

COMMUNITY CHARACTER

Corridors and Districts

A major component of the visioning exercises pertained to the three major corridors in Prosper: Preston Road, Dallas North Tollway and Highway 380. The following discussions on each corridor are a result of the visioning exercises and feedback received from the comprehensive plan advisory committee and the general public.

Preston Road

Land Use

Preston Road was described by numerous residents as “our road.” Traversing the center of the community, Preston Road will have a variety of land uses and will have a varying context. In the southern portion of Prosper, Preston Road will accommodate higher degrees of traffic, particularly as it traverses the Town Center. Retail, office and some medium density residential will be located along Preston Road on the southern end of the Town, gradually becoming more residential in nature as it moves north. Small scale office and retail may be located in certain areas along Preston Road and these should be the types of uses which service adjacent neighborhoods. Big box uses, mid-rise development, and more intense land uses were generally not viewed as favorable as small-scale retail and office uses. Residents identified an upscale grocery store, such as a Central Market or a Whole Foods, as one of their top priorities along Preston Road.



Character

The character of Preston Road should be more rural in nature, respecting the small-town character of the community. Large, heavily landscaped setbacks should be prevalent along the roadway helping to differentiate Prosper from Frisco while also providing a natural sense of calm for Prosper residents. Wide setbacks are particularly important as the roadway traverses residential areas generally north of First Street. Areas of retail should be designed to the highest level of quality and architectural characteristics within individual developments should follow a theme consistent with recently completed development. Residents felt that retail areas should be organized in a nodal nature rather than in a strip center fashion in order to prevent the entire roadway frontage from being consumed by retail. Unanchored, stand-alone retail establishments should be discouraged in favor of a nodal shopping center development.



Dallas North Tollway

Land Use

Unlike Preston Road, regional development pressures will likely be placed along the Dallas North Tollway. Feedback received from the public indicated that more intense uses would be appropriate along the corridor. Types of uses that scored relatively well included mid-rise office buildings, mixed-use development and corporate office parks, among others. Generally speaking, the DNT corridor will contain land uses that support a more regional context and will likely include office space, retail uses and business parks. High density residential is appropriate within the DNT corridor. Mixed-use lofts/apartments are the preferred style of high density residential within this district. Images depicting big box retail, auto sales centers and commercial services, such as self-storage facilities, scored the lowest along the Dallas North Tollway.



Character

The character of the Dallas North Tollway will be significantly more intense than the rest of the Town. The most intense development will be located in the southern portion of the corridor, primary around the interchange of the Dallas North Tollway and Highway 380. Development in the Northeast corner of this intersection will likely be a continuation of the Town Center district, much in the same way office uses surround Legacy Town Center in Plano. Areas on the Northwest corner of the interchange are currently identified as mixed-use. A mixture of office, retail and medium to high density residential will likely develop within this area. Floodplain on the north side of the Northwest corner will serve as a buffer between the more intense development and the low density residential neighborhoods to the north. Intensity of development should gradually decrease on the north side of the Dallas North Tollway corridor and backage roads will help to facilitate the creation of pad sites that may buffer the Tollway from residential uses.



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Highway 380

Land Use

Of the three major corridors, Highway 380 contains the longest stretch of potential development. Generally speaking, land uses along the Highway 380 Corridor were seen to be more commercial in nature. Unlike Preston Road and the Dallas North Tollway, big-box retail scored relatively well along Highway 380, in addition to office, hotel uses, retail centers and service uses, such as a gas station and fast food restaurant. Similar to the other categories, industrial uses, including warehouses, were not seen as a highly appropriate use along the Highway 380 corridor. Due to the length of the corridor, a variety of land uses will be located along the corridor. Typically speaking, retail and service establishments will locate adjacent to Highway 380 and along major intersections, in a nodal pattern of activity. Such uses capitalize on higher traffic counts and require a higher degree of visibility. Big box uses may also be located along the corridor, but pad sites should be located adjacent to Highway 380 to capitalize on visibility and pass-by trips. Residential uses, such as patio homes, snout homes and townhomes and brownstones may be located within this district. Such uses will likely be used as a buffer between more intense uses along Highway 380 and lower intensity residential neighborhoods to the north. Such uses may also be located mid-block, reserving major intersections for retail and commercial uses.



Character

The character of Highway 380 will be much more commercial in nature. Wide setbacks with large landscape buffering will protect the visual appearance of the corridor, while still allowing more intense commercial land uses to operate. Big Box retailers may be permitted, but they should be designed to the highest possible quality, incorporating significant landscaping, high quality materials, such as stone and brick, and should contain architectural enhancements and building articulation.

Medium and high density residential options may be included within the Highway 380 corridor but such uses should be carefully designed to protect, enhance and buffer low density neighborhoods to the north from more intense development along Highway 380.



Old Town

The Old Town area of Prosper is, in many ways, the heart and soul of the community. As the Town continues to experience rapid growth, it is this core and center that can serve as an identifying feature of the Town and can also serve to showcase Prosper's humble beginnings. Many communities in the Dallas/Fort Worth metropolitan area have used their downtowns as an identifying feature. Prosper residents have identified the significance of the downtown area and have indicated its potential role in the future of the community.

Coleman Road serves as a divider between residential uses to the east and non-residential uses to the west. The western side of Coleman will be the primary area of focus for redevelopment and infill. The Old Town district indicates that commercial, office, retail and single family uses will be permitted within the district. It is anticipated that many single family dwelling units along First Street and Broadway will gradually convert to boutique retail and cottage office uses, requiring flexibility in land use decisions as these areas transition over time.

Coleman, Broadway and First Street will serve as the primary corridors within the downtown area. Special attention to context sensitivity should be given to these roadways as they move from newer areas into the downtown. Parallel and head-in parking will likely be included along with pedestrian walkways and streetscape enhancements.

If a transit station is built at First Street and the BNSF railroad, higher density residential options should be permitted near the station. Currently, only studio apartments are permitted within the Old Town district. High density residential options, such as vertical mixed-use development, townhomes and brownstones should be considered within close proximity of the transit station. Locating high-density residential within 1/4 mile of the transit station will help ensure long term viability and effectiveness of transit and will ensure that Prosper's transit station is more than simply a "park-and-ride."

All future development should be consistent in theme, possibly emphasizing an "old downtown" feel consistent with Texas downtowns at the turn of the 20th century. Lewisville, McKinney and Plano are examples of successful downtown rehabilitation projects which project such an image.



COMMUNITY CHARACTER



Old Town Transportation Plan

Section A: Four lane divided roadway with a landscaped median and a landscaped parkway separating pedestrians from traffic. This section serves as a major entrance into Old Town from the east. No on-street parking.

Section B: Two lane divided boulevard with a large center median containing landscaping. Wide travel lanes allow for bicycle accommodation and a landscaped parkway separates pedestrians from traffic. No on-street parking.

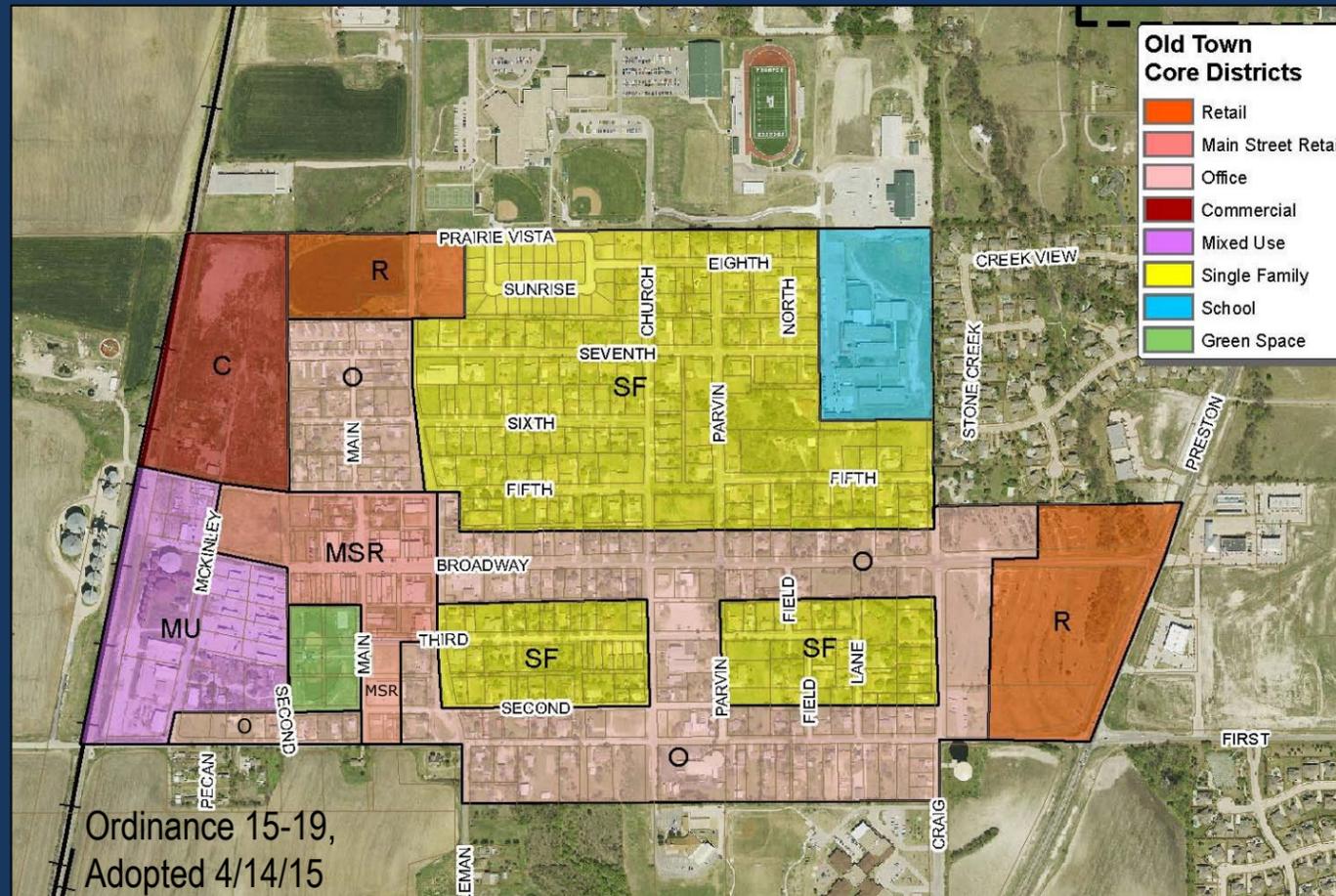
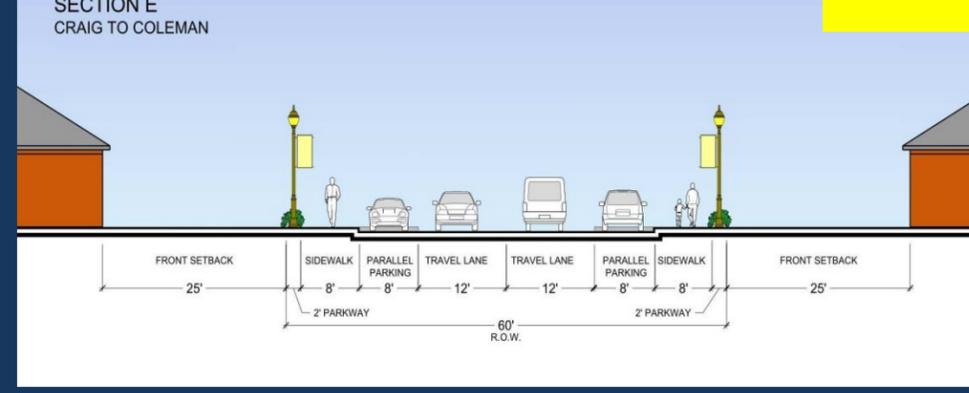
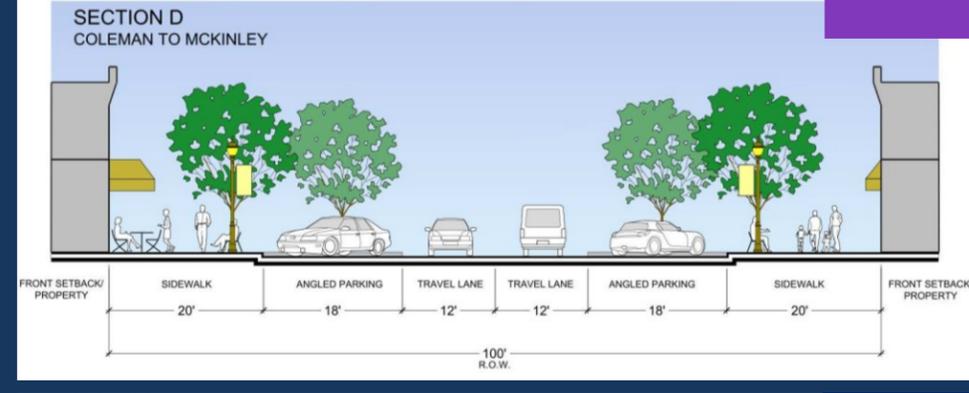
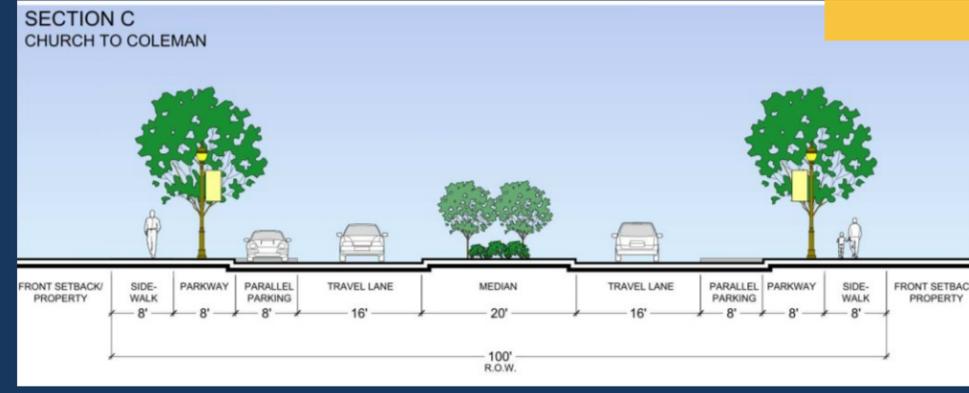
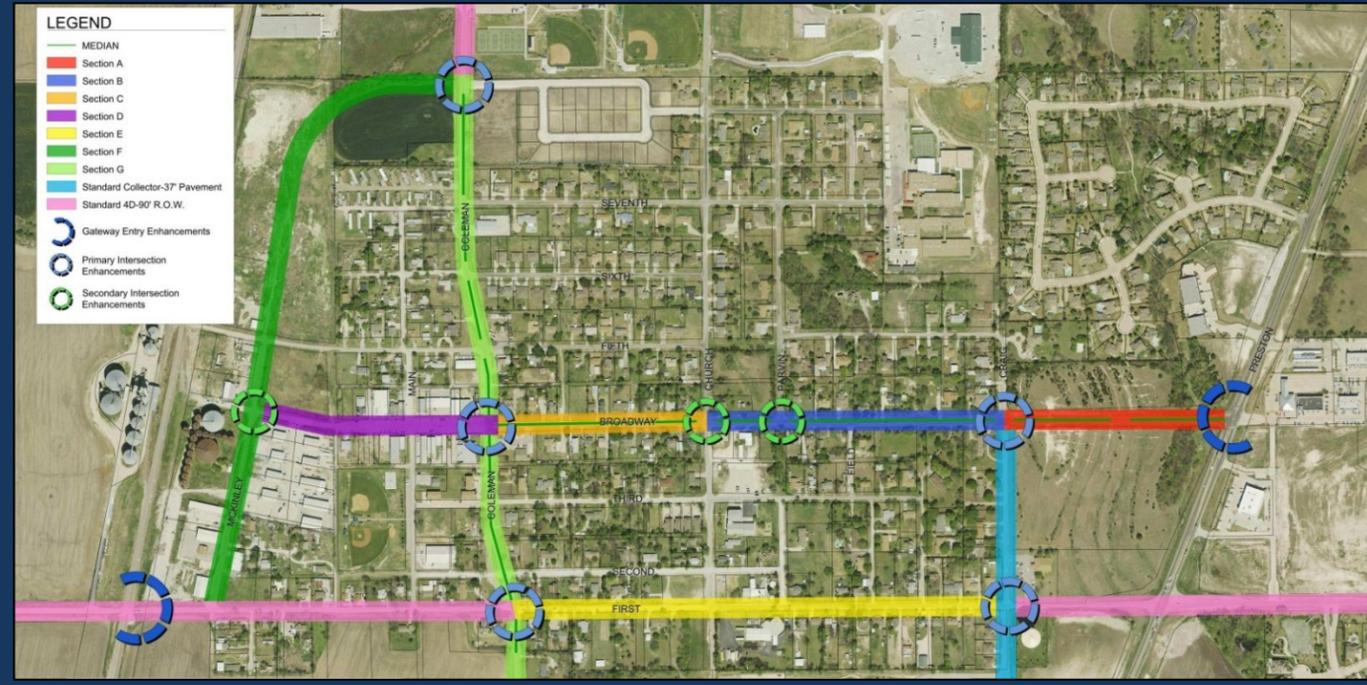
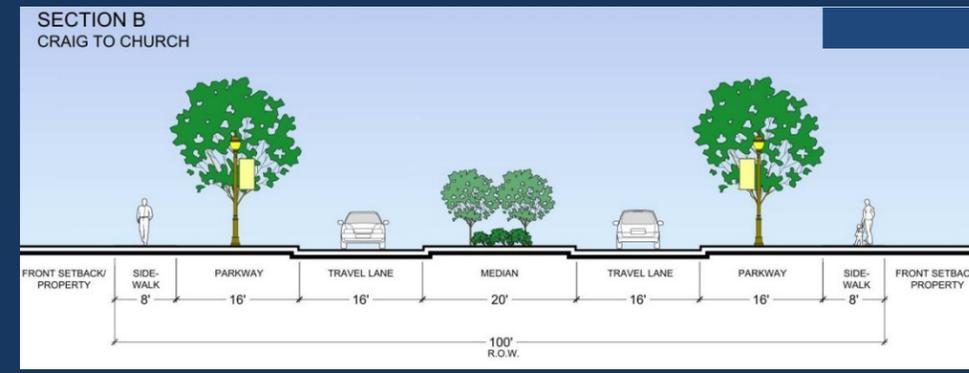
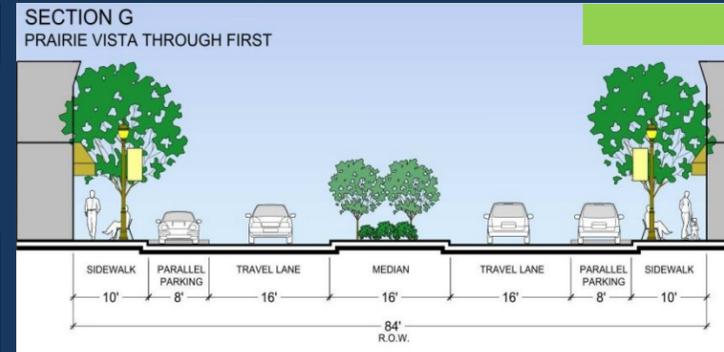
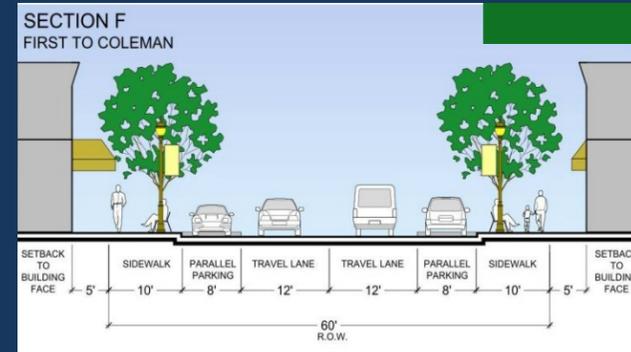
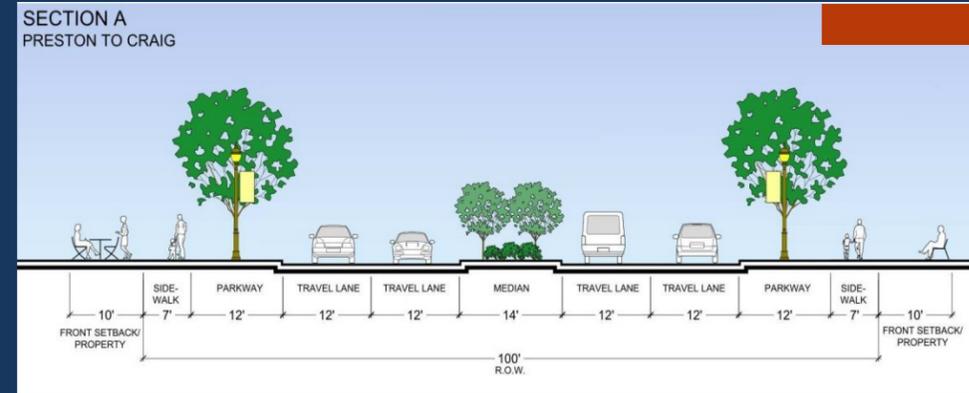
Section C: Two lane divided boulevard with a large center median containing landscaping. On-street parallel parking is permitted and a landscaped parkway separates pedestrians from traffic.

Section D: Two lane undivided urban roadway. Wide 20' sidewalks accommodate patio seating, pedestrian traffic and street trees. On-street angled parking is permitted and bulb-outs are located at intersections to enhance pedestrian visibility at crosswalks.

Section E: Two lane undivided roadway with on-street parallel parking and an immediately adjacent 8' sidewalk. A large private setback of 25' is included.

Section F: Two lane undivided roadway with on-street parallel parking and a 15' sidewalk. 10' of the sidewalk will be located within the right-of-way and the additional 5 feet will be a 5' setback to building face.

Section G: Two lane divided roadway with a center median containing landscaping. On-street parallel parking and a 10' sidewalk are included.



Land Use

The predominant land use within Old Town will be **single-family residential**. All infill development within such areas should conform to the architectural guidelines established for the Old Town district. Such guidelines are created to protect the continuity of look and feel within Old Town.

Along Broadway and First Street, single-family uses will gradually transition to boutique, cottage-style **office** and/or specialty retail uses. Broadway west of Coleman, will be the retail core of the downtown.

Shops, restaurants, and small office uses may be located within the **main street retail** area. This area is intended to be the heart and main activity center of the Old Town Area. As redevelopment occurs, building frontages should be brought to the property line to be consistent with ultimate streetscape improvements.

Adjacent to the retail core, a **mixed-use** district incorporating mixed use lofts/apartments will serve as a buffer between the Business Park and the core of Old Town. This area will also provide rooftops that service adjacent retail establishments.

The **Green space** area will serve as a community park and its location adjacent to the retail core of Old Town and the mixed-use district will make it an opportunistic and useable open space area.

Niche **retail** is recommended along Preston Road and at the northern end of Coleman. Retail development within these areas should fit within the architectural framework of the Old Town area. Setbacks should be reduced, when possible, along Coleman and Broadway to frame the roadways.

Image Enhancement

Prosper is a unique community. Many who have moved to the Town express their diverse reasons for relocating to Prosper. Reasons include its excellent school system, its wide open spaces, its large lot homes, its friendly neighbors and rural setting with access to the Town, among others. This section seeks to define some of those attributes and using these attributes to establish a recognizable image for the community's built environment.



Branding

Community branding is the concept of establishing an identity and then working to ensure that the desired identity is reflected and portrayed in the built environment. In Prosper, residents have clearly identified that the rural, open spaces of the community are a defining feature of Prosper, particularly defining when compared with other North Dallas suburbs such as Frisco, Plano, McKinney and Little Elm.

Residents identified that a common perception and image of Prosper to outsiders is an upscale, rural community with open spaces and large-lot homes. Despite the current availability of open spaces and agricultural land, the Town will continue to grow and develop. As the community grows, however, development standards may reflect certain architectural characteristics that may be unique to Prosper, helping to visually distinguish the Town from adjacent communities, particularly its retail centers. Additionally, setbacks and landscaping may be used along major corridors to create a more rural atmosphere, even as the Town develops. Large setbacks and medians may be heavily landscaped with trees, shrubs and other natural elements. As trees grow and mature, the presence of a dense tree canopy will help to create a more natural feel within the community. Additionally, the Town may reduce the amount of internal lighting to mitigate light pollution and enhance dark skies, further enhancing the rural feel.

The Town's extensive Parks Plan, as it is implemented, will also significantly help to create and preserve open spaces and will contribute significantly to the Town's quality of life by providing outdoor recreational opportunities.

As development occurs, all new development should not only meet the development standards of the community, but should also be analyzed based upon how they will contribute to the image and branding of the community based upon Prosper's vision, goals and values.



COMMUNITY CHARACTER

Gateways

The visual monotony that is often inherent to communities within a particular geographic area makes it appear that each one is just like its neighbors. For example, the visual appearance of a community to a traveler along the Dallas North Tollway may be very similar to the appearance of any other nearby community. This lack of design variety, especially along major corridors, tends to create anonymity, and it becomes difficult for people to know when they have left one community and entered another. Gateways can provide a strong sense of arrival to, as well as a sense of departure from, the community. These features are the first thing visitors see when they arrive and the last impression visitors have when they leave.

The design of gateways into the Town of Prosper should be guided by several factors. One of the most obvious factors is the number of people using a particular entry point. The most heavily traveled roadway entering the community will be the Dallas North Tollway. Although it may be difficult to create an aesthetically-pleasing gateway visible from the highway, the bridges and the frontage roads are alternate options. Improved overpasses with decorative rails, landscaping, lighting, and possibly signage are possibilities. In addition, two entry features for the Town placed directly along the Dallas North Tollway frontage roads, both leading into and out of the community (i.e., at the northern and southern corporate limits) would be a positive step in creating a visual identity once the Tollway is constructed. Gateways could include the use of signage, landscaping, and other design elements such as lighting, fencing, paving patterns, art/sculptural elements, a variety of earth forms, or other identifier that signifies arrival into the Town.

Another important factor in the design of gateways is to develop an entryway that provides a sense of identity for the community while projecting a desirable image for the Town. For example, the windmill is a component of

the Prosper logo and may be used as a component of Town gateways, if so desired by the community. The windmill feature is a strong representation of who Prosper is –it identifies the Town’s humble beginnings as a small agrarian town and also highlights and reflects many of the Town’s values such as large lots, open spaces and rural, small town feel. Consideration should be given to establishing a uniform design concept for all gateway areas, and hierarchical distinction between major and minor gateways can be achieved through design modification for each type of entry feature. Minor gateways could be specific to the individual neighborhood, reflecting the distinct character of each area.

Design of entry features should take into consideration the setting in which each feature will be placed. Although an entry feature might ideally be placed at the corner of a roadway intersection which is at, or near, the true Town limits, the design of the feature might conflict either visually or aesthetically with an adjacent retail use at the intersection. In such a situation, it may be prudent to move the entry feature further into the community to provide a better setting and better visibility, such as placing it upon the thoroughfare median, if there is one. The traffic speed at which an entry feature is viewed must also be taken into account, and the size, boldness and scale of the feature should be designed accordingly.

It is important for the Town of Prosper to assert its differing qualities to distinguish itself from the surrounding communities. Gateway features are a simple first step in this direction. Priority for funding entry features, both in terms of total dollars spent per entry and in terms of the timing of expenditures, should be directly related to the number of people using a particular entry point. Often, donations can be solicited from civic groups to assist in the funding of specific gateways and/or their maintenance (e.g., an "adopt a gateway" program).



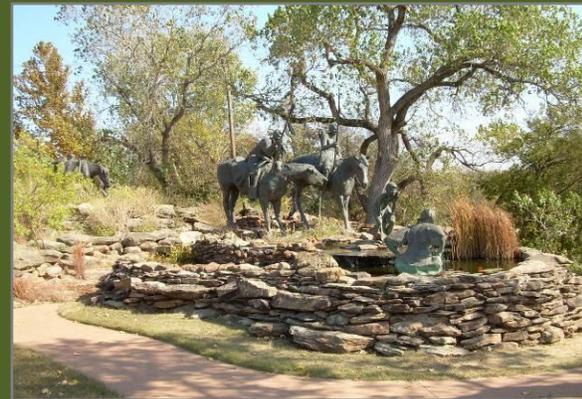
COMMUNITY CHARACTER



Prosper may desire to use the windmill as a design element within its future gateways. The windmill is a symbol that is reflective of the Town's history and past and is currently a component of the Town's logo. The design of the Town's gateways should be consistent in theme and should help to identify Prosper to visitors as well as welcome residents home.

Gateway size and design should consider traffic, traffic speeds land use context. In Prosper, primary gateways will be located along the Dallas North Tollway, Highway 380, Preston Road and the "corners" along the Town's perimeters. Secondary gateways may be located along Coit, Legacy, Teel, Lovers Lane, Gee and other minor entrances into Prosper.

Gateways take a wide variety of shapes, sizes and forms. They may be very large, such as the Frisco gateway at SH 121 and the Dallas North Tollway, or they may be small. Some logos include the community logo, others incorporate art or design that is reflective of the community's values and history.



COMMUNITY CHARACTER

Maintaining compatibility between the Zoning Map and the Future Land Use Plan

Chapter 211 of the Texas Local Government Code states that “zoning regulations must be adopted in accordance with a comprehensive plan.” Consequently, a zoning map and zoning decisions should reflect the Future Land Use Plan to the fullest extent possible. Therefore, approval of development proposals that are inconsistent with the Future Land Use Plan will often result in inconsistency between the Future Land Use Plan and the zoning regulations.

At times, the Town will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern as shown on the Future Land Use Plan map. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the proposed change a better use than that originally envisioned and depicted on the Future Land Use Plan map?
- Will the proposed use impact adjacent residential areas in a negative manner?
- Will the proposed use be compatible with and/or enhance adjacent residential uses?
- Are uses adjacent to the proposed use similar in nature in terms of

appearance, hours of operation, and other general aspects of compatibility?

- Does the proposed use present a significant benefit to the public health, safety, welfare and/or social well-being of the community?
- Would it contribute to the Town’s long-term economic stability?

Development proposals that are inconsistent with the Future Land Use Plan map (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It should be incumbent upon the applicant making such a proposal to provide evidence that the proposal meets the aforementioned considerations, supports community goals and objectives as set forth within this Plan, and represents long term economic and/or social benefits for the community as a whole, not just a short-term financial gain for whoever is developing the project.

It is important to recognize that proposals not directly consistent with the Plan could reflect higher and better long-term uses than those originally envisioned and shown on the Future Land Use Plan map for a particular area. This may be due to changing markets, demographics and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there are demonstrated significant social and/or economic benefits to the Town of Prosper, then these proposals should be approved and the Future Land Use Plan map should be amended accordingly.



TRANSPORTATION PLAN

The thoroughfare system forms one of the most visible and permanent elements of a community. It establishes the framework for community growth and development and, along with the Future Land Use Plan, forms a long-range statement of public policy. As the alignment and right-of-way of major transportation facilities are established and adjacent property developed, it is difficult to facilitate system changes without significant financial impacts. However, by incorporating programmed land uses and densities of the Future Land Use Plan, strategies can be developed that maximize the land use/transportation relationship.

Several key principles were recognized in the preparation of Plan recommendations and included the following:

- Prosper should have safe and convenient internal circulation between neighborhoods, core community assets, and special areas.
- Transportation facilities should define rather than split residential areas in order to preserve neighborhood integrity. Through traffic should be routed to specific facilities designed to accommodate non-local and regional traffic.
- A sidewalk and trail system connecting Prosper's amenities and parks with neighborhoods should be available.
- Key corridors and gateways should include enhanced landscaping to promote image/identity.
- Monitor regional growth implications in order to proactively address mobility and accessibility issues to/from the Town.



TRANSPORTATION

Planning Context

2010 Thoroughfare Plan

Updated in July 2010, the Prosper Thoroughfare Plan established a traditional grid network of streets with connectivity of major roadways to key streets in adjacent communities. Key to this plan is the identification of strategic corridors for accommodating local and long-term regional travel demand. As regional growth is rapidly moving northward through Collin County, several key roadway facilities have been identified for accommodating future cross-town movement while others are aimed at accommodating localized traffic.

Key north-south and east-west roadways (up to six-lane) include Dallas North Tollway (DNT), Preston Road (SH 289), Custer, Coit, Legacy, Teel, FM1385/Gee Road, Highway 380 and FM 1464 Frontier Parkway/Parvin Road. Several other east-west roadways are aimed at accommodating localized traffic on smaller sized streets (up to four-lane divided) and include Prosper Trail, First Street/Fishtrap, and Lovers Lane.

The Plan also established special roadway considerations for Old Town, Town Center area, backage roads along DNT and portions of Highway 380.

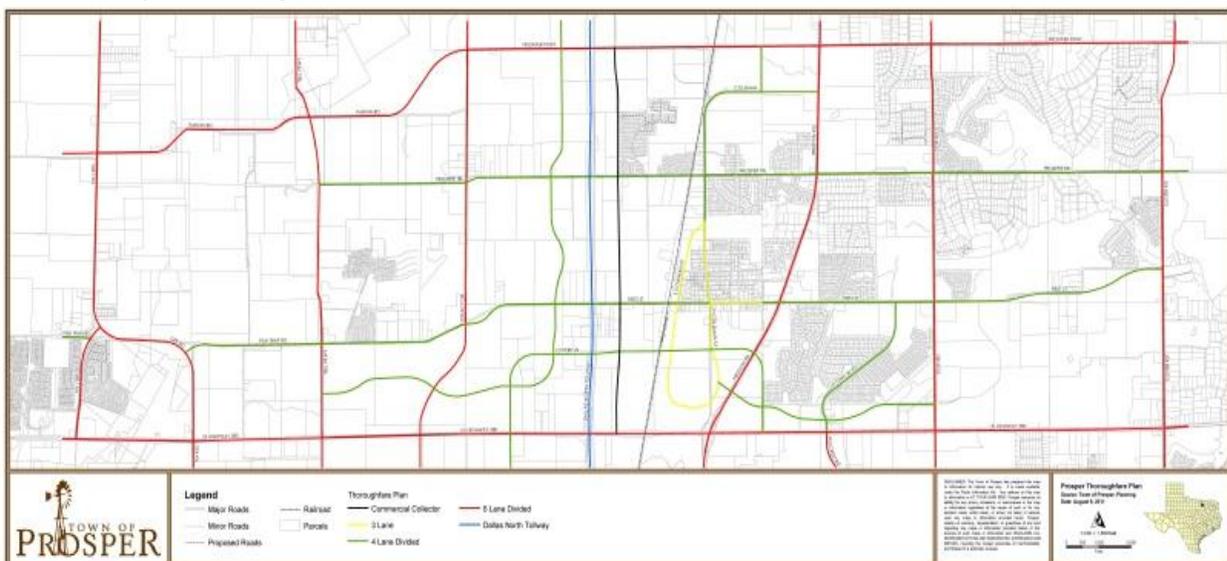
The roadway network established in the 2010 Thoroughfare Plan is a departure from the “modified hub and spoke” concept established as part of the 2004 Comprehensive Plan. That concept was aimed at localizing traffic from within the community to desired hubs of development situated within the Town. While not dissimilar in nature to the grid network, the plan also included an internal loop road, couplet streets and connection points for development support along DNT.

Other Planning Initiatives

NCTCOG Planning

The Regional Thoroughfare Plan (RTP) and the Metropolitan Transportation Plan (MTP) are both important to consider when making decisions locally. Coordination of planning efforts may help accelerate funding sources and ultimately help to ensure that roadways at a regional level are functional and compatible. The North Central Texas Council of Governments (NCTCOG) is responsible for creating both the RTP and the MTP—both are directly related to the ability of the region to compete nationally for federal transportation funds. It is important that the Town monitor both the RTP and the MTP and communicate any changes in order to ensure that plans within Prosper are understood by other agencies and reflected accordingly.

2010 Prosper Thoroughfare Plan



Collin County Transportation Plan

In 1999, Collin County adopted the first Transportation Mobility Plan aimed at coordinating regional roadway improvements among the various municipalities and agencies to address long-term County growth needs and capital improvements planning. Subsequently updated in 2003 and 2007, Collin County is currently in the process of initiating the next generational update slated for 2012.

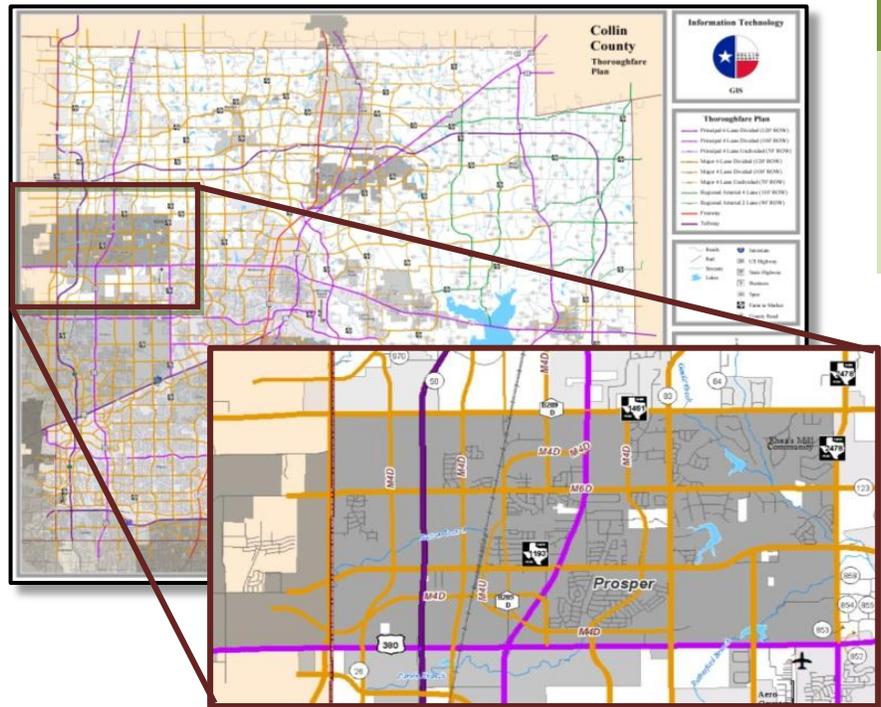
Within the Town, the 2007 County Plan contains some differences relative to the Prosper Thoroughfare Plan including:

- Prosper Trail as a six-lane divided (Plan has four lanes);
- First Street as a six-lane divided (Plan has four lanes);
- Extension of Independence Parkway north of US380 to First Street (not on Plan); and
- Extension of La Cima beyond north First Street to Frontier Parkway (not on Plan).

As the update to the 2012 Mobility Plan is developed, it is recommended that Prosper's Thoroughfare Plan elements be conveyed to County planners for inclusion into their plan.

The County Plan also contains the northeastern section of the planned Dallas-Ft. Worth Regional Outer Loop. Currently, only a portion of this corridor, from Dallas North Tollway to SH 5, remains in the NCTCOG *Metropolitan Transportation Plan: Mobility 2035* as viable due to financial funding constraints. While not a direct impact to Prosper, a long-term benefit of this improvement is the potential reduction in north/south travel on surface streets in favor of highway access on the DNT.

2007 Collin County Transportation Plan



Area Transportation Service

A topic identified early in the planning process was a desire to provide shuttle service for seniors within Prosper. Collin County Area Regional Transit (CCART) currently provides transit services in Collin County, including on-call/demand response. This service provided by the County can be utilized by seniors, or other Town residents, when there is a need for transportation assistance.

CCART operates Monday through Friday with service from 6am to 6pm. Advanced reservations also can be made from 6am to 6pm.



TRANSPORTATION

Highway Improvements

Plans are underway for improvements to key highway corridors within Prosper. The following summarizes activity on Preston Road (SH 289), US 380 and the DNT:

- **Preston Road (SH 289) Overpass at Highway 380:** Construction is underway to expand this overpass from two to six-lane lane divided. Work on this project began in March 2011 and is slated for completion in September 2012.
- **Preston Road (SH 289):** Preston Road will be expanded from two to six-lane divided between Highway 380 and FM1461/Frontier Parkway. Construction is set to begin in the first quarter 2012 with completion targeted for first quarter 2014. All major crossings with Preston will be at-grade.
- **Highway 380:** TXDOT is currently developing schematic plans to expand this facility from 4/5 lanes to six-lanes between Custer Road and the Collin County line. Between Lovers Lane, both east of Preston and west of DNT, a differing roadway section is being planned and will contain grade separated main lanes at Preston and DNT and frontage roads. The Highway 380 frontage roads will intersect with frontage roads of DNT and Preston will be similar to the SH 121/DNT/Preston interchange (three level interchange). This 2-3 year project is slated to begin early 2014 with completion in 2016 or early 2017. Within the Denton County portion of Highway 380, there are no current plans for expansion at this time.
- **Dallas North Tollway:** Currently, no timing has been established for the implementation of the adjoining frontage road or extension of main lanes to FM 428 in Celina. The Town is working with the County to potentially initiate the implementation of the southbound frontage road between Highway 380 and Frontier Parkway, however no plans have been finalized at this time. Grade separations are envisioned at Lovers Lane,

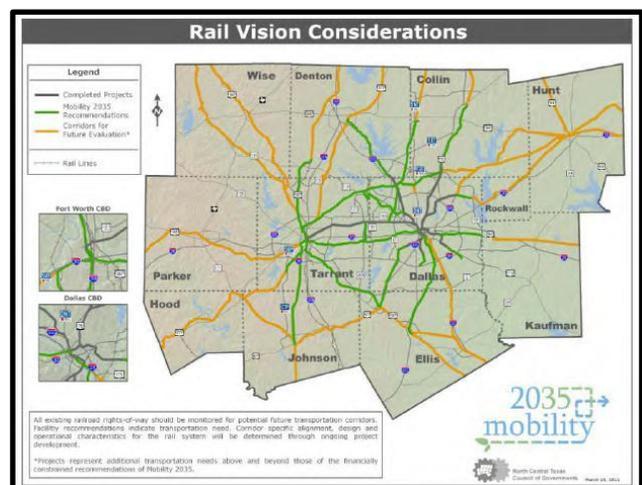
First Street, Prosper Trail and Frontier Parkway.

Regional Rail

In 2005, NCTCOG initially examined the feasibility of long-term regional rail service to various areas of the Metroplex. Within the Prosper area, analysis of regional rail extended only through Frisco. The Frisco Line, a 34.3 mile line extending from Irving to just south of Highway 380 in Frisco, was considered in the study. Evaluations considered long-term population and employment growth, existing rail corridors and compatibility with other freight operations, projected rider-ship, capital and operations/maintenance costs, system connectivity, among others in the analysis. A potential station location within Prosper is the BNSF Railroad at First Street within the Old Town district.

The analysis concluded with a rider-ship forecast of 1,000 to 3,000 persons daily at the far northern end of the line in Frisco, and was initially recommended for inclusion to Mobility 2035 as a corridor for further evaluation. While no funding has been identified at this time, this line has been recommended for long-term consideration in *Mobility 2035*.

Mobility 2035 has also identified the consideration of this rail line through Prosper to the northern county limit as a “corridor for future evaluation”.



Existing Conditions

An analysis of existing traffic volume was conducted to identify travel patterns and serve as a basis for identifying roadway needs. Traffic volume data collected in April 2010 as part of the roadway impact fee system update was used to conduct a level of service analysis. Data collected as part of that study effort contained PM peak hour directional volume—roadway capacity values based on roadway functional class and existing street cross-section.

“Level of service” refers to the operation condition of a roadway segment under traffic demand and is a calculation of volume to capacity. Level of service is gauged with a measure of “A” through “F”, with “A” reflecting roadways with free flow and little or no congestion, and “F” reflecting roadways with severe congestion. The analysis revealed that the majority of roadways in Prosper appear to be operating at acceptable levels of service (A/B/C). The exceptions were Highway 380, Preston Road and portions of Coit and Custer Road north of Highway 380 during the peak hour—these segments were calculated to operate at or below acceptable levels of service (LOS D and E/F). Planned expansion to Highway

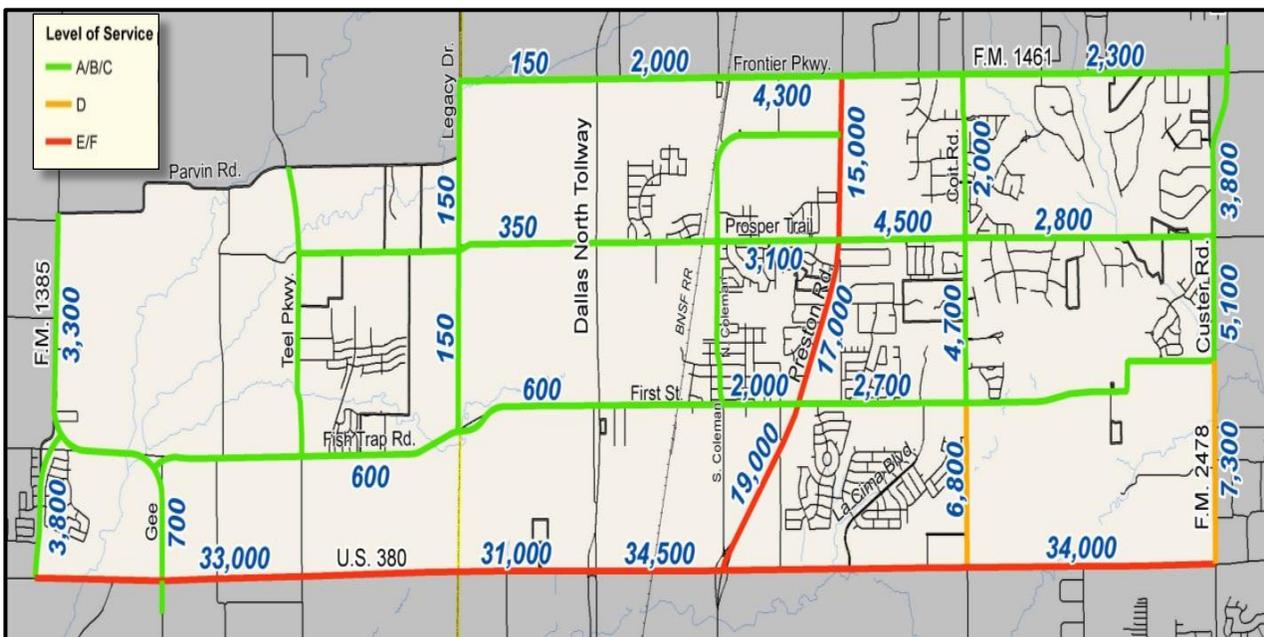
380 and Preston should alleviate traffic demands currently experienced. While peak volumes are relatively low on Coit and Custer Roads, the narrow roadway sections contribute to the reduction in operational service.

Projected Conditions

The assessment of projected travel conditions on the thoroughfare network is important to determining the capability of the roadway system to accommodate projected area growth and roadway needs for a 20-year planning period.

Two approaches were used to assess projected travel demand conditions for a 20-year horizon. The first approach involved review of travel model forecasts prepared by NCTCOG as part of *Mobility 2035*. The second approach involved development of travel demand characteristics based on remaining developable land within Prosper and then assignment of projected growth on this remaining developable land to the adjacent road network to yield roadway needs.

Existing Traffic Volume and Level of Service Analysis



TRANSPORTATION

Projected Traffic Conditions

The Thoroughfare Plan network was compared to travel forecasts prepared by NCTCOG in order to assess its ability to accommodate traffic from future land uses within the Town. Regional travel forecast data from *Mobility 2035: The Metropolitan Transportation Plan for North Central Texas* was used as a basis for the comparison. This sophisticated model forecasts traffic demand on the regional transportation network relative to projected population and employment growth for year 2035.

Projected 2035 traffic volumes for key roadways include:

- Preston Road – 53,000
- Highway 380 – 65,000
- Custer Road – 36,000
- Coit Road – 7,000
- Frontier Parkway – 20,000
- FM 1385—34,000

It is important to note that assumptions are made with respect to the amount of roadway network in place for Year 2035. For example, with Coit Road not included to its ultimate configuration (6-lane), travel demand shifts occur to roadways offering availability of higher capacity. This partly explains the higher volumes that resulted on Preston Road. With Coit Road fully in place, localized traffic would shift from away Preston Road.

Under the Mobility 2035 forecast (and network assumptions contained within), all roads within Prosper are forecasted to operate at acceptable levels-of-service with the exception of Preston Road and Highway 380, which is anticipated to experience very high travel demand.

Thoroughfare Plan Compatibility

A screen line analysis was conducted to compare projected volume relative to capacity provided by the Thoroughfare Plan network at its ultimate configuration. Separate screens were used to segregate north-south from east-west demand, as well as demands east and west of the Dallas North Tollway. Adjustments were made for factor up travel demands commensurate with a population of 60,000 within Prosper in 2035, based upon the 8% growth projection.

The analysis revealed the Thoroughfare Plan to have sufficient capacity at ultimate configuration to accommodate projected demands at year 2035. A sensitivity analysis was then conducted to assess network impacts with select roadways not to full buildout. Specifically, the north-south thoroughfares of Teel Parkway, Legacy Drive, and Coit Road were evaluated under a 4-lane scenario (all other Major Thoroughfares to 6-lane). The analysis revealed sufficient capacity of the network to be available at 2035. While ultimately, these specific roadways may need to be built to six lanes, a phased approach to facility implementation could be undertaken.



Planning Principles

Prosper's Thoroughfare Plan is built upon traditional thoroughfare planning concepts, which focuses on a functional roadway network providing mobility and accessibility to vehicular traffic. In order to address the community's goals of providing multi-modal options to residents, such as sidewalks and trails for walking and biking, it will be important to incorporate the trail system from the recently completed Parks Plan. Together, these components offer a range of mode choices from which residents move about the community.

Functional Street Classification

Functional street classification recognizes that streets are part of a system having diverse origins and destinations. Functional classifications also describe and reflect a set of characteristics common to all roadways within each class. Functions range from providing mobility for through traffic and major traffic flows, to providing access to specific properties. Characteristics unique to each classification include the degree of continuity, general capacity, and traffic control characteristics.

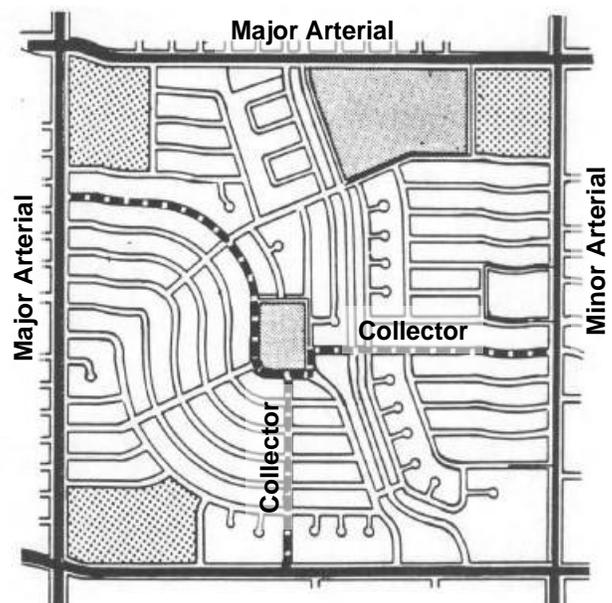
In short, the functional classification of streets provides for the circulation of traffic in a hierarchy of movement from one classification to the next. Functional classes can be subdivided further into major and minor designations to further detail their role in the community.

Access and movement functions are directly related in that as uninhibited movement increases (speed), points of access decrease and vice versa. This is typically why freeways, with a high level of movement, have limited access points where as streets in neighborhood areas have more access points and reduced speed. Prosper's current Thoroughfare Plan recognizes four general classifications for roadways based upon a hierarchical function and include:

- Major Thoroughfare: 6-lane divided roadway within 120' ROW. These streets

are designed to provide a high degree of mobility, service relatively high traffic volumes, have high operational speeds, and service a significant portion of through travel.

- Minor Thoroughfare: 4-lane divided roadway with a similar function to the Major Thoroughfare, but more local in nature. The urban section is a curbed roadway within 90' ROW.
- Commercial Collector: 2 and 3-lane undivided roadway serving as connections between arterials and local streets. The 2-lane section consists of 36' of pavement within a 60' ROW. This section is also aimed at serving residential applications. The 3-lane section contains a continuous left-turn bay and on-street parking within a 60' ROW and is used for handling commercial applications.
- Neighborhood Street: 2-lane streets for accommodating neighborhood traffic. An urban and rural section are both contained within a 50' ROW. The urban section is curbed with 31' of pavement and the rural section contains 27' of pavement.



TRANSPORTATION

Figure 7: Functional Street Classifications

Type of Roadway	Function	Spacing (Miles)	Direct Land Access	Roadway Intersection Spacing ⁽³⁾	Volume Ranges (Veh./Day)	Speed Limit (MPH)	Parking	Comments
Highway/ Tollway	Traffic Movement; long distance travel.	1-5	Provided by on/off ramping schematics to continuous frontage roads.	1 mile	45,000 to 125,000	55-70	None	Supplements capacity of arterial street system and provides high speed mobility.
Major Thoroughfare	Moderate distance inter-community, intra-metro area, traffic movement. Serves long trip lengths.	$\frac{1}{2}$ - $1\frac{1}{2}$ ⁽²⁾	Restricted – some movements may be prohibited; number and spacing of driveways controlled.	$\frac{1}{4}$ mile	36,000 to 45,000	40-55		“Backbone” of the street system.
Minor Thoroughfare	Mobility function is primary; access function is secondary. Serves moderate trip lengths.		May be limited to major generators; number and spacing of driveways controlled.	$\frac{1}{8}$ mile	20,000 to 28,000	30-45		Provides route and spacing continuity with major arterials.
Commercial Collector	Primary – collect / distribute traffic between local streets and arterial system. Serves commercial/ mixed use development; inter-neighborhood traffic movement.	$\frac{1}{4}$ - $\frac{1}{2}$ ⁽²⁾	Safety controls; limited regulation.	300 feet	12,000 to 18,000	30-40	Permitted	Through traffic should be discouraged.
Residential Collector	Primary – internal to one neighborhood; serves short trip lengths. Provides land access.			300 feet	6,000 to 12,000	30-35	Permitted	
Neighborhood Street	Land access.	2 lot lengths	Safety control only.	125 feet	200 to 1,500	25-30	Permitted	

(1) Spacing determination should also include consideration of (travel within the area or corridor based upon) ultimate anticipated development.

(2) Denser spacing needed for commercial and high-density residential districts.

(3) Spacing and intersection design should be in accordance with state and local thoroughfare standards.



Access Coordination

Flow of traffic is typically a major concern for most communities. The ability to move traffic efficiently along a corridor with minimal interference from traffic turning off and onto intersecting driveways/streets is a major benefit to motorists. Ideally, traffic should be able to avoid unnecessary “stop-and-go” traffic due to the abundance of intersecting driveways/ streets. While the implementation of deceleration lanes for streets and driveways on major and minor thoroughfares enhances capacity and accessibility, promotion of access management offers added benefits for the following reasons:

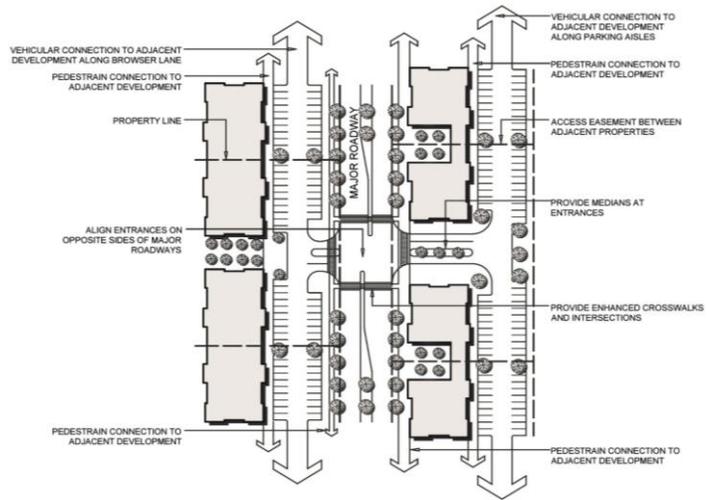
- 1) Reduces the number of ingress and egress points improving vehicular flow and reducing collisions;
- 2) Reduced driveways permit more landscaping frontage thereby enhancing roadway aesthetics; and
- 3) Reducing the number of driveways enhances the pedestrian experience by reducing pedestrian contact with turning traffic.

Along key corridors, the concept of access coordination can be extended from individual sites to address corridor-wide segments. Master planning at a corridor scale enables:

- Coordination of transportation and land use planning/decision making;
- Allows for flexible and special area consideration to adjacent site development, special access and utilities coordination, and limits unnecessary connection points;
- Economic benefits, aesthetics and amenity considerations; and
- Promotes activity-based development centers, not strip retail.

In larger corridors, the implementation of backage roads further helps to support main road safety and operations, internal and external site accessibility, and quality development patterns and design.

Shared Access and Cross Access



Reducing the number of driveways enhances corridor landscaping and aesthetics



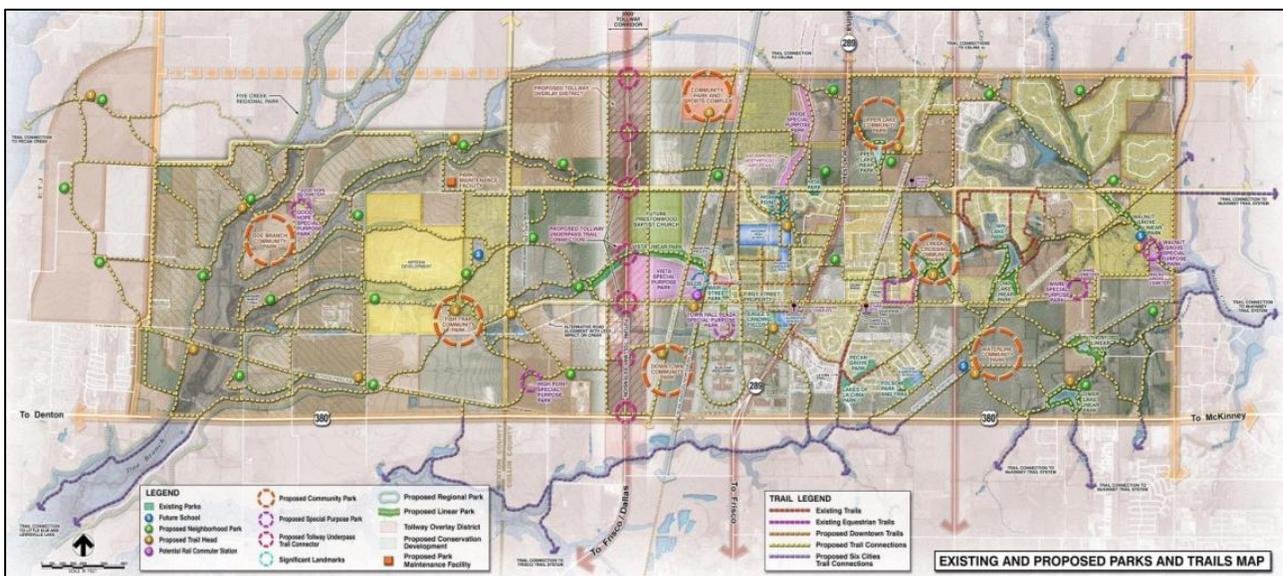
TRANSPORTATION

2007 Parks, Recreation and Open Space Master Plan

A component in providing mobility choice is contained within the recently completed Parks Plan. The incorporated trail system is particularly important to mobility choice due to the connective nature that they serve from both within the community and the region—they may connect neighborhoods, schools, retail areas, recreational facilities and other core community or regional assets. Community trails are able to be utilized by residents for walking, jogging, biking and other recreational activities. Although intangible, trails have the ability to significantly improve the quality of life within the community by creating recreational options for residents and therefore serve a multitude of purposes beyond simply connectivity. It is important that elements of the Parks Plan be considered as new development occurs.

The completed Parks Plan incorporates trails along several major roadways within the Town such as along Prosper Trail, First Street and Preston Road. Reflecting these trail connections on the Thoroughfare Plan emphasizes the significance of these trail connections within the overall connectivity framework.

As roadway improvements coinciding with growth continue to occur, the Town should work to incorporate these roadway adjacent trail connections beginning with roadway planning and design.



TOWN OF PROSPER – PARKS AND TRAILS MASTER PLAN

Half Associates

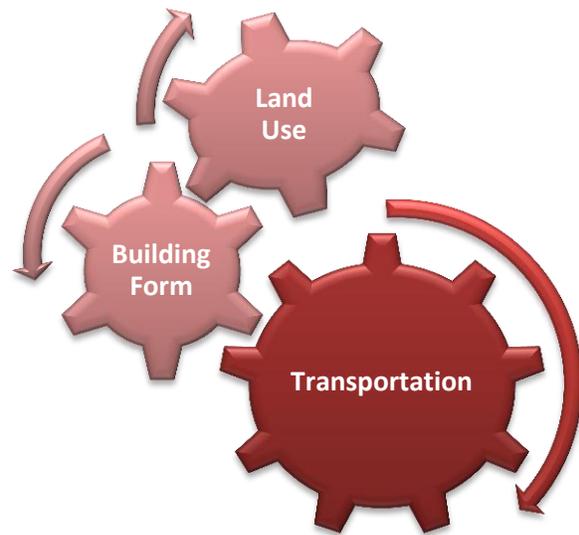


Transportation Plan

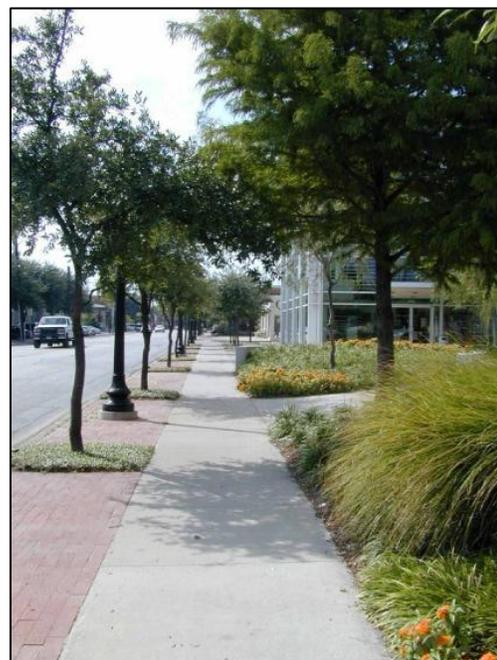
The Transportation element of this Plan is intended to serve as a guide for transportation decisions within the Town. It was developed based upon past transportation planning efforts, connectivity efforts on key thoroughfares with adjacent communities and input from the CPAC, Town Staff and public input.

This Plan should be used as a reference when updating the Town's Thoroughfare Plan, Thoroughfare and Circulation Design Standards and any related ordinances, and should be referred to when considering a wide range of decisions related to both transportation and land use. Transportation decisions do not exist within a vacuum, but are directly related to decisions regarding land use and building form. Therefore, the ultimate objective of this Plan is to create a balanced transportation system within Prosper which provides for the safe mobility of residents, considers both current and future needs, enhances connectivity and mobility options, and promotes a more livable community through a proactive approach to the Town's appearance.

The Thoroughfare Plan is reflected in Plate 3. Street classifications were developed based upon a number of factors including the roadways regional significance, current or projected traffic volumes, and land use. It is important to note that although a roadway may be identified as a Major Thoroughfare, the roadway design should not be rigid, but should consider a multitude of factors during its design including adjacent land use and context, among others.

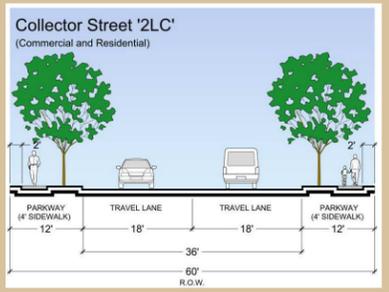
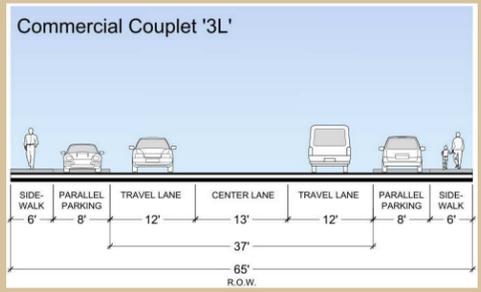
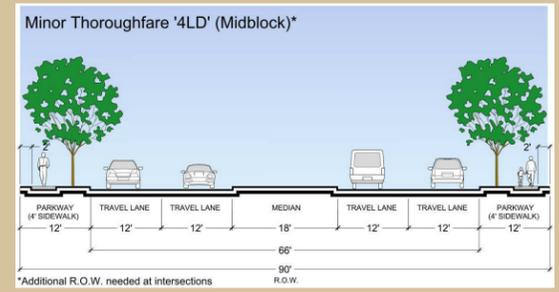
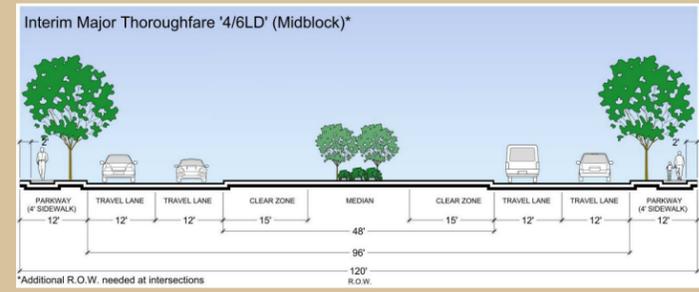
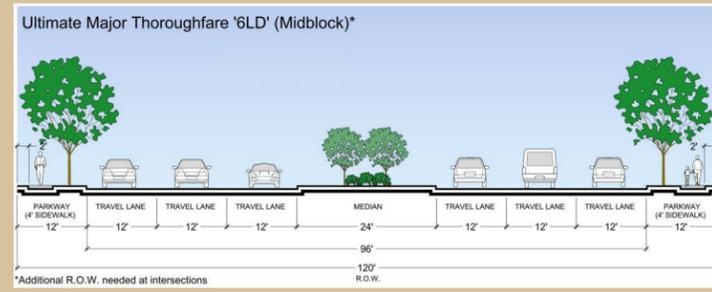
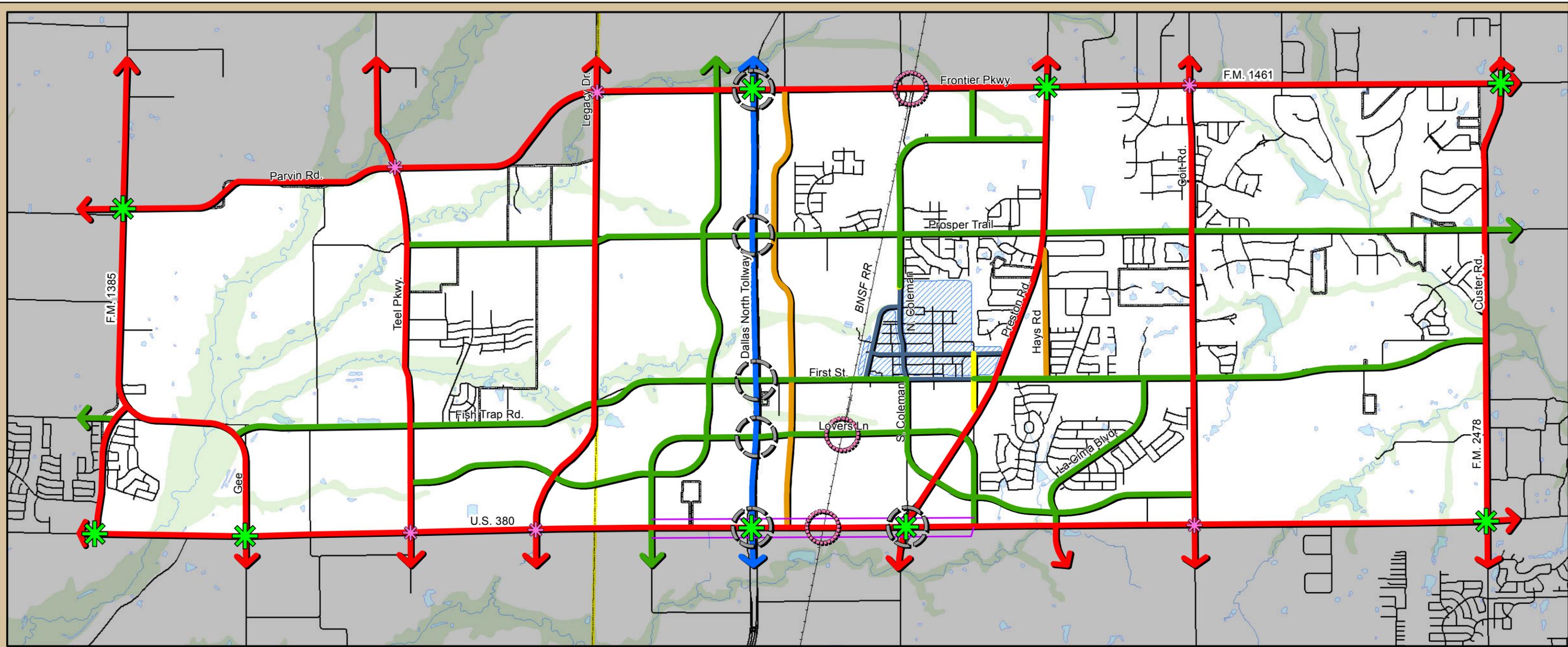


Example high-rated street design photos from the VCS



TRANSPORTATION





Thoroughfare Description

- Dallas North Tollway
- Major Thoroughfare (6 lane; 120' ROW)
- Minor Thoroughfare (4 lane; 90' ROW)
- Commercial Couplet (3 lane; 65' ROW)
- Commercial Collector (2 lane; 60' ROW)
- Old Town District (Section varies)
- Access Roads

✱ Major Gateway Town of Prosper
✱ Minor Gateway ETJ
 Grade Separation 100 Year Floodplain
 RR Grade Separation

 Miles
 0 0.25 0.5 1 1.5

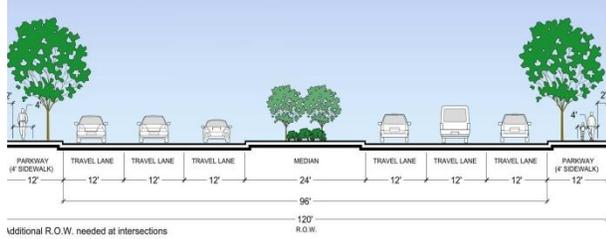
TOWN OF PROSPER

Thoroughfare Plan

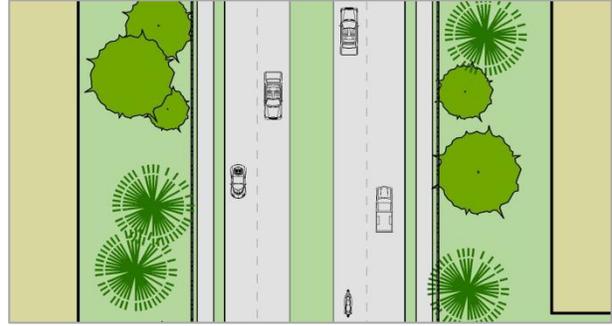
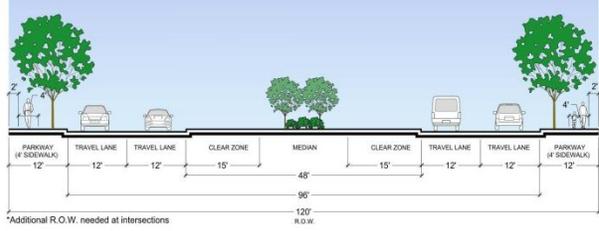
Plate 3
March 2012

Cross Sections

Ultimate Major Thoroughfare '6LD' (Midblock)*



Interim Major Thoroughfare '4/6LD' (Midblock)*



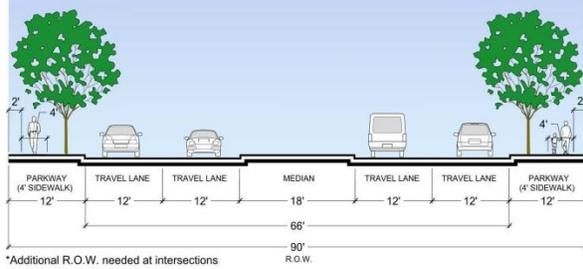
- High degree of regional mobility, traffic volumes and higher operational speeds
- Connected to regional thoroughfare facilities
- Access is carefully managed
- 6 lane divided roadway with median
- Curb and gutter with underground stormwater drainage
- Examples in Prosper include Frontier Parkway, Legacy Dr, Teel Parkway, Gee Rd, Preston Rd, Coit Rd, Custer Rd and Highway 380

- High Degree of regional mobility, traffic volumes and higher operational speeds
- Connected to regional thoroughfare facilities
- Access is carefully managed
- 4 lane divided roadway with median expandable to 6 lanes
- Curb and gutter with underground stormwater drainage
- Examples in Prosper include Frontier Parkway, Legacy Dr, Teel Parkway, Gee Rd, Preston Rd, Coit Rd and Custer Rd

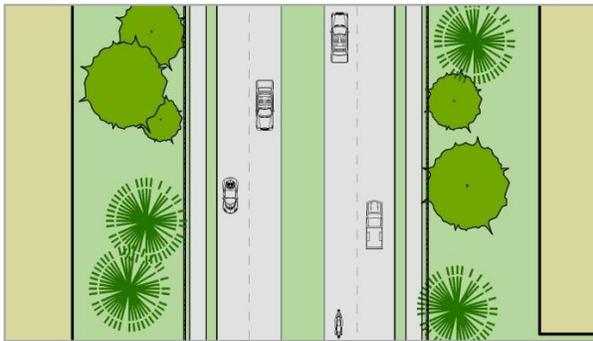
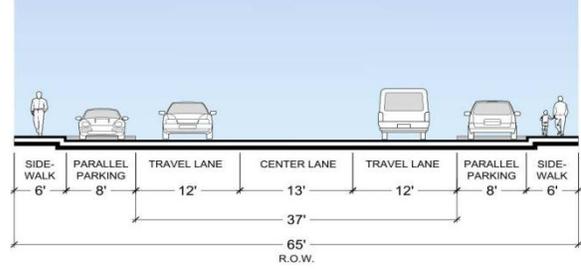


TRANSPORTATION

Minor Thoroughfare '4LD' (Midblock)*



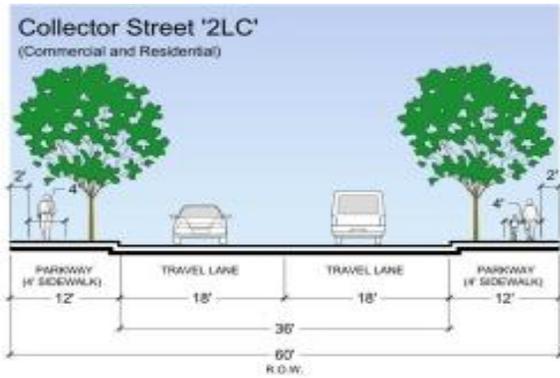
Commercial Couplet '3L'



- Cross-town mobility
- Secondary to Major Thoroughfare but still accommodate higher operational speeds and traffic volumes
- Access is carefully managed
- 4 lane divided roadway with median
- Examples in Prosper include Prosper Trail, Fishtrap Rd, First Street, Lovers Lane and La Cima Blvd
- Curb and gutter drainage

- Collection/distribution of traffic
- Back access to Frontage Road development
- Connectivity between arterial and residential collector streets
- On-street parking permitted



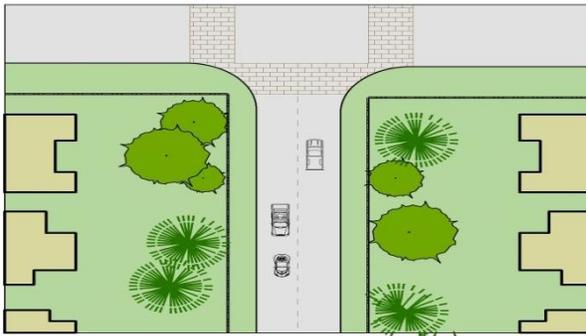
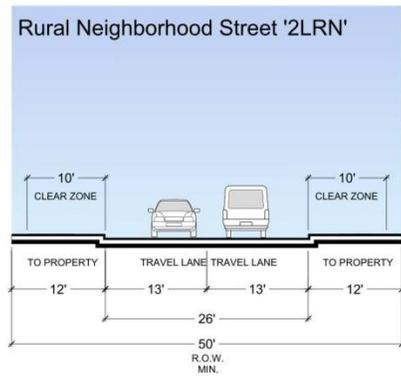


- Collection/distribution of traffic
- Back access to Frontage Road development
- Connectivity to thoroughfare and residential collector streets
- On-street parking permitted

- Local residential street.
- Traverse internally within residential neighborhoods
- Access to properties
- 2 lane undivided roadway
- Underground stormwater utilities with curb and gutter



TRANSPORTATION



- Local rural residential street.
- Traverse internally within residential neighborhoods
- Access to properties
- 2 lane undivided roadway
- Bar ditches for drainage (width varies based on area calculations)
- For large rural area lots over 1 acre



Plan Modifications

The following modifications to the Thoroughfare Plan were developed as part of this planning process. These adjustments were developed based upon input received from the CPAC, Town Staff, land programming of the Future Land Use Plan and supporting transportation analyses.

Old Town District Considerations

Roadways in this district are geared toward retaining the historic feel of the Old Town area. A series of two-lane streets with varying cross-sections are aimed to support residential, boutique/cottage style office and specialty retail, and a mixed-use core area at Broadway and McKinley Streets. Wide landscaped medians, parkways and sidewalks are intended to provide an open feel to key corridors in the district.



Within the mixed-use core area, wide sidewalks and on-street parking are envisioned to create a “sense of place” and allow for street amenities and gathering area. Development setbacks would also create opportunity for outdoor activity, dining or retail.

Gateways and intersection treatments at key intersections have been identified to define district edge as well as tie the area together. Features for these treatments should be coordinated with theme, look and color.

Section A: Four lane divided roadway with a landscaped median and a landscaped parkway separating pedestrians from traffic. This section serves as a major entrance into Old Town from the east. No on-street parking.

Section B: Two lane divided roadway with a large center median containing landscaping. Wide travel lanes allow for bicycle accommodation and a landscaped parkway separates pedestrians from traffic. No on-street parking.

Section C: Two lane divided roadway with a large center median containing landscaping. On-street parallel parking is permitted and a landscaped parkway separates pedestrians from traffic.

Section D: Two lane undivided urban roadway. Wide 20’ sidewalks accommodate patio seating, pedestrian traffic and street trees. On-street angled parking is permitted and bulb-outs are located at intersections to enhance pedestrian visibility at crosswalks.

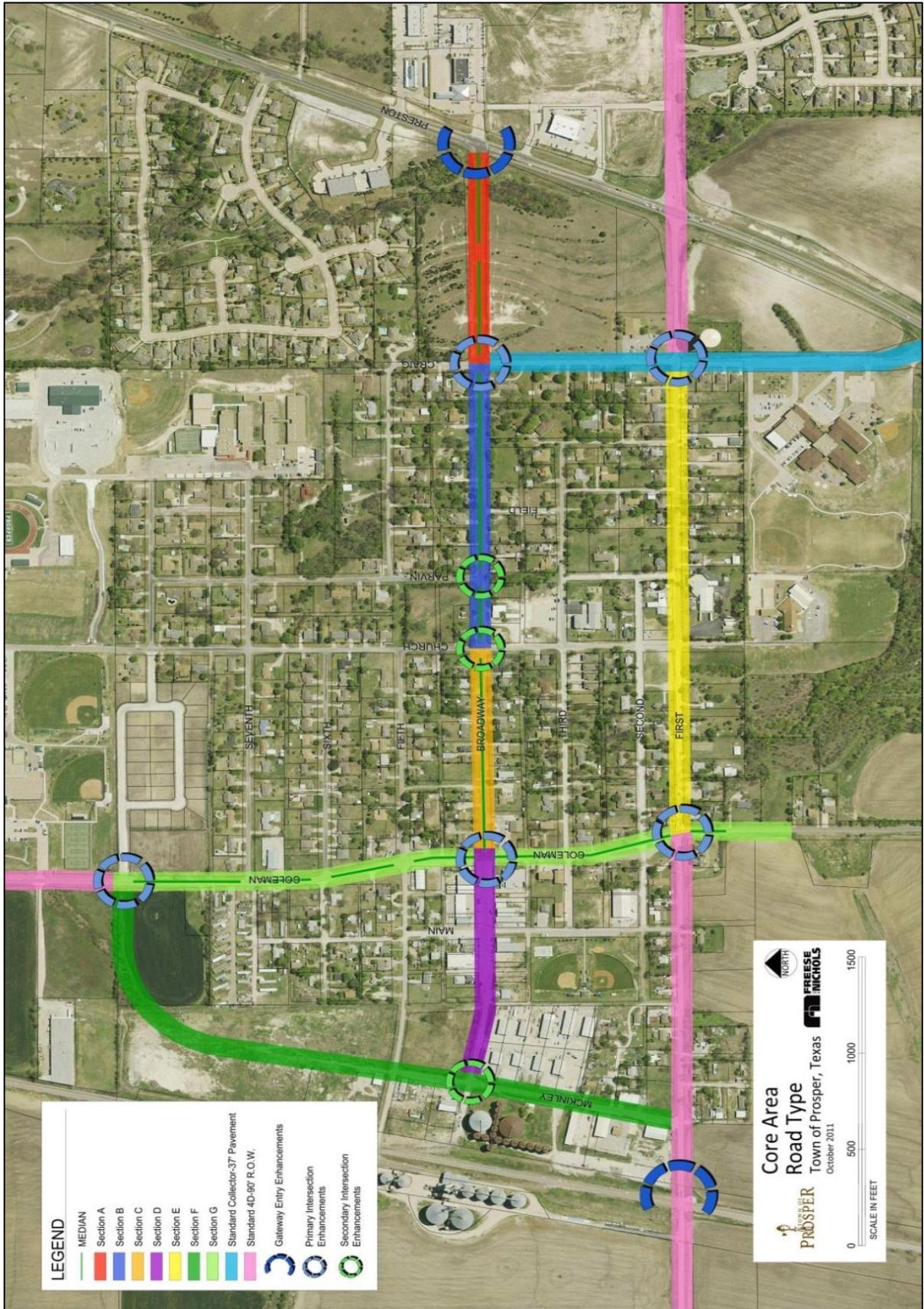
Section E: Two lane undivided roadway with on-street parallel parking and an immediately adjacent 8’ sidewalk. A large private setback of 25’ is included.

Section F: Two lane undivided roadway with on-street parallel parking and a 15’ sidewalk. 10’ of the sidewalk will be located within the right-of-way and the additional 5’ will be a 5’ setback to building face.

Section G: Two lane divided roadway with a center median containing landscaping. On-street parallel parking and a 10’ sidewalk are included.



TRANSPORTATION



DNT Backage Roads

The thoroughfare plan calls for paralleling system of streets to support anticipated corridor development along the Dallas North Tollway. Sometimes referred as backage roads, these roads help to support development connectivity and accessibility. At Prosper Trail, a realignment of the backage road east of the Tollway was identified to avoid existing development and retain continuity for development opportunity to the north and south. This realigned commercial collector would still allow for 400-600' lot depth for properties along the Tollway.

Hays Road Collector

Upgrade Hays Road as a commercial collector street to support future commercial/retail development opportunity along Preston Road north of First Street. Extending from First Street, Hays should be realigned at the north end to intersect Preston Road at Bridgeport Drive. This realignment would also help to reduce intersection points along Preston Road. The realignment of Hays at Bridgeport would also require a realigned intersection for Chandler Circle.

South Coleman Road

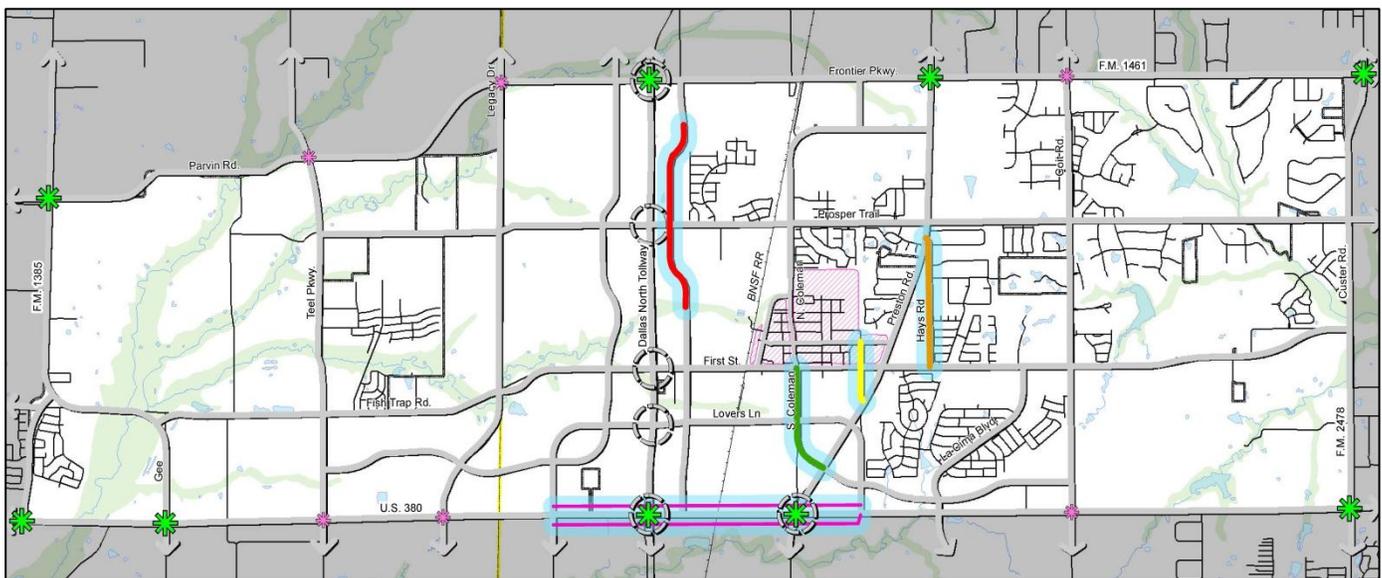
Extend and realign S. Coleman Road to intersect with Richland Blvd. at Preston Road. In addition to supporting development within Town Center, this connection would also create back access/connectivity with development anticipated east of Preston along Highway 380. Within Town Center, S. Coleman Road should be upgraded to a four-lane divided minor Thoroughfare (90' ROW) to provide roadway capacity to support heavy development anticipated for this area. Consequently, the previously identified loop road extending from S. Coleman Road and back to McKinley Street should be removed from the Plan.

South Craig Road

Upgrade Craig Road between Preston Road and Broadway Street as a 3 lane couplet street to support retail development opportunity both within the Old Town District and along Preston Road.

Highway 380 Access Roads

The inclusion of access roads along Highway 380 between the Lovers Lane loop.



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