

Comprehensive Plan Update



Future Land Use, Livability & Transportation

October 10, 2011

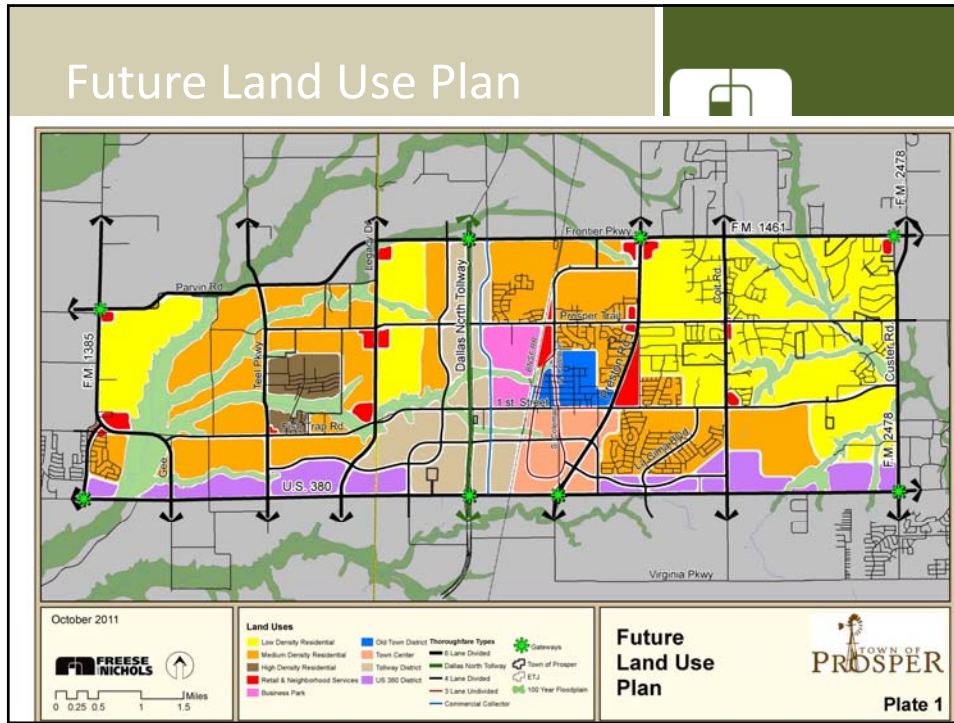
Town of Prosper



Agenda



- Future Land Use Plan Adjustments
- Livability
- Transportation
- Schedule



Adjustments

Land Use	Acreage	DUA*	Dwelling Units	PPH**	Total Pop
Low Density	2,573	1.2	3,087	3.4	10,498
Medium Density	3,763	2.3	8,654	3.4	29,427
High Density Single Family (Artesia)	450	4.8	2,170	3.4	7,378
High Density Multi-Family (Artesia)	30	20	600	2.4	1,440
Garden Style Apartments***	-	-	648	2.4	1,555
High Density Residential****	-	-	5,000	2	10,000
Additional Population			60,298		
Existing Population			10,560		
Total Capacity			70,858		
Total Build-Out Capacity			70,858		

Adjustments

- **Density**
 - Low: Less than 1.6 DUA (Previous was 1.8)
 - Medium: 1.6-2.5 DUA (Previous was 1.8-2.7)
- **High Density**
 - Garden Style: 648 Units (currently); 600 for Artesia
 - High Density: 5,000 Units
- **Ultimate Capacity: 70,858**

Adjustments

- **Transit Oriented Development**
 - “not desired at the current time”
 - If the Celina Line occurs, allow future residents to make the decision
- **Open Space**
 - Removed Clustering
 - Conservation Easement
 - Purchase of Development Rights
 - Transfer of Development Rights
 - Parks Master Plan

Adjustments

- Larger Setbacks with living green screening walls for rural feel
- “Alternative Housing” changed to “Housing Mix”
- Guidelines for when a zoning request deviates from Comprehensive Plan

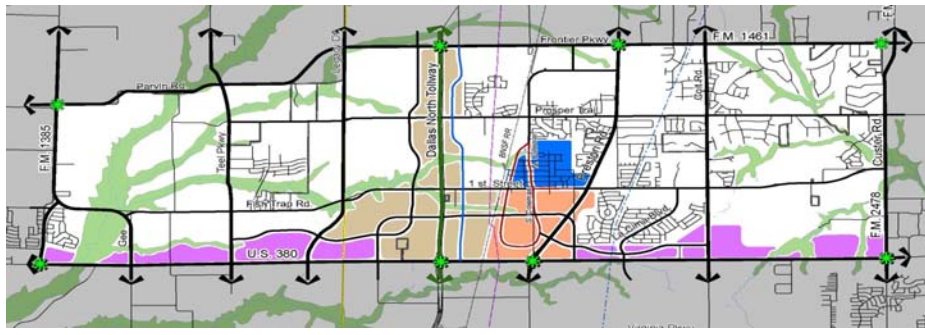
LIVABILITY

Mixed-Use



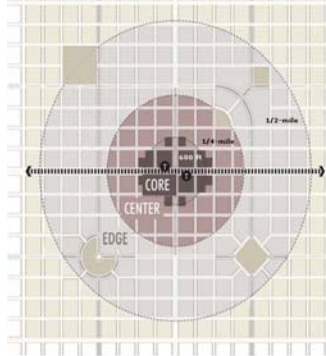
Mixed-Use in Prosper

- Vertical Mixed Use (preferred)
 - Tollway, Town Center
- Horizontal Mixed Use
 - US 380, Old Town
- Mixed-Use Lofts/Apartments
- Favored Models
 - Shops at Legacy
 - Watters Creek



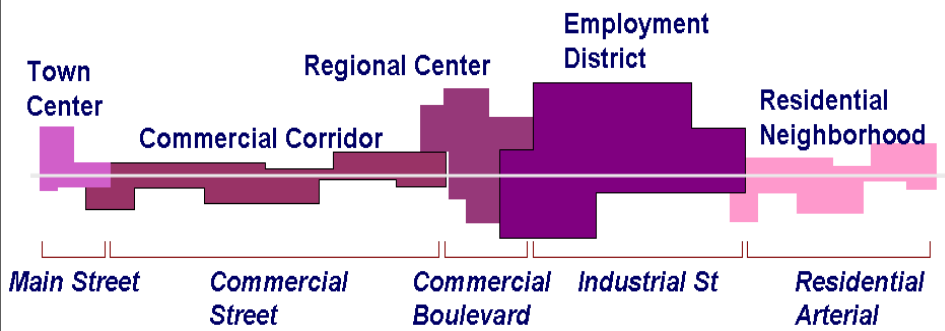
Potential TOD (Transit Oriented Development)

- **Outcome**
 - Currently, residents are opposed
 - Leave decision to future residents
 - If it occurs, maximize for economic development benefit
- **VCS**
 - 3.3 Average among CPAC (1-5 Scale)
 - 60% Favorability (Town Hall)
 - 72% Favorability (General)



Context Sensitive Solutions

- Roadway design considers adjacent land use
- Design process involves stakeholders and residents



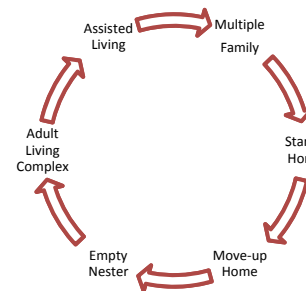
Open Space

- **Open Space Preservation**
 - Purchase of Development Rights
 - Transfer of Development Rights
 - Conservation Easements
 - Park Dedication/Parks Plan
 - Purchase Open Space



Housing Mix

- **Housing options**
- **Maintain highest quality/value in all housing types**



Housing Mix

- Life-Cycle Housing Options
 - Mixed-Use Lofts/Apartments
 - Patio Homes
 - Snout Houses
 - Townhomes
 - Brownstones
- Confined within special districts, not within single-family neighborhoods:
Intended to replace garden-style apartments



Social Interaction

- Public Space/Gathering Space
 - Farmers Market
 - Amphitheater
 - Playgrounds & Parks
 - Gardens
 - Town Center



Corridor Character

- **Preston Road**
 - Local Services, less intense development, wide setbacks
 - Unique, high quality architectural design; differentiate between Preston Road in Frisco
- **Dallas North Tollway**
 - Regional office, retail and mixed-use corridor
 - Highest intensity uses
 - High quality image of Prosper depicted for drivers on Tollway
- **Highway 380**
 - Commercial in nature
 - Big Box store, easy accessibility
 - Residential

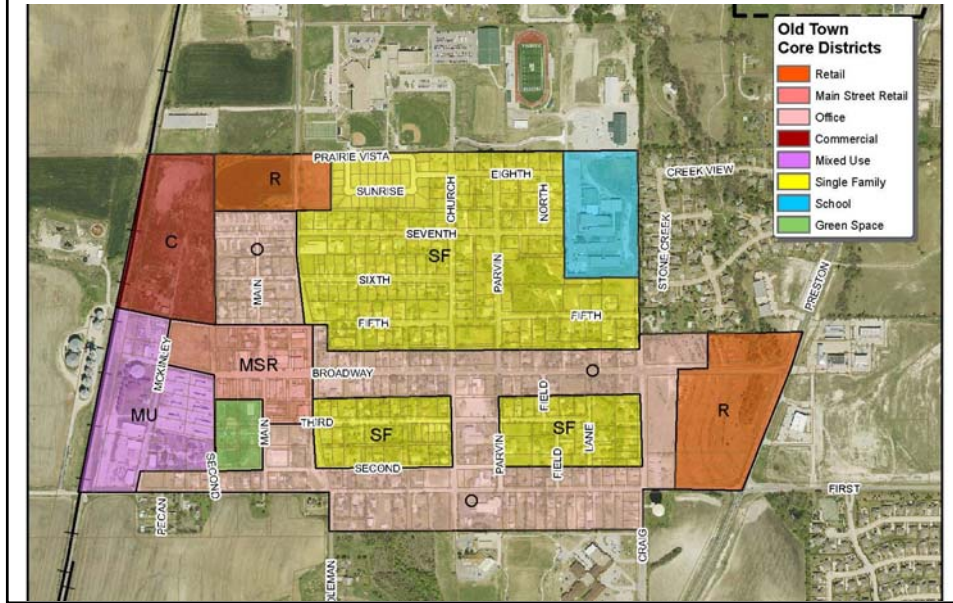


Old Town

- Single-Family
- SF to Office Conversion
- Greenspace
- Main Street Retail (new)
- Mixed-Use (new)



Old Town

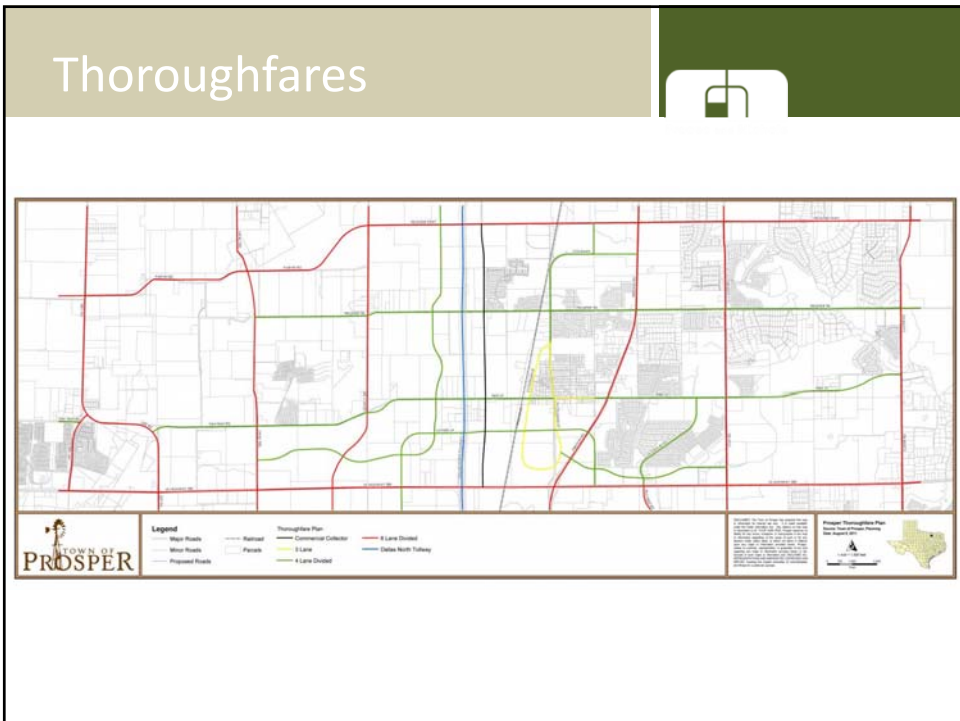


Image/Branding

- Image
 - Small Town “chic country”
 - Rural feel (open space/parks, setbacks)
 - Excellent Schools
- Gateways: The Windmill



TRANSPORTATION

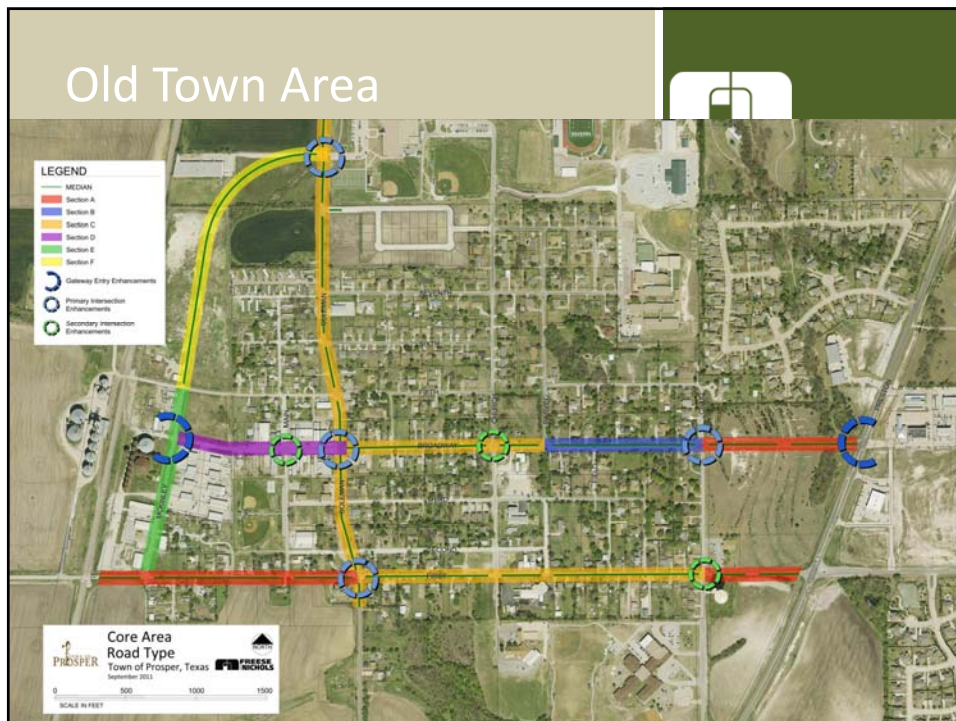


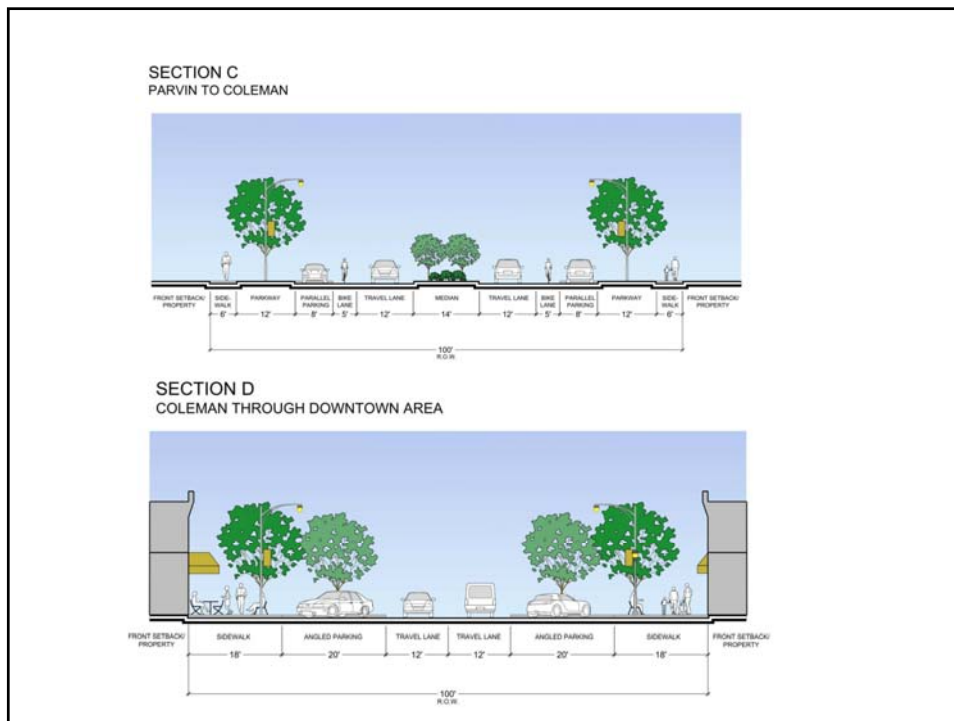
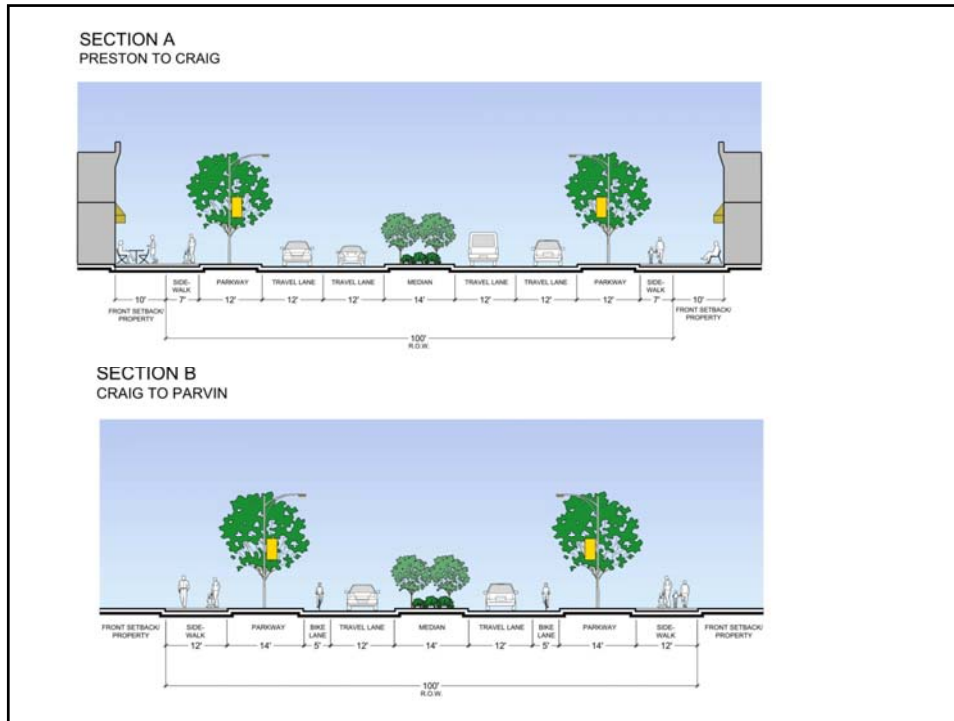
Thoroughfares

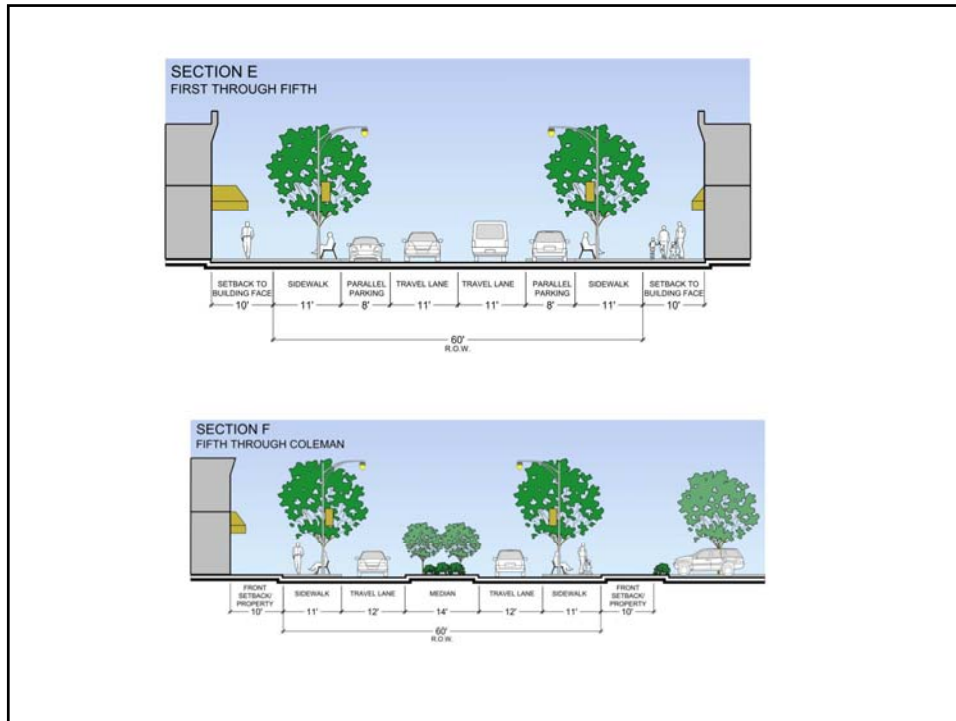
- Recently Adopted Plan
- No changes except:
 - Closer look at Old Town Area
 - DNT Backage Road at Prosper Trail
 - Hayes Rd. at Preston/First St.
 - Potential Town Center mods
 - Dependent on FLU, evaluate network to support land plan



Old Town Area







DNT Backage Road

- Back access for continuity
- Ability to allow for DNT development on both sides of road north of Prosper Trail
- Minimize impact to property south of Prosper Trail



Hayes Road

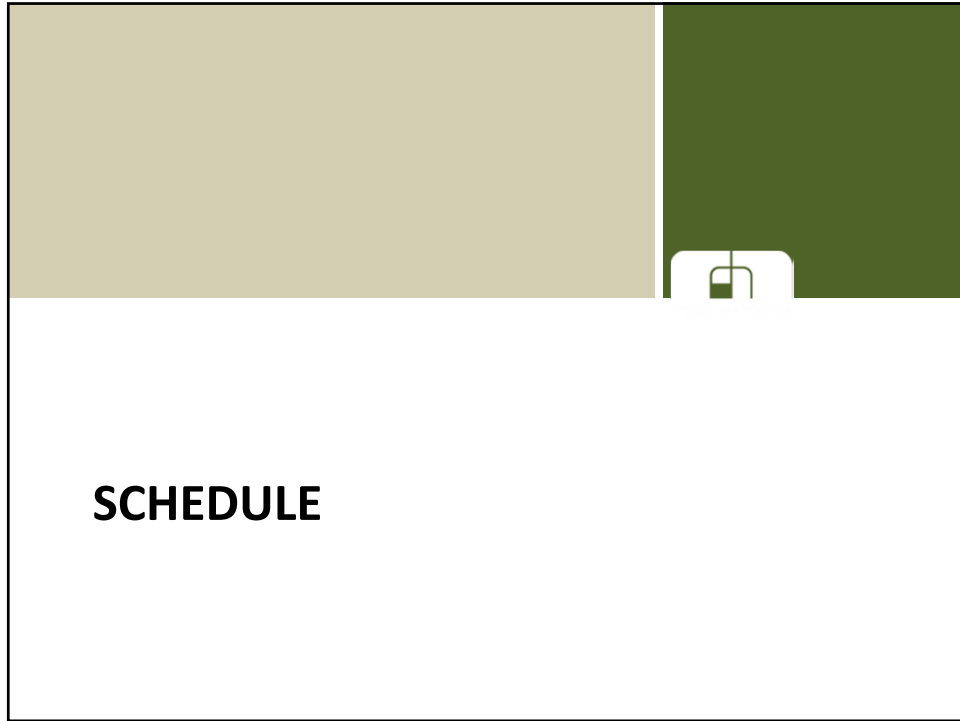
- Re-connect with Bridgeport Dr.
- Create back access for area
- Collector type road 37' within 60' ROW



Town Center

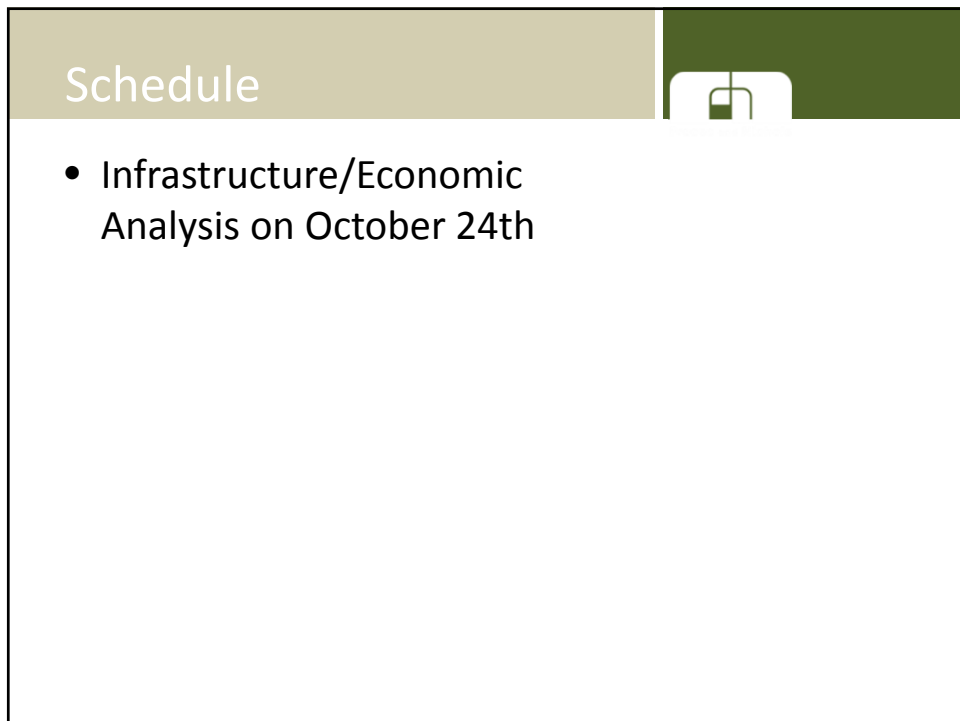
- Possible changes based on new development plan
- Coleman Street
- Different roadway section





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SCHEDULE



A slide thumbnail with a light tan header bar on the left and a dark green header bar on the right. A small white icon with a green outline is visible in the dark green bar. The main content area is white and contains the word "Schedule" in black text, followed by a bullet point.

Schedule

- Infrastructure/Economic Analysis on October 24th