



Welcome to the May 13, 2025, Prosper Town Council Work Session



Call to Order/Roll Call

Agenda Item 1.

Presentation from Daake Law regarding a future zoning case, Bella Prosper. (ZONE-24-0025) (DH)



Bella Prosper – Zone 24-0025

A Master Planned Development

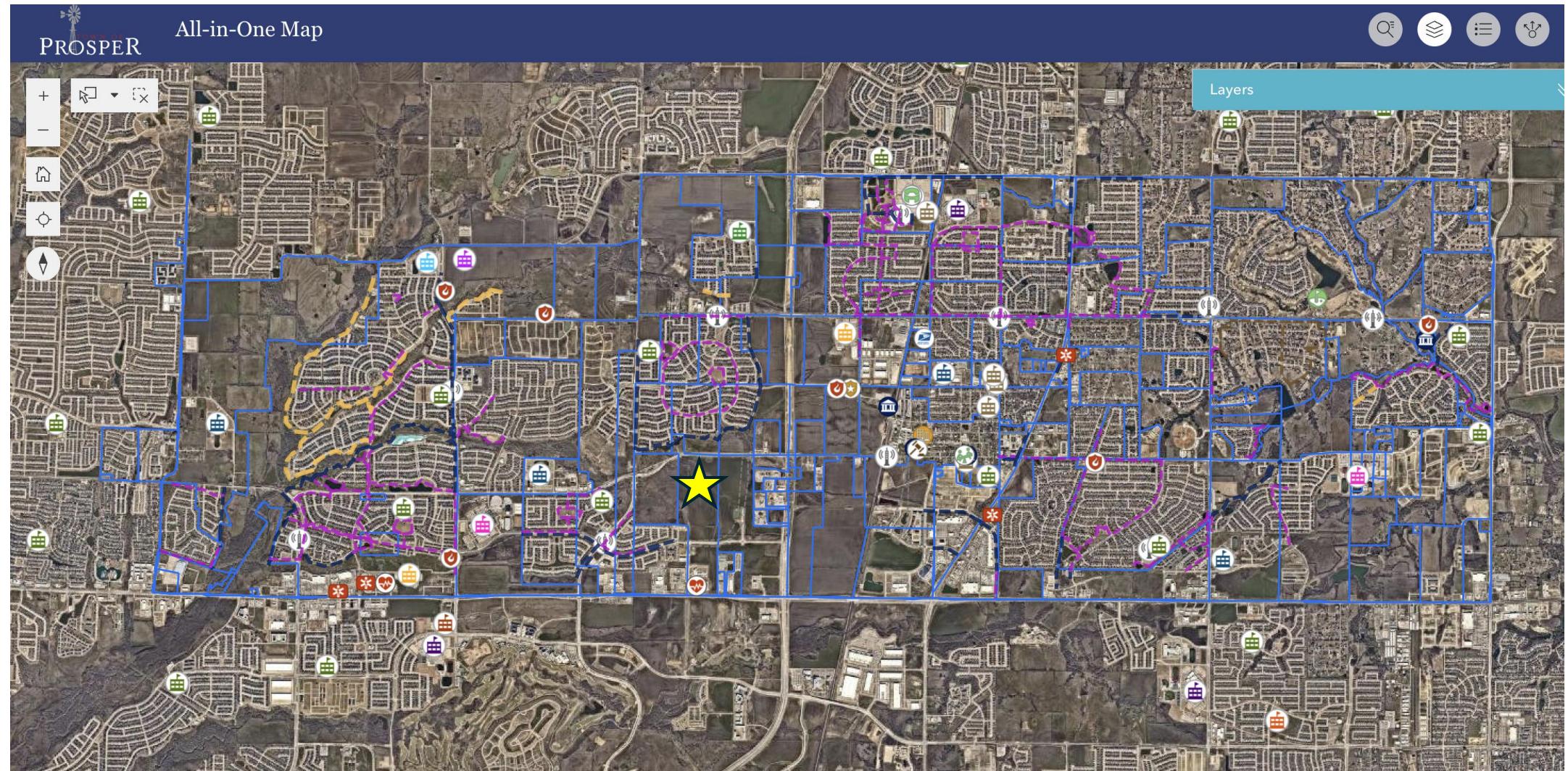
Town of Prosper

P&Z Work Session

May 06, 2025

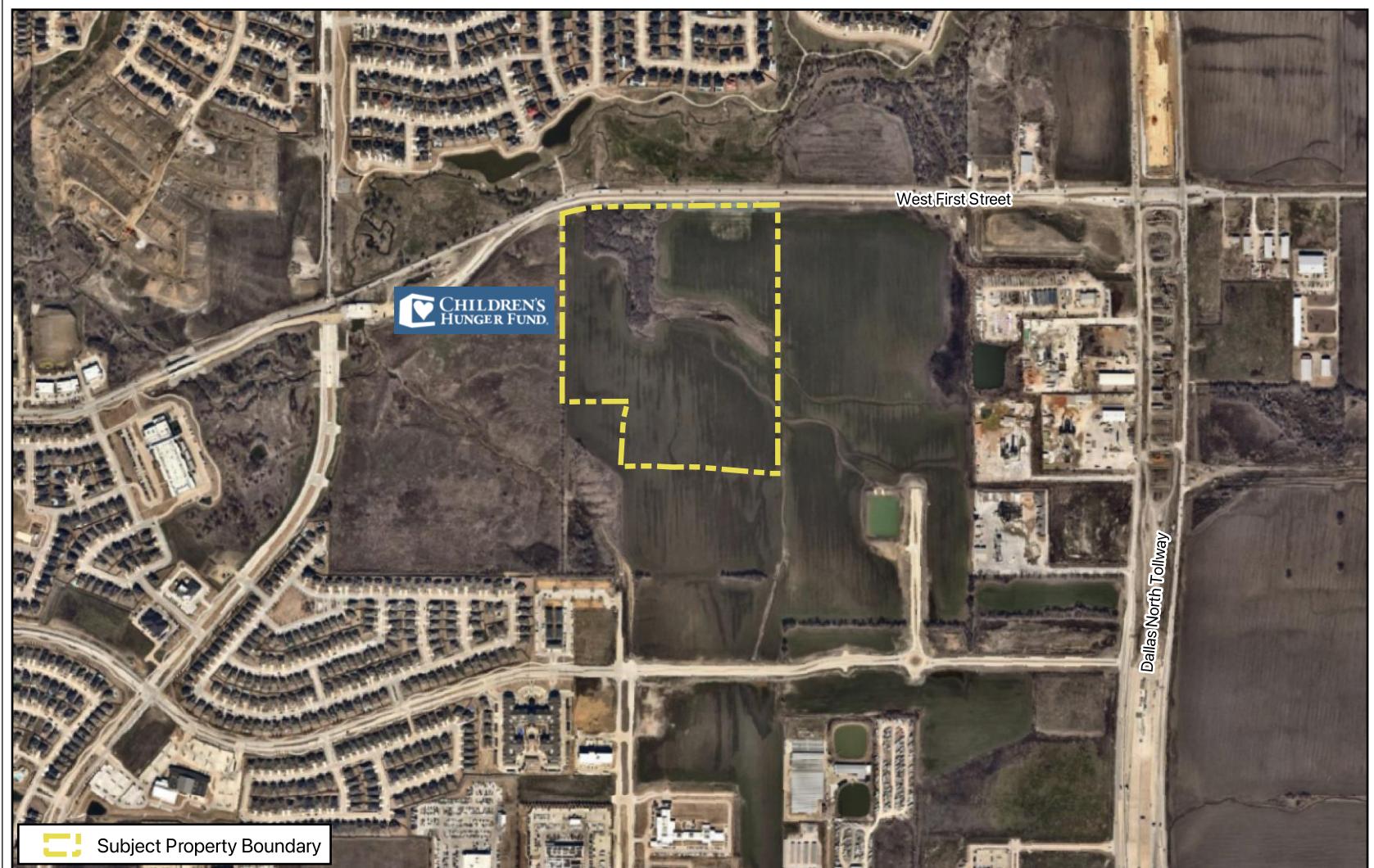
Project Team: Daake Law, GFF & K+H

VICINITY MAP | Town of Prosper



VICINITY MAP | Site Location

- 60 acres, Town of Prosper city limits, Collin County, TX
- Located between Legacy Drive (W) & Dallas N. Tollway (E)
- West First Street (N) & the extension of Lovers Lane (S)



The Law Offices of Robert D. Daake, PLLC
322 W. Walnut Street, Suite 210
Celina, TX 75009
05/05/2025

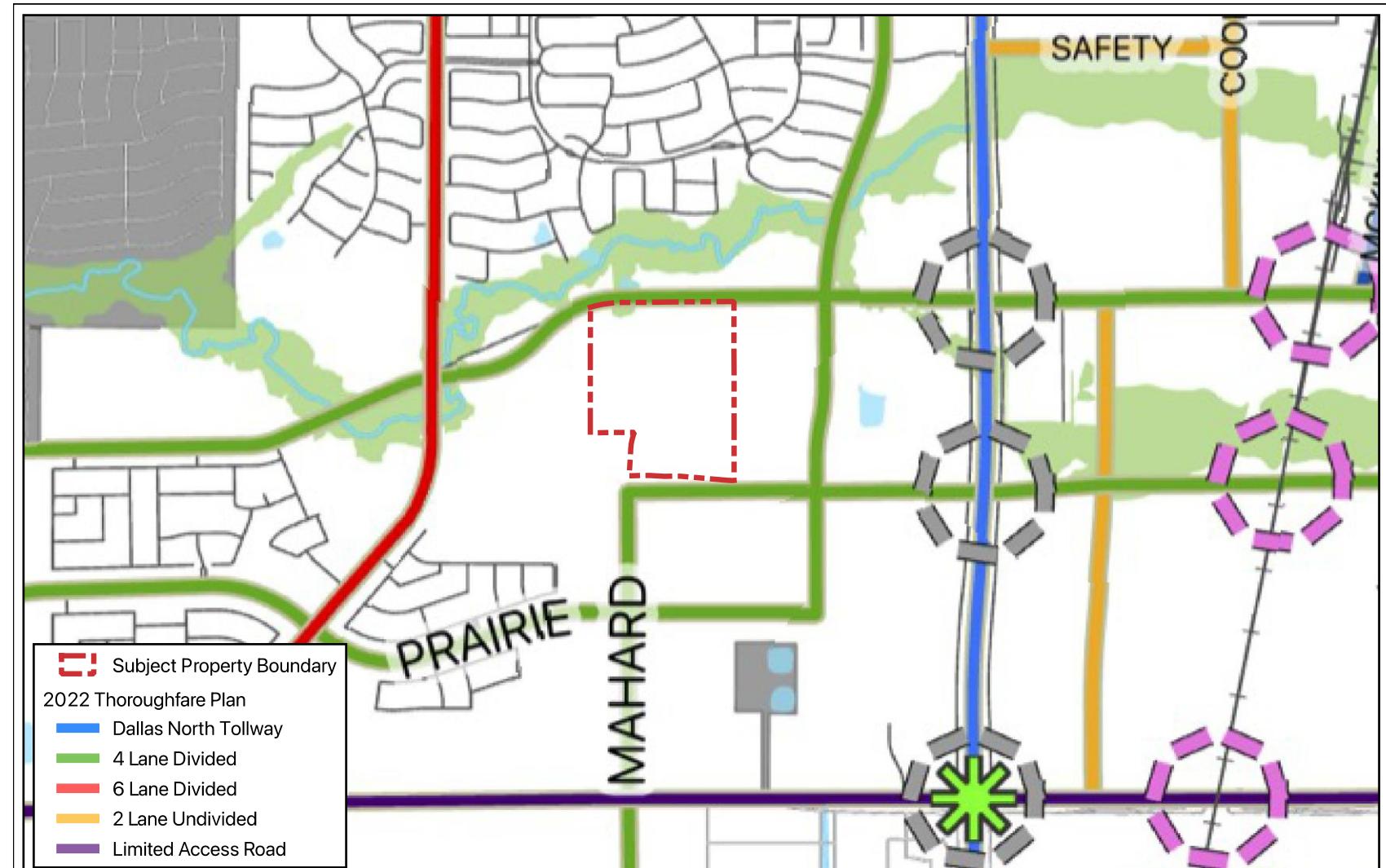
Subject Property
Location Map

500 1,000 1,500 2,000 2,500 ft

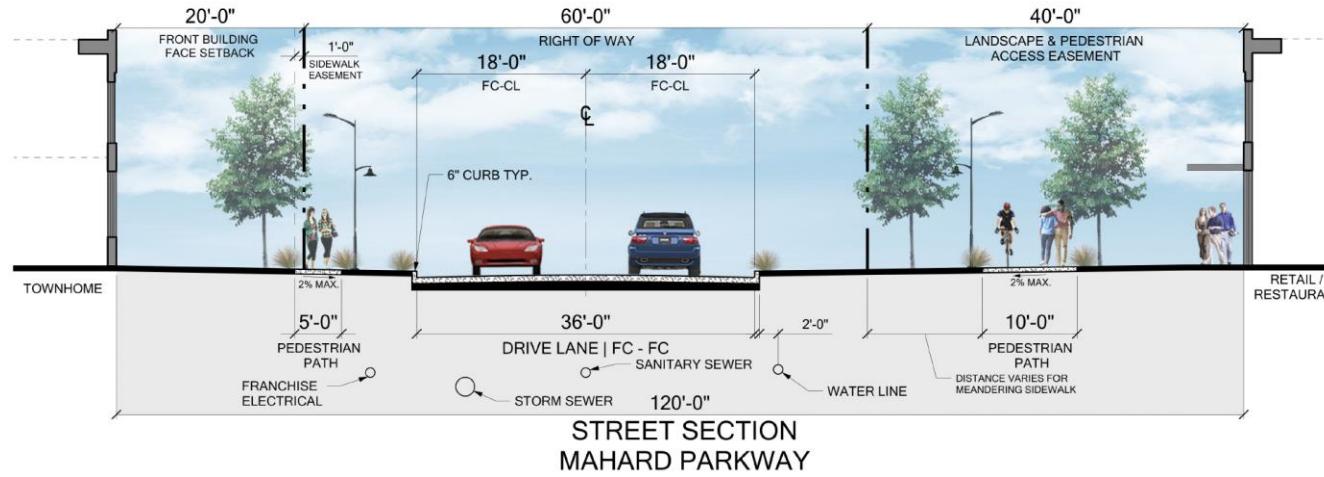
DaakeLaw
The Law Offices of Robert D. Daake, PLLC

THOROUGHFARE PLAN

- Adopted 2022
- Between Legacy Dr (0.3 mi) & DNT (approx. 0.5 mi to the east)
- Mahard not shown through the property

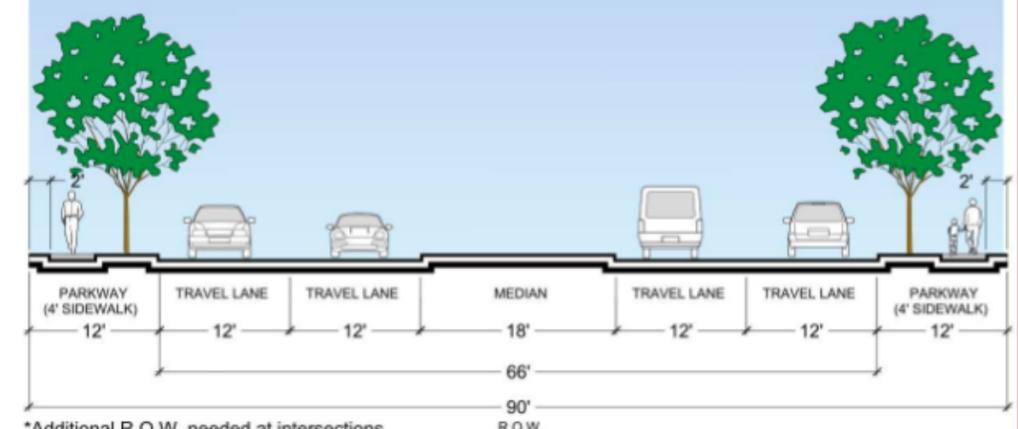


MAHARD PARKWAY | Typical Cross-Section



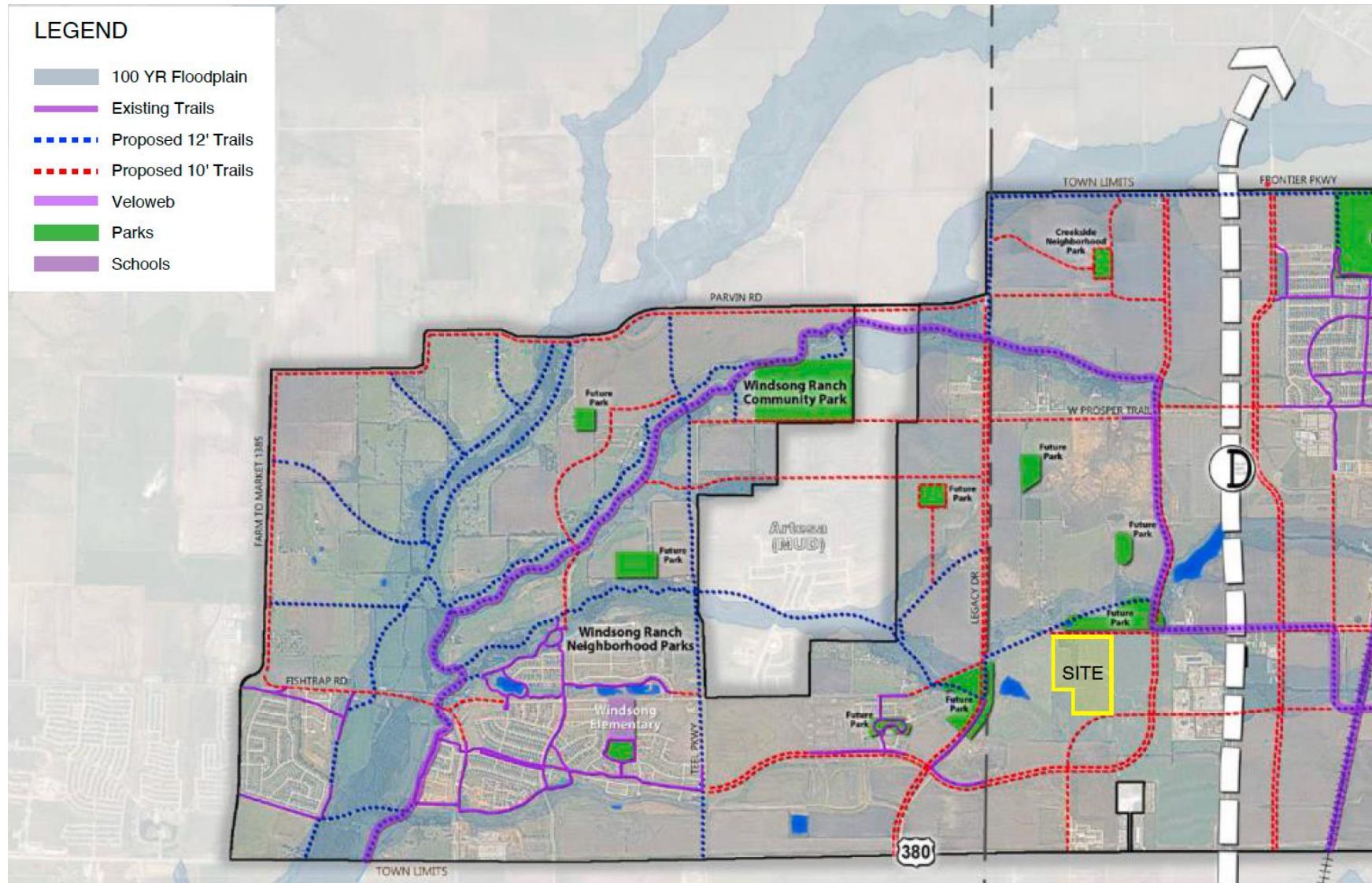
Proposed Mahard Prkwy through site

Minor Thoroughfare '4LD' (Midblock)*



Lovers Lane Cross-Section to the south

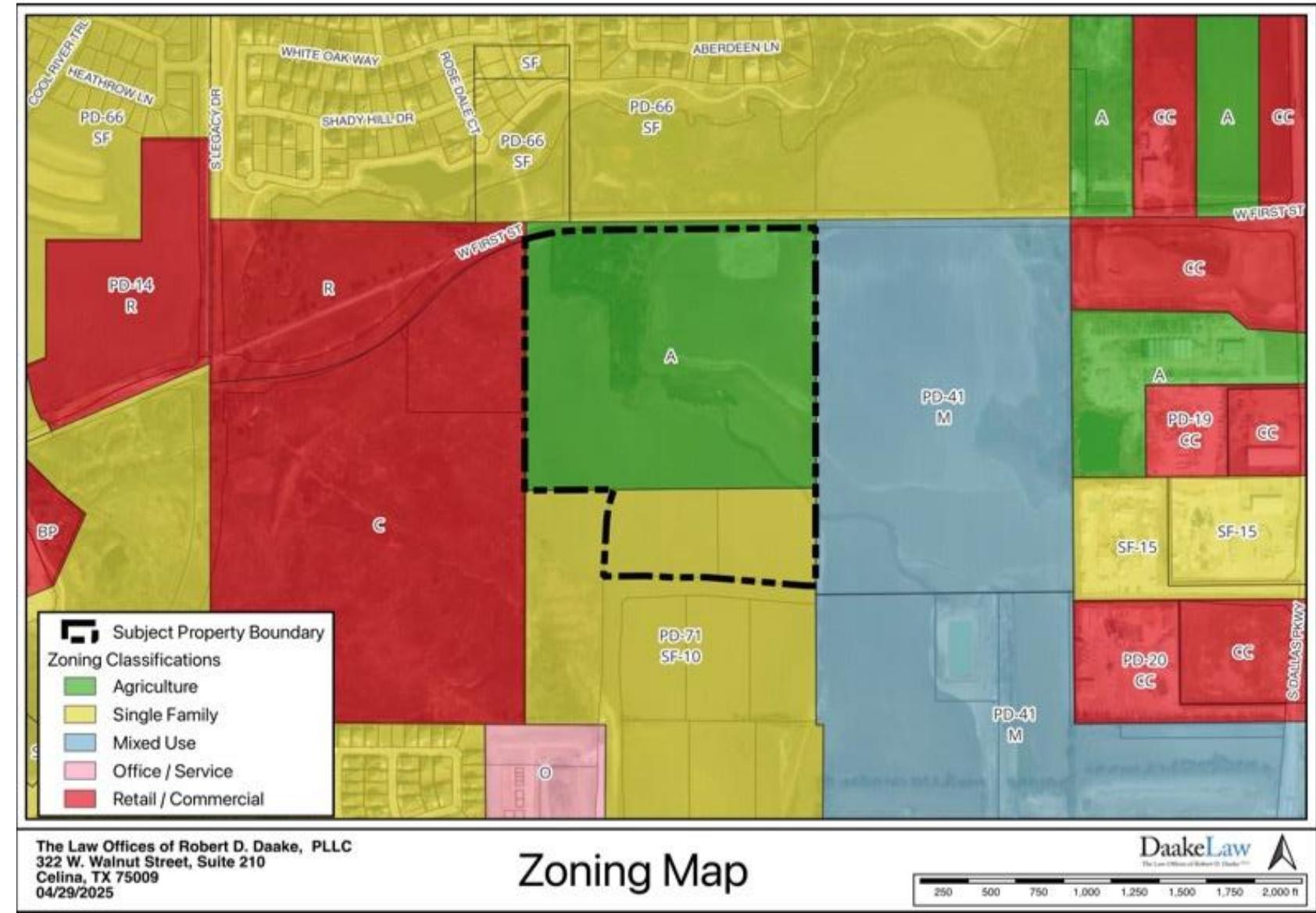
PROSPER TRAIL SYSTEM | 2019 Hike & Bike Trail Plan



Onsite trail system will connect to Town's Trail System along First Street and Lover Lane extension

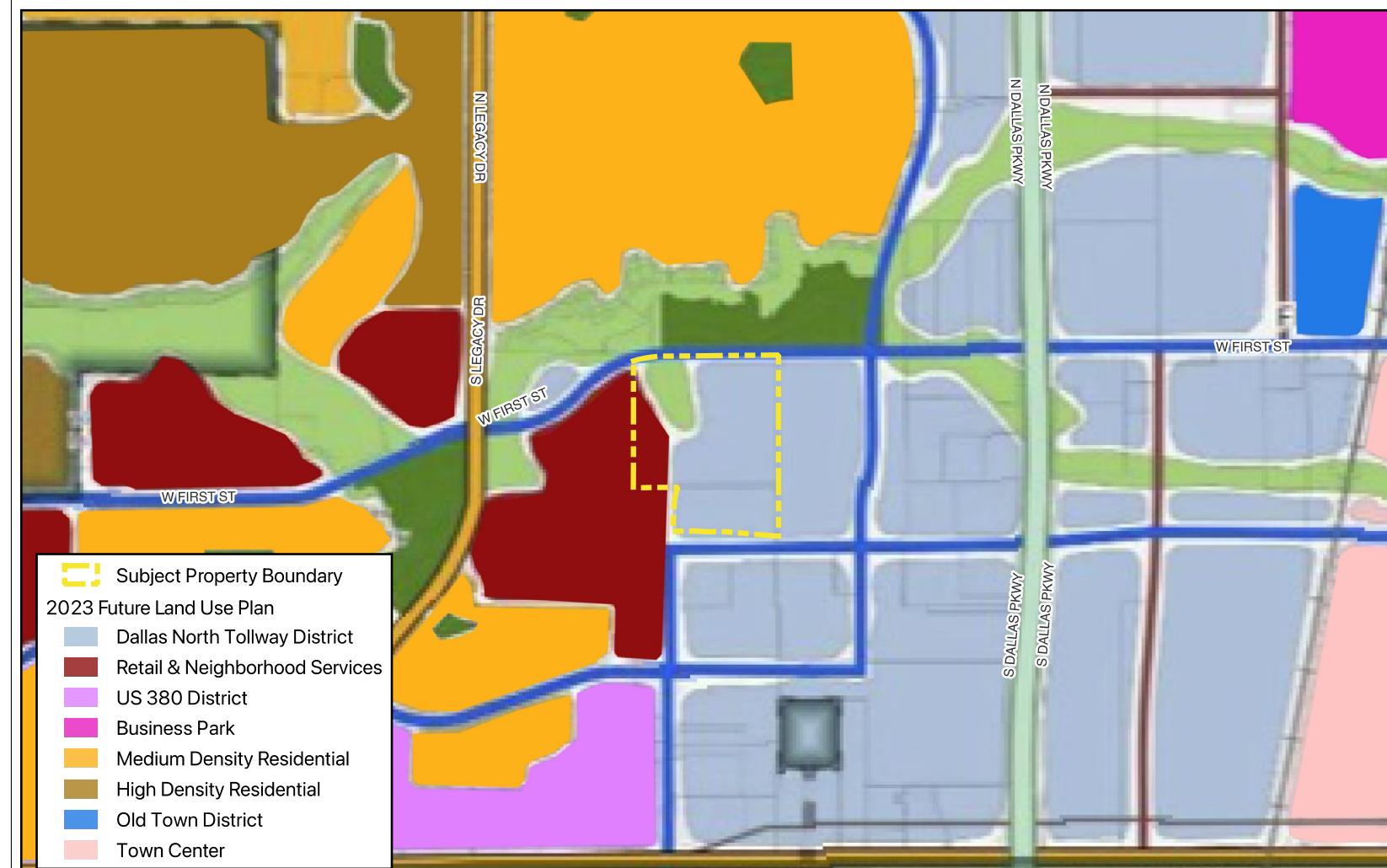
ZONING EXHIBIT | Existing Zoning

- Providing a fabric of land use within a neighborhood while transitioning densities.
- Rezone request from Ag/PD - SF to PD - mixed use
- Western portion of the Dallas North Tollway District



PROSPER COMPREHENSIVE PLAN| Future Land Use Plan (FLUP)

- FLUP Adopted August 22, 2023
- Within the Dallas North Tollway District



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Cleburne, TX 76009
05/05/2025

Future Land Use Plan

1,000 2,000 3,000 4,000 5,000 ft

Daake Law
The Law Offices of Robert D. Daake PLLC

Guiding Principles

1. **Quality of Life** - Focus on quality-of-life amenities for existing and future Prosper families to foster a desirable and unique community.

Community Goals

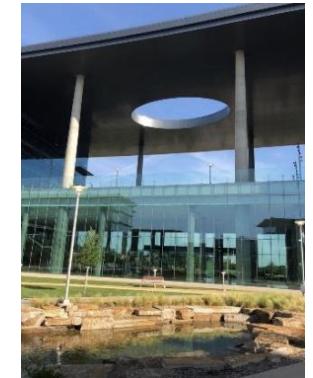
The following goals, combined with the Town's guiding principles, are intended to provide a framework for the creation of applicable and economically feasible land use decisions and special districts. The goals are

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



Dallas North Tollway District

“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”.



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.



PD CONCEPT PLAN | Iterative Process

- Where we began...
 - First mtng with Staff Dec. 2023
 - PAC mtng: Oct. 2024
 - First submittal: Dec. 2024
 - Second submittal: March 2024
 - Third submittal: May 2025
- Initial Concept Plan:
 - 4 MF blds (1,063 units)
 - 140 TH units
 - No centralized amenity
 - Retail and one hotel
- Property 60 acres
 - Prorata share as other MF projects within the North Dallas Tollway District at **15 upa** = **Yields 900 MF units**
 - Pradara 500 units (15 upa on 33 ac)
 - Gates of Prosper 600 units (15 upa on 40 ac)
 - Arts District 515 units (<15 upa on 35 ac)



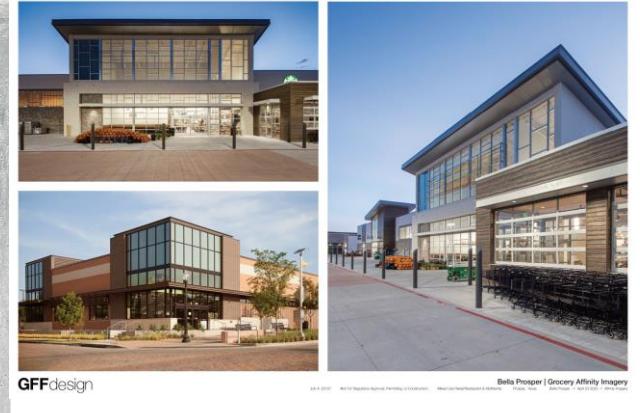
CONCEPT PLAN | Proposed PD Concept Plan

12 Iterations later...

- Proposed Concept Plan:
 - 2 MF bldgs (550 units)
 - 94 TH units
 - 297 assisted living units
 - Pedestrian friendly, centralized amenity
 - Walkable community with
Retail, restaurants, 2 hotels, assisted
living & office



CONCEPT PLAN | Proposed PD Concept Plan





GFFdesign



Job #: 23127

Not For Regulatory Approval, Permitting, or Construction

Mixed Use Retail/Restaurant & Multifamily

Bella Prosper | Park Space Affinity Imagery
Prosper, Texas
Bella Prosper // April 23 2025 // Affinity Imagery

CONCEPT PLAN | Proposed PD Concept Plan



GFFdesign



Bella Prosper | Multifamily 5 Story Affinity Imagery



GFFdesign



Bella Prosper | Multifamily Affinity Imagery



GFFdesign



Bella Prosper | Retail Restaurant / Park Space Affinity Imagery

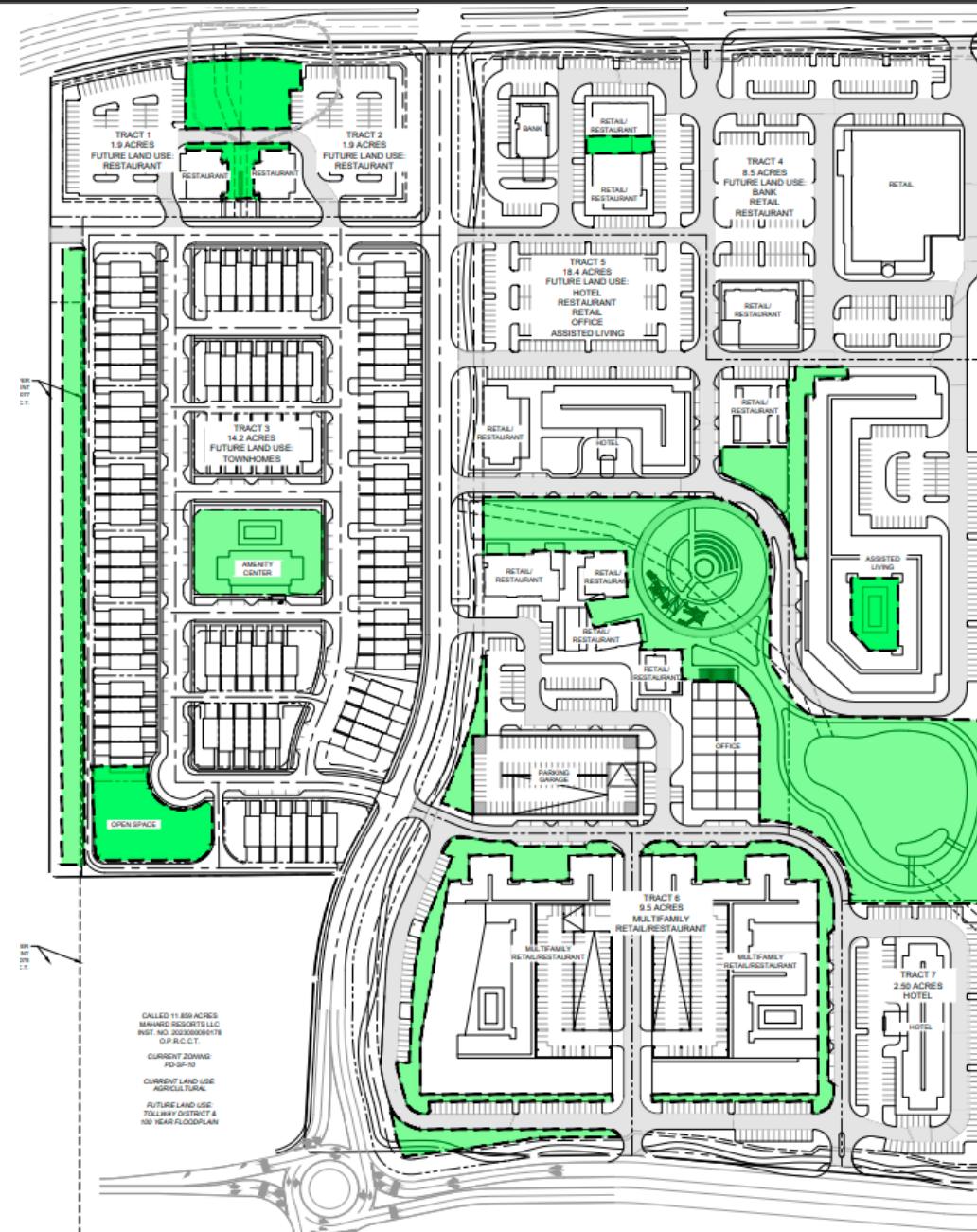


GFFdesign

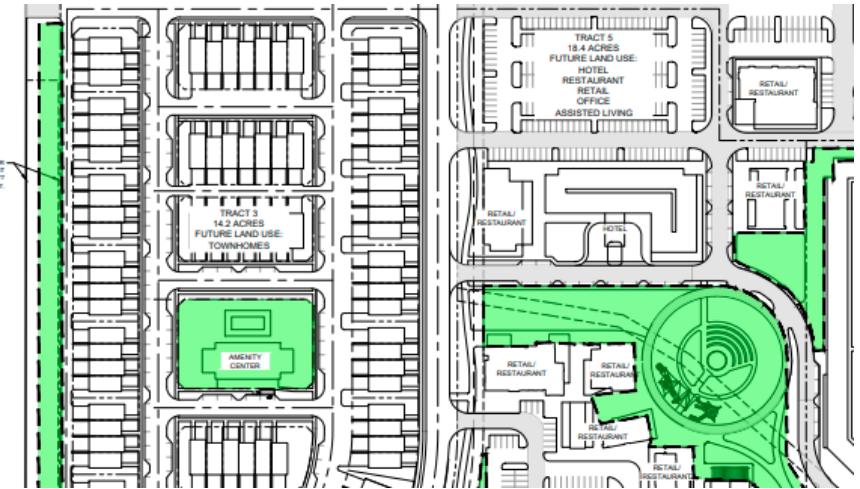


Bella Prosper | Hospitality Affinity Imagery

ZONE 24-0025 | Open Space Exhibit

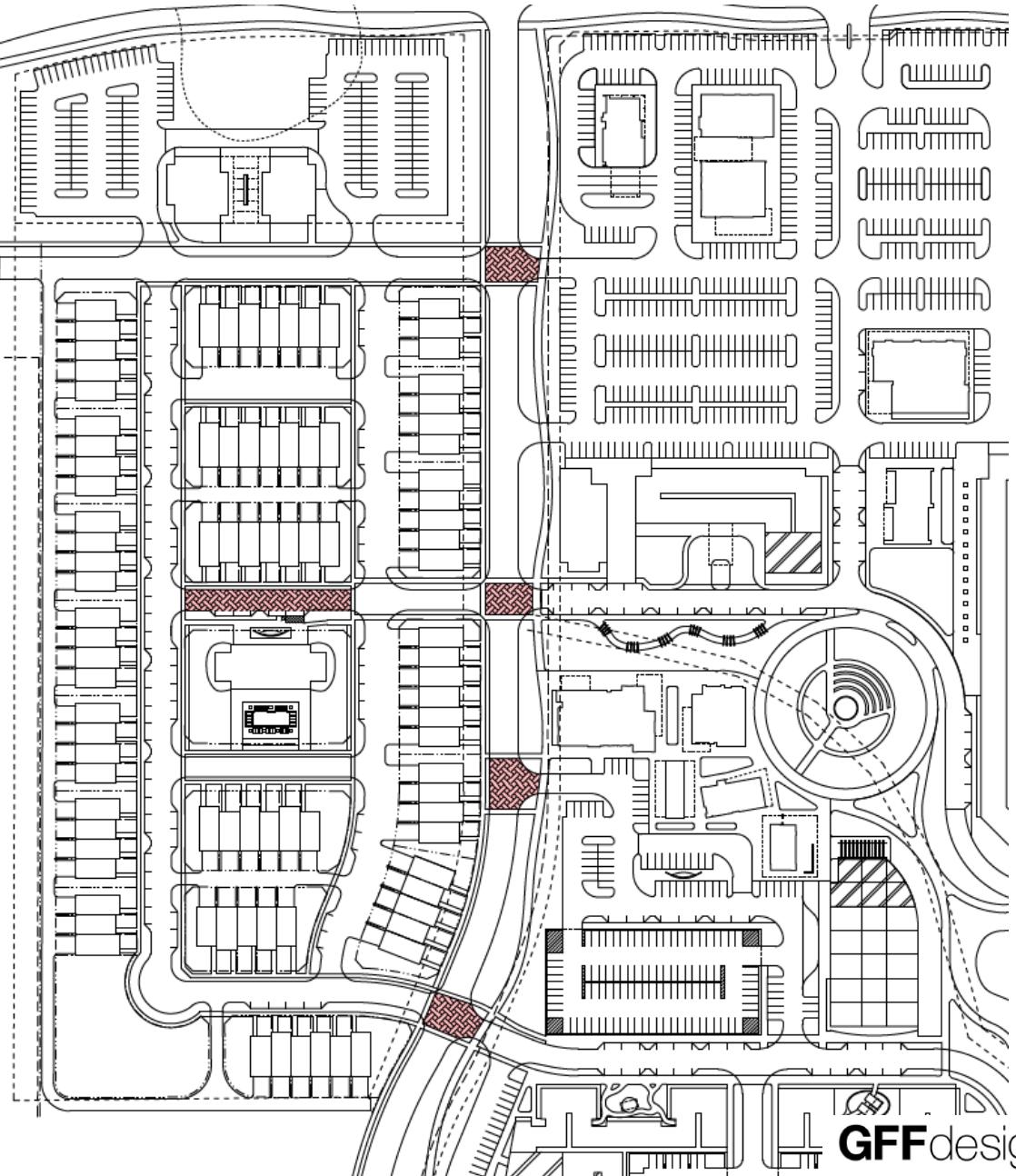


ZONE 24-0025 | Townhome Change?

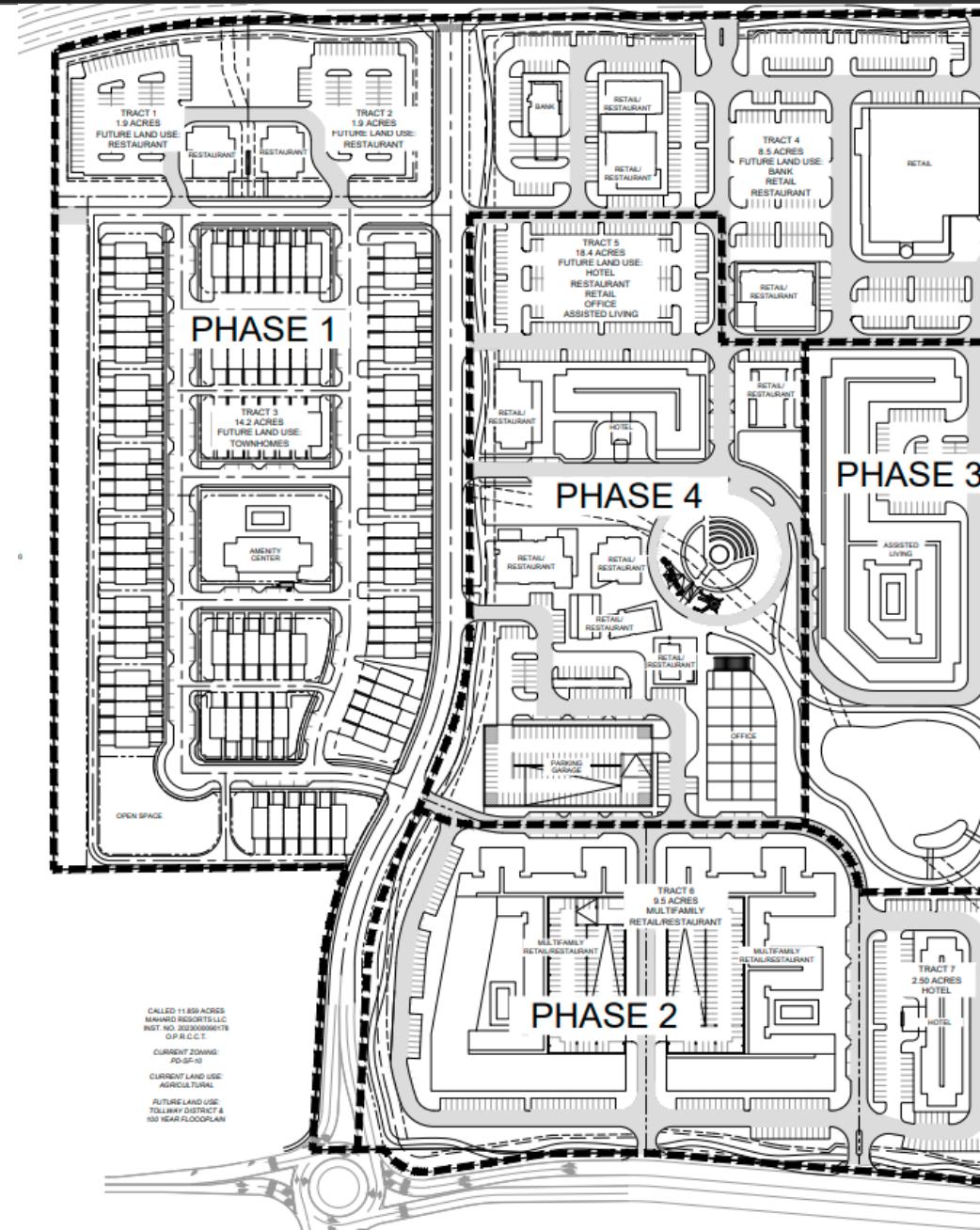


Current Concept Plan

Proposed TH connection to the
amenitized core



ZONE 24-0025 | Phasing Exhibit



BELLA PROSPER | Aerial NW View Corridor



BELLA PROSPER | Aerial NE View Corridor



BELLA PROSPER | Aerial SE View Corridor



BELLA PROSPER | Retail / Restaurant Imagery



BELLA PROSPER | Retail / Restaurant Imagery



BELLA PROSPER | Internal Plaza



BELLA PROSPER | Internal Park



BELLA PROSPER | Multi-Family



BELLA PROSPER | Multi-Family



BELLA PROSPER | Internal Park





THANK YOU

ZONE 24-0025 | Site Data Summary

SITE DATA SUMMARY TABLE							
PHASE 1							
TRACT	ACREAGE	LAND USES	TOTAL BUILDING SQUARE FOOTAGE		REQ. PARKING		PROVIDED PARKING
TRACT 1	1.9 ACRES	RESTAURANT	RESTAURANT		5,700 SF	1 SPACE / 75 SF	76 SPACES
TRACT 2	1.9 ACRES	RESTAURANT	RESTAURANT		5,200 SF	1 SPACE / 75 SF	70 SPACES
TRACT 3	9.3 ACRES	TOWNHOMES	TOWNHOMES		94 UNITS	-----	
TOWN HOME STREET DEDICATION	5.4 ACRES	-----	-----		-----	-----	
TRACT 4	8.5 ACRES	BANK, RETAIL, RETAIL/ RESTAURANT,	BANK	4,100 SF	1 SPACE / 350 SF	12 SPACES	12 SPACES
			RETAIL	42,250 SF	1 SPACE / 250 SF	169 SPACES	170 SPACES
			RETAIL/RESTAURANT **	21,200 SF	1 SPACE / 150 SF	142 SPACES	171 SPACES
MAHARD PARKWAY RIGHT-OF-WAY DEDICATION	2.7 ACRES	-----	-----		-----	-----	
PHASE 1 TOTAL ACREAGE	29.7 ACRES	-----	-----		-----	-----	
PHASE 2							
TRACT 6	9.5 ACRES	MULTIFAMILY RETAIL/RESTAURANT	MULTIFAMILY (5 STORIES, 59 FEET)	426 UNITS	1.7 SPACES/UNIT	725 SPACES	730 SPACES
			RETAIL/RESTAURANT **	52,440 SF	1 SPACE / 150 SF	350 SPACES	350 SPACES
TRACT 7	2.5 ACRES	HOTEL	HOTEL (4 STORIES, 56 FEET)	119 ROOMS	1 SPACE / ROOM	119 SPACES	120 SPACES
PHASE 2 TOTAL ACREAGE	12.0 ACRES	-----	-----		-----	-----	
PHASE 3							
TRACT 5	6.5 ACRES	ASSISTED LIVING	ASSISTED LIVING (5 STORIES, 61 FEET)	250 UNITS	1 SPACES/ 5 BEDS	50 SPACES	142 SPACES
PHASE 3 TOTAL ACREAGE	6.5 ACRES	-----	-----		-----	-----	
PHASE 4							
TRACT 5	11.8 ACRES	HOTEL, RESTAURANT/RETAIL, OFFICE	HOTEL (4 STORIES, 56 FEET)	120 ROOMS	1 SPACE / ROOM	120 SPACES	120 SPACES
			RETAIL/RESTAURANT	30,800 SF	1 SPACE / 150 SF	206 SPACES	254 SPACES
			OFFICE (4 STORIES, 56 FEET)	80,000 SF	1 SPACE / 300 SF	267 SPACES	270 SPACES
PHASE 4 TOTAL ACREAGE	11.8 ACRES	-----	-----		-----	-----	
TOTAL ACREAGE	60.1 ACRES	-----	-----		-----	-----	

Executive Session

- Section 551.087 – To discuss and consider economic development incentives and all matters incident and related thereto.
- Section 551.072 – To discuss and consider the purchase, exchange, lease, or value of real property for municipal purposes and all matters incident and related thereto.
- Section 551.074 – To discuss and consider personnel matters and all matters incident and related thereto.
- Section 551.071 – Consultation with the Town Attorney to discuss legal issues associated with any agenda item.



The Town Council will reconvene after Executive Session.



Reconvene into Work Session



Adjourn