

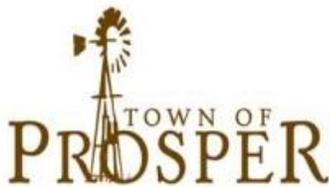
Prosper Comprehensive Plan

Town of Prosper, Texas

Adopted August 14, 2012

Ordinance No. 12-21

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Amendments to the 2012 Comprehensive Plan

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



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Executive Summary

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

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

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

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

Plan Elements

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

Planning to Plan

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

Community Vision

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

Community Character

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



EXECUTIVE SUMMARY

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

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

Transportation Plan

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

Economic Analysis

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

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

Infrastructure Assessment

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

Implementation Plan

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

Differences from 2004 Plan

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

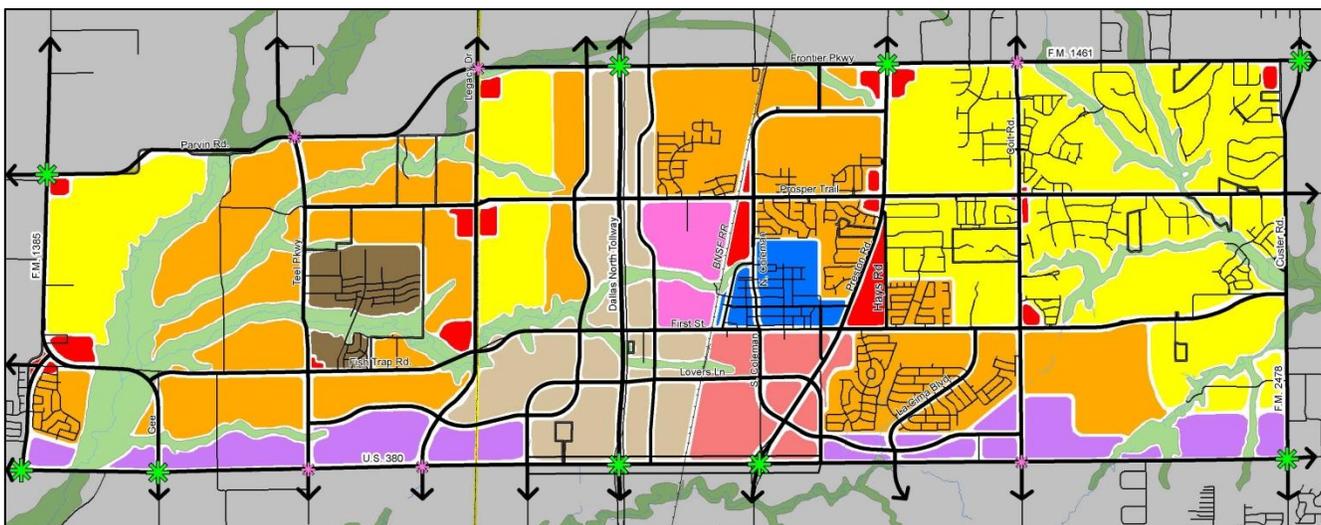
- Vision Statement: the 2004 Plan does not include a Vision Statement.
- Single Family Densities and Lot Size: The 2004 Plan recommends densities of less than 2.0 dwelling units per acre (DUA) in low density residential areas and between 2.1 and 3.5 DUA in medium density residential areas. The 2004 Plan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



EXECUTIVE SUMMARY

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

2012 Comprehensive Plan Future Land Use Map



What is a Comprehensive Plan?

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

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

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

Legal Authority

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

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



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



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



PLANNING CONTEXT



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

Planning to Plan

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

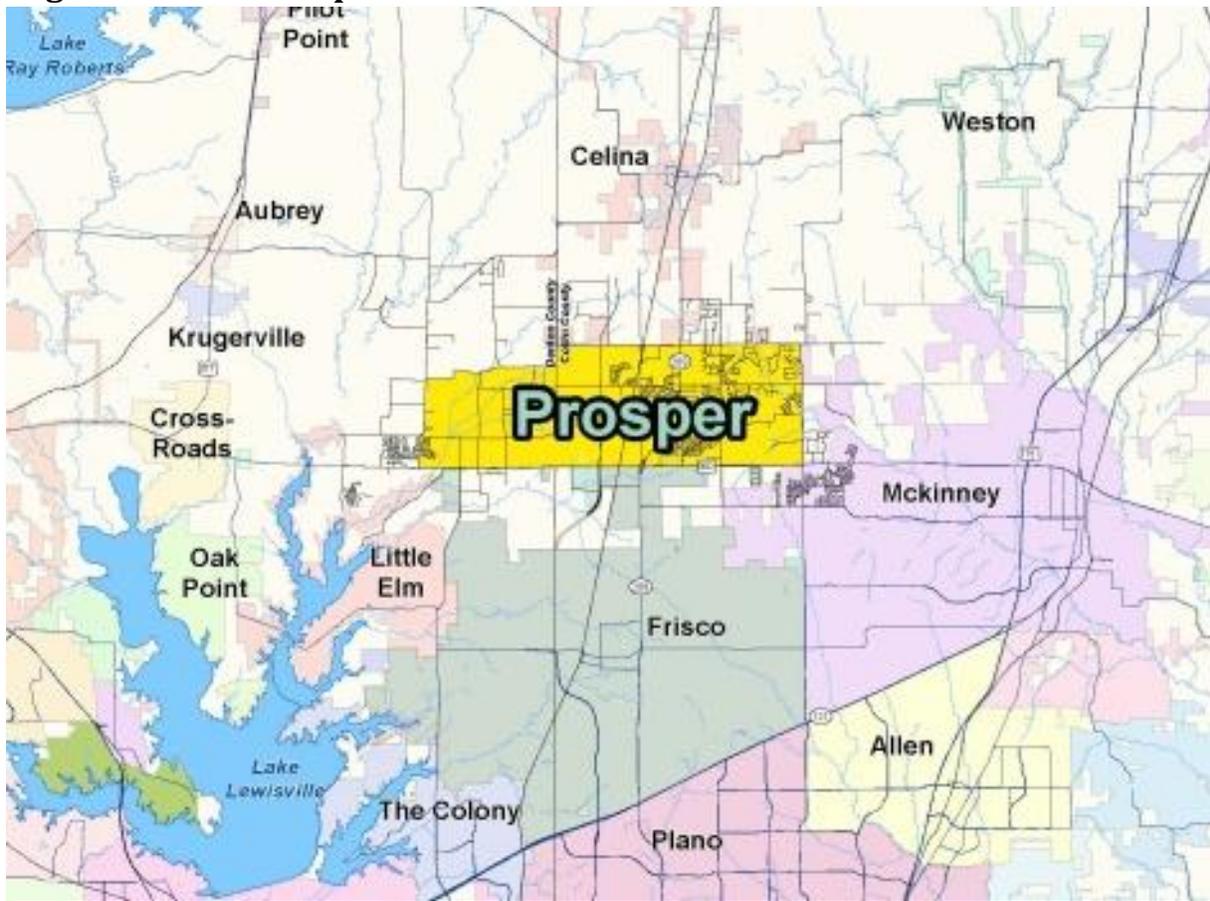
This 2012 Comprehensive Plan (Plan) will serve as the compass, or guide for the long-term growth of the Town. The following Plan will include an examination of the following issues:

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

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



Regional Relationship



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

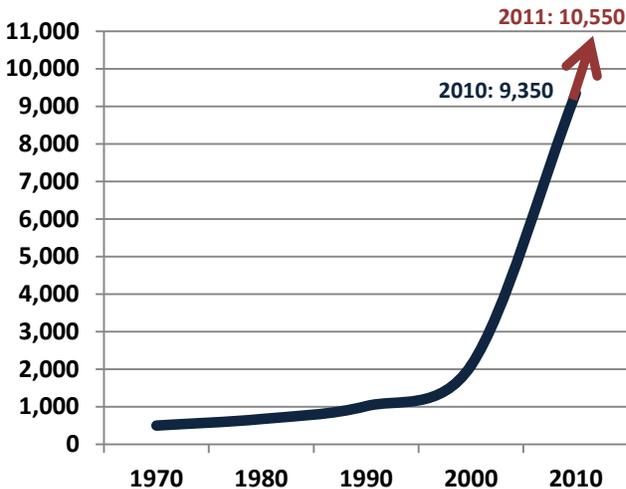
The Town of Prosper is located at the northern edge of the Dallas/Fort Worth Metropolitan area, in western Collin County and eastern Denton County. The Town’s immediate neighbors include Frisco, McKinney, Celina and Little Elm. The Town of Prosper is currently situated at the northern terminus of the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



PLANNING CONTEXT

Population Analysis

Figure 1: Historic Population Growth



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

*Compound Annual Growth Rate

Source: United States Census

Population Synopsis

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

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

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

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



Regional Growth

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

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



Forecasted Regional Growth

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

Figure 2: Regional Growth

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

Source: 2010 Census



PLANNING CONTEXT

Household Type

Family Households	85.1%
Non-Family Households	14.9%

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

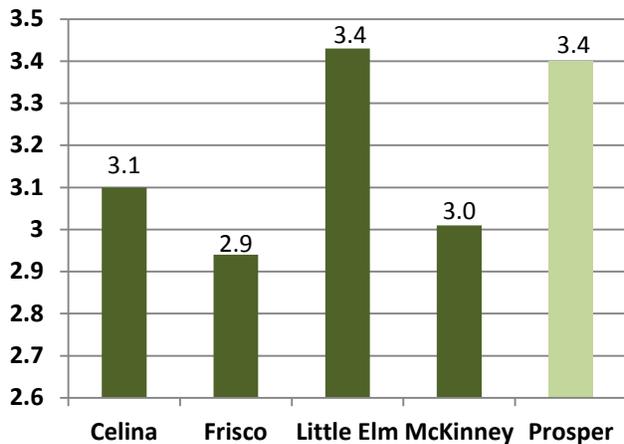
12.1% of the total households in Prosper are householder living alone.

Housing Characteristics

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

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

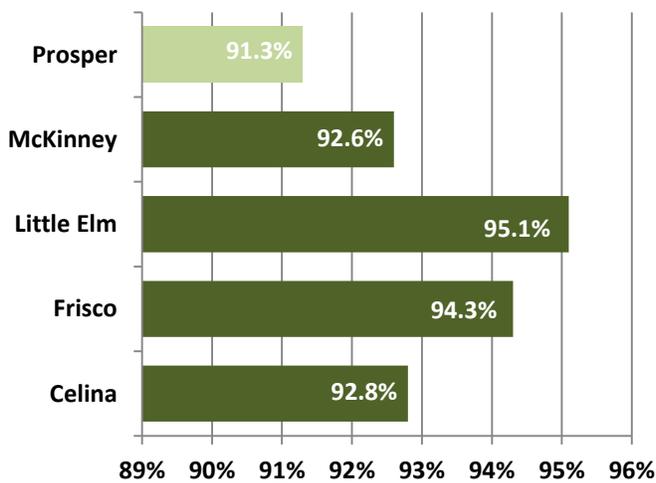
Persons per Household (PPH)



Source: 2010 Census

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

Single Family Occupancy Rates



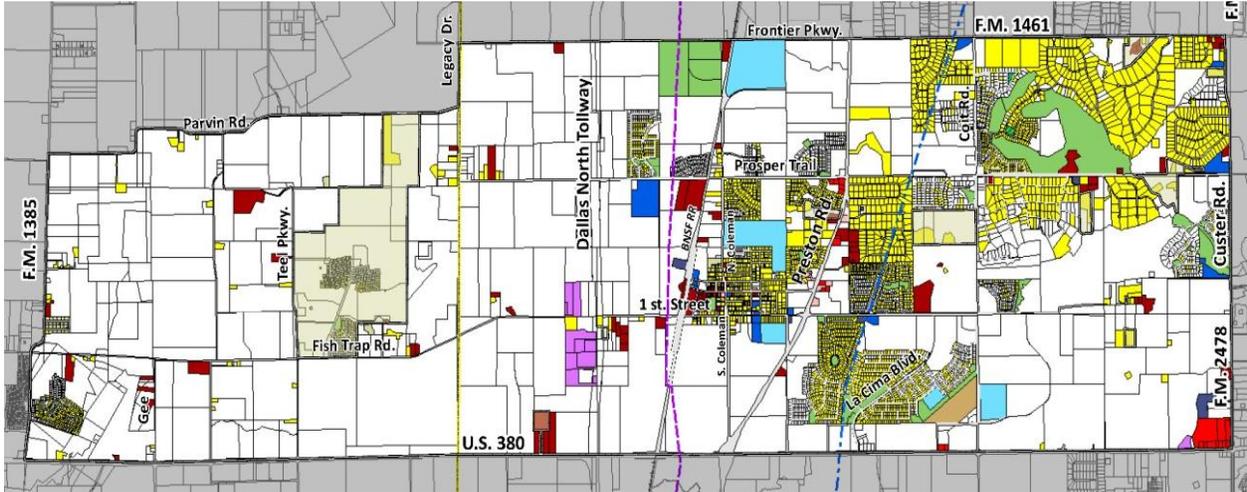
Source: 2010 Census

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



Existing Land Use

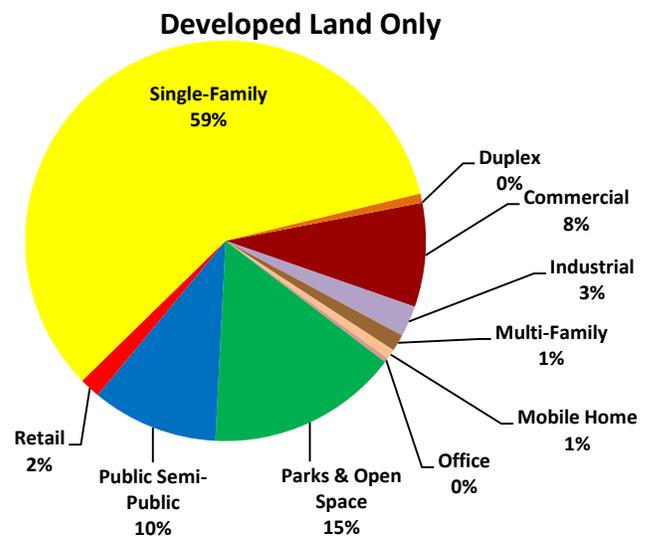
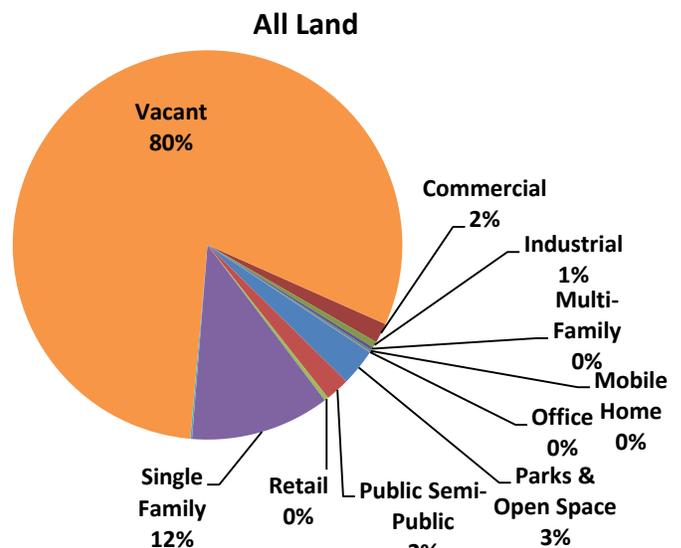
Plate 1: Existing Land Use



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

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

Figure 3: Existing Land Use



PLANNING CONTEXT



Development Patterns

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

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

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

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



Physical Development Patterns

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

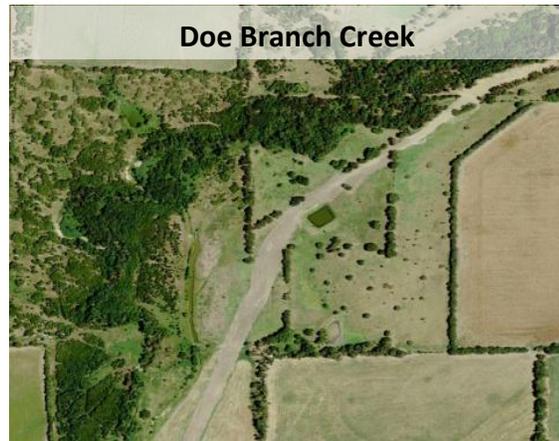
Natural Constraints

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

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

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

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



PLANNING CONTEXT

Prosper Trail



Broadway Street



Dallas North Tollway, Frisco



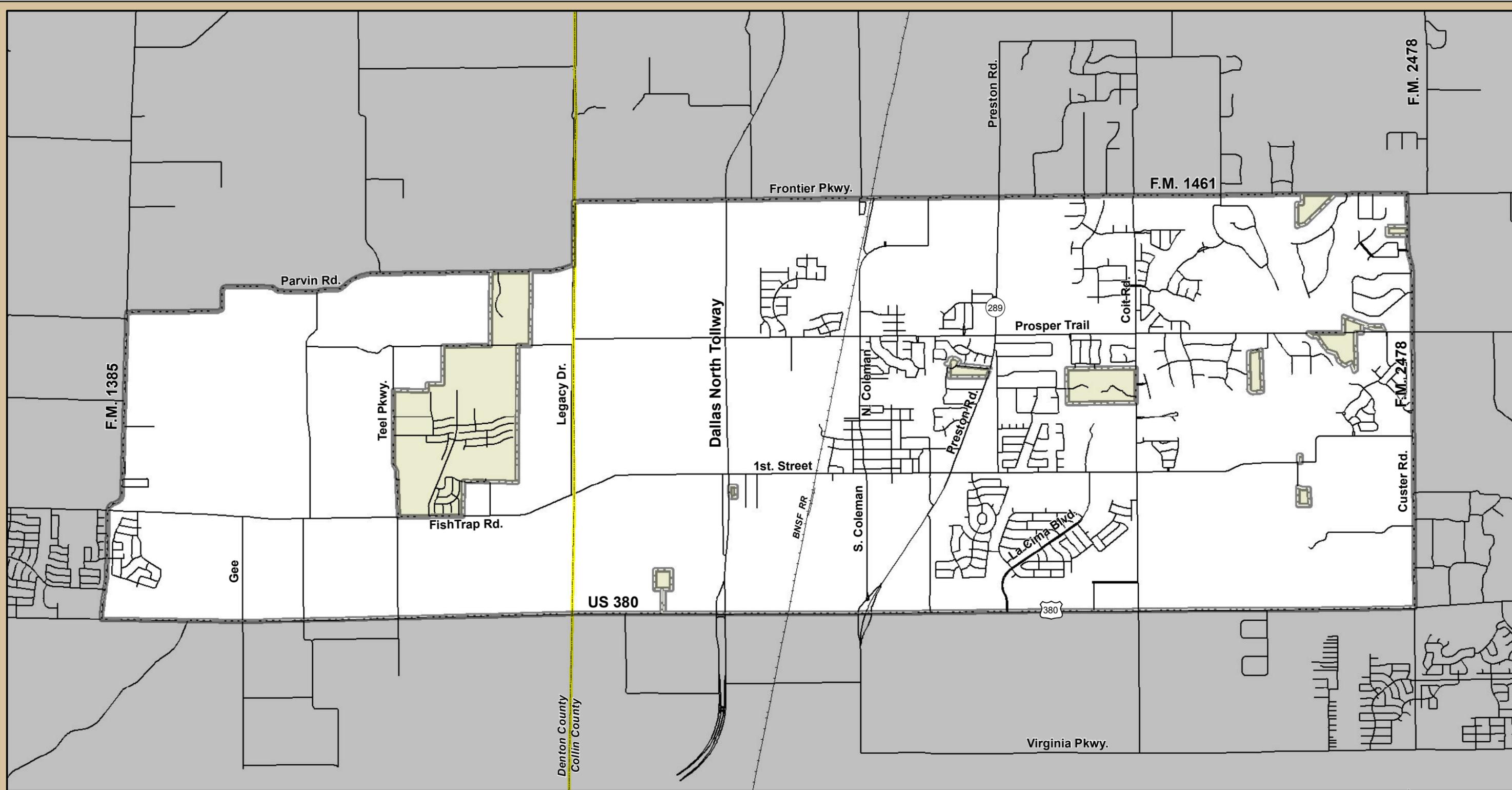
Man-Made Features

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

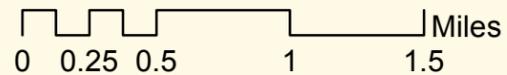
Preston Road, Highway 380 and the future Dallas North Tollway are the major arterial roadways within the community. As development occurs, Teel Parkway, Legacy Drive, Coit Road, FM 1385/Gee Road and Custer Road will grow in importance and will provide additional north-to-south corridors within the community.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

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





January 2012



Legend

-  TOWN
-  ETJ

**City Limit
and
ETJ**



Plate 1

Planning Context

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



Planning Efforts

2004 Comprehensive Plan

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

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

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



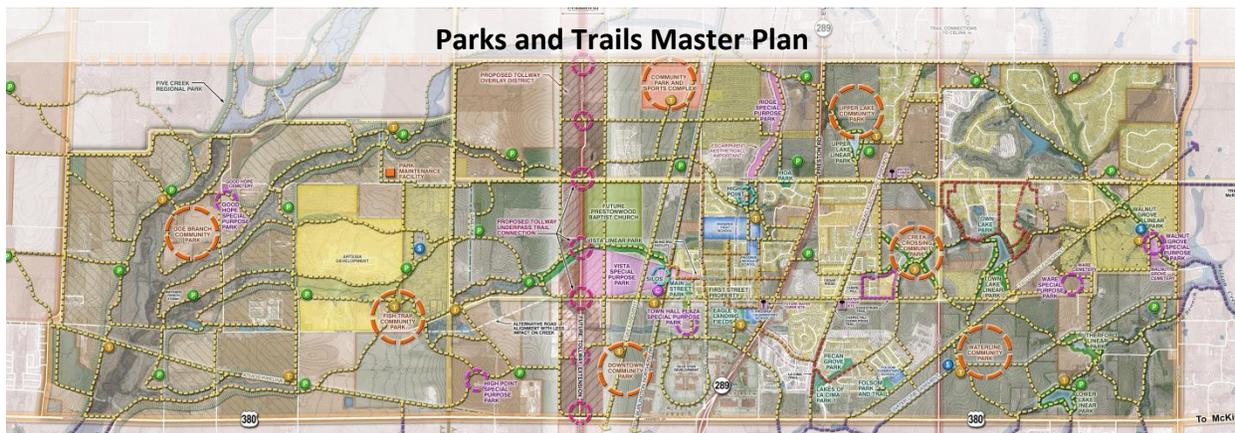
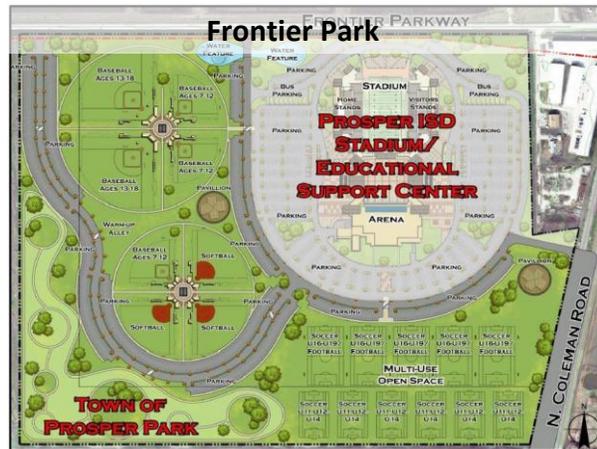
PLANNING CONTEXT

2007 Parks Recreation and Open Space Master Plan

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

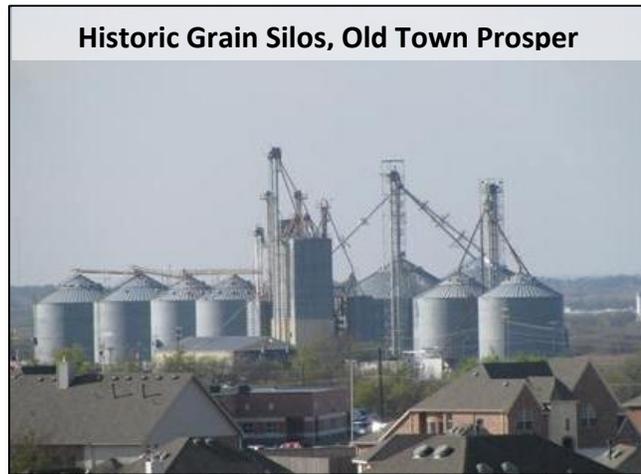
As development occurs, incremental implementation of the Parks Plan will occur. Ensuring that it is updated as changes occur, will help the Town leverage and negotiate with developers as vacant land is developed, ultimately enabling the Town to impose a proportional cost of park development on developers.

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

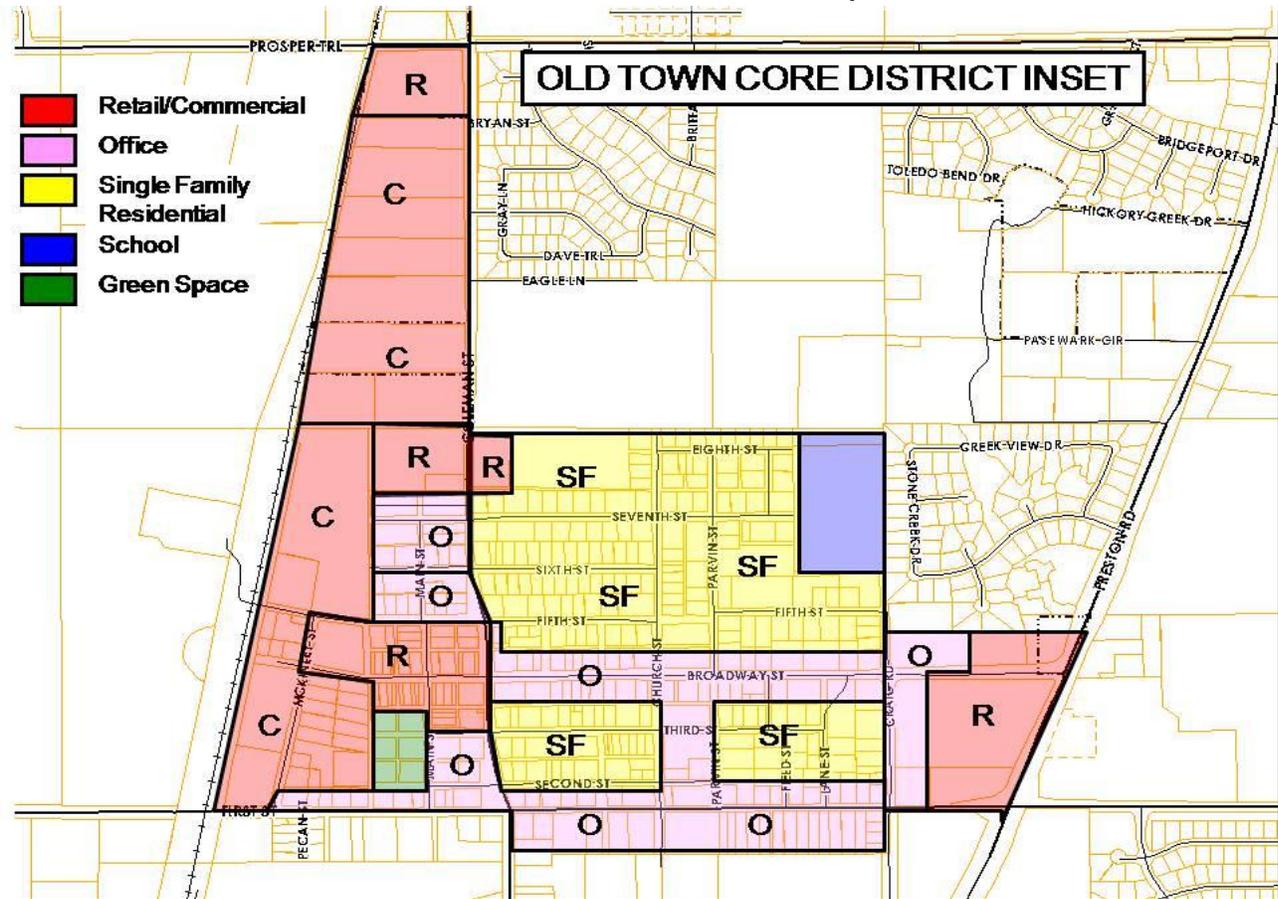


2007 Old Town Core District Amendment

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



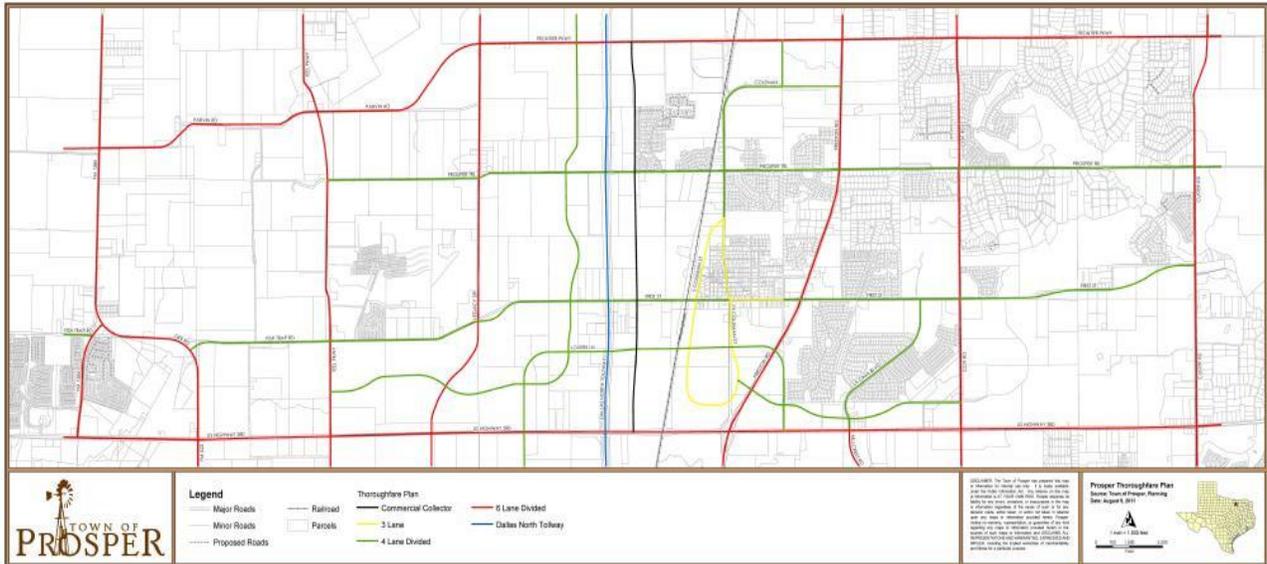
2007 Old Town Core District Map



PLANNING CONTEXT

2010 Thoroughfare Plan

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



2008-2010 Annexation Plan

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

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

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

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



Prosper ISD

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

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

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

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



PLANNING CONTEXT

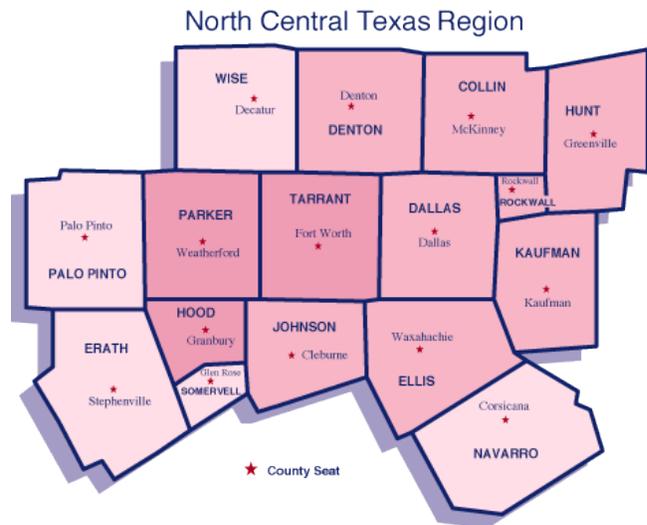
Regional Initiatives

North Central Texas Council of Governments (NCTCOG)

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

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

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



12 Principles

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

www.developmentexcellence.com



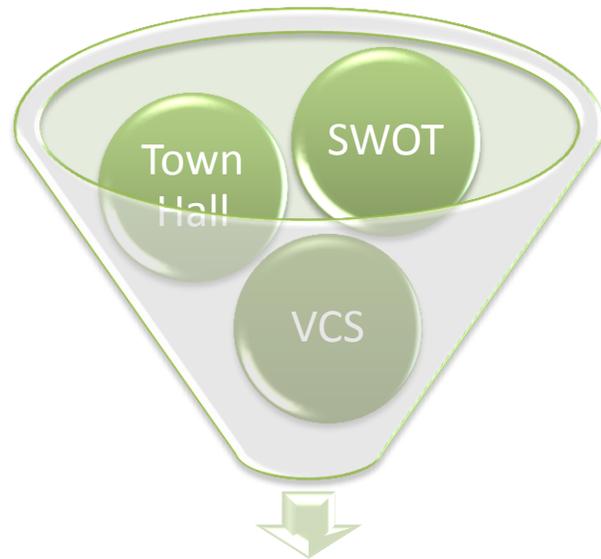
Community Vision

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

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

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

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



Community Vision

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

Unique, Distinctive, **Exceptional**

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



Comprehensive Plan Advisory Committee

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

Comprehensive Plan Advisory Committee (CPAC)

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

Seven meetings were conducted with the CPAC:

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

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

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



Vision Statement

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

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

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



COMMUNITY VISION

Visual Character Survey

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

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

The VCS for Prosper was divided into 8 categories:

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

Visual Character Survey



Questions to Ask:

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

1 2 3 4 5

Very Inappropriate Neutral Very Appropriate

Dallas North Tollway



3

Housing Mix



93



Town Hall #1

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

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

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

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

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



COMMUNITY VISION

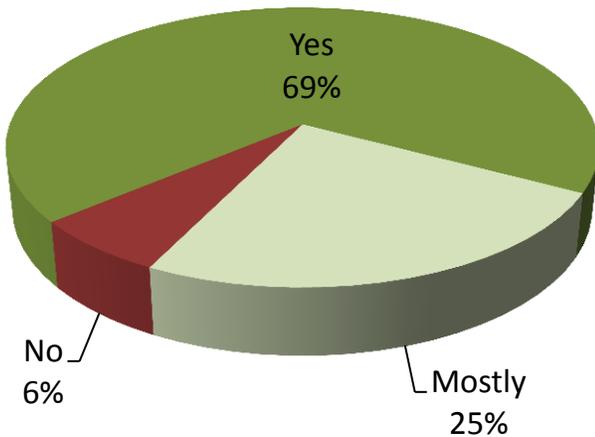
Town Hall #2

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

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



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



Community Goals

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

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

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

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

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

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

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

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



COMMUNITY VISION



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.



COMMUNITY CHARACTER

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.



COMMUNITY CHARACTER

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.



COMMUNITY CHARACTER

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.



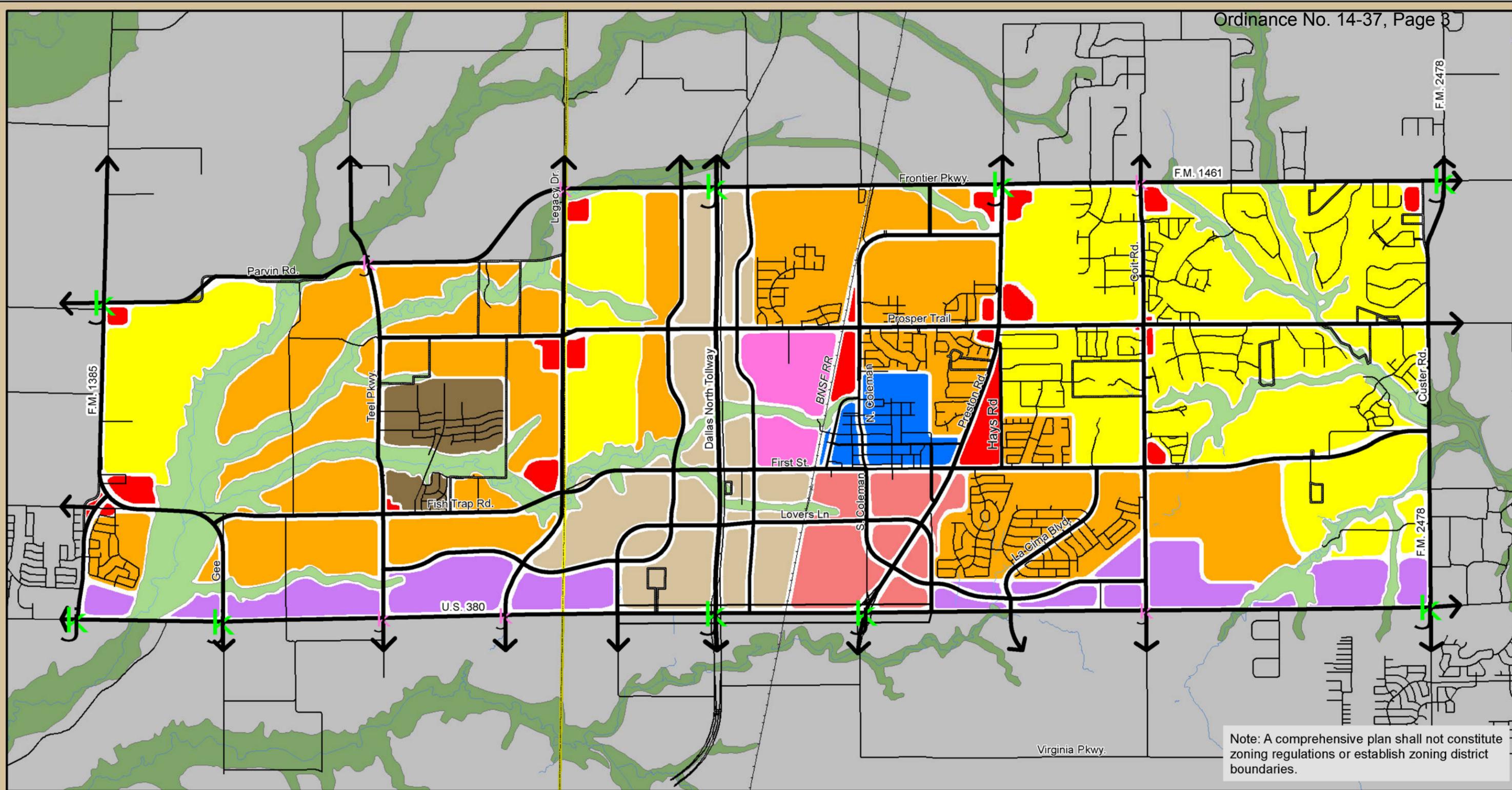
Business Park

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.



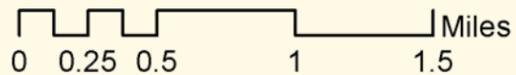
COMMUNITY CHARACTER





Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

June 2014



Legend

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

**Future
Land Use
Plan**

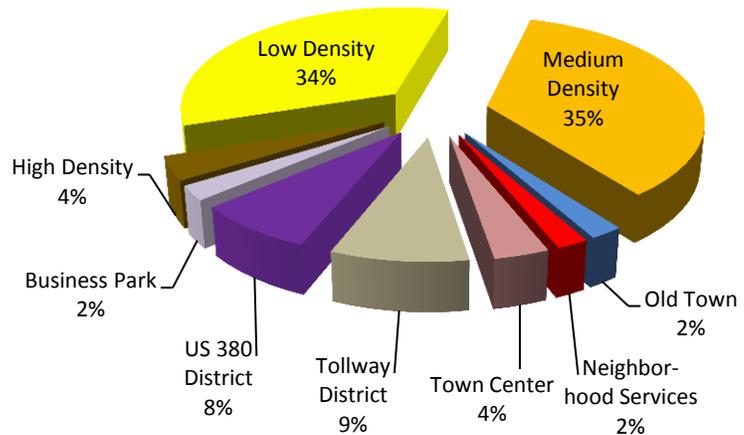


Plate 2

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.



COMMUNITY CHARACTER

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.

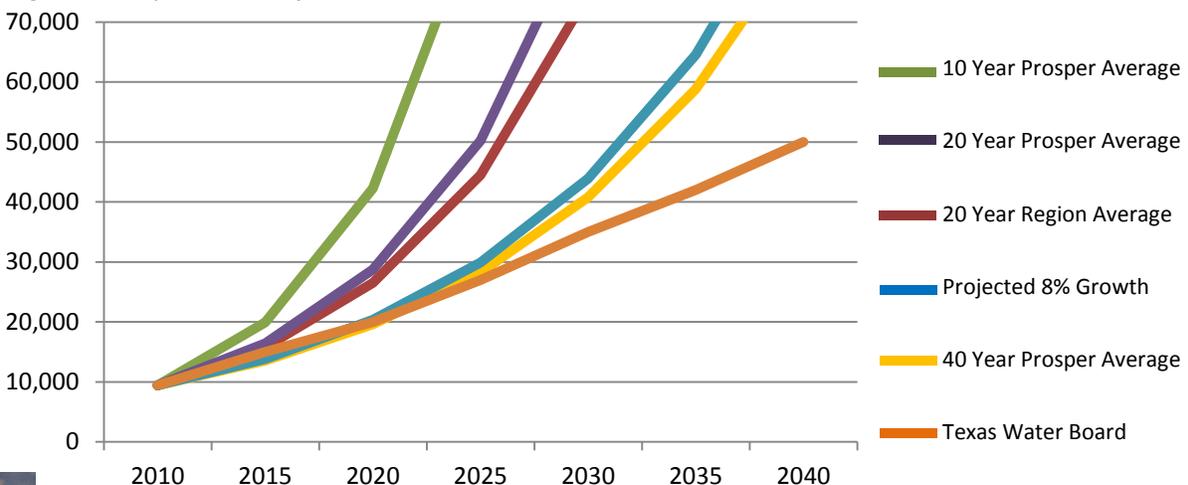
Six different growth rates were examined. A 7.6% growth rate is indicative of Prosper’s 40 year CAGR, a 10.9% growth rate is indicative of the average 20 year growth of Prosper, its neighbors and Collin County. An 11.8% growth rate is indicative of Prosper’s growth over the past 20 years, a 16.2% growth 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



COMMUNITY CHARACTER

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.



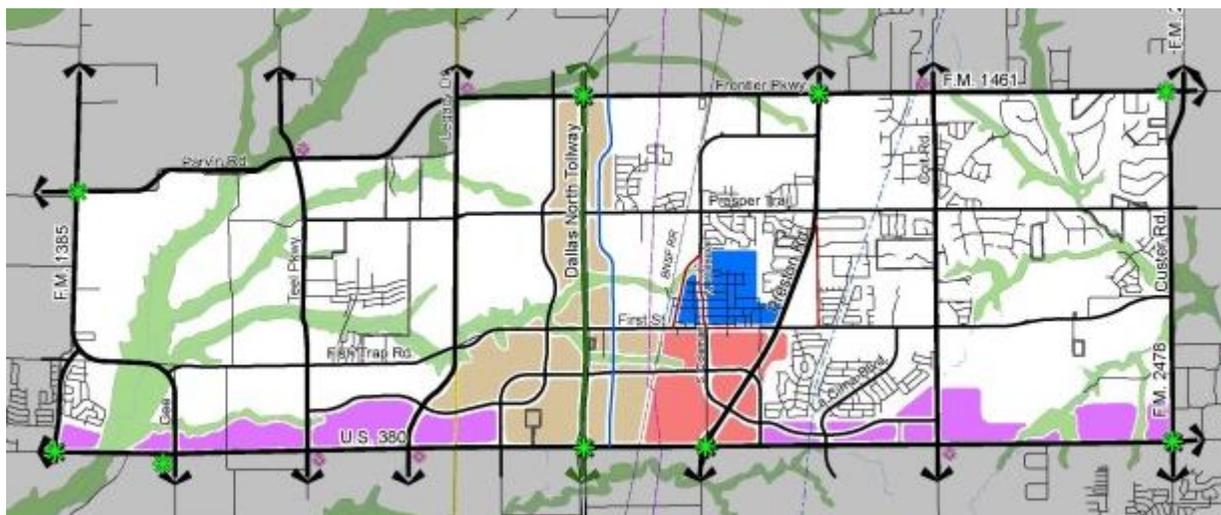
COMMUNITY CHARACTER

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



COMMUNITY CHARACTER

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.



COMMUNITY CHARACTER

Context Sensitive Solutions

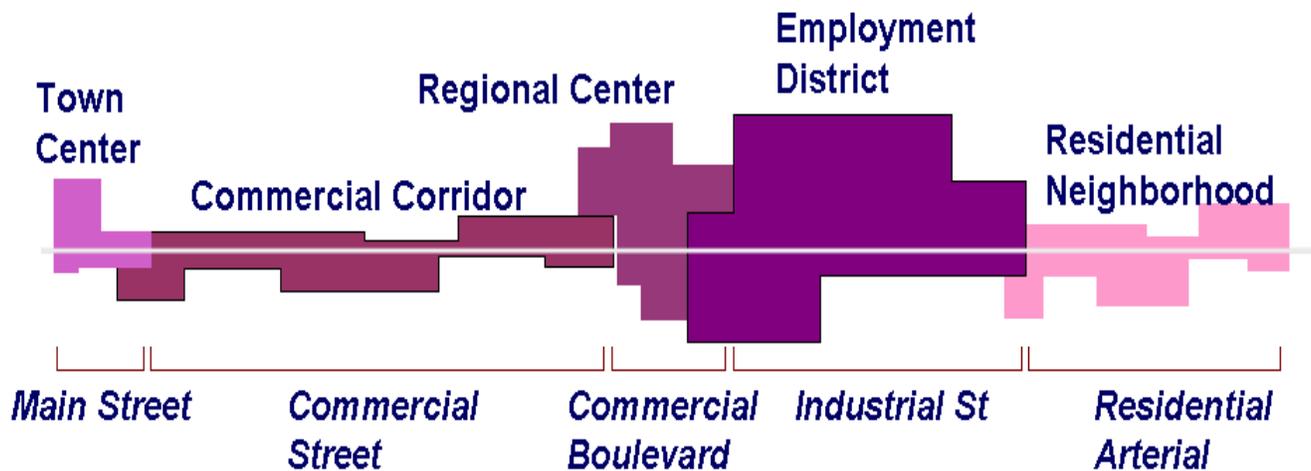
Context sensitive solutions is the practice of developing transportation projects that serve all users and meet the needs of the neighborhoods through which they pass. It is a collaborative process that involves Town staff, property owners, developers and business owners in development of street designs 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.



COMMUNITY CHARACTER

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



COMMUNITY CHARACTER

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



COMMUNITY CHARACTER

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.

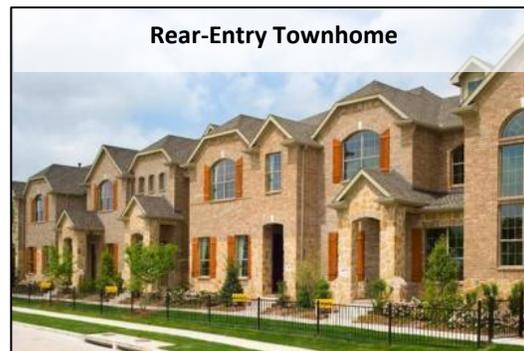
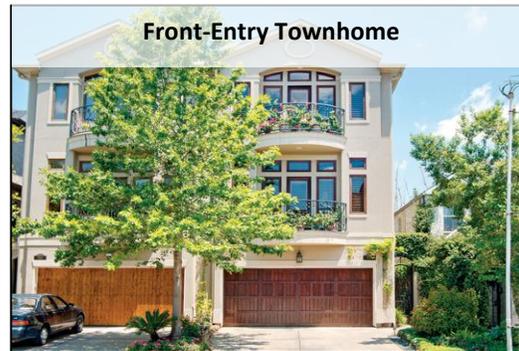
Housing Mix-Alternative Housing Options

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.



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.



COMMUNITY CHARACTER

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.

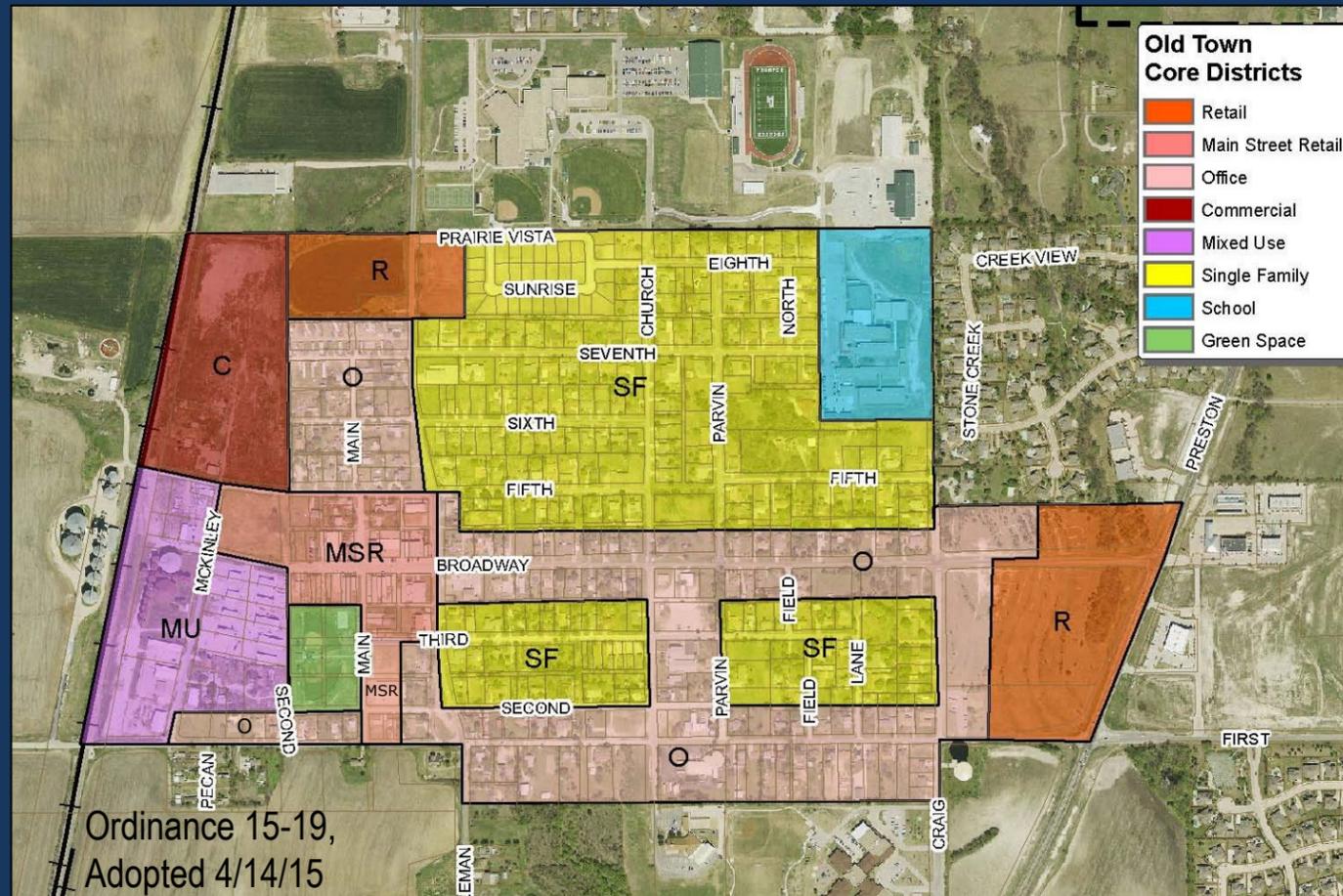
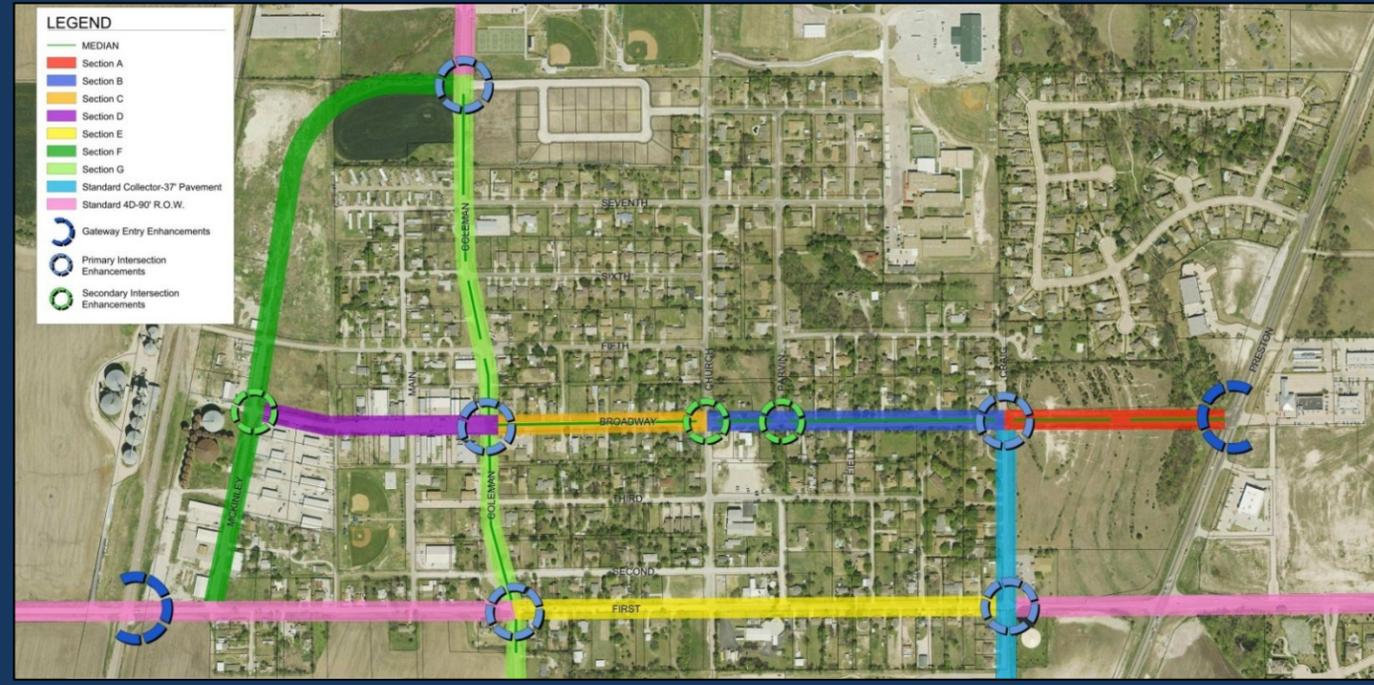
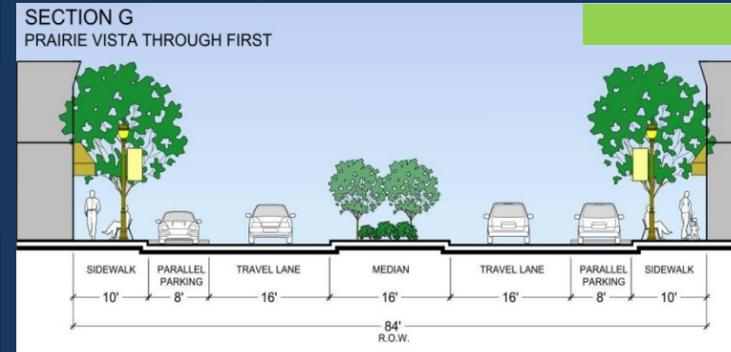
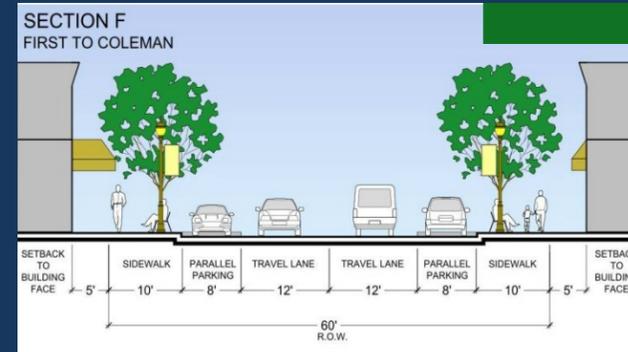
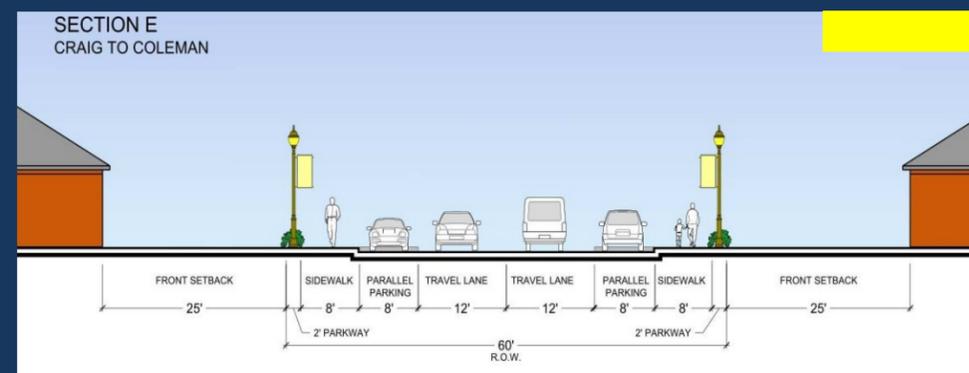
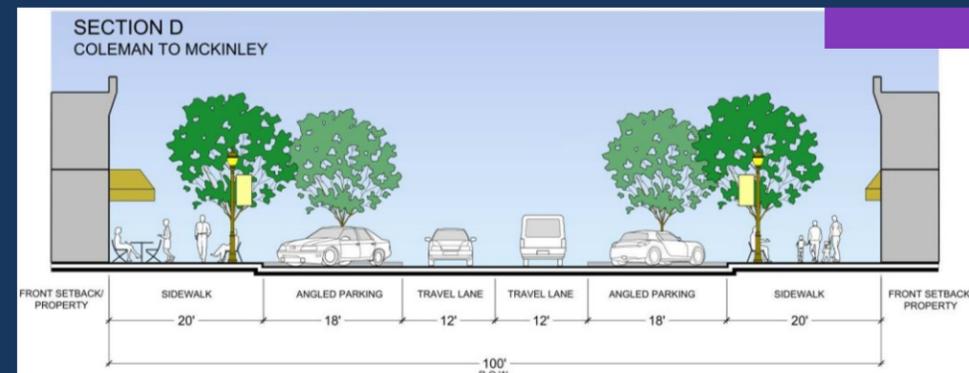
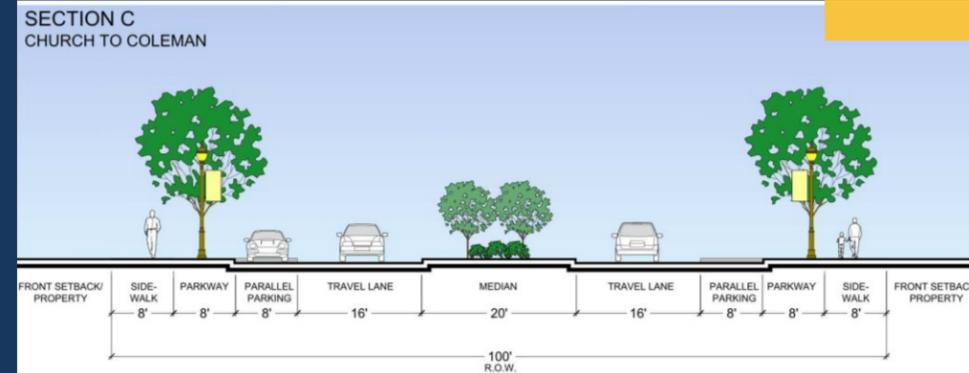
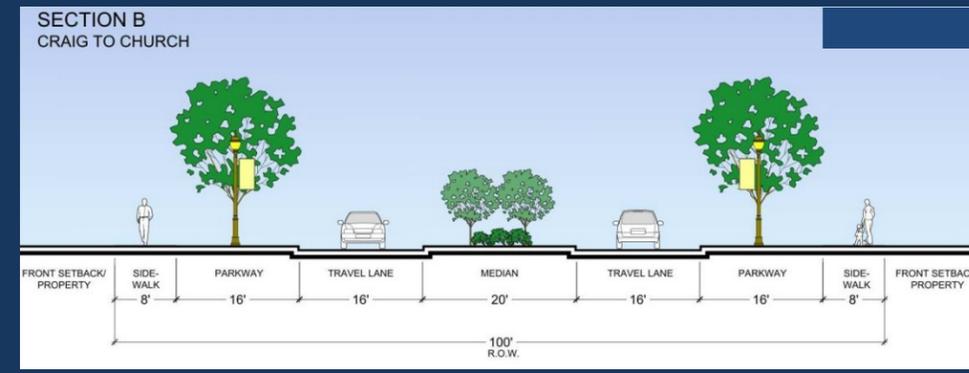
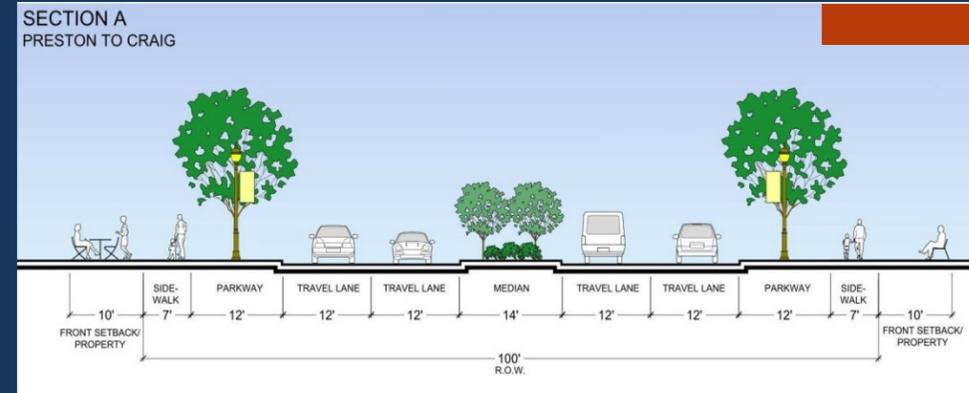
Section C: Two lane divided boulevard with a large center median containing landscaping. On-street parallel parking is permitted and a landscaped parkway separates pedestrians from traffic.

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.



Ordinance 15-19, Adopted 4/14/15

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).



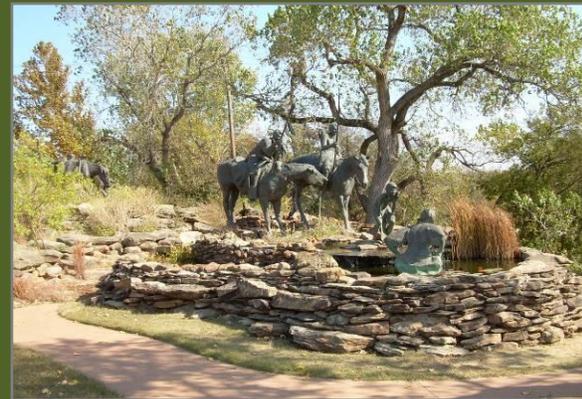
COMMUNITY CHARACTER



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.

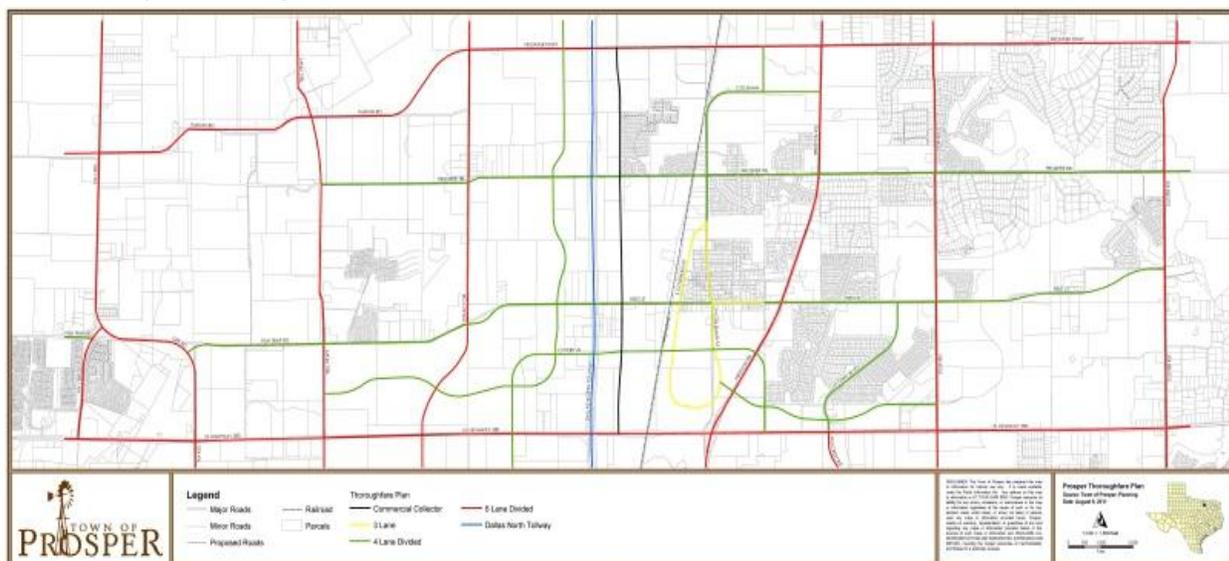
The roadway network established in the 2010 Thoroughfare Plan is a departure from the “modified hub and spoke” concept established as part of the 2004 Comprehensive Plan. That concept was aimed at localizing traffic from within the community to desired hubs of development situated within the Town. While 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.

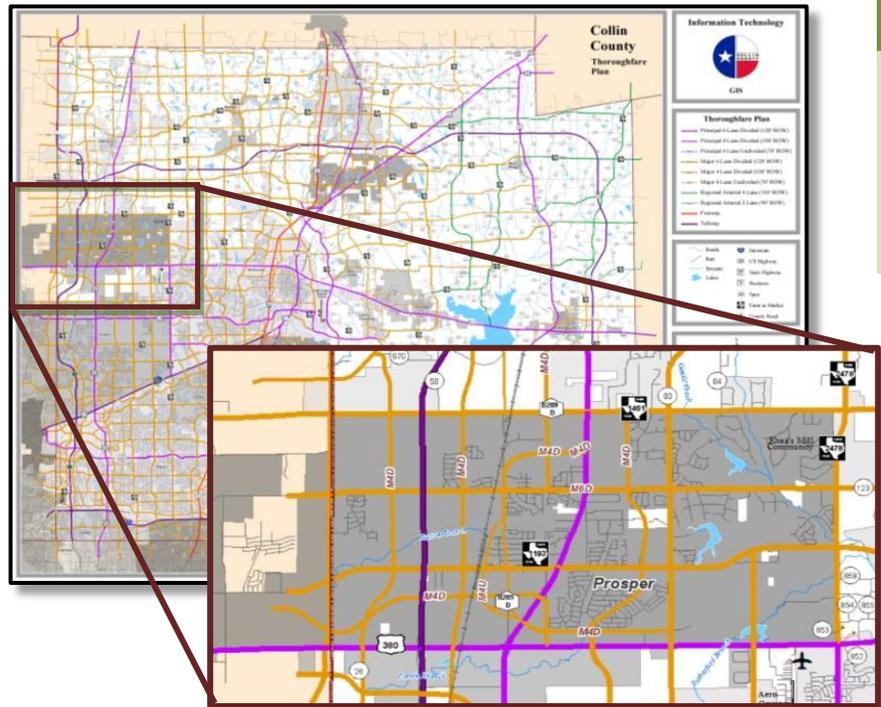
Within the Town, the 2007 County Plan contains some differences relative to the Prosper Thoroughfare Plan including:

- 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,

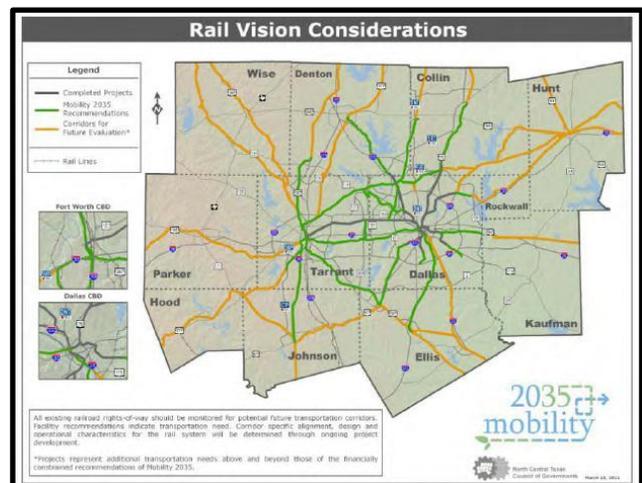
First Street, Prosper Trail and Frontier Parkway.

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

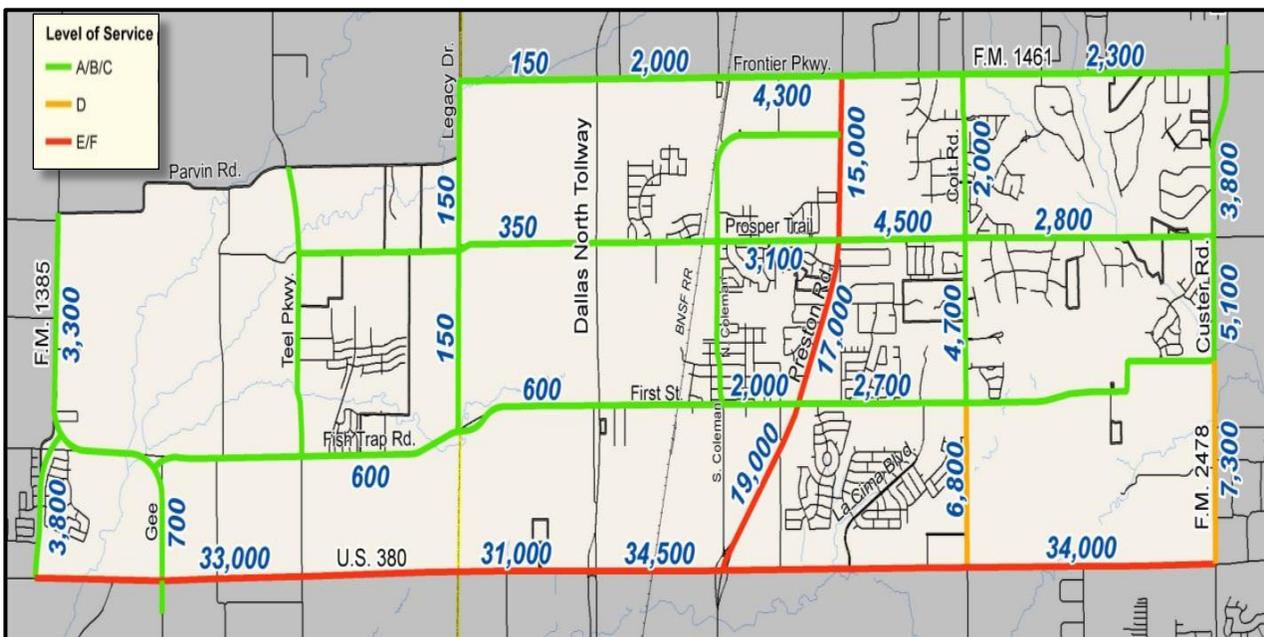
380 and Preston should alleviate traffic demands currently experienced. While peak volumes are relatively low on Coit and Custer Roads, the narrow roadway sections contribute to the reduction in operational service.

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.

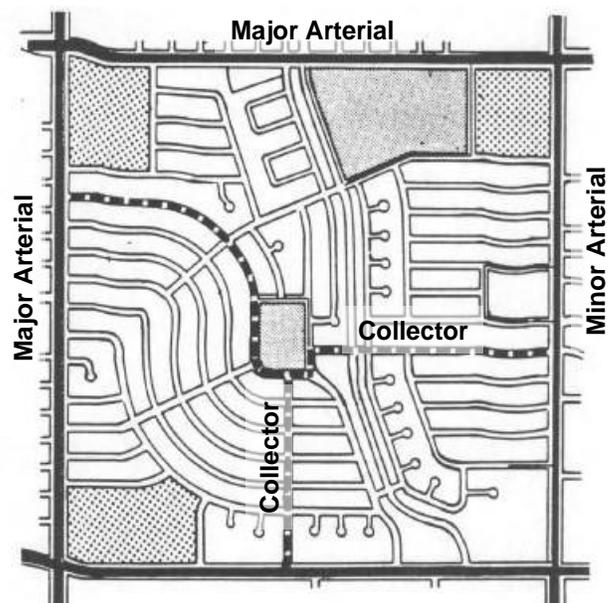
In short, the functional classification of streets provides for the circulation of traffic in a hierarchy of movement from one classification to the next. Functional classes can be subdivided further into major and minor designations to further detail their role in the community.

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:

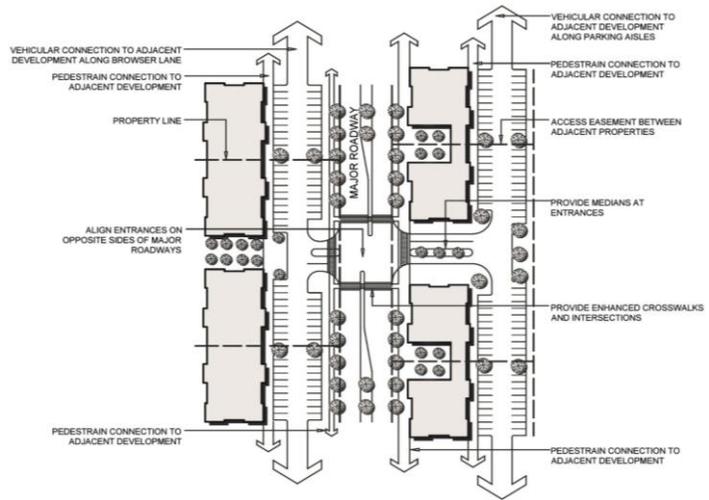
- 1) Reduces the number of ingress and egress points improving vehicular flow and reducing collisions;
- 2) Reduced driveways permit more landscaping frontage thereby enhancing roadway aesthetics; and
- 3) Reducing the number of driveways enhances the pedestrian experience by reducing pedestrian contact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



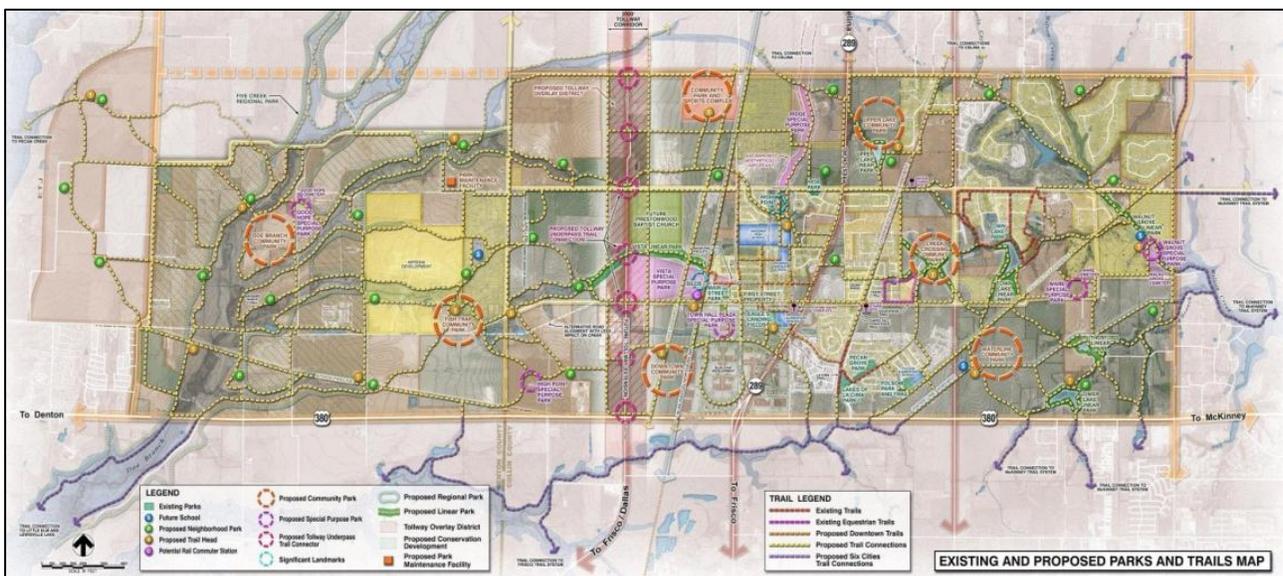
TRANSPORTATION

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

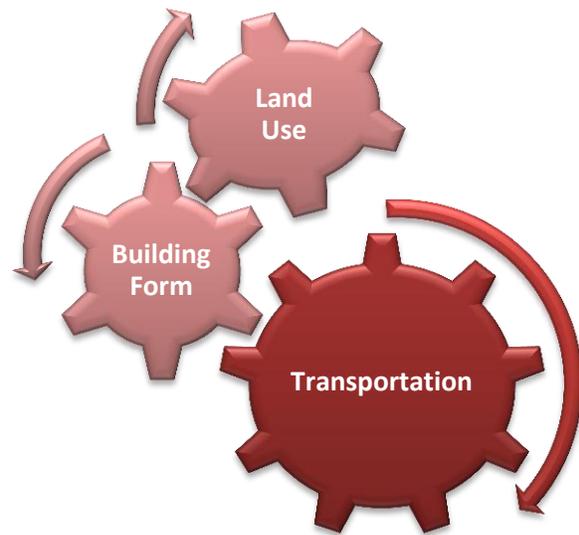


Transportation Plan

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.

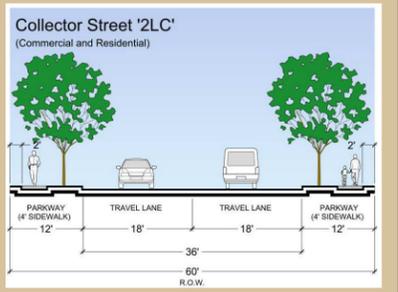
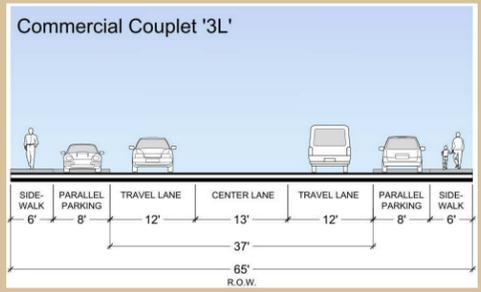
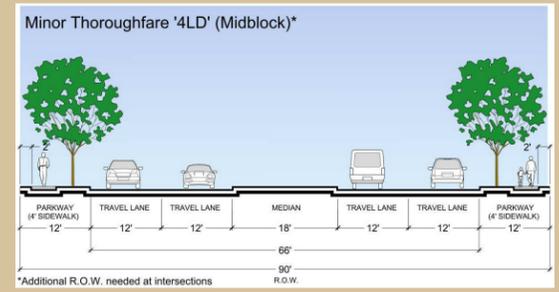
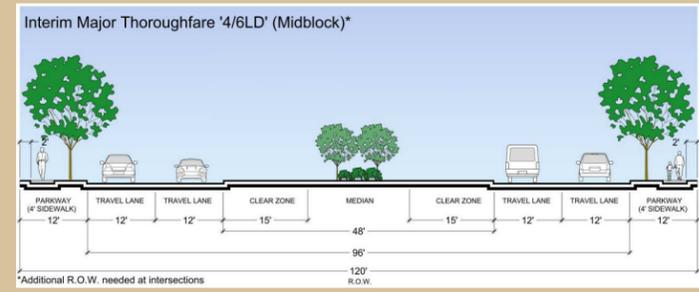
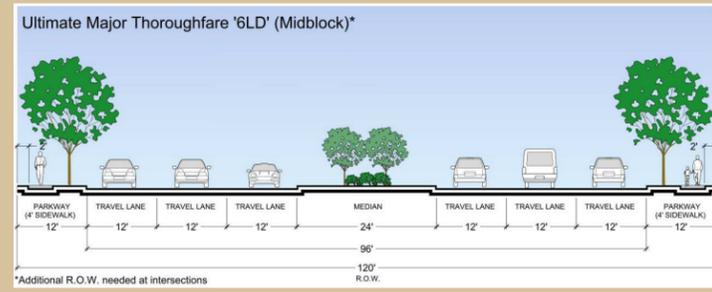
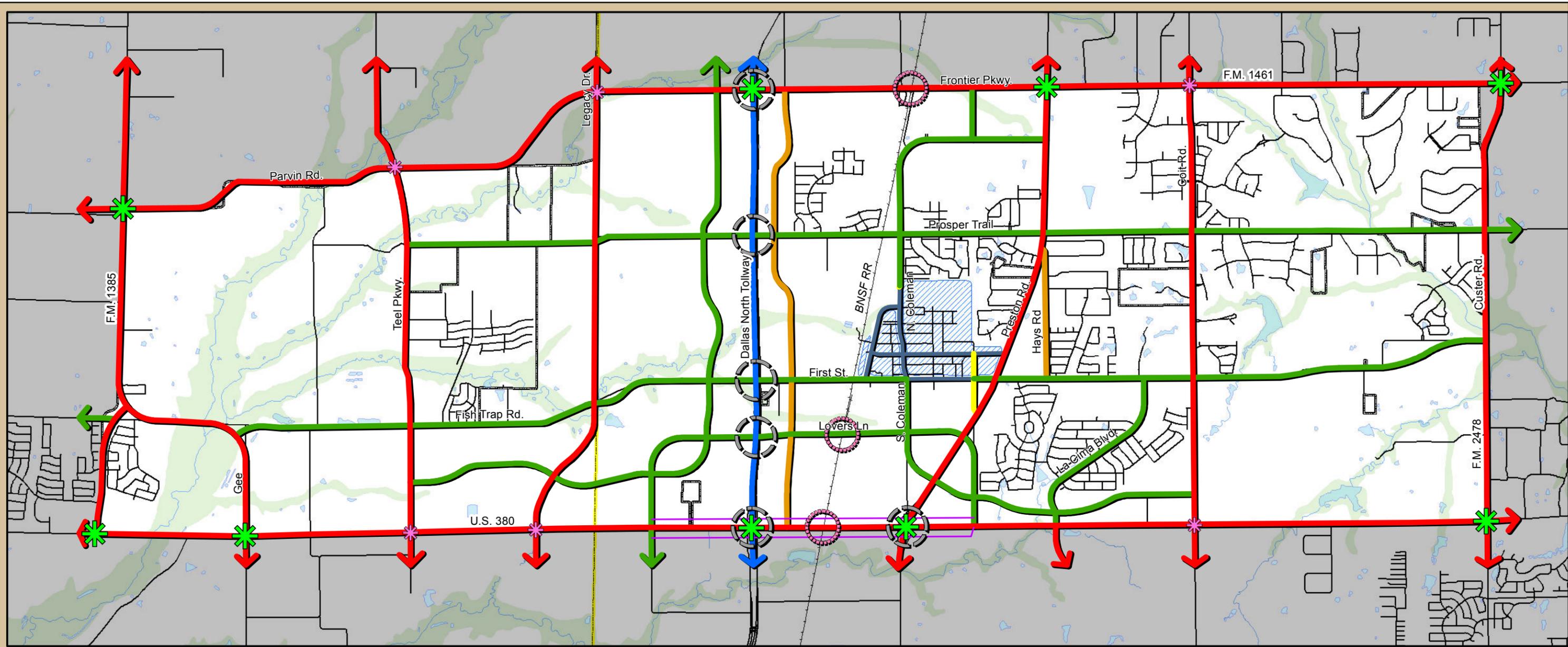


Example high-rated street design photos from the VCS



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
 Minor Gateway
 Grade Separation
 RR Grade Separation

Town of Prosper
 ETJ
 100 Year Floodplain

Miles
 0 0.25 0.5 1 1.5

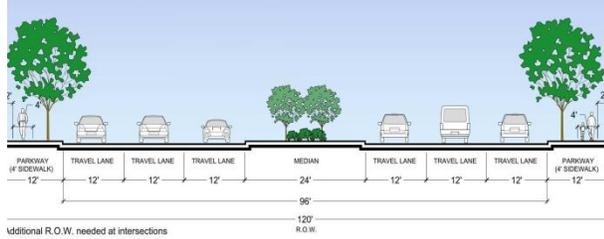
TOWN OF PROSPER

Thoroughfare Plan

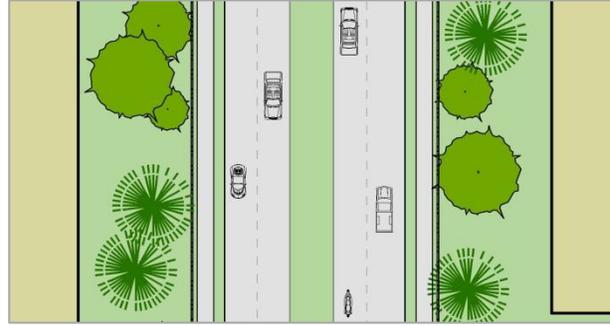
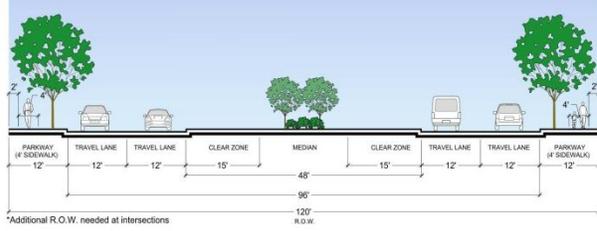
Plate 3
March 2012

Cross Sections

Ultimate Major Thoroughfare '6LD' (Midblock)*



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



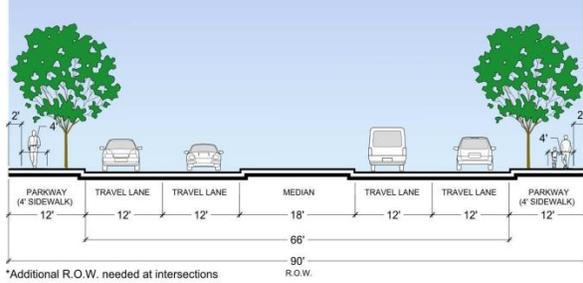
- High degree of regional mobility, traffic volumes and higher operational speeds
- Connected to regional thoroughfare facilities
- Access is carefully managed
- 6 lane divided roadway with median
- Curb and gutter with underground stormwater drainage
- Examples in Prosper include Frontier Parkway, Legacy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

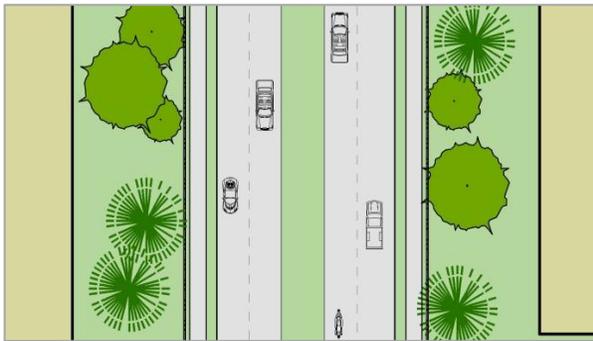
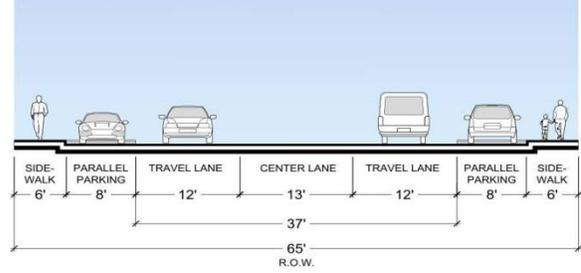


TRANSPORTATION

Minor Thoroughfare '4LD' (Midblock)*



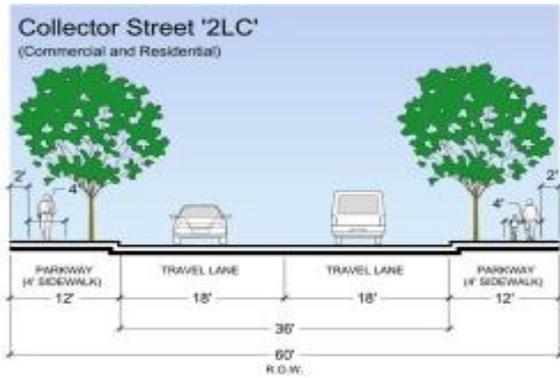
Commercial Couplet '3L'



- 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



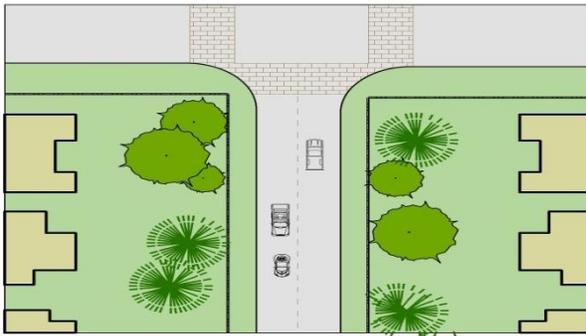


- Collection/distribution of traffic
- Back access to Frontage Road development
- Connectivity to thoroughfare and residential collector streets
- On-street parking permitted

- 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.

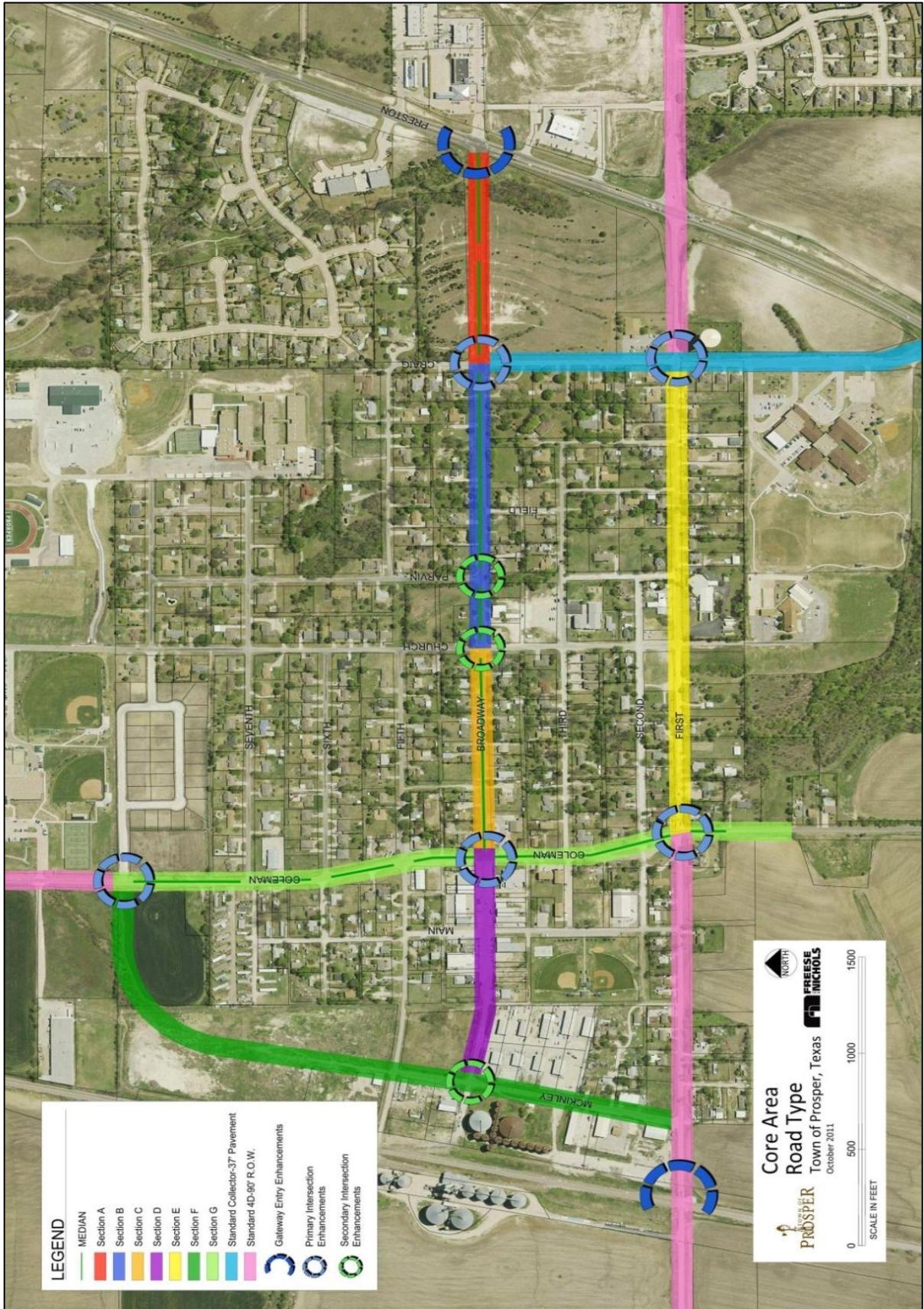
Section E: Two lane undivided roadway with on-street parallel parking and an immediately adjacent 8’ sidewalk. A large private setback of 25’ is included.

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

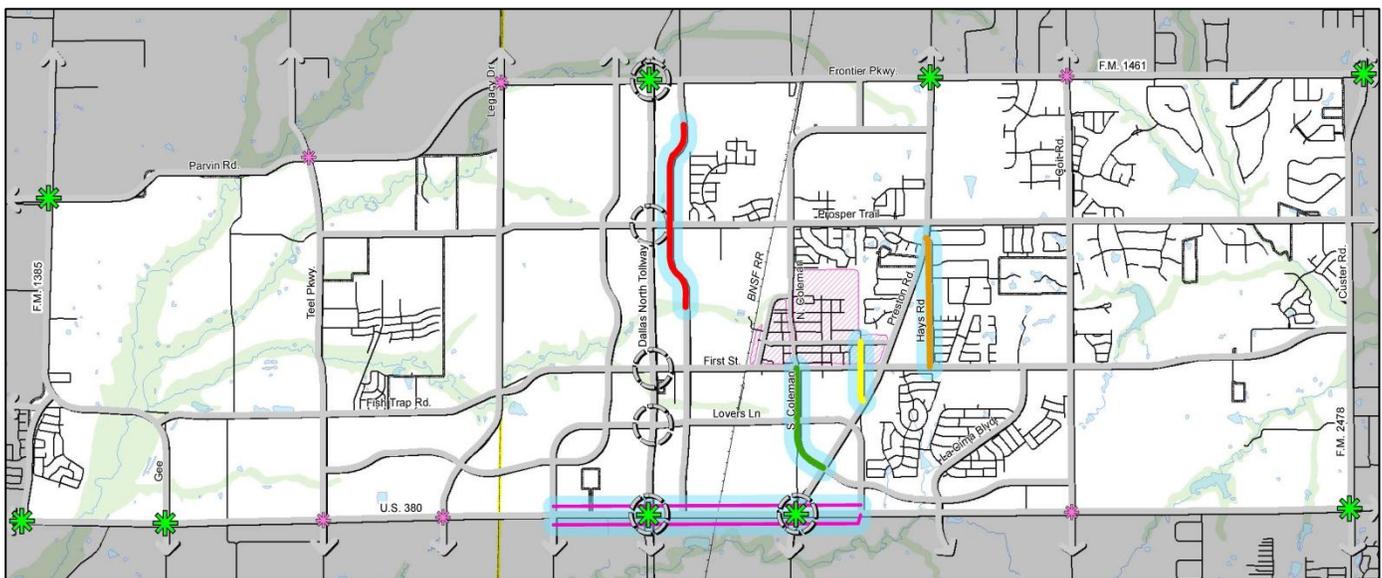
Extend and realign S. Coleman Road to intersect with Richland Blvd. at Preston Road. In addition to supporting development within Town Center, this connection would also create back access/connectivity with development anticipated east of Preston along Highway 380. Within Town Center, S. Coleman Road 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.



TRANSPORTATION



Economic Analysis

An important factor to consider in the planning process is how land use decisions ultimately impact the future financial state of the community. Therefore, Prosper’s Future Land Use Plan not only guides development within the community but it provides the financial framework enabling Prosper to provide high-quality services for its residents. The following section pertains to this very topic and provides estimates on the potential sales tax and ad valorem tax revenue that could be collected by the Town at build-out. In order to provide a detailed analysis, experts at Catalyst Commercial were consulted and provided information on future retail trade potential in Prosper based upon the Future Land Use Plan.

Analysis from Catalyst

An analysis using the projected build-out population of Prosper at 69,303 served as a basis to project a retail purchasing power of \$856,013,933, assuming 23,024 households with a \$37,183 retail trade per household. This would equate to roughly 2,853,379 square feet of retail space.

Figure 8: Retail Demand Forecast

Retail Demand Forecast	2011 City Estimate	Total Build Out Capacity
Population	10,560	69,303
Households	3,504	23,024
2010 Median Disposable Income	\$67,422	\$67,422
2010 Per Capita Income	\$35,716	\$35,716
Total Retail Trade per HH	\$37,183	\$37,183
Household Income	\$107,641	\$107,641
Retail percentage of HH Income	34.54%	34.54%
Forecasted Total Retail Trade Potential	\$130,284,948	\$856,013,933
Est. Retail Sales per Square Foot		\$300
Retail Square Footage Demand*		2,853,379

Sales Tax Analysis

Annual Total	\$17,120,278
<i>Allocation</i>	
General Fund	\$8,560,139
Economic Development	\$4,280,069
Property Tax Reduction	\$4,280,069

*Est. \$300 sales per square foot based upon International Council of Shopping Centers

Acreage

For assumption purposes, we assumed a Floor to Area Ratio (FAR) of 0.18 for retail. Dividing the total square footage of retail by the FAR and further dividing by 43,560 achieves the estimated retail acres that would be needed to accommodate the 2,853,379 square feet of retail space. This number is 364 acres.



ECONOMIC ANALYSIS

In order to determine whether or not the Future Land Use Plan could accommodate the 364 retail acres projected by the economic analysis, a number of additional assumptions were made. These assumptions were derived from staff discussions, existing zoning regulations and future characteristics believed to define each district and include:

1. Approximately 70% of the Neighborhood Services will be retail in nature.
2. Approximately 45% of the Town Center would be retail in nature. The Town Center will likely have a mixture of retail, office, residential and public space. The primary use, however, will likely be oriented around retail.
3. 10% of the Tollway District will be retail. Office uses will constitute the largest majority of land within the Tollway District. Retail areas within the Town Center will likely be at major intersections and on the first floor of vertical mixed-use apartments/lofts.
4. 10% of the Highway 380 district will be retail. Commercial uses and residential uses will constitute a significant portion of the corridor. Retail areas at major intersections, including big-box retailers, will constitute the majority of retail establishments within the corridor.

Given these assumptions, a total of 757 retail acres is expected, based upon the Future Land Use Plan scenario and the above assumptions. Additionally, the presence of visible and attractive corridors in Prosper suggests the Town will be able to attract patrons from outside of the Town itself. Our preliminary analysis indicates that, based on current spending trends experienced today, the Future Land Use Plan contains more than sufficient retail space to meet the future needs of Prosper.

Retail Assumptions	Comp. Plan Total Acres	Retail Acres per Category
Neighborhood Services*	331	231.7
Town Center**	575	258.8
Tollway District***	1,426	142.6
US 380****	1,248	124.8
Total	3,580	757.9
* Assumed 70% retail component		
**Assumed 45% retail component		
***Assumed 10% retail component		
****Assumed 10 % retail component		



Analysis

Based upon an extremely conservative allocation of retail acres, the Future Land Use Plan may accommodate approximately 750 retail acres. This is significantly higher than the 364 retail acres recommended by the economic analysis.

Retail Sales Tax

While 364 acres of retail is recommended by the economic analysis, a number of different factors may affect long-term retail needs in Prosper and include the following:

- A potential build-out population higher than the current estimate of 69,303. The 2004 Comprehensive Plan and recent impact fee reports all estimate a buildout population of over 89,000 residents. Assuming a population of 82,000 residents, Prosper could accommodate approximately 430 acres of retail.
- Prosper will have a regional retail center in the Town Center. This area of the community will have a regional draw and will attract retail patrons from outside of Prosper. Additional retail acreage, therefore, can be accommodated due to the regional nature of such retail.
- Within retail areas, other uses such as churches, public facilities, schools and other non-retail uses may occur.

Due to the above factors, it is believed that the Town could potentially accommodate the 757 retail acres depicted in the chart on page 98. As the Town grows, and as further comprehensive plan studies are completed, this number should be carefully examined and adjusted, if necessary. Based upon the assumptions from page 97, 750 acres of retail would essentially double the initial 364 acre estimates from a 17.1 million total sales tax contribution to approximately **\$34 million** in sales tax revenue (**\$17.1 million to the general fund, \$8.6 million to Economic Development and \$8.6 million to property tax reduction**). This sales tax revenue, when combined with estimated Ad Valorem Tax

revenue, would enable Prosper to be financially secure and provide high level services and/or property tax reductions to its citizens. It is also recommended that additional neighborhood service retail zoning beyond what is recommended on the Future Land Use Plan should be avoided.

The 750 acres recommended by this economic analysis should be sufficient to meet Prosper's retail needs. Additional neighborhood services retail zoning should be avoided. Nodal retail activity should be concentrated at primary intersections, and the "four corner" principle should be avoided to reduce the possibility of an oversupply of retail acreage. Strip center development along major roadways should also be avoided, as the plan recommends.

The consequences of an oversupply of retail may include:

- Vacant, underutilized land;
- Lower rental rates leading to undesirable uses;
- Pressures for additional multifamily to fill vacant parcels; and
- Blighted corridors.



ECONOMIC ANALYSIS

Ad Valorem Tax

An Ad Valorem analysis was conducted. Comparative properties were selected in each of the following Future Land Use Plan categories. Based upon the data collected from the Collin and Denton County Appraisal Districts, an average value per acre was assessed on the comparative properties to derive an estimated value per acre per land use category. The derived value per acre was then multiplied by the total number of acres within each district to calculate the total gross value of the district. Using the current tax rate of .52 cents per \$100 of assessed value, an approximate gross Ad Valorem tax contribution per district was calculated. In order to account for right-of-way, such as public streets, and tax exemptions, such as schools and churches, 30% of the total value was subtracted to derive the estimated value and Ad Valorem amount that could be contributed to the General Fund annually.

It is important to note that this analysis is for estimation purposes only and is based upon assessed values in 2011 dollars. The purpose of this analysis is to determine the approximate Ad Valorem contributions that could be generated based upon the Future Land Use Plan.

Figure 9 : Ad Valorem Estimates

District	Taxable Value	Value per Acre	Tax Revenue (.52)
Dallas North Tollway	\$2,790,756,612	\$1,957,052	\$14,511,934
Highway 380	\$1,321,585,597	\$1,058,963	\$6,872,245
Town Center	\$2,465,780,302	\$4,288,314	\$12,822,057
Business Park	\$247,358,925	\$666,736	\$1,286,266
Neighborhood Services	\$478,977,403	\$1,447,062	\$2,490,682
Old Town	\$140,457,586	\$407,123	\$730,379
High Density	\$564,358,076	\$928,221	\$2,934,661
Medium Density	\$7,015,502,244	\$1,223,919	\$36,480,611
Low Density	\$3,136,282,464	\$567,550	\$16,308,668
Gross Ad Valorem Total Value	\$18,161,059,208	-	\$94,437,507
Total Ad Valorem Value (30% ROW & Exemption)	\$12,712,741,445	-	\$66,106,255



Tax Gap

In order to determine whether or not the sales and Ad Valorem taxes generated by the Future Land Use Plan will be sufficient to cover the overall expenses incurred by the community at build-out, an approximate General Fund budget was calculated based upon the average per capita expenditures at today's spending levels.

The Fiscal Year 2010-11 budget indicates that the Town of Prosper had a General Fund budget of \$7,115,112. When this number is divided by the 2010 population of 9,423, an average per capita expenditure of \$755 per person is derived. This per capita expenditure by Prosper is comparable with other regional communities. Southlake has the highest per capital expenditure among the comparative group primarily due to its high residential property values, high-quality non-residential uses and its regional Town Center drawing patrons from outside the community. This situation enables Southlake to provide higher level services and enhanced aesthetics to its residents. The similarities between the economics and vision between Prosper and Southlake are similar in nature.

Multiplying the per capita expenditure of \$755 per person by the ultimate capacity of 69,303, an ultimate capacity General Fund budget for Prosper of \$52,323,765 is derived.

Discussed in the previous sections, the approximate Ad Valorem contribution to the General Fund at build-out would be approximately \$66.1 million. The approximate sales tax contribution to the general fund based upon the 750 retail acres would be approximately \$17.1 million. Based upon this scenario, total General Fund income from taxes at build-out would be approximately \$83.5 million. This scenario would position Prosper to be in a similar situation to Southlake and Richardson, enabling the Town to provide high quality services for its residents.

	2010 Population	FY 2010-2011 General Fund Budget	Per Capita Expenditure
Southlake	26,575	\$30,410,480	\$1,144
Richardson	99,223	\$94,180,002	\$949
Allen	84,246	\$72,270,464	\$858
Prosper	9,423	\$7,115,112	\$755
Argyle	3,282	\$2,320,366	\$707
Plano	258,841	\$182,758,485	\$706
McKinney	131,117	\$90,788,018	\$692
Frisco	116,989	\$77,945,250	\$666
Celina	6,028	\$3,945,684	\$655
Desoto	49,047	\$29,760,521	\$607
Rowlett	56,199	\$33,793,677	\$601
Little Elm	25,898	\$13,157,771	\$508

It should be noted that additional forms of sales tax, such as Industry Tax and Inventory Tax, are not included and will create additional avenues for income. These numbers are approximate and are derived for estimation purposes only.

Figure 10: Tax Gap Analysis

Total Town Ad Valorem Income at Build-out	\$66,106,255
Total Sales Tax Income at Build-out	\$17,120,278
Total Income from Tax at Build-out	\$83,590,594
Total Expenditures	\$52,323,765
Tax Gap Surplus*	31,266,829

*This is an *estimate* based upon the projected sales tax revenue and possible Ad Valorem revenue. This estimate does not include additional forms of sales tax such as Industry Tax and Inventory Tax.



ECONOMIC ANALYSIS

Economic Analysis Conclusion

Forecasted potential sales tax data indicates that Prosper has the potential to derive a significant monetary amount from sales tax receipts at build-out. This is ultimately dependent upon the community attracting high-quality retail establishments that serve residents of the community and provide regional retail destinations that attract patrons from outside of Prosper. The primary regional destinations will be located within the Town Center and at the intersection of the Dallas North Tollway and Highway 380. Additional retail may be located within the Dallas North Tollway and Highway 380 districts, but will likely be less intense in nature.

Retail/Neighborhood Service areas away from the major districts will likely serve the internal needs of Prosper, providing less intensive services to adjacent residential neighborhoods. Additional retail/neighborhood services zoning outside of the Dallas North Tollway, Town Center and Highway 380 districts should be carefully considered in order to avoid an oversupply of retail zoning. Flexibility within the Dallas North Tollway, Highway 380 and Town Center districts will enable Town staff to make appropriate, market-based land use decisions as development occurs.

An estimate of Ad Valorem taxes at build-out suggests that Prosper will have the potential for a significant Ad Valorem contribution to its General Fund. Prosper's high-quality neighborhoods and its dedication to providing high-quality retail destinations will be a primary factor in determining the ultimate Ad Valorem value of the community. As development

occurs, the community has expressed a desire to attract the highest quality development possible to protect the Town's visual character and maximize the taxable value for both the General Fund and Prosper ISD. Future non-residential land use decisions should consider the long-term potential contributions of that particular development to the community, favoring clustered nodal retail activity centers, Class A office space (office space defined by high-quality furnishings, state-of-the-art facilities and excellent accessibility) and corporate campuses over strip retail and stand-alone retail establishments.

The retail data provided indicates that the Future Land Use Plan created for Prosper provides a significant amount of retail space to meet the future needs of Prosper residents. The Future Land Use Plan also gives Town Staff, Planning & Zoning Commission and Town Council ultimate flexibility to determine where retail areas should be located within the established districts.

While the numbers provided are estimates on the potential sales tax and Ad Valorem income of the community at build-out, it is important to note that these are only estimates. To ensure that Prosper has a financially secure future, the land use and character principles outlined in this Plan should be used as a guide to attract the highest quality development possible. High-quality and long-lasting development is ultimately the key in ensuring that Prosper has a sound financial future. Focusing on attracting and maintaining such development will enable Prosper to meet the essential needs of its future residents.



Infrastructure Assessment

Planning for and providing infrastructure is perhaps one of the most important responsibilities of a municipality. Citizens need to be secure in the knowledge that they can rely on their local government to ensure that there is adequate and safe water supply and wastewater capacity for current populations and that proper plans are developed to provide for future growth. There are numerous technical studies that can be used to analyze these current and future needs for the Town. This 2012 Comprehensive Plan is not intended to take the place of these detailed technical efforts. The purpose of the Comprehensive Plan is to determine whether the Town has made or plans on undertaking these efforts. This Infrastructure Assessment is intended to provide an overview of Prosper's infrastructure system and capacity of that system in relation to the current population and the future projected population.

Previous Planning Efforts

The most recent large scale, in-depth analysis of future water and wastewater needs was completed in 2006 by Freese and Nichols, Inc. (FNI). At that time FNI developed a Water Distribution Master Plan and a Wastewater Collection Master Plan. These studies analyzed growth based on the Future Land Use Plan in place at that time and used typical usage factors for water and wastewater based on historical water usage and wastewater flows in Prosper. The study developed Capital Improvement Plans intended on implementing the recommendations in the technical studies and provided mapping of the proposed improvements. The Water and Wastewater Capital Improvement Plans were updated in 2011 for the Impact Fee Update, also performed by FNI. The recommended improvements outlined in the Impact Fee Study are intended to provide the required capacity and reliability to meet projected water demands and wastewater flows through Buildout. Due to timing of the Impact Fee Study

Existing Lift Station in Prosper



and Comprehensive Plan projects, the recommended water and wastewater projects developed in the Impact Fee Study were based on growth rates and Future Land Use Plan developed prior to the 2012 Comprehensive Plan.

Infrastructure Goals and Objectives

The goal and objectives for infrastructure are shown below:

Goal: Ensure that existing water, wastewater and storm drainage systems and future plans adequately serve current and future residents and businesses.

Objective 1: Investigate any deficiencies in the infrastructure systems.

Objective 2: Develop concepts that will address deficiencies of the infrastructure system.

Objective 3: Strive for an infrastructure system that will effectively and economically serve existing and projected needs of the community in a safe and efficient manner.

Objective 4: Ensure that infrastructure is compatible or expanded to support future development, specifically in key development areas.



INFRASTRUCTURE ASSESSMENT

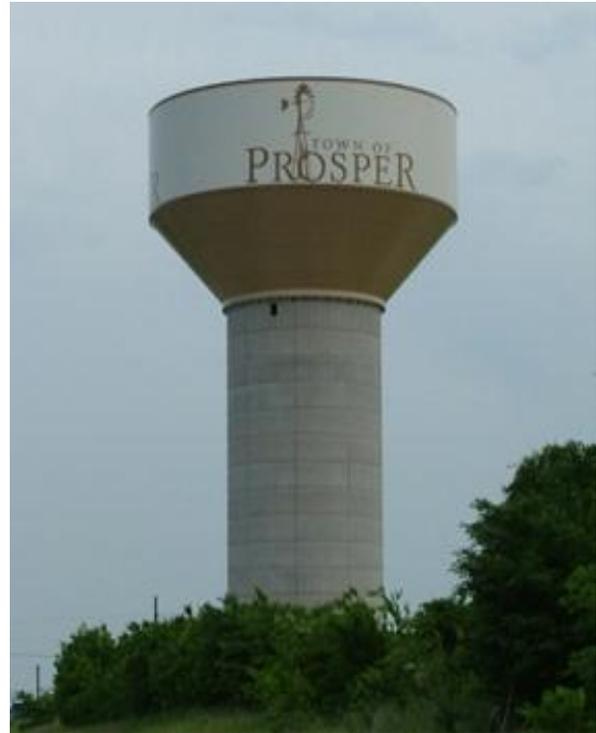
Water System

Existing Characteristics

North Texas Municipal Water District (NTMWD) is a regional water provider with a treatment capacity of 770 million gallons of water per day and serves approximately 1.6 million people. NTMWD currently serves water to the Town of Prosper through a 48" transmission line in the northwest portion of NTMWD's system. The water from NTMWD is dropped into a 3 million gallon (MG) ground storage tank and re-pumped to serve the Prosper distribution system through a 30" water line. The NTMWD delivery point into the Town of Prosper is in the southeast portion of the Town, and this is the only existing treated water delivery point. The Town relies on NTMWD for all treated water and does not utilize existing wells in the system. In addition, there are not emergency water connections with surrounding entities.

Storage and Usage

The Town had an average daily flow of 1.9 million gallons per day in 2010, and Town records show 3,230 active water accounts. This number includes both normal domestic connections and irrigation-only connections. The Texas Commission on Environmental Quality (TCEQ) requires 200 gallons per connection of storage of which 100 gallons must be elevated storage. The Town currently has a 2 million gallon elevated storage tank near Preston Road and First Street and 3 million gallons in ground storage at the NTMWD delivery point. Since the limiting factor in this case is the elevated storage capacity, based on the current elevated capacity of 2 million gallons, the number of connections that would be allowed by TCEQ is 20,000. FNI developed criteria in the 2011 Impact Fee Update for sizing of storage and pumping capacity for the Town. These criteria are more stringent than TCEQ requirements and take into consideration many additional factors including operational flexibility, fire protection, system redundancy, and energy efficiency. The design criteria recommended to size ground storage tank



capacity is to provide adequate storage volume to meet 8 hours of maximum day demand. The design criteria recommended for elevated storage capacity is twice the required volume needed to meet 35% of the peak hour demand for a duration of 3 hours. The design criteria recommended for pump station capacity is providing a firm pumping capacity to meet 65% of the peak hour demand. The firm pumping capacity is defined as the total available pumping capacity with the largest pump out of service to each pressure plane.



Considerations for the Future

Generally speaking, the planning that has taken place regarding water infrastructure has served the Town very well. The population and land use data in the 2011 Impact Fee Update was used to develop future water demands.

Conservation measures in place for the future were taken into account in determining the projected water usage. The current Water System Capital Improvement Plan was completed in 2011 for the Impact Fee Update, and recommended improvements to serve the Town through Buildout are shown on Plate 4. Since that time, and as a result of this Plan, population growth has changed and land uses have changed. In order to remain relevant, the Capital Improvements Plan should be either revised or updated as plans are developed in order to ensure consistency.

Water Short Term Recommendations:

1. Yearly monitoring of growth to guide implementation of water system projects.
2. Evaluate whether the Lower Pressure Plane should be served through a dedicated Lower Pressure Plane Pump Station at the existing NTMWD delivery point site or through a new Upper Trinity Regional Water District (UTRWD) delivery point on the west side of the Town. This should be determined prior to design of the proposed 42" Lower Pressure Plane line and Pump Station, and this project is recommended to be under design in 2016 based on growth rates and land use assumptions in the 2011 Impact Fee Study.

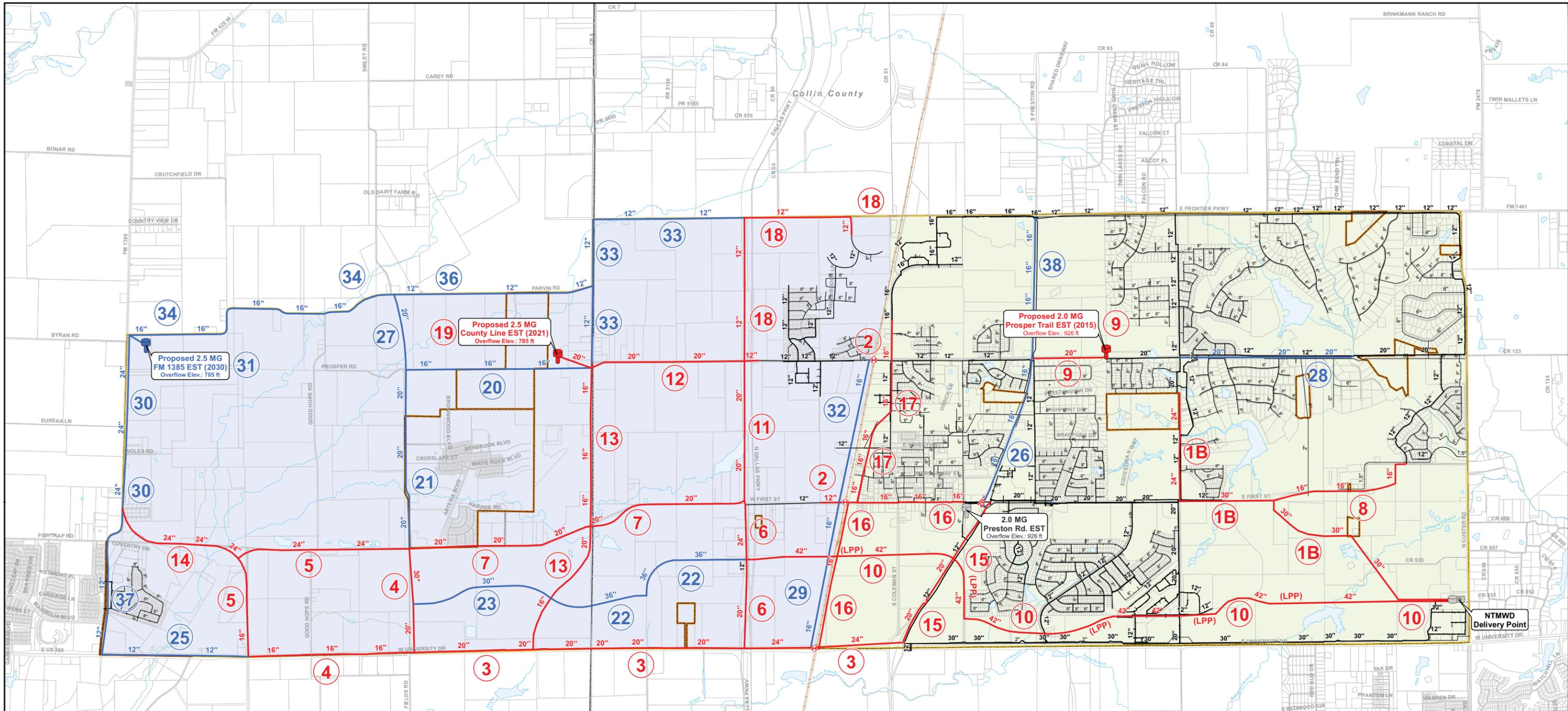
Water Long Term Recommendations:

1. Coordinate with NTMWD to receive additional water supply capacity to meet projected water demands.
2. Continue implementation of the projects indicated in the 2011 Impact Fee Update.
3. Update Water Master Plan and Impact Fee CIP at least every 5 years or more frequently if land use assumptions or service provider assumptions change significantly.
4. Investigate an emergency interconnect with an adjacent entity to increase water system reliability and redundancy.



INFRASTRUCTURE ASSESSMENT





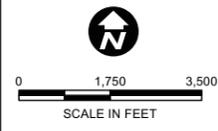
**PLATE 4
TOWN OF PROSPER
BUILDOUT WATER SYSTEM
CAPITAL IMPROVEMENT PROJECTS**

LEGEND

- | | | | | | |
|--|---------------------------------------|--|--|--|----------------------|
| | Pressure Reducing Valve | | 2011 - 2021 Water Line Improvement | | Lake |
| | 2011 - 2021 Elevated Storage Tank | | 2022 - Buildout Water Line Improvement | | Parcel |
| | 2022 - Buildout Elevated Storage Tank | | 8" and Smaller Water Lines | | Town Limit |
| | Existing Elevated Storage Tank | | 10" and Larger Water Lines | | ETJ Boundary |
| | Existing Ground Storage Tank | | Road | | County Boundary |
| | Existing Pump Station | | Railroad | | Lower Pressure Plane |
| | | | Stream | | Upper Pressure Plane |

NTMWD Delivery Point Improvements

- 1A** Expand UPP PS to 20 MGD and Add 5.0 MG GST (2013)
- 10** Construct 10 MGD LPP Pump Station (2018)
- 24** Expand UPP PS to 30 MGD, Add 5.0 MG GST and Expand LPP to 25 MGD (2024)
- 35** Expand LPP PS to 40 MGD and Add 5.0 MG GST (2034)



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Wastewater System

Existing Characteristics

The Town of Prosper is currently served by the NTMWD for wastewater treatment. The treatment plant serving the Town is the Wilson Creek Regional Treatment Plant located near Fairview on Lake Lavon. This plant also serves Anna, Melissa, Princeton, McKinney, Allen, Fairview, Frisco, Lucas, Richardson, Parker, and Plano. The current average day capacity of the Wilson Creek WWTP is 48 MGD, with a build-out capacity of 112 MGD. The NTMWD interceptor runs through the northeast corner of the Town of Prosper.

Due to the terrain within the Town, lift stations are required to make the collection system effective and send all wastewater flow to the NTMWD system. The Town currently has 6 large lift stations in operation for this purpose. The Gentle Creek and Steeple Chase lift stations have already been abandoned, and the remainder of the lift stations with the exception of La Cima will be abandoned in the future with proposed projects.

Considerations for the Future

Generally speaking, the planning that has taken place regarding wastewater infrastructure has served the Town very well. The Town signed an agreement with Upper Trinity Regional Water District (UTRWD) in December 2007 to send a majority of future wastewater flows to an existing UTRWD interceptor in the west side of Prosper. This was a very strategic move for the Town as it will allow the Town to abandon a majority of existing lift stations and significantly reduce capital and operations and maintenance (O&M) costs by removing lift stations and force mains from the Wastewater Capital Improvement Plan. The current Wastewater System Capital Improvement Plan was completed in 2011 for the Impact Fee Update, and recommended improvements to serve the Town through Buildout are shown on Plate 5. As soon as the interceptor from the abandoned WWTP to the UTRWD interceptor is completed,

the lift station at the WWTP and 12" force main will no longer be utilized to send Subbasin 2 and 4 wastewater flows to the NTMWD system. The long term plan is to continue to send wastewater flows in Subbasins 5 and 6 to the NTMWD system, and wastewater flows in Subbasins 1, 2, 3, and 4 will be sent to the UTRWD system.

Since development of the Capital Improvement Plan for the Impact Fee Update, and as a result of this Plan, population growth has changed and land uses have changed. In order to remain relevant, the Capital Improvements Plan should be either revised or updated as plans are developed in order to ensure consistency.

Wastewater Short Term Recommendations:

1. Yearly monitoring of growth to guide implementation of wastewater system projects.
2. Continue to eliminate existing lift stations to reduce O&M costs.

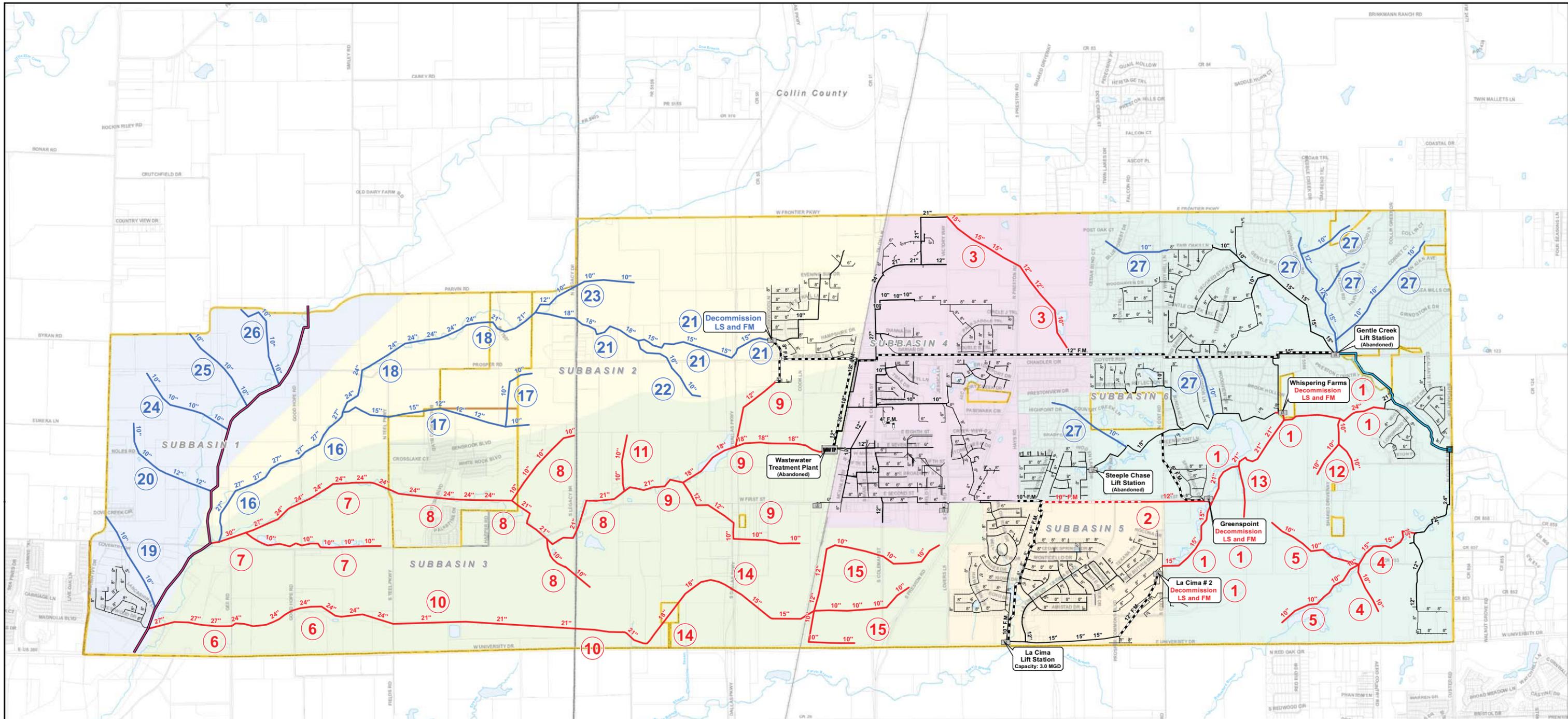
Wastewater Long Term Recommendations:

1. Future acquisition of additional wastewater treatment capacity from NTMWD and UTRWD.
2. Continue implementation of the projects indicated in the 2011 Impact Fee Update.
3. Update Wastewater Master Plan and Impact Fee CIP at least every 5 years or more frequently if land use assumptions or service provider assumptions change significantly.
4. Consider conversion of existing services on septic systems to the Prosper wastewater system.



INFRASTRUCTURE ASSESSMENT





**PLATE 5
TOWN OF PROSPER
BUILDOUT WASTEWATER SYSTEM
CAPITAL IMPROVEMENT PROJECTS**

LEGEND

- | | | | | | |
|--|---|--|--------------------------------|--|-----------------|
| | Wastewater Treatment Plant | | 2011- 2021 Wastewater Line | | Stream |
| | Existing Lift Station | | 2022- Buildout Wastewater Line | | Lake |
| | NTMWD Meter | | UTRWD Wastewater Line | | Parcel |
| | Existing 10" and Larger Wastewater Line | | NTMWD Wastewater Line | | Town Limit |
| | Existing 8" and Smaller Wastewater Line | | Road | | ETJ Boundary |
| | Existing Force Main | | Railroad | | County Boundary |

MAJOR BASINS	
	Subbasin 1
	Subbasin 2
	Subbasin 3
	Subbasin 4
	Subbasin 5
	Subbasin 6



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Storm Drain System

Freese and Nichols, Inc. assessed the Town's existing drainage utility system needs and identified recommended updates to the existing drainage utility system fee in 2010 as part of the Drainage Utility System Fee Development Report. The assessment included a visual inspection, as well as discussions with Town Staff, of several areas within the Town that have flooding or potential flooding issues. The study identified and prioritized storm drain infrastructure facilities across the Town that are in need of replacement or upsizing to anticipate increases in flows or to correct current drainage problems. Eight major maintenance and capital projects and seven routine maintenance projects were identified. All solutions presented in the study were conceptual in nature and only used to provide a range of estimated construction costs for comparison purposes. Each capital project location will require a detailed study by a licensed engineer that should consider other alternatives before a final solution can be determined. As the Town continues to develop, a Comprehensive Drainage Utility System Master Plan should be completed to further identify and refine storm water management projects.

The Town is currently not subject to new federal storm water quality regulations (Phase II MS4) that would require the Town to further protect and enhance water quality in creeks and lakes through the development of a storm water quality management program. However, the Texas Commission on Environmental Quality (TCEQ) will issue the next Phase II MS4 permit in August 2012, and the determination of regulated communities would be based upon each community's 2010 U.S. Census population. Based on population growth in and around Prosper over the last decade, it is likely that the Town will become subject to the Phase II MS4 requirements.

As an operator of a small municipal separate storm sewer system (MS4), the Town would be required to develop a multi-faceted program to

protect storm water quality before it enters creeks, rivers, and lakes. The program includes a number of measures to protect storm water quality, such as the following:

- Drainage utility system maintenance;
- Structural and non-structural water quality protection measures;
- Drainage utility system mapping and inspections;
- Public education, outreach and involvement;
- Town ordinances regulating construction activity, illicit discharges, and post-construction runoff; and
- Town staff training and operations improvements.



INFRASTRUCTURE ASSESSMENT

Considerations for the Future

As development continues within the Town of Prosper, several actions should be taken to handle drainage and storm water management issues.

Storm Water Short Term Recommendations:

1. Consider establishing a program to conduct routine inspections and operations and maintenance (O&M) activities throughout the drainage utility system to minimize flooding potential, reduce creek erosion, and protect storm water quality.
2. Yearly monitoring of capital project needs to guide implementation of storm drain system projects outlined in the 2010 Drainage Utility System Fee Development Report.

Storm Water Long Term Recommendations:

1. Develop a Comprehensive Drainage Utility System Master Plan. This plan will provide an in-depth analysis of current drainage facilities and project the need for future facilities (detention, culverts, channel enhancements, etc.) based on the adopted Future Land Use Plan. The drainage utility system master plan can be a powerful tool that helps define the direction of future development, the protection of natural

resources, and the integration of public spaces such as parks in the Town.

2. Review current subdivision standards to ensure that new developments bear responsibility to ensure that these developments do not adversely impact the overall storm water system within the Town.
3. Review the drainage utility system fee rates in several years to consider any changes that the Town might want to incorporate in the drainage utility system fee rate. Potential changes might include increased costs for equipment, additional CIP projects that may be needed, increasing water quality regulatory compliance requirements and others.
4. Continue implementation of projects outlined in the 2010 Drainage Utility System Fee Development Report.
5. Prepare a storm water quality management plan and implement over a 5-year period a storm water quality management program to meet the requirements of the pending 2012 TCEQ Phase II MS4 general permit.



Implementation Plan

The importance of planning can never be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion, consistent with the Comprehensive Plan. The future of Prosper will be shaped with the policies and recommendations developed in this 2012 Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the Town’s built and social environments. Prosper has taken an important leadership role in defining its future, with the adoption of this Plan. The Plan will provide a very important tool for Town Staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of Prosper. The future quality of life in Prosper will be substantially influenced by the manner in which the Plan recommendations are administered and maintained.

Planning for the Town's future should be a continuous process, and this Plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends. Changes in Prosper’ socioeconomic climate and in development trends that were not anticipated during preparation of the Plan will occur from time to time, and therefore, subsequent adjustments will be required. Elements of the Town that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention.

Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing Town regulations or processes, while others may require the establishment of new regulations, programs, or processes. This final section of the 2012 Comprehensive Plan describes specific ways in which Prosper can take the recommendations within this plan from vision to reality.

Proactive and Reactive Implementation

There are two primary methods of Plan implementation: proactive and reactive methods. To successfully implement the Plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Prosper are described within this Implementation Chapter.

Examples of proactive methods include:

- Establishing or updating subdivision regulations;
- Establishing or updating zoning regulations; and
- Developing a capital improvements program (CIP), by which the Town expends funds to finance public improvements to meet objectives cited within the Plan.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.



IMPLEMENTATION PLAN

Roles of the Comprehensive Plan

Guide for Daily Decision-Making

The current physical layout of the Town is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Prosper' physical form. The composite of all such efforts and facilities creates the Town as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The Town, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the Town.

Flexible and Alterable Guide

This 2012 Comprehensive Plan is intended to be a dynamic planning document for Prosper – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The Town Council and other Prosper officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of Prosper.

Annual Review

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the plan in light of current conditions, and to prepare a report on these findings to the Town Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the plan should include consideration of the following:

- The Town's progress in implementing the plan;
- Changes in conditions that form the basis of the plan;
- Community support for the plan's goals, objectives & policies; and
- Changes in State laws.

The full benefits of the Plan for Prosper can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the Town become apparent, the Plan should be revised rather than ignored. By such action, the Plan will remain current and effective in meeting the Town's decision-making needs.



Complete Review and Update with Public Participation

In addition to periodic annual reviews, the Comprehensive Plan should undergo a complete, more thorough review and update every 5 or 10 years. The review and updating process should begin with the establishment of a Steering Committee, similar to the one that was appointed to assist in the preparation of this Plan. If possible, this committee or the Planning and Zoning Commission should be in charge of periodic review of the plan. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and developers and business owners.

Regulatory Mechanisms

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Plan. Each zoning, development and subdivision decision should be evaluated and weighed against applicable proposals contained within the Plan. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly in order to ensure consistency and fairness in future decision-making. Amending the Subdivision Ordinance and Zoning Ordinance represent two major proactive measures that the Town can take to implement 2012 Comprehensive Plan recommendations.

Zoning Ordinance

Zoning is perhaps the single most powerful tool for implementing Plan recommendations. The Town's Zoning Ordinance should be updated with the recommendations contained within the chapters of this 2012 Comprehensive Plan. All zoning and land use changes should be made within the context of existing land uses, future land uses, and planned infrastructure, including roadways, water and wastewater.

Zoning Text Amendments

Consideration should be given to updating areas of the zoning ordinance that may allow ideas, principles or design standards identified within this Comprehensive Plan to be more easily achieved. Their implementation will not only improve future development and interaction between land uses, but will also improve Prosper's overall image and livability. Such changes may involve landscaping setbacks, non-residential building design, and additional tree requirements, to name a few. These recommendations should be itemized and prioritized, and should be incorporated into the Zoning Ordinance accordingly.

Zoning Map Amendments

State law gives power to cities to regulate the use of land, but regulations should be based on a plan. Therefore, Prosper's Zoning Map should be as consistent as possible with the Comprehensive Plan, specifically the Future Land Use Plan. It is not reasonable, however, to recommend that the Town make large-scale changes in its zoning map changes immediately. It is therefore recommended that the Town prioritize areas where a change in current zoning is needed in the short-term and that efforts be concentrated on making such changes. In the long-term, consistent zoning policy in conformance with the Future Land Use Plan will achieve the Town's preferred land use pattern over time.

Subdivision Ordinance

The act of subdividing land to create building sites has a major effect on the overall design and image of Prosper. Much of the basic physical form of the Town is currently created by the layout of streets, easements, and lots. In the future, the basic physical form of Prosper will be further affected by such action. Requirements for adequate public facilities are essential to ensure the Town's orderly and



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efficient growth. Plan recommendations, such as cross-access easements, should be incorporated within the Subdivision Ordinance.

Implementation Goals and Objectives

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2012 Comprehensive Plan will be difficult to realize.

The following section contains the original six community goals established within the Community Vision chapter of this comprehensive plan. Under each of the six community goals, more specific objectives are included to guide plan implementation. The objectives listed are derived from recommendations contained within the comprehensive plan document as well as ideas heard from the CPAC and general public.

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

- Objective 1.1: Provide a range of housing in Prosper, which takes into consideration, among other things, data relating to income, education levels and ethnicity.
- Objective 1.2: Maximize development along the Dallas North Tollway by providing opportunities for Class A office space (office space defined by high-quality furnishings, state-of-the-art facilities and excellent accessibility), corporate campus development and mixed-use retail/residential development.
- Objective 1.3: Create specific landscaping and thematic design guidelines for development along the Dallas North Tollway.
- Objective 1.4: Promote larger-scale master planned developments over small-scale individual developments along the Dallas North Tollway by discouraging individual developments under 5 acres in size.
- Objective 1.5: Maximize development opportunity along Highway 380 by providing nodal commercial and retail activity. Retail, commercial, service and big-box uses should be focused primarily around major intersections with mid-block sections being utilized for medium density residential uses and office space. Continuous strip development should be avoided.
- Objective 1.6: Utilize the Town Center for a regional draw, bringing in patrons from outside of Prosper.
- Objective 1.7: Ensure that the core of the Town Center contains a higher degree of urban design with buildings situated up to the building line, wide sidewalks, street trees and pedestrian amenities. Preferred examples include the Shops at Legacy and the Shops at Watters Creek.
- Objective 1.8: Include public space within the Town Center to serve as a focal point for the Town Center and to provide space for community events and festivals.
- Objective 1.9: Encourage the use of structured parking within the Town Center and Dallas North Tollway Districts to minimize the negative impact of large scale parking lots. Require structured parking to be strategically located to minimize visibility from the public view.
- Objective 1.10: Include public facilities, such as a new Town Hall, Community Services facility or Library, within the Town Center or Old Town districts.



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- Objective 1.11: Provide a network of connections, both vehicular and pedestrian, that allow movement and access to various portions of the Town Center and adjacent neighborhoods and districts.
- Objective 1.12: Preserve the integrity of Old Town and encourage complementary and compatible redevelopment and infill development including new single family residences containing a farm/ranch theme, residential to office conversions and “main street” retail with studio apartments along the western end of Broadway.
- Objective 1.13: Plant trees within the parkway along roads in Old Town to establish a mature tree canopy thereby contributing to the historic theme of the area.
- Objective 1.14: Utilize the Old Town Roadway Plan to prioritize street improvements within Old Town and utilize street improvements to facilitate new development.
- Objective 1.15: Utilize the BNSF railroad to create a high-tech, clean industry Business Park.

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

- Objective 2.1: Encourage the implementation of the Parks Master Plan as development occurs to facilitate the creation of an interconnected park and trails system in Prosper at buildout.
- Objective 2.2: Update the 2004 Facilities Master Plan to ensure that public facilities, such as fire, police and other public services, are coordinated with land use projections in the Future Land Use Plan.
- Objective 2.3: Work with Prosper Independent School District to coordinate future school facilities planning with land use projections in the Future Land Use Plan.
- Objective 2.4: Continue to require developers to dedicate 1 acre of park land for every 35 dwelling units constructed.
- Objective 2.5: Encourage developers to preserve riparian zones and mature tree stands on development sites and utilize such areas for residential park and open space areas.
- Objective 2.6: Preserve existing tree cover, when possible, by creating a tree preservation ordinance and by conducting a natural assets inventory plan.
- Objective 2.7: Encourage the use of rural design characteristics on new roadway construction projects including the use of traditional lighting features, wide setbacks, native plant materials, wildflowers and increased tree coverage.
- Objective 2.8: Utilize cladding and form-lining at culvert crossings to create the impression of a roadway bridge.
- Objective 2.9: Determine if certain roadways within the community can maintain their existing rural context, particularly roadways that may not require widening to meet future demands.
- Objective 2.10: Identify roadways that may be intentionally designed to be more rural in character, potentially containing bioswales and other natural drainage features. Appropriate roadways may include those that traverse residential districts and contain little if any commercial development.
- Objective 2.11: Encourage developers to use native planting materials and rural planting designs within the private setback zone/landscape easement.
- Objective 2.12: Develop and utilize design guidelines that address the use of rural characteristics on development walls, neighborhood entrances and other accessory structures visible from the public right-of-way.



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Objective 2.13: Consistently use rural architectural/design guidelines within neighborhood service retail centers.

Objective 2.14: Consider “dark skies.”

Objective 2.15: Work with the Prosper Historical Society to encourage the preservation of key historic landmarks within Old Town and ensure that new development within Old Town is designed to reflect an early 20th century historic theme.

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

Objective 3.1: Encourage the development of quality housing throughout Prosper that meets the needs of a diversity of housing needs, taking into consideration, among other things, data relating to income, education levels and ethnicity, for the full life-cycle of citizens to include, but not limited to:

- Ensure that there are provisions for meeting the housing type and affordability needs of families with children, single parents with children, young adults just leaving home, young professionals, empty-nesters retirees and the elderly.
- Ensure that there is an adequate supply of workforce housing throughout Prosper for those who work in the service industry in Prosper.
- Ensure that all homes are situated with an appropriate level of positive attributes to maintain desirability, value and reinvestment.

Objective 3.2: Require the use of long-lasting/durable building materials, such as stone or brick, and encourage the use of high pitched roofs to enhance the overall housing appearance.

Objective 3.3: Require the formation of neighborhood associations (HOAs) with all new developments to maintain common property, provide a sense of identity and encourage long-term private property maintenance.

Objective 3.4: Encourage developers to include neighborhood amenities such as parks, open spaces, neighborhood pools and other such features which enhance the overall desirability of individual neighborhoods.

Objective 3.5: Encourage developers to arrange lots in a manner that maximizes residential access to open space when natural areas are present.

Objective 3.6: Work with developers to ensure that the majority of lot sizes within a given development are over 12,500 square feet in size.

Objective 3.7: Low density residential areas should not exceed a gross density of 1.6 dwelling units per acre.

Objective 3.8: Medium density residential areas should not exceed a gross density of 2.5 dwelling units per acre.

Objective 3.9: Ensure that single family residential neighborhoods are protected from more intensive areas of development, such as development located within the Dallas North Tollway, Town Center, Business Park and Highway 380 districts, by using screening and buffering techniques. Screening may include enhanced landscaping, brick or masonry screening walls and landscaping berms, among others.

Objective 3.10: Encourage the use of floodways as a natural buffer between low and high intensity areas.



- Objective 3.11: Utilize the trail network identified within the Park Plan to provide access to the network of community parks and to enhance connectivity between individual neighborhoods.
- Objective 3.12: Ensure that neighborhoods have at least two roadway access points and encourage roadway connections between neighborhoods to provide more direct and interconnected forms of vehicular and pedestrian travel.

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

- Objective 4.1: Zone key roadway intersections for retail while utilizing remaining land adjacent to major roadways for residential to avoid stripped out arterial roadways
- Objective 4.2: Avoid four-corner retail zoning to avoid an oversupply of retail zoning.
- Objective 4.3: Limit driveways within 150 feet of major intersections to encourage larger scale, master planned retail centers over individual retail establishments.
- Objective 4.4: Encourage the creation of nodal, master planned retail centers over strip center developments to encourage long term viability and investment in retail centers. No additional unanchored strip retail is recommended.
- Objective 4.5: Mandate the use of high-quality building materials, such as brick and stone, to protect the long-term durability of non-residential construction. Require all non-residential developments to be 100% masonry and prohibit metal building construction.
- Objective 4.6: Create a menu-choice matrix for non-residential developments, requiring new developments to choose from a palate of predetermined colors and styles.
- Objective 4.7: Require architectural enhancements, such as pitched roofs, awnings, enhanced canopies and building articulation to create visually attractive developments.
- Objective 4.8: Require all parking rows to contain ending landscape islands.
- Objective 4.9: Encourage the planting of trees within parking lots so that 25% of the parking lot is covered by a shade canopy at tree maturity.
- Objective 4.10: Encourage large parking lots to contain a shaded pedestrian way.
- Objective 4.11: Incentivize the use of dispersed landscaped stormwater areas within parking lots rather than large detention ponds. Allow stormwater best management practices (BMPs) to count towards a portion of landscaping requirements.
- Objective 4.12: Encourage the use of thematic, decorative and enhanced lighting features within the public right-of-way, residential areas (when necessary) and retail/commercial areas.

Goal 5. Develop a quality and functional transportation network that enhances the Town's image and provides safe and convenient residential mobility.

- Objective 5.1: Utilize the updated Thoroughfare Plan Map as future roadway improvements are designed and constructed.
- Objective 5.2: Ensure that Prosper's thoroughfare network is coordinated with neighboring communities and work to negotiate and resolve any conflicting issues.
- Objective 5.3: Utilize the functional street classification system, a hierarchical network of roadway classifications, to create a network of major and minor thoroughfares, collector and local streets.
- Objective 5.4: Utilize shared access and cross-access easements to provide connectivity between adjacent non-residential uses, limiting the number of driveways along major corridors and allowing for more continuous landscaping.



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- Objective 5.5: Connect various portions of the community, including neighborhoods, the Town Center, Old Town, public facilities and parks, with a system of pedestrian and bicyclist trails to provide interconnectivity and create a system of non-motorized linkages within the community.
- Objective 5.6: Ensure that sufficient right-of-way is acquired and dedicated during platting or roadway design to accommodate ultimate roadway configurations and designated trails.
- Objective 5.7: Utilize Context Sensitive Solutions to design roadways within the context of their adjacent development.
- Objective 5.8: Utilize the Old Town District Roadway Plan as a guide during roadway design within the Old Town area.
- Objective 5.9: Create backage roads along the Dallas North Tollway to support development connectivity and accessibility.
- Objective 5.10: Upgrade Hays Road to a commercial collector to support and provide back access to future commercial and retail development along Preston Road.
- Objective 5.11: Extend and realign South Coleman Road to intersect with Richland Boulevard. at Preston Road providing connectivity between Old Town, the Town Center and development along Highway 380.
- Objective 5.12: Include access roads along Highway 380, between the Lovers Lane Loop, in order to provide access to development along the grade-separated segment of Highway 380.
- Objective 5.13: Create a streetscape design program that intentionally characterizes individual roadways based upon anticipated forms of development.
- Objective 5.14: Investigate amending the Town ordinances to allow for ornamental walls and fences and other types of materials, such as split iron/wood. Identify key corridors where standards would be applicable in order to create greater corridor consistency.
- Objective 5.15: Consider wider setbacks along Preston Road with enhanced landscaping to maintain a more rural feel and to create a larger barrier between Preston Road and adjacent neighborhoods.
- Objective 5.16: Monitor regional rail initiatives for changes or updates to the Frisco Commuter Rail Line, particularly how such changes impact Prosper.

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

- Objective 6.1: Investigate any deficiencies in the infrastructure systems.
- Objective 6.2: Develop concepts that will address deficiencies of the infrastructure systems.
- Objective 6.3: Strive for an infrastructure system that will effectively and economically serve existing and projected needs of the community in a safe and efficient manner.
- Objective 6.4: Ensure that infrastructure is comparable or expanded to support future development, specifically in key development areas.



IMPLEMENTATION PLAN



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