

Welcome to the August 12, 2025, Prosper Town Council Work Session

Call to Order/Roll Call

Agenda Item 1.

Discussion regarding short-term rental(s) policies and guidelines. (CE)

Current Regulation

- All single-family dwelling transient rentals are hereby prohibited and unlawful within the Town of Prosper.

Benchmarking

- City of Frisco - permitted
 - Application Process with fee
 - Must confirm not a violation of covenants
 - Subject to inspections, including fire inspections
- City of McKinney – permitted
 - No specific safety requirements
 - No more than 25% of a neighborhood may contain STRs (?)

Benchmarking

- City of Celina – permitted
 - Annual registration
 - Parking, noise, occupancy requirements must be met
- Town of Little Elm – permitted
 - Register/obtain permit
 - Parking, occupancy limits
 - ADUs prohibited from being used as STR

Discussion

- If Permitted
 - Proposed limits
 - Zoning regulations
- Legal challenges

Agenda Item 2.

Discussion regarding the proposed 2025 Bond Election. (RBS)

Bond Committee To Date

- ❑ On September 24, 2024, Town Council appointed a bond committee of ten citizens and three council liaisons
- ❑ The committee was given the following charges:
 - ❑ Present a recommendation for a “No Tax Rate Increase” Bond Election
 - ❑ Capacity was determined to be \$165 million (later revised to \$184 million)
 - ❑ Projects initially considered included infrastructure, parks, library, police expansion
 - ❑ Projects reflective of the Town’s Strategic Vision and community values
 - ❑ As a starting point capacity was split 55%/45% Infrastructure to all other projects

Bond Committee To Date

- ☐ The committee met seven times to:
 - ☐ Hear presentations from Town staff and consultants
 - ☐ Tour current Town facilities
 - ☐ Tour similar facilities in nearby communities
 - ☐ Prioritize and reprioritize projects to stay within budget and best balance needs and community values
- ☐ On July 22, 2025 Council Meeting, Chair Kevin Greene presented the committee's final recommendation and each Director with referendum questions reviewed in detail the projects comprising their referendum question.

Bond Committee Members

• Committee Members

- Kevin Greene, Chair
- Brett Butler
- Shane Funk
- Yvette Leslie
- Rory Conley
- Thomas Crystal
- Jason Browning
- Valerie Rodriguez
- Leigh Gressett
- Bob Benson

• Council Liaisons

- Mayor Pro-Tem Bartley
- Deputy Mayor Pro-Tem Kern
- Councilmember Reeves

Town Council Strategic Visioning Priorities



1

ACCELERATION OF INFRASTRUCTURE

- Work with the Capital improvement Subcommittee to identify gaps in the Town's infrastructure and ensure that it meets the demands of a growing community
- Utilize all available financial methods (Bonds, Certificates of Obligation, Capital Dedicated Fund, Grants, etc.) to fund projects.
- Work with the Capital Improvement Subcommittee to plan for a future bond program and/or pay-as-you-go program.



2

DEVELOPMENT OF DOWNTOWN PROSPER AS A DESTINATION

- Collaborate with the Downtown Business Alliance, Community Engagement Committee, Downtown Committee, and Prosper EDC to implement the Downtown Master Plan.
- Pursue a mix of public and private developments as catalysts for office, retail, restaurants, entertainment, housing, and outdoor events.



3

ENSURE THE TOWN'S COMMERCIAL CORRIDORS ARE READY FOR DEVELOPMENT

- Ensure US 380 and Dallas North Tollway are primed and ready for development.
- Develop long-term strategies for land use, landscaping, lighting, and traffic.
- Leverage partnerships with TxDOT, NTTA and private development.



4

CONTINUE TO PROVIDE EXCELLENT MUNICIPAL SERVICES

- Strive to be a high-performing organization focused on continuous improvement, best practices, and benchmarking.
- Develop a culture of excellence and provide the financial resources necessary to support these goals.
- Provide a welcoming and respectful environment for residents, visitors, and Town employees.



5

WORK TOWARDS A GROWING AND DIVERSIFIED TAX BASE

- Collaborate with Prosper EDC and be adaptable to changing market conditions.
- Place an emphasis on corporate, medical, and life-sciences sectors.
- Utilize metrics to create resiliency strategies against market changes.

Committee Recommendation

- Ultimately the Committee decided on a 46/54% split between Infrastructure and Other Needs with the recommending:
 - Streets \$ 84,300,000
 - Police Building Expansion 29,000,000
 - Library 34,200,000
 - Parks and Recreation 24,000,000
 - Public Works/Parks Service Center 10,000,000
 - Historic Silo Renovation 2,300,000
 - **Total** **\$183,800,000**

Summary of Recommended Questions

Referendum Question 1-Streets \$84,300,000 for the purpose of designing, constructing, reconstructing, improving, extending, expanding, upgrading and developing streets, roads, sidewalks, thoroughfares and related improvements in the Town.

Referendum Question 2-Police \$29,000,000 for the purpose of constructing, installing, acquiring and equipping additions, extensions, renovations and improvements to the police headquarters.

Referendum Question 3-Library \$34,200,000 for the purpose of constructing and equipping a new library facility separate from Town Hall.

Referendum Question 4-Parks and Recreation \$24,000,000 for the purpose of enhancing current Parks and Recreation offerings by designing, constructing, improving, equipping of parks, trails, bridges and sports fields and courts and other recreational facilities

Referendum Question 5- Public Works/Parks Service Center \$10,000,000 for the purpose of designing, constructing and equipping a permanent public works and parks service center at the current service center location

Referendum Question 6- Silo Renovations \$2,300,000 for the purpose of repairing, preserving and improving the three historic silos located west of the railroad tracks and to the southwest of the end of Broadway Street

New Developments

- Since the committee formed their recommendation:
 - Certified roll has been received and Finance staff calculated issuance capacity at \$190 million.
 - Development services has requested the extra capacity be used to renovate the worse parts of north bound access road of the future DNT at \$8.5 million
 - Staff has been asked if it is possible to find alternatives other than bond funding to renovate and preserve the Town owned silos.
- To accommodate these requests, staff requested Bond Counsel to draft three alternative ordinances:

New Developments:

- Staff requested Bond Counsel to draft three alternative ordinances:
 - Option 1: \$183.8 million with six questions per the original Committee recommendation
 - Option 2: \$192.3 million with same six questions but Question 1-Infrastructure has been increased by \$8.5 million to \$92.8 million to include NB access road
 - Option 3: \$190 million starts with Option 2 but drops Question 6-Silos \$2.3 million given request to staff explore alternatives
- Bond Counsel will also be present to further modify any Option.

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.
- Section 551.071 - To consult with the Town Attorney regarding legal matters associated with Town liability issues, and all matters incident and related thereto.
- Section 551.074 - To discuss appointments to the Board of Adjustment/Construction Board of Appeals, Parks & Recreation Board, Library Board, Prosper Economic Development Corporation Board, Planning & Zoning Commission, Community Engagement Committee, and the Downtown Advisory Committee, and all matters incident and related thereto.

The Town Council will reconvene after Executive Session.

Reconvene into Work Session

Adjourn