

Comprehensive Plan Update



Transportation, Economic Analysis & Infrastructure

November 14, 2011

Town of Prosper



Agenda



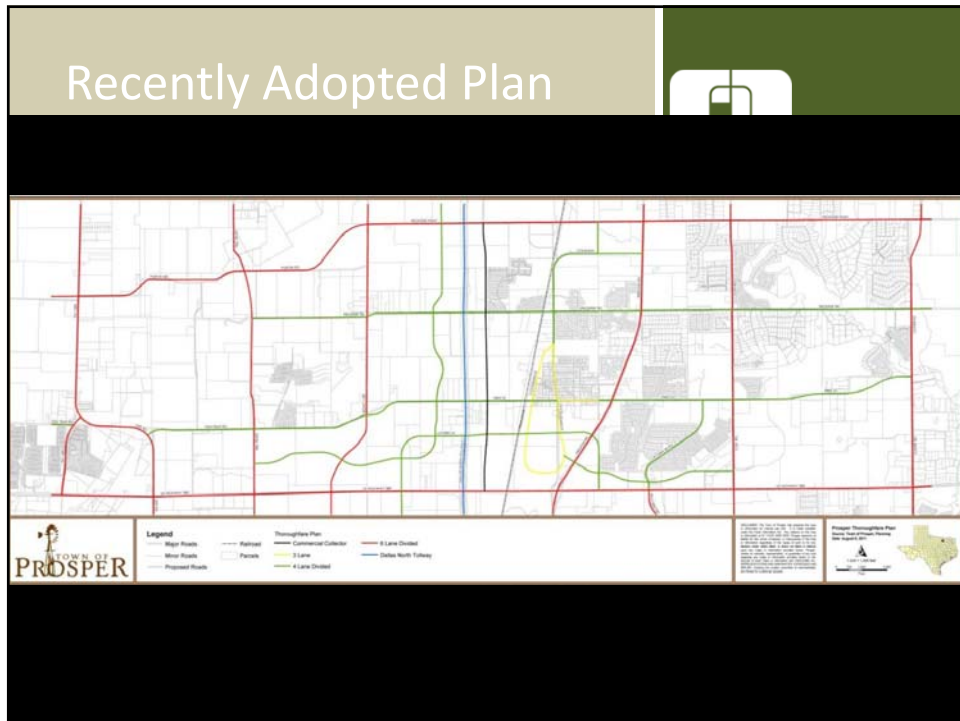
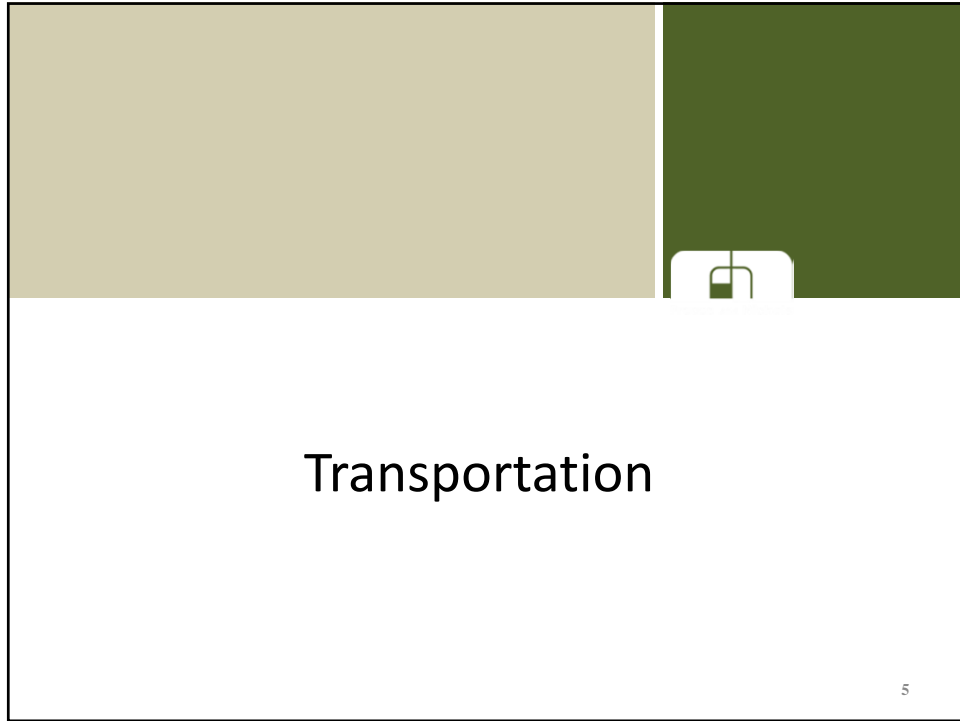
- Community Character Review
- Transportation
- Infrastructure Assessment
- Economic Analysis
- Issue Prioritization

Community Character

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Primary Adjustments

- P 5: 12,500 lot minimum for Medium Density
- P8: Pedestrian and automobile accommodation
- P13: 2 Paragraphs on garden style apartment mitigation
- P17: “Couples with children”
- P20: Transit Oriented Development changes
- P21: Removed reference to ITE and CNU
- P29: “Park land dedication *should be guided* by the adopted Parks Master Plan.”
- Housing examples from Prosper added
- Any other comments?

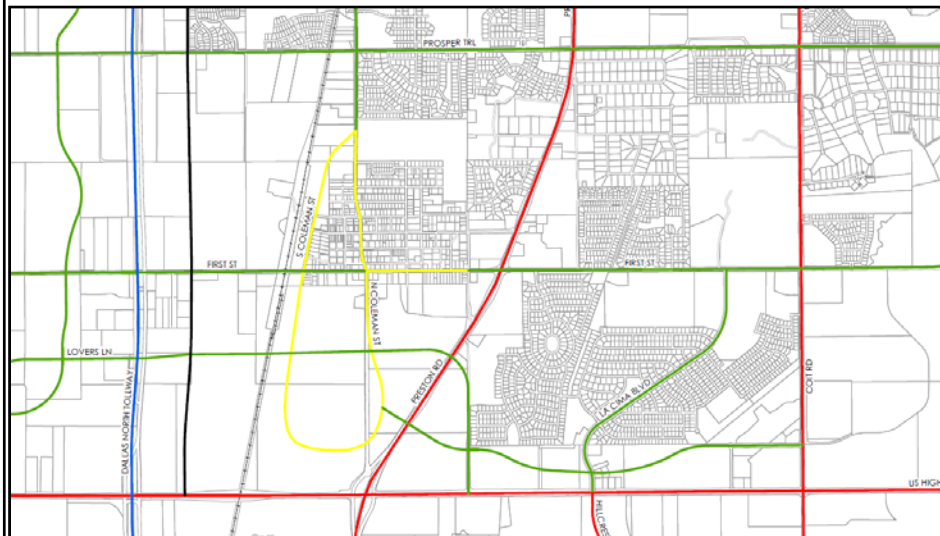


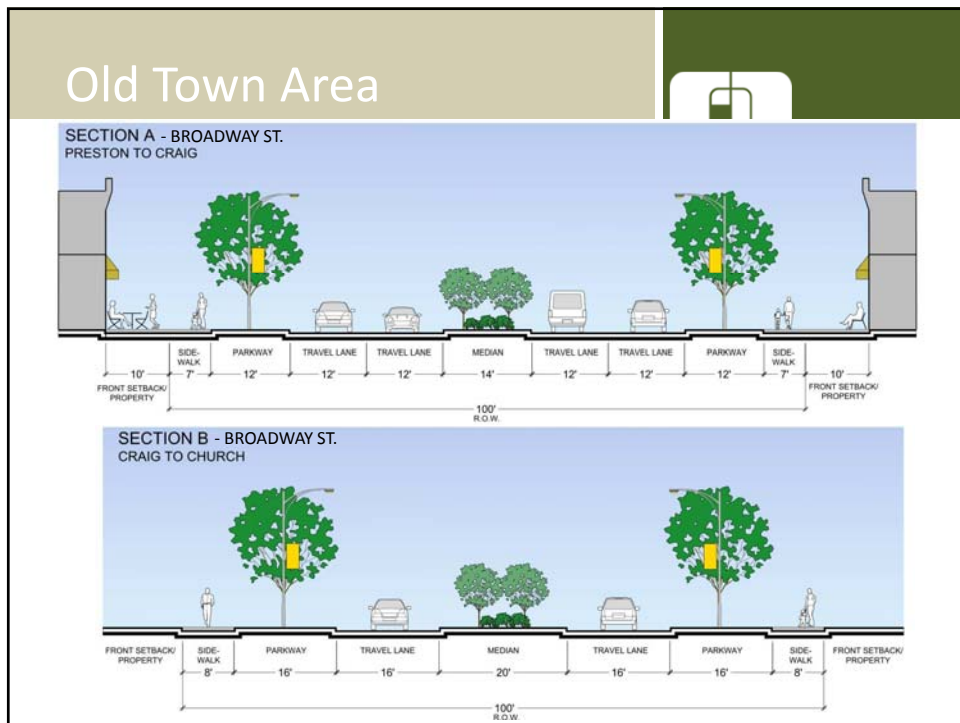
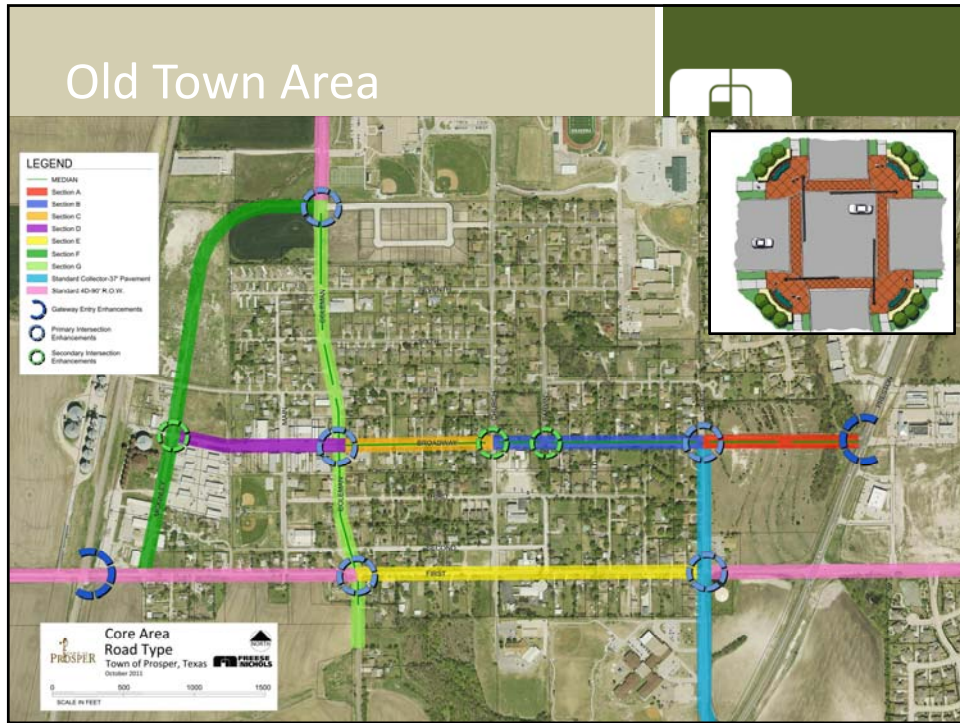
Thoroughfares

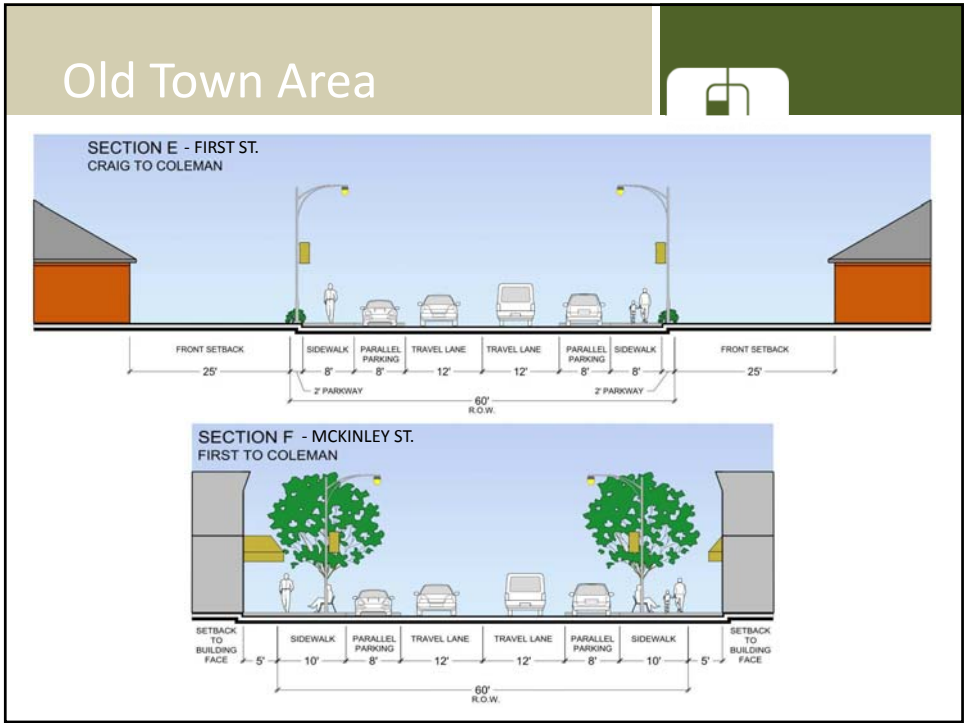
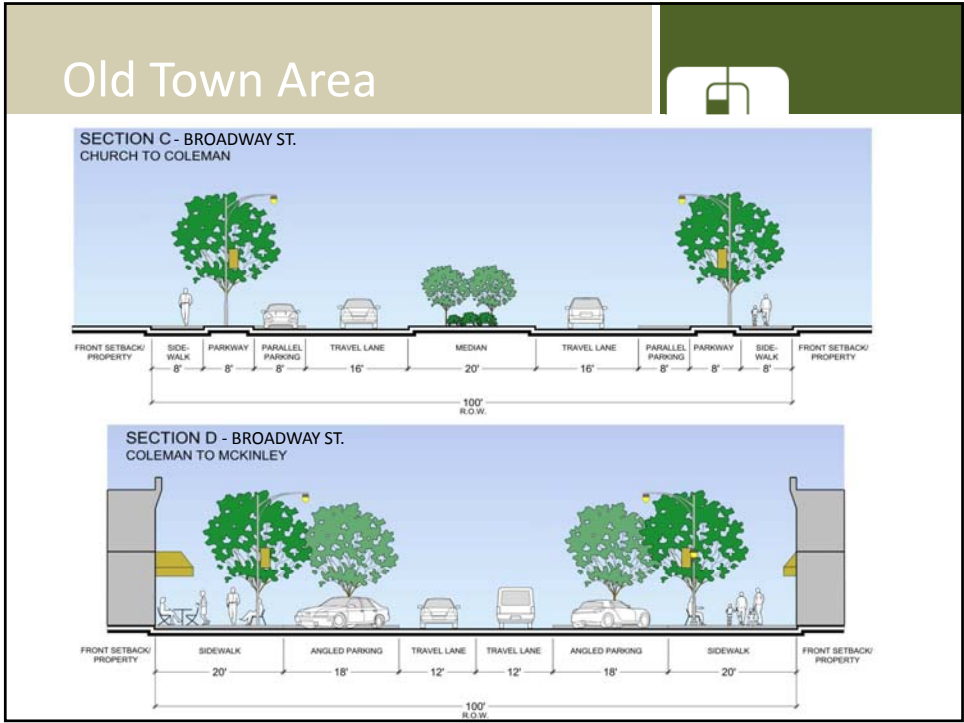
- Recommendations:
 - Retain Current Plan and Associated Roadway Sections
- Proposed Modifications:
 - Closer look at Old Town Area
 - DNT Backage Road at Prosper Trail
 - Hayes Rd. at Preston/First St.
 - Potential Town Center mods
 - Dependent on FLU, evaluate network to support land plan

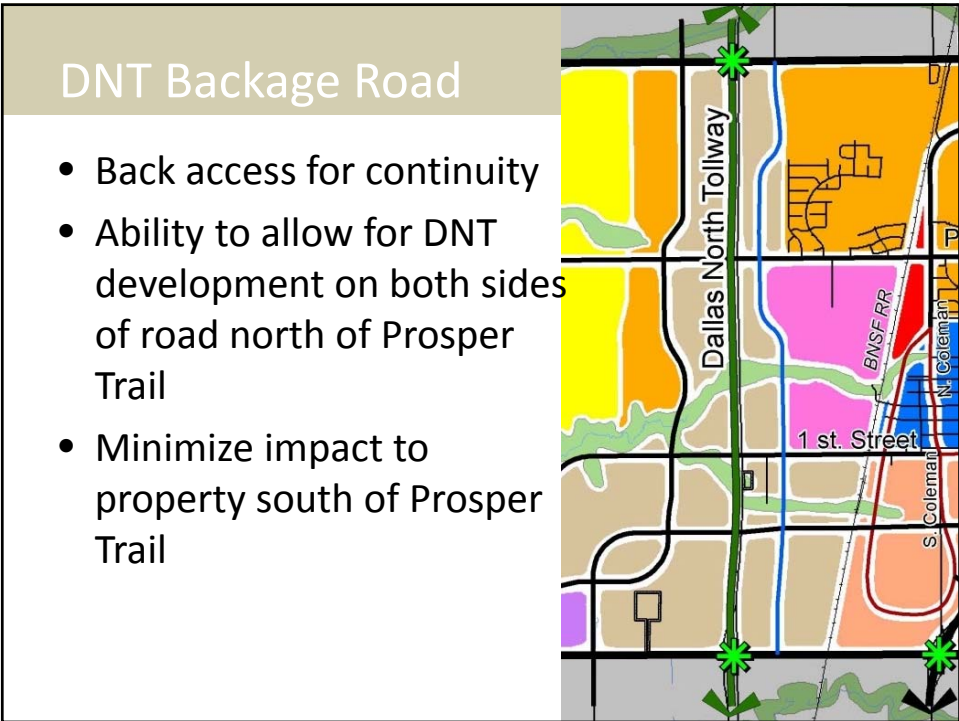
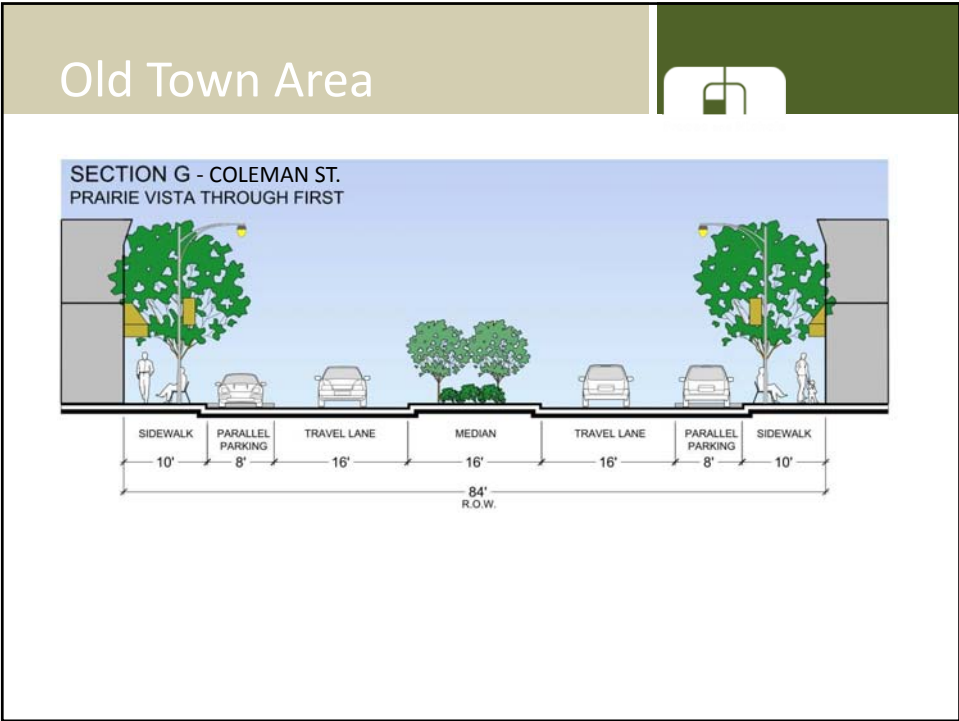


Old Town Area









Hayes Road

- Re-connect with Bridgeport Dr.
- Create back access for area
- Collector type road: 37' within 60' ROW



Town Center

- Possible changes based on new development plan
- Coleman Street section
- Section to be determined upon final development plan

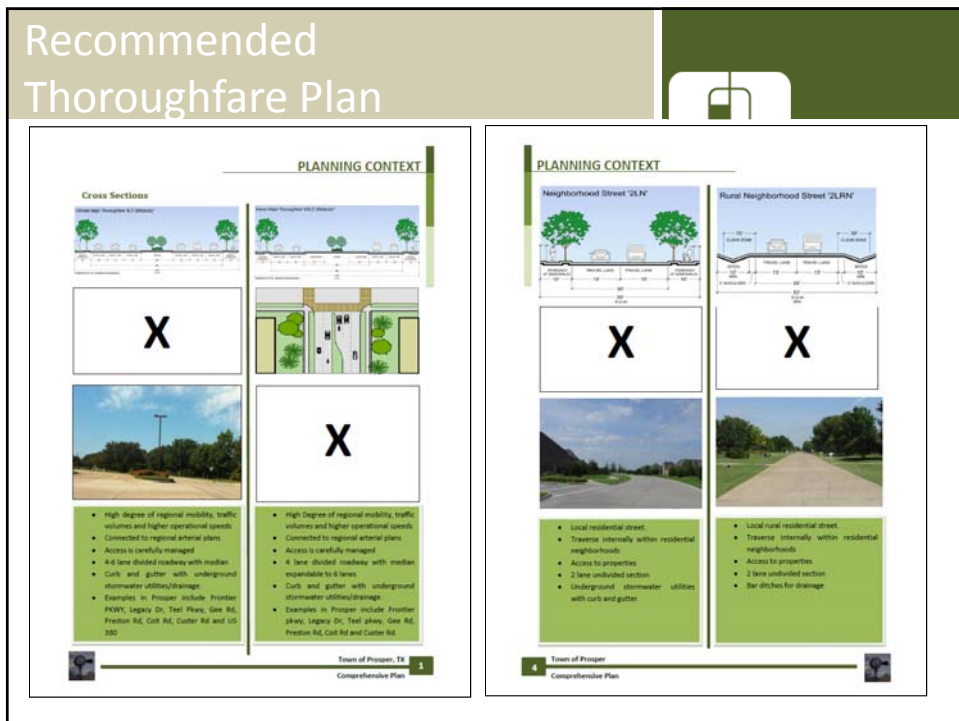
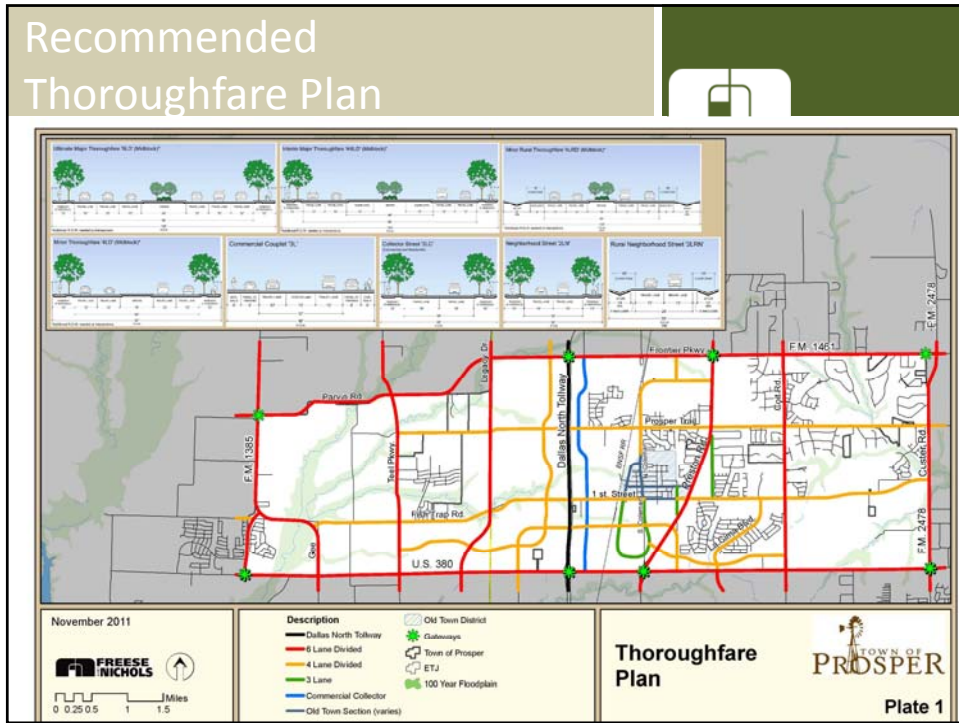


Impact Fees

- Minimal effect to cost per service unit calculation
 - Unit cost basis
 - Roadway: 44-70% of capacity used
 - less population = less VMT demand = less utilized; same \$/SU
 - Water: 16-95% of capacity consumed (proposed projects)
 - Less demand = less utilized; same \$/SU
 - Resizing of a few lines
 - Wastewater: 10-65% of capacity consumed (proposed projects)
 - Same \$/SU; resizing of specific lines
- Chapter 395 Texas LGC, LUA update every 5 years

Other Recommendations

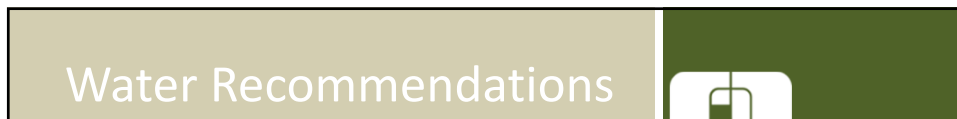
- Monitor long-term regional rail initiatives and local decisions regarding a possible station
- Coordination with NTTA & TxDOT regarding timing of future improvements
- Work with agencies to incorporate desired enhancements at Town road crossings
- Coordinate amendments of Thoroughfare Plan with the roadway impact fee CIP/program





Infrastructure Assessment

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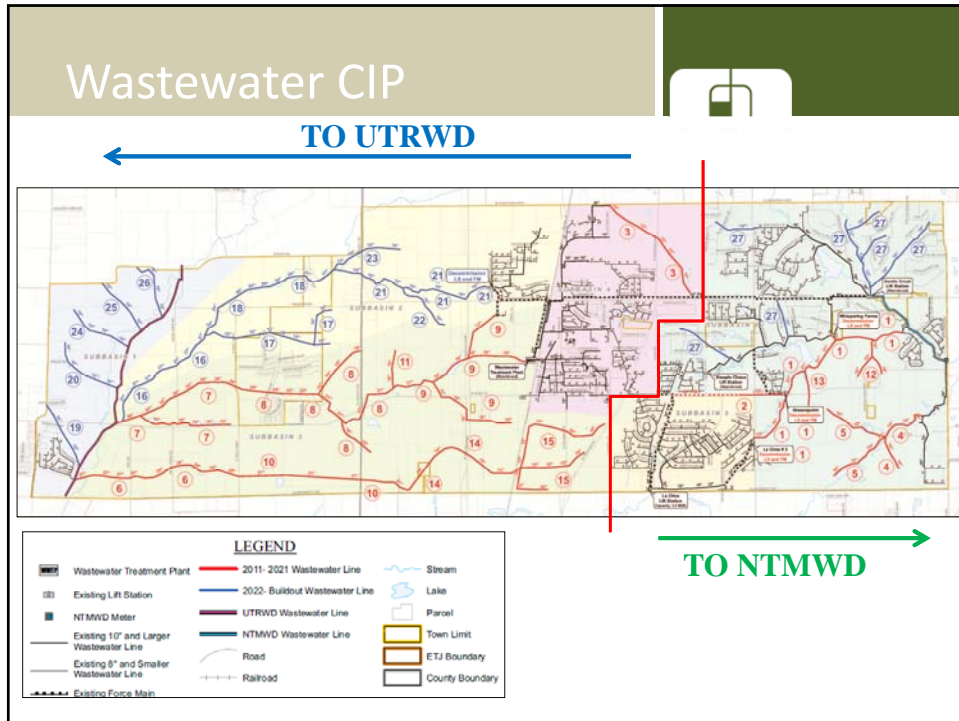
Water Recommendations

Water Short Term Recommendations:

- Yearly monitoring of growth to guide implementation of water system projects
- Evaluate whether the Lower Pressure Plane should be served through a dedicated Lower Pressure Plane Pump Station at the existing NTMWD delivery point site or through a new Upper Trinity Regional Water District (UTRWD) delivery point

Water Long Term Recommendations:

- Coordinate with NTMWD to receive additional water supply capacity to meet projected water demands
- Continue implementation of the projects indicated in the 2011 Impact Fee Update
- Update Water Master Plan and Impact Fee CIP every five years



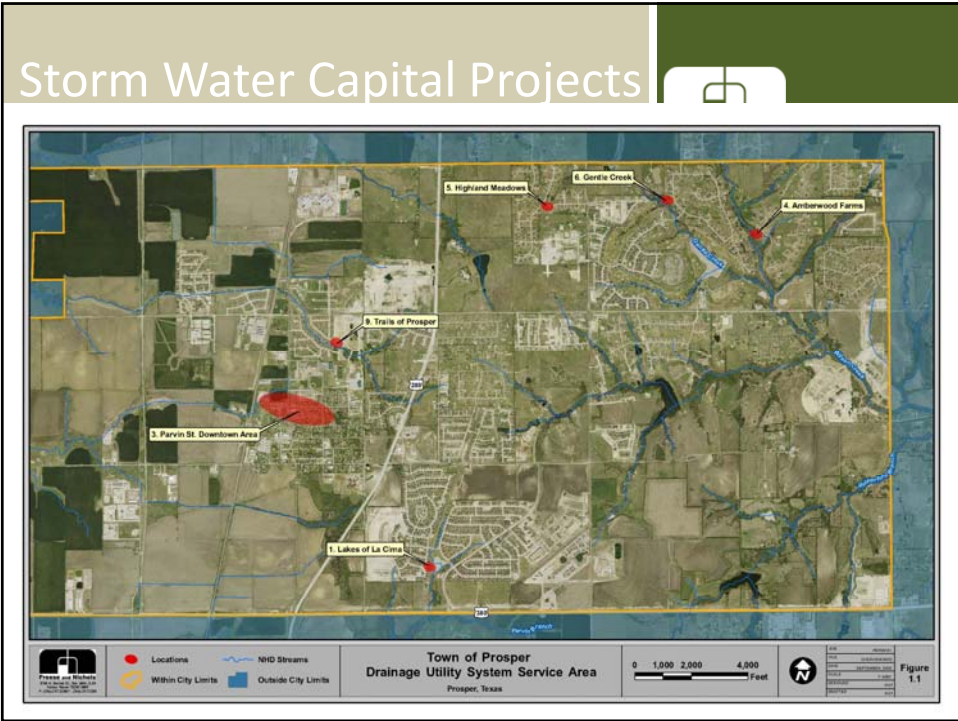
Storm Water Recommendations

Storm Water Short Term Recommendations:

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

Storm Water Long Term Recommendations:

- Develop a Comprehensive Drainage Utility System Master Plan.
- Review current subdivision standards to ensure that new developments bear responsibility to ensure that these developments do not adversely impact the overall storm water system within the Town.
- Review the drainage utility system fee rates in several years to consider any changes that the Town might want to incorporate in the drainage utility system fee rate.
- Continue implementation of projects outlined in the 2010 Drainage Utility System Fee Development Report.



Economic Analysis

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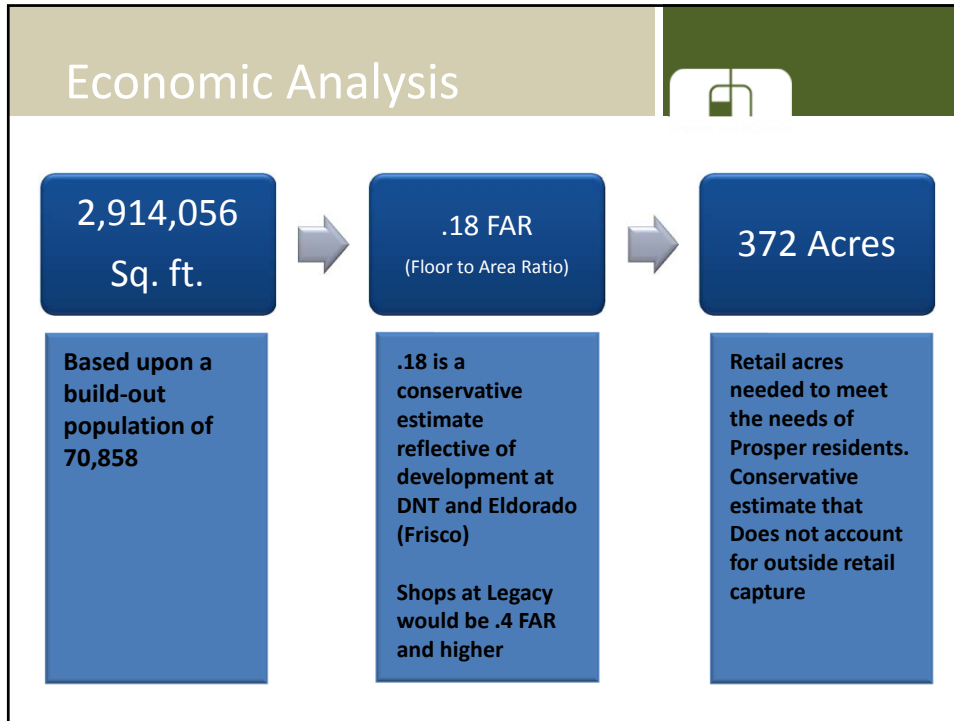
Economic Analysis

Assumptions

- 2011 Population: 10,560
- 2011 Households: 3,504
- 2010 Household Income of \$107,641
- Retail Percentage of HH Income: 34.54%
- Total Retail Trade per HH: \$37,183
- Build-out Population: 70,858
- Build-out Households: 23,511

Economic Analysis

	2011	Build-Out
Population	10,560	70,858
Households	3,504	23,511
Total Retail Trade	\$45,772,458	\$874,216,935
Total Retail Potential	\$130,284,945	-
Retail Trade Deficit	\$85,512,489	-
Square Feet	152,575	2,914,056



Economic Analysis

Prosper Sales Tax Allocations (372 Acres)

- 2% Total Sales Tax
 - 1% goes to General Fund
 - .5% goes to Economic Development
 - .5% goes to Property Tax Reduction

	2011	Build-Out
Annual Total	\$1,103,400*	\$17,484,339
General Fund	\$551,700	\$8,742,169
Economic Development	\$275,850	\$4,371,085
Property Tax Reduction	\$275,850	\$4,371,085

*Includes Industrial Sales Tax

Economic Analysis

Retail Acreage

- Economic Analysis Recommends 372 Acres
- Plan recommendation of 757 Acres
 - Attract patrons from Outside of Prosper
 - Regional retail in the Town Center
 - Ultimate capacity potentially higher than 70,000

Retail Assumptions	Total Acres	Retail Acres
Neighborhood Services*	331	231
Town Center**	575	258
Tollway District***	1426	142
US 380****	1248	124
Total	3580	757
<small>* Assumed 70% retail component</small>		
<small>**Assumed 45% retail component</small>		
<small>***Assumed 10% retail component</small>		
<small>****Assumed 10 % retail component</small>		

Economic Analysis

Impacts of 750 Acres v. 372 Acres

	2011	372 Acres	750 Acres
Annual Total	\$1,103,400*	\$17,484,339	\$34,968,678
General Fund	\$551,700	\$8,742,169	\$17,484,339
Economic Development	\$275,850	\$4,371,085	\$8,742,169
Property Tax Reduction	\$275,850	\$4,371,085	\$8,742,169

*Includes Industrial Sales Tax

Ad Valorem Revenue

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

Tax Gap Analysis

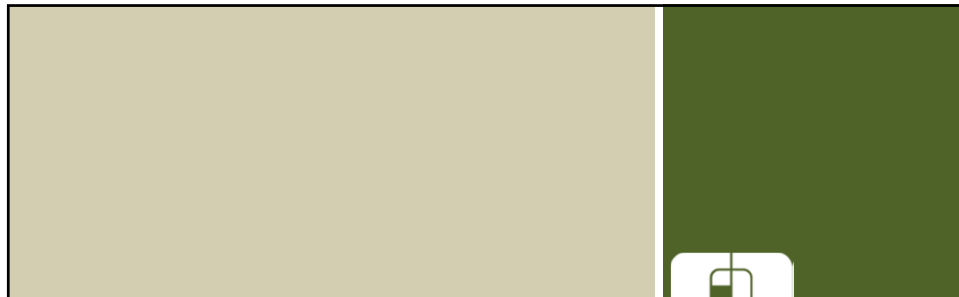
	2010 Population	FY Budget	Per Capita Expenditures
Frisco	116,989	77,945,250	\$666
Celina	6,028	11,903,424	\$1,975
Little Elm	25,898	13,157,771	\$508
McKinney	131,117	90,788,018	\$692
Prosper	9,423	7,115,112	\$755

Total Town Value at Buildout	\$18,154,663,340
Total Town Ad Valorem Income at Buildout	\$66,106,255
Total Sales Tax Income at Buildout	\$17,484,339
Total Income from Tax at Buildout	\$83,590,594
Total Expenditures	\$53,503,407
Tax Gap Surplus	\$30,087,187

Additional Sources of Income NOT Examined:

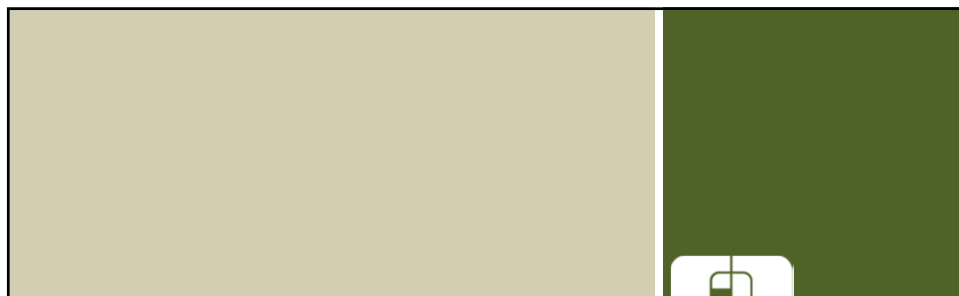
- Inventory Tax
- Industrial Sales Tax
- Town Fees

Currently 70% of Total Budget



Issue Prioritization

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Schedule

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