

Comprehensive Plan Update



Visual Character Survey and Vision Statement

June 6, 2011

Town of Prosper



Agenda



- Issue Identification Results
- Vision Statement Exercise
- Visual Character Survey (VCS)
- Town Hall Meeting



Top Issues

- Schools (12 pts)
- Highway Frontage (11pts)
- No Outside Policies (11)
- Small-Town Feel (8 pts)
- Large-Lots (7pts)
- Development Standards (6 pts)
- Image (branding) (5pts)
- Rapid Growth (5 pts)
- Over Development (5pts)
- Cohesiveness (5 plts)
- Lack of Restaurants (4 pts)
- Downtown Opportunity (4 pts)
- Lack of Office Space (2 pts)
- Natural Feel (2 pts)
- Commercial Opportunity (2 pts)
- Neighborhoods (2pts)
- Roadway Improvement (1 pt)
- Mixed-Use Opportunity (1 pt)
- Quiet Feel (1 pt)

Vision Statement



- Favorite Vision Statement from handout?
- A few ideas from the committee...



Vision Statement



"Good to Great" Vision Statement Exercise

Core Principles	Envisioned Future
<p><i>Core Purpose</i> <i>What do we believe is the purpose of our City?</i></p>	<p><i>20-Year Goal</i> <i>What is our ultimate objective for our City?</i></p>
<p><i>Core Values</i> <i>What are our core values?</i></p>	<p><i>Vivid Descriptions</i> <i>What exactly does Prosper Look like in 20 years?</i></p>

Visual Character Survey



Questions to Ask:

- Is the image appropriate for this area?
- What is my first impression?
- Does this image fit into the long-term vision for Prosper?

1

2

3

4

5

Very
Inappropriate

Neutral

Very
Appropriate

VCS Categories



UT Dallas

- Dallas North Tollway
- Preston Road
- Highway 380
- Housing Mix
- Street Design
- BNSF Railroad Corridor
- Signage
- Public Spaces

Town Hall Meeting



University of Michigan

- Format?
- Location?
- Information?
- Public Engagement?