

Future Land Use

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Plan, which establishes an overall framework for the preferred pattern of development within Prosper. In general, the Future Land Use Plan is intended solely to be a comprehensive blueprint of Prosper’s vision for its future land use pattern. Specifically, the Future Land Use Plan designates various areas within the Town for particular land uses, based principally on the specific land use policies outlined herein.

The Future Land Use Plan is graphically depicted for use during the development plan review process with the Future Land Use Plan map. The Future Land Use Plan should ultimately be reflected through the Town’s policy and development decisions. The Future Land Use Plan map is not a zoning map, which deals with specific development requirements on individual parcels. The zoning map and changes in zoning should, however, be based on the Future Land Use Plan and related Future Land Use Plan map.

Legal Authority

Authority of a community to create a comprehensive plan is rooted in Chapters 211, 212 and 213 of the Texas Local Government Code.

Chapter 211

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning.

Chapter 212

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the community limits and also within the Extraterritorial Jurisdiction (ETJ) which varies depending upon the population of the community.

Chapter 213

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the “long-range development of the municipality.” Basic recommendations for comprehensive planning are to address land use, transportation and public facilities, but may also include a wide variety of other issues determined by the community.

It is important to note that a comprehensive plan is NOT a zoning ordinance, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Development Code.



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Process

The Future Land Use Plan was derived through a defined and deliberate process. Existing land uses, development agreements and planned developments were combined with extensive public input in order to create a Future Land Use Plan that is both realistic, attainable and reflects the public's vision for Prosper's future.

The first consideration was existing land use. Existing land use includes analyzing past development trends and working to ensure that future growth occurring within the community coincides with existing development patterns and does not negatively impact the integrity of existing neighborhoods.

An examination of potential planned developments was the second step. This involved an understanding of existing development agreements that are in place within Prosper. Understanding what types of development may occur in the future helps to determine what the adjacent land uses should be.

Finally, an extensive public input process was conducted with the general public and the CPAC. The public and CPAC described the characteristics which should define Prosper and identified many of the needs within the community.

Additionally, a VCS was conducted with attendees of the CPAC, Town Hall meeting and the general public. A significant number of responses were received and the results of the survey helped to determine the visual aesthetics and development characteristics that were felt to be appropriate within Prosper.

The results of this process ultimately concluded in a land use scenario for the Town. This land use scenario is not a mandate, but should be used to guide Town staff and decision makers as development intensifies in the coming years.



Land Use Types

Residential Low Density

This land use is indicative of large-lot single-family homes. Typically speaking, lot sizes within any low density development will range between 15,000 square feet and 1+ acre in size. While a variety of lot sizes may be used, the total gross density of low density residential neighborhoods should not exceed 1.6 dwelling units per acre. Large-lot homes will provide a continuation of the rural atmosphere and feel that was intensely expressed by Prosper's residents. Most low density residential areas will be located in Northwest and Northeast Prosper.



Residential Medium Density

Medium density residential is also representative of single family detached dwelling units. Lot sizes in medium density residential neighborhoods could range between 12,500 and 20,000 square feet in size. A variation in lot sizes may be permitted to achieve a goal range in density. While a variety of lot sizes may be used within medium density residential neighborhoods, the gross density of such developments will typically not be less than 1.6 dwelling units per acre or greater than 2.5 dwelling units per acre.



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Residential High Density

High density residential represents the most intense residential land uses permitted in Prosper. High density single family uses will consist of developments greater than 2.5 dwelling units per acre and lot sizes smaller than 10,000 square feet. Within Prosper, the high-density residential district is reflective of the Artesia development, where single family residential lot sizes and dwelling units per acre will be substantially higher than the rest of the community. High density residential may be located within the Dallas North Tollway, Highway 380, town Center and Old Town Districts. In such areas, high density residential may take the form of multifamily or single family attached dwelling units and may include mixed-use lofts/apartments, patio homes, snout houses, brownstones and townhomes.



Retail and Neighborhood Services

Neighborhood services typically include retail establishments that provide merchandise for retail sale, banks, neighborhood office and small medical offices. Retail uses are particularly important because they contribute to Prosper's tax base through both property and sales taxes, making their inclusion attractive and often times competitive. Within Prosper, neighborhood service uses will likely occur at major intersections along the Dallas North Tollway, Highway 380 and Preston Road corridors. Neighborhood service uses should also be strategically placed along the Town's perimeter in order to attract patrons from neighboring communities, enhancing sales tax revenue opportunities. The majority of neighborhood service activity within Prosper will likely be included within the Dallas North Tollway, Highway 380, Town Center and Old Town districts.



Dallas North Tollway District

The Dallas North Tollway district will consist of the most intense land uses within Prosper. A diverse mixture of office, retail and residential will likely develop along the corridor. Mid-rise office (up to 12 stories) may be permitted throughout the corridor. Office buildings should be designed for a “campus feel”—they should be oriented towards common public space with significant landscaping and should be linked by a pedestrian network. A common architectural theme should also be established for a consistent visual appearance. Mixed-use development should be encouraged and should contain a mixture of office, retail and residential uses. Mixed-use lofts/apartments would be the most appropriate residential use within this district. Structured parking should be encouraged in more intense areas to limit the presence and visibility of large parking lots. Structured parking should be oriented in a way that minimizes visibility from the Tollway.



Highway 380 District

Much like the Dallas North Tollway district, the Highway 380 district will contain a variety of different uses. The major contrast between Highway 380 and other districts will be the inclusion of a big box development and commercial service uses. Types of appropriate commercial include hotels, banks, vehicle refilling stations with a convenience store, home service centers with outside storage, garden center with outside storage and other similar uses which serve the community but are not necessarily desired on Preston Road or within the Dallas North Tollway corridor. Residential land uses may be appropriate within certain areas, particularly away from major intersections where retail and commercial will be the highest and best land use. Residential land uses may include patio homes, snout houses, townhomes and brownstones. These residential areas may serve as a buffer between more intense activity along Highway 380 and low density residential areas to the north.



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Town Center District

The Town Center district is a continuation of the area defined by previous planning efforts as a future location for a large scale mixed-use development. The Town Center would include a mixture of land uses but development will be less intense than that located along Highway 380 and the Dallas North Tollway. Retail, small scale office, and residential uses would be included within this district, but the primary intent should be focused on dining and shopping. Public space should be a major component of this area, creating space for families and residents of Prosper to meet and socialize. Open space located within the Town Center could be used for community events, festivals and school events. Urban design should accommodate the pedestrian while providing automobile access and discreet parking. Residential uses may include mixed-use lofts/apartments, patio homes, townhomes and brownstones. Areas of single family residential may also be permitted, particularly on the northern side where the development abuts the Old Town district.



Old Town District

The Old Town district is the heart of Prosper. This historic area of the community is intended to include a variety of boutique type land uses, ranging from unique and local retail establishments, restaurants and offices. Many of the historic homes within the Old Town district, particularly areas along First Street and Broadway, may gradually convert to boutique office and retail establishments. The most opportunistic possibility for a transit stop, if desired by future residents, would be within the Old Town district, which could facilitate redevelopment of the downtown area. If this occurs, high density residential options, such as live-above lofts/apartments, may be considered. The historic past of the community should be preserved. The community's beginnings as a farm community in rural Collin County are part of what defines Prosper, and these attributes should be preserved as new infill development occurs.



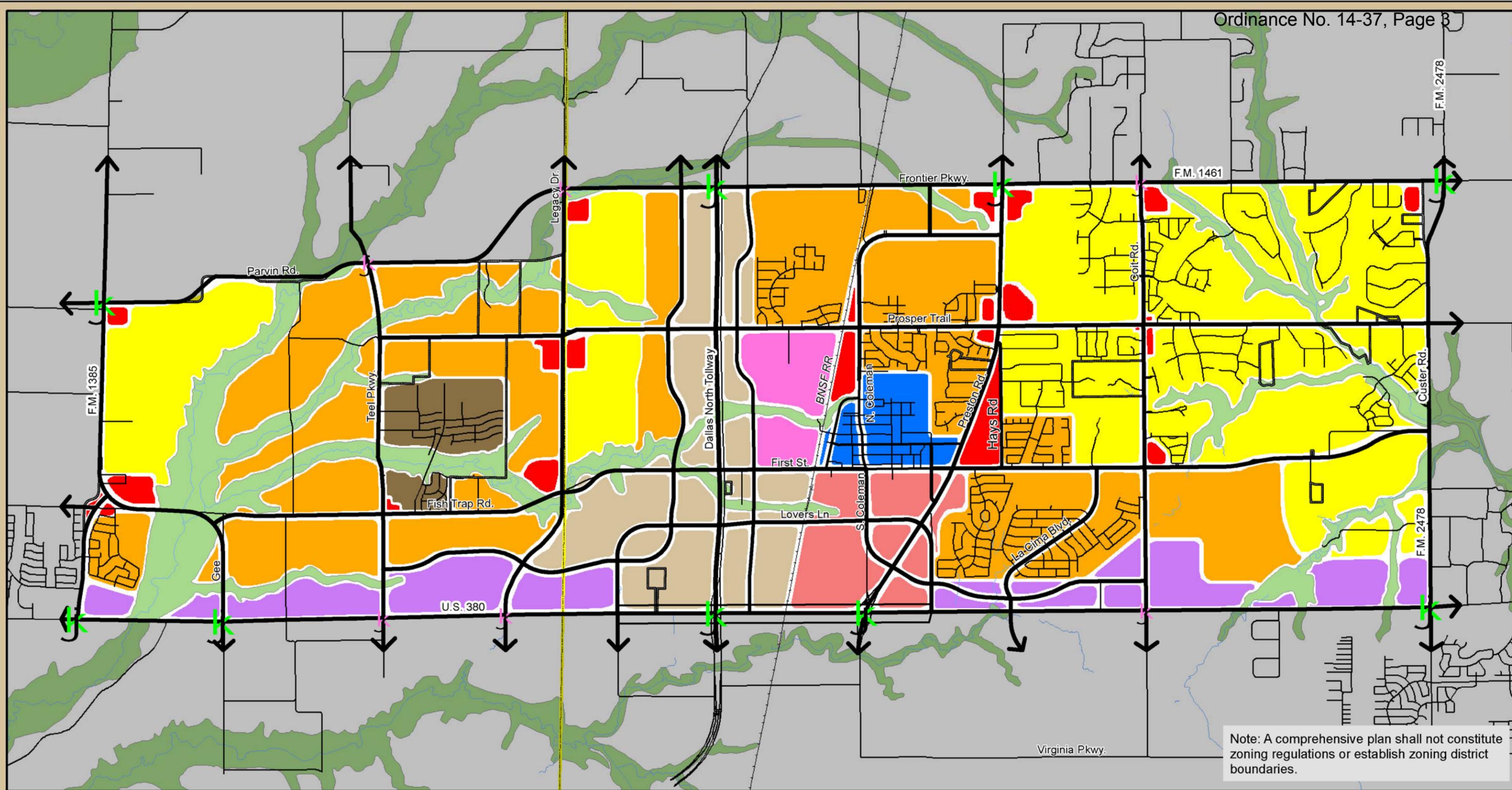
Business Park

A Business Park district, located to the west of the BNSF Railroad between Prosper Trail and First Street, will include a variety of potential land uses including light industrial, commercial warehousing, office storage and commercial uses with outside storage. While outside storage will likely occur and be necessary within this district, significant effort should be placed on the visual integrity of the district, particularly when located in higher visibility areas. When such uses abut roadways, larger landscape setbacks, such as 40 feet setbacks, that include berms and evergreen shrubs/trees should be used to protect the visual integrity of roadways and the public view. All outside storage should also be screened from public view and from adjacent properties. The location of the BNSF railroad and close proximity to the Dallas North Tollway provide the Business Park with significant accessibility. Uses located along First Street, Prosper Trail and other perimeter areas should incorporate a higher degree of landscaping and architectural design in order to protect the visual integrity of Prosper's roadways.

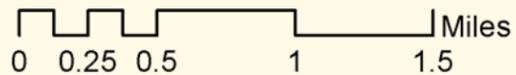


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June 2014



Legend

- | | | |
|--------------------------------|---------------------|-----------------|
| Low Density Residential | Old Town District | Major Gateway |
| Medium Density Residential | Town Center | Minor Gateway |
| High Density Residential | Tollway District | Town of Prosper |
| Retail & Neighborhood Services | US 380 District | ETJ |
| Business Park | 100 Year Floodplain | |

Future Land Use Plan

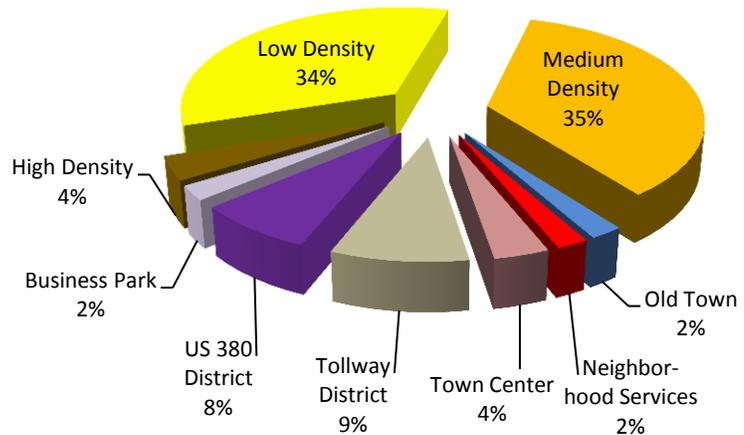


Plate 2

Land Use Acreages

Based upon the Future Land Use Scenario, medium density residential will constitute the largest future land use within Prosper at 35 percent, followed by low density residential at 34%. In terms of non-residential development, the Dallas North Tollway district will be the largest commercial district constituting 9% of the total land use in Prosper, followed by the Highway 380 district at 8%. In total, 73% of the total land in Prosper will be reserved for residential uses with the remaining 27% being a combination of retail, office, commercial and high density residential.

Figure 4: Future Land Use Acreage



Ultimate Capacity

The ultimate capacity for Prosper is based on the Future Land Use Scenario. Certain assumptions were made in order to calculate the Ultimate Capacity. For low density residential, lot sizes greater than 15,000 square feet, 1.2 dwelling units per acre was used for our assumptions.

For the purpose of estimating ultimate capacity, medium density residential includes lot sizes between 10 and 20,000 square feet in size. For purposes of our assumptions, an average of 2.3 dwelling units per acre was assumed for medium density residential.

High density single family residential is indicative of Artesia. Artesia is an existing Municipal Utility District, located in Prosper's ETJ in Denton County, which has the right to develop 2,170 single family lots and 600 multifamily units. While Artesia is not currently located within the Town of Prosper, it is located in the Town's planning area and therefore, is included in this Plan. Based upon actual dwelling units and acreage, a high density single family density of 4.8 DUA and multifamily density of 20 DUA was used.

Conservative estimates based upon developer agreements, planned developments and Town zoning indicate that over 5,000 more high density dwelling units may be built in Prosper. This number constitutes nearly 30% of the total dwelling units.



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Based upon the future land use scenario and the previous assumptions, the ultimate capacity for Prosper is approximately 69,300 residents, as delineated in Figure 5 below. Changes in overall development patterns that deviate from the Plan’s recommendations could significantly impact the ultimate capacity of the community.

Figure 5: Ultimate Capacity

Land Use	Acreage	DUA*	Dwelling Units	PPH**	Total Pop
Low Density	2,573	1.2	3,087	3.4	10,498
Medium Density	3,763	2.3	8,654	3.4	29,427
High Density Single-Family (Artesia)	450	4.8	2,170	3.4	7,378
High Density Multi-Family (Artesia)	30	20	600	2.4	1,440
High Density Residential	-	-	5,000	2	10,000
Additional Population	58,743				
Existing Population	10,560				
Total Build-Out Capacity	69,303				

*DUA (Dwelling Units per Acre)

**Persons per Household



Population Projections

The Town of Prosper has experienced extremely rapid growth over the past several decades, which was discussed in more detail in the Planning Context. External factors seem to indicate that growth within Collin County will likely continue in the foreseeable future. Likewise, with the extension of the Dallas North Tollway through Prosper, it is very likely that rapid growth within the Town will also continue.

It is often difficult to calculate population projection growth rates for fringe communities, such as Prosper, particularly when such communities are in the beginning stages of their growth and maturity. It is therefore beneficial to examine a wide range of potential growth numbers including the historical growth rates of Prosper, its neighbors and Collin County, as a whole.

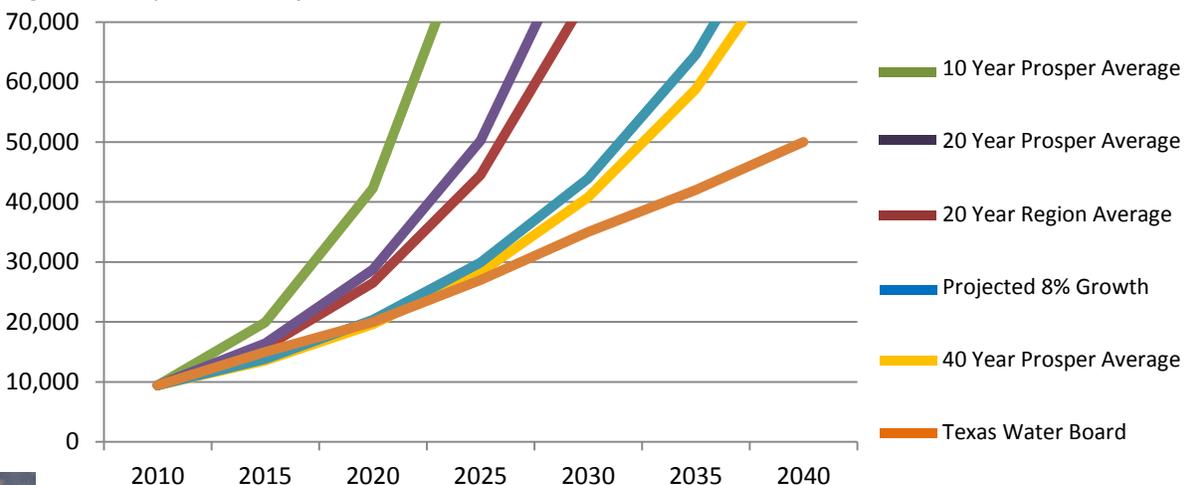
Six different growth rates were examined. A 7.6% growth rate is indicative of Prosper’s 40 year CAGR, a 10.9% growth rate is indicative of the average 20 year growth of Prosper, its neighbors and Collin County. An 11.8% growth rate is indicative of Prosper’s growth over the past 20 years, a 16.2% growth rate is indicative of Prosper’s growth between 2000 and 2010, and finally an 8.0% growth rate was used representative of the projected compound annual growth rate of Prosper through buildout.

Regional Population Growth

	1990-2010 CAGR	Average
Collin County	5.6%	10.9%
Celina	6.4%	
Frisco	15.8%	
Little Elm	16.3%	
McKinney	9.5%	
Prosper	11.8%	

Source	Percent Growth
Texas Water Board 50 Year Projection	4.2
40 Year Prosper Growth Rate	7.6
Projected Growth Rate	8.0
20 Year Regional Average	10.9
20 Year Prosper Growth Rate	11.8
10 Year Prosper Growth Rate	16.2

Figure 6: Population Projections



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Community Livability

What does the term livability mean with regard to urban planning? Generally, livability reflects the characteristics, aesthetics, design and social aspects of Prosper that make the Town unique and which help to establish a sense of community. There are many intangibles that make a place livable, such as a sense of community, a strong sense of place in particular areas, civic pride and the friendliness of neighbors. There are also tangible aspects that can promote livability as well.



Prosper is a unique community with its own values and vision. The following section describes in more detail some of those tangible aspects that, when tailored to fit the needs and vision of Prosper, can help the Town to grow in a manner that enhances the quality of its neighborhoods and helps to create vibrant retail establishments. This section is intended to describe, in more detail, the characteristics of the Future Land Use Plan and is intended to be used to guide decision makers what the public believes the character of Prosper should be as it grows. This section includes a discussion of various land use concepts and how they apply to Prosper, general neighborhood characteristics, housing mix, corridors and image enhancement.

It should be noted a significant number of pictures in this section were taken directly from the Visual Character Survey that was made available to the public during August 2011.



Livability Guidelines

- Preserve small-town, rural feel
- Maintain open spaces that create a quiet, open feel
- Provide a range of housing in Prosper, taking into consideration, among other things, data relating to income, education levels and ethnicities.
- “Raise the bar” on development/ attract quality development
- Attract neighborhood services, such as a grocery store
- Build a system of connected parks and trails for outdoor recreation
- Clearly brand and identify Prosper through gateways and other identifying features
- Provide entertainment venues for families
- Create high quality mixed-use centers where residents may shop, dine, socialize and live
- Enhance Old Town Prosper



Land Use Concepts

Mixed-Use

Mixed-use refers to a development style that combines a mix of land uses within one defined zoning district. For example, residential, retail, restaurants, office and public uses may be allowed in the same building, same lot, same tract, block or zoning district. Benefits of mixed-use development include:

- Flexibility of building spaces over time;
- Long term viability of commercial districts;
- Providing higher quality high density residences;
- Inclusion of public facilities;
- Reduction in the frequency of vehicular trips; and
- Minimizing land consumption.

Mixed-use developments are defined by their design—building orientation, roadway configuration and amenities such as shade trees, benches and lighting create a safe environment that is conducive for walking. Intentional integration of diverse land uses within one localized area creates a lifestyle option where a person can perform many of their daily needs and recreational desires within a short distance of home. Such environments are particularly attractive to young professionals, young couples and empty nesters.

Mixed-uses are typically either horizontal or vertical in nature. Horizontal mixed-uses involve retail, office and residential all located within one defined area, but within separate buildings. Vertical mixed-use developments would include any combination of retail, office and residential within the same building. A common example of vertical mixed-use is residential lofts and apartments above street-level retail and office space.



General Guidelines

- **Reduced Setbacks:** bring building facades closer to the street.
- **Central Gathering Space or Focal Point:** Create an identity through public space.
- **Pedestrian Orientation:** Facilitate the pedestrian experience through quality urban design. Ensure access and connectivity to adjacent neighborhoods.
- **Architecture:** moldings, spires, canopies, balconies and building locations all create a sense of identity and contribute to the experience.
- **Strategic Parking:** utilize shared parking, on-street parking, parking behind buildings and structured parking.
- **Connectivity:** mixed use areas should be tied in to adjacent residential development.



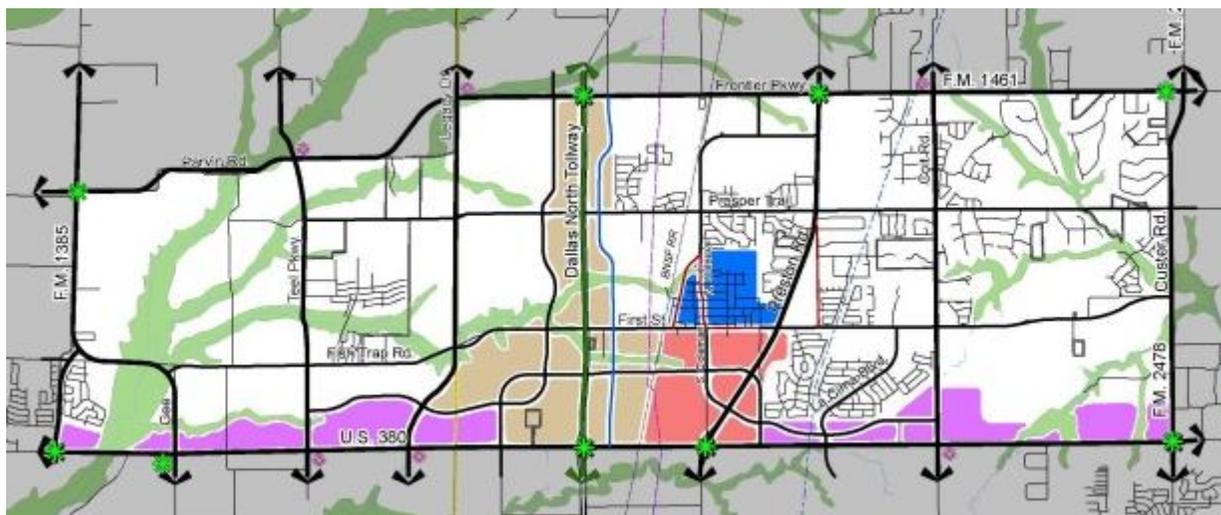
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What does mixed-use development look like in Prosper? We asked the community in a public Visual Character Survey. The highest rated mixed-use pictures are shown below.



Past planning efforts, including the Town's previous comprehensive plan, have indicated that the most opportunistic location for a Town Center, a large mixed-use district, would be the area roughly bounded by First Street to the north, Highway 380 to the south, BNSF Railroad to the west and Preston Road to the east. This area is currently identified as a planned development by the Town's zoning ordinance.

Within Prosper, mixed-use areas may be appropriate along the Dallas North Tollway, Highway 380, Town Center and Old Town districts, as shown below.



Horizontal and Vertical Mixed-Use Development

Mixed-use developments that include a range of land uses incorporated within the same building, but typically at different levels, are referred to as vertical mixed-use developments. Common examples of vertical integration include apartments and lofts over ground level retail and office uses. Examples of vertical mixed-use developments are Shops at Legacy in Plano, Watters Creek in Allen and the West Village/State-Thomas areas of Dallas. Vertical mixed-use development was preferred by Prosper residents.

Horizontal mixed-use development is representative of a mixture of uses within close proximity to each other, but not necessarily within the same building. Horizontal mixed-use developments typically include residential uses along the periphery of the larger development area, separate from a more intense retail and office core. An example of horizontal mixed-use development is Southlake Town Center. The central area of the Town Center includes retail and office uses with residential townhomes located on the periphery of the development, primarily on the east side.

Two factors considered when determining whether vertical or horizontal integration should be utilized are land availability and land value. In more intense areas of development, land values are typically higher and land availability may be significantly less. In such locations, vertical integration, and higher densities (up to 5 stories), would be most appropriate. In Prosper, vertical integration of mixed uses will likely occur within the Dallas North Tollway and Town Center districts. Horizontal mixed-use integration typically occurs where land availability and value can accommodate an overall lower density. Here, 1-3 story retail and office may be surrounded by townhomes, patio homes, multi-unit homes and other less intense uses. In Prosper, horizontal mixed uses will likely occur within the Highway 380 and Town Center districts.

Vertical Mixed-Use

- **Characteristics**
 - Multiple uses within the same building
 - Live-above lofts and apartments
 - More urban in nature
 - 4-5 story height for buildings with residential uses located above the first floor
 - Structured Parking
- **Considerations**
 - Consume less land
 - Land value (density to maximize value)
 - Higher density (typically more urban)

Horizontal Mixed-Use

- **Characteristics**
 - Multiple uses within a planned areas, but not necessarily within the same building
 - 1-3 story heights/lower density nature
 - Areas of apartments, townhomes, brown stones, patio homes and multi-unit homes around the periphery, buffering low-density neighborhoods.
 - Structured parking or rear parking/rear entry garages
- **Considerations**
 - Consume more land
 - With buffering, may be located near residential areas along HWY 380



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Transit Oriented Development

If transit oriented development becomes a desire in Prosper, it should reflect the Town's values and should be customized to fit the Town's built environment.

As the Town and DFW region continue to grow, and as the regional transit network becomes more established, transit may become a more viable and desired option for Prosper residents, particularly for commuters. Feedback received from the Town Hall indicates that transit is not desired at the current time. While rail transit may not be an immediate need and may not be realistically achieved for some time, discussion with the CPAC indicated that it may be in the best interest of the Town to identify a potential location for a rail stop and allow future residents to determine whether or not rail will be appropriate if the 19.5 mile line to Celina becomes a reality. If the North Carrollton to Celina Line is constructed, the train will traverse the center of Prosper multiple times daily. If this scenario occurs, it was expressed that rail should be used to benefit the community, particularly as an economic development asset.



If the desire for rail connectivity arises in the future, the most appropriate location for a future transit stop, and for transit oriented development, may be in the Old Town district of the community, likely at the intersection of the BNSF railroad and First Street. In addition to an existing rail line, the Old Town district contains the historical past of the Town and therefore presents many opportunities for a mixture of preservation and redevelopment—a theme consistent with what community residents indicated during visioning exercises. A station in Old Town should be architecturally and aesthetically compatible with the development in the Town Center and Old Town districts.



As Prosper continues to grow, development and redevelopment of the Old Town area may become more realistic. If transit is deemed appropriate in the future, its location in Old Town may help to bring a unique mix of business, restaurants and offices to the Old Town core.

The ultimate decision on whether or not transit is appropriate for Prosper should be left to future residents and future Town Councils to decide.



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Context Sensitive Solutions

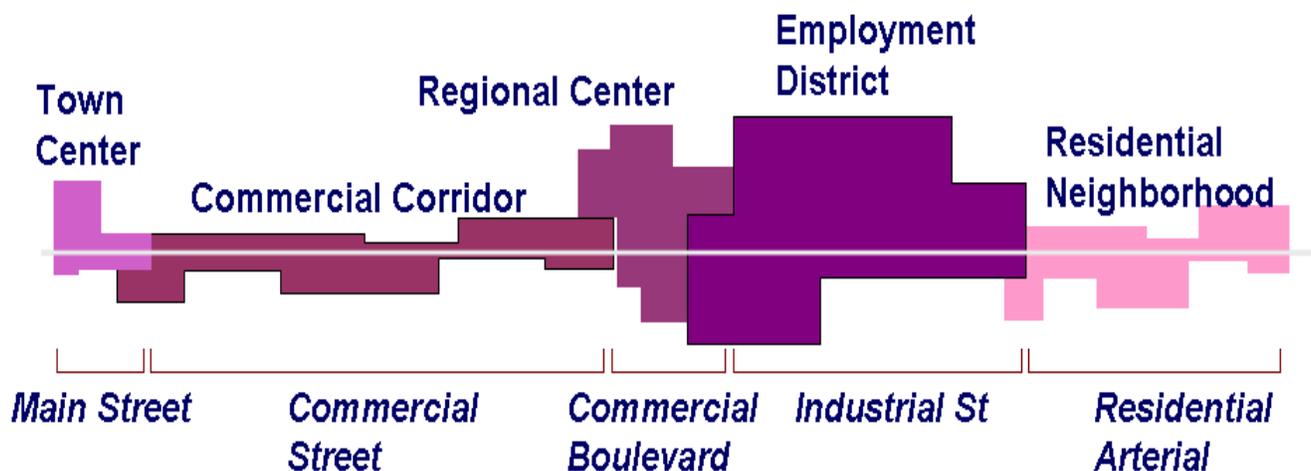
Context sensitive solutions is the practice of developing transportation projects that serve all users and meet the needs of the neighborhoods through which they pass. It is a collaborative process that involves Town staff, property owners, developers and business owners in development of street designs that fit into the character of surrounding neighborhoods while maintaining safety and mobility. The key is that elements of the street should complement the context of surrounding or adjacent development in order to generate a “roadway experience” and therefore the roadway may take on certain characteristics to support and be compatible with adjacent development. The process of designing CSS roadways is similar to the process of designing traditional thoroughfares in that automobile traffic is considered with traffic counts, traffic demand and level of service information-gathering efforts. The difference is that in addition to automobile traffic, other elements, such as pedestrian traffic, building form and land use, are also carefully considered.

The CSS approach recommends designing thoroughfares based upon:

- Community objectives
- Functional classes
- Thoroughfare types
- Adjacent land use
- Environmental considerations

In order to design accordingly, decision makers must understand the key relationship between transportation and land use, particularly the flexibility that may be needed in roadway design in order to accommodate a thoroughfare to changing urban form within the community. Understanding key community objectives for land use within the community is also important in order to ensure that public infrastructure investments are in line with ultimate land use objectives.

A roadway may traverse a wide range of land uses. It is important to design the roadway considering its role and impact in each particular area.



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Coleman Road is a prime example of an application of context sensitive solutions in Prosper. Coleman Road will transition as it traverses the community. The southern portion of Coleman Road will traverse the Town Center. In this area, it must consider the more intense development that will likely be located within the Town Center and its focus will be primarily placed on moving traffic and safely accommodating the pedestrian. As the roadway moves into the Old Town district, it must respect the character of Old Town. The roadway will likely narrow and head-in and parallel parking will likely be utilized. Other pedestrian amenities, such as bulb outs, street trees and enhanced sidewalks may be considered. As Coleman Road continues to the north of Old Town, it will transition into a residential thoroughfare with more lanes added and on-street parking removed.

Context Sensitive Principles

- Satisfies purpose and needs as agreed to by a full range of stakeholders
- Safe facility for user and community
- Project in harmony with community, preserves natural, aesthetic, historic and natural resource values of the area
- Project exceeds the expectations of designers and stakeholders—achieves a level of excellence.
- Project involves efficient and effective use of resources
- Designed and built with minimal disruption to community
- Project seen to have lasting value to the community

An ITE Recommended Practice: Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities (2006)

Safe and attractive roadways for pedestrians and traffic in retail areas



On-street parking in historic areas or high pedestrian areas



Transition into residential areas



Building Orientation

Building orientation has the ability to significantly affect the appearance of the community. Over the past several decades, strip shopping centers have been defined by large setbacks and with parking areas located between the building and the roadway. With this type of design, much of the visual identity of the corridor is placed on the parking lots and vehicles, rather than on the architecture and identity of the community and the buildings themselves.

During visioning exercises, many Prosper residents indicated that high quality non-residential development should be a priority in Prosper and that the “cookie-cutter” strip centers that define many suburban neighborhoods should be discouraged within Prosper. Building orientation is a way to ensure that high-quality retail and commercial centers are developed within Prosper.

Retail centers should be clustered together, when possible, creating nodes of activity rather than strips of activity. Neighborhood retail centers will most likely be located at major intersections within Prosper. Clustering of buildings into nodes of activity can often help to define outdoor spaces such as plazas and courtyards and the strategic orientation of buildings can also minimize circulation conflicts.

An additional design which may be considered is the placement of parking areas behind buildings rather than along the roadway frontage. The visual experience is then focused upon the landscaping and architectural design of the building, rather than on a large parking lot located in the front.

Parking Lot Frontage and Building Frontage



Strip Center Retail and Nodal Retail



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Livable Neighborhoods

Livable neighborhoods, regardless of what type of environment, have some common characteristics. The following is a discussion of some of these common characteristics as well as strategies to ensure that neighborhoods are protected, preserved and enhanced as development continues to occur within the Town.



Life-Cycle Housing

Encourage a variety of housing types and sizes to accommodate different stages of life within Prosper. Ensure a range of housing that takes into consideration, among other things, data relating to income, education levels, and ethnicity



Connectivity

Encourage connected neighborhoods which emphasize both internal and external connectivity. Neighborhoods should be linked to each other as well as to the community as a whole.



Identity

Encourage neighborhood events, such as National Night Out, block parties and other neighborhood events to promote social interaction among neighbors and to foster a sense of community.



Recreational Access

Incorporate the Parks Master Plan in order to create outdoor recreational opportunities for both neighborhoods and the community, enhancing the quality of life of Prosper.



Quality Development

Continue to encourage the creation of custom homes, a definitive feature of Prosper, through anti-monotony standards and by requiring quality building materials that reduce maintenance and preserve long-term appearance.



Neighborhood Conveniences

Incorporate neighborhood retail centers in strategic locations which optimize convenience for adjacent neighborhoods. Offer walkable connections to adjacent neighborhood as well as automobile connections and discreet parking.



Open Space

In addition to parks and trails, neighborhoods should include open space in order to preserve the rural nature of Prosper.



Neighborhood Signage

Delineate different neighborhoods through entrance features and signage toppers.



Long Term Neighborhood Viability

Neighborhoods are often defined in more abstract terms by the sense of “community” and the quality of life enjoyed by the people who live and play there. Well-designed neighborhoods provide a setting for residents to develop a strong sense of belonging, which is promoted by their interactions. The quality and livability of the Town’s neighborhoods are integral components of the overall character. The key to a successful neighborhood is creating a livable and affordable environment where the ongoing investment in property is supported by public investment in parks and greenbelt areas; opportunities for social interaction; accessibility for pedestrians, bicyclists and vehicles; and distinctive characteristics which give an area a unique identity. Prosper neighborhoods may be quantified in terms of the following characteristics:

- Opportunities for neighborhood interaction;
- Careful and strategic placement of retail uses and other appropriate non-residential uses within access of the neighborhood area;
- Continued investment in public and private property to stabilize property values;
- Condition of public facilities and infrastructure serving the area;
- A sense of “community” and belonging among residents through distinctive neighborhood identities;
- Access to amenities such as parks, open spaces, public facilities and trails; and
- Incorporating open spaces within neighborhoods as a definitive feature of Prosper.

The majority of Prosper’s housing stock is relatively new and in good physical condition. Ensuring that the preceding principles are used to guide new development will protect the long term viability and continued investment in Prosper’s neighborhoods in the future.



The following is feedback received from Prosper Residents during the Public Meeting regarding its neighborhoods:

- Open space/tree preservation
- Neighborhood services
- Sidewalks
- Bicycle/Jogging Trails
- Minimal Street lighting
- Sound barriers/buffers on high-traffic corridors
- “Chic Country” community
- Space for community/neighborhood festivals and events
- Entertainment for families



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Housing Mix

It is important for communities to provide a variety of housing for its citizens and to meet the needs of different segments of the population. The “full-life cycle” is intended to describe all stages of life.

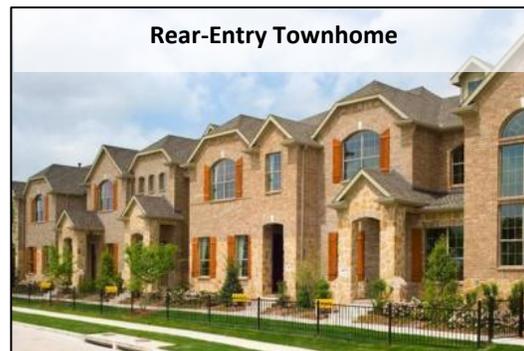
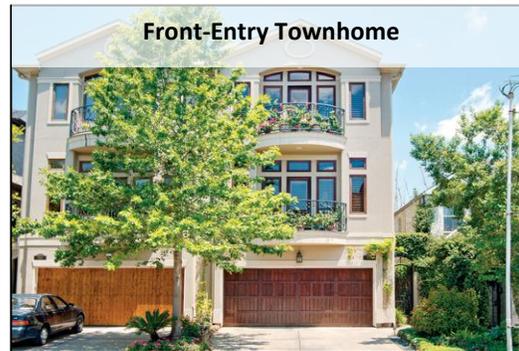
Housing Mix-Alternative Housing Options

Generally speaking, most of Prosper’s housing options are, and will continue to be, single family homes. Prosper residents have indicated that other housing types are appropriate within the community but that such units should primarily be confined within the Dallas North Tollway, Highway 380, Town Center and Old Town districts. Many housing options in these districts take place on smaller lots, such as in the case of townhomes, brownstones, patio homes, and zero lot line homes. Design approaches for these types of homes tend to favor rear entry garages for two primary reasons; aesthetics and drainage.

Rear-entry garages on developments with lot sizes less than 50 feet in width help to protect the visual integrity of the streetscape by reducing the visibility of closely situated garages and driveways. This is particularly important when looking at townhomes, brownstones, zero-lot line homes and patio homes which are either attached or closely situated to one another. Rear entry garages allow more landscaping opportunities and create a more walkable environment in such areas by reducing the frequency of individual driveways.

In addition to aesthetics, rear-entry garages may also aid with drainage. Determining where water that collects in ones backyard should drain is often a contested issue. Having rear-entry garages or a small rear yard/rear patio feature can be a design advantage to this effect.

While rear-entry garages should be considered for the densest forms of residential housing options, it is likely that front-entry garages will continue in the majority of Prosper’s lower density neighborhoods.



Transitional Uses, Screening and Buffering

The Future Land Use Plan seeks to minimize conflict between residential and nonresidential areas, but screening and buffering efforts can help to mitigate any remaining incompatibility between land uses.

The Town should consider reviewing the existing screening and buffering requirements between residential and nonresidential developments. There are several options to alleviate the conflict: require transitional uses, screening, and/or buffering.

Larger setbacks, such as a 40 foot setback, may be utilized to protect the public view and create a more rural feel. Within such setbacks, extensive landscaping, such as berms, double rows of large trees and solid living evergreen screens may be used. Examples of “living screens” were rated favorably in the Visual Character Survey and include the types of screening mentioned above, typically on setbacks greater than 25 feet. When landscape berms are used, consideration for maintenance should be a priority. Typically speaking a 1:3 slope should be used for landscape berms to ensure proper maintenance. So, for example, a 25’ setback would allow a 4’ berm; a 30’ setback would allow a 5’ berm; and a 40’ setback would allow a 6’ berm.

If a screening wall is used, the wall should be constructed entirely of brick, masonry, or other like material consistent with the exterior finish of the primary structure. It should also be at least 6 feet in height. Wood is a high maintenance material and therefore is not recommended for screening walls.

Construction of such a wall would typically be a responsibility of the nonresidential land use developer. If a retaining wall is located on the property line, the screening wall should be located on top of the retaining wall to maximize visual screening.



In addition to screening residential areas from non-residential areas, screening and buffering techniques should also be used to protect the visual realm from unwanted eyesores such as:

- **Trash receptacles**
- **Utility Boxes**
- **Commercial loading docks**
- **Expansive parking lots**

A variety of screening uses may be utilized including masonry or brick walls, shrubs, trees and landscape berms, among others.



COMMUNITY CHARACTER

Open Space Preservation

A common theme expressed by CPAC members and Town Hall attendees was the need to preserve open space within Prosper. Many residents have chosen to live in Prosper due to its quiet, rural feel and abundant open spaces. Prosper is located along a prime development corridor and therefore significant pressure will be placed on land owners to sell property and existing open spaces for development in the future. Therefore, in order to preserve open space within the community, Prosper may consider the following options.

Purchase of Development Rights (PDR) is a program that enables the community, or a land trust, to purchase the development rights from a landowner. Essentially, the municipality or trust would purchase the difference between the appraised and market value (what a developer would pay for purchase of the property) in exchange for the landowner not developing the land. The landowner can continue to use the land as farmland or open space. Once an agreement is reached, the land may not be subdivided or developed. In the future, the property owner may sell the land at the appraised value, but the restrictions on development remain. One advantage to PDR is the preservation of open space and the continued ownership of land by the property owner. The disadvantage is such land remains under the control of the landowner, even after development rights have been purchased, and therefore is not public space. Only the development rights have been purchased, not the land itself.

Transfer of Development Rights (TDR)

While not commonly used in Texas, TDR is a way of transferring development rights from a transfer area, or open space, to a receiving area (area approved for development). If, for example, the tollway district was identified as a receiving zone, a developer that was seeking development greater than the approved density for that district could purchase the development rights from an area containing

open space and transfer that right to develop to his/her property along the tollway. The developer is therefore able to build at a higher density and open space is able to be preserved elsewhere. This increased density option would only be allowed in areas identified as receiving zones, not within individual neighborhoods.

Conservation Easements are another method of preserving open space. Conservation easements are initiated by the land owner in an attempt to protect their property from future development. In its publication *Conservation Easements: A Guide for Texas Landowners*, The Texas Parks and Wildlife Department outlines many of the advantages of conservation easements, including tax benefits. Typically, a property owner voluntarily creates an agreement with a municipality or county that limits development on the landowner's property. In a conservation easement, the landowner will limit their right to one or more of the following: right to manage resources, change use, subdivide or develop. Conservation easements ensure that a farm, ranch, estate or open space area is preserved from development pressures in the future. The advantage to conservation easements is that land is preserved indefinitely and such easements may be sold or donated to land trusts for significant tax credits. The disadvantage is that the landowner receives no monetary reimbursement for not developing, such as in the purchase of development rights scenario, other than tax credits.

Parks Plan

The Town of Prosper currently has a park dedication ordinance that requires 1 acre of park dedication for every 35 units or 5% of total land. The system of parks and trails established by the 2007 Parks Master Plan is the most significant way open space can be preserved within Prosper. Park land dedication should be guided by the adopted Parks Plan.



Social Interaction

The term *community* naturally implies the congregation and interaction of people. Residents identified that one of the defining features of Prosper were its residents and the sense of community that exists within the Town.

As the Town continues to grow, a sense of community will continue to be an important characteristic of the Town. With a larger population, the built environment will need to provide spaces and opportunities for residents to meet, congregate, interact and enjoy life. Creating such venues will help foster a sense of community among residents and will create family environments where interaction begets new friendships.

An amphitheater was seen as a potential opportunity to host Town events. This Amphitheater, when combined with a larger open space/park area, could serve as a central location for Town festivals and events.

In addition to a community garden, many communities in North Texas have begun to offer farmers markets, encouraging local growers to bring in fresh produce for residents to purchase. The number of farmers markets has increased 17% from 2010 to 2011, with the second largest growth occurring in Texas at 38% (US Department of Agriculture – Agricultural Marketing Service news release, Aug 5, 2011). Farmers markets and community gardens can also be beneficial in supporting the local economy and encouraging social interaction.

The creation of the Town Center and other mixed uses will also help to create additional places for Prosper residents to interact and socialize with other families by creating opportunities for retail shopping and dining.

