A photograph of an industrial facility at sunset. In the foreground, there are several large, dark, cylindrical grain silos with metal roofs. In the background, there are more industrial structures, including tall metal towers and pipes. The sky is a warm, orange and yellow color, suggesting the sun is setting. The overall scene is a mix of industrial activity and natural beauty.

Town of Prosper

DOWNTOWN MASTER PLAN



ACKNOWLEDGMENT

A special thanks to the Town of Prosper stakeholders, developers, business owners, property owners, residents; Without your help, none of this would be possible.

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June 2022



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04	Where We Are Going	05	How We Get There	06	Appendix



TOWN OF
PROSPER

R

01

EXECUTIVE

SUMMARY



A PLACE WHERE **EVERYONE** MATTERS

Executive Summary



The Downtown Master Plan sets the course for the Town and its partners in the upcoming years to re-imagine its historic commercial downtown and surrounding neighborhood. Developed from the vision that this community articulated so clearly through the public engagement process, and refined with the Master Plan committee, this plan harnesses the existing assets of downtown and identifies the catalytic opportunities to spur ongoing redevelopment.

Among those catalytic opportunities is public investment in three signature public realm spaces that will create activity and event destinations; Town Green, Downtown Connector, and Downtown Plaza. These opportunities also include four private development sites that will introduce restaurant, retail, office, maker space, and housing. Preliminary financial proformas identify the need for proactive incentives to attract private investment, and the ways in which to do that have been identified.

In addition to catalytic opportunities, this plan identifies other factors that may be limiting the redevelopment of downtown today, and addresses these with a range of actions for the Town to consider.

The plan includes an implementation program that was developed in support of the vision, and built on six primary pillars; political, organizational, regulatory, financial, physical and market. Within each of these pillars, the recommended actions have been identified along with a priority, approximate cost magnitude, and sponsors. Over time, these will change with new actions added, priorities and costs adjusted, and new sponsors added to help implement.

Downtown redevelopment is an ambitious and lengthy process. Maintaining consistent political support, developing a broad network of community organizations and stakeholders to take part in implementing it, and thoughtfully organizing the funding mechanisms will make this plan a success!



An aerial photograph of a small town or city street. The scene includes a mix of modern and older buildings, some with brick facades and others with more industrial or modern designs. There are several parking lots filled with various cars, including sedans, SUVs, and vans. The streets are paved and have some traffic signs and poles. The overall atmosphere is a mix of urban and suburban elements.

02

WHERE WE ARE AT: COMMUNITY SNAPSHOT

About This Plan

The Downtown Master Plan is a tool that captures the community driven hopes and vision for creating a dynamic and authentic downtown Prosper. This plan has been developed from the community, built on past planning efforts, and designed for implementation.

Spanning the entire downtown area this plan is based on six pillars that will guide implementation of strategies that will have broad impact on all aspects of downtown and its various features. This plan also recognizes the opportunity larger private or public investments can serve as catalysts for redevelopment.

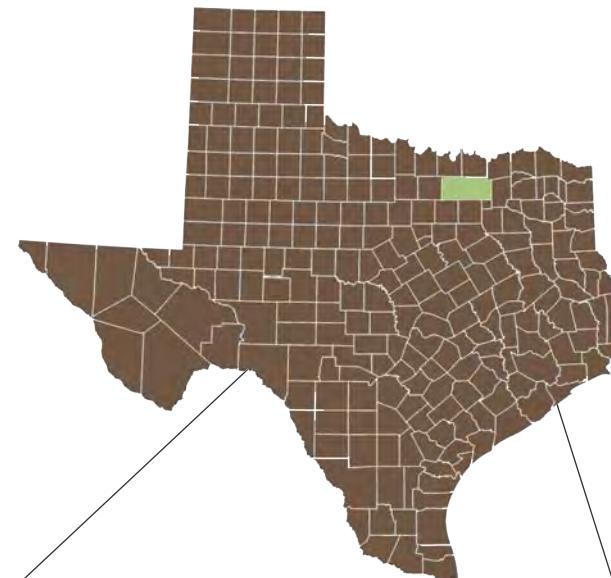
As a key part of this plan, four private development catalyst sites have been identified, and working with the Master Plan committee and design team, physical and financial models have been developed based on current market data that help guide and portray the community vision and representation of potential character. This plan also identifies three significant public projects that compliment and support private redevelopment while also providing much needed quality space for community gathering, programming, and active use.

The following pages will tell the downtown Prosper story by identifying where we are at, what we want, where we are going, and how we get there.





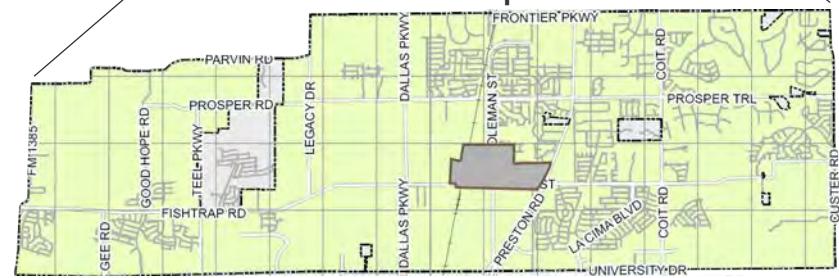
Texas



Denton County

Collin County

Town of Prosper



Settled in 1902



The Prosper Story

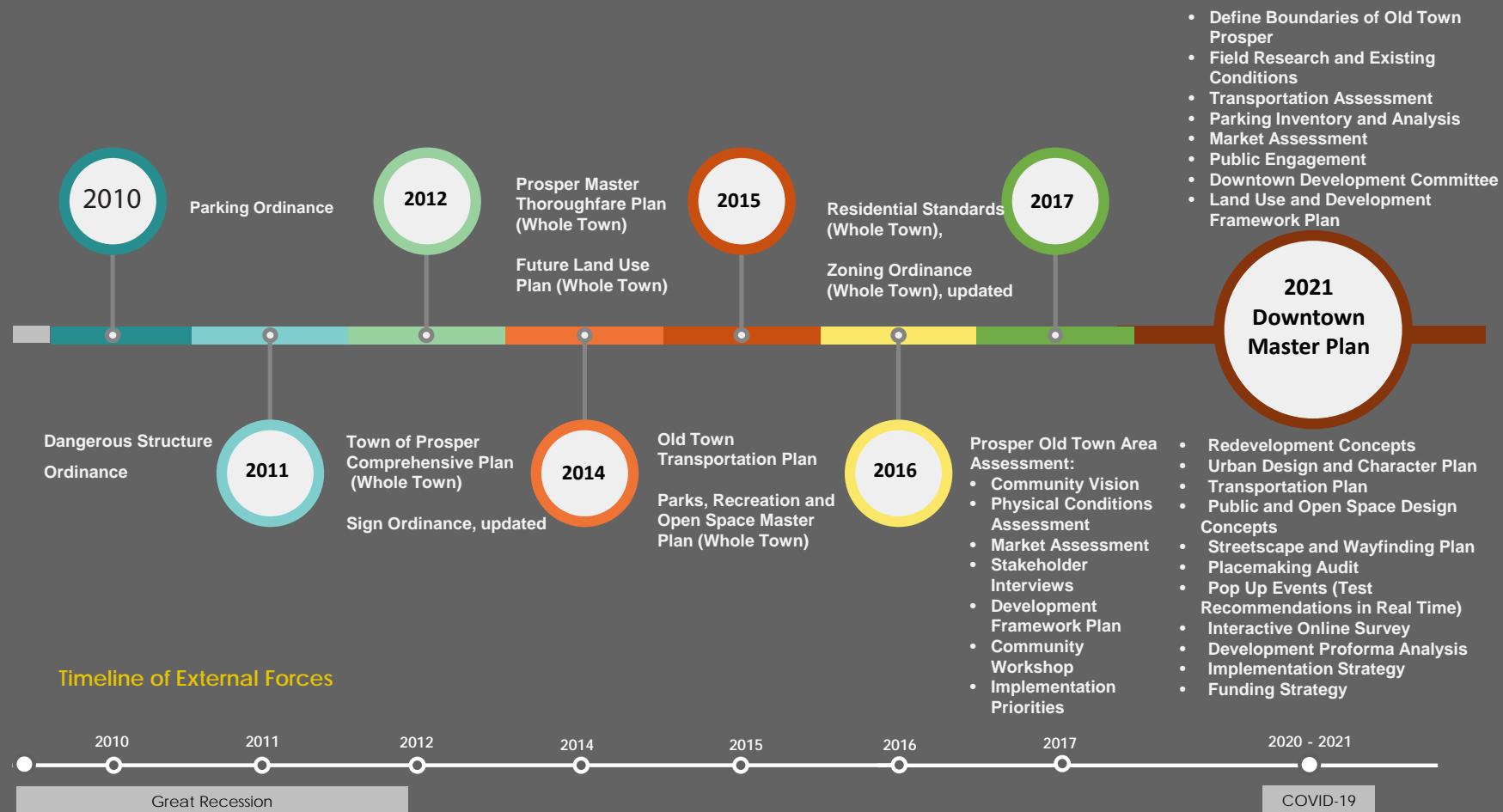
The Town of Prosper grew from two early settlements, Rockhill and Richland. In 1902 the two settlements were united when the St. Louis & San Francisco built its line through Western Collin County. Railroad officials named the Town Prosper because of the prosperous living conditions the area provided. Soon after the tracks reached the area the residents and businesses of nearby Rockhill moved to the new railroad community. Prosper incorporated in 1914 with the commission form of government and a population of 500. It served as a farm market center for area farmers, who produced primarily cotton and corn in the rich agricultural region of the Blackland Prairie. After decades of growth, the Great Depression halted the growth of the community and population dropped to 271 by 1940 and continued to decline until the late 1950s. The number of residents did not surpass that of the mid-1920s until 1970, when

it reaches 501. In 1980, when light industrial uses were introduced to the Town to support the overall development boom in the North Texas area the next period of growth for Prosper occurred and has continued up to now.

The history of Prosper is rooted within downtown area. During the early 20th century, this area was a commercial "heart" of the community with multiple grocery / dry good stores, drug stores, banks, a flour mill, a cotton gin and numerous other shops servicing the community. While many of the historic structures that existed during Old Town's heyday are now gone, a small core area of commercial uses still exists there along a two-block area on Broadway Street. This core area will provide the inspiration and a basic framework for future development of the downtown area.

During the early 20th century, Prosper was a commercial "heart" of the community

Previous Planning Efforts



Starting in 2010, previous planning efforts in the Town of Prosper and continuing forward to now have focused largely on the quality of life as well as access to key amenities in the Town. Key plans during this time were the Old Town Transportation Plan (2015), Parks, Recreation, and Open Spaces Master Plan (2015), Prosper Comprehensive Plan (2012) and Update (2020), and the Hike and Bike Trail Master Plan (2020). These Plans showcase four (4) common themes: Identity, Neighborhoods, Infrastructure, and Parks, Trails, and Open Space. Studying these plans will assist with the coordination of recommendations that should be included in the downtown plan.

OLD TOWN TRANSPORTATION PLAN (2015)

The Old Town Transportation plan seeks to provide a better pedestrian experience along major throughways in the Old Town district. The Old Town district largely consist of single-family housing and office space as the second largest use type in the area.

PROSPER COMPREHENSIVE PLAN (2012) & UPDATE (2020)

Prosper's 2012 Comprehensive Plan's aim is to create an overarching vision and guide for the Town's development for the coming years. The Plan seeks to focus on joint efforts between citizens, decision makers, Town staff, and other stakeholders in a means to preserve the character of the Town while it expands to meet the demand of new arrivals to the area.

PARKS, RECREATION, AND OPEN SPACES MASTER PLAN (2015)

The purpose of the Town of Prosper Parks Master Plan is to provide Prosper the parks and recreation needs of a growing community over the next 10 years. The existing parks are inventoried and compares them to park industry standards. Along with community and stakeholder input recommendations were developed to identify future needs, including land acquisition. In addition, this plan recognizes a path to update and maintain the facilities the Town already has and identifies priorities for actual park improvements.

HIKE AND BIKE TRAIL MASTER PLAN (2020)

The Hike and Bike Trail Master Plan was adopted in late 2020. It's primary focus is to evaluate the existing trails and planned trails, assess the need for additional trails, and recommend potential trail corridors and connections. This plan recommends future bikeway accommodations on Broadway, Main Street, McKinley Street.

Growth Pressures: Past, Present, and Future

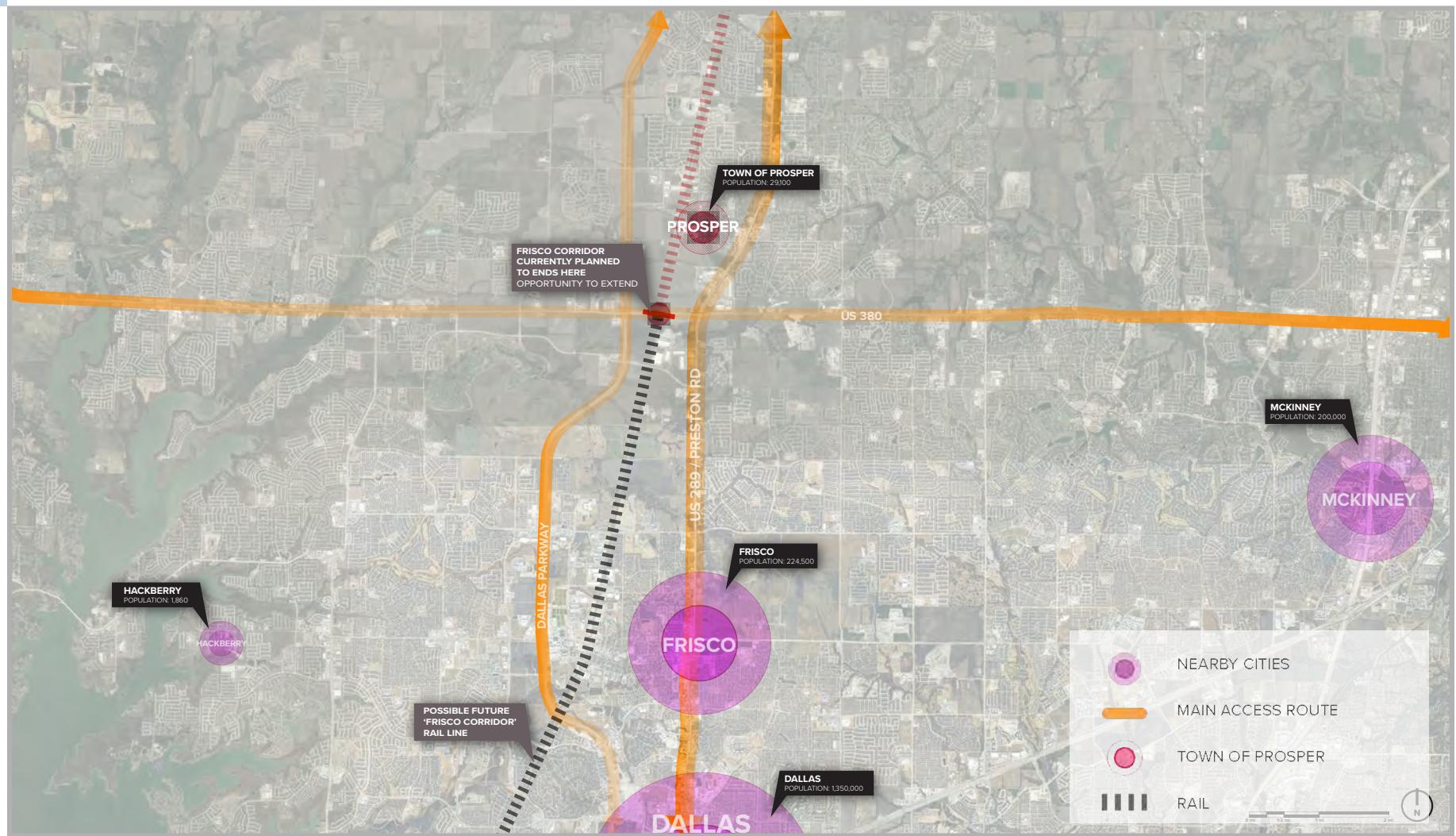
The Town of Prosper over the last decade has experienced explosive growth, going from 9,700 residents to approximately 31,700 residents in 2021. With this, the Town on average has welcomed roughly 2,000 residents each year resulting in a 300% increase over the past decade.

The large explosion of the Town growth is in most part to its proximity to the Dallas North Tollway which provides quick access to downtown Dallas. During Prosper's large growth from 2010 – 2020 Dallas population also increased by 100 thousand to give the city a population of 1.3 million residents.

This shift in population has created significant opportunity for downtown Prosper. The intent of this Master Plan is to provide the basic framework to help attract and support the redevelopment of downtown.



REGIONAL LOCATION MAP

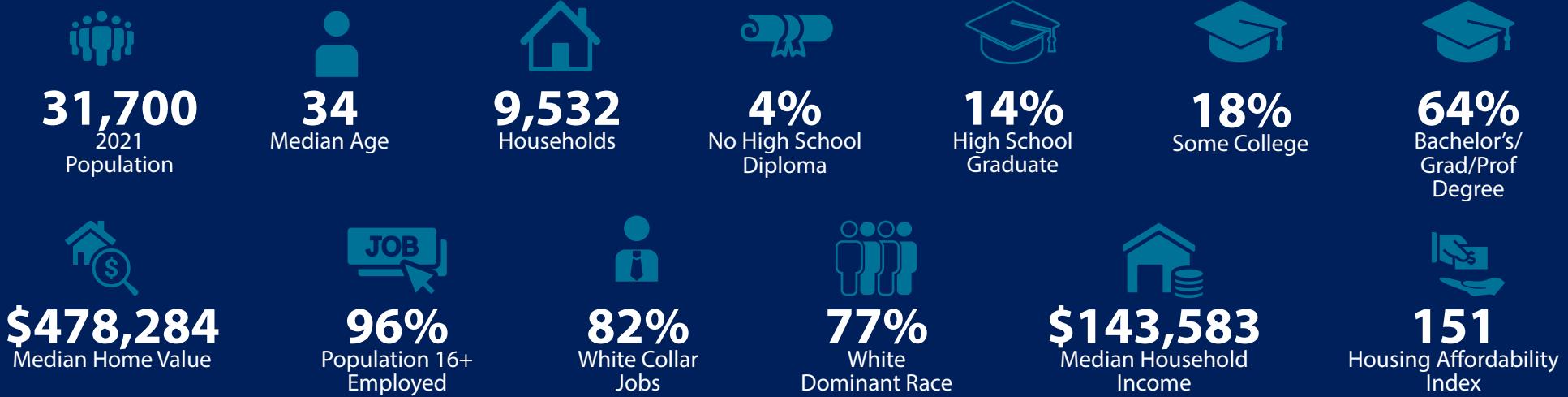
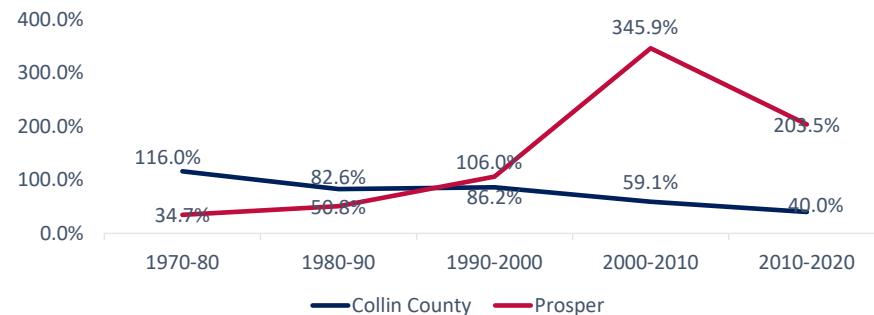




About the People

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 which are fast growing counties within the Dallas-Fort Worth Metroplex. From 2000 to 2010, the Town has experienced very rapid and robust growth with growth rate of 345.9%. In more recent years, population growth has slowed slightly but continues to expand at a considerable rate which is 291% from 2010 to 2020. Generally speaking, this is a high rate of growth for a community which was not an accident but is indicative of the rapid northern expansion of the DFW metropolitan area. Downtown has experienced comparable growth pattern, the population grew by 91.8% from 2000 to 2010 and then has slowed down. In 2020 the downtown population was 561, which represented a 19.3% increase since 2010. According to the NCTCOG population projection for 2040, Collin and Denton Counties will continue growing, thus will be the case for Prosper and its downtown. The extension of Dallas North Tollway by construction of a new bridge over U.S. 380 toward First Street, will bring more development and population to the area.

Population Growth 1970-2020



About the People



According to ESRI 2020 population data for downtown of Prosper, individuals between the ages of 25 and 54 which are considered the working age cohort collectively made up the largest percentage of the population at 44.7%. The portion of the population aged 15 years and younger make up 28.3% of the population. Having a significant percentage of the population 15 years old and younger and the large percentage of labor force cohort indicates the strong presence of families living in downtown Prosper. Males and their female counterparts comprise equal percentage of the downtown population. The median age of downtown residents in 2020 was 35 years, which is closely aligned with the median age for all of Texas at 34.4 years but is slightly younger than the median age for the nation as a whole at 37.8 years. Young population of downtown Prosper reflects younger families moving to the area.

Downtown racial composition in 2020 was similar to the Town of Prosper racial makeup which significant majority were White population (80.5%). The second largest cohort identified as some other race alone (8.8%). The Hispanic origin population changed from 19.8% in 2010 to 22.6% in 2020. The diversity index which summarizes racial and ethnic diversity and range from 0 (no diversity) to 100 (completely diverse) changed from 50.7 to 57.8 over the last 10 years.

Prosper is a well-educated Town. Nearly 95 percent of Prosper residents have a high school diploma, and nearly 55 percent have a bachelor's degree. The

Town's education profile continues to improve. Since 2010 the percentage of people with graduate degrees has grown from 10.4% to 18% in 2020. That's a significant increase over the course of ten years. More than 70% of the downtown's population work in management, business, science, sales and administrative support occupations.

Demographics describe quantifiable characteristics of individuals and groups of people. Psychographics build on demographic characteristics, helping identify preferences for certain types of products or activities based on a person's values, attitudes, lifestyle, and other factors. Two people might be demographically identical – the same age, household size, profession, income, etc. – but one might prefer canned domestic beer, for example, while the other prefers bottled imports. To better understand some of the general lifestyle characteristics and consumer preferences of Prosper, we used data from ESRI. ESRI has developed a proprietary classification system, called Tapestry, to classify residential neighborhoods in the US into 14 major "LifeMode" groups, then into 67 more detailed segments, or subgroups, based on demographic and socioeconomic characteristics. It then identifies concentrations, or clusters, of individuals and households throughout the US according to these characteristics. On the following, we have summarized ESRI's description of each of the major Tapestry LifeMode groups and the detailed subsegments in downtown Prosper. In brief, ESRI has identified two clusters in the area: Soccer Moms (4A) and Up and Coming Families(7A).

Soccer Moms (4A)



Household: **Married Couples**

Average Household Size: **2.96**

Median Income: **90K**

Median Age: **37.0**

Housing: **Single Family**

73.7% of
The Prosper
Downtown HH

- Go jogging, biking, golfing, boating
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Family-oriented purchases
- Own 2+ vehicles (minivans, SUVs)

Up and Coming Families (7A)



26.3% of
The Prosper
Downtown HH

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV
- Careful shoppers, aware of prices, willing to shop around for the best deals



Household: **Married Couples**

Average Household Size: **3.12**

Median Income: **72K**

Median Age: **31.4**

Housing: **Single Family**



Market

Demographics and Trade Area

Demographics

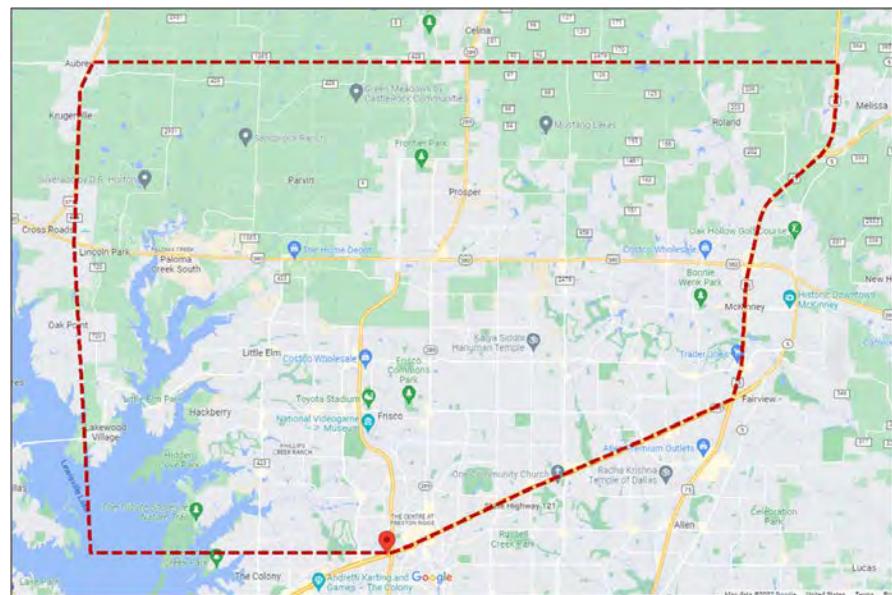
The demographic story in Prosper over the last decade is growth. Household and population numbers more than tripled. That growth is a demand driver for housing, retail goods and services, and office and industrial development.

Prosper households tend to be family households rather than roommate or single person households. They are higher income, more educated and less diverse than Collin County as a whole. A very high proportion (87%) of Prosper households own their homes.

Trade Area

The market analysis conducted for downtown Prosper focused on identifying market opportunities within a trade area that was identified for this analysis. A trade area is defined as an area from which a project(s) or locale will draw the majority of its residents (housing), patrons (retail), employees (office, industrial, institutional), and visitors (lodging). The boundaries of a trade area are often irregular as they are influenced by the following conditions physical barriers, location of competing developments, proximity to population and/or employment concentrations, zoning, market factors, drive times, and spending and community patterns. For the downtown Prosper

2020 Indicator (unless otherwise noted)	Town of Prosper	Prosper Trade Area	Collin County
2010 Households	2,855	125,500	283,759
2021 Households	9,532	222,900	399,654
Annual Household Growth Rate (2021 to 2031)	11.0%	3.3%	3.0%
Average Household Size	3.21	2.89	2.84
Percent Non-Family Households	20%	23%	26%
Percent Renters	13%	29%	35%
Percent Age 65+	7%	9%	11%
Percent With Bachelors Degree	57%	58%	52%
Median Household Income	\$146,733	\$110,700	\$96,900
Percent Hispanic	7%	15%	16%
Percent Black/African-American	7%	9%	13%
Percent Asian American	5%	9%	6%



Residential

Housing Production

Over the past 10 years, annual residential construction in the Town of Prosper has averaged 721 units, representing approximately 8% of the residential development in the trade area. Multifamily housing was only part of that growth. Multifamily development in the Town of Prosper represented less than 1% of total Trade Area construction, despite the demographic predictors of high demand for these types of products.

Multi-family Production

In the trade area as a whole, the inventory of multifamily housing has grown dramatically. About 40% of all existing multifamily housing in the trade area was developed in just the last five years. The current vacancy rate of 9.4% reflects the presence of new apartment buildings that are still in their initial rent-up period. Similarly, the 16.1% increase in apartment rents over the past year is primarily a consequence of newer properties coming on line which charge higher rents than existing properties.

Trade Area Projected Growth

The North Central Texas Council of Governments projects a growth of 52,027 households in the trade area over the next ten years—an annual growth of around 4.0%. Taking into consideration vacancy rates and the demand for second homes, we estimate a demand for 53,355 housing units over the period.

If preferences for rental vs ownership housing is assigned by income levels, and 30% of all ownership housing is assumed to be in attached formats such as Townhomes and condominiums, housing demand in the Trade Area for three major housing types is as illustrated in Figure xx, and further summarized in Table xx.

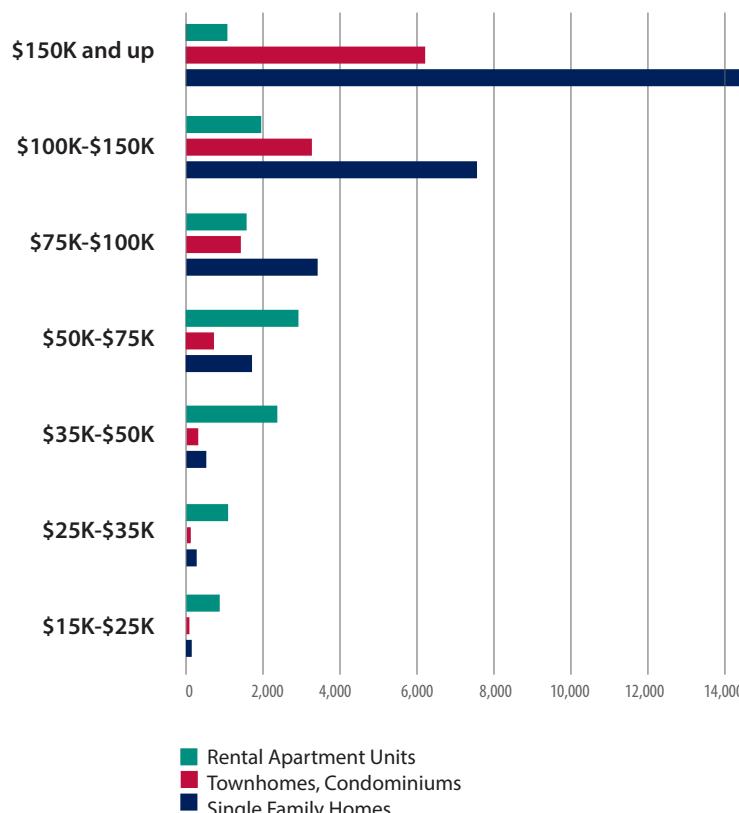
Similarly, the 16.1% increase in apartment rents over the past year is primarily a consequence of newer properties coming on line which charge higher rents than existing properties.

Total Trade Area Residential Demand by Type



Trade Area Residential Demand

Ten Years, 2022-2031



Retail

Retail Market

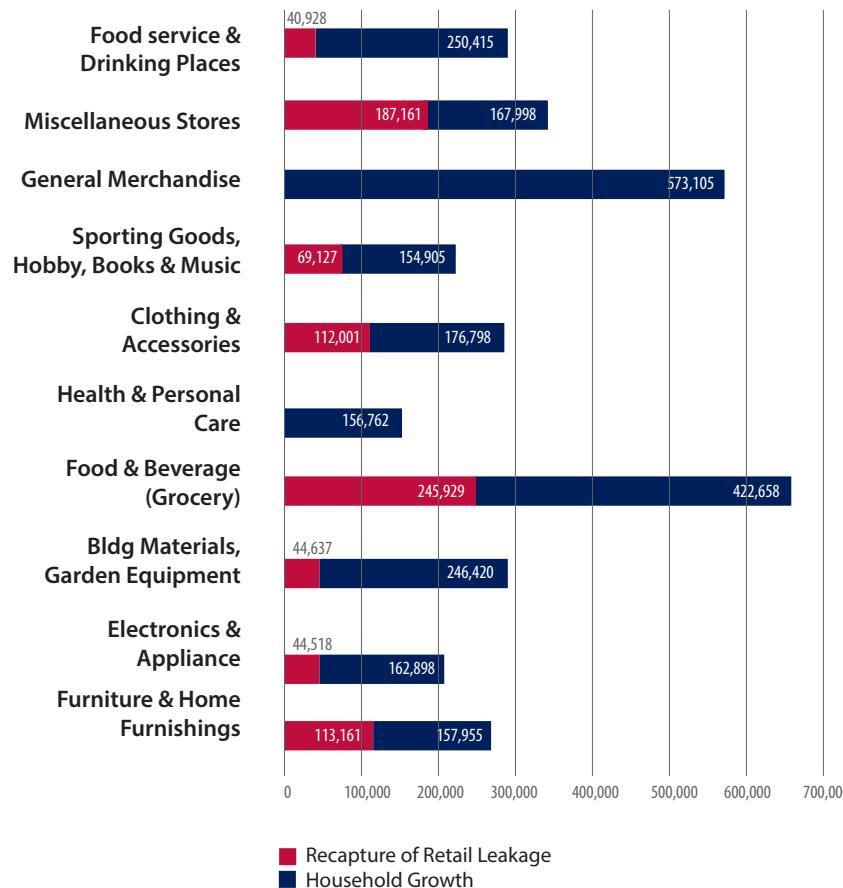
Responding to the rapid growth in homes and office developments, retail development has been occurring at a rapid pace. Much of the inventory is centered in the Frisco area, anchored by the retail centers in the Stonebriar Centre area. But the sizable new Gates of Prosper reflects the market reality that residential growth in and around Prosper requires retail support.

Retail Demand

The primary driver of retail growth will be anticipated household growth, as illustrated by the blue bars in the chart. The red bars show the opportunity for retail stores and services to recapture the spending of trade area households that occurs outside of the trade area.

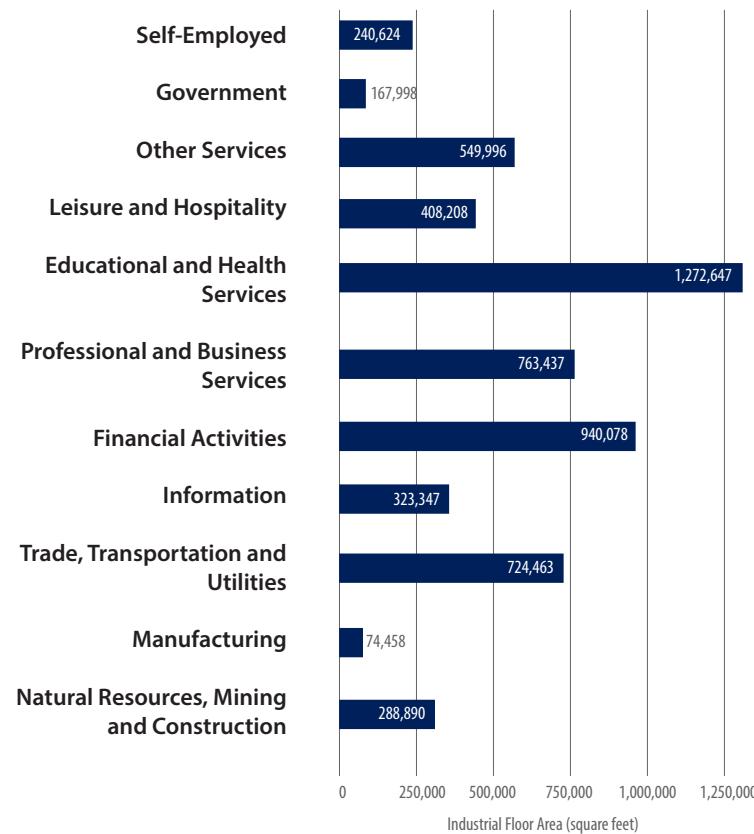
Trade Area Retail Demand

Ten Years, 2022-2031



Trade Area Office and Industrial Demand

Ten Years, 2022-2031



Employment Sectors

Office Market

Office growth in the Trade Area has been dramatic, with its center of gravity in the Frisco Area. The flagship office center is the Star at Frisco, which houses the Dallas Cowboys headquarters and a cluster of other office buildings. The Town of Prosper benefits from the DFW north metro reputation for office development, and when the north suburban freeway improvements are completed it may well become attractive for large-scale office development.

Industrial Market

Industrial growth in the trade area has matched the growth in other market sectors. Ongoing demand is demonstrated by relatively high rents. Continued population growth offers a labor pool that will support business growth, and require warehousing and distribution support.

Office and Industrial Demand

Demand for employment (office and industrial) space runs in two directions. Growth in population represents a labor pool which is attractive to businesses. And the business dynamism of the area stimulates housing growth so that employees can live near where they work. Based on an overall annual employment growth of 3.5%, the Trade Area could support an additional 5.7 million square

Downtown Prosper Development Demand

Downtown Prosper has the potential to capture a fair share of the trade area growth over the next 10 years for a variety of residential, retail/restaurant/service and employment land uses. The supported land use mix focuses on redevelopment and reinvestment in central and infill downtown neighborhoods, with real estate products appropriate for those areas.

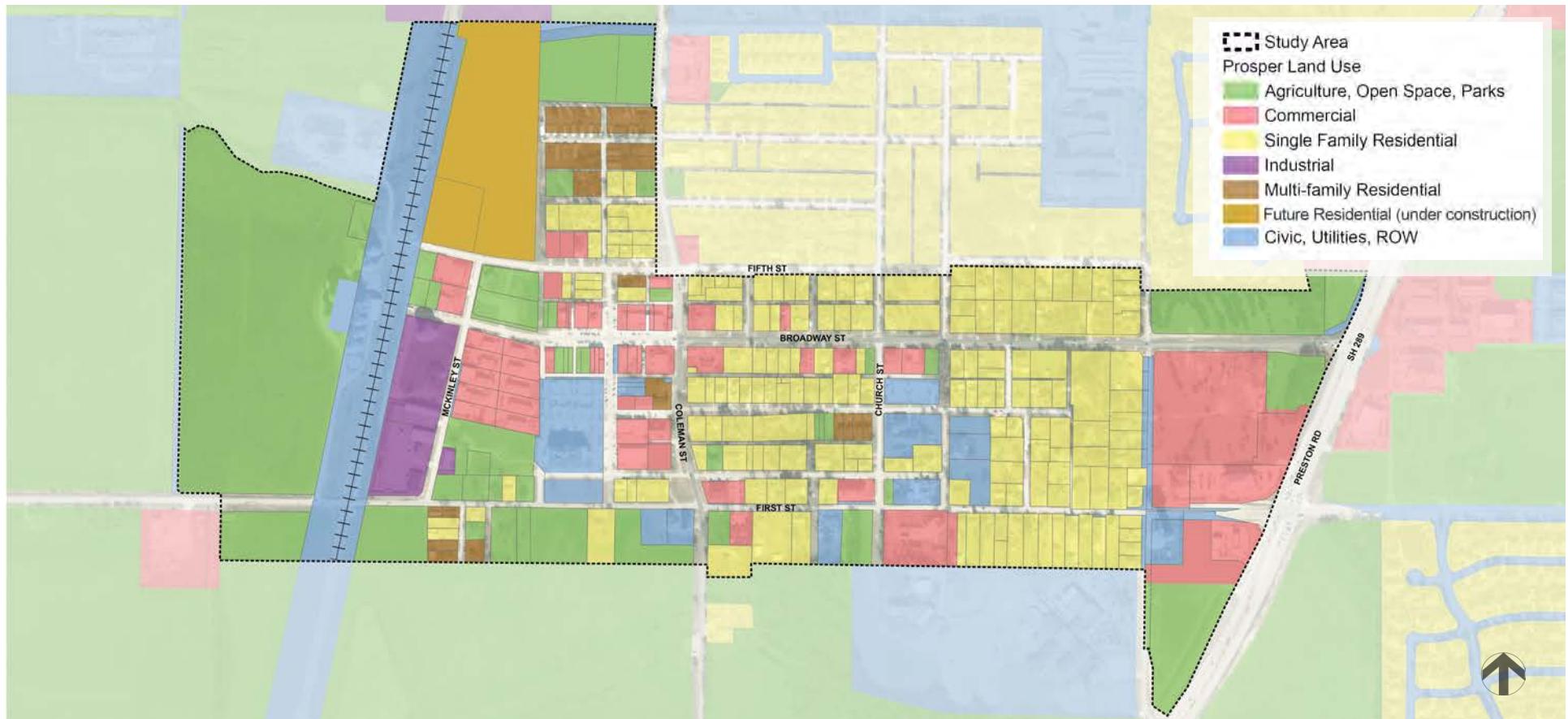
Downtown Prosper Market Support by Residential Land Use Type						
Land Use Type	Trade Area Demand (Dwelling Units)	Downtown Prosper Demand				
		Market Share		Absorption (Dwelling Units)		
		Low	High	Low	High	
Single Family Detached	28,100	0%	0%	0	0	
Single Family Attached	12,000	3%	5%	360	600	
Rental Apartments	12,100	3%	5%	363	605	
Total	52,200			723	1,205	

Downtown Prosper Market Support by Residential Land Use Type						
Land Use Type	Trade Area Demand (Square Feet)	Downtown Prosper Demand				
		Market Share		Absorption (Square Feet)		
		Low	High	Low	High	
Retail	3,300,000	2%	4%	66,000	132,000	
Employment (Office / Industrial)	5,700,000	2%	4%	114,000	228,000	
Total	9,000,000			180,000	360,000	

In general, 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 main roads, thus is the case in the downtown which single- family residential is the dominant land use (23%) in the area. The other uses in downtown include a mix of retail, office, civic (Town Hall, police department, churches, public library etc.), multi-family residential, open space and some light industrial which indicates that mixed uses are permitted within the area; however, there are a significant number of parcels (30%) that are vacant or underutilized which provide great sites for new residential, commercial and gathering spaces within the growing city.

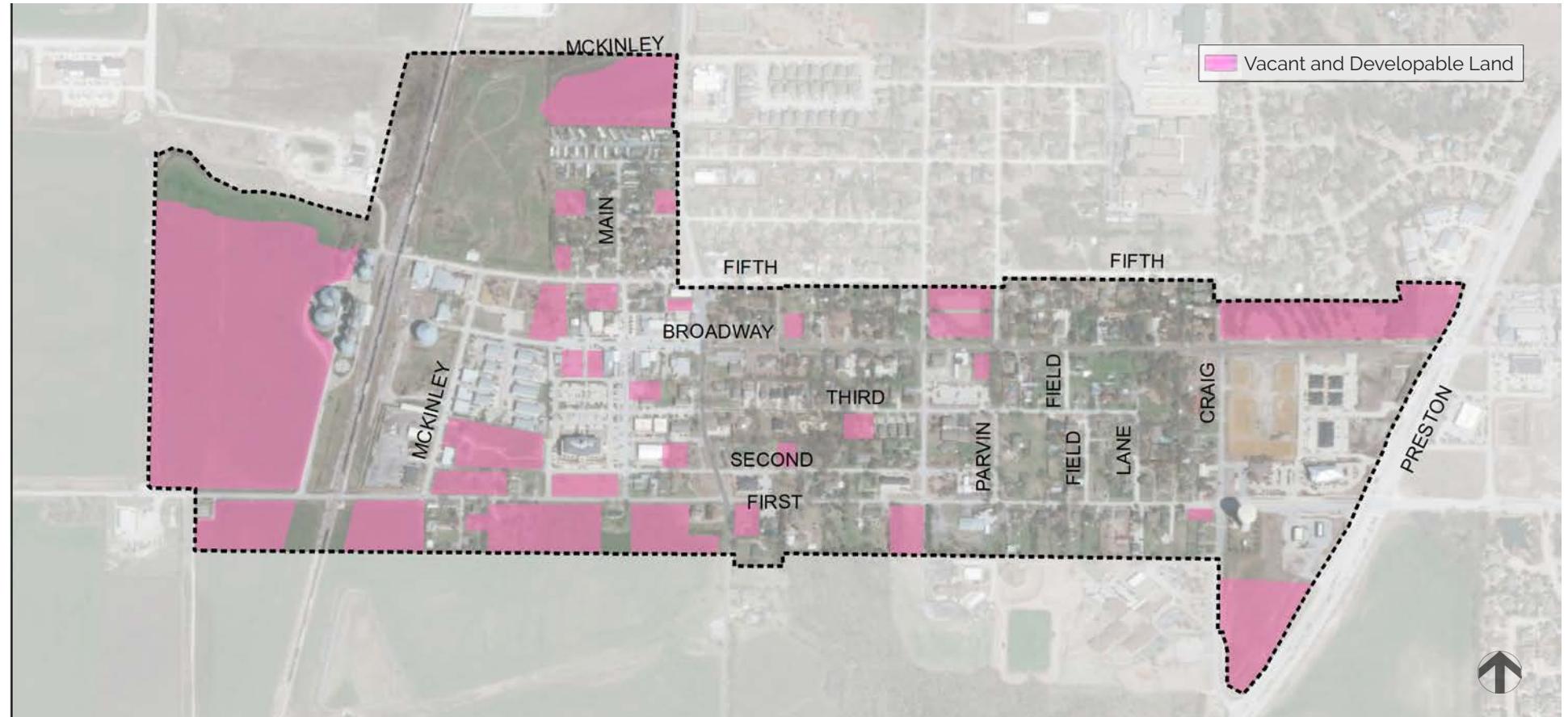
There is a retail core along Broadway and Coleman Street which is remained from the Old Town' heyday. Coleman Street serves as a divider between residential uses to the east and non-residential uses to the west. The western side of Coleman is the primary area for mixed use developments, retail, restaurants offices and civic uses and the eastern side is dominated by single-family residential units. The Town of Prosper has a significant presence in the area with the Town Hall, Town Hall Annex Municipal Court, Police Department, Development Services and Public Works which are located nearby. Additionally, the new multi-purpose Town Hall, which includes the Library, on the west side of Main Street provided an important employment and destination base in the area.

Currently, some of parcels along First street on the western side of Coleman street are vacant.



By construction and expansion of Dallas North Tollway toward First street, this area would flourish and attract regional attention and investments. Additionally, in the appeal of the historic character of downtown that would attract more residents from the outlying region, for specialty shopping, dining and entertainment.

BNSF Railway is passing through the area and some light industries and manufactures have located along the railway. The Prosper Business Park with light industrial, commercial warehousing, office storage and commercial uses and outside storage will be located in the western side of the railway and will bring more population and employment.



Downtown Prosper Vacant Developable Land

Zoning

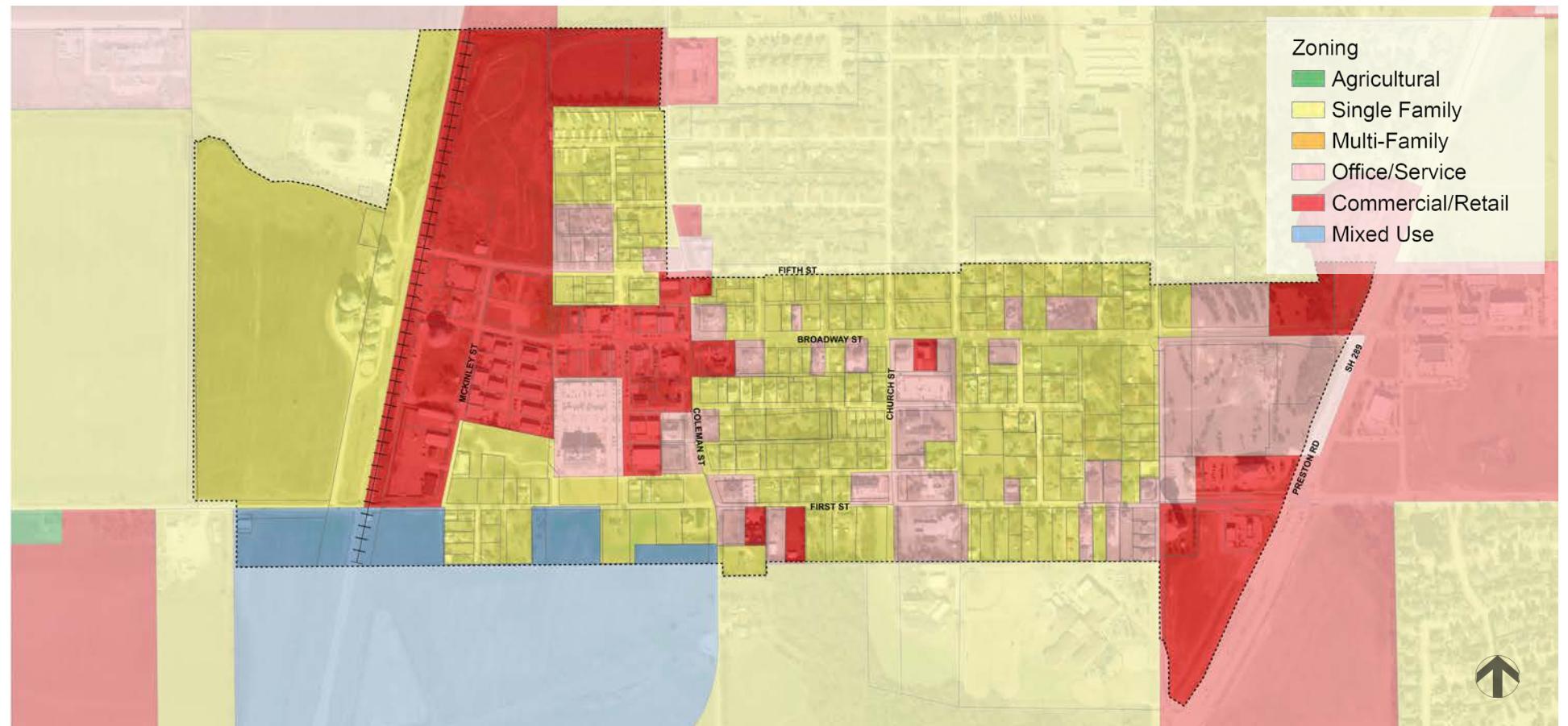
Currently, there are five different zoning districts in downtown Prosper. The majority of land is in the single family, commercial/retail and Office/Service zones. Comparison between existing land use and existing zoning indicates that there is a conformity between them, and properties are being utilized according to its main zoning designation. Corresponding zoning regulations could encourage development more consistent with the downtown Vision and allow for more market-driven development. The following is the brief description of each zone:

SF-15 - SINGLE FAMILY-15 DISTRICT: This District will provide for development of single

family detached dwelling units on a minimum lot size of fifteen thousand (15,000) square feet. Other uses, such as religious and educational facilities, parks, and open spaces will be provided for to maintain a balanced, orderly, convenient, and attractive residential area

DTO - DOWNTown OFFICE DISTRICT: This District is established to maintain existing and encourage additional office development in the original downtown portion of the Town.

DTC - DOWNTown COMMERCIAL DISTRICT: This District is established to maintain existing and encourage additional retail and commercial development in the original downtown portion of the Town.



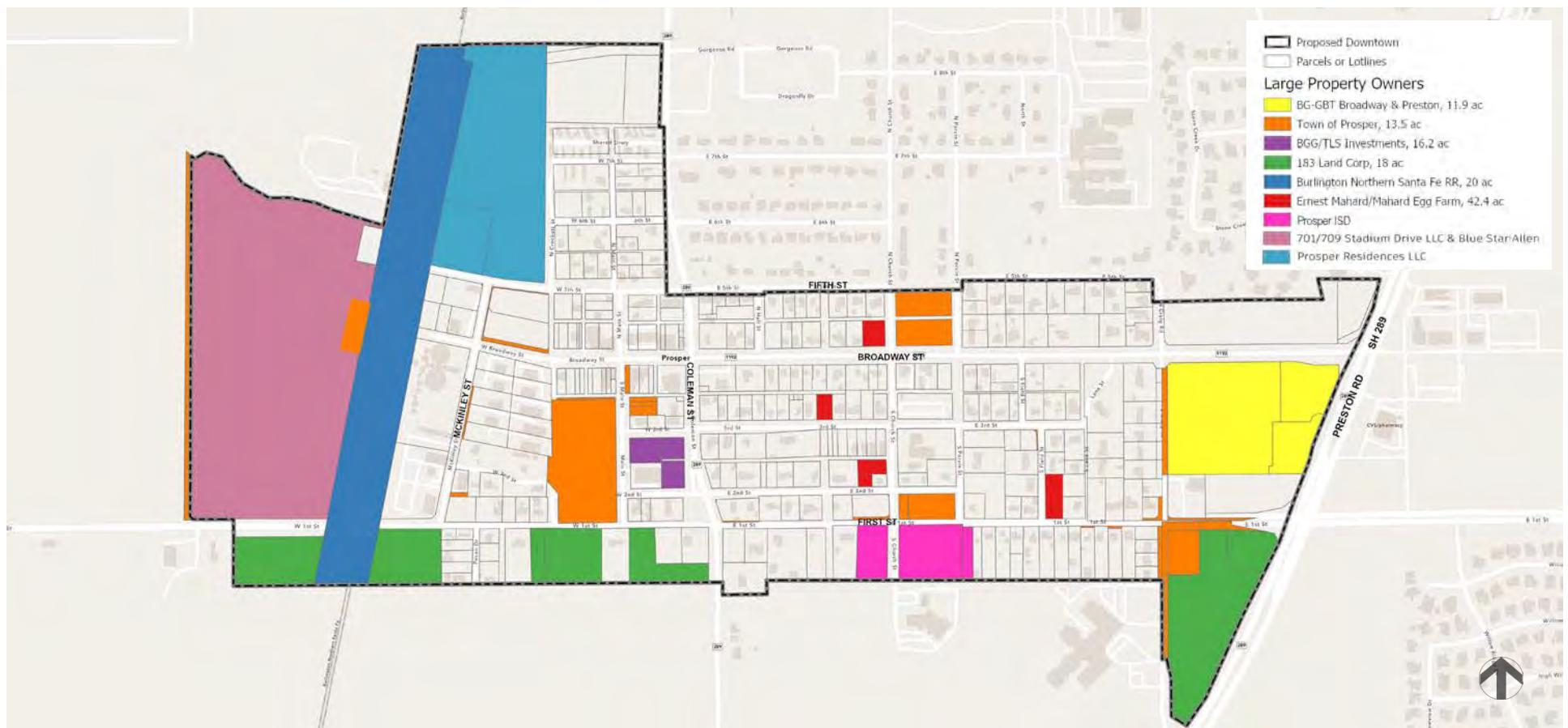
Downtown Prosper Existing Zoning

C - COMMERCIAL DISTRICT: This District is intended predominately for heavy retail, service, light intensity wholesale and commercial uses, but excluding warehousing uses.

R - RETAIL DISTRICT: This District is established to provide locations for various types of general retail and service uses for one or more neighborhoods. To encourage reinvestment in the Old Town Area, the Town created Neighborhood Empowerment Zone No. 1 (NEZ) for the commercial core of downtown in 2009. This is a tool to generate tax increment financing which is then reinvested in downtown through community improvement projects. It is only applicable to property owners in the downtown area for the construction of new, non-residential development.

Property Ownership

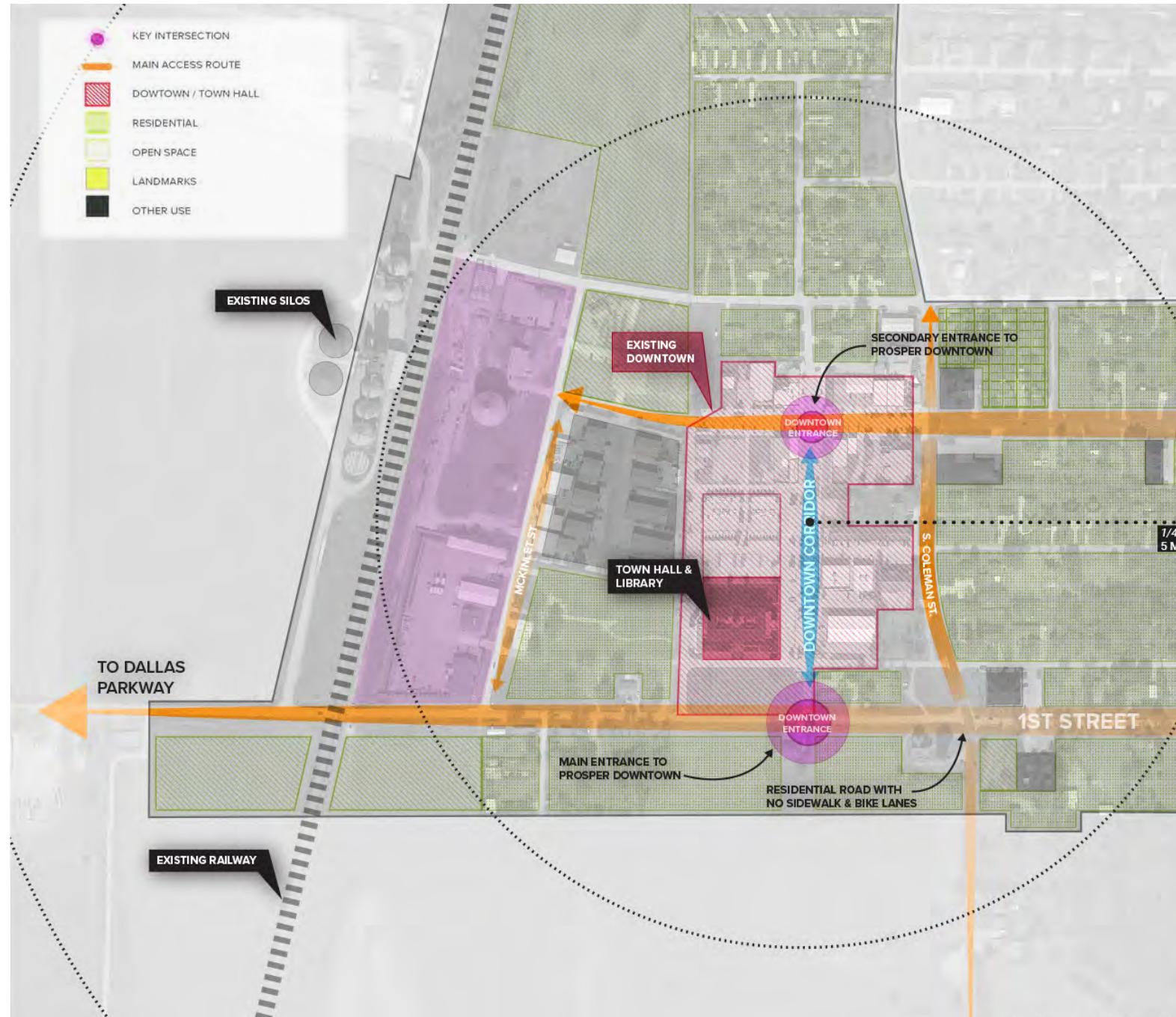
Most of downtown parcels are less than two acres in size, they are under private ownership and the majority of these private-owned properties are already built out. There are several larger than two acres lands that most of them are vacant. Map shows the large property owners in the area and for those vacant developable lands. Consolidated parcels under single ownership would make the process of land acquisition and further development easier and faster.



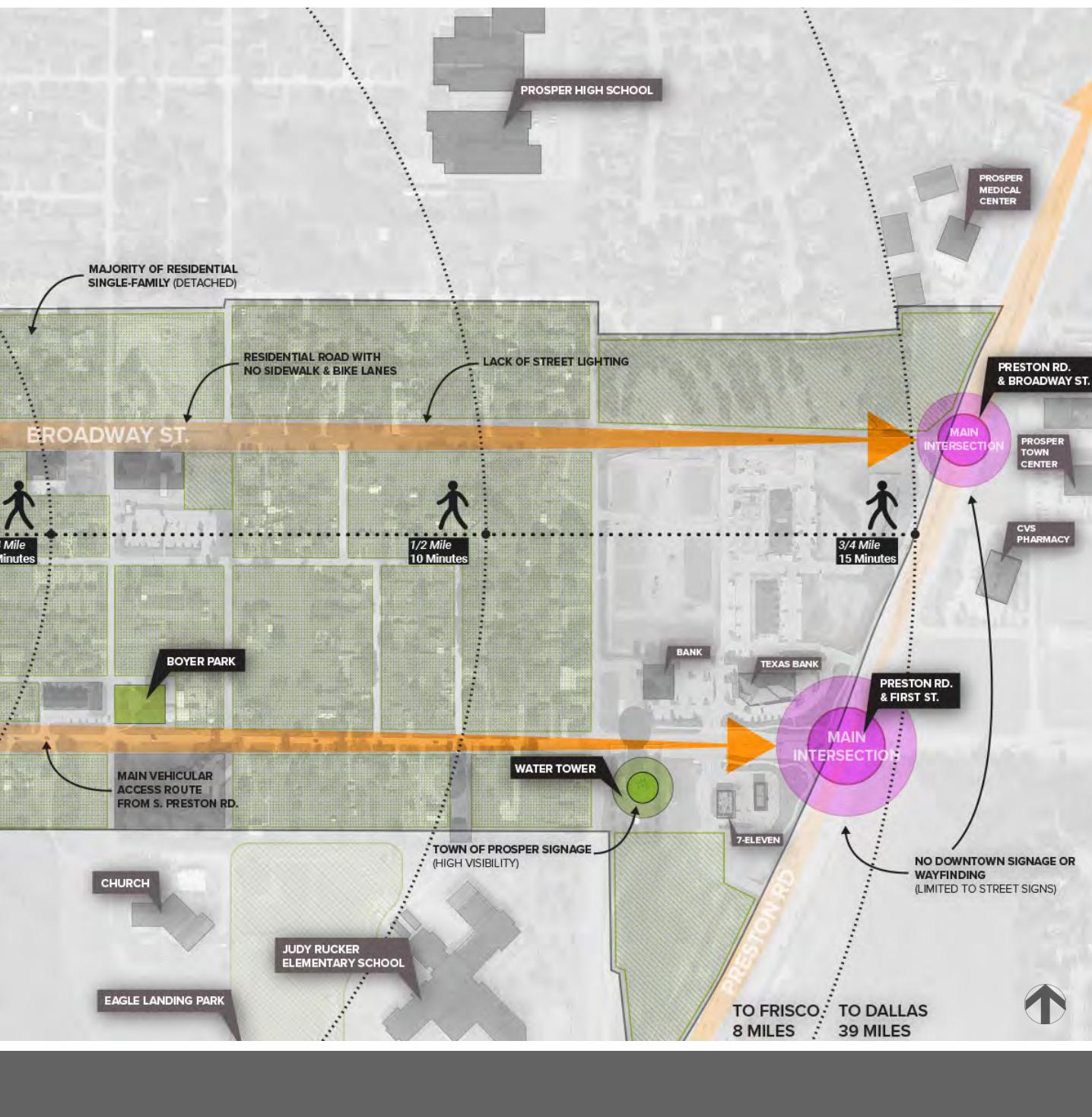
Downtown Prosper Property Ownership

Accessibility

Both the Dallas Parkway / N. Dallas Tollway and US 289 / Preston Rd. are the primary vehicular circulators accessing Prosper from southern cities like Frisco and Dallas. The planned 'Frisco Corridor' will put public transit close to Prosper with the possibility to extend the rail in future plans. Intersections at 1st St. & Preston Rd. and Broadway St. & Preston Rd are the main vehicular intersections leading to downtown. Both 1st St. and Broadway St. are the primary access routes to Main St. in downtown, approximately $\frac{3}{4}$ miles east of both intersections. These are rural residential streets with no pedestrian sidewalks or bike lanes integrated into the street design. There is also a lack of street lighting which is important for safety and security. The surrounding residences also lack a sidewalk network disconnecting them from the downtown area. Currently, most of Prosper's sidewalks are constrained to the downtown area. Implementing sidewalks and bike lanes along 1st St. and Broadway St. will give people more alternate options to access downtown and will ultimately promote more activity.



Where We Are At: Main Accessibility and Intersections



Placemaking

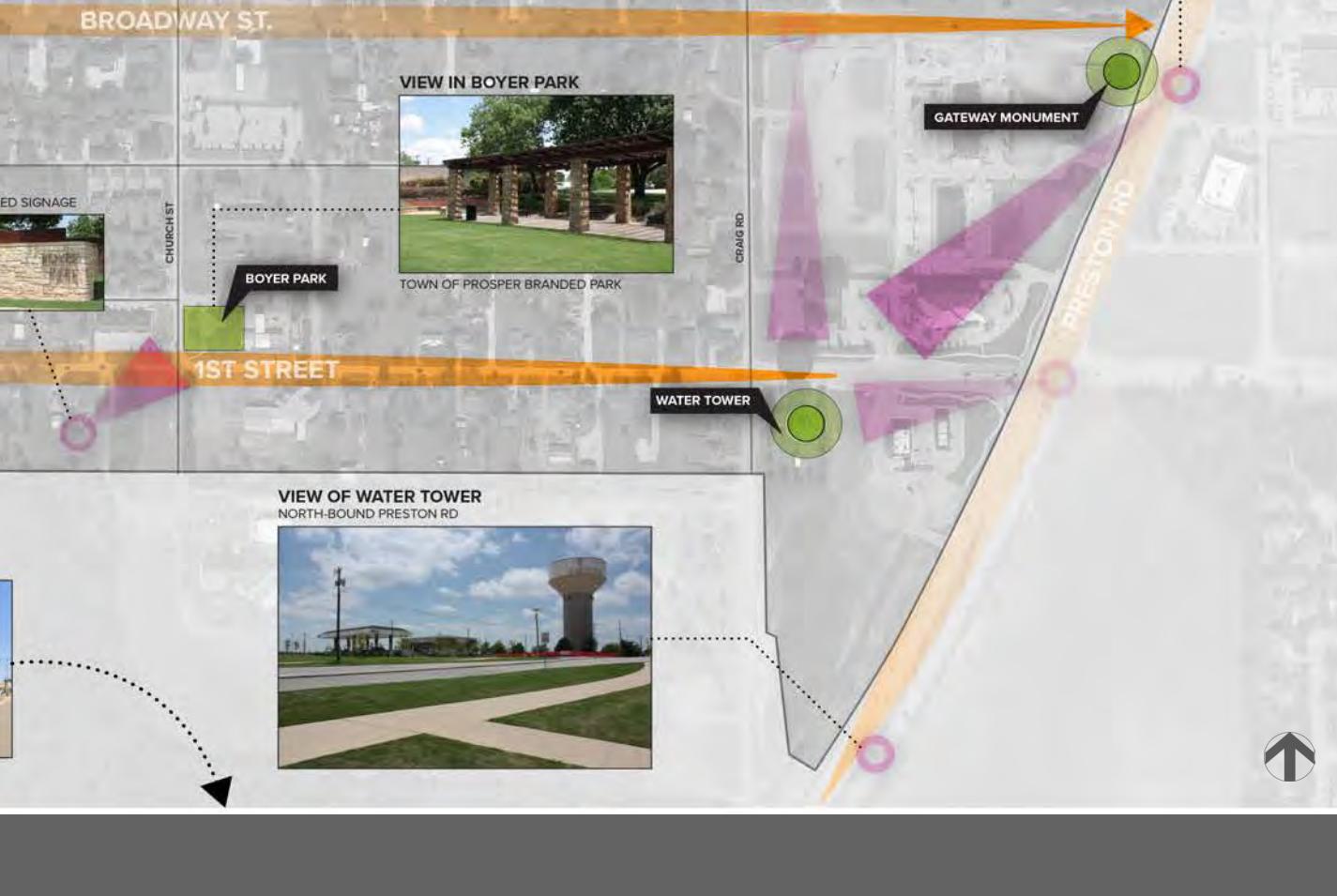
There are existing conditions hinting at branded placemaking and signage moments scattered throughout Prosper and the streets leading up to it. Through our studies we've identified these key projects that reflect Prosper's updated signage with selected colors and material palette:

- Town Entry Monument
- Town of Prosper Sign on the 'Water Tower'
- Boyer Park
- Downtown Monument

All these key moments provide the foundation to create a more comprehensive signage program directing visitors and residents to the downtown area. There is currently no wayfinding signage directing people to downtown. The Town of Prosper 'Water Tower' sign is the only sign in the downtown area indicating that you are in Prosper. This is also the largest existing placemaking moment in Prosper. The downtown area lacks any signage or wayfinding and there are no entry monuments upon arrival to Main St. or Broadway St.

Street signs and streetlights along Main St. and Broadway St., in





downtown, are updated with the Town of Prosper logo and decorative banners. These are good components in creating a more pedestrian-focused place but there needs to be a more robust application and a more diverse kit-of-parts to pull from. This will create more intimate environments that reflect Prosper's identity, resulting in more enjoyable and walkable places.

The silos are another intriguing piece that seems integral to downtown Prosper's identity. They are large and draw a lot of visual attention. The views alone could garner great backdrops to a vibrant pedestrian-oriented Main St and Broadway St.

Downtown & Public Realm

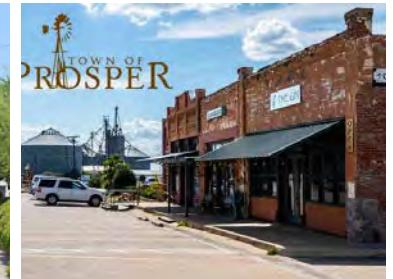
Town Hall

The downtown area in Prosper is slowly getting updated. The new 'Town Hall & Library' reflects a material palette and general 'look and feel' of architectural character that seems appropriate for Prosper. It also aligns well with the newer signage installments at 'Gates of Prosper' and Boyer Park. These precedents might help establish building material guidelines in the downtown area.

The new 'Town Hall & Library' is an important placemaking anchor along Main St., but it is isolated in a sea of parking and lacks any retail and community buildings/parks adjacent to it. There is an open space located directly south of Town Hall, but it seems unused and inactivated. Encouraging more dense and diverse mixed-use developments around Town Hall will put people in the middle of downtown activating it on a regular basis. Building around community and civic landmarks in downtown will help define a 'look and feel' unique to Prosper's identity, creating a sense of place and arrival.

Retail

Most of the retail in downtown is located off the intersection of Main St. and Broadway St. There is a limited selection of food and beverage retailers in the entire downtown area, and they seem constrained to the northern part of downtown along Broadway St. There is currently little to no outdoor seating for restaurants and no retail spill out, i.e., supplemental signage and product displayed outside. These are key components that contribute to the vibrancy and overall vitality of a successful human-focused downtown. Activating the sidewalks and allowing retail to spill out of storefronts creates a pleasant and inviting place that piques curiosity and makes people want to stay. It's also important to consider the types of retail that are in downtown. As Prosper grows, the downtown area will begin to naturally transform from a small downtown into an area of regional appeal and community focused commerce. Retail can also be a key contributor to creating an increased regional appeal. Curating certain types and brands of retail, i.e., food and beverage, brewery, are great opportunities that allow retail to tell the story of Prosper while simultaneously contributing to vibrancy of place. There could also be a series of tenant improvement guidelines that helps retailers successfully align with the architectural character and 'look and feel' of downtown.





Pedestrian & Bike Access

Sidewalks are limited to downtown. There is a lack of sidewalks extending beyond downtown into adjacent neighborhoods and no pedestrian connections to the larger community outside of the area. In downtown, the sidewalks are wide and inactive. These areas are prime real-estate for retail spill-out to occur. Successful downtowns tend to let people and retail create the colorful vibrancy of place. An active storefront with lots of people is the ultimate people magnet for more activity.

There is currently a lack of bike lanes and trail networks throughout the Town of Prosper. It is important to provide multi-modal transportation alternatives not only for non-vehicular access but integrating bike lanes and sidewalks into street programs can help slow traffic down and create more enjoyable environments for those not driving.

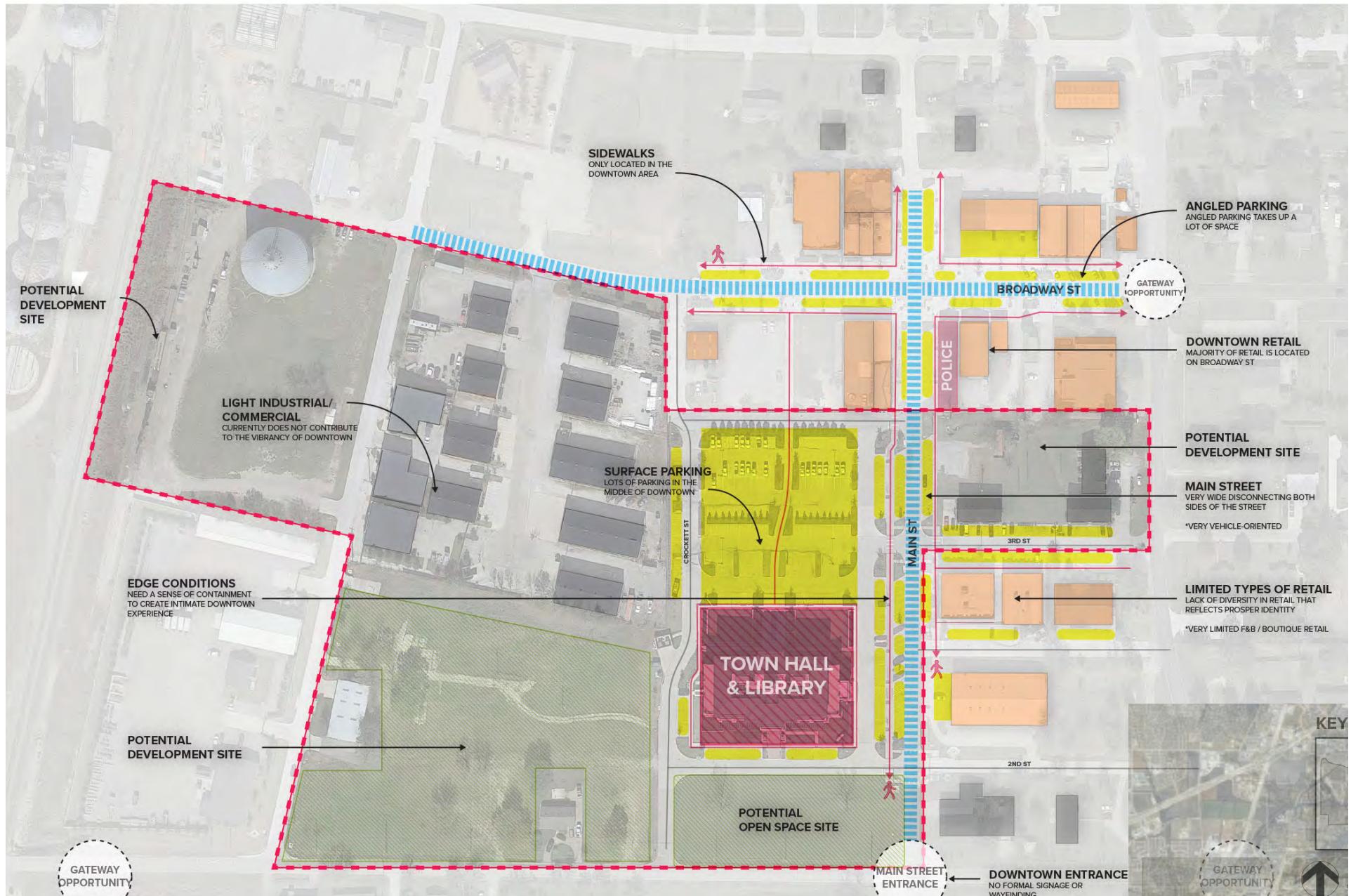
Street Furniture & Tree Program

Along Broadway St. close to the intersection at Main St., there appears to be an updated street furniture and tree program. Light poles, street signs, stop sign poles, potted plants, and outdoor seating have been installed along Broadway St. and demonstrate the beginning of a comprehensive street furniture program. Currently, it feels like it's lacking vitality. This might be due to the lack of retail activation on sidewalks as well as a lack of quantity of street furniture.

Trees along Broadway St. in downtown are placed in rhythm and seem like they will take some time to mature. Larger trees create more impactful places where people want to stay. Being such a critical component to placemaking, it might be worthwhile to place some more mature trees in key areas around downtown. This can create an iconic moment that the community can easily rally behind.

Downtown Parking & Streets

Aside from the parking at Town Hall, there is a lot of angled parking throughout downtown. This is more efficient than 90-degree pull-in parking, but it still takes up a lot of space and is more vehicle-centric than pedestrian-focused. Decreasing the depth of street parking will give more space back to the public realm and allow for more retail to spill-out. This also creates space for restaurant patios and terraces. More visible storefront activation is critical for retail to succeed and is also a key part in creating lovely and enjoyable places.



Where We Are At: Downtown Placemaking Opportunities

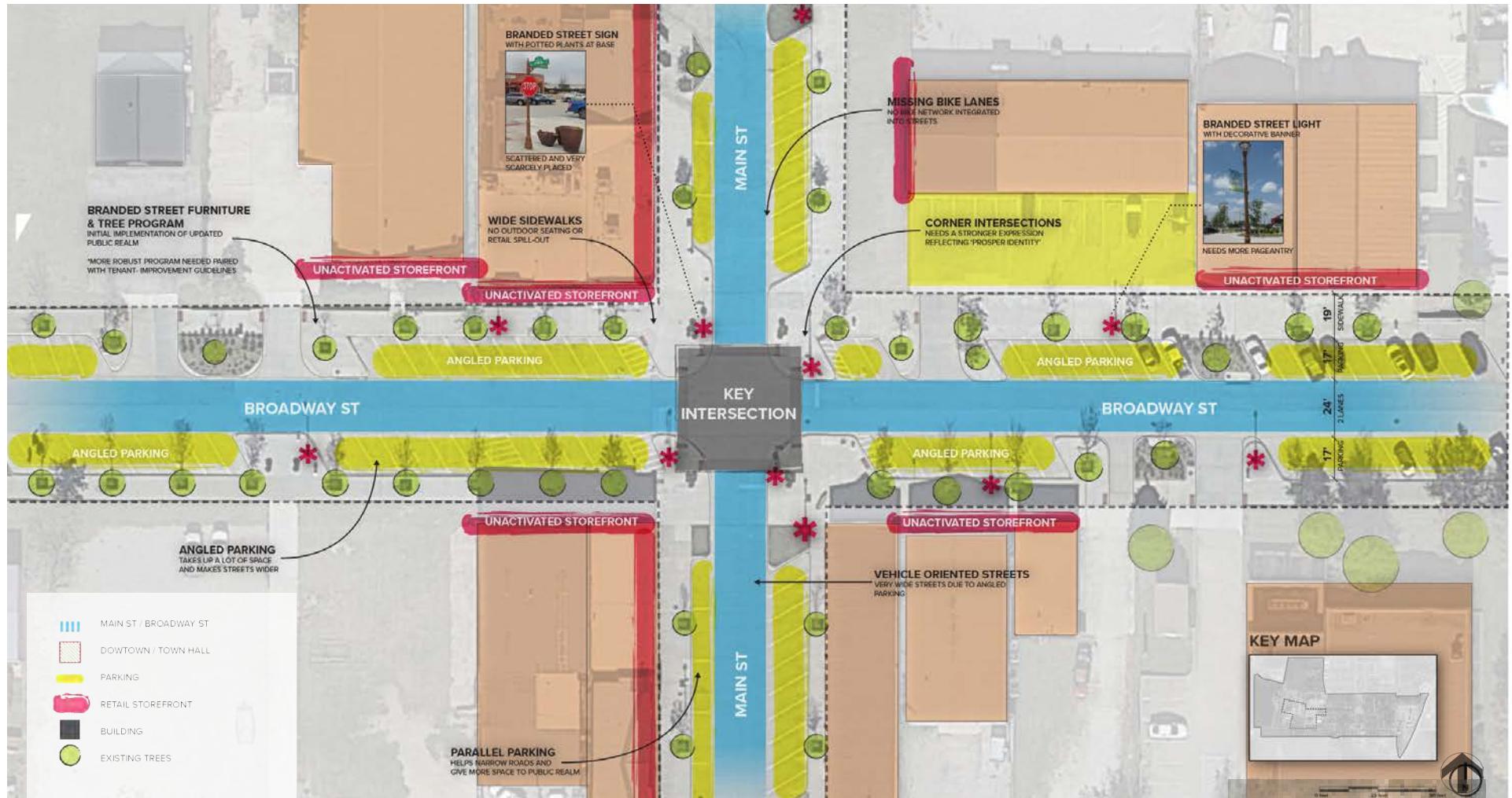
Many downtowns, at all scales, are trying to decrease the amount of vehicle traffic and parking in key community-oriented commerce areas like Main Street. Shifting to a different approach focused more on the pedestrian experience will help improve footfall and improve the types and brands of retail attracted to downtown.

The street paving in downtown is typical throughout the Town of Prosper. It's standard concrete paving with a few brick pedestrian crosswalks. Key intersections and downtown paving materials are also key components to placemaking that help define place. Changing

the paving material at main intersections and key areas along streets helps break up visual monotony and indicates specialness of place. It also is a visual tool to help mitigate high car speeds.

Community Space

It seems like Prosper is missing a key component integral to community and sense of place. There is no iconic outdoor community space. Whether that be an iconic park, or a quaint main street drag that captures your heart. This is a space that functions as the 'go to' place



Where We Are at: Public Realm Placemaking Opportunities

for all community events and becomes a venue for the Town of Prosper to express itself to the greater Frisco/Dallas community. There are lots of opportunities to alter and massage all the existing placemaking assets in the downtown area, but it will take a much more comprehensive approach in synthesis with mobility, retail, architecture, and urban planning. Through our studies we've identified a few trends that have begun to give us insight into what/where community placemaking and identity can be explored:

Areas of Opportunity

Community Space/Event Venue/Programmed Park

- Front Porch Park: Activate the south side of Town Hall with a community amenity/park.
- Back Porch Park: Turn the parking field on the north side of Town Hall into an iconic programmed park rivaled by neighboring communities.

Downtown

- Main Street: Transform Main St. & Broadway St. into vibrant 'Main Streets' where people want to live and enjoy fantastic food and retail.
- Regional Attraction: Create a regional destination as well as strengthen existing community principles/vision.
- Pedestrian-Focused Place: Create a safe and accessible place for everyone.
- Equity for All: Integrate key principles into the planning process that gives everyone access to equity at all levels, i.e., community gardens, affordable housing, diverse affordable food offerings.

Placemaking & Identity

- Legacy & Prophecy: Important for the brand identity of downtown to root itself in the historic context of Prosper while communicating ambitions for future visions.
- Placemaking Follies: Series of curated art or iconic wayfinding moments will help tell the story of Prosper.
- Sign Monuments & Pageantry: There is a big gap in signage and overall pageantry in the downtown area. Creating a more robust signage program with supplemental pageantry will bring more charm to downtown.
- Breadcrumb Effect: The 'Silos' are the most iconic placemaking element in Town. There needs to be more of these moments and at a variety of scale to. This will naturally direct

people towards downtown.

Existing Constraints

- Lack of Street Development: Many streets don't have sidewalks, bike lanes, or dedicated landscaping.
- Architectural Character: There is a lack of 'look and feel'/architectural character in all building types in the downtown area. This will be important in creating a cohesive downtown experience.
- Lots of Parking: So much parking taking up a lot of space. Parking fields are a great opportunity to develop more density in the downtown area creating edges in downtown that help contain energy and place.
- Retail Tenants: Challenge in getting the right tenants in that will benefit the community the most.



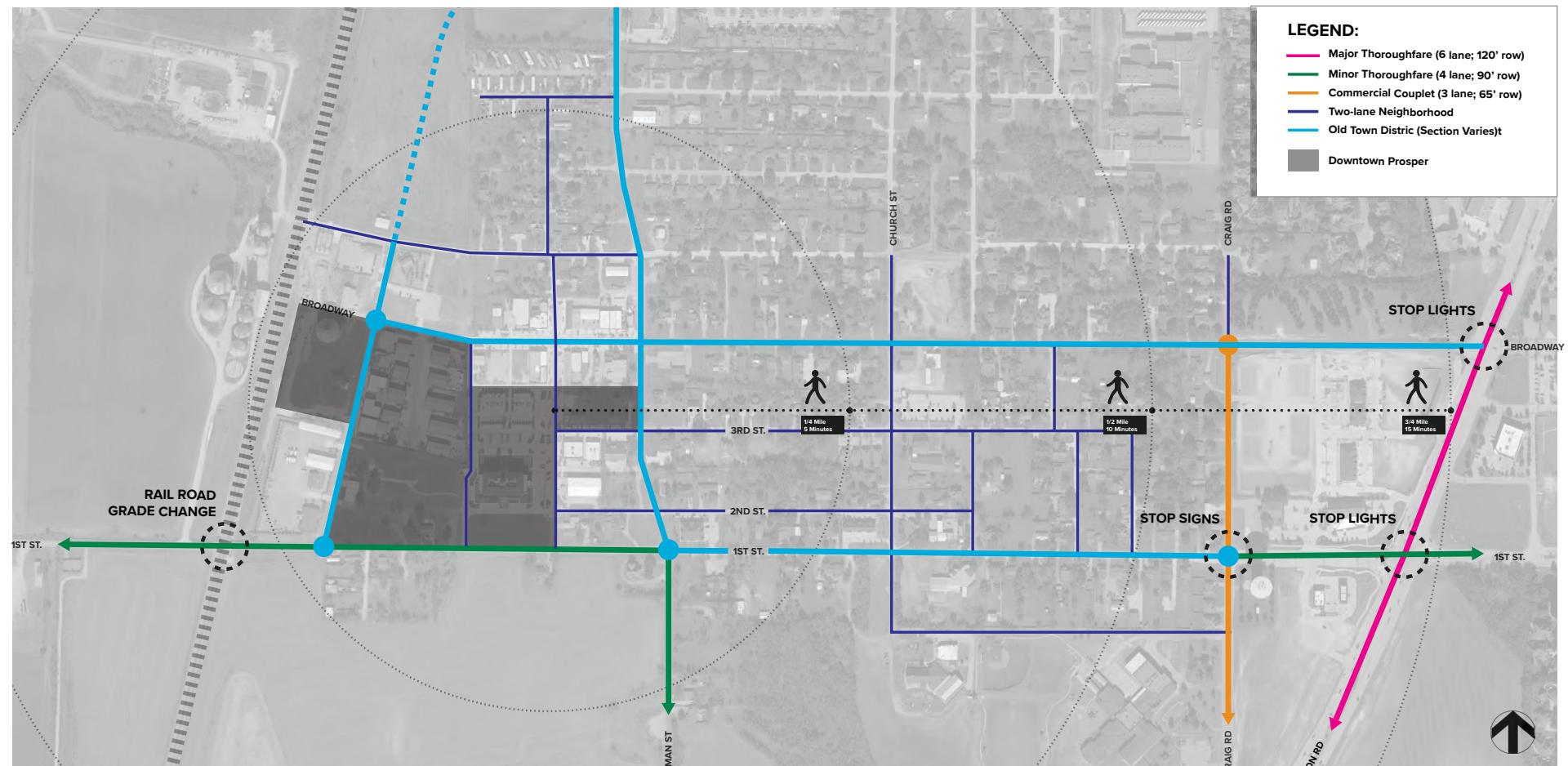
Mobility

Downtown mobility is an important asset for creating a safe, pedestrian friendly place for all people. The 1800's brought Prosper mule-drawn wagon and horse-drawn buggy. Since, the downtown area has been used in ways that did not necessitate development of a pedestrian network, thus creating a more vehicular-centric environment. Moving forward with this plan, downtown Prosper will work to ensure that the future of downtown is an environment that is a pedestrian friendly place and supports multi-modal transportation.

Street Network

The existing downtown street network is mostly built on a traditional grid with varying roadway and right-of-way widths. The local street network is very auto dominated with single lanes in each direction. Broadway Street and First Street form the primary east-west and

Coleman Street as the north-south vehicular corridors. Coleman Street provides connection between Lovers Lane to Prosper Trail and further north. First Street is the only street in the downtown area traveling west, past the railroad tracks, providing the connection between



Where We Are At: Downtown Mobility Plan Today

Dallas North Tollway (DNT) and Preston Road (SH 289). Preston Road provides regional connection between downtown and surrounding areas. The completion of Cook Lane provides an alternate connection between Prosper Trail and First Street as well as a more direct connection to the Police headquarters.

Recently built sidewalks and bump-outs in some downtown blocks provide pleasant walking experience with wide sidewalks along with on-street parking. The existing rail corridor on the

Street Name	Direction	Existing ROW	ROW Utilized
Coleman St.	North-South	72' to 195'	22' to 27'
Main St.	North-South	50' to 86'	24' to 85'
McKinley St.	North-South	50' to 55'	25' to 27'
Broadway	East-West	63' to 106'	27' to 100'
First St.	East-West	30' to 45'	24' to 45'
Fifth St.	East-West	25.5' to 62'	22' to 26'
Preston Rd.	North-South	172' to 208'	-
Craig St.	North-South	27' to 62'	22' - 49'
Church St.	North-South	50' to 64'	23'
6th St.	East-West	42' to 44'	23'



First Street



Fifth Street



Main Street



Broadway

western side of the downtown creates an opportunity for a future rail station while at the same time becoming a barrier for future connections. With the shift from residential to retail and office along the major corridors, it is crucial to have provision for multiple modes as well as on-street parking.

Traffic Volumes

Downtown area streets are mostly 25-35 mph posted speed limit with relatively low vehicular traffic. The main north-south artery in downtown, Coleman Street, carries 2,430 vehicles per day at 30-mph which increases to 5,025 vehicles north of Old Town area which is also identified as minor thoroughfare. Broadway Street carries 2,280 vehicles per day serving as primary east-west corridor with 35-mph speed limit. Preston Road forms the eastern boundary of the downtown providing north-south regional connection to neighboring communities carrying more than 42,000 vehicles per day. First Street forms the southern edge traveling almost parallel to US 380, from Preston Road crossing Dallas North Tollway to FM 1385 in the west carrying about 4,300 vehicles per day. The design for reconstruction of First Street is underway that would expand the existing two-lane roadway to four-lane divided suburban arterial between Dallas North Tollway and Coleman Street. The completion of Cook Lane construction will provide another north-south connection between First Street and Prosper Trail, besides Coleman Street, which could possibly shift some traffic volumes.

Crashes in Downtown Area

The crashes in the study area are mainly along the major roadways with highest along Preston Road correlating with the amount of vehicular traffic. The intersections of Broadway Street and First Street at Preston Road appear, the only two signalized intersections in the study area, have high crashes. About 50 percent of the intersection related crashes at Preston Road involved turning vehicle.

Majority of the crashes on the area roadways were caused by driver inattention or following too closely of vehicles traveling in the same direction. While majority of the crashes in the study area only involved property damages, there was one fatal crash reported at Broadway Street/Preston Road intersection. Gateway elements, enhanced signage, landscape, lighting, and other streetscape elements will likely increase driver awareness and help reduce potential crashes.

Pedestrian Network

Pedestrian network is limited, disconnected and inconsistent in the study area. Recent improvements along portions of Broadway Street include on-street parking, bump-outs and wider sidewalk space that encourages patio seating and other sidewalk activities. Since the construction of the new Town Hall and library on Main Street, it has become the focal point with increased pedestrian activity making it a much more active street.

However, most of the downtown roadways being auto dominated have narrow or absent sidewalks. Some of the newer developments have sidewalks, however, most of the roadway network is single lane in each direction with limited or no pedestrian facility making it an unsafe and uncomfortable walking environment.

The Old Town Area Transportation Plan recommends different cross-sections for the area street network with 8-10 feet wide sidewalks on major roadways and on-street parking on Broadway Street and segment of First Street between Coleman Street and Craig Street. McKinley Street is also proposed with 10' wide sidewalk facility and on-street parking extending further north and turning to end at Coleman Street.

Bicycle Facility

Besides few blocks with wide sidewalks, the bicycle facility in downtown Prosper is mostly non-existent. Previous planning studies identified connector trails and developable trails connecting downtown. McKinley Street, Main Street, Sixth Street, Broadway Street, Church Street and part of Craig Street were identified for future bikeway accommodations. While none of the corridors currently have bikeway accommodations future expansion could include a separate bike lane, shared lane marking, signed route, or bicycle boulevard connecting other area trails. The existing street network utilizes limited right-of-way with room for expansion to include such facilities.

Transit

Currently there is no fixed route transit serving the Town of Prosper. In 2019, Town of Prosper partnered with Collin County Transit – a partnership between City of McKinney, the McKinney Urban Transit District (MUTD) and the Denton County Transportation Authority (DCTA) to begin operating in the Town. The service is a subsidized taxi voucher program providing transportation for older adults, individuals with disabilities as well as low-income residents.

As part of a long-term multimodal vision for the Dallas-Fort Worth Region identified under NCTCOG's Mobility 2045, the Frisco Corridor was identified as a potential passenger rail corridor. This corridor along predominantly BNSF freight rail right-of-way extends up to US-380 in Frisco however, there is no identified funding for this project. This corridor provides an opportunity for Prosper by extending this rail line north to a potential future stop located in downtown. This should be studied further as part of the long-term multimodal vision.

Parking

Parking is provided with on-street parking spaces, Town owned parking lots (predominantly at the Town Hall), and on private parking lots. The current inventory observed indicates there are approximately 514 spaces within the commercial downtown area available for parking. Of these spaces, approximately 225 parking spaces are located on street, with additional 185 parking spaces located at the Town Hall property. The remaining spaces are located in parking lots adjacent to existing businesses.

Actual parking use inventories had been completed in June and September of 2019. While this data is aging it appears to be generally reflective of parking demand reviewed during the planning process. These inventories identified a peak daytime use of approximately 113 and 102 spaces between on-street, public parking lot, and private parking lots.

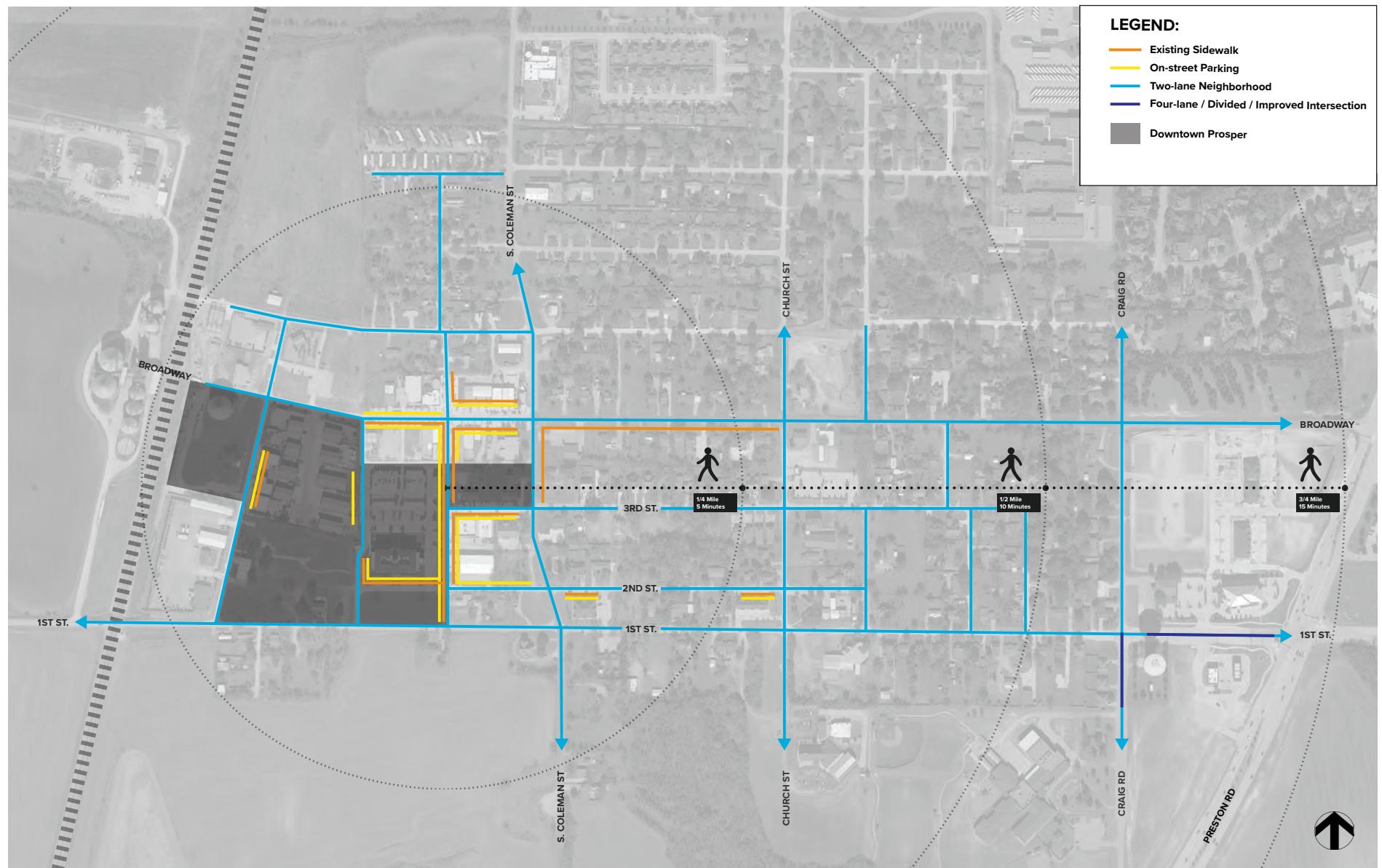
Conventional parking requirements are based on single-use peak demand, or that every single use is maximizing its total parking requirements at all times. This is a challenging approach in many projects as the peak demand varies by the type of use and hours of operation. For example, a shopping plaza with a medical office and a movie theater will not both be fully utilized at the same. The medical office will have peak demand during weekday daytime hours whereas the movie theater will have peak demand during evening and weekend hours. While this concept of "shared parking" is accommodated in Prosper's code, it is very restricted, requiring studies, supplemental approvals and only one parcel to be involved. However, the potential benefit of sharing is significant. The Urban Land Institute

(ULI) produces a guide called "Shared Parking" (now in its 3rd Edition), which ITE also supports, that estimates the varying peak demands of many land uses. Applying ULI's methodology to a fully-occupied downtown Prosper would result in only 561 parked cars, and reductions for the frequency of people to park once and visit more than one destination on foot based on the local context further reduces this to 531 cars. While this suggests only a small parking shortage if all existing uses in downtown were fully occupied and utilized, existing building occupancies produce a peak demand of over 400 fewer cars.

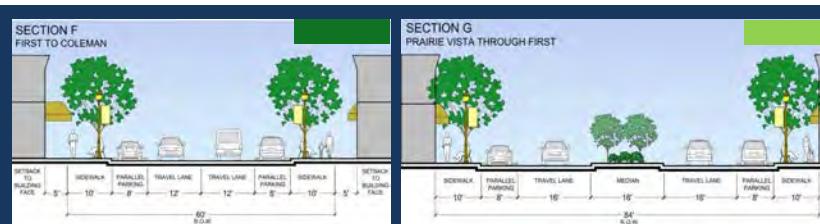
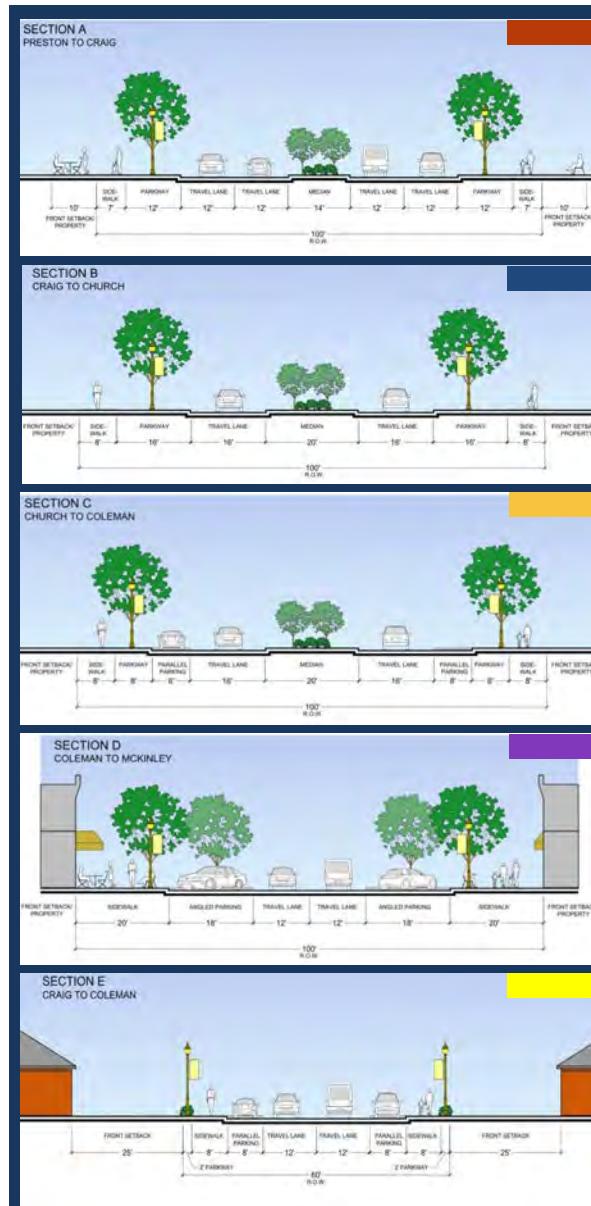
Current Uses and Parking Demand Modeling

Land Use Type (field survey)	Units	Total
Office	Sq. Ft.	41,500
Govt. Office	Sq. Ft.	25,500
Retail	Sq. Ft.	32,000
Apartments	Units	12
Warehouse	Sq. Ft.	79,000
Light Industrial	Sq. Ft.	450,000
Gym	Sq. Ft.	9,000
Church	Sq. Ft.	3,500
Auto Pars / Service Center	Sq. Ft.	4,000
Existing Parking	Spaces	514

Parking Condition	Units	Total
Unshared Peak Demand	Vehicles	1,136
Shared Peak Demand (no context)	Vehicles	783
Shared Peak Demand (context)	Vehicles	710
Observed Peak Demand	Vehicles	113



Where We Are At: Downtown Mobility Today



Old Town Transportation Plan

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

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

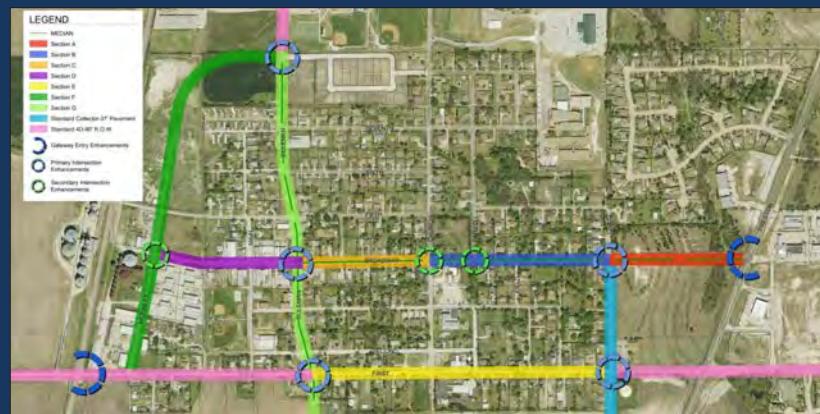
Section C: Two lane divided boulevard with a large center median containing landscaping. On-street parallel parking is permitted and a landscaped parkway separates pedestrians from traffic.

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

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

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

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



Land Use

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

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

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

Adjacent to the retail core, a **mixed-use** district incorporating mixed use lots/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.

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.

Where We Are At: Adopted Old Town Transportation Plan

Streets

In previous planning efforts, an overall transportation plan has been prepared for the Town including detailed roadway sections within the Downtown Area as shown in the image to the left. This plan, the "Old Town Transportation Plan" has been formally adopted by the Town.

During this Master Plan process and review of the adopted transportation plans, a recommendation has been included to re-evaluate these sections prior to detailed design and funding for construction for the various segments.

Infrastructure

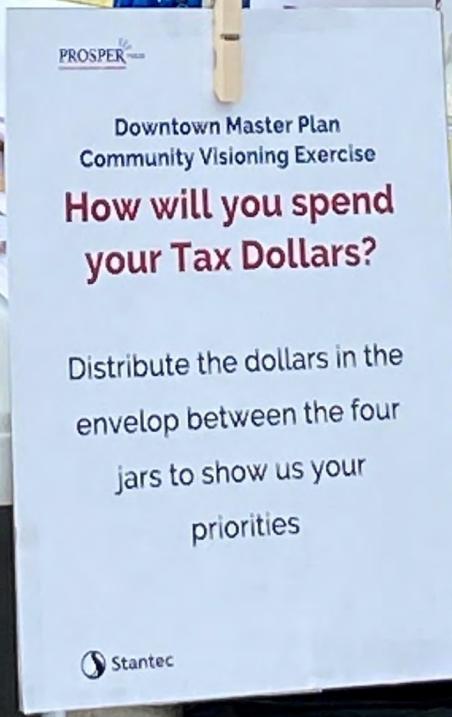
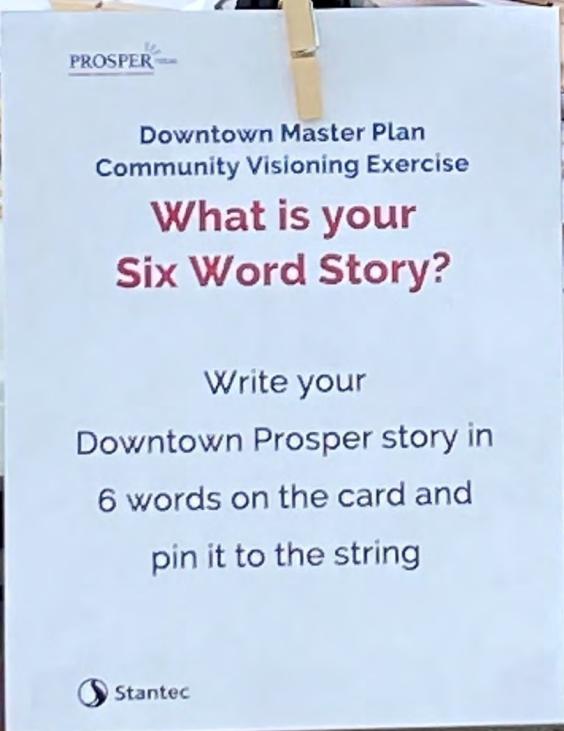
As a well established downtown the core infrastructure exists throughout. Much of the commercial downtown has benefited from recent streetscape replacement projects that include sidewalks, lighting, landscape and furnishings. Beyond the commercial core streets are of varying age with some improvements occurring. As noted in previous sections there is a general lack of sidewalks, pedestrian scale lighting, and other elements in the residential portion of downtown.

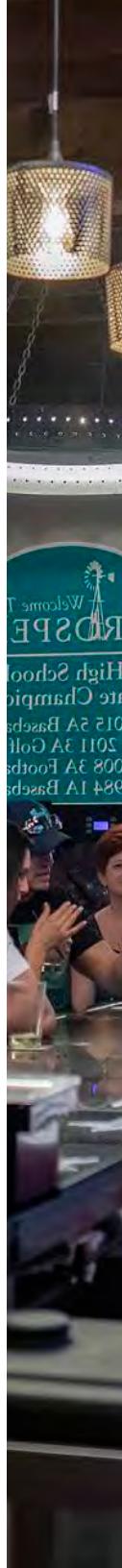
Power is served throughout the Town by Oncor throughout with some powerlines visible overhead.

There are existing sanitary sewer and water lines throughout downtown, and based on discussions with Town staff, there is sufficient capacity to continue serving the ongoing redevelopment of downtown. The existing lines do not necessarily follow the same network however, it



03 WHAT WE WANT: COMMUNITY ENGAGEMENT







3-1 Overview

Prosper's downtown plans need to be the community's plans.

We provided a comprehensive and varied set of engagement tools. These provided two-way communication. They informed the planning process and helped stakeholders understand the process and its implications and provide input. This helped win early support by residents, property owners, business owners, area developers, and regional/public development partners. Community engagement happened during every phase of the downtown Prosper planning process.

Overview

This section provides details of engagement activities and tools our team used to engage community in the planning process and the summary of feedbacks and responses we received in each phase. The exact combination of activities and tools for this project were developed in collaboration with the PEDC staff.

The engagement activities for this study were focused around the four major stages of the planning process:

- Phase 1- Discovery: Understanding what exists, what has been done, and what is planned
- Phase 2- Development: Exploring Alternatives
- Phase 3- Design: Implementation Strategies
- Phase 4- Delivery

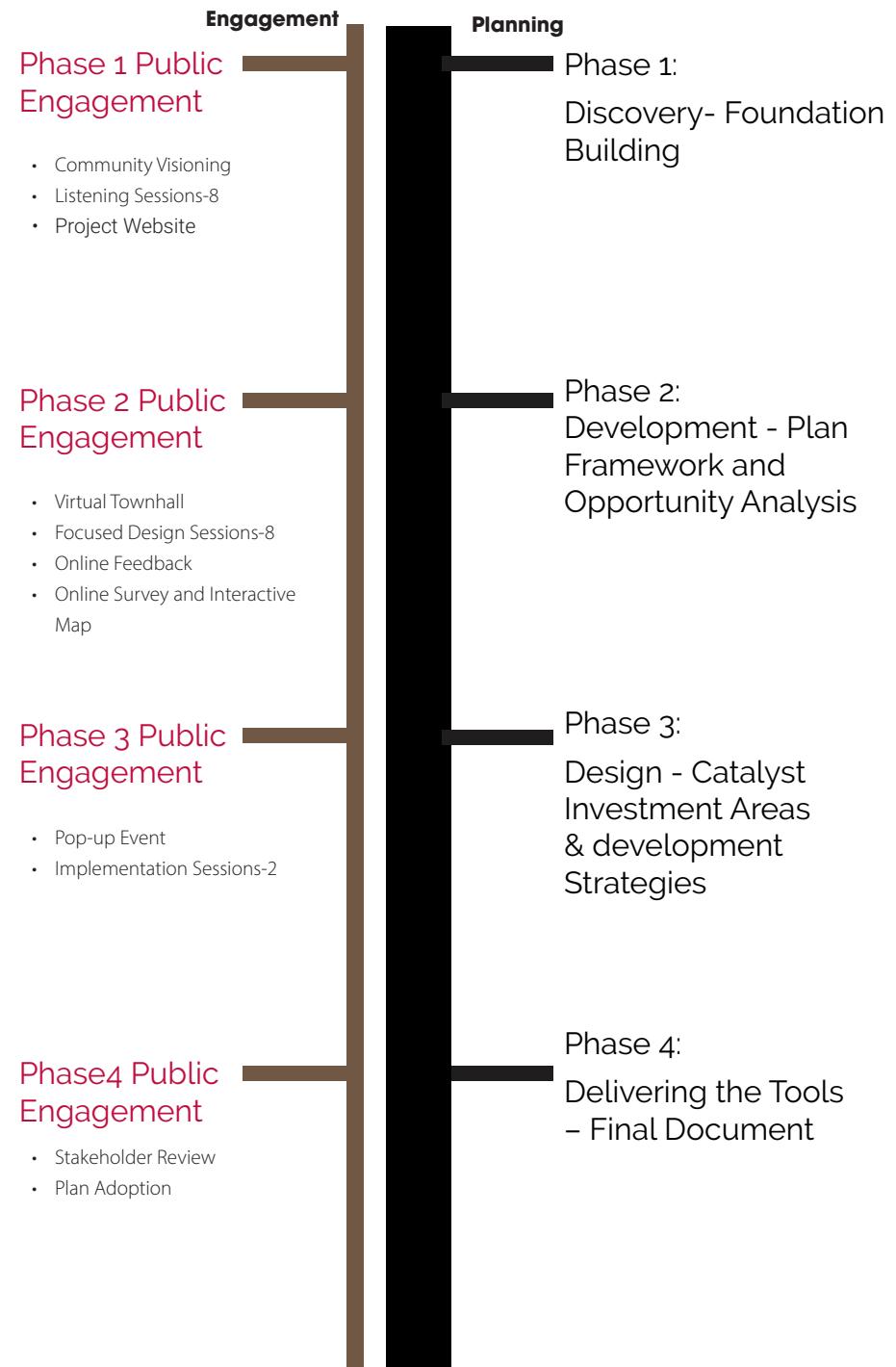
01	02	03	04
Discovery	Development	Design	Delivery
Engagement Plan	PDDC Meeting	PDDC Meeting	Draft Plan Document
Review of Existing Plans, Projects, and Programs	Plan Development	Open Space Concepts	Stakeholder Review
Boundary Determination	Virtual Townhall	Catalyst Site Concepts	Final Plan Document
Data Collection	Focused Design Sessions - 8	Site Specific Meetings	Approval Process
Market Assessment	Online Feedback	Pop-up Event	
Community Visioning	Online Survey and Interactive Map	Funding Opportunities	
Listening Sessions - 8	Vision and Goals Document	Implementation Sessions - 2	
Existing Condition Summary	Plan Framework Document		

3-2

Phase 1

Engagement

The purpose of the discovery phase is to set a baseline of existing conditions upon which the plan may build. As part of a series of stakeholder listening sessions, online surveying and interactive mapping, and a large community workshop, more than 400 people kicked off the downtown Prosper Master Plan. This gave the project team an opportunity to hear from people in small group discussions, during community events (Crawfish Boil), on their own time at home via downtown Prosper Website, or in a fun and interactive big event. Participants told us what they loved about downtown Prosper and how it could be better and they shared their future visions. The feedback led to a refined understanding of the existing conditions in downtown, what participants wanted us to focus on in the plan, and more than anything, a vision for downtown Prosper. In the following we provide more details about each engagement activities including developing the project website, holding 8 listening sessions , and facilitating community visioning workshop.





Project Website

Our team developed and maintained a project-specific website throughout the duration of the Project. The project website had been developed to match the project graphic standards and it included a location for the public to give on-line comments, answer surveys, sign-up for project notifications, read interim reports, review public documents, and stay up to date on upcoming public engagement/outreach events. Here is the link to the Prosper Downtown website: <https://downtown-prosper.com/>

Online engagement activities in phase 1 included :Survey, Idea wall and Interactive Mapping.

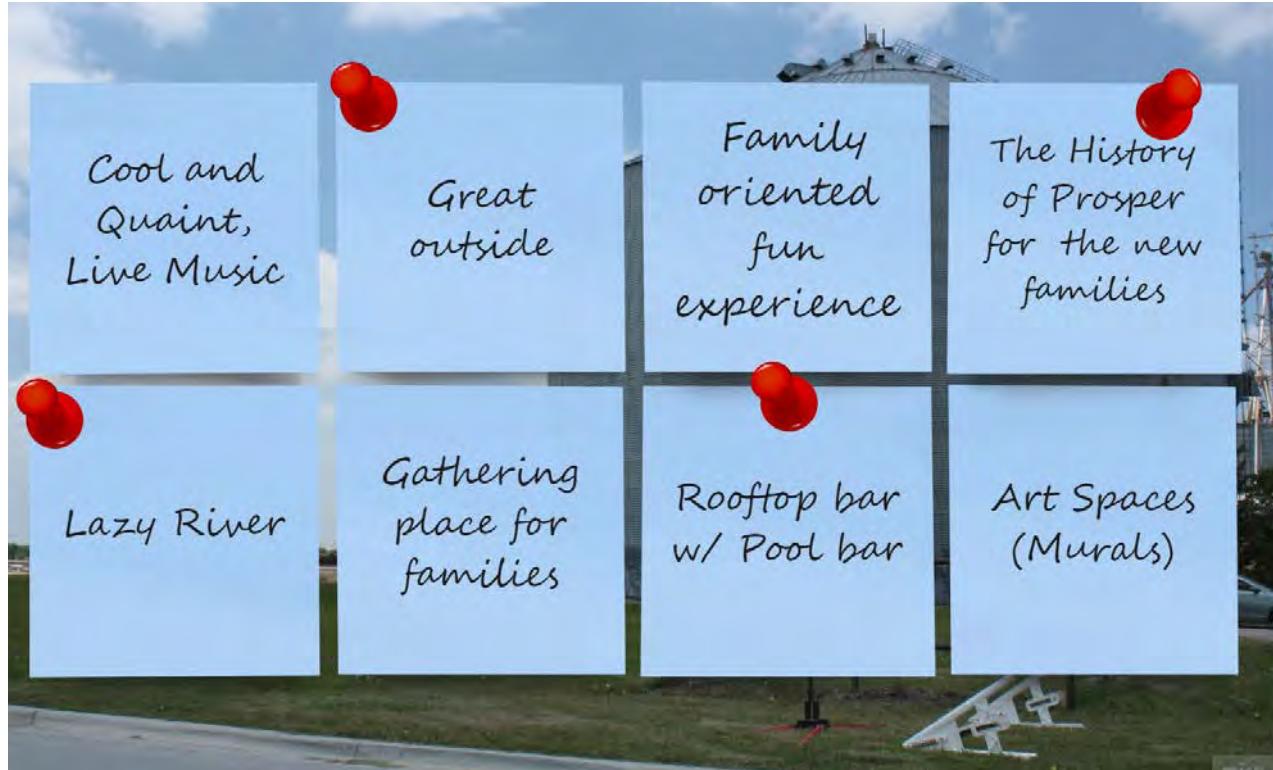


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Downtown Master Plan

Town of Prosper, Texas



Community Visioning Workshop

The Stantec Team joined the Crawfish boil community event which was held on April 17th outside the Gin. A three hours of community activities and discussions allowed our team to explore ideas, themes, and preferred outcomes for the downtown area through Six Word Story, Budget Exercise, and Drawing a Boundary Exercises. We wanted to know their thoughts and ideas for downtown to ensure that this is truly the community's plan and creates a downtown where they want to live, work, and play. In the Six Word Story Exercise, the community were asked to write their downtown Prosper story in 6 words on the card and pin it to the string; in the Budget Exercise, the participants were asked to distribute the dollars in the envelop between the four jars to show us their priorities; and a large scale map had been provided to allow them to draw their desired boundary of the downtown. The following is the summary of what we heard.

We wanted to know their thoughts and ideas for downtown to ensure that this is truly the community's plan.

Listening Sessions

Once the planning effort for downtown was underway, a list of key stakeholders with the assist of The Prosper Economic Development Corporation was drafted. They were selected from community leaders, Town staff, business owners, developers, employees, residents and students. Our team met with up to eight (8) groups or individuals as part of this step. The purpose of this task is to meet with individuals and groups with the potential to impact future investment and reinvestment in downtown Prosper, as well

as yet the Vision concept and stated goals. In each session, participants were asked to discuss about what they like or do not like about the area, their wish for the downtown and the Prosper newspaper headline which would describe downtown Prosper in 2030. These sessions provided valuable insight from those that have an interest in and a deep knowledge of the community. The table shows the detail of each session:

Listening Session 1	Listening Session 2	Listening Session 3	Listening Session 4
Town Staff	Seniors	Residents	Students
What We Heard:	What We Heard:	What We Heard:	What We Heard:
<ul style="list-style-type: none"> The Town is an open canvas Town Hall is a place and (for) events There is no hook or draw to people Town needs a bold vision not just an easy win Small business owners so the process for permits is restrictive for temporary signs and events Cost complaints from small business Need a better way to get event information required by permits to the public Walkability is key Small Town feel The community is proud and ready for growth 	<p>Wishes:</p> <ul style="list-style-type: none"> Develop everything around the Town hall (food and entertainment) - make it the main draw Spots for food and entertainment (small business) Family oriented boutique business Maintain the character Pickle ball, games, activities, etc. Activity center for all age groups to start development <p>Important:</p> <ul style="list-style-type: none"> Historic character Family feel Arts and Music Compliment existing nearby development 	<p>Wishes:</p> <ul style="list-style-type: none"> Organic farmers market - rules too strict Small business office space Be able to live and work in Town No major destination downtown and connections are just not there from outside of downtown A mixed-use development like South Lake Town Center Town Square or place to put small business and events Outdoor music, eating, events, and lighting Water feature, green space, shade - something to draw people after eating Convert existing buildings instead of demolishing to keep character 	<p>Wishes:</p> <ul style="list-style-type: none"> A book store plus cafe - talk and read books In-n-out, Trader Joe's (healthy grocery store) Pedestrian friendly, bike lanes Place you can take a walk with your family Good blend of restaurants and stores Outdoor eating area, green open spaces with benches Signs to navigate downtown and make it look nice (wayfinding) at the entrances to downtown Downtown events (fairs, rides, smaller scale of state fair), rodeo Hard to find downtown - cannot walk there

The most popular wishes that we heard in different sessions are combined in the following:

“
My Wish for
Downtown Prosper ...
”

- A place to Live, work, and Play
- A safe walkable unique downtown
- Connected, all inclusive
- Maintain the character
- Make the Town hall the cornerstone of Downtown
- Strong foundation for the future
- Attractive destinations
- Outdoor music, eating, events
- A good blend of local restaurants and stores
- Place you can take a walk with your family
- Pedestrian and bike friendly
- Activities for all age groups
- A good place for small businesses and startups
- A better version of downtown Celina and McKinney.

PROSPER NEWS

www.dailynews.com

THE WORLD'S FAVOURITE NEWSPAPER

- Since 1917

Downtown Prosper- A Place to Live, Work, and Play



Downtown Prosper now Complete - A place where every family is welcome!

Downtown Prosper voted Best Downtown in Collin County.

Prosper becomes a regional destination point.

Prospering in Prosper!

Visitors from Mars visit downtown Prosper because it was voted the best small-town downtown in Texas.

Town breaks ground near the Town hall



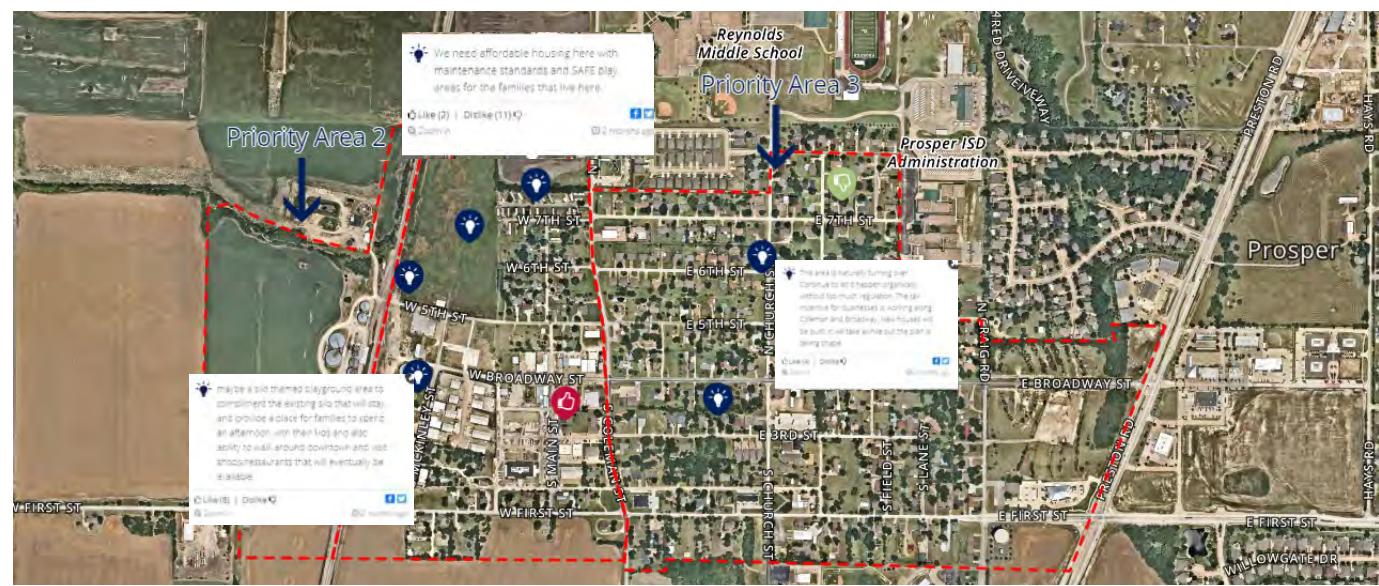
Phase 2 Engagement

Prosper's downtown plans needs to be the community's plans. We provided a comprehensive and varied set of engagement tools. These provided two-way communication and informed the planning process while helping stakeholders understand the process and its implications and provide input. This helped win early support by residents, property owners, business owners, area developers, and regional/public development partners. This section provides details of engagement activities and tools our team used to engage community in the planning process and the summary of feedbacks and responses we received in each phase.

Online Feedback

Located at <https://downtownprosper.mysocialpinpoint.com/Town-of-prosper-downtown-plan/ideas/#/> online feedback is crafted into a blog board where residents can suggest and like popular ideas for the plan's development. The format and use of the board allows for individuals who wouldn't normally be able to add input or suggestions the access to do so. The online nature of the board also allows for opportunities for younger individuals to provide input into planning phase.

An interactive map is a powerful tool that enables the community to virtually walk through the downtown Prosper, show or draw their ideas for the area, mark the areas of opportunities and challenges and discover the others' discussions and comments through an online platform. This map showed us the areas that participants wanted us to focus on in the plan.



Interactive Map

Idea Wall

The ideas wall allows Prosper residents to post their comments along with photos and respond to others using discussions. Figure shows the most popular comments that had been posted in the website.

In summary, people like to see the downtown Prosper as a walking location like downtown McKinney or Celina with more local restaurants, bars, coffee shops, moms and pops stores, boutiques, farmer markets and event venues with a unique historic

style. A place with charming outdoor seating areas and green landscape that could draw local residents out of the house and offer them a good community gathering spot with live music and events and provide the opportunity to spend their dollars in their community. Keeping the small Town/ village type flavor with the silos setting was another bold ideas for downtown Prosper that was repeated.

Share your thoughts about Downtown by clicking the icons below...



Ideas and
Suggestions



Opportunities



Challenges



Vision for
Downtown

I'd like to see downtown as a "walking location" no cars or driving on the majority of the streets with substantial parking available surrounding that area. Plant trees, stores with outdoor seating. Keep the small town/village type flavor with a variety of smaller and unique shops- no mega stores. Also a community room that can be used by reservation for private events but also for community events.

3 months ago

Like 13Dislike 0

Walk/bike path connecting Frontier Park and DT (lit as well for night hike/bike). Expand shop area for additional boutiques, small restaurants (no chains), coffee shops, etc

2 months ago

Like 10Dislike 0

Trees & benches. Plenty of parking. Outdoor speakers / music similar to Celina. Unique shops & stores. Restaurants with patio seating. Ice cream & taco shops!

3 months ago

Like 10Dislike 0

A place for teens to "hang out". Our kids need a place to go like we did when we were young. Picnic tables and food trucks. Something like Waco Magnolia area. Open space to bring a blanket and sit and relax. A pond and trees. Music, art shows, farmers market.

We love spending an afternoon or date night in downtown McKinney or Celina. Would love to see that in Prosper with more non-chain restaurants, bars, and shops. An outdoor spot would be fun for live music events or farmers markets.

3 months ago

Like 18Dislike 0

More restaurants (no chains) with variety of cuisine options, wine bars/breweries, coffee shops, boutique clothing and gift shops, bakeries, ice cream and chocolate shop, boutique toy shop. Weekly farmers market that showcases seasonal and local produce. Monthly community events with live music. Become an overall gathering place for the community that retains its quaint small town charm.

2 months ago

Like 13Dislike 0

I would love to shop at a downtown Prosper Farmers Market. Maybe a walk around the downtown shops with inviting places to eat. Manly enough local art displayed. I wish downtown had something besides voting and going to the post office.

2 months ago

Like 11Dislike 0

It would be great to have an ice cream and coffee shop and bakery with outside dining. Money should be invested in Silo Park to upgrade it. An attractive parking garage is needed. Also, Gates should connect their shopping center to the Prosper Downtown. -- maybe have a trolley bus to transport visitors to and from. There needs to be specific design elements, too, so that developers and businesses will create continuity throughout the area.

3 months ago

Like 13Dislike 2

More restaurants.

3 months ago

Like 9Dislike 0

Community garden. Painted murals using local artist and/or high school students. A central cupola or gazebo for live music. Room for restaurants to have patio dining. Rotating displays of sculptures/art pieces. Maybe some kind of theme outside businesses? Downtown McKinney has had custom painted pigs.

I would like to see downtown Prosper more like downtown Celina and McKinney with cute shops and non-chain restaurants and bars. Also with a historic Texas feel.

3 months ago

Like 11Dislike 0

We need a variety of small locally owned restaurants with a variety of cuisine & outdoor seating. Water feature, wine bar, old fashioned ice cream shop, a good produce/farmers market and walkable retail stores. We need to draw local residents out of the house and away from Celina, Little Elm, McKinney and Frisco! Our dollars should stay in the community whenever possible. As it is today, our downtown gives us limited opportunity to spend a few hours eating, browsing and spending.

2 months ago

Like 11Dislike 0

Make it accessible by bike path from neighborhoods that are within a few miles. Keep parking around downtown, not in it, so it's more of a pedestrian mall and safer for walking with kids. Have a mix of ground-level boutique retail and dining (no more chains, please!). Keep offices etc. on 2nd story. McKinney is a great model. Space to eat, listen to live music and let kids run around. Host arts/food/cultural events. Landscape and nice signage for character. Be less generic!

3 months ago

Like 10Dislike 0

McKinney and Celina are so fun to walk around because of the restaurants, cafes and retail shops. Please add more to bring fun to downtown Prosper. The setting by the silos is so picturesque and has such small town charm!!!!

3 months ago

Like 10Dislike 0

I would love to see the new buildings, as well as the old building, stay within the styles of the early 1900. Each business to be in its own footprint built next to one that is different. Use a variety of colors, materials and textures of that time period. More like a village not a shopping center. Front doors to these shops should be wood or wood type to give a more warm and welcoming entrance to their unique shop. Even

Online Survey

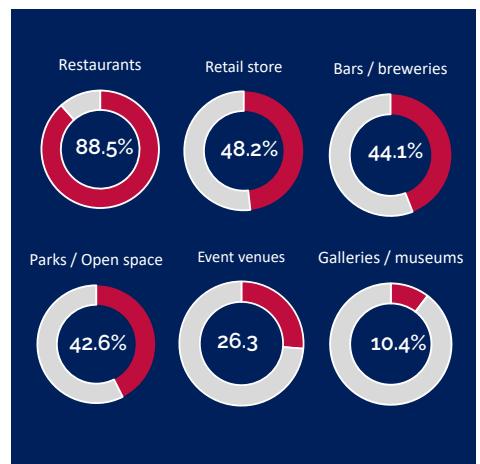
In the early steps of the Project, a survey was posted in the website with 15 multiple-choice questions to discover the community's attitudes, opinions, experiences, and needs about downtown Prosper. Questions were organized in three main sections including: Relationship to downtown, Feedback and Vision, and Demographics. A total of 345online surveys were completed during the response period. Many questions included an optional open response – "Other" – and a space for other comments.

As anticipated, restaurants prove the largest draw in bringing people into the downtown, but they desired for more signature restaurants and bars to anchor the downtown area and attract other businesses. They believed restaurants and retail shops are pillars of downtown's success, but not just any establishments are welcome. They emphasized on diverse local shops that are associated with the small Town atmosphere and historical character of downtown Prosper. Praise was awarded to the preservation and adaptation of Silos and the Gin. Public space where people can meet without spending money and for cultural institutions like galleries and event venues also received heavy attention. In identifying opportunities, respondents pointed out that preserving the historic feel is essential to the ongoing atmosphere of what most commenter's preferred to call "Old Town". The arts and culture sector is also highlighted as an area of opportunity by participants

Top three reasons for visiting Downtown:



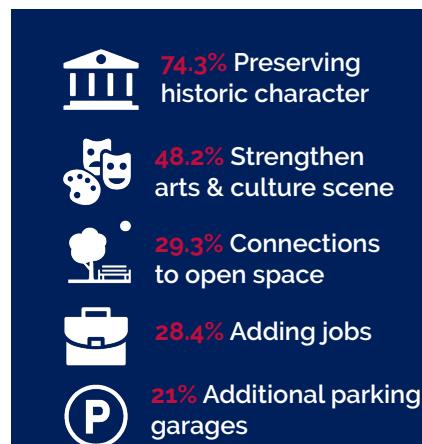
Amenities that I would add:



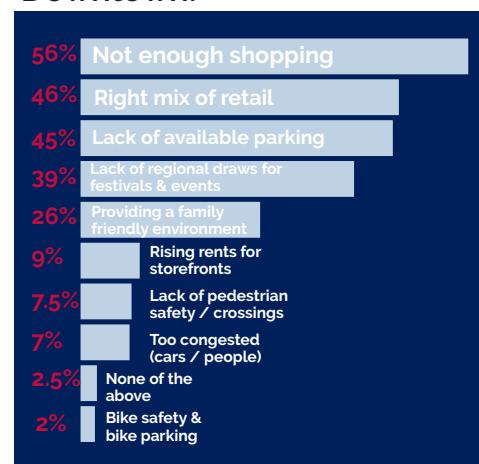
I love Downtown Prosper because:



Top opportunities:



Top challenges facing Downtown:



10 acres - Events
Center - high end
barn style - 12,000 sq ft
outdoor space

Small local
businesses
+ Grants from PEDC

try to get like
downtown
Celina

MULTI FAMILY
COMPLEXES

GONE

Farmers Market!

Rooftop
Pool Bar

try to get more
like downtown
Celina

Bring
Fredericksburg
Here
(Fortunato winery
Antonies)

Good times...
Long nights!

Keep it small town with
good restaurants.

WINery

More Restaurants
and bars!

Live Music
Outdoor
Space

Vape Shop

Cool & Quaint
Live Music

DESTINATIONS
EVENT VENUE
KEEP THE Silos
Dining Lots of Patio

Love the family
activities and fun

Beautiful
fun
happy
Family
friendly
love stories

Prosper is
small town
w/ Big Heart

Small town.
Close friends.
Happy Vibes.

I like the family
oriented atmosphere

Minick downtown
McKinney - more
bars & restaurants

I come to
Prosper because
Celina doesn't sell
liquor

Place to gather
with friends Now &
Old

Friendly people that make
you happy

The History of prosper
for all the new
families

my fiance would love for
our kids to grow up in
prosper.

LAZY RIVER

Great Outside Family
Orientated Fun Experience

Gathering
place for families

Sidewalks + Bike lanes
all through Broadway
street.
Accessibility +
Connectivity

Independent businesses like
restaurants + shops...
not offices.
green space for gathering
farmers market

Better Parking

LOCATION

PROTECT THE "P"
KEEP THE Silos
KEEP VARIOUS LITTLE PUBS ALIVE
WORK ZONE YOURS DOWNTOWN AT
WEBSITE ADDRESS

outdoor
brewery

Boomer Jacks bars/dog friendly

Farmers Markets
- food to take, unique restaurants
- food/nine festivals (or better)
- Unique
- like downtown McKinney / we love
- Greater SC is another great
example
- Small local stores
- live music & festivals

dog friendly restaurants
Small town feels
Dog friendly place

High rise apartments

(good) times

Security & Safety Space
- Condo/condo tower
Open Air Markets
- food crafts

Rooftop Bar w/
pool Bar

Open Community space
Markets -
farmers, Bistro, Crafts
Live Entertainment - Music
Shows, Demonstrations

MOVIE THEATRE

Art Spaces
(Murals)

Community Crawfish Boil:

Winery

Cool & quaint live music

Dog friendly restaurants

Art spaces (murals)

Local business

Multi-family complexes

Dancing & sports

Farmers market

High rise apartments

Open air markets

Sidewalks and bike lanes

Green space

Live music

Outdoor space

THE GIN

WACO, TX

204

PROSPE
STRONG

RESERVED
PARKING



VAN
ACCESSIBLE

DINNER

WHERE WE ARE GOING: VISION, GOALS & PRINCIPLES

04



TOWN
PROSPECT

TOWN
MARKET



Vision

“Downtown will be an authentic and appealing destination for people who want to work, shop, and gather with friends and neighbors in a unique place that reflects Prosper’s proud rural heritage and its support for local people and businesses.”

Future policy and strategic investment decisions should be made in consideration of this statement of intent - developed during the 2017 Old Town Plan process.



Stantec



Guiding Principles

1. Investment and reinvestment will have sustained value and reflect the authenticity and distinctive character of a downtown environment.
2. Regulations or standards intended to advance the long-term vision for downtown that increase development costs and widen the economic feasibility gap, will be offset by corresponding economic incentives.
3. Uses will be marketed and maintained as a single district with a consistent brand reflected in a cohesive system of public and open spaces and gathering places, signage, and community amenities.
4. Particular efforts will be made to keep street level spaces occupied by a healthy mix of commercial and service businesses.
5. Public expenditures will prioritize investment in shared facilities and infrastructure to effectively leverage limited resources and increase the potential of private properties to generate municipal revenues.
6. Capital improvements in downtown will facilitate easy vehicular and non-vehicular access while also preserving the area's autonomy as a stand-alone mixed-use district that complements, rather than competes with other commercial concentrations in the community.
7. The downtown physical form will balance the role of vehicles, pedestrians, and other modes of transportation.
8. Preference will be given to projects that further a greater diversity of uses and attract a broader market.
9. Vacant and underdeveloped properties will be expeditiously put into productive use in a manner consistent with the vision expressed herein.
10. Criteria will inform the location of community facilities, particularly those deemed essential for the success of this Master Plan.

Downtown Prosper Looking Forward

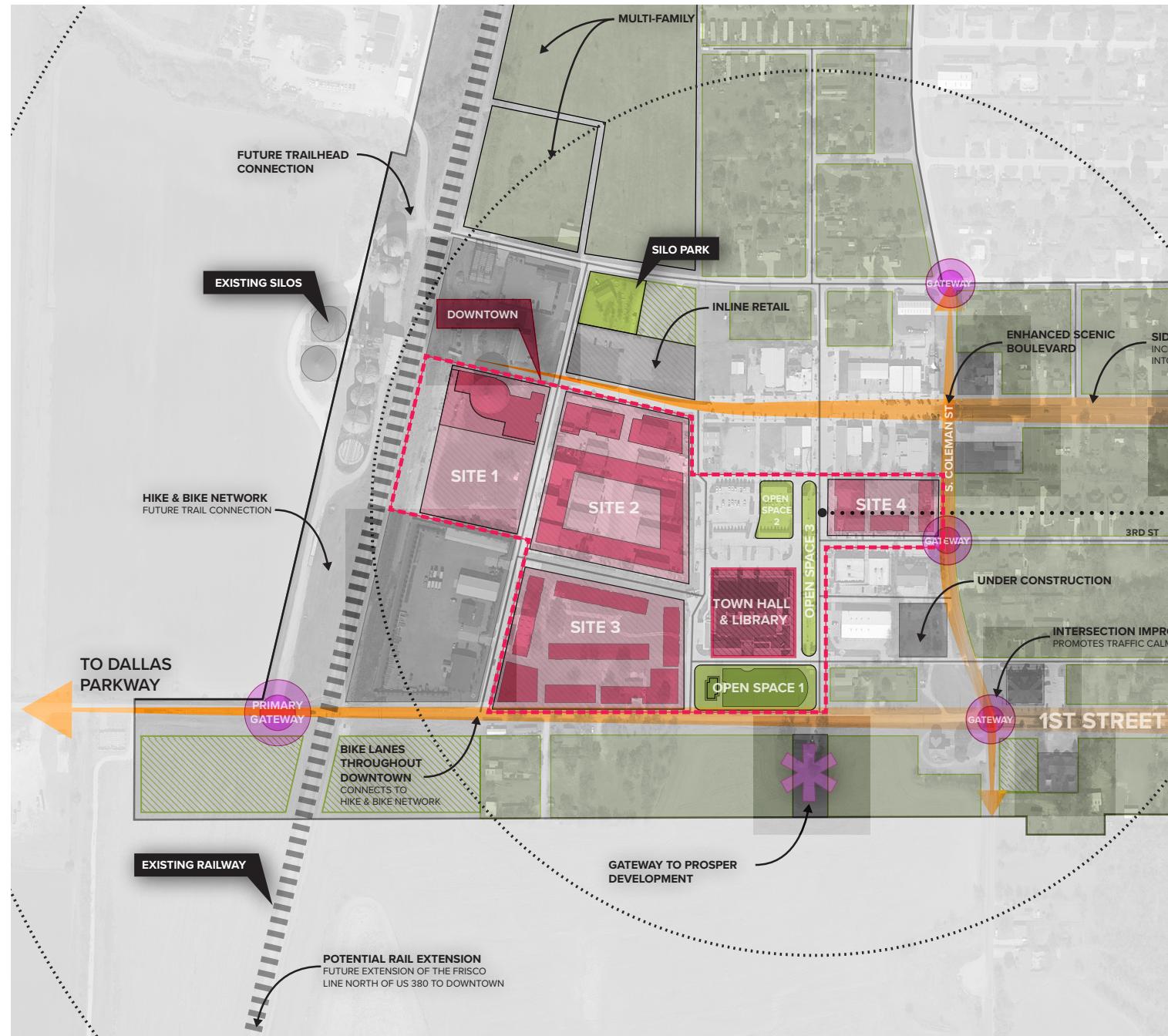
As investment takes hold and both public and private projects begin they will reshape downtown while building upon its unique history and the character that has defined it for decades.

With this new development, restaurants and retail will line the Town's streets creating activity and appeal, while offices will support further economic growth. More people will call downtown home with the introduction of new housing units, and this will in turn help support new business development. Downtown will become a destination for visitors and residents alike.

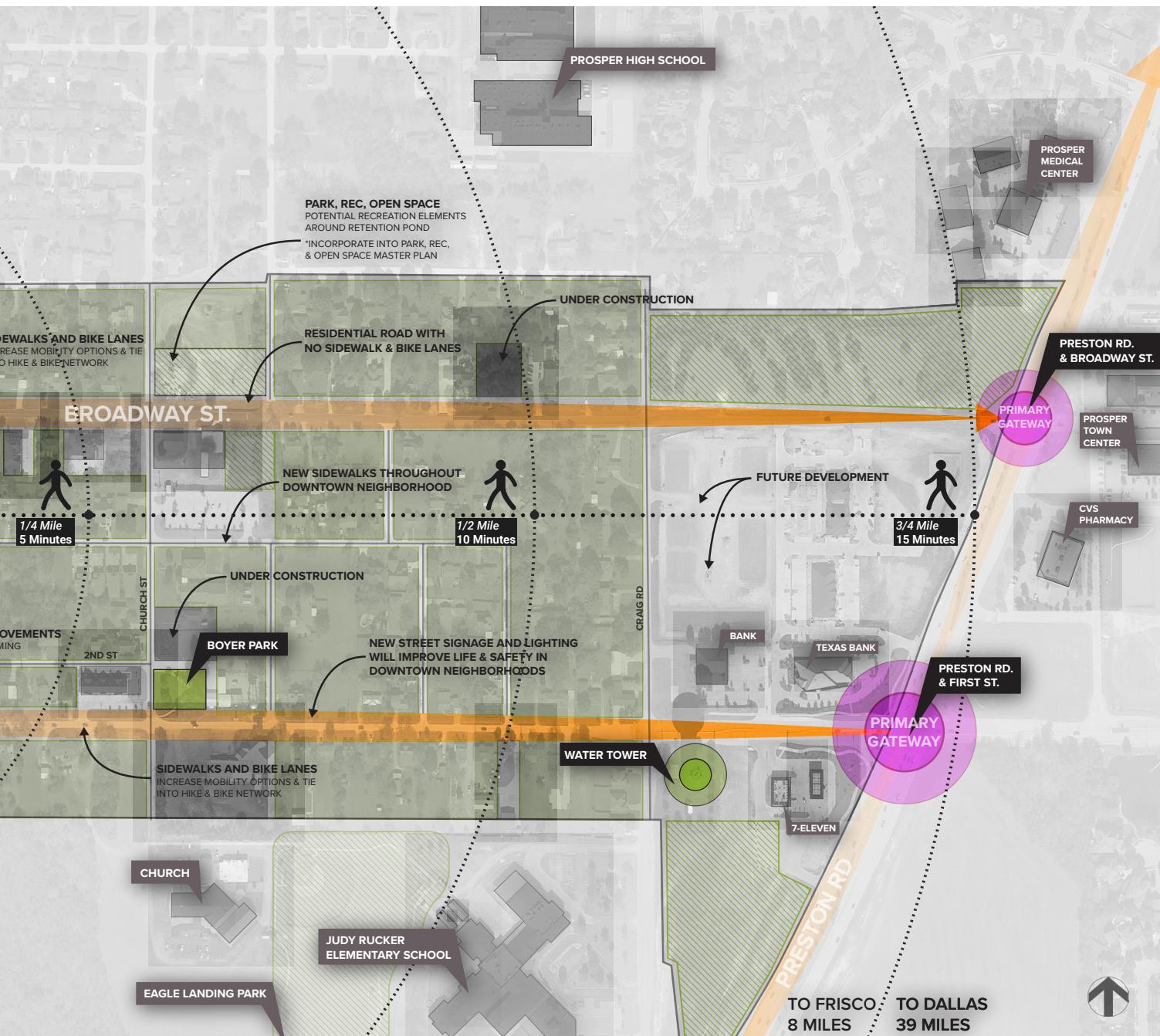
Public improvements will create special places for gathering, socializing, and providing the Town greater opportunity for programming events and activities for the community to celebrate throughout the year.

Streetscape improvements will help unify the old and the new - building upon the theme that has already begun with furnishings, lighting and landscape.

Overall, access, mobility, and connectivity accompanied by new signage and wayfinding will make downtown easier to visit and more functional for those already here.



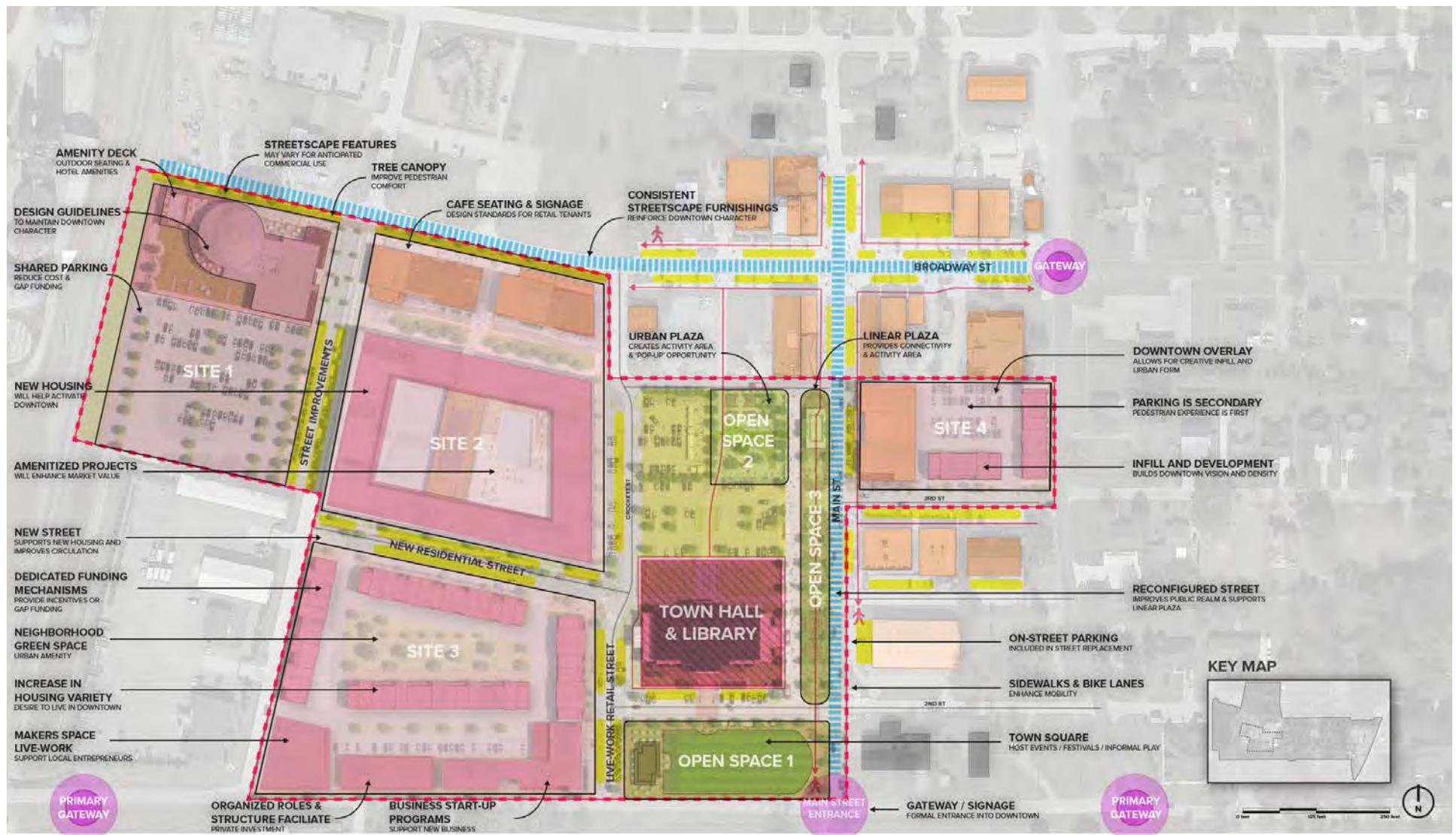
Where We Are Going: Imagine Downtown



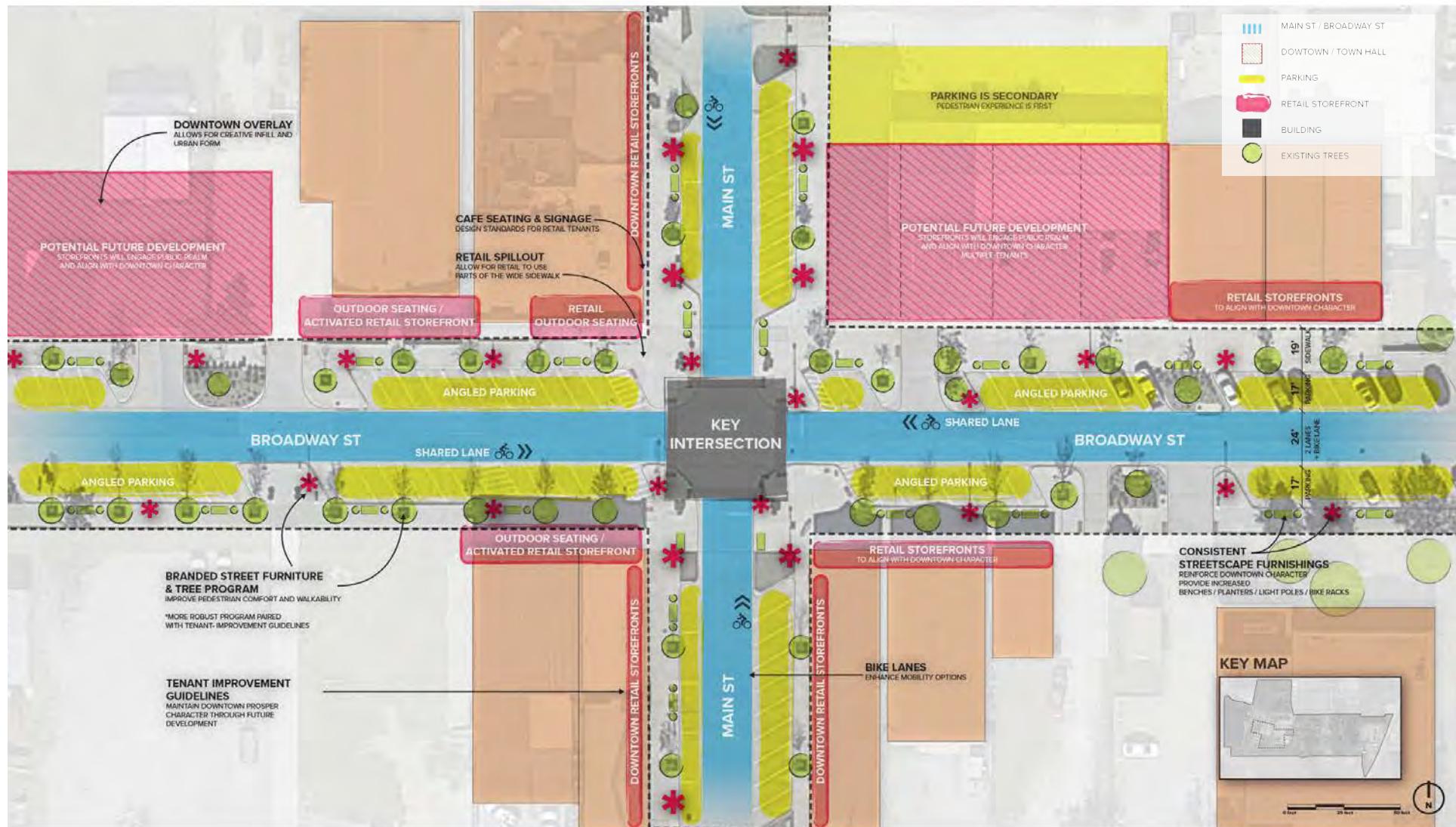
Downtown has big visions for the future, and it will take a community effort to do realize this. The Town will have a central role on some level in nearly all aspects of implementing the Master Plan. It will need to be supported by organizations such as the PEDC, the Downtown Business Alliance, and the Chamber of Commerce to assist in implementing initiatives, assisting in securing funding, helping to build and maintain momentum, and work to attract investment.

Business and property owners will have a key role as well - understanding the realistic opportunity for their properties if they want to see redevelopment, and invest in them to support the vision. Business owners will need to continue developing their Downtown Business Alliance, and over time will take an increasing role in promoting and attracting visitors and residents to downtown.

Lastly, residents - downtowns can become a "living room" for a community and the vision for downtown Prosper has been crafted by this community. Residents must support the businesses, attend the events and programs, and continue to believe in downtown.



Where We Are Going: Imagine Downtown



Where We Are Going: Imagine Downtown



Character, Placemaking & Open Space

Public investment in quality public open spaces and placemaking downtown drives private investment, attracts business development, and improves the quality of life for the Town's residents. "Big picture" thinking should be layered into any capital projects to maximize these benefits:

1. Large public capital projects, such as a streetscape replacement project should also include upgrading capacity of existing utilities if what is in place will not support the entire build-out of downtown. This will minimize future disruption, reduces overall cost, and removes private development hurdles;
2. Functional design such as incorporating on-street parking make easier for visitors to be there;
3. Quality hardscape, landscape – including shade trees, pedestrian lighting, signage and wayfinding, and furnishings make an area more comfortable, attractive, and appealing for people to visit;
4. Designing spaces for multiple uses – an urban park or plaza shouldn't be thought of as only a gathering space, but should incorporate elements for active programming, such as dimensions that will allow for event tents, art or farmers markets, access to power, loading and unloading for event setup, public restrooms, trash and recycling, sound systems and lighting;
5. Support future development impacts by incorporating blue green spaces to accommodate excess stormwater and plan for temporary overflow parking areas for special events;

The Town has been investing in public realm improvements and placemaking in recent years and has the opportunity to expand that investment into the broader vision that will, in addition to the public benefits, act as a catalyst for additional private development and activity within downtown.

Three key public projects have been identified and conceptually developed that will help downtown do this:



TOWN GREEN

Creates a large activity center for programmed and passive use.



DOWNTOWN PLAZA

Creates an urban open space for public gathering, and programming for smaller events, activities, and allows for a higher level of detailed placemaking to attract visitors.



DOWNTOWN CONNECTOR

Creates a functional, attractive public connection between the Town Green and Downtown Plaza that has been designed to both attract visitors by its placemaking elements and provide additional space for programming events and activities.

The following pages expand on these and illustrate the detailed vision for each.

CHARACTER, PLACEMAKING & OPEN SPACE

Town Green

Development of the Town Green will create both a "backyard" for the Town Hall, while also creating a terrific new gathering space for both active and programmed uses as well as create a terrific large open play and recreation spaces for residents.

Large events, festivals and community celebrations that characterize Prosper will occur here, as will concerts from the performance area on the western end. It will be a "backyard" for the community as well - become a favorite for a pick up Saturday morning soccer game or flying kites on a Sunday afternoon.

The park numerous areas for residents and visitors to gather, shade to help keep it comfortable, and all of it will be branded to reflect downtown Prosper.





CHARACTER, PLACEMAKING & OPEN SPACE

Downtown Plaza

The Downtown Plaza will become a special place for visitors to gather, relax, and catch up on life. Detailed design features and elements from specialty paving patterns to public art will create interest and further reinforce the character of downtown. Shaded seating areas, furnishings, a small open lawn, and flower gardens will add the charm and comfort that will help activate it.

It also serves as an addition space local for small events and programming. The Downtown Plaza will become the places everyone wants to pass by just in case there's an impromptu art show, area musician playing or a street performer in the act.





CHARACTER, PLACEMAKING & OPEN SPACE

Downtown Connector

Friday night food trucks, a weekend farmer's market, or a Saturday art show are examples of low-cost events that could be routinely programmed in the Downtown Connector to help create routine visitation downtown. This linear public plaza would feature large, paved areas for things such as event tents, vendors, and allow for the supporting equipment smaller events require. Numerous smaller and more intimate gathering spaces have been incorporated for informal use, and to provide a place to sit and socialize.

A pavilion adds protection from rain and sun, while a flower garden creates more interest and softens the plaza. Ample space is here to support things the Town may later desire - an information kiosk, public restrooms, or a docking for a bike rentals. Equally important as the design, the Downtown Connector links the Town Green with the Downtown Plaza while also creating great visual interest along the street.







Catalyst Redevelopment Sites

The robust growth in Prosper and existing developer interest will help the Town realizing downtown redevelopment sooner rather than later. Four sites within downtown have been identified as ideal catalyst projects to build momentum. One of these, Catalyst Site #1 is currently in the development planning process.

These sites have been conceptually developed in the following pages and developed within the broader framework of this Master Plan. These sites build off the previously identified public open space and placemaking projects, and will require changes within the existing zoning code and development parameters.

Detailed recommendations contained within the next chapter provide all of the action steps necessary to support these sites however, they are primarily related to frontages, design standards, and may likely require some form of gap funding or incentive to initiate.

In addition to the design and overall aesthetics of these sites, changes to the current parking requirements and establishing a shared parking strategy (further outlined in the following pages and in the recommendations) will help in minimizing cost to developers, construction of excess parking, and reduce the amount of gap funding or incentive required.

Each of these sites have been developed to be stand alone developments however, they collectively have a range and mix of uses that will support the overall redevelopment of downtown.

Combined, the four catalyst sites will create a compact critical mass of residents and expand the existing business community to have meaningful impact on the activation of downtown.

The table below summarizes the overall development impact these sites will have, and the following pages elaborate further.

DEVELOPMENT USE:	SQ. FT.	UNITS
RETAIL / RESTAURANT	95,200	N/A
OFFICE / EMPLOYMENT	25,000	N/A
RESIDENTIAL	105,60	277
HOTEL / LODGING	24,000	30

CATALYST SITES

Site 1

The redevelopment of Catalyst Site #1, including its silo renovation into a hotel with design and development plans underway will stimulate additional development interest and add activity to the terminus of Broadway Street. Incorporating retail and restaurants will expand the offerings of downtown, help active nightlife, and be an amenity for hotel guests.

The outdoor dining and bar area will help add street activity and attract others visiting downtown. Overflow into the planned open lawn and gathering area will create a unique appeal to this development site and allow for programming by the businesses located in it.

Site Features:

Site Area:	139,697 sq. ft. 3.21 acres
Uses:	
Retail / Restaurant / Ent.	30,200 sq. ft.
Hotel / Lodging	30 keys / rooms
Gross Floor Area:	24,000 sq. ft.
Floor Area Ratio:	54,200 sq. ft.
Surface Parking:	39%
	211 spaces
	73,920 sq. ft.
	1.70 acres





CATALYST SITES

Site 1- alt.

During the master plan process, the owner of Catalyst Site 1 has begun plans for future redevelopment. Many of the features included in these plans reflect the vision developed during this planning process. Key features will include a central lawn, adjacent multi-story “container” buildings with view below, preservation of the silo as an identifying feature, and will include a hotel along with restaurants and retail.





CATALYST SITES

Site 2

The second catalyst site is the largest of the four private projects identified in the Master Plan and has the greatest amount of development opportunity. This site is preliminarily programmed to include 200 residential units which will help in adding daily foot traffic and spending within downtown. This project, due to its size, will also help increase the awareness of market opportunity in downtown as a true mixed-use community.

A modest amount of ground-floor retail has been included in the proforma to continue increasing opportunity downtown. This project will line a parking garage that will serve its residents and could be developed in conjunction with the Town to also provide public parking. Overall parking spaces within the garage could be reduced by utilizing a shared use parking approach.

Site Features:

Site Area:	215,021 sq. ft. 4.94 acres
Uses:	
Retail / Restaurant / Ent.	24,000 sq. ft.
Residential	200 units
	117,600 sq. ft.
Gross Floor Area:	201,600 sq. ft.
Floor Area Ratio:	94%
Structured Parking:	490 spaces 3.93 acres





CATALYST SITES

Site 3

New retail, office and maker space will expand downtown with development of Catalyst Site #3. Unique to this development program is the maker space and the live-work Townhomes proposed that would help in fostering new business startup beyond restaurant and traditional retail. This will also provide an additional type of housing product within downtown and expand it's overall appeal as a place to live too!

At the south end of downtown it will not have the same foot traffic other parts of downtown receive and should be designed with a frontage along First Street that attracts passer-by's to stop with features like storefronts and outdoor cafe seating. Commercial tenants in this development will likely benefit from events and programs at the Town Green and the frontage along Crockett Street should be designed to welcome them.

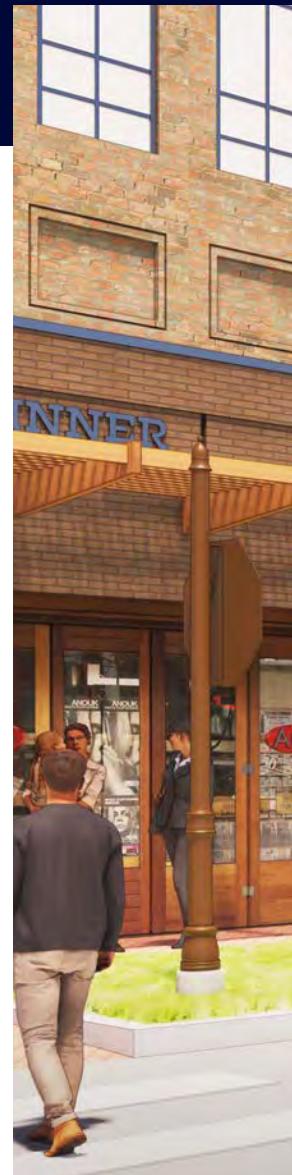
Site Features:

Site Area: 201,813 sq. ft.
4.6 acres

Uses:

Retail / Office / Flex	50,000 sq. ft.
Residential	49 units
(Live-work / Townhome)	108,600 sq. ft.
Gross Floor Area:	158,600 sq. ft.
Floor Area Ratio:	79%
Surface Parking:	270 spaces*
	98,814 sq. ft.
	2.26 acres

*Townhomes are self-parked.





CATALYST SITES

Site 4

The last of the private development catalyst sites will provide commercial street frontage along Main Street and incorporate an additional 32 residential units.

Commercial uses in this development are anticipated to include both retail and office. The incorporation of both Townhomes and lofts, somewhat similar to the previous site, will continue expanding the residential product mix within downtown. The preliminary program assumes some portion of these will be rental units and suitable for Airbnb or similar short term rental program. Nightly or other short term rentals (such as hotel rooms) can be beneficial for a downtown as visitors typically spend throughout the day from morning coffee to evening dinner and drinks.

Site Features:

Site Area: 88,566 sq. ft.
2.03 acres

Uses:

Retail / Restaurant / Ent. 16,000 sq. ft.

Townhomes (rental): 20 units
32,000 sq. ft.

Lofts / Airbnb (rental): 8 units
12,800 sq. ft.

Gross Floor Area: 60,800 sq. ft.

Floor Area Ratio: 69%

Surface Parking: 140 spaces
49,060 sq. ft.

1.13 acres





Land Use & Housing

Downtown Mixed-Use District

Zoning districts within the downtown area are primarily Single-Family, Commercial / Retail, and Office / Service. Multi-Family development is currently underway with more anticipated in the future. These districts are each subject to urban design standards that are applied on a parcel by parcel basis. This approach, while beneficial in many areas, is overly prescriptive and restrictive in mixed-use redevelopment projects.

For downtown to have the flexibility to support mixed-use development and be receptive to market changes, a broader approach would be more suitable. This could be done through the creation of a new zoning district, such as Downtown Mixed-Use District. While a stand alone district will be the most user-friendly, an interim option is the creation of an overlay district. The catalyst sites have been developed with this approach in mind.

This approach would focus more on building frontages, overall mass and height allowing greater flexibility for developers to build their projects while also meeting and reacting to market demand.

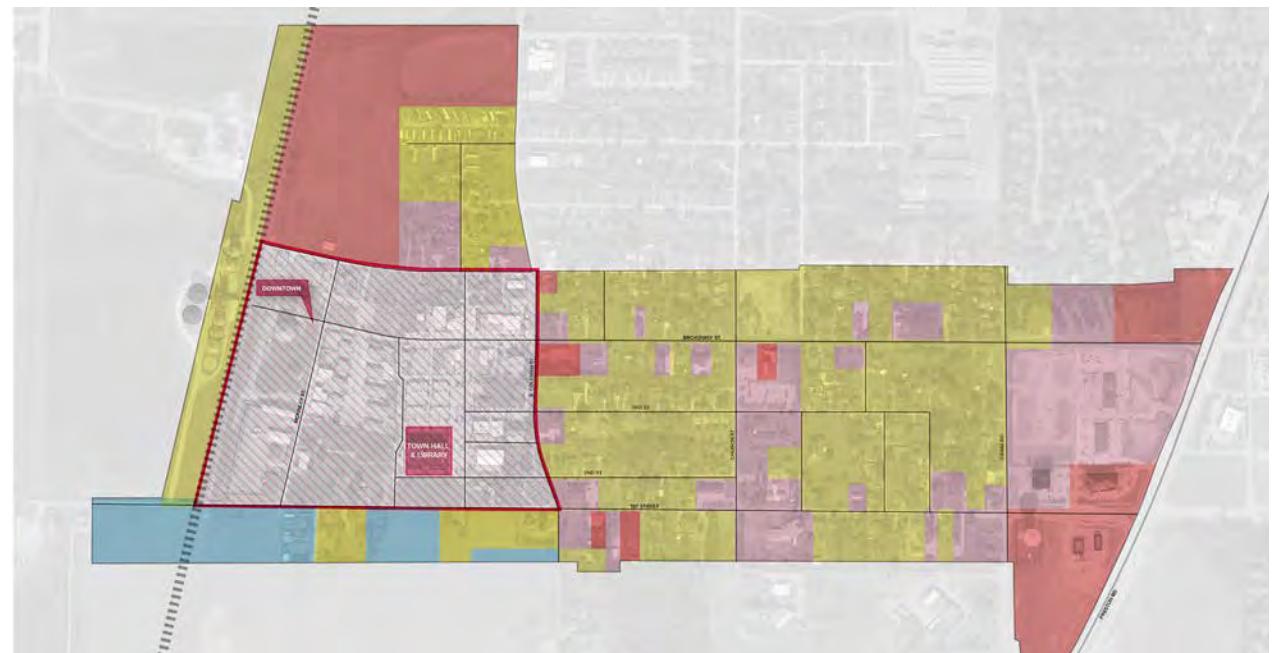
Supplemental to this district would be creating detailed

design guidelines that specifically focus on building appearance and street frontages. While Texas State Statue prohibits broad application of detailed design standards, incorporation of these as a requirement to receive any type of Town or EDC incentives is allowable.

The Neighborhood Empowerment Zone (NEZ) already

in place will support this and implementation of future incentive funding sources as outlined in the recommendations should mirror this.

The Downtown Mixed-Use District should generally include the area identified in the map below.



Where We Are Going: Downtown Mixed-Use Zoning District

Mixed-Use & Multi-Family Housing

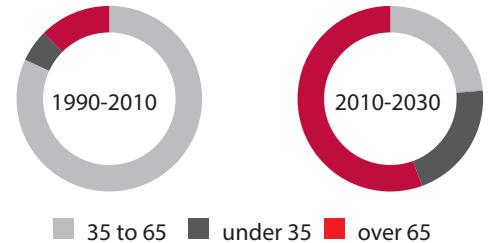
Prosper is benefiting from the tremendous growth it has experienced over the last several years with housing as the key driver. This growth is anticipated to continue as the Town is an increasingly desirable home market for those commuting to Dallas and other nearby cities. As communities compete for growth, increasingly the access to a local urban downtown is a key decision maker for many residents. Additionally, knowledge economy residents (also typically higher income earners) tend to gravitate towards areas that an urban component, which in turn helps to attract more jobs.

Although Prosper has been primarily occupied by single-family housing, an increasing demand for multi-housing within proximity of downtown will become more commonplace, and should be encouraged.

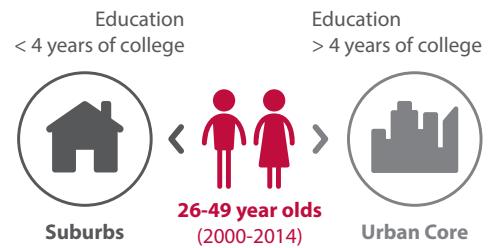
Many different kinds of people seek out urban living with easy access to amenities and services. These groups can include retirees, young professionals, and childless adult couples. For those living within close distance of downtown their spending is an equally powerful tool in growing the downtown economy. On average, every 1,000 new housing within comfortable walking distance will activate one block

of traditional "Main Street." The catalyst sites in this plan that include housing will already account for more than 1/4 of that number. The new multifamily housing developing to the north and within walking distance of downtown will add to that. Embracing additional mixed-use housing in downtown will drive resident investment while also supporting commercial development.

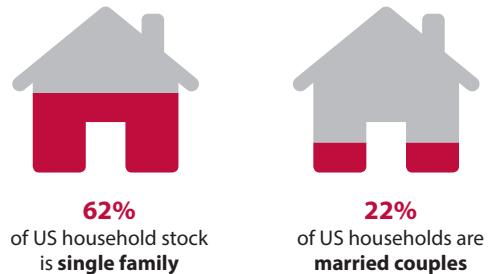
The Downtown Mixed-Use District as mentioned on the previous page will focus development standards on the overall form and appearance of new buildings and should encourage (or incentivize) integration of varying housing sizes and price points. Conventional requirements such as minimum residential unit size and Floor Area Ratio should be excluded from this zoning classification and not a part of any development approval process. A developer will not build what the market won't support.



Through the 2030s, the clear majority of newly formed households in North America will comprise individuals or couples, groups that strongly prefer urban-style multifamily housing.



Knowledge workers want to live in lively urban places. Where they cluster, jobs and investment follow.



To satisfy growing demand for housing in urban settings, the US alone will need to create tens of millions of walkable, multifamily units by the early 2030s.

Parking

The catalyst sites developed with the master plan committee will introduce more than 120,000 sq. ft. of restaurant, office, and retail uses and more than 240 residential units downtown and require the parking to support them.

In general, parking requirements are based on the use and a method of calculating parking spaces per square footage, tabletops, bedrooms, etc. Conventionally, where multiple commercial uses are adjacent these parking requirements stack, and subsequently assume that each business and residence will need all of its parking at every hour of the day.

This approach becomes less effective in managing parking needs as more businesses or mixed-use residences are developed with

a shared parking field or structure as simply no one business or residence will actually need all of its parking at every hour of the day.

In downtowns this becomes even less effective and challenging as there are typically many areas to choose from to park with many different uses that span the clock. Downtowns also benefit from visitors going to multiple businesses within one trip, further minimizing potential demand. More so, land in downtowns have high value and creating excess parking consumes this valuable land, reduces opportunity for development of buildings or public spaces. Additionally, if structured parking is built it comes at a very high cost.

Catalytic Sites Parking Demand Modeling

Land Use Type	Units	Catalyst Concepts				Total
		Catalyst #1	Catalyst #2	Catalyst #3	Catalyst #4	
Office	Sq. Ft.			25,000	4,000	29,000
Retail	Sq. Ft.	15,100	12,000	12,500	8,000	47,600
Restaurant	Sq. Ft.	15,100	12,000	12,500	8,000	47,600
Apartments / Townhomes	Units		200	12	30	242
Hotel	Units	30				30
Proposed Parking Supply	Spaces	211	490	270	130	1,101

Street Name	Units	Total
Unshared Peak Demand	Vehicles	1,008
Shared Peak Demand (No Context)	Vehicles	844
Shared Peak Demand (with Context)	Vehicles	766

Catalytic sites program is an oversupply of up to 330 spaces (unless shared with the existing downtown at higher activity levels).

Based on concern by the committee there may be inadequate parking required in the development of the catalyst sites overall parking was slightly elevated during the proforma development to program a highest case scenario. In doing so, the catalyst sites would collectively require 1,101 parking spaces. This requirement is somewhat higher than generally industry standards which would total 1,008 spaces.

To accommodate for the mix of uses, hours of operation, adjusting for people who walk from business to business, and including those that may bike or walk downtown can be applied to develop a more practical parking requirement. Factoring these considerations in, the same catalysts sites with a shared parking scenario without the context of people visiting multiple businesses, would require 844 parking spaces. Further applying this and factoring in those who will visit multiple businesses, this

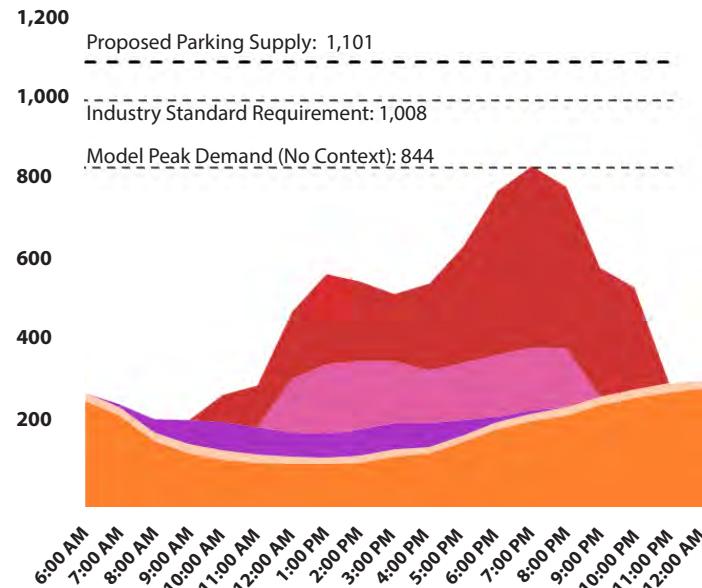
parking requirements reduce to 766 parking spaces.

The difference between the parking spaces required based on current standards and a shared parking scenario with context is 335 spaces. This total becomes even more significant as communities or developers require parking structures. Generally, a structured parking space is roughly \$15,000 more per space than a surface parking lot. Assuming just half of those 335 saved parking spaces were accommodated in a newly built parking garage (168 spaces), the increase in cost to the city or developer would be \$2,520,000. Shared parking programs better accommodate actual demand, reduce land consumptions, and reduce costs.

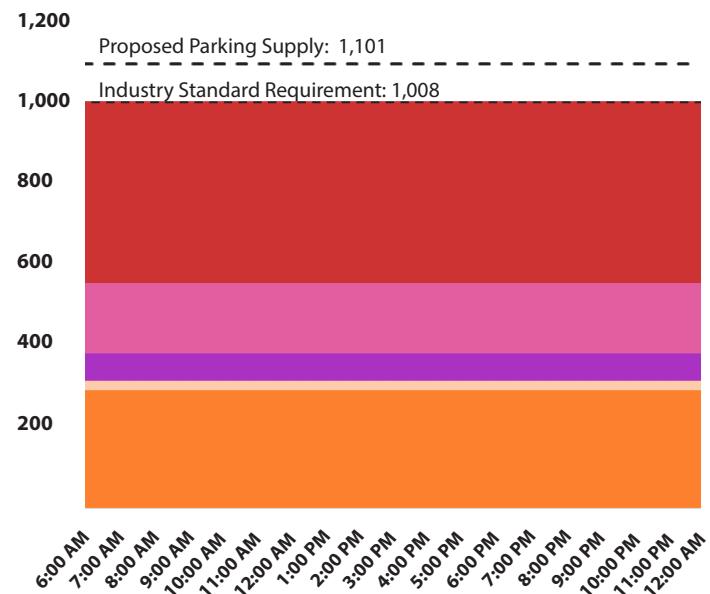
Detailed parking recommendations are included within the appendix.

- Lounge / Bar, Sit Down
- Shopping Center
- General Office Building
- Hotel
- Apartment / Low Rise

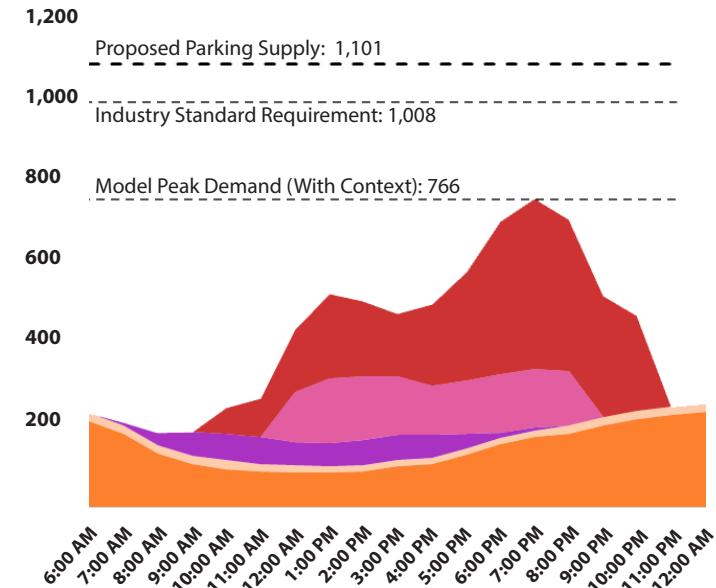
Parking Demand & Time of Day



Standard Parking Analysis



Parking Demand with Context





HOW WE GET THERE: RECOMMENDATIONS

05



Implementation Strategies

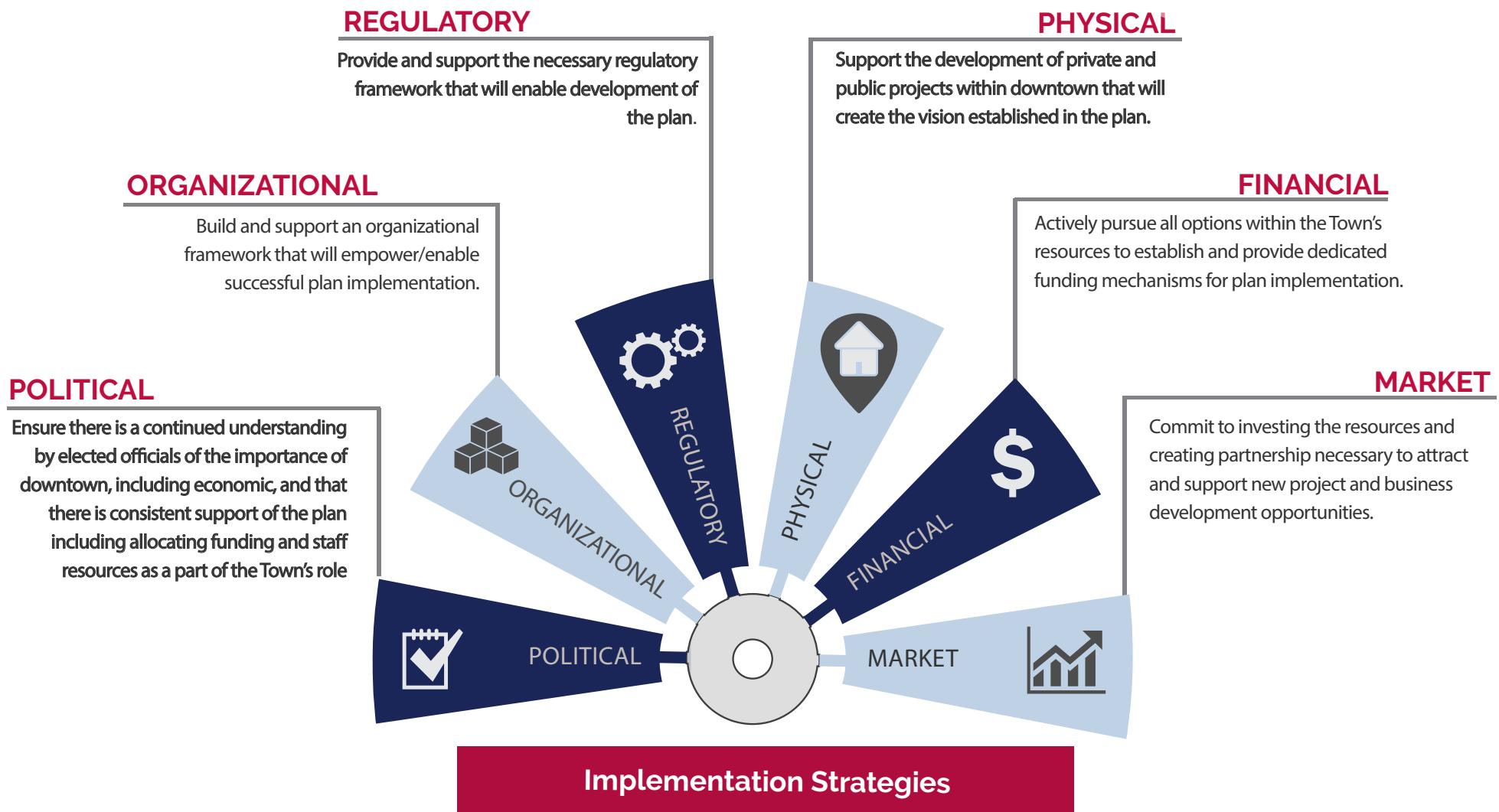


The implementation plan for downtown follows the six primary plan pillars; political, organizational, regulatory, physical, financial and market. Collectively, these actions will support the overall plan implementation, catalyst sites, and reflect the guiding principles of the plan. Each pillar has numerous actions, some of which will have repetition with those in other pillars. Each action has also been identified as low, medium, or high priority, and suggested responsible sponsors for leading or supporting the plan implementation. These should be reviewed and updated periodically including identifying other organizations, committees or individuals that may also be action sponsors.

Many of the actions identified will have limited cost and be accomplished by staff or through standard municipal practices. Others will require more substantial cost and resources will have to be identified. Within each of these there may be additional actions required however, this plan proposes the broad framework.

The diagram on the adjacent page states the strategy for each of the pillars. The following pages include a snapshot of the most critical short term actions and most likely funding sources to support the overall redevelopment. Following these are detailed recommendations. As the plan implementation proceeds, these should be evaluated and considered in the context of available resources (time, staff, funding, and the funding strategy) of the Town, PEDC, and others.

The most important part of implementation is to begin!



Implementation Snapshot



Funding

The Town has a solid and growing tax base that will serve it well in supporting continued investment in downtown and funding the catalyst open space and placemaking projects developed in the Master Plan. One of the best ways to maximize the Towns' investment is through identifying projects with a grant strategy. This means, evaluating all of the potential projects and identifying which elements may in any way fall within various grant program criteria - and this may include creative uses. The next step is then identifying the

ways in which potential grants can be layered to increase the overall amount of dollars accessed. The Grants section located within the Appendix further discusses this.

More specifically to the downtown Master Plan, five grant programs have been identified that could directly support investment in each of the open space catalyst sites and overall public realm investment and should be where the Town focuses its funding pursuits.

Grant Program	Agency		General Uses
Local Parks Grants		Texas Parks and Wildlife Dept. (TPWD)	Development, renovation or redevelopment of outdoor recreation facilities including property acquisition.
Governor's Community Achievement Awards	 	Keep Texas Beautiful & Texas Department of Transportation	Landscaping along public right-of-ways.
Texas Commission on the Arts		Texas Commission on the Arts	Broad range of uses to incorporate art within projects with a construction cost exceeding \$250,000.
Healthy Kids, Healthy Families		Blue Cross Blue Shield of TX	To support the health and well-being of children and families through various focus areas including physical activity.
Public Works and Economic Adjustment Assistance Program*		U.S Economic Development Administration (EDA)	Funds construction, non-construction, and revolving loan projects to leverage existing assets and fund key public infrastructure projects to support economic development strategies.

**Note: Various federal grant programs generally only apply to distressed communities however, since the onset of the Covid-19 pandemic, all communities now meet this eligibility criteria. It is anticipated this will continue for the foreseeable future.*

Priority Recommendations

Downtown Zoning

Establish a new Downtown Mixed-Use Zoning District to support mixed-use development including design guidelines to the extent allowable by Texas Statute. This should include shared uses and facilities including parking.



Downtown Manager

Hire a qualified downtown manager and allocate an annual budget for this position to work with existing businesses, create and manage downtown events, promote and market, and, among other things, act as the dedicated advocate for the redevelopment of downtown.



TIRZ

Create a Tax Increment Reinvestment Zone (TIRZ) to provide a funding mechanism for capital investment and providing incentives.



Promote Downtown

Develop a marketing plan to promote downtown business, activities, and development opportunities.



Design Guidelines

Establish enhanced design guidelines that are supplementary to the new Downtown Mixed-Use Zoning District that reflect the desired character of downtown Prosper and will be used in evaluating incentive awards to private developers.



Development Incentive Programs

Develop a user friendly policy and protocol for the award of incentives as part of the Neighborhood Empowerment Zone (NEZ) to developers investing in downtown. This award criteria should factor in use of the design guidelines.



Parking Management

Establish a parking management program that tracks existing available parking, actual parking demand, future parking spaces through approved development projects, and continue to evaluate reduced parking standards to be incorporated into the Downtown Mixed-Use Zoning District. This should also include future assessment of parking revenues if implemented such as parking meters or future garage fees.



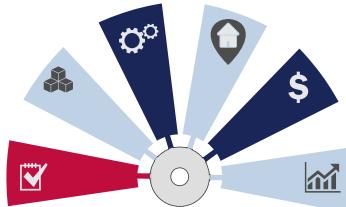
Business and Community Grants

Allocate funding to support attraction and investment of locally based business for costs such as tenant build-out, business and marketing training, and co-op advertising. Funding should also be allocated to community based organizations seeking assistance to host special events downtown that will attract visitor spending.



Recommendations: Political

As explained above, local government plays a critical role advancing area-specific redevelopment efforts, as the entity with the largest and longest-term interest. This said, the Town will need to have a visible and ongoing presence and provide sustained public support for revitalization of downtown Prosper. It will need to provide leadership, and partner with other agencies to eliminate investment obstacles, and capitalize on investment opportunities. As such, the Town will have the ongoing legal responsibility to address many of the implementation elements of the plan and be the logical conduit to supplemental public and private resources. Also important, the private sector will be looking to the Town and its advocacy partners for consistency in its commitment to a long-term vision for downtown that is reflected in its policy and funding decisions for the entire community. Presented below is a representative list of political issues impacting investment decisions in the downtown area.



POLITICAL

Strategy

Ensure there is a continued understanding by elected officials of the importance of downtown, including economic, and that there is consistent support of the plan including allocating funding and staff resources as a part of the Town's role.

Key Recommendations

1. Provide a commitment the Town will remain focused on the redevelopment of downtown, including supporting necessary regulatory changes as well as allocation and pursuit of funding.
2. Establish an incentive program that will attract private investment to downtown and to be used as a tool to ensure that future development is compatible with the vision the Town desires. These incentives may range from landscape and facade improvement grants to shared infrastructure costs, such as parking or utility improvements.
3. Spread the word on the positive things Prosper is doing to activate downtown in every available communications channel from in-person discussions with community organizations to social media and constituent newsletter updates.



The greatest influence on the success of a redevelopment plan is the consistent political support behind implementing the adopted plan and funding its implementation actions. Prosper is in the early years of redevelopment, and this plan will span many election cycles. It will be essential that current Town Council supports the adoption of this plan, and that future council members are well educated on the plan, its goals, the work that has been done, and the work that is yet to come.

This support will be necessary in approving actions initiated by the Town staff such as regulatory changes or proposed budgets, and in providing direction for plan implementation actions that must come from the Council. This also includes committing annual funding towards plan implementation. This funding will span many areas of the

plan implementation from potentially hiring a Downtown Manager, funding special event grants, and investing in capital projects such as streetscapes and public plazas.

It will be important that the Town staff and all key stakeholders consistently inform the Council on downtown progress, events, and future initiatives and engaging with future elected officials to ensure they support downtown and the plan from the beginning.

!!!	High / Short Term Priority	\$	Under \$50,000
!!	Medium Term Priority	\$\$	\$50,000 to \$250,000
!	Low / Long Term Priority	\$\$\$	Over \$250,000

Recommendation	Priority	Cost	Sponsors
Town policy. Memorialize a Town policy that expresses an ongoing commitment to redevelopment of downtown, along with support for growth management policies that are balanced, and the pursuit of effective public-private partnerships, collectively reflected in Council priorities.	!!!	\$	Town Council Town Staff
Incentive policy. Prepare and adopt a community wide, and downtown-specific, incentive policy to support private development, along with criteria for identifying and evaluating projects deemed meritorious and able to advance the recommendations of this Master Plan. These should range from smaller scale landscape and facade improvement grants to larger scale shared infrastructure funding such as parking structures that provide a public parking element or enhancement of existing utilities.	!!!	\$	Town Council Town Staff

Recommendation	Priority	Cost	Sponsors
<p>Informational activities. Involve the Town's leaders in routine updates, events, programs, and discussions to ensure they remain engaged and interested in continuing to support downtown redevelopment activities, and that this information is shared by the Council to others.</p>			Town Staff PEDC Business Alliance Prosper Chamber Town Council
<p>Comparative communities. Identify examples of communities with similar project components for elected officials to tour to help visualize redevelopment initiatives and maintain support for implementing the plan. Key Town staff, stakeholder organizations and community members should participate in these as well if desired.</p>			Town Staff PEDC Town Council
<p>Informational sessions. Schedule a series of informational meetings with the Town's leaders regarding a variety of topics reflected in the vision and Master Plan such as need for a diversity of housing product types and their real impact (social, monetary, fiscal, value), as well as why current conditions (demographic and psychographic) support certain development products, both downtown and community-wide, i.e., Rowlett, TX.</p>			Town Staff PEDC Prosper Chamber Town Council
<p>Streamlined entitlement review. Establish eligibility criteria for streamlined entitlement review and approval processes, among them, the project location in downtown, size or value thresholds, complexity of financing, diversification of product offerings, and others. (Expand on the Town's current use of a "Go-Team" of departmental representatives which shepherd development applications.</p>			Town Staff
<p>Measurement benchmarks. Work with the Town's leaders to establish criteria (or benchmarks) that will be used to measure the impact of certain redevelopment initiatives going forward (memorialize and update them to ensure ongoing support).</p>			Town Staff PEDC Town Council

Recommendations: Organizational

Downtowns in municipalities of any size require an advocacy entity with a sole purpose – growing and maintaining a healthy community core. While it can be difficult to finance this type of position or organization, particularly in the early years of a redevelopment initiative, mid-to long-term it will be imperative that any momentum created in early phases are not lost when Town staff's responsibilities in other areas make it impossible for them to spend the hours necessary to continue advancing the plan.



ORGANIZATION

Strategy

Build and support an organizational framework that will empower/enable successful plan implementation.

Key Recommendations

1. Formalize the organizations that will be responsible for implementing the Master Plan, including those such as the Downtown Business Alliance, that may have greater roles as downtown redevelopments.
2. Establishing clear roles, responsibilities, expectations, milestones and monitoring for completing the actions each organization or individual commits to participate in implementing.
3. Develop a clear communications protocol for prospective developers or business owners within the formalized stakeholder organizations. This should include all aspects of downtown redevelopment including design guidelines, planning and permitting processes, incentives, special events, downtown programs or other initiatives, and capital projects, among others.



Downtown redevelopment will take time and will be most successful when implemented by a strong organizational system of organizations and people that have the resources available to implement the plan or will benefit from downtown's reinvestment.

Generally, these will be led by the Town or City making the greatest commitment followed with key partners such as the / an Economic Development Council, Tourist Development Council, Chamber of Commerce, the Citizen's Academy, and a Business and Property Owners Alliance (over time this entity will increase it's role and may eventually transition into the leading entity guiding redevelopment) , along with others that may have a goal or general interest in driving investment and visitor spending downtown. Each of the key entities should champion specific components of the redevelopment plan that are

best aligned with their mission and goals. Developing clear expectations and milestones are critical for all to be accountable and committed to the overall effort, and a clear communication plan along with identification of specific roles should be agreed to.

It will be important that each entity and their staff or respective departments understand the organizations role and expectations related to downtown redevelopment, and processes be in place for coordination among different staff members within each organization and among the others.



High / Short Term Priority
Medium Term Priority
Low / Long Term Priority



Under \$50,000
\$50,000 to \$250,000
Over \$250,000

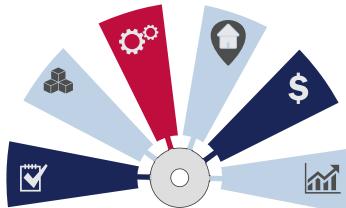
Recommendation	Priority	Cost	Sponsors
<p>Formalize stakeholder organizations. Establish the structure for those that will have a key role in supporting and implementing the Master Plan, including the Downtown Business Alliance, PEDC, Chamber of Commerce, Citizen's Academy, and others if appropriate. Within each, identify the primary point of contact for all matters related to downtown and it's redevelopment.</p>	!!!	\$	Town Staff PEDC Prosper Chamber Business Alliance
<p>Identify clear roles. Each key stakeholder organization should identify specific plan implementation actions that they have the resources and will commit to advancing. There may be multiple entities that support various actions. In this process, establish realistic milestones, identification of other support needed by the sponsor organization and where those resources may come from. Commit to collectively monitor implementation successes and areas that need additional support.</p>	!!!	\$	PEDC Prosper Chamber Business Alliance Town Staff

Recommendation	Priority	Cost	Sponsors
<p>Communication plan. Develop a clear communication plan among the key stakeholder organizations and ensure organization staff and departments understand this and the importance of it. For example, a developer may contact the PEDC about a potential project site and permitting requirements. PEDC staff should have a specific developer liaison within the Town that the developer may be introduced to as their development liaison. This communication also includes disseminating information for review or informational purposes by multiple organizations such as development proposals, incentive application requests, marketing initiatives, and community event or festival programs.</p>			Town Staff PEDC Business Alliance Prosper Chamber Town Council
<p>Main Street Texas. Engage with Main Street Texas and evaluate the eligibility of downtown Prosper for nomination as a Texas Main Street. Dedicate staff resources to pursue and identify appropriate partners to implement Main Street actions, most likely the Downtown Business Alliance which should be formalized as a key stakeholder organization.</p>			Town Staff Business Alliance
<p>Town department support. Engage the Town departments in the downtown redevelopment process and build support within to ensure departments work collaboratively on all aspects of redevelopment, including public capital projects, private development projects, expedited permitting, inspections, special event approvals, and other initiatives impacting downtown.</p>			Town Staff
<p>Event guidelines. Work with the Development Services Department and Parks and Recreation Department to establish specific event guidelines specific to downtown, preferred event areas if located in the public right-of-way, and expedited review and approval process.</p>			Town Staff
<p>Additional organizations. Identify additional organizations that may have an interest in supporting continued investment in, and visitor attraction to downtown, and determine their greatest resources and ways to be involved. These may include large entities such as Travel Texas or smaller locally and regionally based entities such as business incubators, large developers, or private foundations.</p>			Town Staff PEDC

Recommendation	Priority	Cost	Sponsors
<p>Citizens' academy. Continue supporting the citizens' academy program to grow civic awareness among area residents, business and property owners, institutional representatives, and others invested in Prosper's success, that allows for networking and small group interactions, and provides Town officials with a forum to share and receive information on topics such as priority initiatives, market forces, fiscal realities, and others impacting the Town and region.</p>			Town Staff Business Alliance Residents
<p>Ambassador program. Within the citizen's academy program and/or Community Engagement Committee, develop an ambassador component for participation during community events or at peak times to welcome visitors, provide information on items such as parking, public restrooms, event, or area activities, etc. This should be developed under or in conjunction with the Downtown Business Alliance and direction of a future Downtown Manager.</p>			Town Staff Business Alliance Residents

Recommendations: Regulatory

In the context of this discussion, public policies, regulations that inform land use and development, and design standards, are all considered in this category. Among the most effective tools municipalities use to foster a sustainable downtown environment are growth management programs that reward efficient development patterns, and codes that are flexible and encourage creative solutions. (Note: There are reports that certain businesses, including a potential restaurant, was lost due to parking requirements.) When growth is allowed to occur in a land intensive and sometimes inefficient way that ultimately subsidizes lower densities, redevelopment efforts tend to operate at a competitive disadvantage, both financially and fiscally. While these types of policies may seem inconceivable or even infeasible for many Texas communities, Prosper's location in the Metroplex, and the fact that it is surrounded on all sides by other competitive communities, essentially land-locked and nearing buildout, makes them critical to ensure a sustainable diverse and high-quality mix of real estate targeted to the needs and preferences of existing and future population groups. Further, local efforts and the prioritization of resources, should reflect the same, with appropriate levels allocated between newly developing and redeveloping areas, and regulations consider the unique attributes and challenges of these distinctly unique environments.



REGULATORY

Strategy

Provide and support the necessary regulatory framework that will enable development of the plan.

Key Recommendations

1. Establish a new Downtown Mixed-Use Zoning District to support mixed-use development including design guidelines to the extent allowable by Texas Statute. This should include shared uses and facilities including parking.
2. Establish enhanced design guidelines that are supplementary to the new Downtown Mixed-Use Zoning District that reflect the desired character of downtown Prosper and will be used in evaluating incentive awards to private developers.
3. Establish a clear development approval process and general guidelines for awarding various incentives (these may range from monetary to additional development approvals).
4. Develop a shared parking strategy for downtown.



Historically, many downtowns were developed before a time of significant development regulation that allowed for the level of activity and efficiency in development that occur. Today, mixed-use downtown redevelopment is most successful when the regulatory framework allows for a substantial flexibility while also framing the vision for a community.

Conventional codes addressing things like standard buffers or setbacks, parking requirements, prescribed uses, and stormwater are examples of those that cannot be applied in downtowns the way they are elsewhere in a community. Prosper has worked to support downtown redevelopment by adapting some of its zoning district classifications, which is a positive first step.

Building on what has already been done, identifying what has worked well and what hasn't, and integrating general downtown development realities into future actions and plans will help result in predictable redevelopment that will bring the vision for downtown Prosper into reality.



High / Short Term Priority
Medium Term Priority
Low / Long Term Priority



Under \$50,000
\$50,000 to \$250,000
Over \$250,000

Recommendation	Priority	Cost	Sponsors
<p>Downtown mixed-use zoning district. Establish a new downtown mixed-use zoning district (or overlay) specifically for downtown west of Coleman Street with standards that will support mixed-use development in an urban context and will articulate the Town's vision for downtown. Creating a new zoning district will be more efficient than amending all existing codes and preferred by developers. If the Town objects, the existing codes should be amended. The downtown mixed-use zoning district should address elements such as building heights, frontages, setbacks (reduced), excluded uses, parking and shared parking, landscape, signage, fencing, lighting, back-of-house (dumpsters, equipment, and storage) and access, and loading zones, among others. This should also include controls for use of café and restaurant seating, "sandwich" board or other portable signage, and performances or other uses that may extend within the right-of-way.</p>	!!!	\$	Town Staff Town Council

Recommendation	Priority	Cost	Sponsors
<p>Design guidelines. Incorporate design guidelines within the new downtown mixed-use zoning district (or overlay) and eligible for incentive funding that will articulate the specific building frontages and facades that fit the Town's vision. Clear and concise design expectations will help in attracting predictable development and simplify the design review and approval process.</p>			Town Staff Town Council
<p>Designated Business and Developer Program. Promote the Town's recently established Designated Business and Developers Program, and the overall efficiency of Town staff, design review, and permitting as processes are established or refined.</p>			Town Staff PEDC Prosper Chamber Business Alliance Developers Town Council
<p>Historic preservation. Establish a historic preservation element within the zoning code and specifically downtown west of Coleman Street to further support the application of design guidelines. This may include the establishment of a Historic Preservation Commission that will review and approve all exterior building permit applications within the defined area.</p>			Town Staff Town Council
<p>Incentive framework. Adopt a general framework for awarding funding or other incentives (such as bonus density) to ensure a minimum level of uniformity in awards and to assure residents and businesses that there is an established process that is fair and equitable in the Town goal of redeveloping downtown. Consider additional incentives for the appropriate rehabilitation of historic buildings rather than demolition and new construction.</p>			Town Staff PEDC Town Council
<p>Shared parking strategy. Adopt a shared parking strategy that allows for reduced parking requirements as part of an overall parking management and revenue system. This will require developers commit to participate in the shared parking program with other developers or allow contributions to a Town fund that may be used for future construction of on-street, surface, or garage parking. Reduced parking strategies provide financial relief for developers from creating excess parking beyond what will actually be needed and allows land to be used for a higher and better use. While reduced ratios in downtown acknowledge the opportunity of shared parking, the current approval process and stated restrictions against off-site sharing greatly limit this opportunity, such that the existing regulations would still overpark demand.</p>			Town Staff Business Alliance Developers Town Council

Recommendation	Priority	Costs	Sponsors
<p>Short-term business permitting. Amend existing permitting requirements to accommodate short-term or pop-up retail, art, or other similar commercial uses in downtown storefronts that will allow property owners to offer short-term rental or lease agreements (monthly or quarterly) when no permanent tenants are in place and not require complete tenant build-out. For example, a vacant restaurant space could be used by area artists to showcase their work without any renovation required. Conversely, a local baker with appropriate licensure for the preparation and sale of food for consumption could use a vacant storefront for selling baked goods without requiring construction of a kitchen. This creates activity along the street frontage and promotes local entrepreneurs.</p>			Town Staff Business Alliance PEDC Prosper Chamber Town Council
<p>Old Town Transportation Plan. Update the Old Town Transportation Plan as downtown development and roadway designs proceed. Several street segments, specifically along East First Street, Broadway Street, Coleman Street, and McKinley Street appear to be misaligned with longer term redevelopment. Based on the current development pattern, it is anticipated there will be significant community resistance to on-street parking on these streets east of Coleman, and the frequency of curb cuts required to accommodate existing residences and buildings would minimize the benefit of parking gain. On-street parking may also be limited on Coleman north of Broadway and McKinley Streets as projects evolve. Bike lanes or shared-use lanes should be incorporated in all of the primary streets. Right-of-way's vary within roadways vary and will accommodate changes in road design as time evolves. As the Town begins capital planning for future roadway improvements, a review of current development patterns, conditions, and transportation need should be performed.</p>			Town Staff Town Council
<p>Streetscape master plan. Adopt a streetscape master plan for downtown west of Coleman Street that future development and redevelopment, including Town capital projects shall comply with.</p>			Town Staff Business Alliance Town Council
<p>Public art. Adopt a public art contribution program and ordinance for all private and publicly funded new development or major rehabilitation projects within downtown. This may include establishing a percent-for-art fund where developers and the City (for publicly funded capital projects) pay into the fund in lieu of providing public art on the project site or area. Typically, this does not apply to standard interior renovation of existing buildings or routine repair, maintenance, and replacement of elements on an existing building.</p>			Town Staff Business Alliance Town Council

Recommendation	Priority	Cost	Sponsors
<p>Parking regulations. Adopt downtown parking regulations and consider establishing a mobility enterprise that allows for short-term visitor parking and / or metered street or fee-based lots for daily use should those be desired. A process for parking and appropriate street signage for use during special events and street closures should be included.</p>			Town Staff Business Alliance Town Council
<p>Hike and Bike Trail Master Plan. As streetscape improvements are completed, including sidewalks, bike lanes, and the multi-path, incorporate or make appropriate modifications as may be needed to the 2020 Hike and Bike Trail Master Plan.</p>			Town Staff Town Council
<p>Thoroughfare Plan. As needed, update the Prosper Thoroughfare Plan based on redevelopment plan recommendations or as further design is completed based on need and development patterns at that time.</p>			Town Staff Town Council
<p>Parks, Recreation, & Open Space Master Plan. As downtown population increases, evaluate to the Parks, Recreation, & Open Space Master Plan and identify any future investment that may be warranted for a new downtown park, and update the Parks, Recreation, & Open Space Master Plan accordingly. Texas Parks and Wildlife requires parks master plans to be updated every 10 years. This update will allow the Town to remain eligible for potential grant funding.</p>			Town Staff Town Council

Physical

Although the absence of physical improvements is a major obstacle to development in both new and established locations, the condition and capacity of existing infrastructure can be the chief hurdle for investment activity in downtowns and infill properties. Essential elements for any redevelopment initiative should include an understanding of infrastructure and utilities, and plan for completing necessary capital improvements. Also important will be a strategy for financing and introducing a variety of enhancements that collectively will -- reinforce the area's intended image and theme such as effective signage, and presence of public spaces (formal and informal), lighting and street furniture; and -- ensure success among its private development and operating uses such as ample and accessible parking facilities, off site and out of area shared improvements (i.e., detention facilities), and access to adjacent and region-serving connections (i.e., trails, bike routes, etc.). Whereas capital expenditures frequently have the biggest impact on the economic feasibility of a development project, and although they are generally considered an acceptable use for public sector resources, it can be harder for elected officials to justify expenditures (even incentives) for the repair or expansion of existing infrastructure rather than construction of new ones, that is unless the comparatively favorable fiscal return associated with investment in established locations is understood.



Strategy

Support the development of private and public projects within downtown that will create the vision established in the plan.

Key Recommendations

1. Develop detailed design drawings, cost estimates, and identify potential funding sources to begin the reconfiguration of Main Street, along with development of the Downtown Connector and Downtown Green.
2. Pursue funding and begin implementation of the previous recommendation as soon as possible.
3. Develop an overall public realm plan for hardscape, landscape, lighting, furnishings, signage and wayfinding.
4. Begin implementation of the previous recommendation as soon as possible within right-of-ways that will not be reconstructed within the short term. This also includes development of gateways, enhanced canopy coverage, as well as installation of sidewalks and improved lighting within the overall downtown area.



The physical redevelopment of downtown reflecting the vision of Prosper will result from the work and funding invested in the previous pillars. This will be the most important and will rely on both public and private investment and a genuine desire to realize the vision.

Public investment will be significant in improvements to streets, mobility, and public gathering areas along with providing the regulatory framework and where needed, the incentives, to ensure the build private development matches the vision. Private investment will need to have a solid grasp of the redevelopment goals, understand the complexities and uniqueness of downtown redevelopment, and a willingness to maintain a long-term view on what defines success.

Where possible, public and private investment should intersect and occur in a way that has the greatest impact on downtown and support one another. Building frontages, streetscapes, parking, utilities and other infrastructure will work collectively in creating the overall experience and maximize both public and private investment.

As projects are completed, they should be evaluated for their overall benefit in activating downtown. Lessons will be learned and it will be important to adapt over time to ensure that each project in the limited amount of land available has the greatest impact.

!!!	High / Short Term Priority	\$	Under \$50,000
!!	Medium Term Priority	\$\$	\$50,000 to \$250,000
!	Low / Long Term Priority	\$\$\$	Over \$250,000

Recommendation	Priority	Cost	Sponsors
Infrastructure and utility condition and capacity. In preparation for impending five-year review of impact fees, enlist Town staff from relevant departments to determine the condition and capacity of existing infrastructure and utilities. (Use knowledge gained to support any adjustment in the fee structure and provide an enhanced stream of revenue for construction and maintenance).	!!!	\$	Town Staff
Capital improvement priorities. Prioritize capital improvements and aesthetic enhancements downtown (including undergrounding of overhead utilities or placement of any overhead utilities at the rear or non-street facing frontages) that support a system of shared infrastructure and have the capacity to leverage private investment, particularly in key locations of the district.	!!!	\$\$\$	Town Staff Town Council

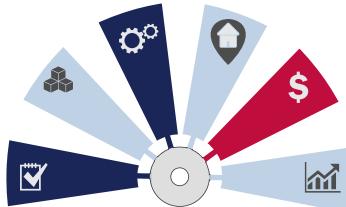
Recommendation	Priority	Cost	Sponsors
<p>Downtown Plaza. Identify and incorporate opportunities for larger public gathering areas for programmable use such as removal of the northeast portion of the surface parking lot at Town Hall. This area could be highly designed with landscape areas, art, sculpture, and landscape gardens, play activity for children and families, water features, and should include ample shade and usable surface space for small programmed or impromptu events.</p>			Town Staff Business Alliance PEDC Town Council
<p>Crockett Street. Develop detailed designs and fund the improvement Crockett Street as a downtown street with sidewalks, lighting, landscape, and parking where appropriate and that is compatible with catalyst site development programs.</p>			Town Staff Business Alliance Town Council
<p>S. Main Street. Develop detailed designs and fund the reconfiguration of S. Main Street to include parallel parking on the east side of the street and remove the angled-parking on the west side between W. Broadway and W. Second Streets to increase usable space on the western side of the right-of-way.</p>			Town Staff Business Alliance Town Council
<p>Downtown Green. Develop detailed design and program plans and budget for construction of a Downtown Green located south of Town Hall between Crockett and Main Streets. The Downtown Green should include a large open lawn flexible for free play and also usable for large events and festivals. Features such as a stage, amphitheater, event, and equipment staging, restrooms, walking and gathering areas as well as hardscape to for use with event tents and vendors, or other pop-up uses. Functional elements including loading and unloading, trash and recycling, power supply, shade, and other elements must be included. This should be considered a signature feature of downtown.</p>			Town Staff Business Alliance Town Council
<p>Downtown Connector. Develop detailed design plans to connect the Downtown Green to W. Broadway Street with a formalized plaza in the space gained by reconfiguring W. Main Street (see master plan), and budget for implementation. This should include gathering areas, plaza space, clear pedestrian routes, areas for pop-up vendors and small events. It should be heavily landscaped to provide shade, include pedestrian and enhanced lighting, trash and recycling, ample power supply for uses and consider a semi-permanent or permanent structure for vending purposes and/or restrooms, visitor center, etc. This should be considered a signature feature.</p>			Town Staff Business Alliance PEDC Town Council
<p>Landscape design. Develop detailed landscape design plans for the streetscapes, including enhanced landscape for street sections where medians may be installed.</p>			Town Staff Business Alliance Town Council

Recommendation	Priority	Cost	Sponsors
<p>Parking strategy. Develop a near- and long-term parking strategy for public, private, and shared facilities, including spaces on-street and in alleyways, that reflects current conditions and potential pressures from a more intense level of development, increase in residences, and potential for destination uses.</p>			Town Staff Residents Town Council
<p>Branding. Engage a branding specialist to assist in developing the downtown “look and feel” that should be used in signage and wayfinding, gateways, streetscape furnishings, lighting, temporary signage such as for special events, and other features to compliment the overall aesthetic and define the downtown area. This theme should also be integrated into marketing and promotional material used for downtown.</p>			Town Staff Business Alliance PEDC Town Council
<p>Furnishings plan. Develop a detailed street furnishings plan and budget to expand on what has already been installed and supporting the theme identified above. Ensure there are sufficient trash, recycling, seating, bike racks, and other furnishings to support the build-out of downtown. These program specifications may be used by the Town or developers as projects make right-of-way improvements.</p>			Town Staff Business Alliance Town Council
<p>Neighborhood improvement. Develop a neighborhood improvement plan for the residential portions of downtown to include the installation of sidewalks, pedestrian scale lighting (similar or same to commercial downtown), and shade trees within all right-of-ways. Require installation of sidewalks and street trees on all future residential developments.</p>			Town Staff Business Alliance Town Council
<p>Signage and wayfinding. Design an overall signage and wayfinding program building on those already installed reflecting the character of downtown and feature signature elements such as the silos. These features should be elaborated at gateways, and there should be a distinction between the commercial and residential areas of downtown.</p>			Town Staff Business Alliance PEDC Town Council
<p>Gateways. Develop gateway features expanding on those already developed with hierarchy appropriate to the location. Gateway locations may include W. First Street and S. Coleman Street, S. Coleman Street and W. Third Street, and S. Coleman Street and W. Broadway Street. Secondary gateway features may include S. Preston Road and E. First Street, S. Preston Road and Broadway Street, and E. First Street and S. Craig Road.</p>			Town Staff Business Alliance PEDC Town Council

Recommendation	Priority	Cost	Sponsors
<p>Intersection improvements. Design intersection improvements to increase awareness of activity areas and promote traffic calming. These may include features such as rough-edged pavers or murals. Locations may include all streets intersecting with Main Street, and all locations with gateway features.</p>			Town Staff Business Alliance Town Council
<p>Redevelopment parcels. Evaluate and consider acquisition of future key redevelopment parcels for later resale to targeted private development. This may be part of the overall incentive program provided by the Town as noted under the Market pillar.</p>			Town Staff PEDC Town Council
<p>Neighborhood pocket parks. Evaluate and consider acquisition of select vacant parcels within the single-family portion of downtown for development as neighborhood pocket parks.</p>			Town Staff Residents Town Council
<p>Public facilities. Evaluate the potential location and cost to construct and maintain public restrooms within the commercial downtown. Other features such as a visitor kiosk, vending space, and digital message and advertising boards may be constructed or installed with this.</p>			Town Staff Business Alliance PEDC Town Council
<p>Future roadway connections. Incorporate the primary connector road once detailed design is complete to access for the major new development proposed south of W. First Street. This will be a key gateway and transition into downtown. Pedestrian and bike access should be a consideration and potential reconfiguration of pedestrian and bike access along W. First Street may be required.</p>			Town Staff
<p>Canopy trees. Incorporate mature canopy street trees within the commercial downtown. Consider transplanting existing smaller caliper trees in less visible locations in the Town and replacing with larger trees for a greater impact and pedestrian comfort.</p>			Town Staff
<p>Shared Dumpsters. Incorporate locations to support shared dumpster use in future alley reconstruction, or when possible, within new development projects that will serve multiple downtown businesses.</p>			Town Staff Property Owners
<p>Alleyway Improvements. Improve all unimproved alleys within the downtown area to improve overall mobility and access to properties abutting them.</p>			Town Staff Property Owners

Financial

A lack of financial resources, public or private, is often considered the sole reason investment or reinvestment does not occur in certain geographies within a community. While the availability of economic resources is an important component of any successful redevelopment initiative, it is not the only component, nor the most significant deterrent. Redevelopment initiatives will always compete with new development for limited resources. What needs to be understood, however, is while more assistance may be needed during the early phase of downtown and infill initiatives, it is fiscally more practical than expending resources in greenfield or undeveloped areas, and almost always nets a higher return for the municipality. Experience has shown that private investment follows public commitment, and while the responsibility for encouraging investment in its aging and under-performing assets has historically been borne by the public sector alone; advancing these types of redevelopment initiatives actually requires the time and resources of a broad range of stakeholders with the largest portion often expended by private entities.



FINANCIAL

Strategy

Actively pursue all options within the Town's resources to establish and provide dedicated funding mechanisms for plan implementation.

Key Recommendations

1. Establish a Tax Increment Reinvestment Zone (TIRZ) to include, at a minimum, the overall downtown area and consider a much more expansion approach including commercial portions along North Preston Road.
2. Begin annually allocating a committed minimum amount of funding to support downtown incentives and capital investments. Making a public commitment to ongoing funding will provide assurances to developers and investors that Prosper is seriously committed to redeveloping downtown.
3. Allocate annual funding to hire a full time dedicated Downtown Manager to work as a liaison between stakeholder organizations, work with existing and future businesses and developers, assist in the development process, identify and pursue additional grant funds, review and input on incentive programs, manage marketing and events, and represent downtown Prosper, among other duties.



Implementing the plan for downtown Prosper will require financial investment. The source of those resources, and the lead party in constructing different plan elements, will vary. In considering the availability of funding, it can be helpful to think of plan elements in three broad categories.

For **public realm** elements such as streets, sidewalks and parks, the Town of Prosper is likely to play the lead role in their funding and construction. Having said that, the resources to make those improvements can come from a broad range of sources. And other parties can play important roles, including the Prosper EDC, business associations, and even public-minded corporations or individuals.

Real estate development such as apartments, stores and restaurants, and hotels are funded primarily by developers and property owners, but where the financial return falls short of the cost of construction additional financial support is needed to attract development. The financial resources to supplement private investment can come from a variety of sources.

Programmatic activities in downtown Prosper also need to be paid for, and funding for these may come from the broadest set of contributors. The Town, the PEDC, the Downtown Business Alliance, the Chamber of Commerce, individual businesses, civic organizations—all play a role in putting on downtown events, promoting shopping and dining, sprucing up storefronts and signage, rehabilitating older buildings, etc.

The financial strategy for downtown Prosper recognizes that the existing budgets of the Town of Prosper and Prosper EDC (PEDC) are largely committed to existing and ongoing purposes and programs. For that reason, much of the financial investment required to realize the vision for downtown Prosper will need to come from new funding sources. The Town of Prosper and the Prosper EDC have already established some funding sources that can play an important role in funding public realm improvements and supporting real estate development, including the following.

!!!	High / Short Term Priority	\$	Under \$50,000
!!	Medium Term Priority	\$\$	\$50,000 to \$250,000
!	Low / Long Term Priority	\$\$\$	Over \$250,000

Recommendation	Priority	Cost	Sponsors
Neighborhood Empowerment Zone. The Town of Prosper has created a Neighborhood Empowerment Zone (NEZ) that encompasses the previously defined Old Town Prosper. Projects within the NEZ may be awarded a waiver of 75% of development fees, a refund of municipal property taxes for a period of ten years, and a refund of sales tax proceeds for a period of ten years. This program should be promoted and used as an incentive with Town approved design guidelines.	!!!	\$\$\$	Town Council Town Staff

Recommendation	Priority	Cost	Sponsors
<p>Economic Development Sales Tax. An Economic Development Sales Tax funds much of the activity of the Prosper EDC. These funds are designated for economic development activities including commercial development and expansion. The Charter of the PEDC has been modified in a way that would allow it to fund some additional types of downtown improvements. Continue to support downtown redevelopment where possible.</p>			PEDC
<p>Hotel Occupancy Tax. The Town of Prosper has established a Hotel Occupancy Tax (HOT). There are not hotels currently within the Town of Prosper, but three different hotels are in planning or pre-development stages. These hotels will levy a 7% HOT tax on top of their own room charges. Those revenues will be forwarded to the Town of Prosper, which can utilize the funds for tourism related investments including some of the public realm improvements called for in this plan.</p>			Town Staff Town Council

These existing funding sources provide a strong foundation, but additional resources will be necessary to support the full range of development and public realm investments envisioned in the Plan. The following are recommended strategies.

<p>Create a Tax Increment Reinvestment Zone (TIRZ). A TIRZ increases the resources available to support redevelopment projects. Establish a TIRZ for overall downtown Prosper.</p>			Town Council Town Staff
<p>Focus existing resources. To realize this ambitious vision, existing resources need to be promoted and leveraged, including those that are available through the NEZ, the HOT Tax. The PEDC can consider contributing to the public realm investments in the plan by utilizing the Type B funding authorities that it established in its recent Charter change. Streetscaping investments and other downtown public realm improvements can be intentionally prioritized in the Town's capital improvement program over the next five to ten years.</p>			PEDC Prosper Chamber Town Staff Town Council
<p>Evaluate the potential of additional funding resources. Additional sources of funding should be evaluated for the contribution they can make toward funding elements of the plan that are difficult to fund. For example, state law authorizes municipalities to establish a venue tax on ticket sales associated with designated venues. Community minded corporations or individuals may wish to fund particular public realm improvements such as a park or bandshell.</p>			Town Staff PEDC

Recommendation	Priority	Cost	Sponsors
<p>Engage the lending community. Engage area lending institutions to solicit their participation in pooling resources (e.g., Community Reinvestment Act (CRA) earmarked monies) to share risk and make available low interest loans and grants. Identify additional funding mechanisms to supplement primary financing including matching fund for facade improvements, tools for gap-financing, and other sources to support downtown reinvestment.</p>			PEDC Prosper Chamber
<p>The preceding strategies relate to physical investments, but downtown focused programs and activities play an equally important role in building the vibrancy of downtown Prosper. Organizational recommendations for downtown vibrancy programs are discussed elsewhere. Financial strategies for supporting downtown vibrancy program include the following.</p>			
<p>Special events grant. Consider establishing an annual special events grant program funded by the City to draw events to downtown that will attract visitor and consumer spending at downtown business and help in building the recognition of downtown as an area destination.</p>			Business Alliance Town Staff Town Council
<p>Public Art. Investigate and establish a public art contribution program and ordinance for all private and publicly funded new development or major rehabilitation projects within downtown. This may include establishing a percent-for-art fund where developers and the City (for publicly funded capital projects) pay into the fund in lieu of providing public art on the project site or area. Typically, this does not apply to standard interior renovation of existing buildings or routine repair, maintenance and replacement of elements on an existing buildings.</p>			Town Staff Town Council
<p>Municipal Management District. Explore the creation of a Municipal Management District, or identify a comparable mechanism, to provide a budget for 1) enhanced maintenance and cleanup, waste pickup, landscape maintenance, to build a safe and clean perception of downtown, and 2) downtown marketing, promotions, events, and coalition building. These activities enhance downtown vibrancy, leading to increases in business revenues and property values that are typically much greater than the MMD assessments.</p>			Town Staff

Market

One of the most significant, yet least known challenges to community-led redevelopment initiatives is a lack of accurate market information (quantitative and qualitative). While most data available through credible sources is accurate, some figures are not, and still others are published without appropriate context or explanation. Misconceptions about a market's potential can not only result in flawed public policies, but ineffective incentive and gap filling resources and lack of investment interest. Now more than ever before, particularly given enhanced access to unverified sources, municipalities need to be proactive in doing the development community's market due diligence. They need to be the principal source regarding facts about their own community, rather than leave this to data seekers who may or may not be able to discern development and redevelopment opportunities. Information about existing businesses, property owners, and potential partnerships, consumer profiles and their spending patterns, and finally public initiatives intended to catalyze private sector activity, should be shared, and used to develop marketing and promotional materials which tell the local "investment story."



Strategy

Commit to investing the resources and creating partnership necessary to attract and support new project and business development opportunities.

Key Recommendations

1. Establish and initiate a site assembly program with dedicated staff to evaluate potential acquisitions and future disposition.
2. Aggressively market development opportunities within the overall region.
3. Develop an overall "brand" for downtown Prosper to be integrated in all future marketing material and design features such as signage and wayfinding.
4. Develop a clear program to support "temporary businesses" from area pop-up's to short term occupancy of vacant storefronts to help create activity downtown and support future business development.



New development will be attracted to the environment that is being created in downtown Prosper. People will find it an attractive place to live. Distinctive retail stores and restaurants will take advantage of the pedestrian traffic. Nevertheless, the rents that are estimated to come from future developments are short of what developers would need to support the full cost of the development. Market strategies address the disparity

between the cost of development and the return on investment in a variety of ways. Recommended strategies include the following.

Recommendation	Priority	Cost	Sponsor
Site assembly. Establish a site assembly program with dedicated staff, evaluation criteria for acquisitions, and identified resources that can be utilized, for the purpose of acquiring the properties needed for development projects.	!!!	\$	Town Staff
Marketing to developers. Identify and solicit the interest of local and regional developers with experience in downtown redevelopment and the capacity to advance the projects envisioned for downtown Prosper. For publicly owned sites, prepare developer solicitations to attract developers who are interested in partnering with the PEDC and Town of Prosper on developing the sites.	!!!	\$	PEDC Town Staff Prosper Chamber
Geographic phasing. Choose a subarea of one or two blocks within the downtown area for an initial focus, completing all development and public realm improvements in that area. Establishing that vibrant place will establish momentum, and demonstrate what is envisioned, which in turn lowers hurdles and reduces the development risk for subsequent development.	!!!	\$\$\$	Town Council Town Staff

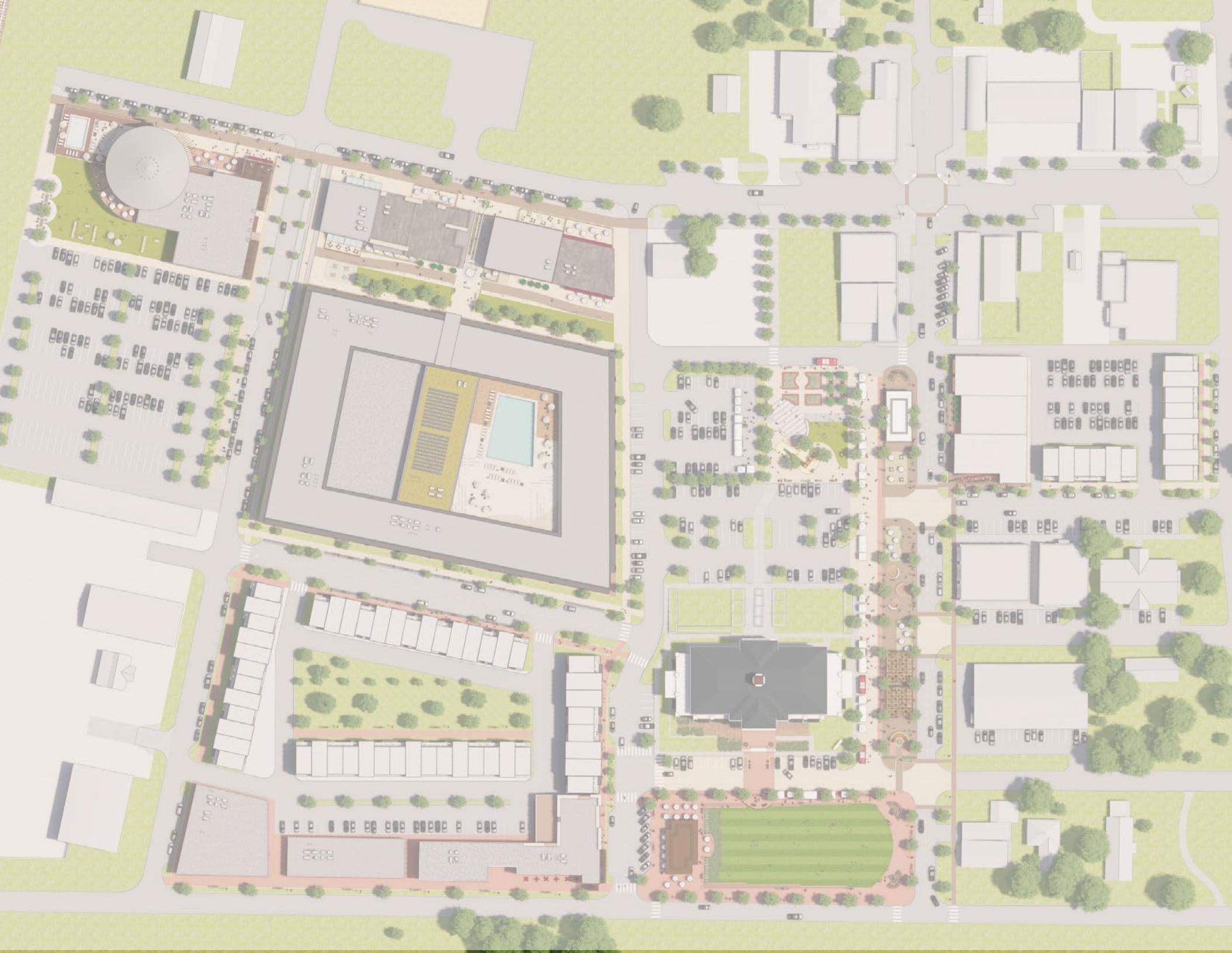
Recommendation	Priority	Cost	Sponsors
<p>Branding. Develop the downtown “brand” further, so that it is clear and easy to utilize in promoting the downtown area to developers, investors, visitors, and residents.</p>			Town Council
<p>Business incubator. Prepare a business plan to identify and support potential “temporary” businesses such as “pop up stores” and / or food trucks, for the purpose of proving up the potential for different business concepts and incubating entrepreneurial endeavors. In the restaurant arena, an area chef could be invited to host a restaurant demonstration project in downtown. Evaluate opportunity with existing commercial property owners or consider partnership with future developer to incorporate incubator space within development for local startup. Work with local partners to promote incubator program and businesses.</p>			Town Staff PEDC
<p>Retail recruitment. Identify or establish a retail recruitment program to attract strategic anchor businesses in target markets such as restaurant, retail store categories, etc.</p>			PEDC
<p>Predevelopment activity. Perform predevelopment tasks that facilitate project readiness and remove hurdles for a developer. These could include platting, street dedication, rezoning, conducting a Phase I or Phase II environmental investigation, preliminary development approvals, etc.</p>			Town Staff
<p>Site assembly. Establish a site assembly program with dedicated staff, evaluation criteria for acquisitions, and identified resources that can be utilized, for the purpose of acquiring the properties needed for development projects.</p>			Town Staff Town Council
<p>Mitigate development impacts. Develop and employ programs to support the Downtown Business Alliance in continuing their achievements and prepare for mitigating potential adverse impacts associated with new construction projects, significant capital improvements, and ongoing events and activities.</p>			Town Staff Town Council
<p>Market studies. Commission a detailed market study to research and document the market demand context and achievable rents for residential and retail development in downtown Prosper, and make that information available to prospective developers, investors, brokers, and property owners.</p>			Town Council



06

APPENDIX





APPENDIX A

Catalyst Site Proformas

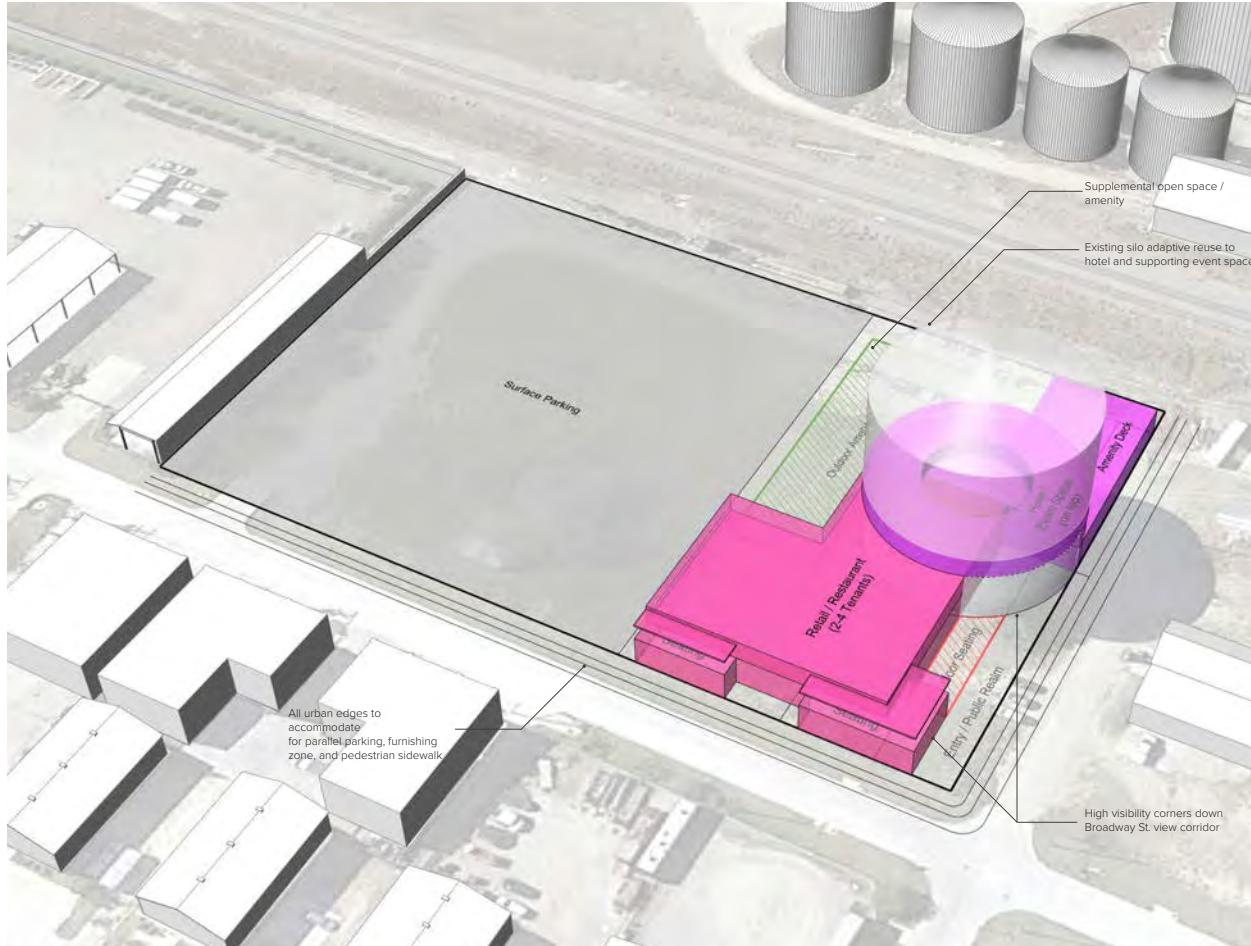
The following pages include the catalyst sites and conceptual proformas developed for each. The proformas have included various assumptions which are intended to provide a general understanding of project costs and potential funding gap. The table below includes a summary of each of the four catalyst sites including the gap that resulted in each.

The gaps identified indicate the magnitude in which financial incentives may be required for a developer to undertake each project. These proformas are based on parking requirements as they currently are. The parking section of this report identified that current parking requirements in Prosper exceed industry standards, and do not factor any shared use parking reduction. Establishing a more urban parking strategy could significantly close the gap on the development site proformas thereby, reducing overall incentives required.

PROSPER EDC
 DOWNTOWN PROSPER MASTER PLAN
 CATALYST PROJECT ECONOMIC ANALYSIS SUMMARY
 REVISED MARCH 2022

Project Indicator	Catalyst Project Concepts			
	Catalyst Site #1	Catalyst Site #2	Catalyst Site #3	Catalyst Site #5
Private Sector Investment				
Development Sq Ft:				
Project Land Area (Acres)	3.21	4.94	1.77	2.03
Retail/Restaurant	30,200	24,000	25,000	16,000
Office/Employment	0	0	25,000	0
Residential (Rental)	0	177,600	27,000	44,800
Residential (For-Sale)	0	0	81,600	0
Hotel/Lodging	24,000	0	0	0
Total Private Development	54,200	201,600	158,600	60,800
Floor Area Ratio	39%	94%	79%	69%
Total Project Value (@ Build-Out)	\$16,108,947	\$56,174,400	\$30,622,000	\$16,484,000
Total Project Costs (@ Build-Out)	\$18,735,926	\$59,626,554	\$41,676,536	\$17,585,614
Project Margin/(Gap)	(\$2,626,979)	(\$3,452,154)	(\$11,054,536)	(\$1,101,614)
Project Margin/(Gap) %	-14%	-6%	-27%	-6%

Town of Prosper | Site 1



PARK / OPEN SPACE / AMENITY

- RETAIL
- OFFICE
- RESIDENTIAL
- HOTEL / LODGING
- PARKING

Site 1 Totals

Program	Units / Spaces	Square Feet
Retail / Restaurant / Entertainment		30,200
Hotel / Lodging	30	24,000
Gross Floor Area		54,200
Project Land Area		139,697
Floor Area Ratio		39%
Surface Parking	211	73,920

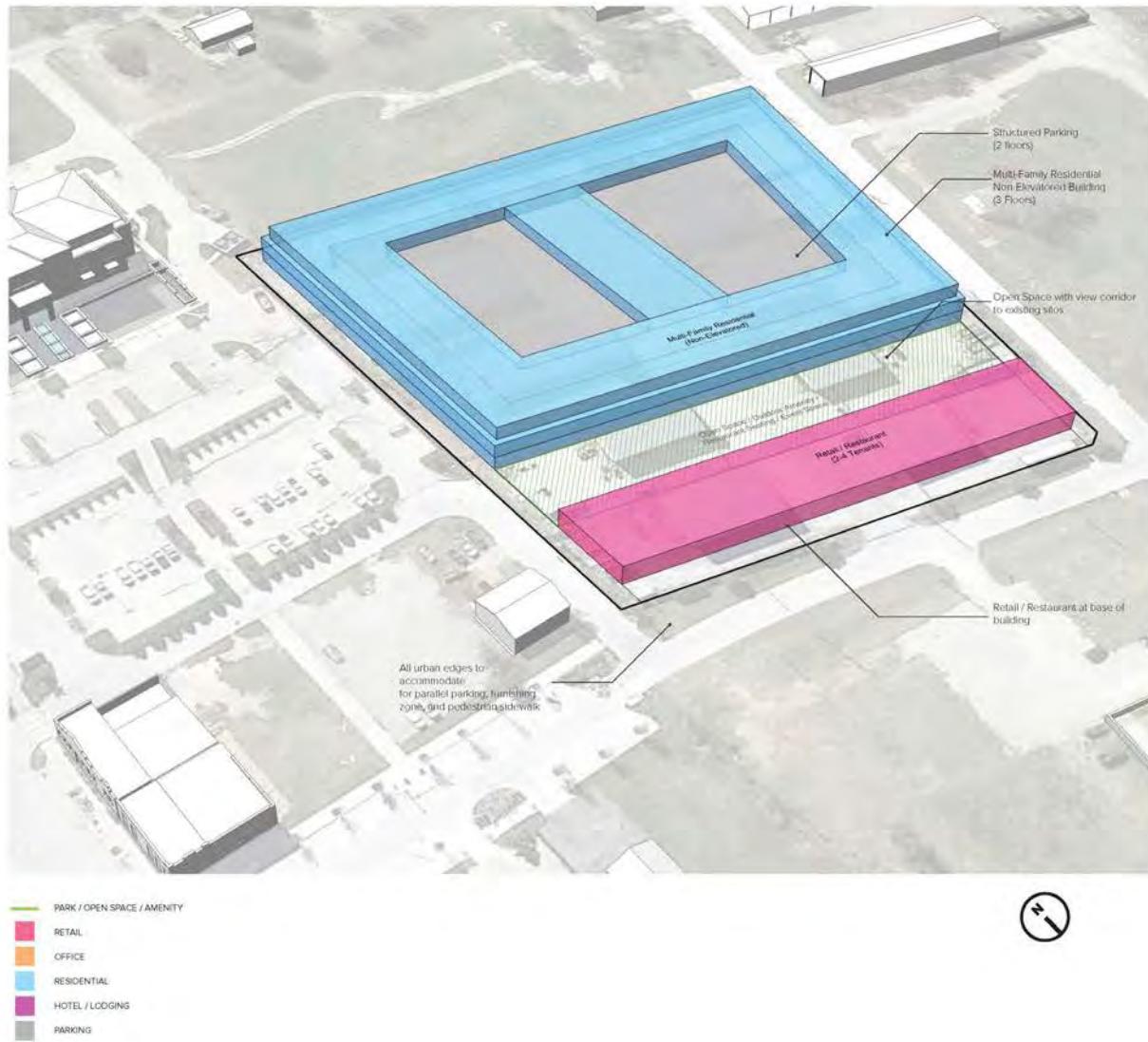
General assumptions for unit sizes can be found in the 'Catalyst Project Economic Analysis' Report from Ricker/Cunningham

DOWNTOWN PROSPER MASTER PLAN
CATALYST PROJECT ECONOMIC ANALYSIS: SITE #1
DECEMBER 2021

Development Program			Assumption Factors	
	Number	Square Feet		
Retail/Restaurant/Entertainment		30,200		
Office/Employment		0		
Residential (Rental)	0	0	700	SF/Unit
Residential (For-Sale)	0	0	1,800	SF/Unit
Hotel/Lodging	30	24,000	800	SF/Unit
Gross Floor Area		54,200		
Project Land Area		139,697		
Floor Area Ratio		39%	3.21	Acres
Surface Parking	211	73,920	350	SF/Space
Structured Parking	0	0	350	SF/Space
Estimated Project Value (Stabilized Yr)				
Total Retail/Restaurant Rentable SF		30,200	100%	Bldg. Efficiency Ratio
Rent/SF*		\$25.00		
Total Employment Rentable SF		0	100%	Bldg. Efficiency Ratio
Rent/SF*		\$20.00		
Total Residential Rentable SF		0	90%	Bldg. Efficiency Ratio
Rent/SF		\$30.00	\$2.50	Monthly Rent/SF
Total Parking Spaces (Structured)		0		
Rent/Space		\$600	\$50	Monthly Rent/Space
Gross Income		\$755,000		
Occupancy		90%		
Effective Gross Income		\$679,500		
Operating Costs		\$15,100		
Net Operating Income		\$664,400		
Capitalization Rate		8.0%		
Project Value -- Retail/Restaurant/Entertainment		\$8,305,000		
Total Housing Units		0		
Sales Price/Unit (Wtd Avg)		\$350,000		
Gross Revenue		\$0		
Less Marketing Costs		\$0		
Net Sale Proceeds		\$0	7%	% of Sales
Project Value -- For-Sale Housing		\$0		
Total Hotel Rooms		30		
Average Daily Rate (ADR)		\$175		
Gross Income		\$1,916,250		
Occupancy Rate		70%		
Effective Gross Income		\$1,341,375		
Operating Expenses		\$600,000		
Net Operating Income (NOI)		\$741,375		
Capitalization Rate		9.5%		
Project Value -- Hotel		\$7,803,947		
Total Project Value		\$16,108,947		
* Retail rents based on triple net lease; Office rents based on gross lease.				
Development Cost Estimate				
Property Purchase (Acquisition/Demolition)		\$2,793,940	\$20.00	/SF Land
On-Site Improvements (Surface Parking)		\$633,600	\$3,000	/Space
On-Site Improvements (Structured Parking)		\$0	\$20,000	/Space
Site Development (Mall, Park, Patio)		\$1,476,000	\$50.00	/SF
Building Construction (Hard Costs)		\$9,756,000	\$180	/SF (Wtd. Avg. All Uses)
Construction Contingency		\$593,280	5%	% of Construction Costs
Soft Costs (% of Hard Costs)		\$1,779,840	15%	% of Hard Costs
Developer Profit		\$1,703,266	10%	% of Total Costs
Total Project Cost		\$18,735,926	\$346	/SF
Development Economic Summary				
Total Project Value		\$16,108,947		
Total Project Cost		\$18,735,926		
Project Margin/"Gap"		(\$2,626,979)		
% Project Margin/"Gap"		-14%		

Source: Stantec and Ricker | Cunningham.

Town of Prosper | Site 2 (Low Density)



Site 2 Totals

Program	Units / Spaces	Square Feet
Retail / Restaurant / Entertainment		24,000
Residential (Rental)	200	117,600
Gross Floor Area		201,600
Project Land Area		215,021
Floor Area Ratio		94%
Structured Parking	490	171,500

General assumptions for unit sizes can be found in the 'Catalyst Project Economic Analysis' Report from Hicken/Cunningham

DATE
February 2022

STANTEC
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1112 Pearl St.
Boulder, CO
80302

stantec.com



DOWNTOWN PROSPER MASTER PLAN

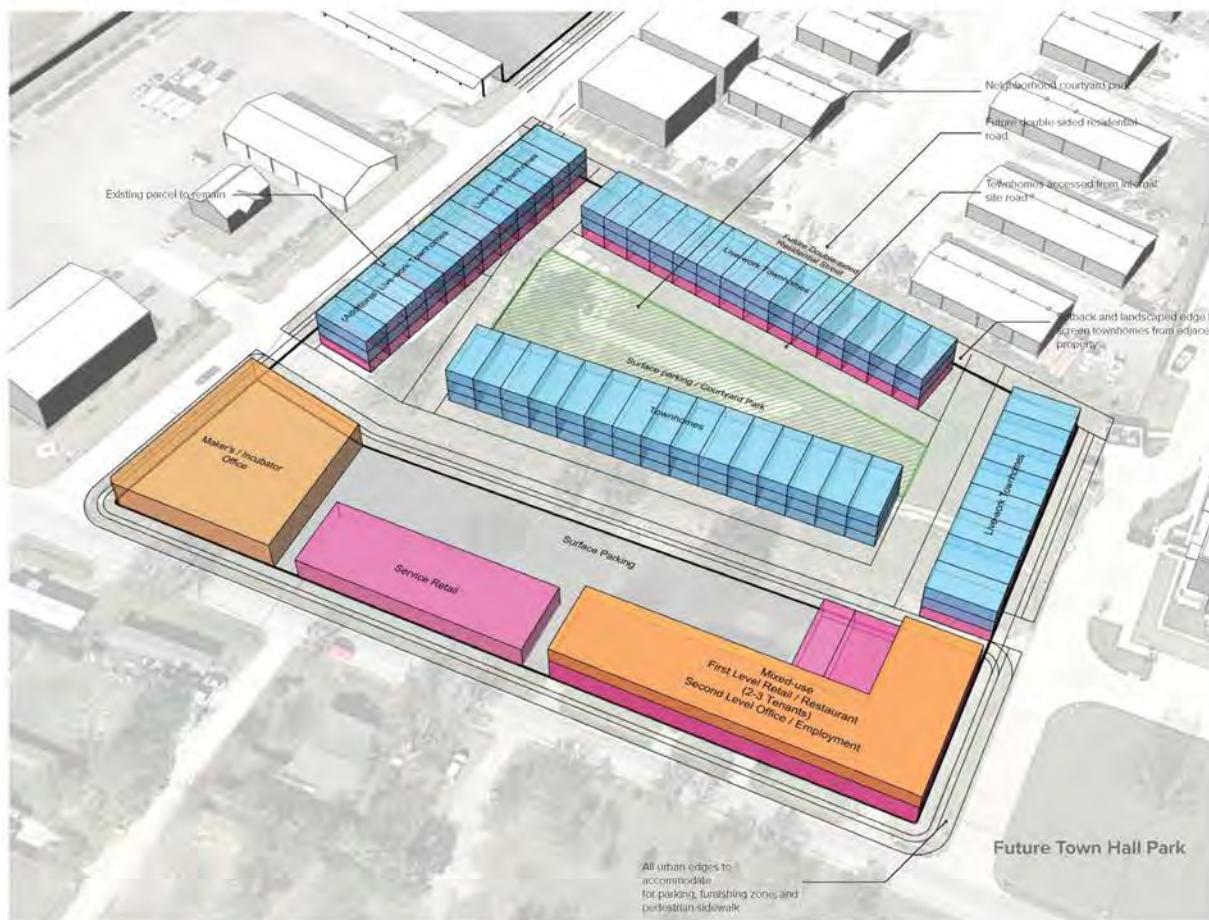
CATALYST PROJECT ECONOMIC ANALYSIS: SITE #2

DECEMBER 2021

Development Program	Number	Square Feet	Assumption Factors
Retail/Restaurant		24,000	
Office/Employment		0	
Residential (Rental)	200	177,600	888 SF/Unit
Residential (For-Sale)	0	0	1,500 SF/Unit
Hotel/Lodging	0	0	800 SF/Unit
Gross Floor Area		201,600	
Project Land Area		215,021	4.94 Acres
Floor Area Ratio		94%	
Surface Parking	0	0	350 SF/Space
Structured Parking	490	171,500	350 SF/Space
Estimated Project Value (Stabilized Yr)			
Total Retail/Restaurant Rentable SF		24,000	100% Bldg. Efficiency Ratio
Rent/SF*		\$25.00	
Total Employment Rentable SF		0	100% Bldg. Efficiency Ratio
Rent/SF*		\$20.00	
Total Residential Rentable SF		159,840	90% Bldg. Efficiency Ratio
Rent/SF		\$30.00	\$2.50 Monthly Rent/SF
Total Parking Spaces (Structured)		490	
Rent/Space		\$600	\$50 Monthly Rent/Space
Gross Income		\$5,689,200	
Occupancy		90%	
Effective Gross Income		\$5,120,280	
Operating Costs		\$907,200	
Net Operating Income		\$4,213,080	\$4.50 \$/SF (Wtd. Avg. All Uses)
Capitalization Rate		7.5%	
Project Value -- Retail/Restaurant		\$56,174,400	
Total Housing Units		0	
Sales Price/Unit (Wtd Avg)		\$350,000	
Gross Revenue		\$0	
Less Marketing Costs		\$0	7% % of Sales
Net Sale Proceeds		\$0	
Project Value -- For-Sale Housing		\$0	
Total Hotel Rooms		0	
Average Daily Rate (ADR)		\$175	
Gross Income		\$0	
Occupancy Rate		70%	
Effective Gross Income		\$0	
Operating Expenses		\$0	
Net Operating Income (NOI)		\$0	\$20,000 \$/Room
Capitalization Rate		9.5%	
Project Value -- Hotel		\$0	
Total Project Value		\$56,174,400	
* Retail rents based on triple net lease; Office rents based on gross lease.			
Development Cost Estimate			
Property Purchase (Acquisition/Demolition)		\$4,300,428	\$20.00 \$/SF Land
On-Site Improvements (Surface Parking)		\$0	\$3,000 \$/Space
On-Site Improvements (Structured Parking)		\$9,800,000	\$20,000 \$/Space
Site Development		\$295,200	\$10.00 \$/SF
Building Construction (Hard Costs)		\$31,492,742	\$156 \$/SF (Wtd. Avg. All Uses)
Construction Contingency		\$2,079,397	5% % of Construction Costs
Soft Costs (% of Hard Costs)		\$6,238,191	15% % of Hard Costs
Developer Profit		\$5,420,596	10% % of Total Costs
Total Project Cost		\$59,626,554	\$296 \$/SF
Development Economic Summary			
Total Project Value		\$56,174,400	
Total Project Cost		\$59,626,554	
Project Margin/"Gap"		(\$3,452,154)	
% Project Margin/"Gap"		-6%	

Source: Stantec and Ricker | Cunningham.

Town of Prosper | Site 3



- PARK / OPEN SPACE / AMENITY
- RETAIL
- OFFICE
- RESIDENTIAL
- HOTEL / LODGING
- PARKING

Site 3 Totals

Program	Units / Spaces	Square Feet
Retail / Restaurant		25,000
Employment Flex / Incubator		25,000
Live-work (For Sale)	34	81,600
Townhome	15	27,000
Gross Floor Area		106,999
Project Land Area		201,813
Floor Area Ratio		53%
Surface Parking*	270	94,814

*General assumptions for unit sizes can be found in the 'Catalyst Project Economic Analysis' Report from Rockwell Cunningham.

*In regard, lawns/areas are set-aside in design. Retail parking assumed to be incorporated into open space on site or district parking garage.



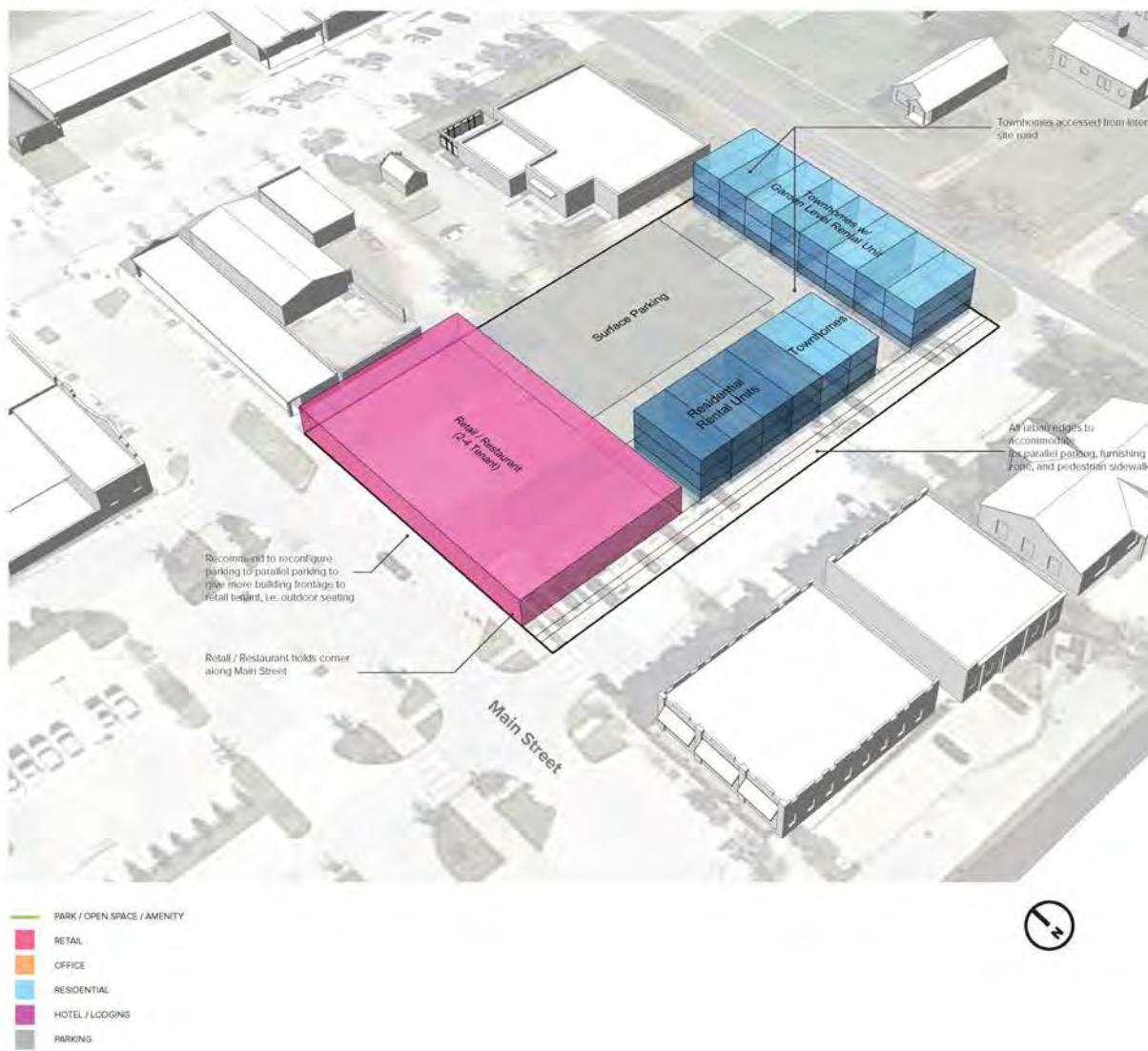
stantec.com

DOWNTOWN PROSPER MASTER PLAN
CATALYST PROJECT ECONOMIC ANALYSIS: SITE #3
REVISED MARCH 2022

Development Program			Assumption Factors
	Number	Square Feet	
Retail/Restaurant		15,000	
Office/Employment		15,000	
Residential (Rental)	0	0	888 SF/Unit
Residential (For-Sale)	0	0	1,500 SF/Unit
Hotel/Lodging	0	0	800 SF/Unit
Gross Floor Area		30,000	
Project Land Area		77,101	1.77 Acres
Floor Area Ratio		39%	
Surface Parking	135	47,250	350 SF/Space
Structured Parking	0	0	350 SF/Space
Estimated Project Value (Stabilized Yr)			
Total Retail/Restaurant Rentable SF		15,000	100% Bldg. Efficiency Ratio
Rent/SF*		\$25.00	
Total Employment Rentable SF		15,000	100% Bldg. Efficiency Ratio
Rent/SF*		\$25.00	
Total Residential Rentable SF		0	90% Bldg. Efficiency Ratio
Rent/SF		\$30.00	\$2.50 Monthly Rent/SF
Total Parking Spaces (Structured)		0	
Rent/Space		\$600	\$50 Monthly Rent/Space
Gross Income		\$750,000	
Occupancy		90%	
Effective Gross Income		\$675,000	
Operating Costs		\$99,000	
Net Operating Income		\$576,000	\$3.30 \$/SF (Wtd. Avg. All Uses)
Capitalization Rate		8.0%	
Project Value -- Retail/Restaurant		\$7,200,000	
Total Housing Units		0	
Sales Price/Unit (Wtd Avg)		\$350,000	
Gross Revenue		\$0	
Less Marketing Costs		\$0	7% % of Sales
Net Sale Proceeds		\$0	
Project Value -- For-Sale Housing		\$0	
Total Hotel Rooms		0	
Average Daily Rate (ADR)		\$175	
Gross Income		\$0	
Occupancy Rate		70%	
Effective Gross Income		\$0	
Operating Expenses		\$0	
Net Operating Income (NOI)		\$0	\$20,000 \$/Room
Capitalization Rate		9.5%	
Project Value -- Hotel		\$0	
Total Project Value		\$7,200,000	
* Retail rents based on triple net lease; Office rents based on gross lease.			
Development Cost Estimate			
Property Purchase (Acquisition/Demolition)		\$963,763	\$12.50 \$/SF Land
On-Site Improvements (Surface Parking)		\$405,000	\$3,000 \$/Space
On-Site Improvements (Structured Parking)		\$0	\$20,000 \$/Space
Site Development		\$295,200	\$10.00 \$/SF
Building Construction (Hard Costs)		\$5,400,000	\$180 \$/SF (Wtd. Avg. All Uses)
Construction Contingency		\$305,010	5% % of Construction Costs
Soft Costs (% of Hard Costs)		\$915,030	15% % of Hard Costs
Developer Profit		\$828,400	10% % of Total Costs
Total Project Cost		\$9,112,403	\$304 \$/SF
Development Economic Summary			
Total Project Value		\$7,200,000	
Total Project Cost		\$9,112,403	
Project Margin/"Gap"		(\$1,912,403)	
% Project Margin/"Gap"		-21%	

Source: Stantec and Ricker | Cunningham.

Town of Prosper | Site 4



Site 4 Totals

Program	Units / Spaces	Square Feet
Retail / Restaurant / Entertainment		16,000
Townhome (Rental)	20	16,000
Loft / Airbnb (Rental)	10	16,000
Gross Floor Area		48,000
Project Land Area		87,120
Floor Area Ratio		55%
Surface Parking*	130	45,500

*General assumptions for unit sizes can be found in the Catalyst Project Economic Analysis Report from Ricker/Cunningham

*No model townhomes will be self-parked in design

DOWNTOWN PROSPER MASTER PLAN
CATALYST PROJECT ECONOMIC ANALYSIS: SITE #4
REVISED MARCH 2022

Development Program			Assumption Factors	
	Number	Square Feet		
Retail/Restaurant/Entertainment		16,000		
Office/Employment		0		
Townhome (Rental)	20	32,000	1,600	SF/Unit (avg)
Loft/Airbnb (Rental)	8	12,800	1,600	SF/Unit
Hotel/Lodging	0	0	800	SF/Unit
Gross Floor Area		60,800		
Project Land Area		88,566	2.03	Acres
Floor Area Ratio		69%		
Surface Parking	140	49,060	350	SF/Space
Structured Parking	0	0	350	SF/Space
Estimated Project Value (Stabilized Yr)				
Total Retail/Restaurant Rentable SF		16,000	100%	Bldg. Efficiency Ratio
Rent/SF*		\$25.00		
Total Employment Rentable SF		0	100%	Bldg. Efficiency Ratio
Rent/SF*		\$20.00		
Total Townhome/Loft Rentable SF		40,320	90%	Bldg. Efficiency Ratio
Rent/SF		\$30.00	\$2.50	Monthly Rent/SF
Total Parking Spaces (Structured)		0		
Rent/Space		\$600	\$50	Monthly Rent/Space
Gross Income		\$1,609,600		
Occupancy		90%		
Effective Gross Income		\$1,448,640		
Operating Costs		\$129,920		
Net Operating Income		\$1,318,720	\$2.90	\$/SF (Wtd. Avg. All Uses)
Capitalization Rate		8.0%		
Project Value -- Retail/Restaurant		\$16,484,000		
Total Housing Units		0		
Sales Price/Unit (Wtd Avg)		\$350,000		
Gross Revenue		\$0		
Less Marketing Costs		\$0	7%	% of Sales
Net Sale Proceeds		\$0		
Project Value -- For-Sale Housing		\$0		
Total Hotel Rooms		0		
Average Daily Rate (ADR)		\$175		
Gross Income		\$0		
Occupancy Rate		70%		
Effective Gross Income		\$0		
Operating Expenses		\$0		
Net Operating Income (NOI)		\$0	\$20,000	\$/Room
Capitalization Rate		9.5%		
Project Value -- Hotel		\$0		
Total Project Value		\$16,484,000		
* Retail rents based on triple net lease; Office rents based on gross lease.				
Development Cost Estimate				
Property Purchase (Acquisition/Demolition)		\$2,214,150	\$25.00	\$/SF Land
On-Site Improvements (Surface Parking)		\$420,510	\$3,000	\$/Space
On-Site Improvements (Structured Parking)		\$0	\$20,000	\$/Space
Site Development		\$295,200	\$10.00	\$/SF
Building Construction (Hard Costs)		\$10,761,600	\$177	\$/SF (Wtd. Avg. All Uses)
Construction Contingency		\$573,866	5%	% of Construction Costs
Soft Costs (% of Hard Costs)		\$1,721,597	15%	% of Hard Costs
Developer Profit		\$1,598,692	10%	% of Total Costs
Total Project Cost		\$17,585,614	\$289	\$/SF
Development Economic Summary				
Total Project Value		\$16,484,000		
Total Project Cost		\$17,585,614		
Project Margin/"Gap"		(\$1,101,614)		
% Project Margin/"Gap"		-6%		

Source: Stantec and Ricker I Cunningham.

Implementation Matrix

Funding

To help track overall plan implementation, the following pages include each of the proposed recommendations and a brief description, along with the priority assigned and status.

Periodically throughout the year, the Town and partner organizations should review the current status of these recommendations and identify opportunities for further implementation, and to track the progress that has been.

Goal setting for implementation will be important in the overall success of this plan. These tables should be used as a tool to identify and assign goals throughout the year.

Political	Priority	Not Started	In Progress	Done
Town policy. Memorialize ongoing commitment to downtown redevelopment.				
Incentive policy. Prepare and adopt a community wide, and downtown-specific incentive policy.				
Informational activities. Involve the Town's leaders in routine updates, events, programs, and discussions.				
Comparative communities. Identify examples of communities with similar project components for elected officials to tour.				
Streamlined entitlement review. Establish eligibility criteria for streamlined entitlement review and approval processes.				
Informational sessions. Schedule a series of informational meetings with the Town's leaders regarding a variety of topics reflected in the vision and Master Plan.				
Measurement benchmarks. Work with the Town's leaders to establish criteria (or benchmarks) that will be used to measure the impact of certain redevelopment initiatives.				

Organizational	Priority	Not Started	In Progress	Done
Formalize stakeholder organizations. Establish the structure for those that will have a key role in supporting and implementing the Master Plan.				
Identify clear roles. Each key stakeholder organization should identify specific plan implementation actions that they have the resources and will commit to advancing.				
Communication plan. Develop a clear communication plan among the key stakeholder organizations.				
Main Street Texas. Engage with Main Street Texas and evaluate the eligibility of downtown Prosper for nomination as a Texas Main Street.				
Town department support. Engage the Town departments in the downtown redevelopment process and build support within to ensure departments work collaboratively.				
Event guidelines. Work with the Development Services Department and Parks and Recreation Department to establish specific event guidelines specific to downtown.				
Additional organizations. Identify additional organizations that may have an interest in supporting continued investment in, and visitor attraction to downtown.				
Citizens' academy. Continue supporting the citizens' academy program to grow civic awareness among area residents, business and property owners, institutional representatives, and others.				
Ambassador program. Within the citizen's academy program develop an ambassador component for participation during community events or at peak times to welcome visitors.				
Regulatory	Priority	Not Started	In Progress	Done
Downtown mixed-use zoning district. Establish a new downtown mixed-use zoning district.				
Design guidelines. Incorporate design guidelines within the new downtown mixed-use zoning district.				
Designated Business and Developer Program. Promote the Town's recently established Designated Business and Developers Program.				
Historic preservation. Establish a historic preservation element within the zoning code.				

Regulatory	Priority	Not Started	In Progress	Done
Incentive framework. Adopt a general framework for awarding funding or other incentives (such as bonus density) to ensure a minimum level of uniformity in awards.				
Shared parking strategy. Adopt a shared parking strategy that allows for reduced parking requirements as part of an overall parking management and revenue system.				
Short-term business permitting. Amend existing permitting requirements to accommodate short-term or pop-up retail, art, or other similar commercial uses in downtown storefronts.				
Old Town Transportation Plan. Update the Old Town Transportation Plan as downtown development and roadway designs proceed.				
Streetscape master plan. Adopt a streetscape master plan for downtown west of Coleman Street that future development and redevelopment, including Town capital projects shall comply with.				
Public art. Adopt a public art contribution program and ordinance for all private and publicly funded new development or major rehabilitation projects within downtown.				
Parking regulations. Adopt downtown parking regulations and consider establishing a mobility enterprise that allows for short-term visitor parking and / or metered street or fee-based.				
Hike and Bike Trail Master Plan. As streetscape improvements are completed, including sidewalks, bike lanes, and the multi-path, incorporate or make appropriate modifications.				
Thoroughfare Plan. As needed, update the Prosper Thoroughfare Plan based on redevelopment plan recommendations or as further design is completed based.				
Parks, Recreation, & Open Space Master Plan. Continue to evaluate to the Parks, Recreation, & Open Space Master Plan and identify any future investment that may be warranted for a new downtown park, and update the Parks, Recreation, & Open Space Master Plan accordingly.				

Physical	Priority	Not Started	In Progress	Done
Infrastructure and utility condition and capacity. Determine the condition and capacity of existing infrastructure and utilities.				
Capital improvement priorities. Prioritize capital improvements and aesthetic enhancements downtown that support a system of shared infrastructure.				

Physical - Cont'd.	Priority	Not Started	In Progress	Done
Downtown Plaza. Identify and incorporate opportunities for larger public gathering areas for programmable use such as removal of the northeast portion of the surface parking lot at Town Hall.				
Crockett Street. Develop detailed designs and fund the improvement Crockett Street.				
S. Main Street. Develop detailed designs and fund the reconfiguration of S. Main Street.				
Downtown Green. Develop detailed design and program plans and budget for construction of a Downtown Green located south of Town Hall between Crockett and Main Streets.				
Downtown Connector. Develop detailed design plans to connect the Downtown Green to W. Broadway Street with a formalized plaza in the space gained by reconfiguring W. Main Street.				
Landscape design. Develop detailed landscape design plans for the streetscapes, including enhanced landscape for street sections where medians may be installed.				
Parking strategy. Develop a near- and long-term parking strategy for public, private, and shared facilities, including spaces on-street and in alleyways.				
Branding. Engage a branding specialist to assist in developing the downtown "look and feel" that should be used in signage and wayfinding, gateways, streetscape furnishings, lighting, temporary signage such as for special events, and other features.				
Furnishings plan. Develop a detailed street furnishings plan and budget to expand on what has already been installed.				
Neighborhood improvement. Develop a neighborhood improvement plan for the residential portions of downtown to include the installation of sidewalks, pedestrian scale lighting, and shade trees within all right-of-ways.				
Signage and wayfinding. Design an overall signage and wayfinding program.				
Gateways. Develop gateway features expanding on those already developed with hierarchy appropriate to the location.				
Intersection improvements. Design intersection improvements to increase awareness of activity areas and promote traffic calming.				

Physical - Cont'd.	Priority	Not Started	In Progress	Done
Redevelopment parcels. Evaluate and consider acquisition of future key redevelopment parcels for later resale to targeted private development.				
Neighborhood pocket parks. Evaluate and consider acquisition of select vacant parcels within the single-family portion of downtown for development as neighborhood pocket parks.				
Public facilities. Evaluate the potential location and cost to construct and maintain public restrooms within the commercial downtown.				
Future roadway connections. Incorporate the primary connector road once detailed design is complete to access for the major new development proposed south of W. First Street.				
Canopy trees. Incorporate mature canopy street trees within the commercial downtown.				
Shared Dumpsters. Incorporate locations to support shared dumpster use.				
Alleyway Improvements. Improve all unimproved alleys within the downtown area.				

Financial	Priority	Not Started	In Progress	Done
Neighborhood Empowerment Zone. This program should be promoted and used as an incentive with Town approved design guidelines.				
Economic Development Sales Tax. Continue to support downtown redevelopment where possible from this funding source and, if possible, provide a consistent annual allocation.				
Create a Tax Increment Reinvestment Zone (TIRZ). Establish a TIRZ for overall downtown Prosper.				
Focus existing resources. Prioritize investment downtown through all funding sources including the NEZ, HOT Tax, the PEDC, and the Town capital improvement plan and annual budget.				
Evaluate the potential of additional funding resources. Additional sources of funding should be evaluated for the contribution they can make toward funding elements of the plan.				
Engage the lending community. Engage area lending institutions to solicit their participation in pooling resources (e.g., Community Reinvestment Act (CRA) earmarked monies).				
Special events grant. Consider establishing an annual special events grant program funded by the City to draw events to downtown that will attract visitor and consumer spending.				

Financial - Cont'd.	Priority	Not Started	In Progress	Done
Public Art. Investigate and establish a public art contribution program and ordinance for all private and publicly funded new development or major rehabilitation projects within downtown.				
Municipal Management District. Explore the creation of a Municipal Management District, or identify a comparable mechanism.				
Hotel Occupancy Tax. Utilize these funds to attract tourism by investing in the public realm improvements called for in this plan.				
Market	Priority	Not Started	In Progress	Done
Site assembly. Establish a site assembly program for evaluation of acquisitions for the purpose of acquiring the properties needed for development projects.				
Marketing to developers. Identify and solicit the interest of local and regional developers with experience in downtown redevelopment.				
Geographic phasing. Choose a subarea of one or two blocks within the downtown area for an initial focus, completing all development and public realm improvements in that area.				
Branding. Develop a downtown "brand."				
Business incubator. Prepare a business plan to identify and support potential "temporary" businesses such as "pop up stores" and / or food trucks.				
Retail recruitment. Identify or establish a retail recruitment program to attract strategic anchor businesses in target markets such as restaurant, retail store categories, etc.				
Predevelopment activity. Perform predevelopment tasks such as platting, street dedication, rezoning, conducting environmental investigation, preliminary development approvals, etc.				
Site assembly. Establish a site assembly program.				
Mitigate development impacts. Develop and employ programs to support the Downtown Business Alliance and for mitigating potential adverse impacts associated with new construction.				
Market studies. Commission a detailed market study to research and document the market demand context and achievable rents for residential and retail development in downtown Prosper.				

Parking

APPENDIX C

While the Committee's recommended parking supply for the four catalytic sites will ensure ample parking for the proposed development, based on national standards from the ITE plus the ULI—both of which include hundreds of observations from across the country for similar land uses—applied to our model of future parking demand, there will be a significant number of empty parking spaces. Combined with nearly 400 empty spaces in downtown today at the peak of existing demand, empty parking spaces will consume a lot of land, constrain the public realm and present a serious financial challenge for developers—especially those interested in making a viable mixed-use and walkable downtown.

Therefore, it is recommended that a significantly smaller shared parking supply of 718 new spaces be developed for the catalyst sites. However, these spaces will only operate efficiently if certain elements of Prosper's parking code are revised to enable sharing. These include:

- Removing the Chapter 4.6.F. stipulation that "Shared parking must be on the same site," otherwise the catalyst sites cannot share parking.
- Doubling the Chapter 4.7.A. accessory off-site parking radii from 300 and 600 feet to 600 feet (a 3 minute walk) and 1,200 feet (a 6 minute walk).

While these changes will benefit the current proposed catalyst sites, the benefits of shared parking would not pass on to other existing or future land uses without other changes. In particular, if the Town were to treat the entire downtown as a shared parking district, parking efficiencies have the opportunity to attract compatible development that is focused on a quality public realm, rather than excessive areas of parking. Parking operations and enforcement

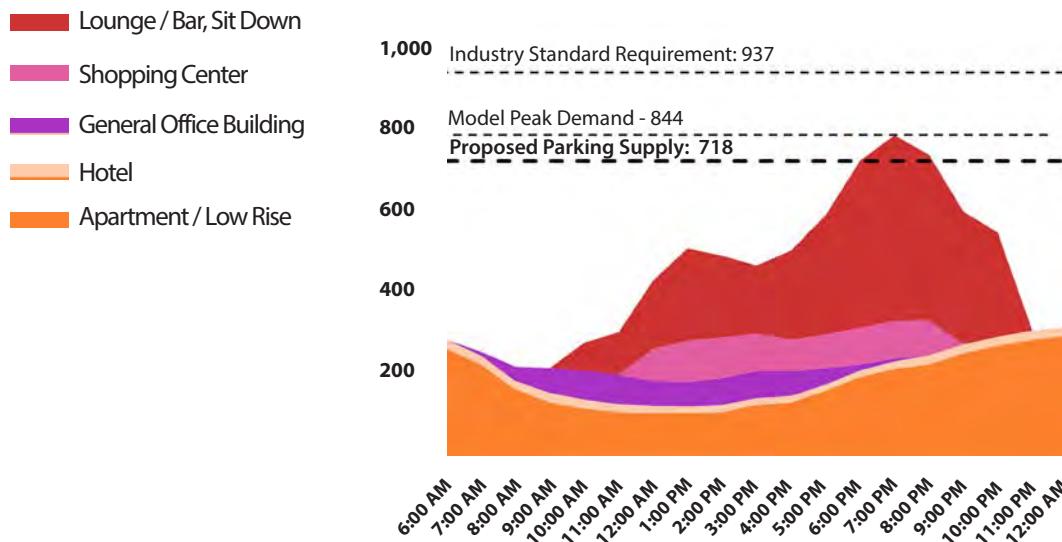
changes that make customer parking areas clear to visitors—whether or not they are under public control—and promote long-term parking in appropriate areas that do not detract from front-door customer parking would help visitors and regulars alike with clear parking expectations. Shared districts often offer a pool of spaces to new development, allowing underutilized facilities to become utilized—sometimes as new revenue for an existing landowner, while offering the savings of not building new parking. Consistent signing, wayfinding, rules and access designs are other common features that could easily make downtown attractive and work efficiently.

To make a shared approach work, many additional changes to the current code are needed:

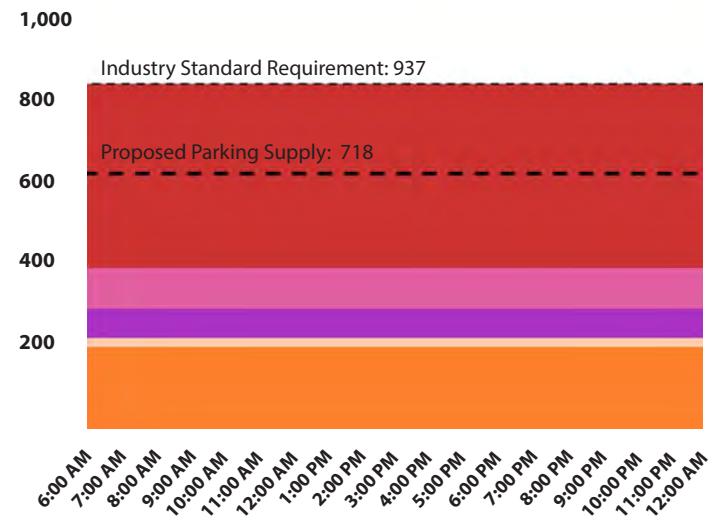


- While the 50% reduction in downtown requirements (Chapter 4.6.F. and Chapter 4.7.C.) is intended to promote sharing, a better approach is to adopt a shared reductions table that encourages a better mix of uses, such as the example on the next page.
- Conditional approvals of shared parking (Chapter 4.6.F.) and the ability to rescind those approvals is too risky for most developers and effectively nullifies the Town's intent. These should be removed so sharing is as-of-right.
- Off-site sharing is a necessity, not only for the current catalyst sites, but for similar future developments, as well as any existing parcel seeking to intensity its use or redevelop if there isn't sufficient land today. However, Chapter 4.7.B. requires a written agreement approved by the Town Attorney, again increasing the hurdle to develop in downtown. The Town is better-off providing simple guidance and samples to future developers of shared-use agreements, including clear guidance on liability and maintenance, leaving the ultimate decision to the private parties.
- The Town should consider adopting clear language which guarantees that any landowner who shares their parking does not lose their own allotment of recorded spaces, avoiding any fears that sharing would remove credit for existing parking.

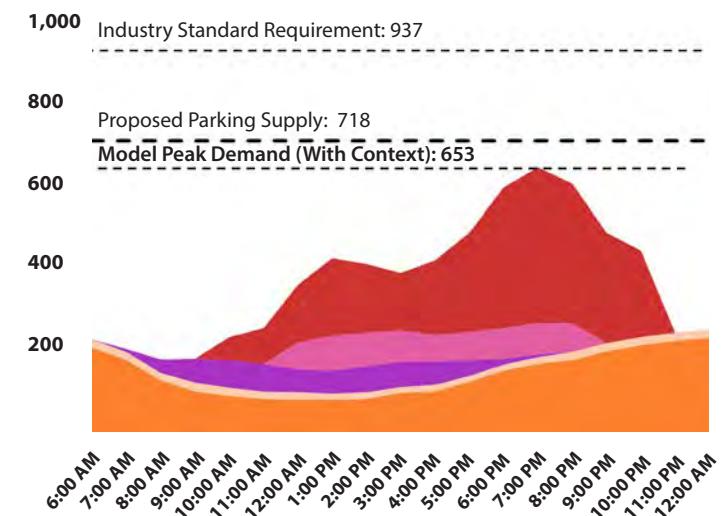
Parking Demand & Time of Day



Standard Parking Analysis



Parking Demand with Context



Parking

Catalytic Sites Shared Parking Demand Modeling

Land Use Type	Units	Catalyst Concepts				Total
		Catalyst #1	Catalyst #2	Catalyst #3	Catalyst #4	
Office	Sq. Ft.			25,000	4,000	29,000
Retail	Sq. Ft.	15,100	12,000	12,500	8,000	47,600
Restaurant	Sq. Ft.	15,100	12,000	12,500	8,000	47,600
Apartments / Townhomes	Units		200	12	30	242
Hotel	Units	30				30
Proposed Parking Supply	Spaces	138	320	176	85	718
Street Name		Units	Total			
Unshared Peak Demand		Vehicles	937			
Shared Peak Demand (No Context)		Vehicles	718			
Shared Peak Demand (with Context)		Vehicles	653			

Sample Shared Parking Reductions by Use

Land Use Type	12 AM - 7 AM	7 AM - 6 PM	6 PM - 12 AM
Office	5%	100%	5%
Retail	0%	100%	50%
Residential	100%	55%	85%
Restaurant	5%	70%*	100%
Industrial	5%	100%	5%
Hotel	100%	65%	90%
Church	0%	10%	30%
Cinema / Live Entertainment	0%	70%	100%

* 0% if shared with over 150,000 sq ft of office space

Funding

APPENDIX D

The funding strategy for Prosper to implement the Master Plan will rely on identifying the various funding sources and opportunities to leverage these against one another to maximize overall return. Many of the actions included in the implementation plan have little cost beyond staff time while others will take a long-range planning a clear strategy to fund.

The implementation section of this plan includes "sponsors" or those who should take the lead or have a role in each action. Understanding which organization has the ability and willingness to undertake each will be a key first step to success.

The Town will have a primary role in nearly all actions. As such, it should evaluate each of these and identify which ones may be accomplished through normal government operations and with minimal cost. Actions that relate to processes, organization, or the regulatory framework would be among these. Some of the actions may be incorporated into the Town's capital improvements planning or have funds allocated during the annual budget process. Others will require substantial additional monies likely to be received through grant funds. Many of these, and generally all federal grants which are the most substantial, typically require a 20% non-federally funded match. It will be essential that the Town plan in advance the grants it may choose to pursue, understand its match requirements, and begin budgeting accordingly. Additionally, many state grants are funded by the federal government and are typically not eligible match funding - meaning, the local government or its partners must plan for their required contribution.

Some of the implementation actions pertain to establishing or utilizing additional revenue sources by the Town including the creation of a TIRZ or a Municipal Management District, and the eventual use of HOT funding following hotel development downtown. These sources are ideal sources to earmark for grant funding match requirements because they do not draw from the

Town's existing revenue sources and their revenues are generally predictable and can be seen as reliable funding sources by grantor's.

The PEDC will be another arm of the overall plan implementation and can assist the Town in funding some projects directly while also pursuing additional funding on behalf of the Town. The PEDC can also be helpful in building support for establishment of the TIRZ or MMD, and help in growing the Downtown Business Alliance and its ability to generate revenue for certain components of implementation.

The Appendix of this report includes matrices of funding sources under several categories; Outdoor Recreation, Underground Utilities, Transportation, Small and Local Business Development, Event and Programming, and Branding and Tourism. Within each of these grants are feature the specific program, eligible use of funds, maximum grant awards, and funding cycles, among others.

As the Town proceeds with implementation it will be important to evaluate these for opportunities to stack funding sources. The simplest way to do this is identify a grant program project that will have a large impact and that the Town is prepared to provide matching funds for, and then identify all additional grants that may contribute to portions of the overall project for which the Town's existing allocation of funding may also be applied to. For example, a grant pursuit for roadway improvements may also leverage the Town's local contribution against for a mobility grant that may fund sidewalks, lighting, wayfinding and signage, and an outdoor recreation grant that may fund stormwater components and landscape.

The following page provides an overview of the various types of activities that may be funded under each of the grant categories included within the matrices.

Grant Program	Typical Grant Uses
Outdoor Recreation	<p>Recreational trails and facilities, conservation projects including community outreach, water and stormwater improvements, nature based infrastructure, action plans, cultural, arts, and tourism facilities, workforce training and capacity building, outdoor recreation programs and facilities, acquisition of recreation (land) areas and development costs, signage, landscaping and beautification, public art, artist and creative industry support, creative business development, art in roadways (murals) and public spaces such as plazas, bicycle infrastructure, and build, rebuild or refresh community spaces.</p>
Underground Utilities	<p>Construction, non-construction, technical assistance, revolving loan fund projects, water, wastewater, septic tanks, roads and streets, general drainage, and parks and recreational activities (limited).</p>
Transportation	<p>Public safety, intercity transit - bus and vehicles, bicycle infrastructure, shared use paths, sidewalks improvements, infrastructure related to any non-motorized transportation, buses and bus facilities, technology introductions and innovation, planning and engineering design funding, general roadway improvements, master or corridor plans, risk assessments, activities to increase civic engagement, supporting vibrant spaces by improving access to open spaces, parks and other community amenities, general walkability, signage and wayfinding, housing, and public art.</p>
Small and Local Business Development	<p>Projects that benefit small and emerging businesses in rural areas, technical assistance including project planning, business counseling and training, market research, feasibility studies, professional or technical reports, acquisition or development of land, easements, or rights of way, construction, conversion and renovation of existing buildings, improvements for access to streets and roads, parking areas, and utilities, pollution control, start-up loans and working capital, distance adult learning for job training, technology-based economic development, and other job training.</p>
Event and Programming	<p>Activities to support art, craft and culinary arts, dance, design and architecture, film and media, folk and traditional, literal, musical, visual arts, theater and performance, and other formal and informal creative practices, support for fundraisers and other events such as galas, festivals, parades, and general operations or organization, projects that increase awareness and understanding of access to preventative health care services, chronic disease management, community involvement, and branding and brand visibility.</p>
Branding and Tourism	<p>Projects that benefit small and emerging businesses in rural areas, technical assistance including project planning, business counseling and training, market research, feasibility studies, professional or technical reports, acquisition or development of land, easements, or rights of way, construction, conversion and renovation of existing buildings, improvements for access to streets and roads, parking areas, and utilities, pollution control, start-up loans and working capital, distance adult learning for job training, technology-based economic development, and other job training.</p>

Potential Funding Sources for Prosper, TX Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding				
Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
National Recreational Trails Fund	Federal Highway Administration, administered by Texas Parks & Wildlife	To fund motorized and non-motorized trail projects.	Local Governments	Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, to improve existing trails, to develop trailheads or trailside facilities, and to acquire trail corridors.
National Parks Service Rivers, Trails and Conservation Assistance (RTCA)	National Parks Service (NPS)	The main focus areas of this program are building healthy communities, conservation, engaging youth in outdoor recreation, and facilitating support between NPS and communities to achieve shared goals.	State and local governments, tribes, nonprofits, or citizen organizations.	This program provides technical assistance to community led conservation and outdoor recreation projects throughout the country. The types of assistance includes: community outreach strategies, developing concept plans for trails and parks, creating project management and action plans, engaging collaborative partners and stakeholders, and other consulting services that can be tailored towards the needs of the project.
Competitive Tourism & Outdoor Recreation Grants	US Economic Development Administration (EDA)	Competitive grants will help tourism communities invest in infrastructure, workforce, or other projects to support the recovery of the industry and economic resilience of the community in the future.	States, cities, counties; Indian tribes; commonwealths and territories of the US; and nonprofits.	"(1) Water and stormwater/wastewater improvements. (2) Pier construction and improvements. (3) New outdoor recreation and trail infrastructure and public access enhancements. (4) Nature-based infrastructure and public access enhancements. (5) Cultural, arts, and tourism facilities (e.g., visitor or tourist information centers). (6) Workforce training facilities and capacity building programs. (7) Accessibility enhancements. (8) County-wide or multi-state travel, tourism, or outdoor recreation promotion (Because state and local tourism promotion and marketing projects are eligible uses of funds under State Tourism Grants, such projects are not eligible under the EDA Competitive Tourism Grants component.)"
Local Parks Grants	Texas Parks and Wildlife Department (TPWD)	The Local Park Grant Program consists of 5 individual programs that assist local governments with the acquisition and/or development of public recreation areas and facilities throughout the State of Texas. Emphasis on public health, safety, the natural environment, barrier-free access, and the protection of recreational community values of the area.	The 5 different grant programs include: Small Community (population <20,000), Nonurban Outdoor Recreation (<500,000 people), Nonurban Indoor Recreation (<500,000), Urban Outdoor Recreation (>500,000), & Urban Indoor Recreation (>500,000). Eligible applicants includes cities, counties, utility districts, and other special districts. Applications must receive at least one public hearing prior to submission."	Eligible projects may consist of basic outdoor recreation facilities and related support facilities that serve the general public. Facilities may be developed, renovated, or redeveloped on lands or water owned or controlled by the applicant. Examples of eligible development projects: playgrounds, trails, golf courses, sports courts, community gardens, recreational support facilities.

Potential Funding Sources for Prosper, TX Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding - Cont'd				
Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
80% of project costs, up to \$200,000 for non-motorized trail grants and a maximum award of \$400,000 for motorized (off-highway vehicle) trail grants.	Thirty percent of the total NRTF grants must be spent on motorized recreational trails, while another 30 percent must be spent on nonmotorized trail projects. The remaining 40 percent is discretionary.	Annual solicitation, February 1 deadline.	"Trey Cooksey, (512) 389-8743 trey.cooksey@tpwd.texas.gov"	https://tpwd.texas.gov/business/grants/recreation-grants/recreational-trails-grants
This is a nonmonetary grant program. NPS assists communities by providing a broad range of services and support. They are also helpful in bringing funding partners to the table.	NPS recommends applicants consult with a staff member at least 30 days prior to the application deadline.	This program is offered on an annual basis. The next application deadline is March 1, 2023.	Intermountain Region Program Manager Ericka Pilcher, RTCA_Apps_IMR@nps.gov	https://www.nps.gov/orgs/rtca/apply.htm
"The program will fund 80-100% of a project between \$500,000 and \$10,000,000. In determining the grant rate, EDA's Grants Officers in the applicable Regional Office will consider on a case-by-case basis whether the circumstances of the proposed project warrant a larger federal share."	"Must align with regional Comprehensive Economic Development Strategy (CEDS) document or the creation of a CEDS. Work with and/or secure support of North Central Texas Council of Governments (NCTCG)."	Anticipate this to be an annual program from the US EDA.	"NCTCOG: Lucille Johnson ljohnson@nctcog.org Prit Patel ppatel@nctcog.org USED: Robert Peche 512-568-7732 rpeche1@eda.gov"	
Grant funds are provided on a matching basis with the local applicant providing 50% of the project costs that must be available at the time of the application. The grant ceiling for the Local Parks Nonurban Outdoor Recreation Program is \$750,000. The grant ceiling for the Nonurban Indoor Recreation Program is \$1 million.	For Small Community and Non-Urban Outdoor and Indoor Recreation Grants Programs, all active projects that are at least 2 years old must be reimbursed for a minimum of 50% of the approved grant amount. The total of approved grant funds that have not been reimbursed may not exceed \$2 million for all active grant projects.	Local Parks Grants are funded on an annual basis. Applications typically open at the beginning of September with an application deadline of December 4th. Awards are announced in May.	Local Parks Program Manager Dan Reece, (512) 389-4656, dan.reece@tpwd.texas.gov	https://tpwd.texas.gov/business/grants/recreation-grants/about-local-parks-grants

Potential Funding Sources for Prosper, TX
Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Local Parks Non-Urban Outdoor Recreation	Texas Parks and Wildlife Department (TPWD)	"To assist local units of government with the acquisition and/or development of public recreation areas and facilities throughout the State of Texas."	Eligible applicants includes political subdivisions of the State of Texas legally responsible for providing public recreation services to their citizens. This includes cities, counties, river authorities, municipal utility districts, and other special districts. For this program, community must be 500,000 or less in population.	Acquisition and/or development of public recreation areas and facilities. Points may be received through the applicable "Project Priority Scoring System" for projects which meet priorities identified in Department-accepted, locally-endorsed parks, recreation, and open space master plans. A jurisdiction wide master plan is NOT required to participate in the grant program, nor does Texas Parks & Wildlife Department's acceptance of a plan guarantee that points will be awarded for any project. There are no points in the Small Community scoring criteria for having a master plan. Master Plans must be submitted to TPWD at least 60 days prior to the grant deadline in which you wish to participate in order to be considered for points.
Recreational Trails Grants	Texas Parks and Wildlife Department (TPWD)	In conjunction with the Federal Highway Administration, this federally funded program receives its funding from federal gas taxes paid on fuel used in non-highway recreational vehicles.	Local Governments	Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, improvements to existing trails, navigational aids such as signage, development of trailheads or trailside facilities, and to acquire trail corridors.
Community Outdoor Outreach Program (CO-OP)	Texas Parks and Wildlife Department (TPWD)	To engage the target under-represented audiences in outdoor recreation, environmental education and conservation.	Tax-exempt organizations such as local government, Universities, school districts, and non-profit organizations.	"Programming for outdoor recreation, environmental education, and / or conservation. Eligible expenses include: Personnel, Food and Travel, Training, Participant liability insurance, Fees (Park, Program, and Lodging fees), Outdoor service project expenses, Supplies and equipment. Funds cannot be used for facility construction projects, gazebos, ponds, benches, trail building, etc. The CO-OP grant is to be used to fund programs, not construction projects."
Governor's Community Achievement Awards	Keep Texas Beautiful in partnership with Texas Department of Transportation	To award Texas communities for their outstanding overall efforts to keep their communities beautiful.	Texas communities	The funds are to be used for landscaping projects along local rights-of-way. A community's environmental program is judged on achievements in seven areas: community leadership and coordination, public awareness, education, beautification and community improvement, litter prevention and cleanup, solid waste management, litter law and illegal dumping enforcement.
Texas Commission on the Arts (TCA)	Texas Commission on the Arts (TCA)	Investing in a creative Texas.	Any county, municipality, or other political subdivision of Texas undertaking a public construction project estimated to cost more than \$250k	Staff are available to advise on conducting a public art project ranging from scoping the project, developing the RFP, identifying committee members, developing a review process, intellectual property rights, conservation, etc.

Potential Funding Sources for Prosper, TX Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding - Cont'd				
Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
Will fund 50% of project costs, up to \$750,000.	<p>"All grant assisted sites must be dedicated as parkland in perpetuity, properly maintained and open to the public.</p> <p>All applicants must hold at least one public hearing prior to submission."</p>	Annually, October 1.	"Dan Reece, (512) 389-4656 dan.reece@tpwd.texas.gov"	-
Maximum award of \$200,000 for non-motorized trail grants and maximum award of \$400,000 for motorized trail grants.	Reimbursable grants can be up to 80% of project costs.	The annual application deadline is February 1st. Awards are typically announced in May. In 2016, TPWD approved \$3.54 million in recreational trail grants to fund 22 projects throughout the state.	"Recreational Trails Program Manager Trey Cooksey, (512) 389-8743, trey.cooksey@tpwd.texas.gov"	https://tpwd.texas.gov/business/grants/recreation-grants/recreational-trails-grants
"Grants up to \$60,000; no match required."	Target demographics include female, ethnic minority, low income, and individuals with a disability. Projects can serve other audiences, however, proposals who serve the target audience will be more competitive in the scoring evaluation process.	Annually, November 1.	"Carly Blankenship (512) 389-8209 carly.blankenship@tpwd.texas.gov"	https://tpwd-recgrants.intelligents.com/Portal2.aspx?sitID=15
Ten winning communities will split \$2 million with the amount awarded based on population size. Ranges from category 1 (<3,000 population) receiving \$90k through category 10 (>180,000 population) receiving \$310K.	After being awarded an applicant is not eligible for four years.	Applications for the 2022 awards are closed. Anticipate 2023 annual cycle will open January 2023 and close February 2023.	Sara Nichols- sara@ktb.org	https://www.ktb.org/gcaa
No maximum grant amount or matching requirements listed	A percent not to exceed one percent of the cost of the construction project shall be used for fine arts projects.	No cycles listed.	Laura Wiegand (512)-936-6565 laura@arts.texas.gov	https://www.arts.texas.gov/initiatives/public-art/

Potential Funding Sources for Prosper, TX Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding				
Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Our Town	National Endowment for the Arts	Supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.	Partnerships required between governmental, nonprofit, and private sector leadership. These partnerships must involve two primary partners, as defined by these guidelines: Nonprofit organization; Local government entity; and one of these two primary partners must be a cultural (arts or design) organization.	"Projects may include activities such as: Arts Engagement: Artist residency, Arts festivals, Community co-creation of art, Performances, Public art; Cultural Planning: Creating a cultural plan, or integrating plans and policies around arts and culture as part of a city master planning process, Cultural district planning, Creative asset mapping, Public art planning; Design: Artist/designer-facilitated community planning, Design of artist space, Design of cultural facilities i.e. design processes to support the creation of a dedicated building or space for creating and/or showcasing arts and culture, Public space design i.e. The process of designing elements of public infrastructure, or spaces where people congregate (e.g., parks, plazas, landscapes, neighborhoods, districts, infrastructure, and artist-produced elements of streetscapes). Artist and Creative Industry Support: Creative business development, Professional artist development."
Asphalt Art Initiative	Bloomberg Philanthropies	Using art to reimagine roadways and vertical infrastructure, improving street safety, revitalizing public spaces, and bringing communities together.	U.S. cities with populations of approximately 30,000-500,000	"Three categories: 1. ART ON THE ROADWAY - mural projects on paved areas that are accessible to motor vehicles, such as intersections, crosswalks, and other surfaces within the active roadway. 2. ART IN PEDESTRIAN SPACE - art projects on paved areas that are inaccessible to motor vehicles while the artwork is in place, such as curb and sidewalk extensions as well as any surface that has been temporarily or permanently converted into a public space or plaza. 3. ART ON VERTICAL INFRASTRUCTURE - art projects installed on vertical infrastructure, including utility boxes, traffic barriers, and highway underpasses."
Community Grants	People for Bikes	To build momentum for bicycling in communities across the U.S.	Non-profit organizations, city or county agencies or departments, and state or federal agencies working locally	Bicycle infrastructure projects such as: Bike paths, lanes, trails, and bridges; Mountain bike facilities; Bike parks and pump tracks; BMX facilities; End-of-trip facilities such as bike racks, bike parking, bike repair stations and bike storage.
Globe Life Texas Rangers Baseball and Softball Grant Program	Texas Rangers Baseball Foundation	To support the growth of the sport and making sure that every child is afforded the opportunity to experience joy and community through baseball and softball.	Nonprofit organizations with 501(c)3 IRS status that specifically support youth baseball or softball, operating in the Texas Rangers home territory which includes: Arkansas, Louisiana, New Mexico, Oklahoma and Texas only.	Cannot be used to supplement team travel expenses and/or tournament fees. Project should advance the Foundation's mission of affording youth 18 and younger growth in baseball or softball. The Foundation has funded field construction, field renovation, equipment, and league development.

Potential Funding Sources for Prosper, TX
Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
Grants range from \$25,000 - \$150,000 with 50% non-federal match required.	Project may be subject to the National Historic Preservation Act (NHPA) and/or the National Environmental Policy Act (NEPA).	Annual program, typically in August.	OT@arts.gov	https://www.arts.gov/grants-organizations/our-Town/grant-program-description
Maximum grant award is \$25,000; no match required; however, competitive proposals will include in-kind support from the municipality and/or funding from other sources.	Eligible sites can include portions of active roadways, sidewalks, pedestrian plazas, or transportation infrastructure such as traffic barriers, highway underpasses, or utility boxes. Sites may be located in and managed by one or multiple jurisdictions (city, state or county, public utility, regional transit authority, etc.) but must be largely or completely on public property and be fully open to the public.	Rolling application period; no deadline for submittal.		"https://asphaltart.bloomberg.org/grants/"
Grant, 50% up to \$10,000	"Two-step application process: 1. Letter of Interest 2. Full Application: PFB will request a full project application from a short list of qualified applicants."	No current open grant cycles.	"Zoe Kircos, (720) 726-3335 zoe@peopleforbikes.org"	https://peopleforbikes.org/our-work/community-grants/
No maximum grant amount or matching requirements listed	If awarded a grant, applicant agrees to participate in public relations activities associated with receipt of grant and will display Rangers Foundation signage acknowledging grant.	Annual grant solicitation, typically due June 30; awards in August.	"foundation@texasrangers.com (817) 533-1513"	-

Potential Funding Sources for Prosper, TX
Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Healthy Kids, Healthy Families® (HKHF)	Blue Cross Blue Shield of TX	To support the health and well-being of the children and families across the states in which we operate through four focus areas: American Lung Association, Physical Activity, Mobile Health Vans, Food Banks.	Nonprofit organizations with 501(c)3 IRS status or government, civic and cultural organizations in Texas.	<p>"The program must be measurable and demonstrate how the goals will be met as defined in the grant proposal.</p> <p>The community lead organization must be a nonprofit, tax exempt, 501(c)(3) organization; have the financial capacity and qualified staff to oversee and manage the project (defined as organizations operating a current annual budget of \$2 million or more); collaborate on proposed program with a health partner – i.e., hospital, clinic, federally qualified health center."</p>
HomeTown Grants	T-Mobile	To support small Towns across America by funding community projects.	Small Towns with populations less than 50,000.	Projects to build, rebuild, or refresh community spaces that help foster local connections in the Town. For example, this might include the Town square pavilion, a historic building, an outdoor park, a ball field, or a library -- places where friends and neighbors connect.

Potential Funding Sources for Prosper, TX
Underground Utilities

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Public Works and Economic Adjustment Assistance Program	U.S Economic Development Administration (EDA)	Provides economically distressed communities and regions with resources to address a wide variety of economic needs. Projects will support the mission of the EDA to create and retain jobs, increase private investment, enhance innovation, and grow ecosystems that attract investment.	Nonprofits, county and state governments, special districts, tribal governments, public and private institutions of higher education, city or Township governments.	Projects in rural or urban areas that support construction, non-construction, technical assistance, and revolving loan fund projects. Grants are designed to leverage existing regional assets and support the implementation of economic development strategies in distressed communities by developing key public infrastructure.
Community Development Block Grant (CDBG) Program for Rural Texas	Department of Housing & Urban Development - through Texas Department of Agriculture	The primary goal of this program is to develop viable communities by providing affordable housing or expanding economic opportunities for communities of low- to moderate-income.	Nonurban cities and counties (population less than 50,000 or 200,000 people, respectively) that are not designated as eligible for the entitlement portion of the federal CDBG program.	Priority projects for NCTCOG are Water/Wastewater; Septic Tanks; Water/Wastewater Yard Lines; Roads/Streets; Drainage. Other eligible activities does include parks and recreational activities. The funding for parks and recreation depends on how many parks already exist in the community. If there is more than one park or recreational facility, the applicant must identify the service area of the park or recreational facility that is included in the proposed project.

Potential Funding Sources for Prosper, TX
Outdoor Recreation - recreation and greenspace; public art; gateways and wayfinding - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
For this grant program, they defer to the expertise of the applicants on the funding needed to run a successful program. The intention is that the requested amount should reflect the robustness and effectiveness of the proposed program and be put within the context of the specific needs and challenges of the communities involved.	Recent Texas park example: "We're working to get kids physically active with Imagination Playground, a ground-breaking pop-up playground design with uniquely shaped foam blocks and loose parts that help kids play creatively. With the addition of shade structures to 34 Texas playgrounds, we're helping kids and families have more sun-safe access to great places to play."	Annual grant solicitation, typically letters of intent are due mid August with full applications (if invited) due end of September.	"healthykidshealthy-families @hcsc.net"	-
Up to \$50,000.	Applicants will be notified 30-60 days after the end of each quarter on the status of the submission.	"Applications will be open on a quarterly basis with the following schedule: Spring: Jan – March Summer: April – June Fall: July – Sept Winter: Oct – Dec Portal will close on the last day of each quarter and reopen for the new quarter on the first of the month."	-	https://www.t-mobile.com/brand/homeTown-grants

Potential Funding Sources for Prosper, TX
Underground Utilities - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
Award ceiling: \$3,000,000 Award Floor: \$100,000	Need to demonstrate "distressed" community through low-income or disadvantaged populations, high unemployment, and/or recent manufacturing layoffs.	While EDA encourages eligible applicants to submit their applications as soon as possible, EDA strongly advises eligible applicants to submit complete applications no later than March 31, 2022	Consult with NCTCOG then regional EDA rep out of Austin	https://eda.gov/funding-opportunities/#:~:tex
Grant maximums range from \$75,000 - \$800,000 and varies by region.	"The Community Development Fund is available through a competition that takes place in each of the state planning regions. Must apply Federal Davis Bacon Wage Rates to construction activities. Administered through NCTCOG."	The fund is available on a biennial basis. The next application deadline appears to be February 2023 as the last cycle closed February 2021.	"Olivia Kale 817-695-9213 OKale@nctcog.org"	-

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle)

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Highway Safety Improvement Program (HSIP)	TxDOT (orig. Federal Highway Administration)	For highway safety projects that eliminate or reduce the number of fatalities and serious injuries on all public roads	Any local agency that owns, operates, and maintains public roadways	<p>"Improvements that address the crash types identified in the Texas Strategic Highway Safety Plan (SHSP). Funds are provided for construction and operational improvements both on and off the state highway system. Project must address the following priorities:</p> <ul style="list-style-type: none"> * Is the strategy, activity, or project consistent with the priorities of Texas' SHSP? * Does the project address a serious crash risk such as a hot spot, systemic risk factor, road segment, or crash type that has been identified through a data driven process? * Is the project likely to contribute to a significant reduction in
Transportation Infrastructure Finance and Innovation Act (TIFIA)	Build America Bureau, US Department of Transportation	To fill market gaps and leverage substantial private co-investment by providing supplemental and subordinate capital.	State and local governments, transit agencies, railroad companies, special authorities, special districts, and private entities.	Highway projects and transit capital projects are eligible, including intelligent transportation systems (ITS). In addition, the following types of projects are eligible: international bridges and tunnels; intercity passenger bus and rail facilities and vehicles; publicly owned freight rail facilities; private facilities providing public benefit for highway users; intermodal freight transfer facilities; projects that provide access to such facilities; service improvements on or adjacent to the National Highway System; and projects located within the boundary of a port terminal under certain conditions.
"Transportation Alternatives Set-Aside (TA) Program "	Federal Highway Administration - administered by TxDOT	Preserve historic, archaeological, scenic and environmental resources related to surface transportation, and to facilitate bicycle and pedestrian use.	Local governments; Regional transportation authorities; Transit agencies; Natural resource or public land agencies; School districts, local education agencies, or schools; Tribal governments; Nonprofit entities responsible for the administration of local transportation safety programs; Any other local or regional governmental entity with responsibility for oversight of transportation or recreational trails (other than a metropolitan planning organization or a State agency).	<p>"Eligible TA activities for the department's 2021 TA Program Call for Projects included: 1. Bicycle infrastructure improvements; 2. Shared use paths; 3. Sidewalk improvements; 4. Infrastructure-related projects to improve safety for non-motorized transportation.</p> <p>Construction and engineering costs are eligible for projects in communities of 50,000 or less in population, while only construction costs are eligible for projects in communities of 50,001 or greater in population."</p>

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle) - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
<p>The HSIP is federally funded. Program funds are eligible to cover 90 percent of project construction costs. The remaining 10 percent of project construction costs must be covered by state or local participation.</p>	<p>"HSIP funded projects are also required to be evaluated for cost effectiveness. Completed projects are subject to cost/benefit analysis using three to five years of before and after crash data, average annual daily traffic for the years before and after the improvement, and actual construction costs."</p>	<p>December 17, 2021 close for District Project Proposals Due for FY's 22-25</p>	<p>Heather Lott, heather.lott@txdot.gov</p>	<p>https://www.txdot.gov/inside-txdot/forms-publications/publications/highway-safety.html</p>
<p>Low interest loan program. Major requirements include a capital cost of at least \$50 million (or 33.3 percent of a state's annual apportionment of Federal-aid funds, whichever is less) or \$15 million in the case of ITS. TIFIA credit assistance is limited to a maximum of 33% of the total eligible project costs.</p>	<p>The project also must be supported in whole or in part from user charges or other non-Federal dedicated funding sources and be included in the state's transportation plan.</p>	<p>Ongoing; multi-step process beginning with the submission of a letter of interest (LOI). The estimated time frame for the initial technical review is approximately 30 days; then a creditworthiness review, which takes about 45 to 90 days after receipt of all requested information. If a project satisfies all of the criteria, the Department will invite the project sponsor to apply for TIFIA credit assistance. Estimated time for approval is no more than 90 days after receipt of the application.</p>	<p>(202) 366-2300, BuildAmerica@dot.gov</p>	<p>https://www.transportation.gov/buildamerica/financing/tifia</p>
<p>"No maximum listed but limited by total appropriations. 20% non-federal match required.</p> <p>A project must also have an estimated project cost exceeding \$500,000."</p>	<p>"The TA program dictates that 50% of funds received are to be suballocated based on MPO and COG based on their relative share of the total 2010 Census population.</p> <p>The remaining 50% of the funds are to be available for use in any area of the State, to be administered by the Department, or may be transferred to another category."</p>	<p>Two-step application process with pre-applications typically due in March and final applications due in June.</p>	<p>"Phillip Hays, 817-370-6591 Phillip.Hays@txdot.gov</p> <p>Also should work through NCTCOG."</p>	<p>https://www.txdot.gov/inside-txdot/division/public-transportation/bicycle-pedestrian.html#:~:text=%20Transportation%20Alternatives%20Set-Aside%20%28TA%29%20Program%20TxDOT%20</p>

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle)

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Urbanized Area Formula Grants - 5307	Federal Highway Administration	To enhance mobility in urbanized areas	Transit providers serving populations between 50,000 and 200,000 are eligible. McAllen and Arlington, both with populations over 200,000, are included because they are eligible for state funds	Capital funds can be spent on buses and bus facilities, fixed guide-way system projects, technology introductions and innovative techniques and methods. Planning funds are available for engineering design, evaluation of public transportation projects and other technical studies. Allowable operating expenses are limited to direct labor, materials and overhead expenses incurred by the transit operator. Program funds may be used for capital, planning, operating and administrative costs
Infrastructure for Rebuilding America (INFRA)	Federal Highway Administration	Support economic vitality at the national and regional level; leverage Federal funding to attract other, non-Federal sources of infrastructure investment; use innovative approaches to improve safety and expedite project delivery	A State or group of States; metropolitan planning organization; unit of local government/group of local governments; a political subdivision of a State or local government; special purpose district or public authority with a transportation function; Federal land management agency that applies jointly with a State or group of States; tribal government, single or group	Must be listed on the NHS; projects that address congestion in major urban areas, specifically through congestion pricing or deployment of advanced tech.; projects that: bridge gaps in service in rural areas; attract private economic development; maximize state, local, and private sector funding; raise revenue directly; projects that pair INFRA with broader-scale innovative financing (e.g. TIFIA, RRIF)
Better Utilizing Investments to Leverage Development (BUILD)	US Department of Transportation	To upgrade infrastructure across America, making our transportation systems safer and more efficient.	"State, local and tribal governments, including U.S. territories, transit agencies, port authorities, metropolitan planning organizations (MPOs), and other political subdivisions of State or local governments."	"Surface transportation projects. A. Capital projects that include, but are not limited to: (1) Highway, bridge, or other road projects eligible under title 23, United States Code; (2) public transportation projects eligible under chapter 53 of title 49, (3) passenger and freight rail transportation projects; (4) port infrastructure investments (including inland port infrastructure and land ports of entry); (5) intermodal projects; and (6) projects investing in surface transportation facilities that are located on tribal land and for which title or maintenance responsibility is vested in the Federal Government. B. Planning projects: related to the planning, preparation, or design—including environmental analysis, feasibility studies, and other pre-construction activities—of eligible surface transportation capital projects. In addition, eligible activities related to multidisciplinary projects or regional planning may include: (1) Development of master plans, comprehensive plans, or corridor plans; (2) Planning activities related to the development of a multimodal freight corridor, including those that seek to reduce conflicts with residential areas and with passenger and non-motorized traffic; (3) Development of port and regional port planning grants, including State-wide; (4) Risk assessments and planning to identify vulnerabilities and address the transportation system's ability to withstand probable disaster."

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle) - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
<p>"Maximum federal funding ratio for capital, planning and administrative costs of 80% and a maximum state/local match of 20% on most projects.</p> <p>Americans with Disabilities Act of 1990 (ADA) and Clean Air projects may receive up to 90% federal funding.</p> <p>The funding ratio for net operating costs is 50% federal match and 50% state/local match"</p>	<p>Funds are distributed by the FTA using a formula based on population and population density. In areas with populations over 200,000, grants are awarded directly to the local recipient. Grants for urban areas with populations under 200,000 may be made to the governor or to local recipients designated by the governor. Currently, cities apply directly to FTA.</p>	<p>No cycle per se; allocations are determined by formula and then distributed annually.</p>	<p>"Office of Program Management Federal Transit Administration, 202-366-2053"</p>	<p>https://www.transit.dot.gov/funding/grants/urbanized-area-formula-grants-5307</p>
<p>Grant for up to 60% of total project costs; 90% of funding for large projects; 10% for small projects and > 25% of funds are designated for rural areas; Large projects > \$100 M & min \$25 M grant; Small projects < \$100 M & min \$5 M grant; Rural areas = non metropolitan statistical areas; Up to \$200 M available for freight rail, water, ports, and intermodal freight projects on the National Highway Freight Network</p>		<p>Annual program, dependent on funding; typically in February or March.</p>	<p>"Office of the Assistant Secretary for Transportation Policy, 202-366-4544, INFRAGrants@dot.gov"</p>	<p>https://www.transportation.gov/buildamerica/financing/infra-grants/infrastructure-rebuilding-america</p>
<p>"No maximum listed but limited by total appropriations. 20% non-federal match required.</p> <p>A project must also have an estimated project cost exceeding \$500,000."</p>	<p>"The TA program dictates that 50% of funds received are to be suballocated based on MPO and COG based on their relative share of the total 2010 Census population.</p> <p>The remaining 50% of the funds are to be available for use in any area of the State, to be administered by the Department, or may be transferred to another category."</p>	<p>Two-step application process with pre-applications typically due in March and final applications due in June.</p>	<p>"Phillip Hays, 817-370-6591 Phillip.Hays@txdot.gov</p> <p>Also should work through NCTCOG."</p>	<p>https://www.txdot.gov/inside-txdot/division/public-transportation/bicycle-pedestrian.html#:~:text=%20Transportation%20Alternatives%20Set-Aside%20%28TA%29%20Program%20TxDOT%20</p>

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle)

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Governor's Community Achievement Awards	Keep Texas Beautiful in partnership with Texas Department of Transportation	To award Texas communities for their outstanding overall efforts to keep their communities beautiful.	Texas communities	The funds are to be used for landscaping projects along local rights-of-way. A community's environmental program is judged on achievements in seven areas: community leadership and coordination, public awareness, education, beautification and community improvement, litter prevention and cleanup, solid waste management, litter law and illegal dumping enforcement.
AARP Foundation Grants	AARP	To improve housing, transportation, public space, technology ("smart cities"), civic engagement and more.	501(C)(3), 501(C)(4) and 501(c)(6) nonprofits, government entities, other types of organizations will be considered on a case-by-case basis.	<p>"Prioritize projects that aim to achieve the following outcomes:</p> <ul style="list-style-type: none"> * Increasing civic engagement with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of community inclusion and diversity. * Create vibrant public places that improve open spaces, parks and access to other amenities. * Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements. * Support the availability of a range of housing that increases accessible and affordable housing options. * Demonstrate the tangible value of "Smart Cities" with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase the quality of life for all. * Other community improvements: In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them. "
"Asphalt Art Initiative"	Bloomberg Philanthropies	Using art to reimagine roadways and vertical infrastructure, improving street safety, revitalizing public spaces, and bringing communities together.	U.S. cities with populations of 30,000-500,000	<p>"Three categories:</p> <ol style="list-style-type: none"> 1. ART ON THE ROADWAY - mural projects on paved areas that are accessible to motor vehicles, such as intersections, crosswalks, and other surfaces within the active roadway. 2. ART IN PEDESTRIAN SPACE - art projects on paved areas that are inaccessible to motor vehicles while the artwork is in place, such as curb and sidewalk extensions as well as any surface that has been temporarily or permanently converted into a public space or plaza. 3. ART ON VERTICAL INFRASTRUCTURE - art projects installed on vertical infrastructure, including utility boxes, traffic barriers, and highway underpasses. "

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle) - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
<p>"Maximum federal funding ratio for capital, planning and administrative costs of 80% and a maximum state/local match of 20% on most projects.</p> <p>Americans with Disabilities Act of 1990 (ADA) and Clean Air projects may receive up to 90% federal funding.</p> <p>The funding ratio for net operating costs is 50% federal match and 50% state/local match"</p>	<p>Funds are distributed by the FTA using a formula based on population and population density. In areas with populations over 200,000, grants are awarded directly to the local recipient. Grants for urban areas with populations under 200,000 may be made to the governor or to local recipients designated by the governor. Currently, cities apply directly to FTA.</p>	<p>No cycle per se; allocations are determined by formula and then distributed annually.</p>	<p>"Office of Program Management Federal Transit Administration, 202-366-2053"</p>	<p>https://www.transit.dot.gov/funding/grants/urbanized-area-formula-grants-5307</p>
<p>Grant for up to 60% of total project costs; 90% of funding for large projects; 10% for small projects and > 25% of funds are designated for rural areas; Large projects > \$100 M & min \$25 M grant; Small projects < \$100 M & min \$5 M grant; Rural areas = non metropolitan statistical areas; Up to \$200 M available for freight rail, water, ports, and intermodal freight projects on the National Highway Freight Network</p>		<p>Annual program, dependent on funding; typically in February or March.</p>	<p>"Office of the Assistant Secretary for Transportation Policy, 202-366-4544, INFRAgrants@dot.gov"</p>	<p>https://www.transportation.gov/buildamerica/financing/infra-grants/infrastructure-rebuilding-america</p>
<p>Maximum grant award is \$25,000; no match required; however, competitive proposals will include in-kind support from the municipality and/or funding from other sources.</p>	<p>Eligible sites can include portions of active roadways, sidewalks, pedestrian plazas, or transportation infrastructure such as traffic barriers, highway underpasses, or utility boxes. Sites may be located in and managed by one or multiple jurisdictions (city, state or county, public utility, regional transit authority, etc.) but must be largely or completely on public property and be fully open to the public.</p>	<p>Rolling application period; no deadline for submittal.</p>	<p>-</p>	<p>https://asphaltart.bloomberg.org/grants/</p>

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle)

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
People for Bikes	People for Bikes	To build momentum for bicycling in communities across the U.S.	Non-profit organizations, city or county agencies or departments, and state or federal agencies working locally	Bicycle infrastructure projects such as: Bike paths, lanes, trails, and bridges; Mountain bike facilities; Bike parks and pump tracks; BMX facilities; End-of-trip facilities such as bike racks, bike parking, bike repair stations and bike storage.

Potential Funding Sources for Prosper, TX
Small and Local Business Development

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Rural Business Development Grant	US Department of Agriculture	Provide technical assistance and training for small rural businesses. Small means that the business has fewer than 50 new workers and less than \$1 million in gross revenue.	Towns, nonprofit corporations, colleges/universities, rural cooperatives	<p>"Grants must be used on projects to benefit small and emerging businesses in rural areas as specified in the grant application. Uses may include:</p> <p>Training and technical assistance, such as project planning, business counseling and training, market research, feasibility studies, professional or/technical reports or producer service improvements.</p> <p>Acquisition or development of land, easements, or rights of way; construction, conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities;</p> <p>pollution control and abatement; the capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital; distance adult learning for job training and advancement; rural transportation improvement; community economic development; Technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning."</p>
Product Development and Small Business Incubator Fund (PDSBI)	Texas Economic Development	Long-term, asset-backed loans to product development companies and small business incubators/accelerators located in Texas. The loans finance the development and production of new or improved products or the stimulations of new or existing small businesses in Texas. The program targets those businesses which may be unable to obtain full financing or financing on workable terms in traditional capital markets.	A small business, defined as a legal entity which is domiciled in the State of Texas or has at least 51% of its employees located in the state, employs fewer than 100 full-time employees, and is independently owned and operated.	<p>A new or improved product being developed, produced, and/or commercialized in the State of Texas, to include an invention, device, technique, or process, without regard to whether a patent has been or could be granted, that has advanced beyond the theoretical stage and has or is readily capable of having a commercial application.</p>

Potential Funding Sources for Prosper, TX
Transportation - infrastructure and mobility (pedestrian and bicycle) - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
Grant, 50% up to \$10,000	"Two-step application process: 1. Letter of Interest 2. Full Application: PFB will request a full project application from a short list of qualified applicants."	Currently no open grant cycle but they typically have two grant rounds in the spring and fall.	"Zoe Kircos, (720) 726-3335 zoe@peopleforbikes.org"	https://peopleforbikes.org/our-work/community-grants/

Potential Funding Sources for Prosper, TX
Small and Local Business Development - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
There is no maximum grant amount; however, smaller requests are given higher priority. There is no cost sharing requirement. Opportunity grants are limited to up to 10 percent of the total Rural Business Development Grant annual funding.	Rural Business Development Grant money must be used for projects that benefit rural areas or Towns outside the urbanized periphery of any city with a population of 50,000 or more.	Applications due March 31, 2021.	"Daniel Torres 254-742-9700"	https://www.txdot.gov/inside-txdot/forms-publications/publications/highway-safety.html
Generally range from \$1 million - \$5 million; low variable IR; 15 years if financing personal property or working capital; 20 years for real property	All applicants must have 3 years of operating history to be eligible for a loan.	Rolling application period; no deadline for submittal.	512-936-0100	https://gov.texas.gov/business/page/product-development-and-small-business-incubator-fund

Potential Funding Sources for Prosper, TX
Small and Local Business Development

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Texas Rural Business Fund (TxRBF)	Texas Department of Agriculture	A pilot program that provides funding to rural communities and counties to incentivize job creation and industry development in rural Texas. Applicants must demonstrate how the business recruitment or expansion significantly impacts the community and region.	" Eligible applicants are rural cities located in counties with less than 200,000 population."	Projects must support an established business in the agricultural & food manufacturing business, bio-technology & life sciences, energy, information technology, manufacturing, supply chain and logistics industries that will create skilled jobs and have the potential to spur further economic development. TxRBF funds must be used for public infrastructure improvements. Infrastructure includes road, rail, water, sewer, electric, and telecommunications. TxRBF funds may also be used for engineering costs related to the public infrastructure improvements.
Skills for Small Business Program	Texas Workforce Commission (TWC)	Small businesses can apply to TWC for training offered by their local community or technical college, or the Texas A&M Engineering Extension Service (TEEX)	Supports businesses with fewer than 100 employees and emphasizes training for new workers though it also may help upgrade the skills of incumbent workers.	Skills for Small Business emphasizes training newly hired employees, those who have been hired by the business up to twelve months prior to the date that TWC receives an application.
Impact Grants	First National Bank of Omaha	We help strengthen local economies through small business and entrepreneurial development and job creation by supporting training, technical assistance, education and microfinance.	"Organizations that have not received a grant from FNBO in the past must email the Impact by FNBO Team to receive a link to the application. This step can be completed at any time and you do not need to wait until the grant cycle opens to request a link." "	Organizations that have not received a grant from FNBO in the past must email the Impact by FNBO Team to receive a link to the application. This step can be completed at any time and you do not need to wait until the grant cycle opens to request a link.
Ewing Marion Kauffman Foundation - Entrepreneurship Grants	Ewing Marion Kauffman Foundation	The Kauffman Foundation works in partnership with organizations that share our vision and passion for education and entrepreneurship.	"The majority of our grants are proactive and made to tax-exempt organizations" "	Various funding opportunities - see website link.

Potential Funding Sources for Prosper, TX
Small and Local Business Development - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
No maximum grant amount listed reach out via email for more details.	TxRBF funds may not be used for administrative costs.	No funding cycle listed reach out via email for more details.	Economic Development@TexasAgriculture.Gov	https://www.texasagriculture.gov/GrantsServices/GrantsandServices/TexasRuralBusinessFund.aspx
The program pays up to \$1,800 for each new employee being trained and \$900 for existing employees per 12-month period.	<p>"All training must be provided by a public community or technical college, or the Texas A&M Engineering Extension Service (TEEX). No third-party vendor training is allowed.</p> <p>Training must be selected from active course catalogs/schedules— credit, continuing education, online or other available unpublished courses.</p> <p>Employers must pay the prevailing wages in the local labor market for the trainees funded under the grant."</p>	No funding cycle listed	877-463-1777 or SkillsforSmallBusiness@twc.texas.gov	https://www.twc.texas.gov/businesses/skills-small-business-employers#overview
Organizations that have not received a grant from FNBO in the past must email the Impact by FNBO Team to receive a link to the application. This step can be completed at any time and you do not need to wait until the grant cycle opens to request a link.	Organizations that have not received a grant from FNBO in the past must email the Impact by FNBO Team to receive a link to the application. This step can be completed at any time and you do not need to wait until the grant cycle opens to request a link.	Grant applications are anticipated in January 2023 with grant award notifications will be sent in March/April 2023.	impactbyfnbo@fnni.com	https://www.fnbo.com/community/request-support/
Ewing Marion Kauffman Foundation - Entrepreneurship Grants	Ewing Marion Kauffman Foundation	The Kauffman Foundation works in partnership with organizations that share our vision and passion for education and entrepreneurship.	"The majority of our grants are proactive and made to tax-exempt organizations "	Various funding opportunities - see website link.

**Potential Funding Sources for Prosper, TX
Event and Programming**

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
ARTPLACE America	Collaboration among a number of foundations, federal agencies, and financial institutions	A future of equitable, healthy, and sustainable communities in which everyone has a voice and agency in creating contextual, adaptive, and responsive solutions.	Five groups: civic, social and faith, commercial, government, nonprofit, and philanthropy	Broad definition of art: craft and culinary arts, dance, design and architecture, film and media, folk and traditional, literature, music, visual arts, theater and performance, and other formal and informal creative practices.
Community Sponsorships	First National Bank of Omaha	FNBO is proud to support nonprofit organizations and community events that are important to our communities.	nonprofit organizations and community events	<p>A community sponsorship is defined as unrestricted financial support to a nonprofit organization in association with a community event or other general fund raising effort for the primary purpose of providing support to the organization. This can include but is not limited to: Fundraisers or other events (i.e. galas, festivals, luncheons, parades)</p> <p>General activities/operations of an organization</p> <p>Season "sponsorships" for organizations dedicated to enhancing arts and culture</p>
Blue Bear Event Sponsorship	Blue Cross Blue Shield of Texas	For more than 90 years, Blue Cross and Blue Shield of Texas (BCBSTX) has forged alliances with private and public organizations to honor our commitment to improve the health of all Texans. Our charitable contributions allow us to connect with not just our customers, but also community partners, local leaders and policymakers interested in making Texas a healthier state. Through these partnerships, BCBSTX seeks to support sustainable, measurable programs and impactful organizations that strengthen and enrich Texas communities.	We accept requests for sponsorships and grants from organizations that are located within Texas and have at least one of the following designations: Defined as a non-profit under section 501(c)(3) of the Internal Revenue Service Code Government, civic and cultural organizations	<p>In Texas, sponsorship dollars are prioritized to organizations that support the following areas:</p> <p>Access to Care: Projects that increase awareness and understanding of access to preventive and health care services for underinsured, uninsured, minority and low-income households.</p> <p>Prevention and Risk Reduction: Projects that increase awareness and understanding of healthy choices in everyday living and promote a healthy lifestyle. Examples of project areas include: nutrition, physical activity, weight management and tobacco cessation.</p> <p>Chronic Disease Management: Projects that increase awareness and understanding of living with and managing chronic conditions. Examples of project areas include: diabetes, heart disease, cancer, and mental illnesses such as Alzheimer's.</p> <p>Community Involvement: As a corporate entity, brand visibility and community involvement are important to business growth. Through these sponsorships we seek opportunities that allow BCBSTX to grow its presence in communities.</p>

Potential Funding Sources for Prosper, TX
Event and Programming - Cont'd

Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
Dependent on foundation	Dependent on foundation	Dependent on foundation	sarah.westlake@artplaceamerica.org	http://www.artplaceamerica.org/about/introduction
Request desired amount.	None listed.	<p>BCBSTX is unable to fund: Organizations or projects with written policies that discriminate against individuals based on race, color, sex, sexual orientation, gender identity, religious creed, national origin, physical or mental disability, or protected veteran status or any other characteristic protected by law.</p> <p>School athletic programs Applications from individuals Applications that do not align with our funding priorities</p>		https://www.fnbo.com/community/request-support/
None listed.	<p>BCBSTX is unable to fund: Organizations or projects with written policies that discriminate against individuals based on race, color, sex, sexual orientation, gender identity, religious creed, national origin, physical or mental disability, or protected veteran status or any other characteristic protected by law.</p> <p>School athletic programs Applications from individuals Applications that do not align with our funding priorities</p>	Letter of Intent: February; Application Process: March	Helen Dorsey 972-766-1736 helen_m_dorsey@bcbstx.com	bcbstx.com/company-info/community-involvement/apply-for-funding

Branding and Tourism

Program	Agency	Purpose / Goals	Eligible Applicants	Eligible Use of Funds
Rural Business Development Grant	US Department of Agriculture	<p>Provide technical assistance and training for small rural businesses. Small means that the business has fewer than 50 new workers and less than \$1 million in gross revenue.</p>	<p>Towns, nonprofit corporations, colleges/universities, rural cooperatives</p>	<p>Grants must be used on projects to benefit small and emerging businesses in rural areas as specified in the grant application. Uses may include:</p> <p>Training and technical assistance, such as project planning, business counseling and training, market research, feasibility studies, professional or/technical reports or producer service improvements.</p> <p>Acquisition or development of land, easements, or rights of way; construction, conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities;</p> <p>pollution control and abatement; the capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital; distance adult learning for job training and advancement; rural transportation improvement; community economic development; Technology-based economic development; feasibility studies and business plans; leadership and entrepreneur training; rural business incubators; long-term business strategic planning.</p>

Branding and Tourism - Cont'd

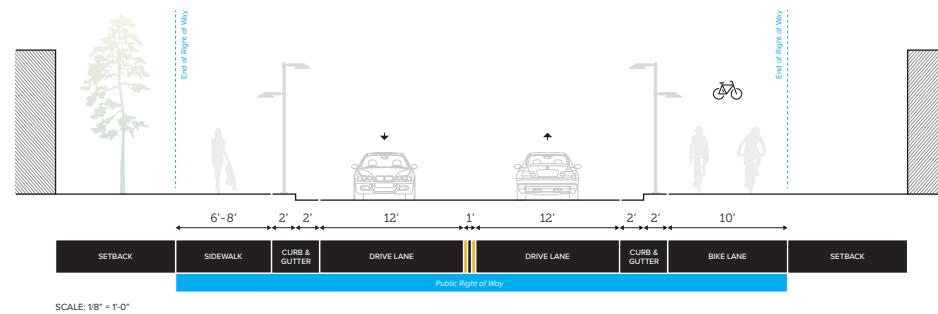
Loan or Grant Maximum	Terms/Requirements/ Notes	Funding Cycle	Contact	Website
<p>8There is no maximum grant amount; however, smaller requests are given higher priority. There is no cost sharing requirement. Opportunity grants are limited to up to 10 percent of the total Rural Business Development Grant annual funding.</p>	<p>Rural Business Development Grant money must be used for projects that benefit rural areas or Towns outside the urbanized periphery of any city with a population of 50,000 or more.</p>	<p>Applications due March 31.</p>	<p>Daniel Torres 254-742-9700</p>	<p>https://www.txdot.gov/inside-txdot/forms-publications/publications/highway-safety.html</p>

Alternate Street Cross -Sections

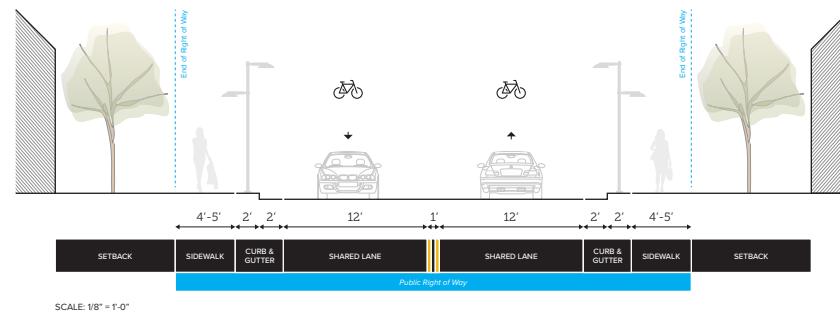
The Town has formally adopted the Old Town Transportation Plan to guide future roadway replacement projects. Since the Master Plan process began multiple projects within the overall downtown area have progressed in the plan development process. These projects, along with the catalyst sites as developed may alter development patterns slightly from what was anticipated when the Old Town Transportation Plan was prepared.

As the Town prepares for future roadway improvement projects, they should be evaluated in context with the Master Plan and any new or proposed development within the impacted area. The following street cross-sections may be considered as alternates for various segments and would be compatible with the Master Plan.

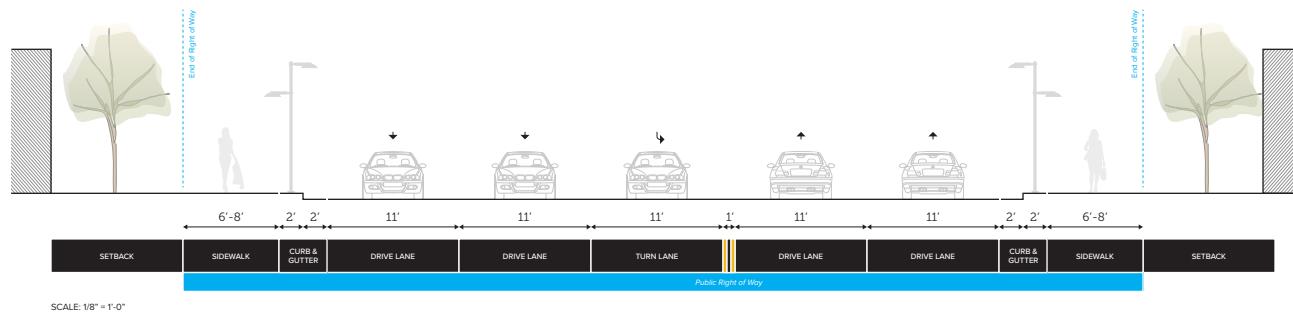
These cross sections do not supersede the formally adopted Old Town Transportation Plan, including after adoption of this Master Plan.



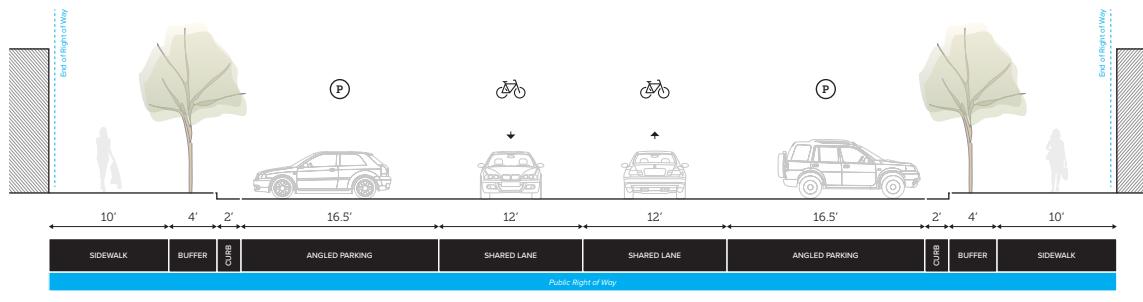
First Street: McKinley to Coleman



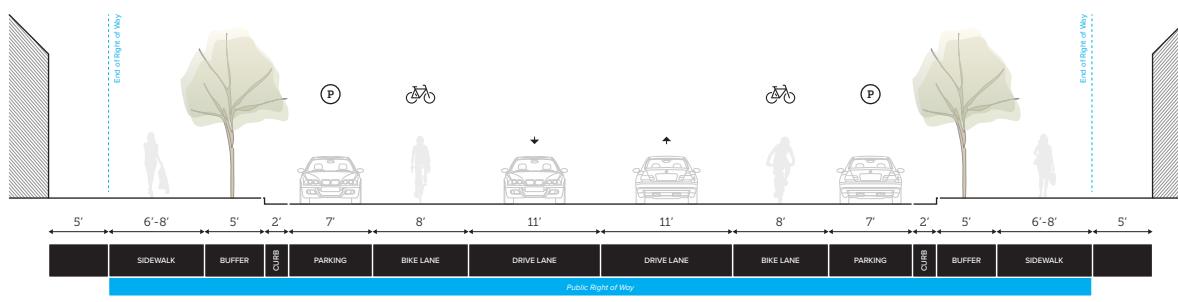
First Street: Coleman to Craig



First Street: Craig to Preston

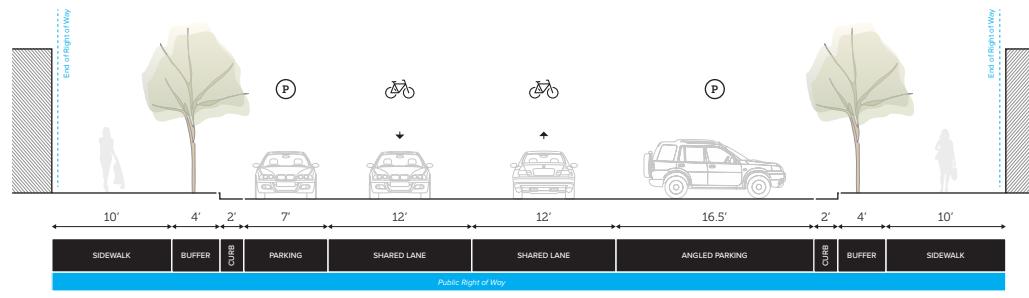


Broadway Street: McKinley to Coleman

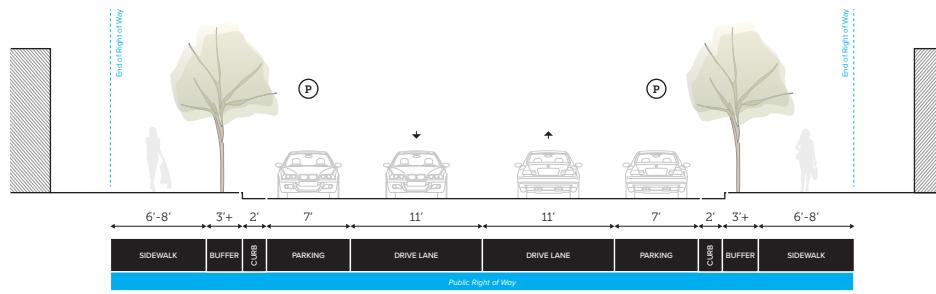


Broadway Street: Coleman to Preston

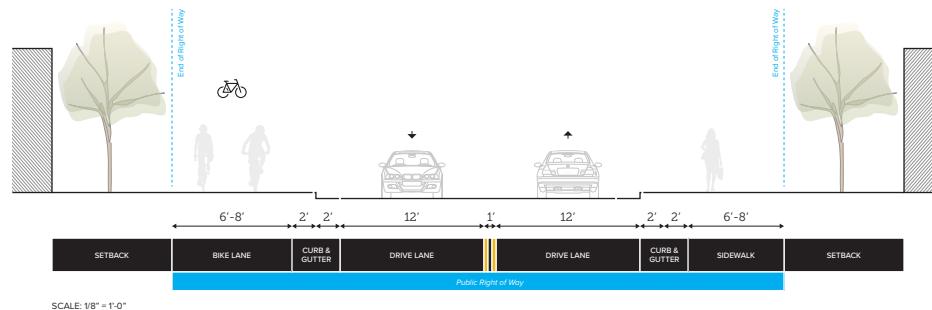
Alternate Street Cross -Sections



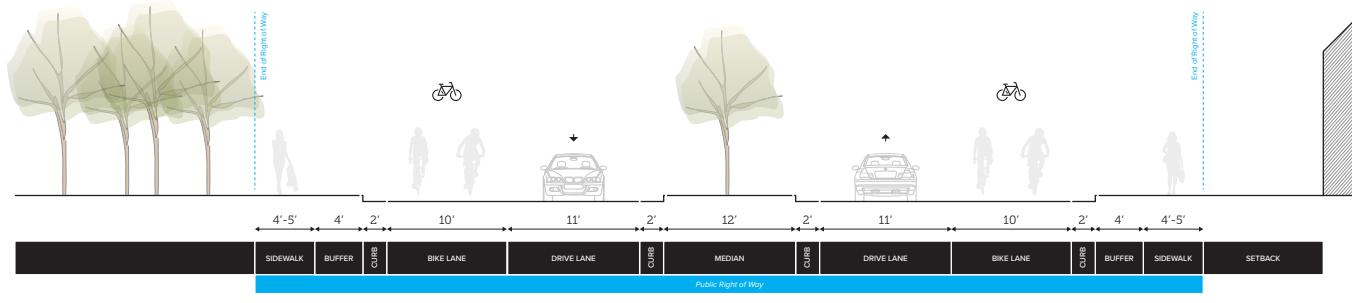
Main Street



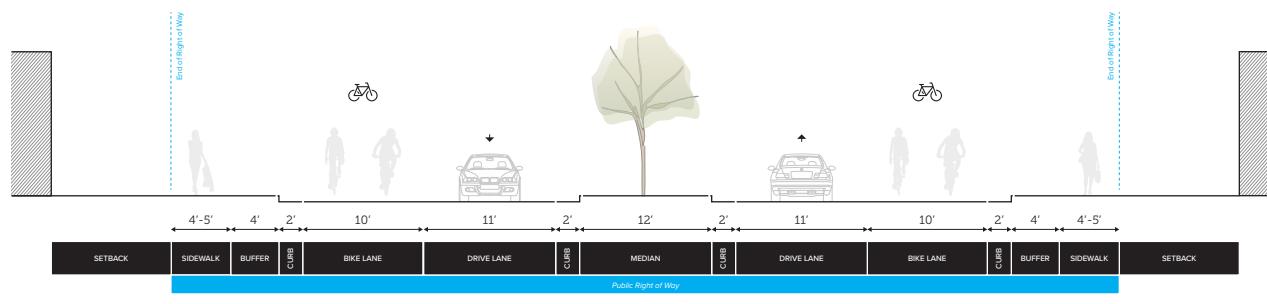
McKinley Street



Coleman Street: North of Fifth



Coleman Street: Coleman South of First



Coleman Street: First to Broadway



DOWNTOWN MASTER PLAN