Dallas North Tollway and Highway 380 while maintaining Preston Road as an internal corridor respective of adjacent residential neighborhoods. General considerations for neighborhood design were derived with an eye towards providing a wide range of housing in Prosper, taking into consideration, among other things, data relating to income, education levels and ethnicity. A land use and roadway character plan for Old Town was created in order to preserve the historical element of the Town's founding. Finally, gateway and image enhancement recommendations were provided.

Transportation Plan

The Town recently completed an update to its Thoroughfare Plan and therefore no major modifications were needed. Minor modifications to the South Coleman Couplet were proposed in addition to creating backage roads for access along the Dallas North Tollway, upgrading Hayes Road and providing frontage roads along Highway 380 between the Lovers Lane Loop. Finally, roadway sections for Old Town were created. Roadway sections are intended to preserve and enhance the historical elements of Old Town.

Economic Analysis

A general economic analysis was conducted to determine the Town's retail needs at build-out and to approximate the financial benefits of the Future Land Use Plan in terms of potential sales and property tax contributions. Findings indicate that retail acreage on the Future Land Use Plan can support the Town's future needs and accounts for additional market capture due to the Town's major regional corridors. Ad Valorem and Sales Tax estimates, combined with current per capita expenditures, indicate that the Future Land Use Plan is diversified and

can potentially permit the Town to provide additional services and amenities in the future.

Infrastructure Assessment

An evaluation of overall water and wastewater infrastructure within the Town was conducted. Based upon recommendations within the Town's recently completed water and wastewater master plans, the Town can provide water and wastewater services to accommodate a potential build-out of approximately 69,000 residents.

Implementation Plan

The Implementation Plan provides objectives related to the six community goals identified within the Community Vision. These objectives are intended to provide direction towards achieving the ultimate vision for the Town. The Implementation Plan also includes an issue prioritization derived from citizen voting during the February 13, 2012 Town Hall meeting. This prioritization is intended guide Town staff and decision-makers as future projects and needs are identified.

Differences from 2004 Plan

The following are the noticeable changes from the 2004 Comprehensive Plan.

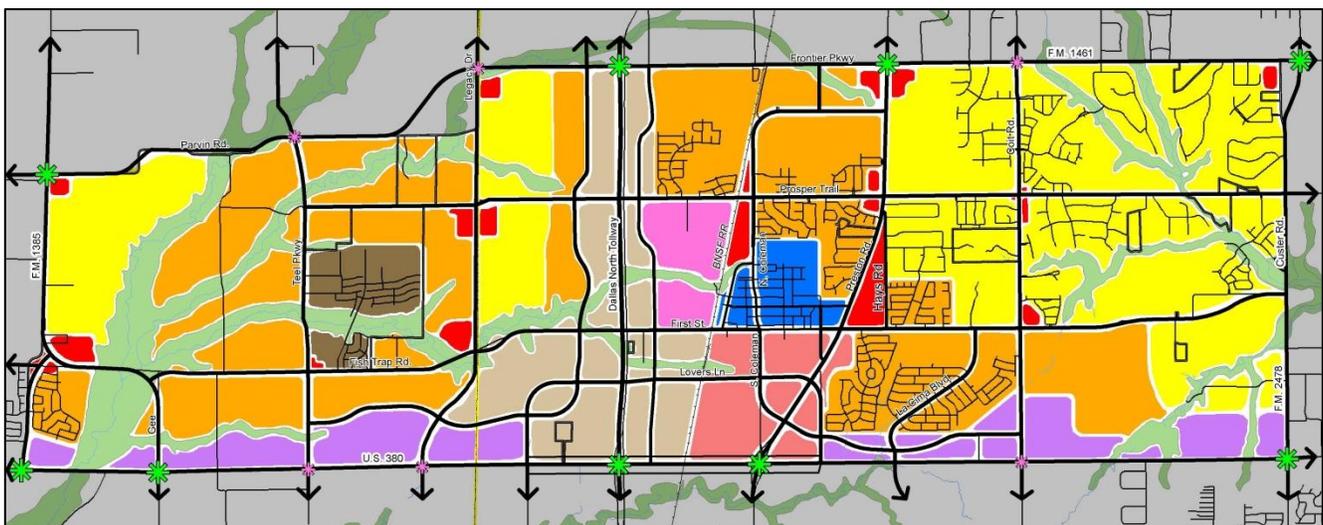
- Vision Statement: the 2004 Plan does not include a Vision Statement.
- Single Family Densities and Lot Size: The 2004 Plan recommends densities of less than 2.0 dwelling units per acre (DUA) in low density residential areas and between 2.1 and 3.5 DUA in medium density residential areas. The 2004 Plan does not give a recommendation on lot sizes. The 2012 Comprehensive Plan recommends less than 1.6 DUA in low density residential area and between 1.6 and 2.5 DUA in medium density residential areas. The 2012 Plan also recommends lots greater than 15,000 square feet in low density areas and between 12,500 and 20,000 square feet in medium density residential areas.



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- **Multifamily:** The 2004 Comprehensive Plan supports 215 acres of multifamily and an estimated 3,425 multifamily units. The 2012 Comprehensive Plan anticipates the Town having approximately 6,248 high density residential units at ultimate capacity.
- **Artesia Municipal Utility District:** The 2004 Plan does not recognize Artesia and recommended medium density residential. The 2012 Plan recognizes Artesia and identifies the area as high density single family.
- **Ultimate Capacity:** The 2004 Plan estimates a build-out population of 89,919 people. The 2012 Plan estimates a build-out population of 69,303 people.
- **Business Park District:** Due to the nature of existing zoning, the 2012 Plan recommends a variety of potential uses, such as light industrial, commercial warehousing, office storage and commercial uses with outside storage.
- **Removal of Commercial Boulevard and Industrial along US 380:** The 2012 Plan shows medium density residential in place of the commercial Boulevard District and the Industrial District has been replaced by the Highway 380 District, which allows for a variety of uses such as big box retail, commercial services, hotels, banks and convenience stores, among others.
- **Retail Space:** The 2004 Plan recommends 1,900,000 square feet of retail space. The 2012 Plan suggests approximately 5.7 million square feet of retail space due to the regional nature of the Town's commercial corridors.
- **Downtown Prosper:** The 2004 Plan did not provide specific land use or transportation recommendations for Old Town. The 2012 Plan incorporates the 2007 Land Use Plan for Old Town and provides a detailed transportation plan for the area.
- **Passenger Rail:** the 2004 Plan does not mention the possibility of future passenger rail on the BNSF Railroad. Although not desired at this time, the 2012 Plan addresses the possibility of passenger rail in the future but leaves the decision of whether or not passenger rail is appropriate in Prosper to future community leaders.

2012 Comprehensive Plan Future Land Use Map



What is a Comprehensive Plan?

The comprehensive plan for the Town of Prosper is intended solely as a guide to direct future development decisions made by Town staff, elected officials and all other decision makers. The comprehensive plan tells the story of who the community is and what it wishes to become. This document is intended to serve as a flexible long-range planning tool that guides the growth and physical development of Prosper for ten years, twenty years or an even longer period of time.

The Comprehensive Plan is a long-range statement of public policy. According to Chapter 213 of the Texas Local Government Code, a comprehensive plan may:

- Include but is not limited to provisions on land use, transportation and public facilities;
- Consist of a single plan or a coordinated set of plans organized by subject and geographic area;
- Be used to coordinate and guide the establishment of development regulations.

Legal Authority

The right for a community to plan is rooted in the Texas Local Government Code. The following are the specific chapters which directly relate to the Town's ability to plan.

- **Chapter 211:** Allows the governing body of a community to regulate zoning.
- **Chapter 212:** Allows the governing body of a community to regulate subdivision development within the City and Extraterritorial Jurisdiction (ETJ).
- **Chapter 213:** Allows the governing body of a community to create a comprehensive plan for the long-range development of the community and to address a wide range of issues including land use and transportation.



When putting together a puzzle, it is often helpful to know what the ultimate outcome of the puzzle will be.



While you would still be able to assemble the puzzle without the vision, knowing your ultimate vision makes assembling the puzzle much easier. The Comprehensive Plan works in this same fashion...it serves as the vision and makes assembling the various pieces of the development puzzle much easier.



PLANNING CONTEXT



Over the past several decades, rapid development has defined the northern side of the Dallas/Fort Worth Metropolitan Area. The DFW Metro Area is now ranked as the 4th largest metropolitan area in the nation and is expected to nearly double in size by the year 2050. Growth is not a question, but is inevitable. Community planning, a vision accompanied by guiding policies, will help ensure that Prosper develops in an orderly fashion, considering and respecting, among other things, data relating to income, education levels, ethnicity as well as the physical values of the community. Community planning will protect the quality of life which makes Prosper one of DFW's most livable communities.

Planning to Plan

The Town of Prosper sits at an exciting and determining point in its history. Decisions made now will have a lasting physical impact on the Town for generations to come. The Town has a significant amount of vacant land, and while many pre-arranged development agreements currently exist, the ultimate objective of this Plan is to set policies and a vision to ultimately guide such developments, ensuring that all development that occurs within Prosper is compatible and fits into the community's long term vision.

This 2012 Comprehensive Plan (Plan) will serve as the compass, or guide for the long-term growth of the Town. The following Plan will include an examination of the following issues:

- Future Land Use;
- Livability;
- Transportation;
- Economic Analysis; and
- Infrastructure.

A comprehensive plan, however visionary, must also be rooted in the present. Therefore, prior to examining the above elements, it will be important and helpful to understand where Prosper is today and what planning efforts have been conducted prior to this Plan. This starting point, or baseline analysis, will allow coordination with previous planning efforts. This examination will be helpful to establish an understanding of Prosper's population growth, housing characteristics, existing land use, physical constraints and past planning efforts.



Regional Relationship



Location	Mileage
Downtown Dallas	34
Love Field	31
DFW Airport	33
Stonebriar Centre (Frisco)	11
Dallas Galleria	23
Addison	22
McKinney (downtown)	13
Denton	20
US 75 Central Expressway	11
Interstate 35	23
SH 121	12
President George Bush Turnpike	18

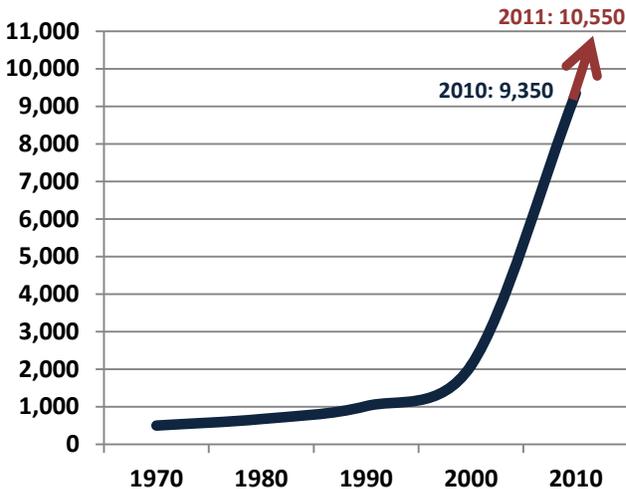
The Town of Prosper is located at the northern edge of the Dallas/Fort Worth Metropolitan area, in western Collin County and eastern Denton County. The Town’s immediate neighbors include Frisco, McKinney, Celina and Little Elm. The Town of Prosper is currently situated at the northern terminus of the Dallas North Tollway and future expansions will take the Tollway through the Town. The Tollway provides direct access to Downtown Dallas as well as to other major regional highways, such as Highway 121/Sam Rayburn Tollway, President George Bush Turnpike and IH 635/LBJ. Highway 380, traversing the southern border of the Town, provides access to the cities of McKinney and Denton and to Interstate 35 and US 75/Central Expressway.



PLANNING CONTEXT

Population Analysis

Figure 1: Historic Population Growth



Year	Population	Change	Growth	CAGR*
1970	501	-	-	7.6%
1980	675	174	34.7%	
1990	1,018	343	50.8%	
2000	2,097	1,079	106.0%	
2010	9,350	7,253	345.9%	

*Compound Annual Growth Rate

Source: United States Census

Population Synopsis

From 1970 to 2000, the Town of Prosper experienced relatively fast, but steady, population growth. Since 2000, however, the Town has experienced very rapid and robust growth and reached a population of 9,350 residents according to the 2010 U.S. Census. 2011 NCTCOG Population estimates put the population of Prosper at 10,550 residents.

The Compound Annual Growth Rate (CAGR) is a method of analyzing annual average rates of growth. Between 1970 and 2010, Prosper experienced a CAGR of 7.6 percent. Generally speaking, this is a high rate of growth for a community. Since 2000, the CAGR for the community has risen dramatically to 16.1 percent.

Examining historical population growth trends helps to tell the story of how Prosper has grown in the past and may give some insight into how Prosper may grow in the future. There are a number of different variables that must be considered when examining population growth trends, but one of the primary factors is location. Communities in rural areas, not adjacent to a major metropolitan area, typically experience very gradual yet steady growth over time. Many rural communities experience very little growth at all, and in some cases experience negative growth, or decline. Communities near metropolitan areas, however, are characterized differently. Typically speaking, communities on the fringe of metropolitan areas began as rural, somewhat isolated communities characterized by slow but steady growth. Eventually, the urbanized/developed area encroaches on these rural communities causing a period of very rapid and robust growth until the community reaches its carrying capacity, or build-out. At this point, the growth rapidly slows once again. This pattern has characterized growth within the North Dallas region. Garland, Richardson, Plano, Frisco and McKinney are all examples of this type of growth.

When examining historical growth patterns for the Town of Prosper, we see that Prosper, too, fits into this type of growth pattern. In 1970, the community contained only 500 residents. Between 1970 and 2000, the community added approximately 1600 residents. Since 2000, however, the Town has added over 7,000 new residents, indicating that Prosper has likely reached the beginning of a period of rapid and robust growth. Although impossible to predict the future housing market, reasonable assumptions seem to indicate that this period of rapid growth over the past 10 years was not an accident, but is indicative of the rapid northern expansion of the DFW Metropolitan Area. Based on this assumption, it is likely that rapid and robust growth will continue to characterize Prosper for the decades to come.



Regional Growth

2010 U.S. Census numbers provided insight into just how rapidly the State of Texas, and its metropolitan areas, are growing. The Dallas/Fort Worth Metropolitan area added nearly 1,500,000 people during the 2000-2010 period. Collin County, in particular, has experienced some of the most robust growth over the past several decades. Collin County alone added nearly 200,000 new residents between 2000 and 2010 and is rapidly approaching the 1,000,000 resident mark, a significant milestone considering that only 67,000 residents called Collin County home in 1970.

Between 1970 and 2000, Little Elm and Frisco experienced the fastest rates of growth. Since 2000, however, Little Elm and Prosper have experienced the highest rates of growth at 21.7% and 16.2% respectively. Although Frisco experienced the third highest rate of growth between 2000 and 2010, the City experienced the highest numerical increase, adding over 83,000 new residents during the past decade. It is also important to note that Prosper and every one of its neighbors experienced higher rates of growth over the past decade than in the prior years. This indicates that growth within Prosper and its neighbors is increasing.



Forecasted Regional Growth

The Dallas/Fort Worth metropolitan area is currently the fourth largest metropolitan area in the United States, behind New York City, Los Angeles and Chicago. According to the North Central Texas Council of Governments (NCTCOG), the population of the Dallas/Fort Worth metropolitan region is expected to reach 9.8 million by 2035 and 10.5 million by 2040. This would result in the addition of over 3 million new residents over the next 20-30 years.

Figure 2: Regional Growth

Place	Year					CAGR 1970- 2000	CAGR 2000-2010
	1970	1980	1990	2000	2010		
Collin County	66,920	144,576	264,036	491,675	782,341	6.3%	4.8%
Celina	1,272	1,520	1,737	1,861	6,028	4.0%	12.5%
Frisco	1,845	3,499	6,138	33,714	116,989	10.9%	13.3%
Little Elm	363	926	1,255	3,646	25,898	11.3%	21.7%
McKinney	15,193	16,256	21,283	54,369	131,117	5.5%	9.2%
Prosper	501	675	1,018	2,097	9,423	7.6%	16.2%

Source: 2010 Census



PLANNING CONTEXT

Household Type

Family Households	85.1%
Non-Family Households	14.9%

Of the total Family Households, 53.1% have children under the age of 18, 75.2% are married couple households, 3% are single parent male households, and 6.9% are single female parent households.

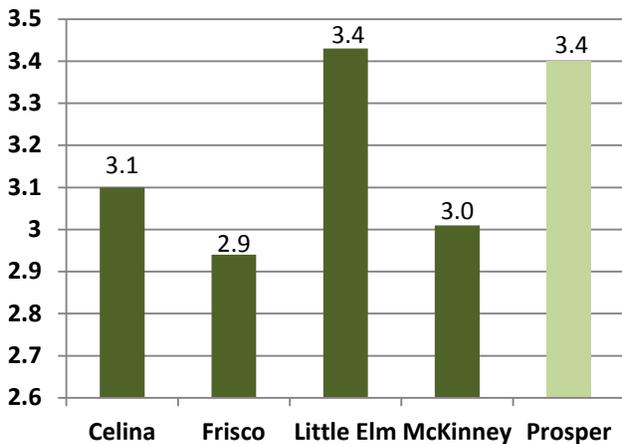
12.1% of the total households in Prosper are householder living alone.

Housing Characteristics

Household type refers to how the people who live within a household are related, if they do not live alone. Generally speaking, Prosper contains a large number of married-couple households and households with children under the age of 18.

Within Prosper, the average household size is 3.4 persons per household (PPH) for single family dwelling units and 2.4 persons per household for multifamily units. The PPH for single family dwelling units is significantly higher than the State average of 2.81 PPH, Frisco at 2.94 PPH, and Celina at 3.10 PPH. Only Little Elm has a larger average household size than Prosper at 3.43 PPH. This data indicates a large number of families call Prosper home.

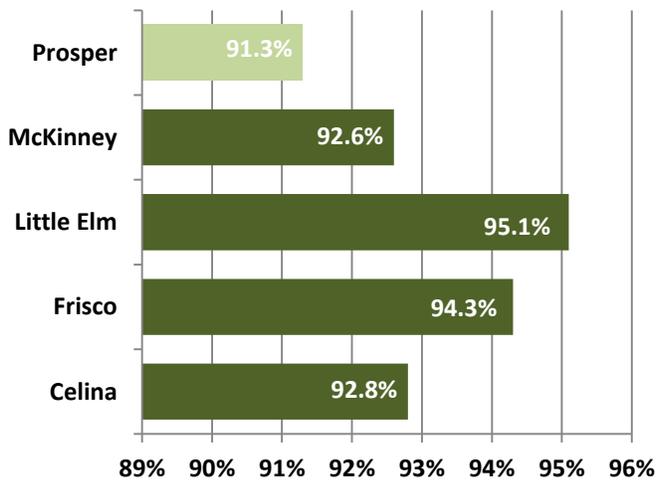
Persons per Household (PPH)



Source: 2010 Census

Occupancy rate is an important indicator of the local housing market and housing saturation. A high occupancy rate may indicate an immediate need for additional housing stock to accommodate new population growth. A low occupancy rate may indicate an oversaturation of homes in the housing market. Typically, healthy cities have at least a 90% occupancy rate, something fairly common in the rapidly growing DFW area.

Single Family Occupancy Rates



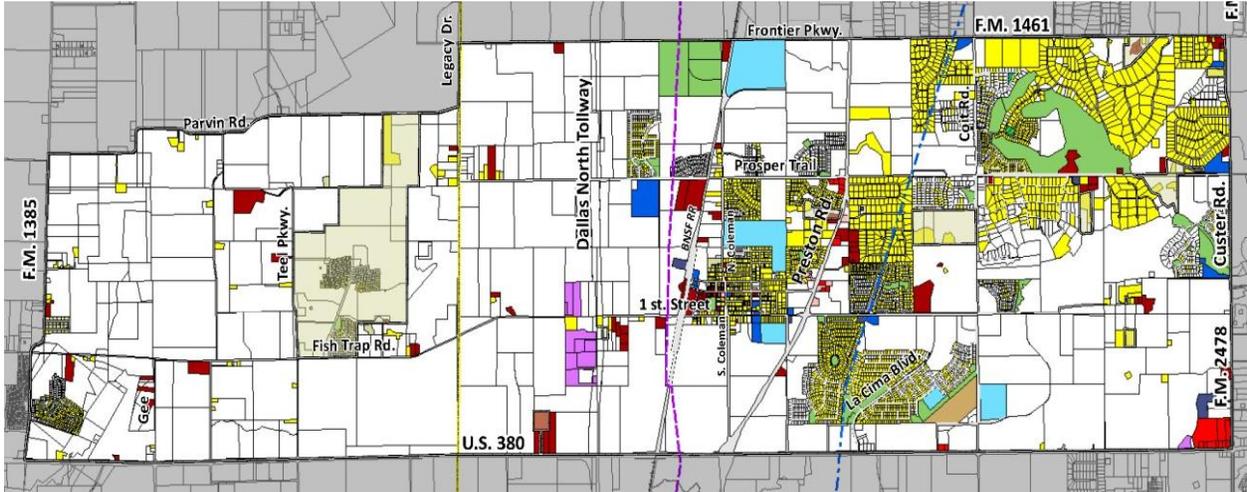
Source: 2010 Census

Currently, Prosper has a 91.3% occupancy rate for single family dwelling units. This is indicative of a healthy housing saturation. The Town has a 94.5% occupancy rate for multifamily units. This too is a very healthy multifamily saturation rate.



Existing Land Use

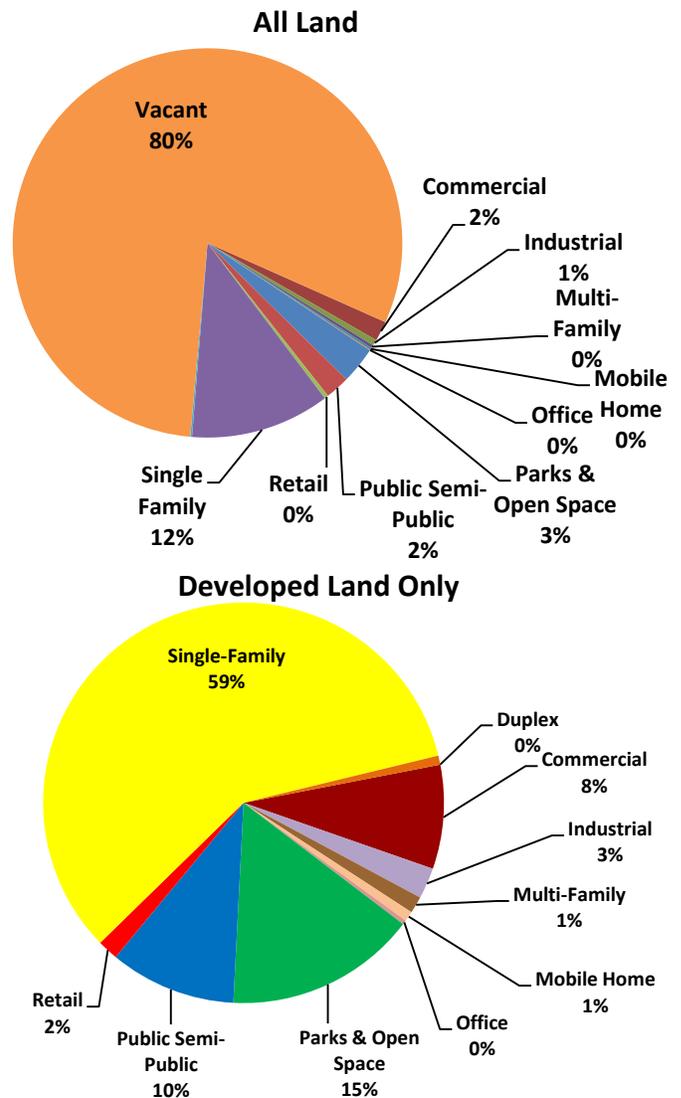
Plate 1: Existing Land Use



The existing land use of the Town of Prosper is predominantly characterized by vacant land. Within the Town boundaries, the majority of land, 80%, is currently vacant. This is a significant portion of land that will drastically impact the overall urban form of the community as it develops. While a majority of undeveloped property in Prosper has already been zoned, there may be opportunities to work with developers to incorporate the identified community vision. Such opportunities should be pursued, particularly as circumstances arise which necessitate zoning adjustments or changes.

When excluding vacant land and only examining developed land, the predominant land use in Prosper is single family residential. Parks & Open Space constitutes the second highest land use followed by public/semi-public and commercial. Discussed previously, very little residential variations currently exist. Additionally, only 2% of the developed land use is currently occupied by retail.

Figure 3: Existing Land Use



PLANNING CONTEXT



Development Patterns

The majority of development within Prosper has occurred over the past decade, in conjunction with the rapid increase in population. The vast majority of development has been single family residential, although some retail has been added along Preston Road.

Most new residential construction has occurred to the east of Coleman Road and the original town center. Some residential development has begun on the western side of the planning area, with more expected in the near future. A significant number of large-lot homes were constructed in Prosper prior to 2005, coinciding with septic tank requirements that mandate a minimum lot size of 1 acre. As sewer service has been expanded and has become more readily available, lot sizes within new residential areas have become significantly smaller. In 2011, over 80 percent of approved housing permits were on lots under 15,000 square feet in size. In 2011, only 6 building permits were issued to lots at or above one acre in size while 51 permits, approximately 14 percent, were issued on lot sizes under 10,000 square feet.

The amount of vacant land within the community is advantageous, because it allows for new development opportunities on undeveloped land, rather than more expensive redevelopment. It will be important to ensure that the thoroughfare plan is coordinated with land use, to ensure that appropriate right-of-way is acquired during the subdivision of land. Additionally, it will be important to ensure connectivity is provided within and between new residential subdivisions, so that upon buildout, a connected street system serves the community.

Finally, a significant amount of infill land is available within the community. This land is located between subdivisions and along major roadways. It will be important to insure that development in these areas is compatible with adjacent residential subdivisions.



Physical Development Patterns

Local development patterns refer to the factors that have influenced the shape and growth of the Town. Understanding such features creates knowledge of how the Town can grow in the future. These patterns are divided into two primary categories: “Natural Constraints” which examine the geographical aspects of Prosper and “Man-Made Constraints,” which examine features which have been constructed or added to the Town.

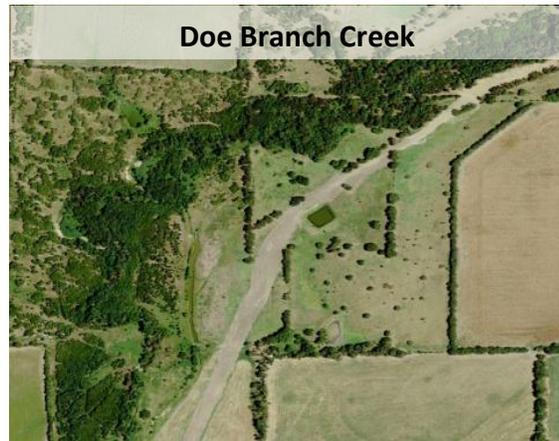
Natural Constraints

Natural features influence what type of development can occur and where such development can occur. Topography, soils, vegetation, and wildlife are all factors which can have a direct effect on development within the Town and are all important factors which should be considered during the planning process.

The Town of Prosper is located along a major ridge line which runs to the east of Preston Road. Areas to the west of the ridge line drain into Lake Lewisville. Areas to the east of the ridge line drain toward Lake Lavon.

Most topographical variations within Prosper are located along the major ridge line, near Preston Road. While a certain degree of topography exists within Prosper, the relative flatness of Prosper and the surrounding area is advantageous for accommodating future development.

The two largest floodplain areas are located in the extreme eastern and western portions of the community; Doe Branch Creek in the west and Wilson Creek and Rutherford Branch Creek in the east. The floodplain areas along Doe Branch Creek, Wilson Creek and Rutherford Branch Creek contain the most natural tree cover within the planning area.



PLANNING CONTEXT

Prosper Trail



Broadway Street



Dallas North Tollway, Frisco



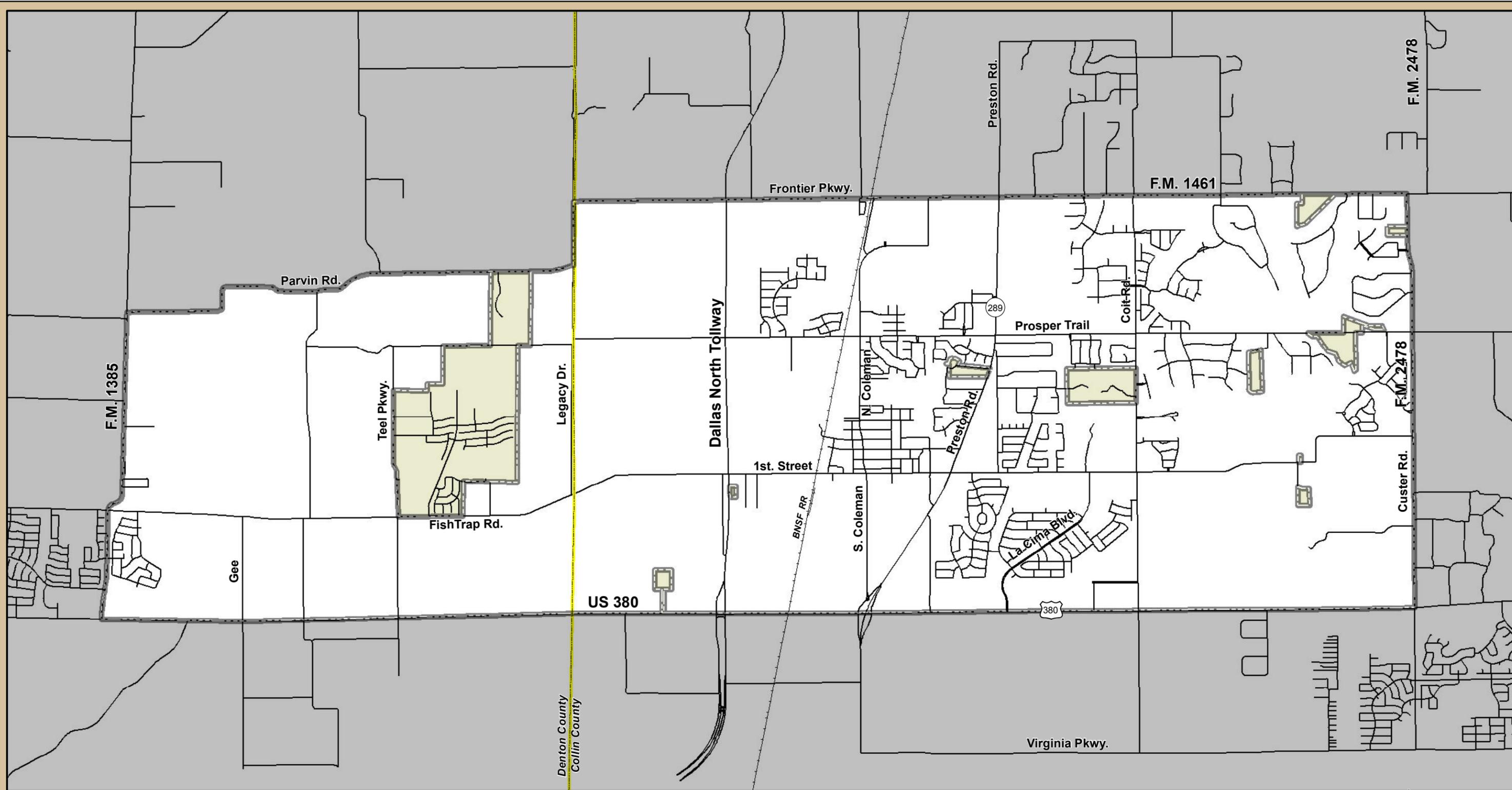
Man-Made Features

The importance of man-made features, such as transportation facilities, Town boundaries and infrastructure, are significant factors that greatly influence development patterns. The following discussion relates to the significant man-made features which currently exist within Prosper.

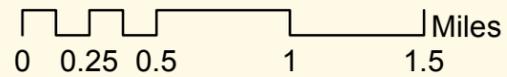
Preston Road, Highway 380 and the future Dallas North Tollway are the major arterial roadways within the community. As development occurs, Teel Parkway, Legacy Drive, Coit Road, FM 1385/Gee Road and Custer Road will grow in importance and will provide additional north-to-south corridors within the community. Prosper Trail and First Street will serve as major east-to-west corridors within the community. In addition to these roadways, the Dallas North Tollway will serve as a major transportation addition within the community and will increase accessibility within the community, will provide quick access to the regional highway network and will serve as a catalyst in attracting new development.

In the State of Texas, the extraterritorial jurisdiction (ETJ) refers to the land that an incorporated community may legally annex for the purpose of planning and accommodating future development. The Town has entered into boundary agreements with Frisco, McKinney, Celina and Little Elm and has no plans to expand west of FM 1385 at this time. For this reason, the general planning area for the Town is established and well-defined, allowing the Town to concentrate on the annexation of internal properties. The advantage of a defined Town boundary is knowing exactly where Prosper is able to grow. This enables Town staff to more effectively plan for growth, particularly the necessary infrastructure that will be needed to accommodate future growth within the Town boundaries.





January 2012



Legend

-  TOWN
-  ETJ

**City Limit
and
ETJ**



Plate 1

Planning Context

In order for this Comprehensive Plan to truly be comprehensive, it will be important to consider the context in which the Plan is being created. The planning context includes a number of different factors including current and past planning efforts, regional initiatives, and external issues that, although may be beyond direct control of the community, have the ability to directly impact growth decisions, primarily the Dallas North Tollway extension. Building upon past planning efforts and considering external factors which impact Prosper's growth will allow for realistic growth assumptions to be made and will help to insure a cohesive, inclusive and truly comprehensive plan.



Planning Efforts

2004 Comprehensive Plan

In 2004, The Town adopted a Comprehensive Plan to guide land use decisions within the community for the next 5 to 10 years. This Plan included the development of a future land use and community framework scenario and also examined the thoroughfare system and infrastructure of the community.

It is typically recommended that a Comprehensive Plan be updated every 5 to 10 years, depending upon how rapidly the community is growing. Since 2004, Prosper has continued to grow quite rapidly, necessitating the review and update of the Comprehensive Plan.

Land Use decisions made during the 2004 Comprehensive Plan will be examined and evaluated to determine if changes are necessary. Various development plans and agreements have been submitted to or approved by the Town. Updating the Future Land Use Plan will re-examine the community's vision and values. While the majority of land within Prosper is zoned, an updated Future Land Use Plan will provide the framework for discussions and negotiations with developers as changes to zoning occur.



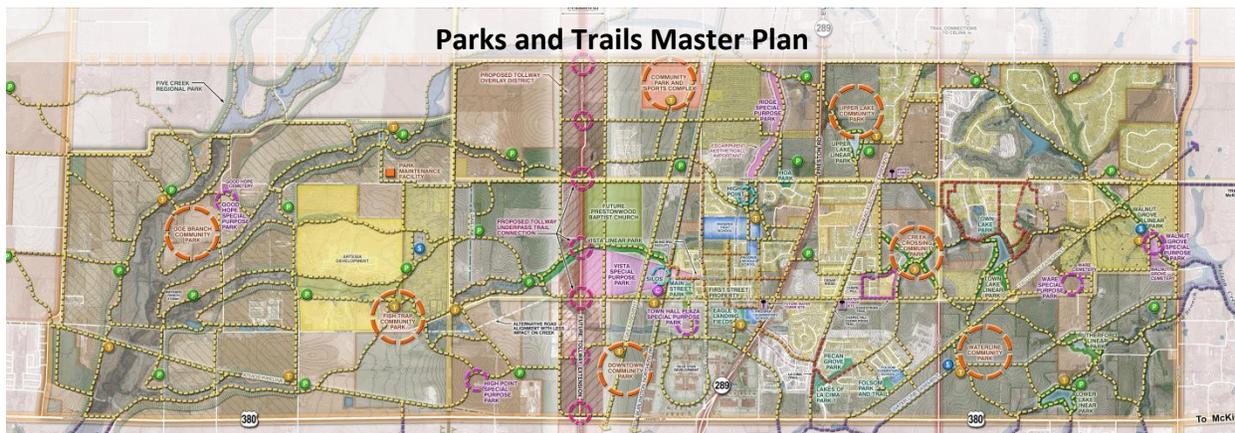
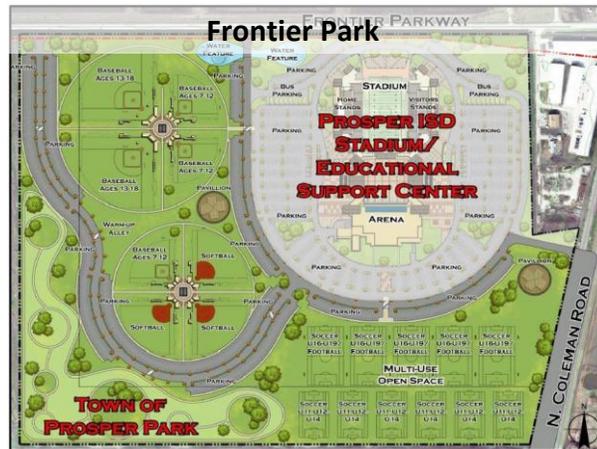
PLANNING CONTEXT

2007 Parks Recreation and Open Space Master Plan

In 2007, the Town completed a Parks, Recreation and Open Space Master Plan (Parks Plan) to direct the growth of the Town's parks and trails as the community grows over the next several decades. The importance of the Parks Plan cannot be understated. Parks provide recreational opportunities for community residents and help to increase the overall quality of life of the community. In the same manner, trails provide recreational opportunities for residents to walk, run or bike throughout the community. Trails provide access to open space, parks, schools, community facilities and help to link various areas of the community to one another.

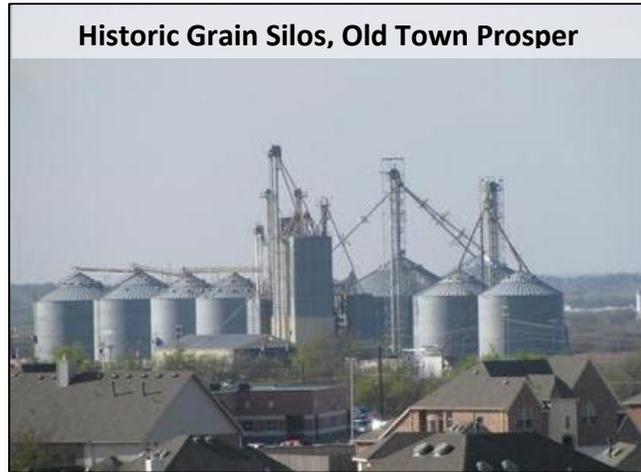
As development occurs, incremental implementation of the Parks Plan will occur. Ensuring that it is updated as changes occur, will help the Town leverage and negotiate with developers as vacant land is developed, ultimately enabling the Town to impose a proportional cost of park development on developers.

It will be important that the Parks Plan be consulted by Town decision makers as development proposals are received. While slight deviations may be permitted to accommodate site layouts, the location of parks and trails have been chosen for intentional reasons and therefore the general locations of trails and parks should be adhered to as close as possible.

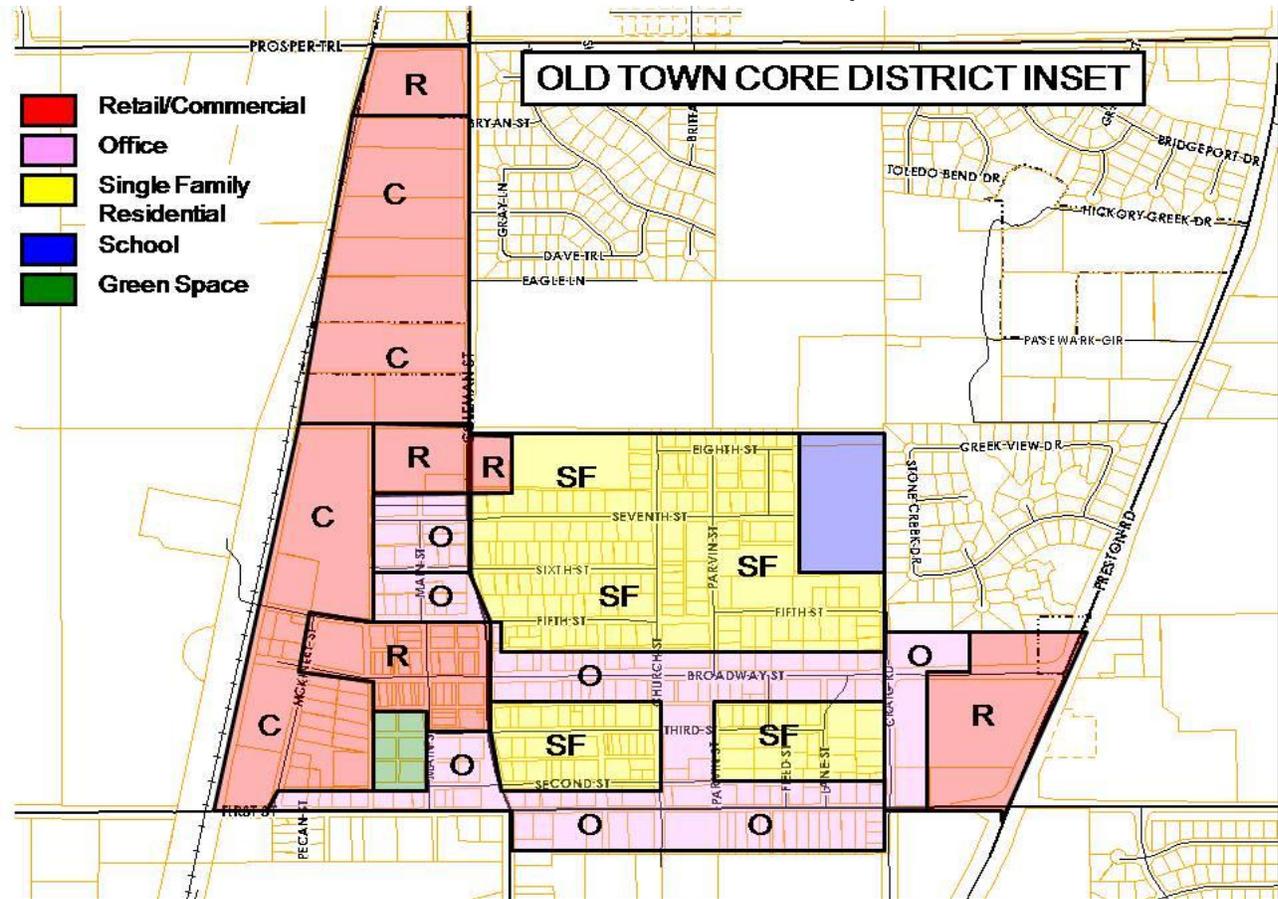


2007 Old Town Core District Amendment

In 2007, the Town created the Old Town Core District Amendment to guide the land use development of Old Town. This area serves as the historical core of the community and the visible center of Prosper. While other areas of the community are currently more opportunistic for development due to vacant, available land, the core of the community cannot be forgotten. The history of Prosper is rooted within this area. Commercial, retail, office and single-family residential uses were applied within the Old Town area in addition to areas of green space and the school location. The planning efforts conducted by the Town in 2007 will be built upon during the creation of this Plan in order to insure consistency.



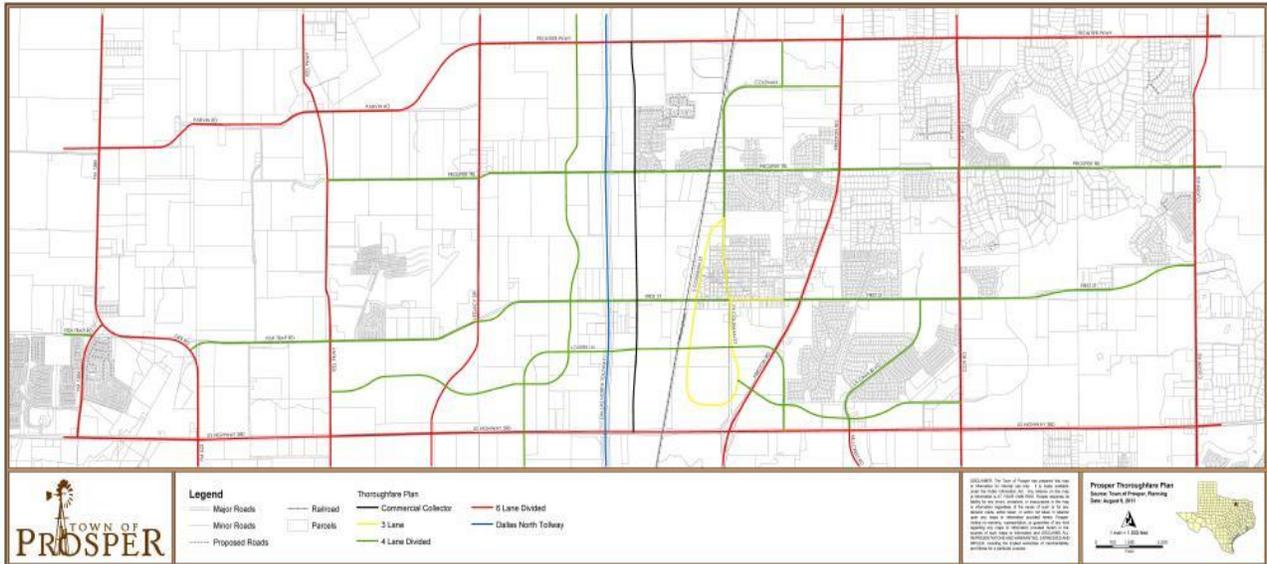
2007 Old Town Core District Map



PLANNING CONTEXT

2010 Thoroughfare Plan

The Town of Prosper completed an update to its Thoroughfare Plan in 2010, re-examining issues and redefining the Town's roadway network. This Plan will build upon previous work efforts and will seek to coordinate land use decisions with previous transportation efforts. Any changes that result from land use decisions will be included as recommendations within this Plan and should be considered as the future Thoroughfare Plan update is made.



2008-2010 Annexation Plan

The Town of Prosper has taken a proactive approach towards defining its planning area. Annexation is a tool that communities use to proactively manage growth and ensure that future growth meets the established standards set by the community. This is particularly important due to the number of Municipal Utility Districts (MUD's) that have developed along Highway 380, in Celina and other areas around the Metroplex.

State law requires any community engaging in annexation to have a three year annexation plan. The annexation plan for Prosper was done in three phases: 2008, 2009 and 2010. The 2008 phase included 14 properties that were primarily confined to the center and southeastern areas of the community. The 2009 phase included 12 properties on the northwestern and west central areas of the community. Finally, the 2010 phase included 9 properties on the far western side of the community.

Annexation phases coincided with a desire by Town Council to annex everything inside the Town's boundaries defined by boundary agreements with Frisco, McKinney, Celina and Little Elm (FM 1385, Frontier/Parvin, Custer and Highway 380).

With the exception of the Artesia Municipal Utility District, only a few parcels of land remain to be annexed within the Town's boundaries. Artesia may be considered for annexation at some point in the future.



Prosper ISD

Throughout the planning process, schools have been identified as one of the single most important features of the Town. As the Town continues to grow, it is of prime importance that the exemplary status and reputation of Prosper's schools be maintained.

While the Town and Prosper Independent School District operate as two separate entities, they are inevitably related to each other. Growth in the Town increases the overall tax base and provides revenue for the School District. Additionally, excellent schools enable the Town to continue to attract new residents and new development.

The Town and Prosper ISD should therefore be in direct communication, clearly identifying areas of growth and assessing future educational needs. Communication between the Town and PISD will inevitably allow for coordinated infrastructure decisions, such as when new roads allowing access to new schools should be constructed.

The Town and Prosper ISD should also coordinate on population growth rates and potential future school locations. Establishing a working relationship between the two entities will benefit the Town, PISD and the residents of Prosper themselves.



PLANNING CONTEXT

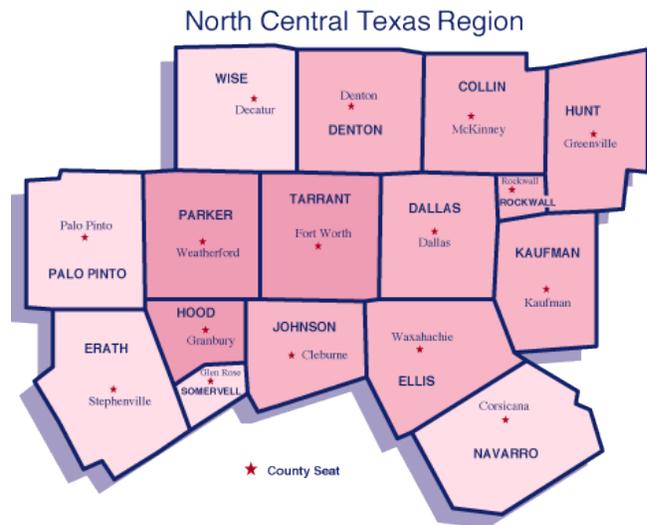
Regional Initiatives

North Central Texas Council of Governments (NCTCOG)

NCTCOG is the metropolitan planning organization that encompasses the 16 county North Texas region. NCTCOG works to promote orderly and balanced growth within the North Texas region. The metropolitan transportation plan created by NCTCOG, known as Mobility 2035, contains a number of different components including arterial roadway networks, freeways, rail transit and a Veloweb Network (regional trail system).

Coordination with NCTCOG will help to streamline projects within Prosper, particularly if outside funding is desired or necessary. Typically, funding is awarded to projects which show planning and coordination at multiple levels. Ensuring that future roadway and transportation plans by the Town are coordinated with NCTCOG will help Prosper attract investment from both the public and private sector and will ensure that roadways are better coordinated between adjacent communities.

In addition to transportation, there are various grants that are awarded to communities in North Texas by NCTCOG. These grants are used to incentivize regional cooperation without requiring compliance. NCTCOG has established the Center of Development Excellence which provides 12 guiding principles that it recommends communities to consider. Communities in North Texas are encouraged to incorporate these principles, where best applicable, and are awarded grants and additional funding to help communities with some of the initial costs, studies and plans associated with quality planning.



12 Principles

- Development Diversity
- Efficient Growth
- Pedestrian Design
- Housing Choice
- Activity Centers
- Environmental Stewardship
- Quality Places
- Efficient Mobility Options
- Resource Efficiency
- Educational Opportunity
- Healthy Communities
- Implementation

www.developmentexcellence.com



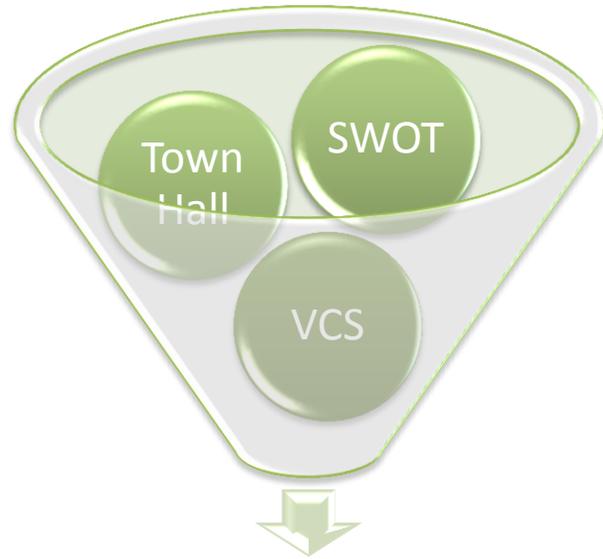
Community Vision

A fundamental component of the comprehensive planning process evolves around the vision of the community. The importance of the vision cannot be overstated—the vision guides land use decisions and allows Town staff and decision makers to determine whether or not decisions are ultimately in conformance with the long term vision for Prosper, as defined by its residents. In other words, the vision is the roadmap that guides decisions within the community and serves as the basis for the Future Land Use Plan and policy recommendations.

For this Plan, the visioning process was guided by a Comprehensive Plan Advisory Committee (CPAC) and included several deliberate exercises. The visioning process included:

- **Seven CPAC Meetings**
- **CPAC SWOT Analysis**
- **CPAC Visual Character Survey (VCS)**
- **Two Town Hall Meetings**
- **Town Hall Brainstorming Groups**
- **A Public Visual Character Survey on the Town’s website**
- **Public Hearings During Adoption.**

The following pages contain the who and the what of the visioning process, highlighting the various groups involved, exercises used and preliminary results derived from the visioning process.



Community Vision

Every community is distinctive and has its own set of values, aspirations and objectives. The purpose of the visioning section is to determine the ultimate vision of the community based upon resident input.

Unique, Distinctive, **Exceptional**

The community vision is used to guide the formation of the comprehensive plan and is ultimately used by decision makers as they weigh the vision with development proposals and future opportunities.



Comprehensive Plan Advisory Committee

Jason Dixon, Chair
Craig Moody, Vice Chair
Ane Casady, Secretary
Kelly Cooper
Mark DeMattia
Michael Goddard
Kyle Huckelberry
Ann Lieber
Meigs Miller
Eric Nishimoto
Jordan Simms
Daniel Ting
Doug Trumbull

Comprehensive Plan Advisory Committee (CPAC)

A committee of community residents and business owners was compiled in order to assist in the development of the Plan. Committee members were selected based upon a variety of criteria including the area of the community where they reside, past or current council experience, economic development knowledge and business ownership. The CPAC's role in the process was to guide the formation of the Plan document and ensure that the Plan created ultimately reflected the vision desired by Prosper residents.

Seven meetings were conducted with the CPAC:

- Orientation Meeting on May 2, 2011
- Visioning Meeting on June 6, 2011
- Future Land Use Meeting on September 12, 2011
- Livability Meeting on October 10, 2011
- Economic Analysis, Transportation and Infrastructure Assessment on November 14th, 2011
- Transportation Continued and Plan Review on December 14, 2011
- Town Hall Review and Final Comments on March 19, 2012

All CPAC meetings were conducted at 6:30 p.m. and were open to the public. Community residents and representatives from the development community were present at several meetings.

Energized and productive discussions were had at CPAC meetings, representative of the diverse opinions and backgrounds present on the committee. The exchange of ideas with various points of view ensured a thorough process where the realities of external factors affecting Prosper were weighted with the ultimate vision of the Town.



Vision Statement

A vision communicates the reason for existence, the purpose behind planning and the overall goals of a community from a long-range planning and development perspective. The primary benefit of visioning is that it clarifies how a community will approach its critical planning, development and growth issues. With the clarified approach that visioning provides, the resulting Plan will better address the future of the Town in a manner that is reflective of the community's interests.

The vision statement for a community should describe the community as it will ideally exist in the future. A vision statement spells out goals or values at a high level and promotes what the Town should become. The vision statement for this Plan is as follows:

Prosper is a community committed to excellence. It is a high quality, family oriented community maintaining a visually aesthetic open feel with quality commercial development directed to the Town's major transportation corridors all while maintaining strong fiscal responsibility.



COMMUNITY VISION

Visual Character Survey

A Visual Character Survey (VCS) is a technique in which respondents are asked to score a series of photographs based on what they find to be visually preferable for Prosper. The images used are selected in order to illustrate different aesthetic, architectural, and visual elements within any particular built environment and are used in order to quantify exactly what types of developments are desired and appropriate for Prosper. Although the VCS is not necessarily scientific in nature, it is an effective method of receiving attitudinal, aesthetic-based input.

Three VCS surveys were conducted for this Plan. The first survey was conducted with the CPAC at the June 6, 2011 meeting. The second VCS was made available through the Town's website following the Town Hall meeting. Town Hall attendees were given a passcode in order to take this VCS. The third and final VCS was made available to the general public through the Town's website and contained no passcode. This survey remained available for approximately 3 weeks. A total of 434 residents participated in the online VCS for the community.

The VCS for Prosper was divided into 8 categories:

- Dallas North Tollway
- Preston Road
- Highway 380
- Housing Mix
- Street Design
- Signage
- BNSF
- Public Space

Visual Character Survey



Questions to Ask:

- Is the image appropriate for this area?
- What is my first impression?
- Does this image fit into the long-term vision for Prosper?

1	2	3	4	5
Very Inappropriate		Neutral		Very Appropriate

Dallas North Tollway



3

Housing Mix



93



Town Hall #1

A Town Hall meeting was conducted on Monday June 27, 2011. The purpose of the Town Hall meeting was to gather feedback from the public on what the vision for Prosper should be. Over 140 residents from the community attended the event that was held at Prosper High School.

Town Hall attendees were first given an introduction to the planning process. During this presentation, an overview of past planning efforts, existing conditions and growth patterns within our region was explained. The presentation concluded by informing residents of the planning process as well as introducing members of the Comprehensive Plan Advisory Committee to attendees.

A visioning exercise was conducted with attendees in order to engage the public and gather initial feedback on Prosper's future. Topic tables were arranged so that each participant in attendance would rotate to each of the following tables:

- Land Use/Corridors;
- Transportation;
- Housing;
- Livability; and
- Community Identity.

At each of the tables, a member of the CPAC, Town staff or consultant guided discussion on each group's major issues, concerns or ideas. Issues gathered were then compiled and presented to the CPAC to guide discussion on elements within the Plan.



COMMUNITY VISION

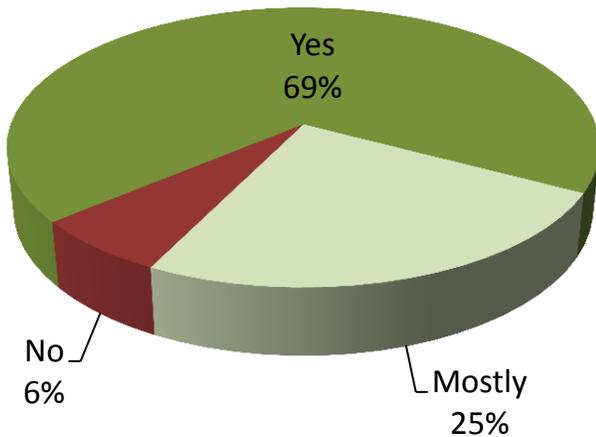
Town Hall #2

On February 13, 2012, a Town Hall meeting was conducted at Prosper High School in order to present the Draft Comprehensive Plan to the public and to gather comments and feedback from the public on plan recommendations. Over 275 attendees were present at the meeting. Attendees participated in round table discussions where individualized feedback on plan recommendations was obtained. Participants were asked whether the Draft Plan accurately described the vision for Prosper, if there were any components of the plan that excited them, if there were components of the plan that concerned them and finally were asked to prioritize a list of issues based upon their personal order of importance.

The information collected from Town Hall attendees was then tabulated in order to identify consistent themes and priorities from the public. This information was discussed with the CPAC and necessary clarifications and/or text modifications to the Draft Plan were made.



Question #1: Does the Plan Accurately Describe the Community's Vision for Prosper?



Community Goals

Community goals are created to direct the formation of the Plan. They are practical yet general points under which more specific objectives may be located. The goals for the Plan are purposely designed to cover a wide array of individual objectives, but were specifically crafted to address many of the comments, issues, ideas and concerns defined during the visioning portion of the Plan's creation.

The following goals are intended to provide a framework for the creation of applicable and economically feasible land use decisions and special districts. The goals are also intended to establish guidelines for preserving Prosper's neighborhoods and creating quality new residential areas, maintaining and enhancing Prosper's quality of life and physical characteristics, providing a safe and attractive transportation network and ultimately ensuring that the Town's infrastructure systems will be adequate to accommodate 20-year growth. Plan objectives are located within the Implementation Chapter of this Plan.

Goal 1: Provide a variety of land uses, in accordance with the vision of Prosper residents, which diversify the tax base and enable all types of people to live, work, shop, eat and relax in Prosper.

Goal 2: Maintain and enhance the high quality of life and small-town feel currently available and expected by Prosper residents.

Goal 3: Protect the quality and integrity of Prosper's neighborhoods.

Goal 4: Require high-quality and visually attractive architectural characteristics in both residential and non-residential developments.

Goal 5: Develop quality, open roadways that enhance the Town's rural image, are compatible with adjacent development and provide safe and convenient traffic movements.

Goal 6: Ensure that water, wastewater and stormwater infrastructure systems are able to meet future growth demands.



COMMUNITY VISION

