

PLAN PROSPER

2023 COMPREHENSIVE PLAN

August 22, 2023 | ADOPTED PLAN



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CHAPTER 1

COMMUNITY SNAPSHOT

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INTRODUCTION

What is a Comprehensive Plan?

The comprehensive plan for the Town of Prosper is intended solely as a guide to direct future development decisions made by Town staff, elected officials, and all other decision-makers. The comprehensive plan tells the story of who the community is and what it aspires to become. This document is intended to serve as a flexible long-range planning tool that guides the growth and physical development of Prosper for the next ten years.

The Comprehensive Plan is a long-range statement of public policy. According to Chapter 213 of the Texas Local Government Code, a comprehensive plan may:

- Include but is not limited to provisions on land use, transportation, and public facilities;
- Consist of a single plan or a coordinated set of plans organized by subject and geographic area;
- Be used to coordinate and guide the establishment of development regulations.

Legal Authority

The right for a community to plan is rooted in the Texas Local Government Code. The following are the specific chapters that directly relate to the Town's ability to plan.

- Chapter 211: Allows the governing body of a community to regulate zoning.
- Chapter 212: Allows the governing body of a community to regulate subdivision development within the municipal and Extraterritorial Jurisdiction (ETJ).
- Chapter 213: Allows the governing body of a community to create a comprehensive plan for the long-range development of the

community and to address a wide range of issues, including land use and transportation.

Planning to Plan

The Town of Prosper sits at an exciting and critical point in its history. Decisions made now will have a lasting physical, fiscal, and social impact on the Town for generations to come. The Town has a significant amount of vacant land, and while many pre-arranged development agreements currently exist, the ultimate objective of this Plan is to set policies and a vision to ultimately guide those developments, ensuring that all development that occurs within Prosper is compatible and fits into the community's long term vision.

This 2023 Comprehensive Plan (Plan) will serve as the compass, or guide, for the long-term growth of the Town. The following Plan will include an examination of the following issues:

- Future Land Use;
- Livability;
- Transportation;
- Economic Analysis; and
- Infrastructure.

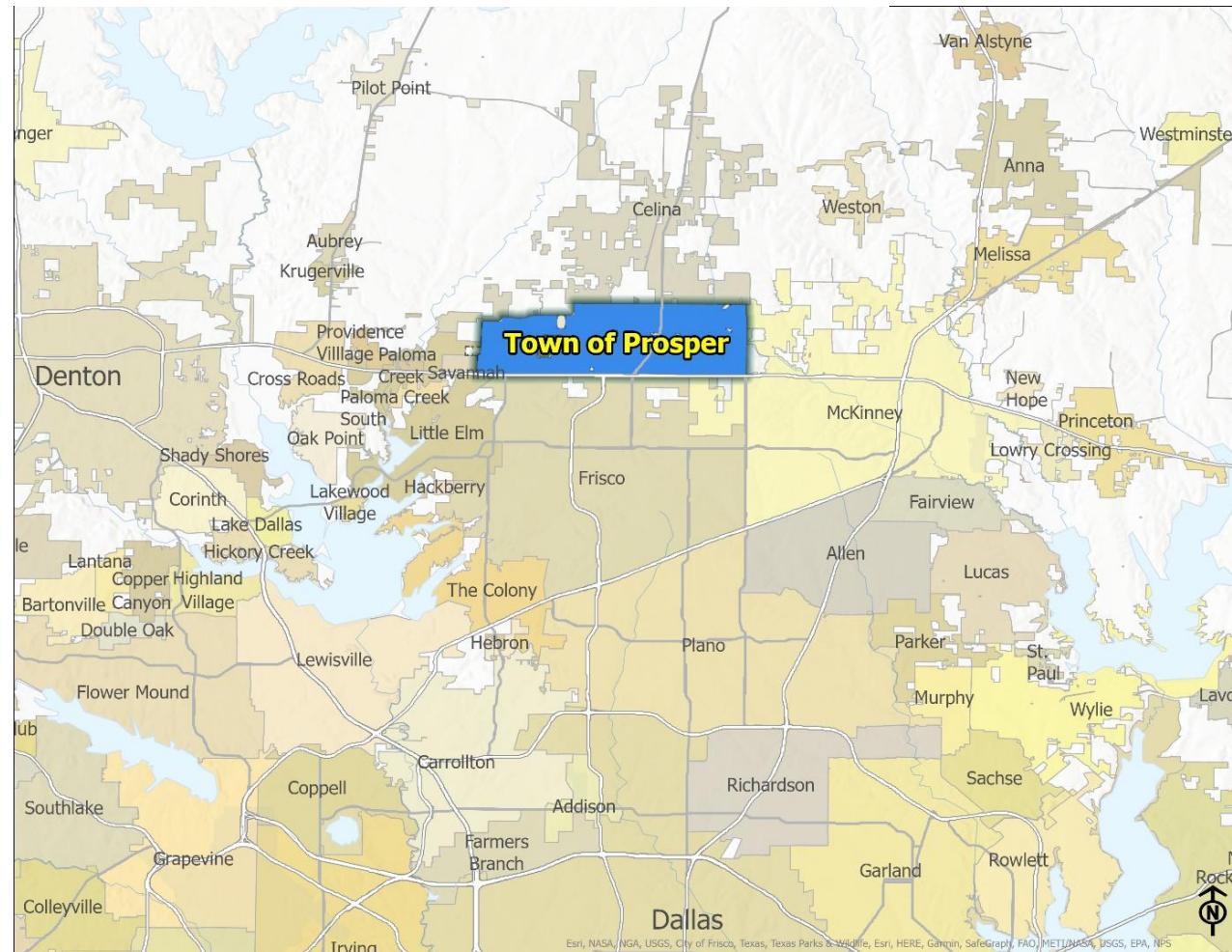
A comprehensive plan, however visionary, must also be rooted in the present. Therefore, before examining the above elements, it will be important and helpful to understand where Prosper is today and what planning efforts have been conducted prior to this Plan. This starting point, or baseline analysis, will allow coordination with previous planning efforts. This examination will help establish an understanding of Prosper's population growth, housing characteristics, existing land use, physical constraints, and past planning efforts.

Planning for Rapid Growth

Over the past several decades, rapid development has defined the northern side of the Dallas/Fort Worth Metropolitan Area. The DFW Metro Area is now ranked as the 4th largest metropolitan area in the nation and is expected to double in size by the year 2050 nearly.

Growth is not a question but is inevitable. Community planning, a vision accompanied by guiding policies, will help ensure that Prosper develops in an orderly fashion, considering and respecting, among other things, data relating to income, education levels, ethnicity as well as the physical values of the community. Community planning will protect the quality of life that makes Prosper one of DFW's most livable communities.

Figure 1. Prosper Regional Relationship



PLANNING BACKGROUND

Regional Relationship

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. The Town's immediate neighbors include Frisco, McKinney, Celina, and Little Elm. The Town of Prosper is currently situated at the northern terminus of the Dallas North Tollway's toll lanes, and future expansions will take the Tollway through the Town. The Tollway provides direct access to Downtown Dallas as well as to other major regional highways, such as Highway 121/Sam Rayburn Tollway, President George Bush Turnpike, and IH 635/LBJ. Highway 380, traversing the Town's southern border, provides access to the cities of McKinney and Denton and to Interstate 35 and US 75/Central Expressway.

Figure 2. Proximity to Regional Locations

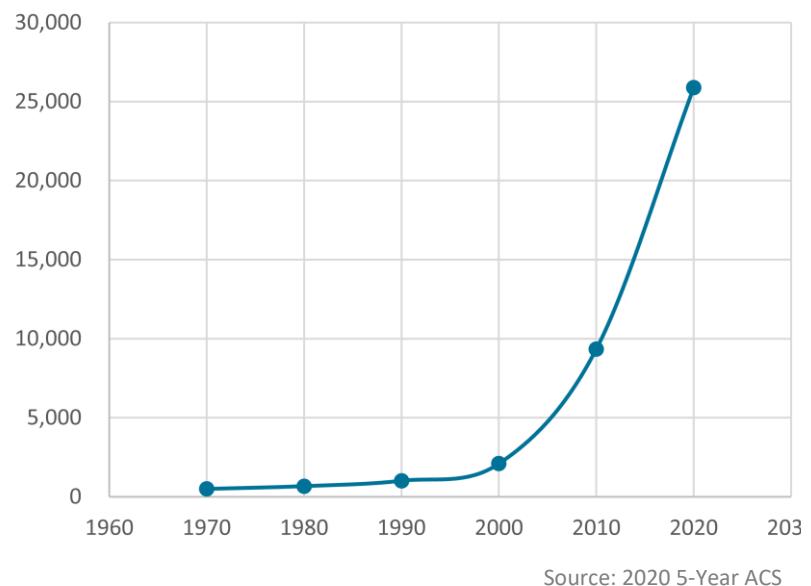
Location	Mileage
Downtown Dallas	34
Love Field	31
DFW Airport	33
Stonebriar Centre (Frisco)	11
The Star (Frisco)	11
Legacy West/Shops at Legacy (Plano)	13
Grandscape (The Colony)	15
Dallas Galleria	23
Addison	22
Downtown McKinney	13
Denton	20
US 75 Central Expressway	11
Interstate 35	23
SH 121	12
President George Bush Turnpike	18

Population Analysis

Examining historical population growth trends helps to tell the story of how Prosper has grown in the past and may give some insight into how Prosper may grow in the future. Several different variables must be considered when examining population growth trends, but one of the primary factors is location. Communities in rural areas not adjacent to a major metropolitan area typically experience very gradual yet steady growth over time. Many rural communities experience very little growth or even decline.

Communities near metropolitan areas, however, are characterized differently. Typically, communities on the fringe of metropolitan areas began as rural, somewhat isolated communities characterized by slow but steady growth.

Figure 3. Historic Population Growth



Source: 2020 5-Year ACS

Eventually, an urbanized area encroaches on these rural communities, causing rapid and robust growth until the community reaches its carrying capacity or build-out. At this point, the growth rapidly slows once again. This pattern has characterized growth within the North Dallas region. Garland, Richardson, Plano, Frisco, and McKinney are all examples of this type of growth.

Population Synopsis

When examining the Town's historical growth patterns, it becomes apparent that Prosper fits into a rapid growth pattern. In 1970, the community contained only 500 residents. Between 1970 and 2000, the community added approximately 1600 residents. Since 2000, however, the Town has added over 33,000 new residents, indicating that Prosper has likely reached the beginning of a period of rapid and robust growth. Although impossible to predict the future housing market, reasonable assumptions seem to indicate that this period of rapid growth over the past 20 years was not an accident but is indicative of the rapid northern expansion of the DFW Metropolitan Area. Based on this assumption, it is likely that rapid and robust growth will continue to characterize Prosper for the decades to come.

Figure 4. Prosper Growth Statistics

Year	Population	Change	Growth	CAGR*		
1970	501	-	-	3.61%	8.53%	
1980	675	174	34.7%			
1990	1,018	343	50.8%	18.12%		
2000	2,097	1,079	106.0%			
2010	9,423	7326	349.4%	8.2%		
2020	30,147	20,724	219.9%			
2022	35,410	5,263	17.5%			
2023	38,312	2,902	8.2%			

*Compound Annual Growth Rate Source: United States Census & NCTCOG

Compound Annual Growth Rate

From 1970 to 2000, the Town of Prosper experienced relatively fast but steady population growth. Since 2000, the Town has experienced very rapid and robust growth and reached a population of 35,410 residents, according to the North Central Texas Council of Government (NCTCOG).

The Compound Annual Growth Rate (CAGR) is a method of analyzing annual average rates of growth. As shown in Figure 4, between 1970 and 2023, Prosper experienced a CAGR of 8.53 percent. This is a high rate of growth for a community. Additionally, from 2010 to 2020, the CAGR for the community was 12.3 percent (see Figure 5).

Regional Growth

2020 U.S. Census numbers provided insight into just how rapidly the State of Texas, and its metropolitan areas, are growing. The Dallas/Fort Worth Metropolitan area added nearly 2,300,000 people during the 2000-2020 period. Collin County has experienced some of the most robust growth over the past several decades. Collin County alone added nearly 514,000 new residents between 2000 and 2020 and exceeded the 1,000,000 resident mark, a significant milestone considering that only 67,000 residents called Collin County home in 1970.

Between 1970 and 2020, Frisco and Little Elm experienced the fastest compound annual growth rates. Since 2010, however, Prosper and Celina have experienced the highest compound annual growth rates at 12.3% and 8.5%, respectively. Although Frisco experienced the fourth-highest compound annual growth rate between 2010 and 2020, the Town experienced the greatest numerical increase, adding over 71,000 new residents during the past decade. It is also important to note that Prosper and its neighbors experienced higher growth rates over the past decade than in previous years. This indicates that growth within Prosper and its neighboring cities is increasing.

Forecasted Regional Growth

The Dallas/Fort Worth metropolitan area is currently the fourth largest metropolitan area in the United States, behind New York City, Los Angeles, and Chicago. According to the North Central Texas Council of Governments (NCTCOG), the population of the Dallas/Fort Worth metropolitan region is expected to reach 11.4 million by 2045. This would result in the addition of over 3 million new residents over the next 20 years.

Figure 5. Regional Growth Statistics

Jurisdiction	Year						CAGR	
	1970	1980	1990	2000	2010	2020	1970-2020	2010-2020
Collin County	66,920	144,576	264,036	491,675	782,341	1,006,038	5.6%	2.6%
Celina	1,272	1,520	1,737	1,861	6,028	13,608	4.9%	8.5%
Frisco	1,845	3,499	6,138	33,714	116,989	188,387	9.7%	4.9%
Little Elm	363	926	1,255	3,646	25,898	49,792	8.3%	6.8%
McKinney	15,193	16,256	21,283	54,369	131,117	191,197	5.2%	3.8%
Prosper	501	675	1,018	2,097	9,423	30,147	8.5%	12.3%

Source: 2020 5-Year ACS

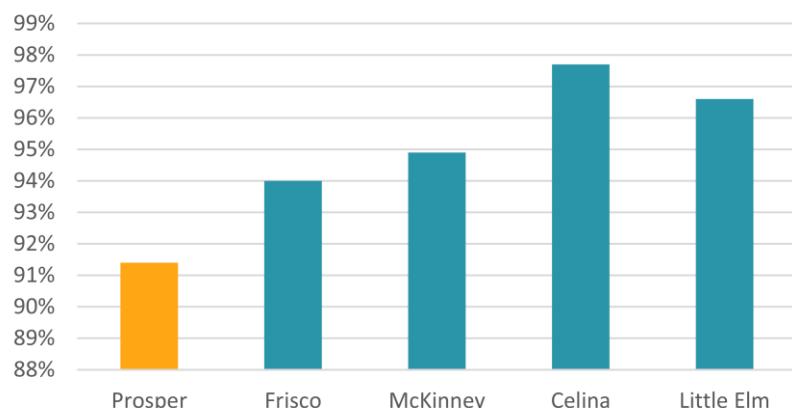
Housing Characteristics

Household type refers to how the people who live within a household are related if they do not live alone. Generally, Prosper contains a large number of married-couple households and households with children under the age of 18.

Within Prosper, the average household size is 3.45 persons per household (PPH) for all residential units. The average household size is significantly higher than the State average of 2.83 PPH, Frisco at 2.93 PPH, McKinney at 2.92 PPH, and Celina at 2.89 PPH. Little Elm has the second-highest average household size at 3.12 PPH. This data indicates many families call Prosper home.

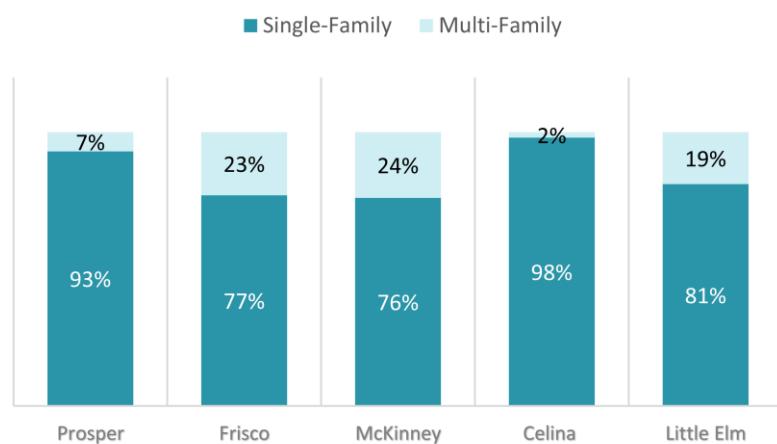
Of the total Households, 59.7% have children under the age of 18, 84% are married couple households, 3.2% are cohabitating households, 3.8% are single male parent households, and 9% are single female parent households. 6.6% of the total households in Prosper are householders living alone.

Figure 6. Occupancy Rates



Source: 2020 5-Year ACS

Figure 7. Residential Unit Stock



Source: 2020 5-Year ACS

The occupancy rate is an important indicator of the local housing market and housing saturation. A high occupancy rate may indicate an immediate need for additional housing stock to accommodate new population growth. A low occupancy rate may indicate an oversaturation of homes in the housing market. Typically, healthy cities have at least a 90% occupancy rate, something common in the rapidly growing DFW area.

Currently, Prosper has a 91.4% occupancy rate for all housing units. The Town's housing stock is predominantly for single-family purposes with 93% comprising all the Town's housing. Only 7% of the Town's housing is for multi-family purposes. When compared to other neighboring cities, Prosper has the second lowest multi-family housing stock. Only Celina has a lower percentage of multi-family housing units within their housing inventory. Although Prosper's housing numbers heavily favor single-family development, this strongly indicates that the Town has a healthy housing saturation.

Notably, the growth of the multi-housing stock is increasing. According to the Town's [February 2023 Development Services Monthly Report](#), there are 1,235 multi-family units under construction or shovel ready in Prosper.

The following figures detail the information provided in the Town's [February 2023 Development Services Monthly Report](#)



Figure 8. Single Family Residential Permits Issued by Quarter

	2021	2022	2023
February	94	104	101
1 st Quarter	369	289	Not Available
2 nd Quarter	241	226	Not Available
3 rd Quarter	255	249	Not Available
4 th Quarter	391	165	Not Available
Total	1,222	969	101

Source: Town of Prosper February 2023 Monthly Report

Figure 9. Shovel Ready—Non-Residential Project Status

Subdivision	Locations	Acres	Number of Lots
Brookhollow West	NWC Richland Boulevard / Lakewood Drive	43.2±	149
Cambridge Park Estates, Phase 2	SWQ Preston Road / Coleman Street	42.5±	110
Lakewood, Phase 5	SEQ First Street / Coit Road	40.8±	98
Lakewood, Phase 6	SEQ First Street / Coit Road	13.8±	41
Legacy Gardens, Phase 2	NWQ Prosper Trail/Dallas Parkway	45.6±	106
Malabar Hill	SWQ First Street / Custer Road	45.0±	96
Star Trail, Phase 10	SWQ Prosper Road / Legacy Drive	41.5±	80
Star Trail, Phase 11	SWQ Legacy Drive / Prosper Trail	36.2±	122
Star Trail, Phase 12	NWQ Fishtrap Road / Legacy Road	29.0±	64
Star Trail, Phase 13	NWQ Legacy Drive./ Fishtrap Road	40.0±	127
Windsong Ranch, Phase 6E	SWQ Teel Parkway / Parvin Road	29.2±	73
Windsong Ranch, Phase 7G	NWQ Windsong Road / Fishtrap Road	145.4±	54
Windsong Ranch, Phase 9	NEQ Prosper Trail / Teel Parkway	49.5±	92
Total Number of Lots Under Construction / Shovel Ready			1,212 Lots

Source: Town of Prosper February 2023 Monthly Report

Figure 10. Under Construction & Shovel Ready—Residential Project Status

Subdivision	Location	Acres	Number of Units
LIV Multi-family	400 West Fifth Street	8.9±	300
LIVTownhome-style Multi-family	400 West Fifth Street	5.3±	30
Gates of Prosper Multi-family, Phase 1	961 Gateway Drive	16.9±	344
Alders at Prosper (Age Restricted)	2151 Prairie Drive	10.3±	188
Ladera, Phase 1 (Age Restricted)	4320 Valencia Drive	32.6±	73
Brookhollow	4001 East University Drive	25.2±	300
Total Number of Lots Under Construction / Shovel Ready			1,235 Units

Source: Town of Prosper February 2023 Monthly Report

Existing Land Use

Prosper's existing land use is predominantly characterized by vacant land. Ten years ago, 80% of the Town's land was vacant, but now 44% of all land is vacant. This is a significant indicator that Prosper is in a rapid growth stage. Although land availability is decreasing, the remaining vacant land tracts will drastically impact the overall community form as the Town continues to develop. While most of the undeveloped property in Prosper has already been zoned, there may be opportunities to work with developers to incorporate the identified community vision. Those opportunities should be pursued, particularly as circumstances arise that necessitate zoning adjustments or changes.

When excluding vacant land and only examining developed land, the predominant land use in Prosper is single-family residential. Parks & Open Space constitutes the second highest land use followed by public/semi-public and commercial. As discussed previously, very few residential variations currently exist. Additionally, only 7% of the developed land use is currently occupied by commercial.

Figure 11. Existing Land Use

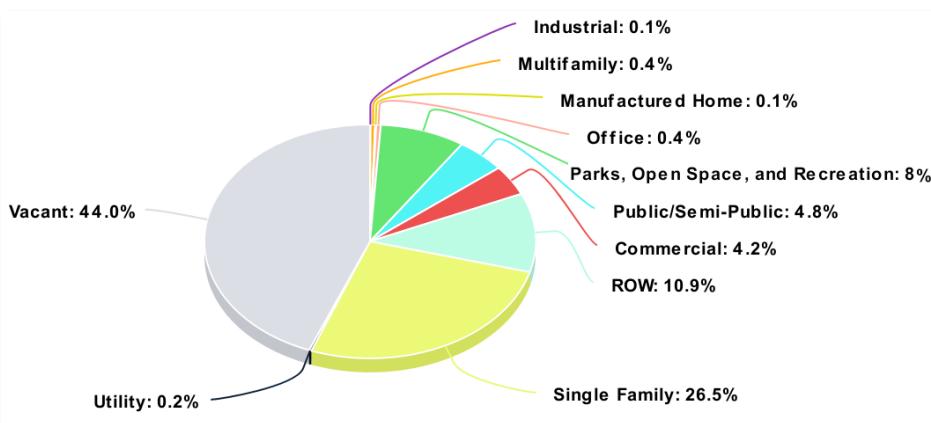
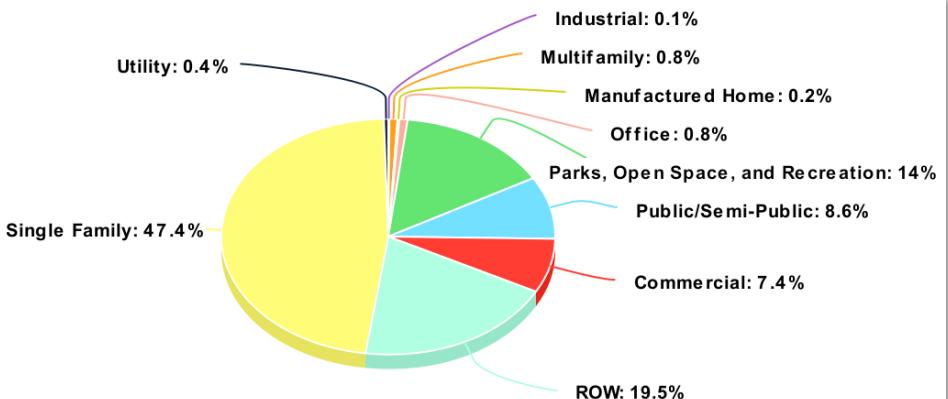


Figure 12. Existing Land Use (excluding vacant land)



Development Patterns

Most of Prosper's development has occurred over the past two decades, in response to the Town's rapid population increase. Development has mostly been single family residential, although some commercial uses have been added along Preston Road and Highway 380.

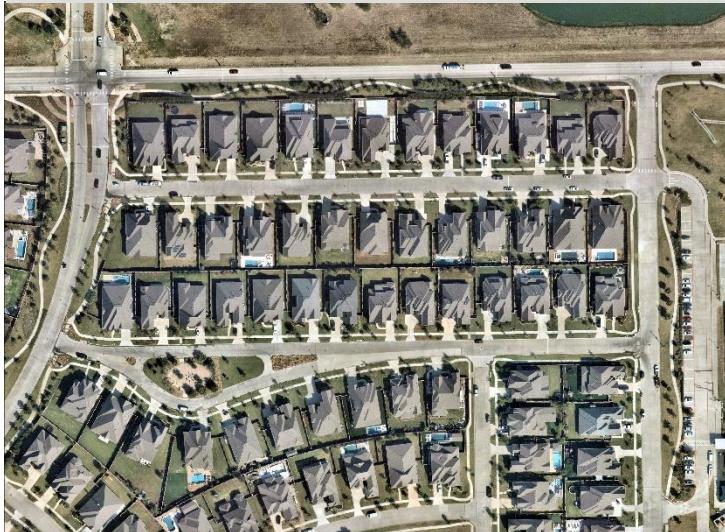
Residential construction is widespread and occurring to the west of Coleman Road and the original town center, with more expected soon. A significant number of large-lot homes were constructed in Prosper prior to 2005, coinciding with septic tank requirements that mandate a minimum lot size of 1 acre. As sewer service has been expanded and has become more readily available, lot sizes within new residential areas have become significantly smaller. In 2011, over 80 percent of approved housing permits were on lots under 15,000 square feet in size. In 2011, only 6 building permits were issued to lots at or above one acre in size while 51 permits, approximately 14 percent, were issued on lot sizes under 10,000 square feet.

The amount of vacant land within the community is advantageous, because it allows for new development opportunities on undeveloped land, rather than more expensive redevelopment. It will be important to ensure that the thoroughfare plan is coordinated with land use, to ensure that appropriate right-of-way is acquired during the subdivision of land. Additionally, it will be

important to ensure connectivity is provided within and between new residential subdivisions, so that upon buildout, a connected street system serves the community.

Finally, a significant amount of infill land is available within the community. This land is located between subdivisions and along major roadways. It will be important to ensure that development in these areas is compatible with adjacent residential subdivisions.

Small Lot Residential



Large Lot Residential



Vacant Land



PHYSICAL DEVELOPMENT PATTERNS

Local development patterns refer to the factors that have influenced the shape and growth of the Town. Understanding such features creates knowledge of how the Town can grow in the future. These patterns are divided into two primary categories: "Natural Constraints" which examine the geographical aspects of Prosper and "Human-Made Constraints," which examine features that have been constructed or added to the Town.

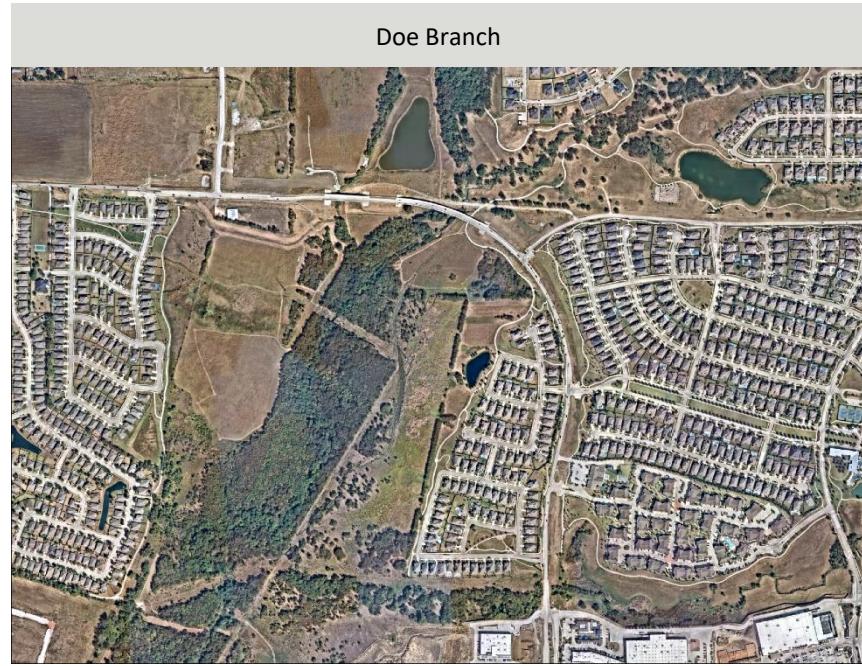
Natural Constraints

Natural features influence the type of development and where such development can occur. Topography, soils, vegetation, and wildlife are all factors that can directly affect development within the Town and are all important factors that should be considered during the planning process.

The Town of Prosper is located along a major ridge line that runs to the east of Preston Road. Areas to the west of the ridge line drain into Lake Lewisville. Areas to the east of the ridge line drain toward Lake Lavon.

Most topographical variations within Prosper are located along the major ridge line, near Preston Road. While a certain degree of topography exists within Prosper, the relative flatness of Prosper and the surrounding area is advantageous for accommodating future development.

The two largest floodplain areas are located in the community's extreme eastern and western portions; Doe Branch Creek in the west and Wilson Creek and Rutherford Branch Creek in the east. The floodplain areas along Doe Branch Creek, Wilson Creek, and Rutherford Branch Creek contain the most natural tree cover within the planning area.

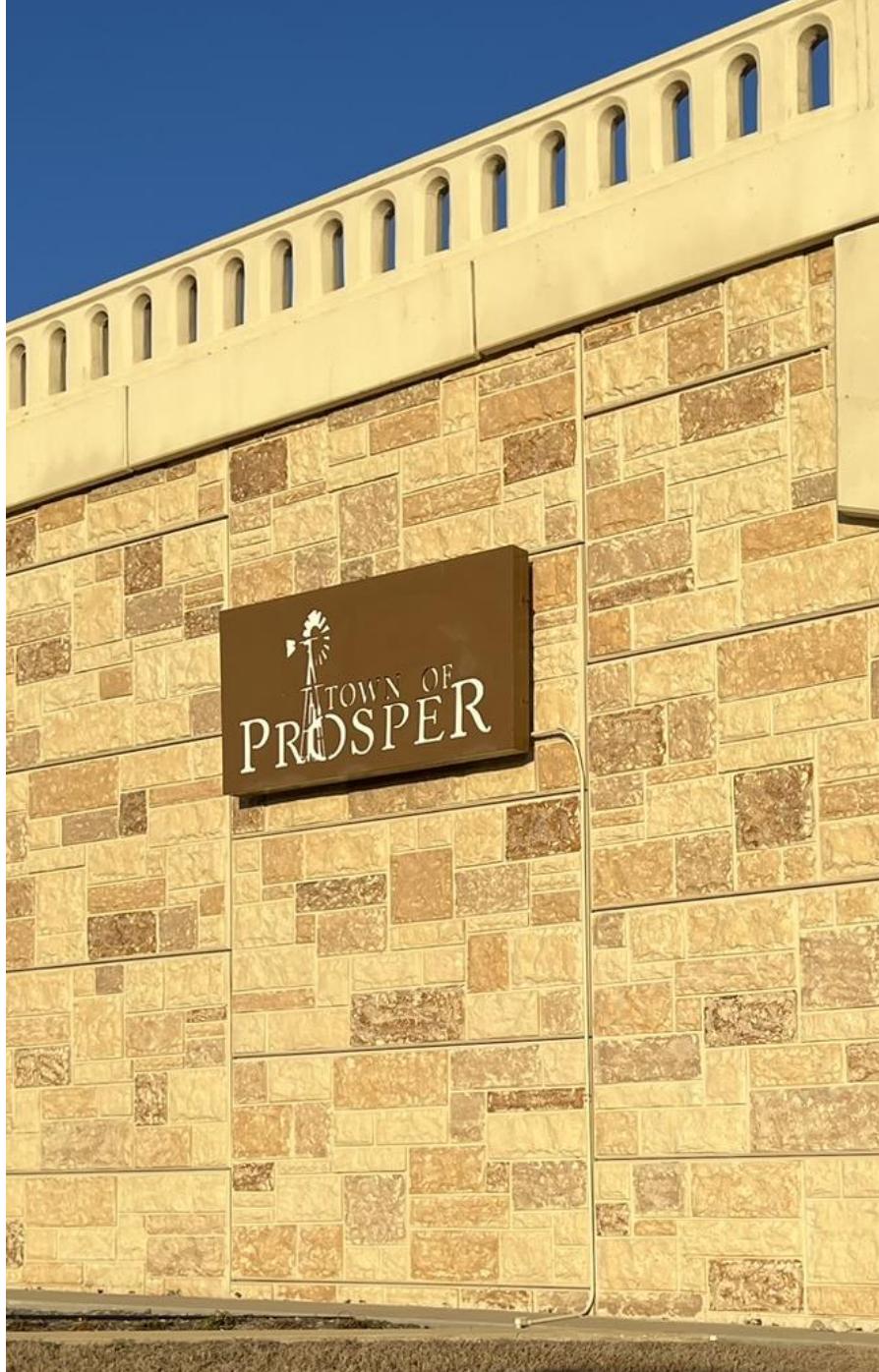


Human Made Features

The importance of human-made features, such as transportation facilities, Town boundaries, and infrastructure, are significant factors that greatly influence development patterns. The following discussion relates to the significant human-made features within Prosper.

Preston Road, Highway 380, and the future Dallas North Tollway are the major arterial roadways within the community. As development occurs, Teel Parkway, Legacy Drive, Coit Road, FM 1385/Gee Road, and Custer Road will grow in importance and will provide additional north-to-south corridors within the community. Frontier Parkway, Prosper Trail, and First Street will serve as major east-to-west corridors within the community. In addition to these roadways, the Dallas North Tollway will serve as a major transportation addition within the community and will increase accessibility within the community, will provide quick access to the regional highway network, and will serve as a catalyst in attracting new development.

In Texas, extraterritorial jurisdiction (ETJ) refers to the land an incorporated community may legally annex to plan and accommodate future development. The Town has entered into boundary agreements with Frisco, McKinney, Celina, and Little Elm and has no plans to expand west of FM 1385. For this reason, the general planning area for the Town is established and well-defined, allowing the Town to concentrate on the annexation of internal properties. The advantage of a defined Town boundary is knowing exactly where Prosper can grow. This enables Town staff to plan for growth more effectively, particularly the necessary infrastructure that will be needed to accommodate future growth within the Town boundaries.



PLANNING CONTEXT

For this Comprehensive Plan to truly be comprehensive, it will be important to consider the context in which the Plan is being created. The planning context includes several different factors, including current and past planning efforts, regional initiatives, and external issues that, although they may be beyond the direct control of the community, can directly impact growth decisions, primarily the Dallas North Tollway extension. Building upon past planning efforts and considering external factors that impact Prosper's growth will allow for realistic growth assumptions and will help to ensure a cohesive, inclusive, and truly comprehensive plan.

Planning Efforts

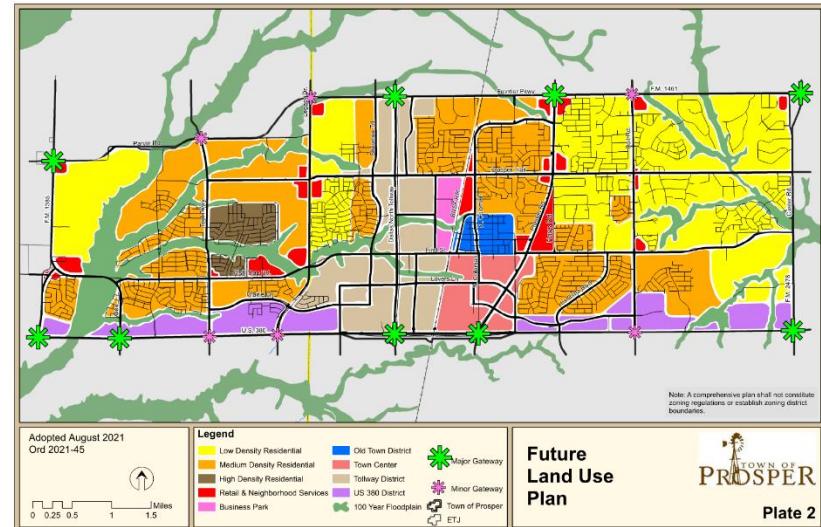
2012 Comprehensive Plan

In 2012, The Town adopted a Comprehensive Plan to guide land use decisions within the community for the next 10 years. This Plan included the development of a future land use and community framework scenario and examined the thoroughfare system and infrastructure of the community.

It is typically recommended that a Comprehensive Plan be updated every 10 to 20 years, depending on how rapidly the community is growing. Since 2012, Prosper has continued to grow rapidly, necessitating the review and update of the Comprehensive Plan.

Land Use decisions made during the 2012 Comprehensive Plan will be examined and evaluated to determine if changes are necessary. Various development plans and agreements have been submitted to or approved by the Town. Updating the Future Land Use Plan will re-examine the community's vision and values. An updated Future Land Use Plan will provide the framework for discussions and negotiations with developers as changes to zoning occur.

Figure 13. August 2021 (Current) Version of the FLUP



2015 Parks, Recreation, and Open Space Master Plan

In 2015, the Town completed a Parks, Recreation, and Open Space Master Plan (Parks Plan) to direct the growth of the Town's parks and trails as the community grows over the next several decades. The importance of the Parks Plan cannot be understated. Parks provide recreational opportunities for community residents and help increase the community's overall quality of life. In the same manner, trails provide recreational opportunities for residents to walk, run or bike throughout the community. Trails provide access to open space, parks, schools, and community facilities and help link various community areas to one another.

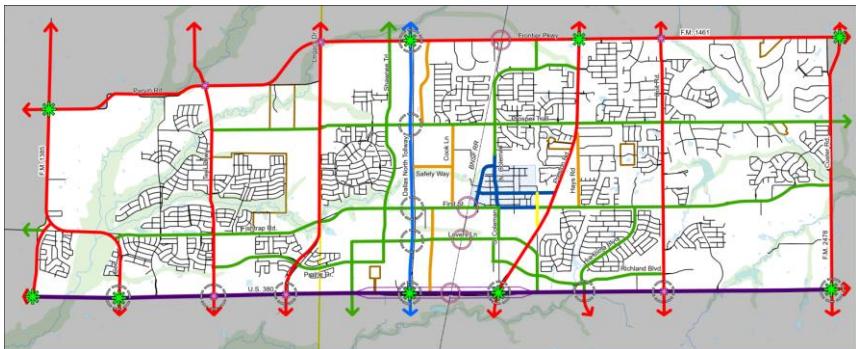
As development occurs, incremental implementation of the Parks Plan will occur. Ensuring that it is updated as changes occur, will help the Town leverage and negotiate with developers as vacant land is developed, ultimately enabling the Town to impose a proportional cost of park development on developers.

It will be important that Town decision-makers consult the Parks Plan as development proposals are received. While slight deviations may be permitted to accommodate site layouts, the location of parks and trails have been chosen for intentional reasons and therefore, the general locations of trails and parks should be adhered to as closely as possible.



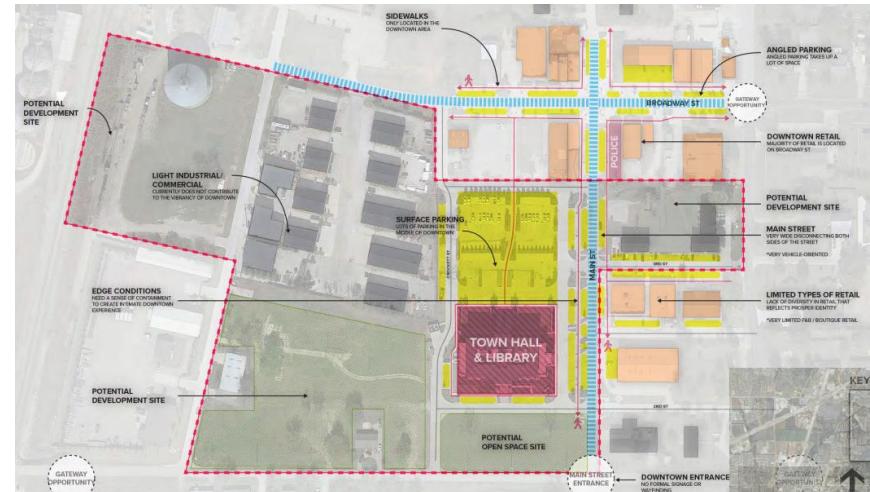
2021 Thoroughfare Plan

The Town completed an update to its Thoroughfare Plan in 2021, re-examining issues and redefining the Town's roadway network. This Plan builds upon previous work efforts and seeks to coordinate land use decisions with previous transportation efforts. Any changes that result from land use decisions will be included as recommendations within this Plan and should be considered as the future Thoroughfare Plan update is made.



2022 Downtown Master Plan

The Town has continued its approach to strengthen the Downtown area. In 2022, the Town adopted the Downtown Master Plan, which serves as a foundational piece to attract new development while retaining the area's rich history. This plan guides downtown development in aspirational and practical ways that are reflective of the community's best interests. During the comprehensive planning process, any future land use decisions that the community prefers in the downtown area should align with the policies established in the 2022 Downtown Master Plan.



Prosper Independent School District

Throughout the planning process, schools have been identified as one of the single most important features of the Town. As the Town continues to grow, it is of prime importance that Prosper's schools' exemplary status and reputation be maintained.

While the Town and Prosper Independent School District (PISD) operate as two separate entities, they are inherently related to each other. Growth in the Town increases the overall tax base and provides revenue for the School District. Additionally, excellent schools enable the Town to continue attracting new residents and development.

The Town and PISD should be in direct communication, clearly identifying growth areas and assessing future educational needs. Communication between the Town and PISD will inevitably allow for coordinated infrastructure decisions, such as when new roads allowing access to new schools should be constructed.

The Town and PISD should also coordinate on population growth rates and potential future school locations. Establishing a working relationship between the two entities will benefit the Town, PISD, and the residents of Prosper themselves.

North Central Texas Council of Governments (NCTCOG)

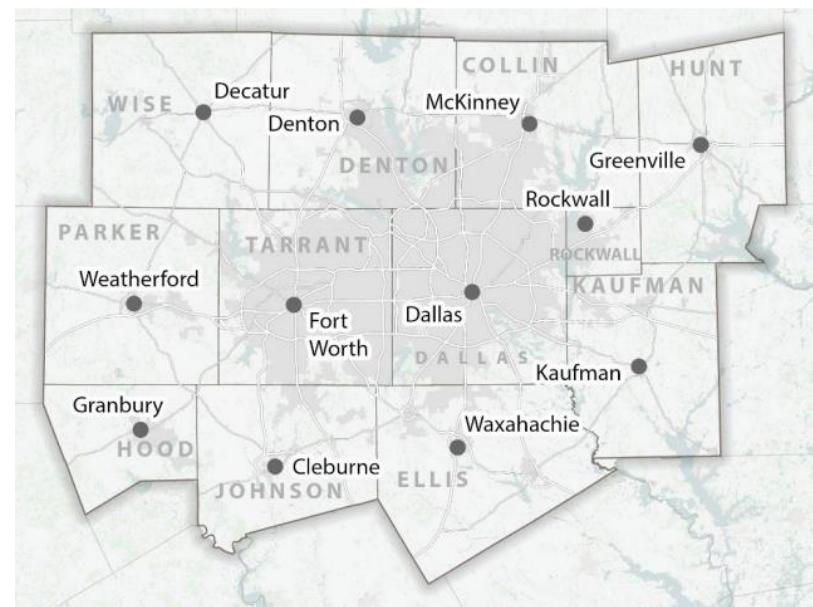
NCTCOG is the metropolitan planning organization that encompasses the 16-county North Texas region. NCTCOG works to promote orderly and balanced growth within the North Texas region. The metropolitan transportation plan created by NCTCOG, known as *Mobility 2045 Update*, contains various components, including arterial roadway networks, freeways, rail transit, and a Veloweb Network (regional trail system).

Coordination with NCTCOG will help to streamline projects within Prosper, particularly if outside funding is desired or necessary. Typically, funding is awarded to projects which show planning and coordination at multiple levels. Ensuring that future roadway and transportation plans by the Town are coordinated with NCTCOG will help Prosper attract investment from both the public and private sectors and will ensure that roadways are better coordinated between adjacent communities.

In addition to transportation, various grants are awarded to communities in North Texas by NCTCOG. These grants are used to incentivize regional cooperation without requiring compliance. NCTCOG has established the Center of Development Excellence, which provides 12 guiding principles that it recommends communities consider. Communities in North Texas are encouraged to incorporate these principles and are awarded grants and additional funding to help communities with some of the initial costs, studies, and plans associated with quality planning.

Dallas North Tollway District Design Guideline (2022)

The Dallas North Tollway is one of the most frequently trafficked roadways in the region, providing significant development opportunities to Prosper. As a result, the Town adopted the Dallas North Tollway District Design Guidelines in January 2022 to guide better future development outcomes in the district. These guidelines present a series of design and land use statements that explain the desired elements and qualities to shape development in the district. Particularly, these guidelines are calibrated to three specific areas within the Dallas North Tollway District, called sub-districts (U.S. 380 Gateway, Frontier Parkway Gateway, and Neighborhood Services and Retail sub-districts). Each sub-district has its own preferred development patterns. Generally, the U.S. 380 Gateway sub-district is anticipated to have the most intensive commercial activity, with the Frontier Parkway Gateway sub-district serving as a transition between the U.S. 380 Gateway sub-district and the lower intensity Neighborhood Services and Retail sub-district. These three sub-districts aim to create a welcoming, attractive, and vibrant community along the Tollway that encourages people to live, work, play, and visit seamlessly.



Source: NCTCOG Mobility 2045 Update

Figure 14. Dallas North Tollway District from DNT Guidelines

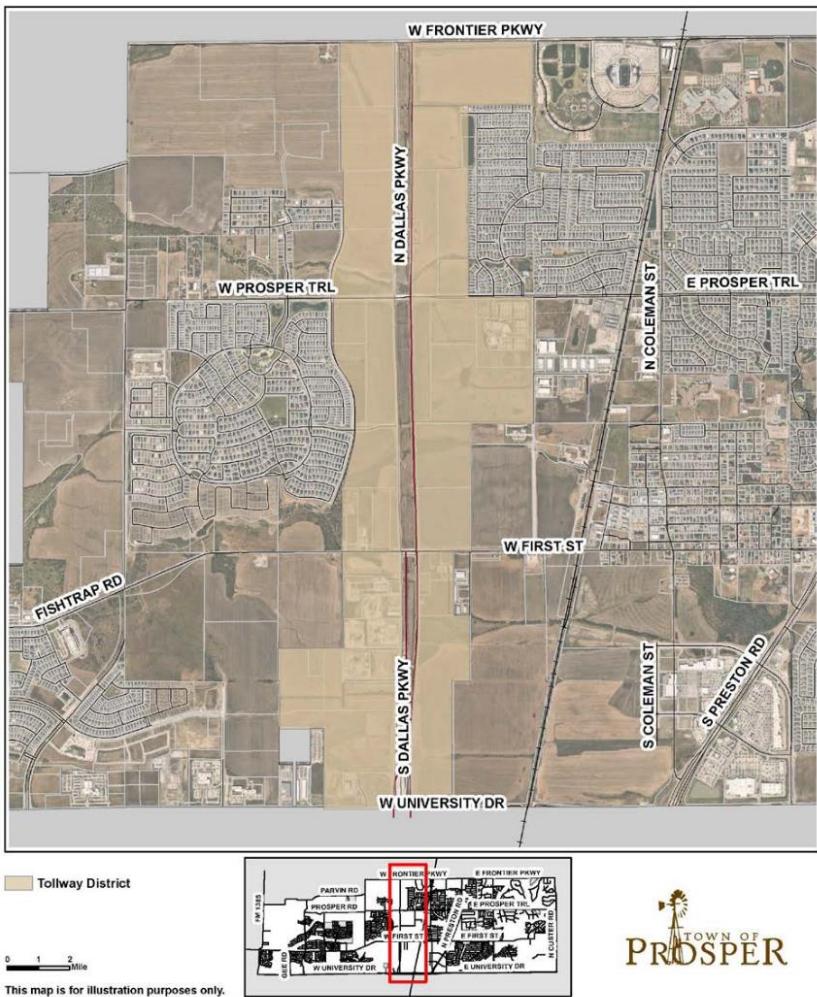
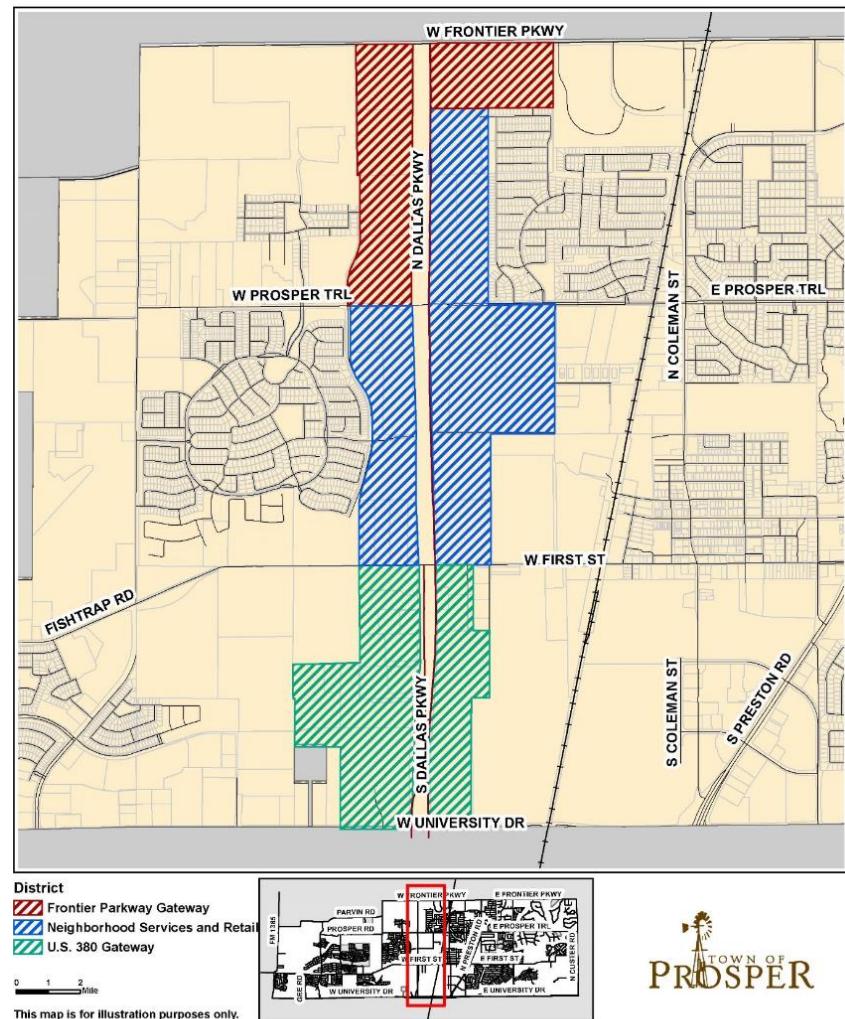


Figure 15. Subdistrict Designation from the DNT Guidelines



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CHAPTER 2

VISION AND GOALS

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INTRODUCTION

A fundamental component of the comprehensive planning process evolves around the vision of the community. The importance of the vision cannot be overstated—the vision guides land use decisions and allows Town staff and decision-makers to determine whether decisions are ultimately in conformance with the long-term vision for Prosper, as defined by its residents. In other words, the vision is the roadmap that guides decisions within the community and serves as the basis for the comprehensive plan and policy recommendations.

For this Plan, the visioning process was guided by a Comprehensive Plan Advisory Committee (CPAC) and included several deliberate exercises. The visioning process included:

- Three CPAC Meetings
- CPAC SWOT Analysis
- CPAC Five Key Questions Discussion
- Vision Statement and Goals Revisitation Discussion

The following pages contain the visioning process, highlighting the various groups involved, the exercises used, and preliminary results derived from the visioning process.

COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

A committee of community residents and leaders was compiled to assist in developing the Plan. Committee members were selected based on various criteria, including the area of the community where they reside, past or current council experience, economic development knowledge, and business ownership. The CPAC's role in the process was to guide the formation of the Plan document and ensure that the Plan created ultimately reflects the vision desired by Prosper residents.

Three meetings were conducted with the CPAC:

- Kickoff and Visioning Meeting on January 5, 2023
- Review and Consensus on Goals and Future Land Use Plan Meeting on April 24, 2023
- Review and Consensus on Complete Plan Meeting on June 26, 2023

All CPAC meetings were conducted at 6:00 p.m. and were open to the public. Energized and productive discussions were had at CPAC meetings, representative of the diverse opinions and backgrounds present on the committee. The exchange of ideas with various points of view ensured a thorough process where the realities of external factors affecting Prosper were weighted with the ultimate vision of the Town.

Meeting 1

Date: January 5, 2023

Location: Prosper Town Hall Chambers

Attendance: Six Prosper CPAC members and four Town staff members.

Purpose: To kick off the project, explain the purpose of the Comprehensive Plan Update, discuss the Plan's goals and objectives, review the CPAC members' pre-meeting homework assignment, address the Town's most pressing development issues, and assess the Town's strengths, weaknesses, opportunities, and threats.

Summary: The consultant team started the meeting with a presentation stating the purpose of the Comprehensive Plan, the project timeline, the role of the CPAC in the project, and the next steps to begin the comprehensive planning process. The presentation concluded with a review of the members pre-meeting homework tasks, a discussion of the CPAC's opinion on current issues, their vision for the Town's development, and an interactive SWOT analysis exercise.

Exercise 1: Five Key Questions

This CPAC exercise asked members to answer and discuss the following questions with each other:

1. Are there specific issues that routinely arise – at Planning and Zoning Commission meetings, Board meetings, amongst staff – that can be addressed during the comprehensive planning process?
2. What specific thoughts or concerns do you have about how the Town might develop in the future?
3. What would you like addressed in the Comprehensive Plan?
4. What types of development projects do you think the Town needs the most?
5. What types of development projects or growth patterns are not suitable for Prosper?

This CPAC exercise revealed the following takeaways:

- Multi-family uses need careful placement within the Town and must have strict standards that reflect the Town's preferences while balancing realistic market trends
- Perceived decision-making inconsistencies between Town staff, Planning and Zoning Commission, and Town Council deter developers from investing in Prosper
- Drive-thrus need to be addressed with a clear objective and policy to reduce traffic and improve development aesthetics
- New and modern uses are hard to address for decision-makers since there is no distinct direction regarding these uses
- Context-sensitive development regulations are lacking and should be incorporated moving forward to accommodate future development in the Town
- Land uses and mixed-use development should reflect what the community wants and needs
- Walkable neighborhoods with schools within walking distance should be encouraged
- Lot sizes have to be carefully balanced to protect the Town's character and preserve open space
- Clear guiding principles need to be created to facilitate consistent development decisions for Planning and Zoning Commission and Town Council members
- There needs to be an emphasis on growing the commercial tax base by focusing on retail, entertainment, and destination tourism
- Dallas North Tollway (DNT) needs to be a catalyst for mixed-use development
- More open space and parks should be required for future development
- Infrastructure improvements are in demand, especially if growth keeps occurring at its current rate
- Increased desire to reduce strip center development
- Restrict uses like auto dealerships where little tax value is generated

Exercise 2: SWOT Analysis

This CPAC exercise encouraged members to actively assess the Town's strengths, weaknesses, opportunities, and threats (SWOT Analysis).

Strengths

- Responsive residents and Town leadership
- Small town feel
- Beautiful town
- Open space
- Reputation
- Good amenities/parks
- Faith-based community
- Incredible school district
- Excellent public services and public safety
- Identity
- Local business support

Weaknesses

- HWY 380 produces significant traffic and creates vehicular chaos
- Main thoroughfares creating unsightly development patterns
- Traffic
- Commercial tax base is low due to an abundance of residential development
- Balancing the tax base that is reflective of the community's preferences
- Ineffectively communicated town needs
- Railroad limits development potential and also increases congestion

Opportunities

- Undeveloped land along DNT provides the Town with a competitive development advantage
- Capturing community uniqueness
- Using community pride to determine development quality

- Utilizing the Town's charming character to energize downtown development
- Leveraging the Town's great parks and functional open space for new residential development
- Significant infill development potential near Downtown
- Location to PGA positions Prosper for spillover economic benefits

Threats

- Drive-thru abundance
- Constant multi-family development requests
- 380 Bypass disrupting existing properties and adversely affecting current and projected development patterns
- Neighboring jurisdictions compete for commercial activity, entertainment attractions, and revenue sources
- Adequately handling phased development requests
- Aged development not aligning with newer development standards
- Retaining small town feel can limit development potential
- Separation of goods and services connecting east and west Prosper
- Lack of infrastructure resources to meet development pressures
- Outdated regulations that do not produce what the Town desires
- Oddly located ETJs within the Town's corporate boundaries

Exercise 3: Review and Discussion of Existing Vision Statement and Goals

This CPAC exercise allowed members to revisit and provide input on the Plan's vision statement and goals. Members concluded that some of the Plan's existing goals and objectives have lost relevance, revised goals and objectives need to best capture the Town's anticipated rapid growth and that the vision statement needs to be clear, concise, and impactful.

Meeting 2

Date: April 24, 2023

Location: Prosper Town Hall Chambers

Attendance: Six Prosper CPAC members and two Town staff members.

Purpose: To present a project overview, reach a consensus on revisions to the vision statement, guiding principles, and community goals (Chapter 2), review the market analysis (Chapter 3), and discuss the Future Land Use Plan (Chapter 4) and potential updates.

Summary: At the previous CPAC meeting, members discussed the existing vision statement, guiding principles, and goals and objectives. Prior to the meeting, CPAC members provided written comments on these elements. At this meeting, the CPAC was presented the results of their previous efforts, encompassed in Chapter 2, and reached an agreement on this draft chapter.

The Market Analysis (Chapter 3) was the next agenda item for the meeting. TXP (Economic Consultants) presented the item and led the discussion with the CPAC members. Notably, the Market Analysis provided forecasts for future market employment and housing needs within the Town.

The final element of the meeting focused on nine areas on the Future Land Use Plan map that could support updates. The CPAC reviewed each area and discussed possible revisions. The CPAC's discussion centered on existing land uses, compatibility with surrounding areas, and evaluation of the remaining vacant land opportunities.



Meeting 3

Date: June 26, 2023

Location: Prosper Town Hall Chambers

Attendance: Five Prosper CPAC members and four Town staff members.

Purpose: To present an overview of the complete draft plan, review the revisions recommended by the CPAC from the previous meeting on April 24, 2023, reach a consensus on revisions to the Future Land Use Plan (Chapter 4), and discuss the Neighborhood and Community Livability Chapter (Chapter 5) and the Implementation Chapter (Chapter 6).

Summary: This meeting served as the CPAC's opportunity to review and discuss the complete draft of the Comprehensive Plan. The Plan was sent to CPAC members in advance of the meeting, which included the addition of the final two chapters: the Neighborhood and Community Livability Chapter (Chapter 5) and the Implementation Chapter (Chapter 6). The meeting also allowed CPAC members to review the completed revisions from the previously reviewed chapters.

Notably, the CPAC had an in-depth and detailed discussion regarding the proposed Future Land Use Plan map updates. The CPAC members reviewed and discussed the merits of each potential map change. The density (dwelling units per acre [DUA]) for each residential land use category was also discussed. A key CPAC discussion point was to clarify that DUA calculations should be clarified that undevelopable land, such as floodplains, should be excluded from the density calculations.

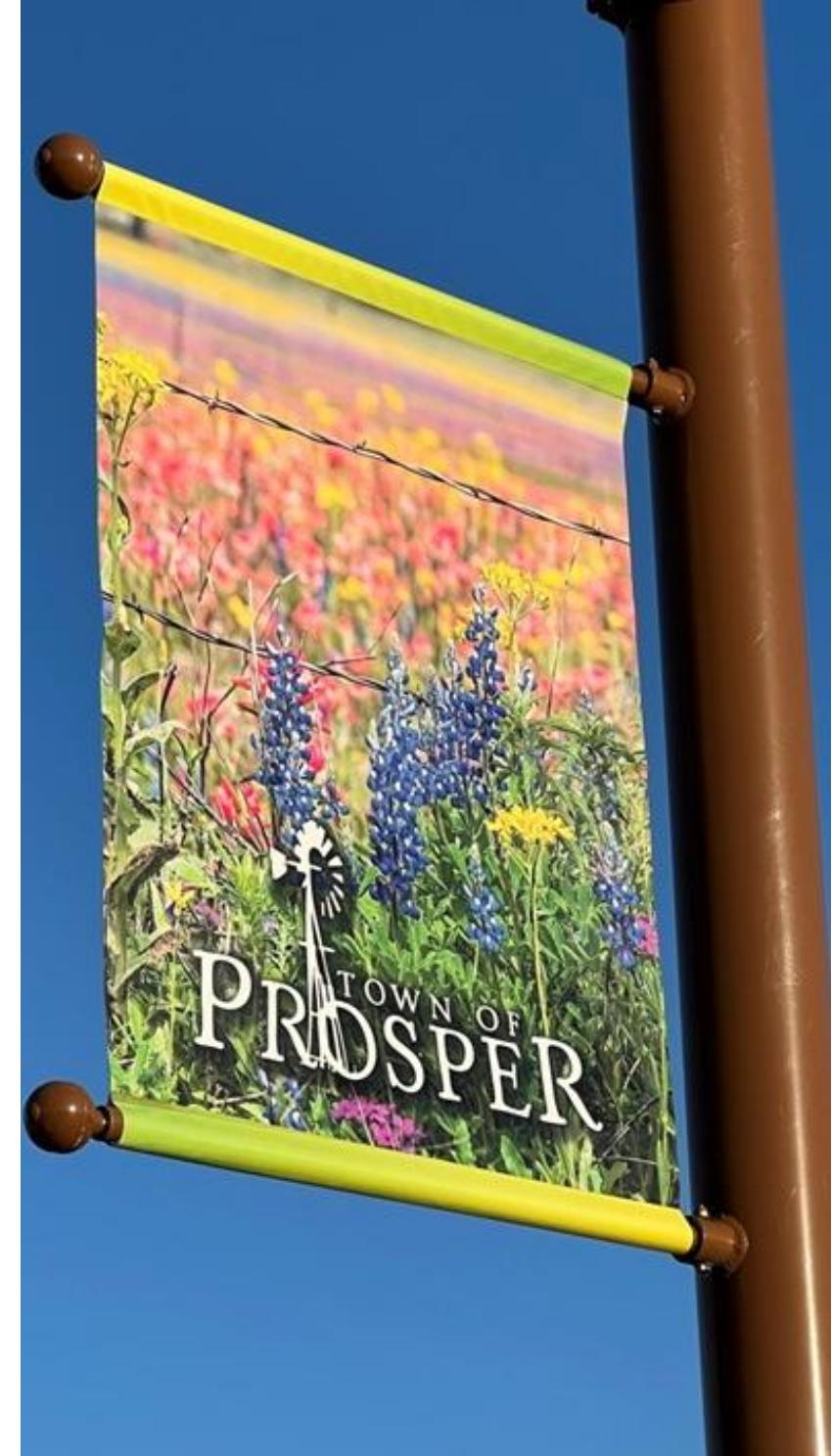


VISION STATEMENT

A vision communicates the reason for existence, the purpose behind planning, and the overall goals of a community from a long-range planning and development perspective. The primary benefit of visioning is that it clarifies how a community will approach its critical planning, development, and growth issues. With the clarified approach that visioning provides, the resulting Plan will better address the future of the Town in a manner that is reflective of the community's interests.

The vision statement for a community should describe the community as it will ideally exist in the future. A vision statement spells out goals or values at a high level and promotes what the Town should become. The vision statement for this Plan is as follows:

Prosper protects small-town character and family values by encouraging community participation, academic achievement, open space, and housing excellence.



GUIDING PRINCIPLES AND COMMUNITY GOALS

Guiding Principles

The guiding principles are an extension of the vision statement because they represent the Town's priorities. Below are five elements that emerged from the CPAC's input.

1. **Quality of Life** - Focus on quality-of-life amenities for existing and future Prosper families to foster a desirable and unique community.
2. **Quality Development** - Maintain the community's small-town feel by ensuring quality development occurs in a cohesive manner, compatible with neighboring developments.
3. **Fiscal Responsibility** - Ensure Prosper develops with a strong understanding of the fiscal implications of a development proposal.
4. **Infrastructure** - Ensure new development provides adequate public facilities and roadway improvements that accommodate the Town's development capacity.
5. **Economic Development** - Promote local economic development efforts to support local businesses, tourism, and commercial opportunities that grow the Town's tax base.

Community Goals

Community goals are created to direct the formation of the Plan. They are practical yet general points under which more specific objectives may be located. The goals for the Plan are purposely designed to cover a wide array of individual objectives, but were specifically crafted to address many of the comments, issues, ideas, and concerns defined during the visioning portion of the Plan's creation.

The following goals, combined with the Town's guiding principles, are intended to provide a framework for the creation of applicable and economically feasible land use decisions and special districts. The goals are also intended to establish guidelines for preserving Prosper's neighborhoods and creating quality new residential areas, maintaining and enhancing Prosper's quality of life and physical characteristics, providing a safe and attractive transportation network, and ultimately ensuring that the Town's infrastructure systems will be adequate to accommodate 20-year growth. Plan objectives are located within the Implementation chapter of this Plan.

Goal 1: Provide a variety of desirable land uses that diversify the tax base and enable all types of people to live, work, shop, eat, and relax in Prosper.

Goal 2: Maintain and enhance the high quality of life and small-town feel currently available and expected by Prosper residents.

Goal 3: Protect the quality and integrity of Prosper's neighborhoods.

Goal 4: Require high-quality and visually attractive characteristics in both residential and nonresidential developments.

Goal 5: Develop quality, open roadways that enhance compatibility with adjacent development and provide safe and convenient traffic movements.

Goal 6: Ensure that water, wastewater, and stormwater infrastructure systems are able to meet future growth demands.

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CHAPTER 3

MARKET ANALYSIS

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INTRODUCTION

The Market Assessment provides insight into Prosper's current and projected market demands. When community leaders better understand future market conditions, they can better evaluate land use and other important Town decisions. The type and number of homes and jobs being developed in the Town can substantially impact the community's quality-of-life.

PAST HOUSING GROWTH

Historical Population Growth

Prosper has experienced tremendous growth over the past decade. Since 2010, the population has increased by nearly 25,000 residents. Prosper's 2021 population is 34,136 residents. The average household size is 3.33 people. There are approximately 10,715 households in Prosper. The town's population growth has been similar to peer communities.

Figure 16. Annual Population Estimates

Year	Prosper	Celina	Anna	Melissa
2010	9,423	6,028	8,249	4,695
2020	30,225	16,771	16,935	13,941
2021	34,136	23,811	20,243	16,983
% Change 2010 to 2021	262.3%	295.0%	145.4%	261.7%

Source: U.S. Census Bureau

Prosper has permitted over 8,300 single-family residential units to support this growth since 2010. This translates into about 700 building permits per year. Over this same period, the Town permitted 300 multi-family units (5+ units per building). Multi-family units were less than 4 percent of all units permitted. For Collin County, multi-family units were 29 percent of all residential building permits issued since 2010. In Denton County, multi-family units were 21 percent of all residential building permits over this same period.

Figure 17. Prosper Building Permit Activity by Year

Year	Single-Family	5+ Units	Total
2010	280	0	280
2011	369	0	369
2012	465	0	465
2013	487	0	487
2014	557	0	557
2015	659	300	959
2016	673	39	712
2017	774	0	774
2018	924	0	924
2019	847	0	847
2020	1,115	0	1,115
2021	1,220	0	1,220
Total	8,370	339	8,709

Source: US Census Bureau Building Permits Survey

According to the North Central Texas Council of Governments' development dataset, 5,644 single-family units and 943 multi-family units are under construction in Prosper. Multi-family units account for 14 percent of total units under construction. This indicates that Prosper is increasing the share of multi-family units in the community relative to past trends.

PAST EMPLOYMENT GROWTH

Prosper-based businesses have also been increasing and adding employees. In 2010, Prosper-based businesses had 1,200 employees. By 2022, employment at local businesses increased to 8,000 workers. The largest employment sectors are Retail Trade, Accommodation and Food Services, and Education. Over the long term, Prosper should attract more professional service industries requiring commercial office space or campus developments. The future land use plan identifies areas where commercial office buildings are appropriate and helps to guide decisions on where Prosper has space to foster this type of development.

DEMOGRAPHIC FORECASTS

Overall Forecast

The North Central Texas Council of Governments Demographic forecast can be used to estimate residential and commercial real estate needs over the next 20 years.

Figure 18. Prosper Demographic Forecast

Year	Population	Households	Employment
2015	17,877	5,448	3,225
2022	35,629	10,715	8,374
2030	42,868	13,095	21,345
2045	58,610	18,645	41,488
Change 2022 to 2045	22,981	7,930	33,114

Source: North Central Texas Council of Governments, ESRI, TXP, Inc.

Residential Forecast Analysis

According to the American Community Survey (2021 5-Year Average), 91 percent of Prosper's existing occupied housing units are single-family detached. This statistic represents the "Prosper Baseline" of the housing mix. More recent data from the North Central Texas Council of Governments indicate about 86 percent of houses are single-family. This figure highlights the direction of the current residential real estate market. This figure is referred to as the "Current Trend." If Prosper trended toward the "Collin County Average," then 75 percent of homes would be single-family. It is common for communities such as Prosper to initially capture a high level of single-family home development activity as families move to the area in search of lower housing costs, larger residential lots, and quality-of-life amenities. As the community builds out and becomes more incorporated into the larger metropolitan area, a greater number of multi-family units are built to accommodate a wider variety of residents. The following table depicts the range of new housing types built over the next 20 years.

Figure 19. Prosper Housing Type Allocation Forecast

Housing Type	Prosper Baseline	Current Trend	Collin County Average
Percent			
Single-Family	91%	86%	75%
Multi-Family	9%	14%	25%
Total	100%	100%	100%
Units Built			
Single-Family	7,216	6,794	5,947
Multi-Family	714	1,135	1,982
Total	7,930	7,930	7,930

Source: TXP, Inc.

Employment Forecast Analysis

The U.S. Energy Information Administration Commercial Buildings Energy Consumption Survey (CBECS) is a national sample survey that collects information on the stock of U.S. commercial buildings. Commercial buildings include all buildings in which at least half of the floor space is used for a purpose that is not residential, industrial, or agricultural. By this definition, CBECS includes building types not traditionally considered commercial, such as schools, hospitals, correctional institutions, and buildings used for religious worship, in addition to traditional commercial buildings, such as stores, restaurants, warehouses, and office buildings. As part of this survey, CBECS produces estimates for mean square feet per worker by building activity.

The following table combines the North Central Texas Council of Governments Demographic forecast data with estimates of square footage per worker by industry, providing a high-level or order-of-magnitude estimate based on historical trends. The post-pandemic hybrid work model is changing real estate needs in all industries; therefore, it is likely this data represents the upper bound of what would be required to support this employment growth.

Figure 20. Prosper Employment Growth and Future Square Footage Needed

	Basic	Retail	Service	Total
Number of Jobs				
2022	899	811	6,664	8,374
2030	2,291	1,827	17,693	21,811
2045	3,547	3,552	34,389	41,488
Change 2022 to 2045	2,649	2,740	27,725	33,114
Square Footage Analysis				
Square Feet Per Worker	1,000	750	500	N/A
Total Square Feet	2,648,716	2,055,260	13,862,640	18,566,616

Source: North Central Texas Council of Governments, ESRI, U.S. Energy Information Administration, TXP, Inc.

Figure 21. Employment Descriptions for Basic, Retail, and Service Employment Types

Employment Type	NAICS Code	Employment Description
Basic	11	Agriculture, Forestry, Fishing and Hunting
	21	Mining, Quarrying, and Oil and Gas Extraction
	22	Utilities
	23	Construction
	31-33	Manufacturing
	42	Wholesale Trade
	48-49	Transportation and Warehousing (Except 491 – Post Offices)
	5111	Newspaper, Periodical, Book, and Directory Publishers
	5112	Software Publishers
	512	Motion Picture and Sound Recording Industries (Except 51213 - Motion Picture Theatres)
	515	Broadcasting (except Internet)
	517	Telecommunications
	5175	Cable and Other Program Distribution
	44-45	Retail Trade
Retail	71	Arts, Entertainment, and Recreation
	722	Food Services and Drinking Establishments
	491	Post Offices
	51213	Motion Picture and Video Exhibition (i.e. Theatres)
Service	5172	Internet Publishing and Telecommunications
	5179	Other Telecommunications
	518-519	Internet Service Providers and News Syndicates
	52	Finance and Insurance
	53	Real Estate and Rental and Leasing
	54	Professional, Scientific and Technical Services
	55	Management of Companies and Enterprises
	56	Administrative and Support and Waste Management and Remediation Services
	62	Health Care and Social Assistance
	721	Accommodation
	81	Other Services (except Public Administration)
	92	Public Administration
	6117	Educational Support Services
	9999	Unknown

Source: TXP, Inc.

Land Use Forecast Analysis

The information from Figure 20 can be used to estimate the acreage needed to support the growth from 2022 to 2045 of the basic, retail, and service employment categories. The total square footage from Figure 20 indicates the amount of building space needed to house the projected employment growth. Using this data, estimates for the land required for such buildings can be projected, which are shown in Figure 22.

Figure 22. Acres Needed to Accommodate Projected Employment Types

	Basic	Retail	Service
Square Feet Per Worker	1,000	750	500
Total Square Footage of New Building Space: 2022-2045	2,648,716	2,055,260	13,862,640
Floor Area Ratio	0.1	0.25	0.25
Total Square Footage of Land Area	26,487,160	8,221,040	55,450,560
Total Acres Per Type	608	189	1,273

Note: One Acre equals 43,560 square feet.



SUPPLEMENTAL DATA

Figure 23. Prosper Developments Map

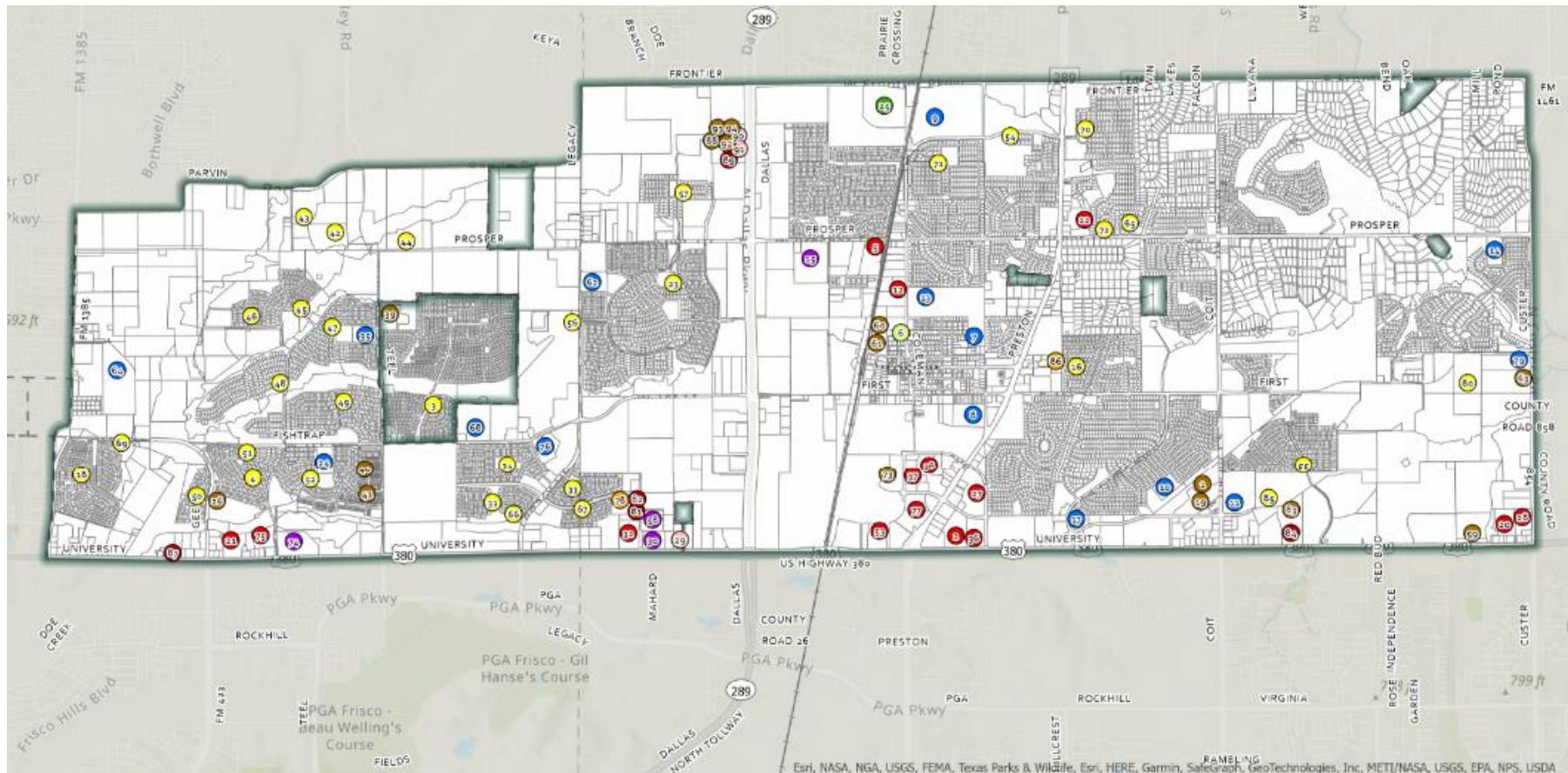


Figure 24. Prosper Development List

#	Name	Type	SubClass	Class	Address
1	Orion Prosper Lakes	Apartment	Multi-Family	Residential	880 S Coit Rd
2	Walmart Supercenter	Supercenter	Retail	Commercial	500 Richland Blvd
3	Artesia	Subdivision	Single Family	Residential	1550 Artesia Blvd
4	Windsong Ranch	Subdivision	Single Family	Residential	1001 Windsong Pkwy S
5	Builders FirstSource	Specialized Retail	Retail	Commercial	365 W Prosper Trl
6	Prosper Mobile Home Park	Mobile Home	Other	Residential	401 N Coleman St
7	Prosper ISD Administration Building	Education Administration	Education	Special Use	605 E 7th St
8	Judy Rucker El	Primary Education	Education	Special Use	402 S Craig Rd
9	Prosper H S	Secondary Education	Education	Special Use	301 Eagle Dr
10	R Steve Folsom El	Primary Education	Education	Special Use	800 Somerville Dr
11	Lorene Rogers M S	Secondary Education	Education	Special Use	1001 S Coit Rd
12	Eagles Crossing II	Shops	Retail	Commercial	821 North Coleman
13	Reynolds M S	Secondary Education	Education	Special Use	700 N Coleman St
14	Cynthia A Cockrell El	Primary Education	Education	Special Use	1075 Escalante Trl
15	Prestonwood Baptist Church North Campus	Worship	Institutional	Special Use	1001 W Prosper Trl
16	Cedar Ridge Estates	Subdivision	Single Family	Residential	E 1st St & N Hays St
17	Primrose School of Prosper	Private Education	Education	Special Use	1185 La Cima Blvd
18	Glenbrooke Estates Ph I & II	Subdivision	Single Family	Residential	FM 1385 & Glenbrooke Dr
19	Orion Prosper	Apartment	Multi-Family	Residential	980 S Coit Rd
20	Kroger	Grocery Store	Retail	Commercial	4201 E University Dr
21	Kroger	Grocery Store	Retail	Commercial	4650 W University Dr
22	Kroger	Grocery Store	Retail	Commercial	1250 N Preston Rd
23	Star Trails Phase 1-9	Subdivision	Single Family	Residential	W Prosper Trl & Stargazer Way
24	Windsong Ranch El	Primary Education	Education	Special Use	800 Copper Canyon Dr

#	Name	Type	SubClass	Class	Address
25	Prosper ISD Football Stadium	Arena/Stadium	Recreation	Special Use	2000 Stadium Dr
26	Cortland Windsong Ranch	Apartment	Multi-Family	Residential	4500 Bluestem Dr
27	Gates of Prosper	Stripcenter	Retail	Commercial	S Preston Rd & Lovers Ln
28	Lowe's Home Improvement Store	Home Improvement Store	Retail	Commercial	4301 E University Dr
29	U-Haul Self Storage	Single Tenant	Office	Commercial	1566 US Hwy 380
30	Texas Health Neighborhood Care & Wellness Prosper	Hospital	Institutional	Special Use	1970 W University Dr
31	Lakes at Legacy	Subdivision	Single Family	Residential	US 380 & Legacy Dr
32	Longo Toyota of Prosper	Specialized Retail	Retail	Commercial	2100 W University Dr
33	Hills at Legacy	Subdivision	Single Family	Residential	Legacy Dr & Scarlett Dr
34	The Parks at Legacy	Subdivision	Single Family	Residential	Winding Oak Dr & Cannon Dr
35	Mrs Jerry Bryant El	Primary Education	Education	Special Use	3080 Freeman Way
36	Dicks Sporting Goods	Specialized Retail	Retail	Commercial	700 Richland Blvd
37	Gates of Prosper Phase II Bldg A	Stripcenter	Retail	Commercial	1050 S Preston Rd
38	Gates of Prosper Phase II Bldg B	Stripcenter	Retail	Commercial	920 S Preston Rd
39	Prosper Elms I	Apartment	Multi-Family	Residential	634 N Teel Pkwy
40	Townhomes at Windsong Ranch	Townhome	Multi-Family	Residential	860 Bandera Ct
41	Villas at Windsong Ranch	Townhome	Multi-Family	Residential	1000 Foxglove Ln
42	Windsong Ranch Phase 8	Subdivision	Single Family	Residential	Raftel Rd
43	Windsong Ranch Phase 10	Subdivision	Single Family	Residential	Kestrel St
44	Windsong Ranch Phase 9	Subdivision	Single Family	Residential	Whimbrel Ct
45	Windsong Ranch Phase 6	Subdivision	Single Family	Residential	Bridges Dr & Old Rosebud Ln
46	Windsong Ranch Phase 7	Subdivision	Single Family	Residential	Neale St

#	Name	Type	SubClass	Class	Address
47	Windsong Ranch Phase 5	Subdivision	Single Family	Residential	Ironwood Dr
48	Windsong Ranch Phase 3B-3D	Subdivision	Single Family	Residential	4340 Liberty Dr
49	Windsong Ranch Phase 4	Subdivision	Single Family	Residential	3931 Blue Sage Dr
50	Windsong Ranch Phase 3A	Subdivision	Single Family	Residential	4881 Rockcress Ct
51	Windsong Ranch Phase 1	Subdivision	Single Family	Residential	Fishtrap Rd & Rockrose Dr
52	Windsong Ranch Phase 2	Subdivision	Single Family	Residential	910 Redstem Dr
53	Gates of Prosper Phase 3	Shops	Retail	Commercial	NWC E University Dr & Preston Rd
54	Cambridge Park Estates	Subdivision	Single Family	Residential	SWC N Coleman St & Preston Rd
55	Lakewood	Subdivision	Single Family	Residential	Lakewood Dr
56	Star Trail Phase 10-18	Subdivision	Single Family	Residential	SWC Prosper Rd & Legacy Dr
57	Legacy Gardens	Subdivision	Single Family	Residential	1410 Beverly Dr
58	Encompass Health	Hospital	Institutional	Special Use	Mahard Pkwy
59	Brookhollow Apartments	Apartment	Multi-Family	Residential	4001 E University Dr
60	Prosper Lofts	Loft	Multi-Family	Residential	491 W 5th St
61	Livano Prosper	Apartment	Multi-Family	Residential	408 W 5th St
62	Joyce Hall El	Primary Education	Education	Special Use	1001 Star Meadow Dr
63	Ladera Prosper	Condominium	Multi-Family	Residential	Custer Rd
64	Denton ISD Middle School #9	Secondary Education	Education	Special Use	Denton Way
65	Falls of Prosper	Subdivision	Single Family	Residential	1811 Newpark Way
66	Lakes at Legacy	Subdivision	Single Family	Residential	2811 Firefly Pl
67	Greens at Legacy	Subdivision	Single Family	Residential	Amanda Ln & Prairie Dr
68	William Rushing M S	Secondary Education	Education	Special Use	3080 Fishtrap Rd
69	Preserve at Doe Creek	Subdivision	Single Family	Residential	Fishtrap Rd & Grey Wolf Dr
70	Frontier Estates	Subdivision	Single Family	Residential	1511 Winchester Dr
71	Tanner's Mill	Subdivision	Single Family	Residential	341 Godstone Ln
72	Prosper Lake on Preston	Subdivision	Single Family	Residential	1141 Vista Run Dr

#	Name	Type	SubClass	Class	Address
73	Gates of Prosper Apartments	Apartment	Multi-Family	Residential	NWC S Coleman St & Richland Blvd
74	Cook Childrens North Campus	Hospital	Institutional	Special Use	4300 W University Dr
75	Home Depot	Home Improvement Store	Retail	Commercial	4450 W University Dr
76	Chuck and Cindy Stuber E S	Primary Education	Education	Special Use	721 Village Park Ln
77	Target	Specialized Retail	Retail	Commercial	S Preston Rd & University Dr
78	Alders at Prosper	Senior Living Facilities	Group Quarters	Residential	SWC Prairie Dr & Mahard Pkwy
79	Founders Classical Academy of Prosper	Charter	Education	Special Use	4300 E First St
80	Malabar Hill	Subdivision	Single Family	Residential	First St
81	Holiday Inn Express & Suites Prosper	Hotel	Lodge	Commercial	Mahard Pkwy
82	Prosper Marriott Town Place Suites	Hotel	Lodge	Commercial	Mahard Pkwy & Prairie Dr
83	Prosper Flats	Apartment	Multi-Family	Residential	W US Hwy 380
84	Prestonwick Mixed Use Hotel	Hotel	Lodge	Commercial	W US Hwy 380
85	Brookhollow West	Subdivision	Single Family	Residential	Richland Dr
86	Tribute Senior Living	Senior Living Facilities	Group Quarters	Residential	190 N Preston Rd
87	Residence Inn	Hotel	Lodge	Commercial	5050 W University Dr
88	Pradera Townhomes	Townhome	Multi-Family	Residential	Dallas Pkwy
89	Pradera Hotel	Hotel	Lodge	Commercial	Dallas Pkwy
90	Pradera Office Bldg 1	Multi-Tenant	Office	Commercial	Dallas Pkwy
91	Pradera Office Bldg 2	Multi-Tenant	Office	Commercial	Dallas Pkwy
92	Pradera Apartments	Apartment	Multi-Family	Residential	Dallas Pkwy
93	Pradera Condos Bldg 1	Condominium	Multi-Family	Residential	Dallas Pkwy
94	Pradera Condos Bldg 2	Condominium	Multi-Family	Residential	Dallas Pkwy

Population Summaries

Understanding Prosper's demographics will assist in planning for economic growth initiatives and needed services within the community. The Town has experienced significant population growth within the last decade, which is anticipated to continue moving into the next five years (see Figure 25). Prosper's daytime population (see Figure 26) illustrates that almost half (48.1%) of Prosper's 35,629 residents do not remain in the Town during traditional working hours. This trend often indicates that residents seek jobs and daytime opportunities elsewhere, resulting in increased vehicle trips and exported revenue related to spending and employment.

Race and ethnicity are demographic factors that help shape a community's cultural identity. Understanding the Town's racial and ethnic makeup will help ensure that all members of the community are represented in economic development efforts. Lastly, the level of educational attainment may be used to market employment opportunities in the Town. Prosper's residents are well-educated, with 68.7% having a post-secondary degree (see Figure 28).

Figure 25. Population Summary

Year	Population	Growth
2010	9,523	N/A
2020	30,174	20,651 (+)
2022	35,629	5,455 (+)
2027*	42,081	6,452 (+)

*Projected

Source: Esri

Figure 26. Daytime Population Summary

Daytime Population Type	2022 Daytime Population	
	Total Daytime Pop.	% of Daytime Pop.
Workers	10,431	36.1%
Residents	18,485	63.9%
Total	28,916	100%

Source: Esri

Figure 27. Race and Ethnicity

Race & Ethnicity	% of Population	
	2022	2027*
Race		
White	69.2%	67.0%
Black	8.5%	8.7%
Native American	0.6%	0.6%
Asian	7.9%	8.4%
Pacific Islander	0.1%	0.1%
Other Race	3.1%	3.7%
Two or More Races	10.7%	11.6%
Ethnicity		
Hispanic Origin	10.7%	11.3%
Non-Hispanic Origin	89.3%	88.7%

*Projected

Source: Esri

Figure 28. Educational Attainment

Highest Level of Education	2022 Population (25+ Years)	
	Population	% of Population
Less than 9 th Grade	221	1.0%
High School, No Diploma	311	1.4%
High School Graduate	2,418	10.9%
GED/Alternative Credential	355	1.6%
Some College, No Degree	3,638	16.4%
Associate Degree	1,730	7.8%
Bachelor's Degree	9,360	42.2%
Graduate/Professional Degree	4,147	18.7%
Total Population (25+ Years)	22,180	100%

Source: Esri

Market Profile

Prosper's market potential is largely shaped by its housing and residents' available income. The Town's persons per household has remained relatively constant in the last decade (see Figure 29), Prosper's current housing vacancy rate of 8.9% is lower than the 2010 level of 13.7% (see Figure 30) —this results in population growth and increased market potential. Likewise, Prosper's share of owner-occupied units has seen a significant shift since 2010, indicating that residents are increasingly owing property rather than renting.

Household income is one of the top driving factors for economic growth and development opportunities. Commercial opportunities are more likely to be established when there are residential rooftops, particularly where those rooftops house individuals with a high household income. The average household income in Prosper is anticipated to increase by approximately 7.1% (see Figure 31) within the next five years.

Figure 29. Total Households and Size

Year	Total Households	Persons Per Household
2010	3,030	3.14
2020	9,095	3.32
2022	10,715	3.33
2027*	12,705	3.31

**Projected*

Source: Esri

Figure 30. Housing Unit Occupancy

Year	% of Housing Units		
	Owner Occupied	Renter Occupied	Vacant
2000	78.5%	14.8%	6.8%
2010	68.6%	17.7%	13.7%
2022	80.9%	10.9%	8.2%
2027*	80.6%	10.5%	8.9%

**Projected*

Source: Esri

Figure 31. Household Income

Income Base	% of Households	
	2022	2027*
Less than \$15,000	1.3%	0.9% (-)
\$15,000 to \$24,999	0.8%	0.6% (-)
\$25,000 to \$34,999	1.7%	1.2% (-)
\$35,000 to \$49,999	3.1%	2.2% (-)
\$50,000 to \$74,999	8.4%	5.9% (-)
\$75,000 to \$99,999	9.0%	8.1% (-)
\$100,000 to \$149,999	23.2%	28.1% (+)
\$150,000 to \$199,999	18.6%	22.0% (+)
\$200,000 or greater	30.8%	31.1% (+)
Average Household Income	\$187,794	\$201,090 (+)

**Projected*

Source: Esri

Retail Demand and Spending Outlook

The Town's consumer habits reveal the most frequent categories and services that households within Prosper spend their money on. Figure 32 illustrates the spending breakdown by household based on select categories related to land use and planning. It should be noted that households report these totals and are not mutually exclusive; therefore, totals may overlap in areas where categories are similar. As the table below shows, all spending categories are anticipated to increase by 2027.

Figure 32. Consumer Spending

Select Spending Categories	Consumer Spending		
	2022	2027*	Growth
Apparel & Services	\$45,742,573	\$58,158,634	\$12,416,061
Men's	\$8,867,484	\$11,269,452	\$2,401,968
Women's	\$15,589,929	\$19,796,595	\$4,206,666
Children's	\$7,608,973	\$9,709,410	\$2,100,437
Footwear	\$10,357,443	\$13,180,054	\$2,822,611
Watches & Jewelry	\$2,707,496	\$3,429,848	\$722,352
Apparel Products & Services	\$1,008,390	\$1,275,070	\$266,680
Entertainment & Recreation	\$68,709,927	\$87,302,192	\$18,592,265
Fees and Admissions	\$17,381,153	\$22,020,564	\$4,639,411
TV, Video, & Audio	\$23,992,288	\$30,559,572	\$6,567,284
Pets	\$14,385,341	\$18,259,851	\$3,874,510
Toys, Games, Crafts, & Hobbies	\$2,686,105	\$3,430,504	\$744,399
Recreational Vehicles & Fees	\$2,400,903	\$3,026,236	\$625,333
Sports, Recreation, & Exercise Equipment	\$4,230,128	\$5,392,150	\$1,162,022
Photo Equipment & Supplies	\$1,076,470	\$1,370,667	\$294,197
Other	\$2,561,563	\$3,247,757	\$686,194
Food	\$194,424,961	\$247,416,460	\$52,991,499
Food at Home	\$112,390,528	\$143,039,672	\$30,649,144
Food Away from Home	\$82,034,433	\$104,376,788	\$22,342,355

Select Spending Categories	Consumer Spending		
	2022	2027*	Growth
Home	\$440,686,979	\$559,073,189	\$118,386,210
<i>Mortgage Payment & Basics</i>	\$256,982,551	\$325,602,534	\$68,619,983
<i>Maintenance & Remodeling Services</i>	\$66,196,689	\$83,763,635	\$17,566,946
<i>Maintenance & Remodeling Materials</i>	\$14,298,198	\$18,171,183	\$3,872,985
<i>Utilities, Fuel, & Public Services</i>	\$103,209,541	\$131,535,837	\$28,326,296
Home Furnishings & Equipment	\$31,611,721	\$40,205,611	\$8,593,890
<i>Household Textiles</i>	\$2,191,239	\$2,787,479	\$596,240
<i>Furniture</i>	\$14,363,575	\$18,282,797	\$3,919,222
<i>Rugs</i>	\$705,205	\$892,835	\$187,630
<i>Major Appliances</i>	\$8,838,676	\$11,240,439	\$2,401,763
<i>Housewares</i>	\$1,922,527	\$2,445,561	\$523,034
<i>Small Appliances</i>	\$1,103,531	\$1,406,801	\$303,270
<i>Luggage</i>	\$388,355	\$494,959	\$106,604
<i>Telephones & Accessories</i>	\$2,098,613	\$2,654,740	\$556,127
Insurance	\$153,064,464	\$194,797,462	\$41,732,998
<i>Owner's & Renter's Insurance</i>	\$13,944,270	\$17,729,408	\$3,785,138
<i>Vehicle Insurance</i>	\$40,545,170	\$51,768,301	\$11,223,131
<i>Life & Other Insurance</i>	\$13,167,306	\$16,666,888	\$3,499,582
<i>Health Insurance</i>	\$85,407,718	\$108,632,865	\$23,225,147
Transportation	\$136,492,987	\$174,141,720	\$37,648,733
<i>Payments on Vehicles (non-leased)</i>	\$61,045,519	\$77,902,550	\$16,857,031
<i>Gasoline and Motor Oil</i>	\$51,408,260	\$65,591,905	\$14,183,645
<i>Vehicle Maintenance & Repairs</i>	\$24,039,208	\$30,647,265	\$6,608,057
Travel	\$44,586,273	\$56,517,777	\$11,931,504
<i>Airline Fees</i>	\$14,208,651	\$18,013,785	\$3,805,134
<i>Lodging on Trips</i>	\$15,894,951	\$20,126,859	\$4,231,908
<i>Auto & Truck Rental on Trips</i>	\$1,266,787	\$1,607,701	\$340,914
<i>Food & Drink on Trips</i>	\$13,215,884	\$16,769,432	\$3,553,548

*Projected

Source: Esri

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CHAPTER 4

FUTURE LAND USE PLAN

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INTRODUCTION

Overview

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Plan, which establishes an overall framework for the preferred pattern of development within Prosper. The Future Land Use Plan is generally intended solely to be a comprehensive blueprint of Prosper's vision for its future land use pattern. Specifically, the Future Land Use Plan designates various areas within the Town for particular land uses, based principally on the specific land use policies outlined in this plan.

The Future Land Use Plan is graphically depicted for use during the development plan review process with the Future Land Use Plan map. The Future Land Use Plan should ultimately be reflected through the Town's policy and development decisions. The Future Land Use Plan map is not a zoning map, which deals with specific development requirements on individual parcels. The zoning map and changes in zoning should, however, be based on the Future Land Use Plan and related Future Land Use Plan map.





Legal Authority

The authority of a community to create a comprehensive plan is rooted in Chapters 211, 212, and 213 of the Texas Local Government Code.

Chapter 211

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning.

Chapter 212

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within community limits and also within the Extraterritorial Jurisdiction (ETJ).

Chapter 213

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the “long-range development of the municipality.” Basic recommendations for comprehensive planning are to address land use, transportation, and public facilities but may also include a wide variety of other issues determined by the community.

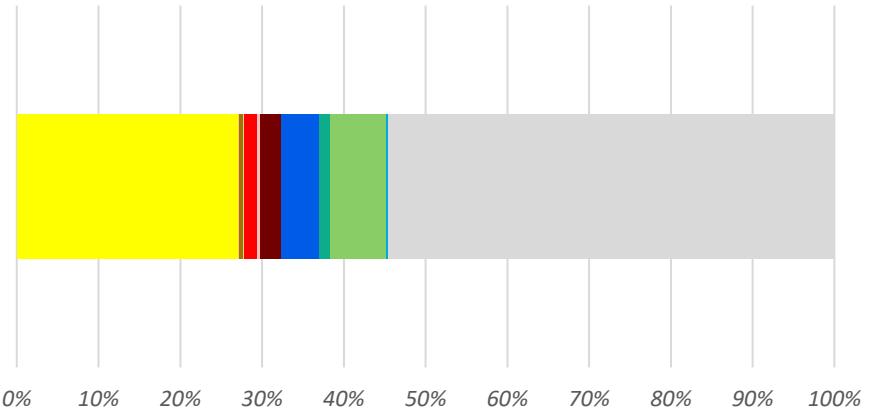
It is important to note that a comprehensive plan is NOT a zoning ordinance, but rather a tool to guide development, infrastructure, and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Government Code.

LAND USE ANALYSIS

Figure 33. Existing Land Use Distribution (Planning Area)

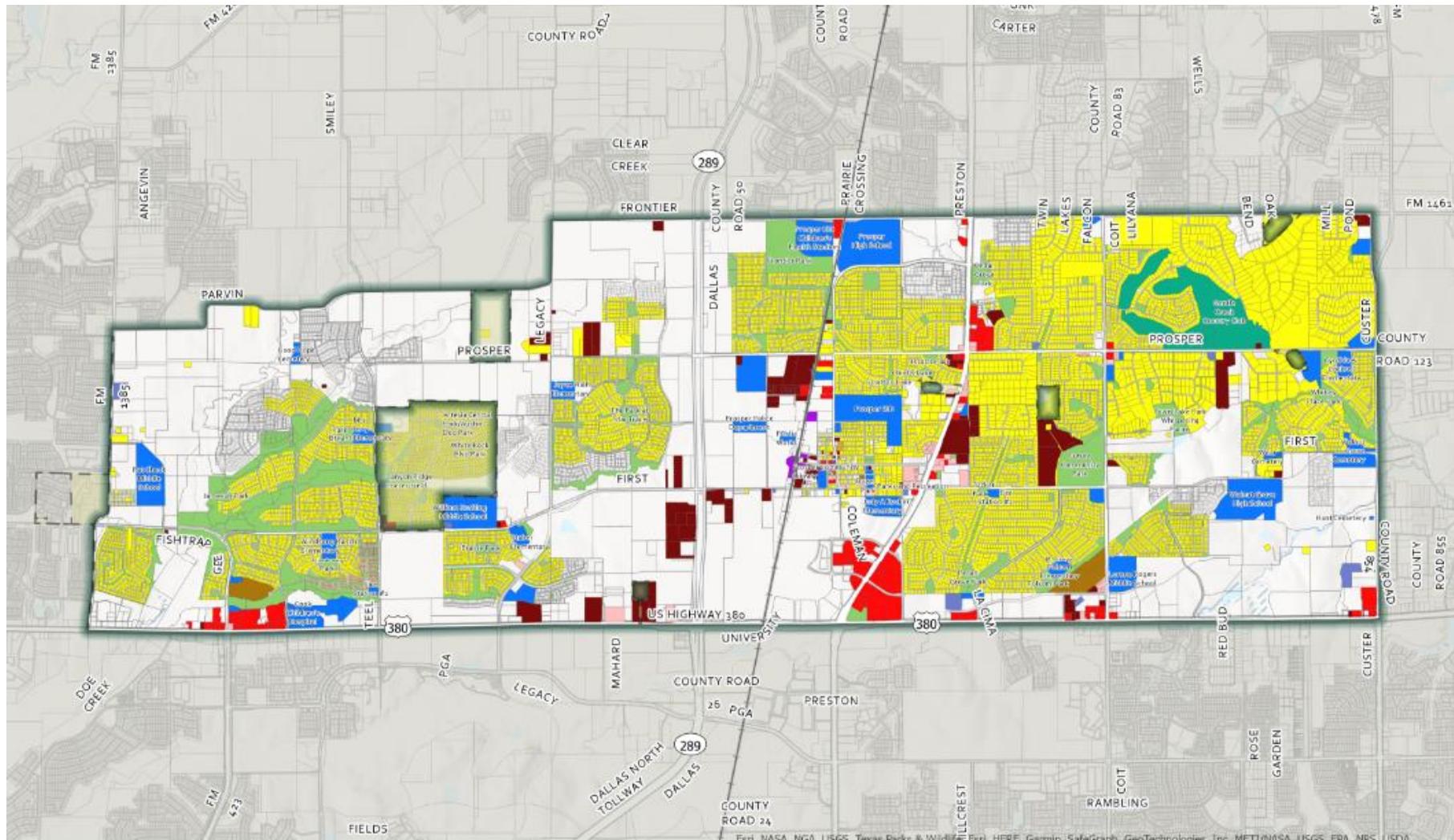
Existing Land Use

The breakdown of existing land uses within Prosper's incorporated limits and extraterritorial jurisdiction (ETJ), collectively referred to as the Planning Area, is reflected in Figure 33. Understanding the current built environment and land use relationships will inform the Town of areas of development opportunities and constraints as growth continues. Excluding vacant land and dedicated rights-of-way, Single-Family development occupies the majority of existing land uses at approximately 27.1%. The next largest land use is Parks and Open Space at 6.8%. Almost half (44%) of Prosper's incorporated limits remain vacant, offering significant infill and greenfield development opportunities.



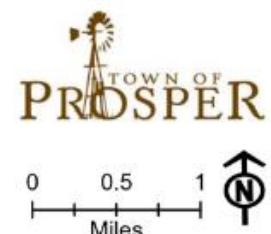
Existing Land Use Category	Town Limits		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Single-Family	4,285.6	26.4%	320.7	43.4%	4,606.3	27.1%
Two-Family (Duplex)	1.9	0.0%	0.0	0.0%	1.9	0.0%
Townhome	26.4	0.2%	0.0	0.0%	26.4	0.2%
Multifamily	68.7	0.4%	0.0	0.0%	68.7	0.4%
Manufactured Home	16.7	0.1%	0.0	0.0%	16.7	0.1%
Retail	272.0	1.7%	3.3	0.4%	275.3	1.6%
Office	72.2	0.4%	1.8	0.2%	74.0	0.4%
Commercial	404.8	2.5%	14.2	1.9%	419.0	2.5%
Industrial	9.8	0.1%	0.0	0.0%	9.8	0.1%
Public/Semi-Public	779.0	4.8%	4.7	0.6%	783.7	4.6%
Private Recreation	229.2	1.4%	0.0	0.0%	229.2	1.3%
Parks and Open Space	1,125.9	6.9%	36.3	4.9%	1,162.2	6.8%
Utility	38.7	0.2%	2.3	0.3%	41.0	0.2%
Vacant	7,149.7	44.0%	252.1	34.1%	7,401.8	43.6%
Right-of-Way	1,772.4	10.9%	103.6	14.0%	1,876.0	11.0%
Total	16,253.0	100.0%	739.0	100.0%	16,992.0	100.0%

Figure 34. Existing Land Use Map (2023)



Existing Land Use

Single Family	Manufactured Home	Industrial	Utility
Two-Family (Duplex)			Vacant
Townhome			Town Limits
Multifamily			ETJ
Office			
Retail			
Commercial			
Parks and Open Space			
Private Recreation			



Zoning Distribution (inside the Town Limits)

Prosper's incorporated Town limits is broken down into six zoning districts:

- Agriculture
- Single-Family
- Multi-Family
- Mixed-Use
- Office/Service
- Retail/Commercial

Figure 35 illustrates the distribution of these six zoning districts across the Town. The predominant zoning district is Single-Family, which occupies 62.5% of the total incorporated area in Prosper. The next largest zoning distributions are Retail/Commercial, followed by Agriculture, occupying 16% and 11.9% of the Town, respectively. The Town's zoning distribution is an indication of the land uses Prosper will see as land develops.

Figure 36 illustrates the share of the vacant property in the Town limits (7,149.7 acres) within each zoning district. The largest share of the vacant properties within the Town (46.8%) are zoned Single-Family, and the smallest share (1.7%) is zoned Multi-Family. Understanding the zoning of Prosper's vacant land area will inform if the Town should seek zoning changes in order to promote different land uses.

Figure 35. Zoning Distribution

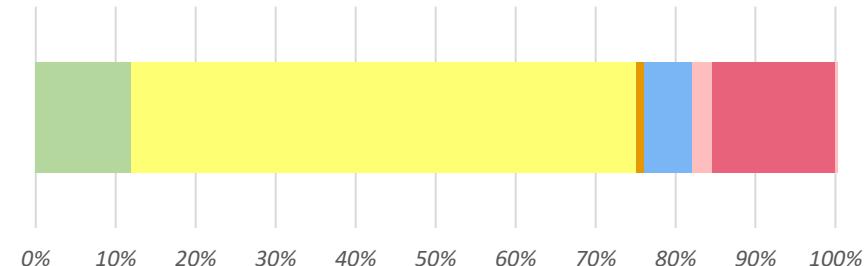
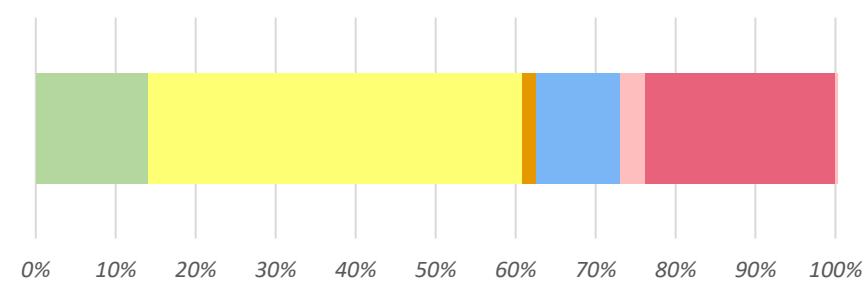
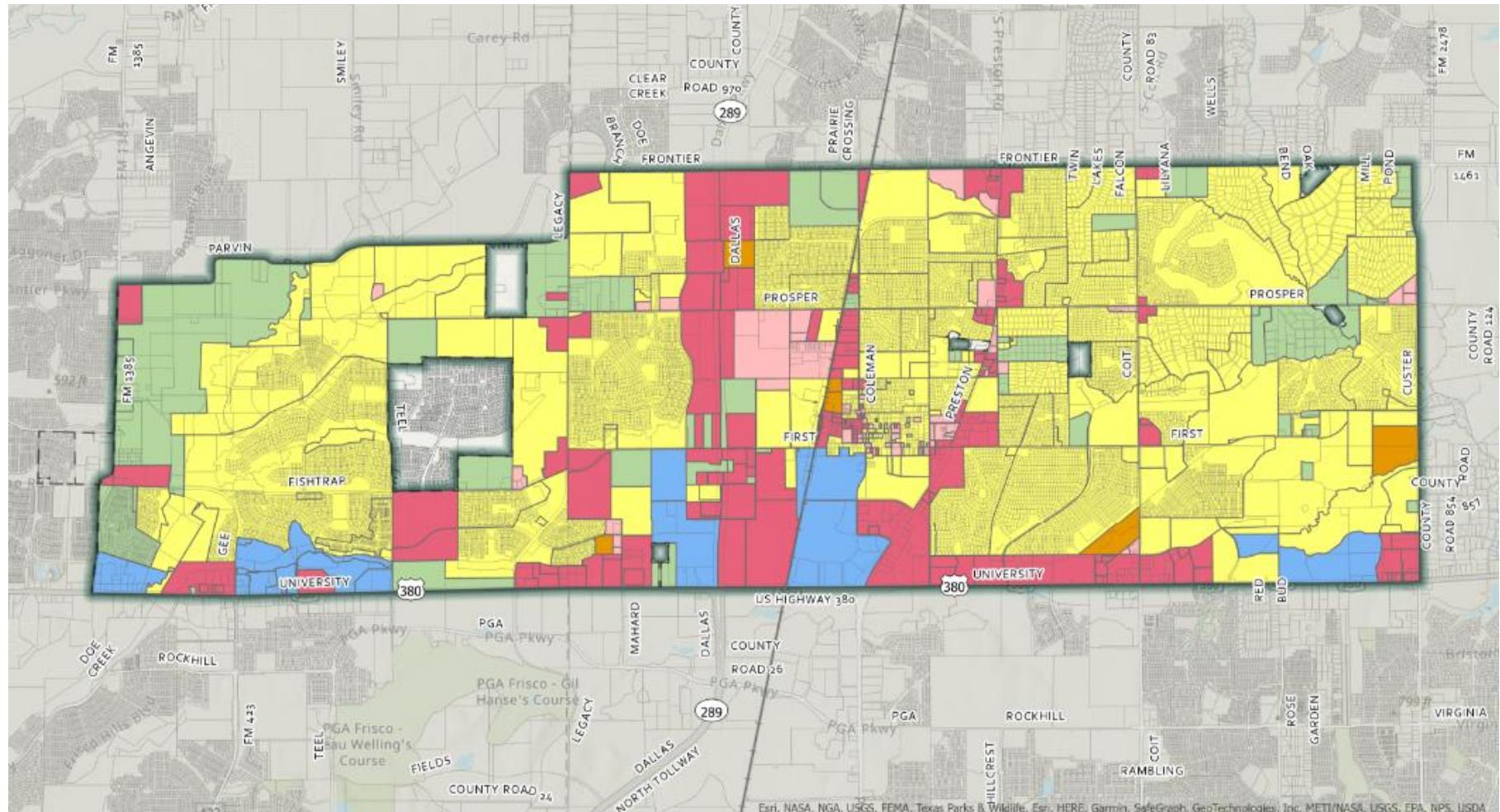


Figure 36. Vacant Land Distribution by Zoning District



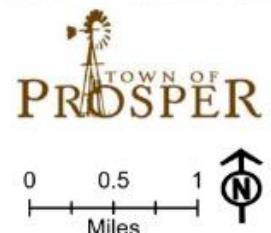
Zoning District	Town Limits		Vacant		Developed	
	Acres	%	Acres	%	Acres	%
Agriculture	1,936.0	11.9%	1,006.4	14.1%	929.7	10.2%
Single-Family	10,263.9	63.1%	3,348.2	46.8%	6,817.5	74.9%
Multi-Family	167.2	1.0%	118.3	1.7%	48.9	0.5%
Mixed-Use	975.6	6.0%	753.7	10.5%	222.0	2.4%
Office/Service	408.8	2.5%	222.1	3.1%	186.7	2.1%
Retail/Commercial	2,501.7	15.4%	1,701.0	23.8%	898.9	9.9%
Totals	16,253.3	100.0%	7,149.7	100.0%	9,103.6	100.0%

Figure 37. Existing Zoning Map (2023)



Zoning Map

- | | | |
|-----------------|-----------------------|-------------------------|
| ■ Agriculture | ■ Office / Service | ■ Town Limits |
| ■ Single Family | ■ Retail / Commercial | ■ ETJ |
| ■ Multi-Family | ■ Mixed Use | ■ Non-residential areas |



Existing Single-Family Lot Size Analysis

A review of lot sizes of single family homes in the Town can be insightful in understanding the extent of housing variety, ratio mix of lot sizes, amount of land for each lot size category, and near-term (next two to three years) population capacity for single family homes.

The table includes all lots in the land development process, such as lots or subdivision being approved and platted, but not built. If the total number of lots is used to project a population projection, then a better understanding can be had regarding how many people may be living within the Town in the next two to three years. However, this number will have ambiguity since multiple-family is not factored into the calculation.

Figure 38. Existing Single-Family Residential Lot Size Analysis

Lots Size Category	Density	Existing Single-Family Residential Lot Size Analysis					
		Number of Lots		Acres by Category		Population by Category*	
		#	%	#	%	#	%
1 acre or larger	Low	703	4.5%	1,408	26.8%	2,140	4.5%
20,001 to 1 acre	Low	762	4.9%	494	9.4%	2,319	4.9%
12,501 to 20,000	Low or Medium	3,388	21.6%	1,141	21.7%	10,312	21.6%
7,501 to 12,500	Medium or High	7,784	49.6%	1,784	33.9%	23,692	49.6%
7,500 or smaller	High	3,041	19.4%	430	8.2%	9,256	19.4%
Total		15,678	100.0%	5,257	100.0%	47,718	100.0%

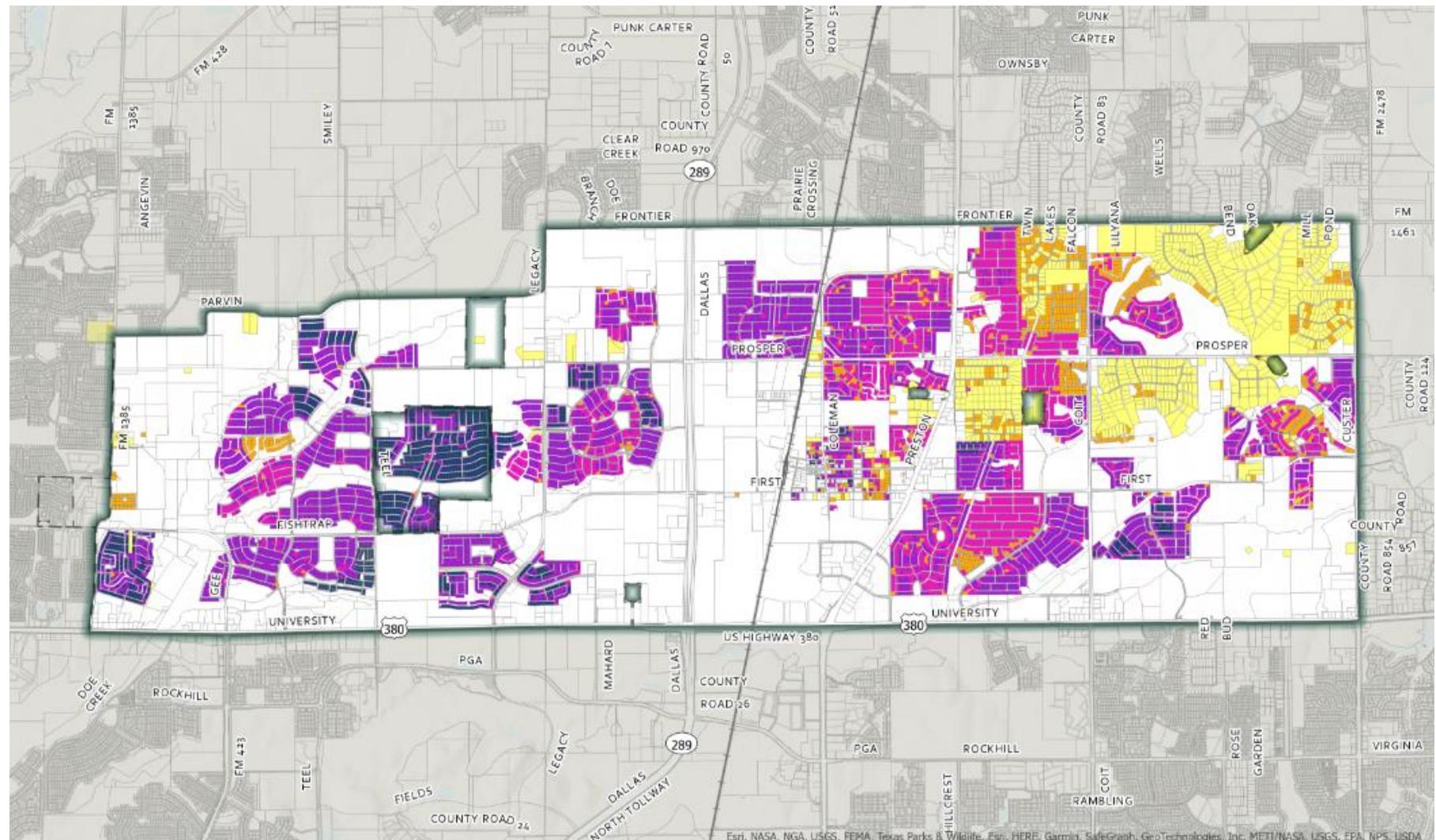
* Population is calculated as one lot equals one single-family home, with a family size of 3.33 persons and an occupancy rate of 91.4%.

The Town's single family lots, which includes all lots in pre-construction (i.e., lot in the process of developing developed), have been divided in five categories that correspond to low density, medium density, and high density from the Future Land Use Plan categories descriptions. The above table shows the percentages of each lot size category, with lots ranging from 7,501 to 12,500 being the largest category with 49.5 percent of all total lots.

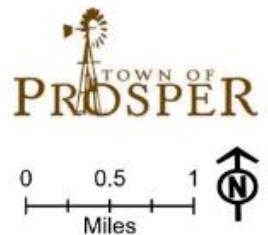
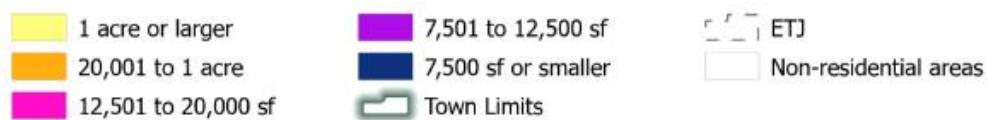
The highest density lots, single family lots that are 7,500 square feet are smaller, comprised 19.4 percent of the total lots and 8.2 percent of the land used for single family purposes. The lowest density lots, single family lots that are one acre or great, comprised of 4.5 percent of the total lots and 26.8 percent of the land used for single family purposes.

If all the platted lots within the Town had a single family home built, then there would be approximately 47,700 living within those homes. This projection is calculated as one lot equals one single-family home, with a family size of 3.33 persons and an occupancy rate of 91.4%.

Figure 39. Single-Family Lots Sizes (2023)



Residential Lot Sizes



Supplemental Maps

Figure 40. Existing Undeveloped Parcels (2023)

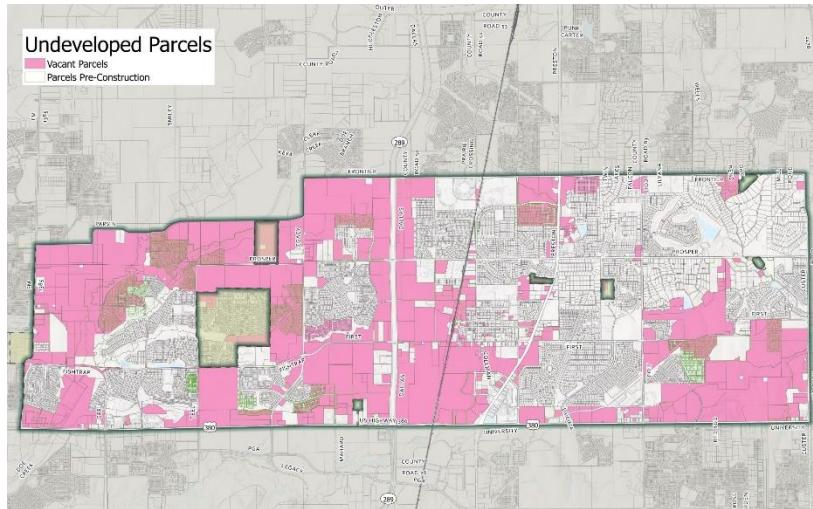


Figure 41. Parks, Recreation, & Open Space Master Plan (2015)

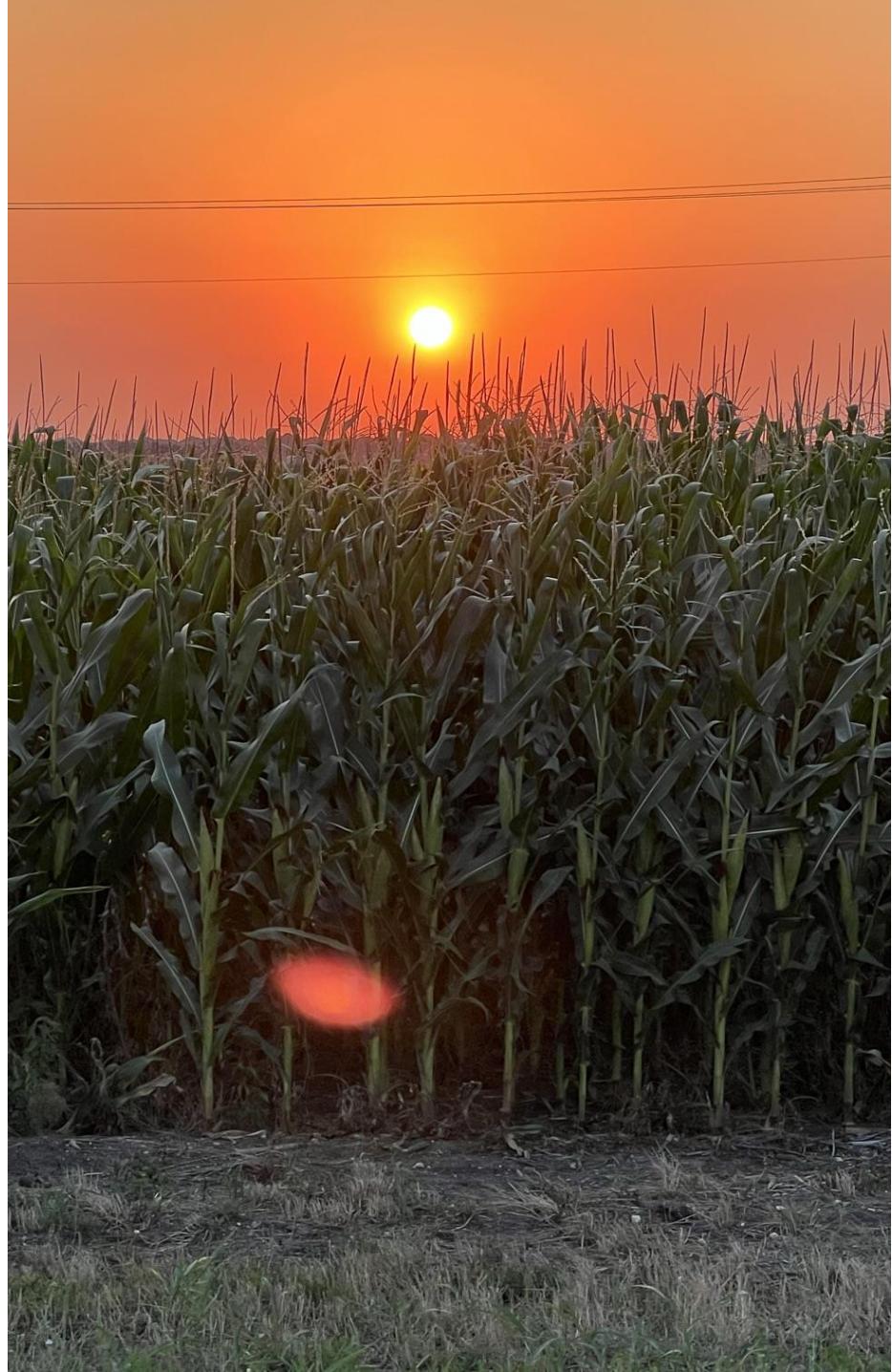
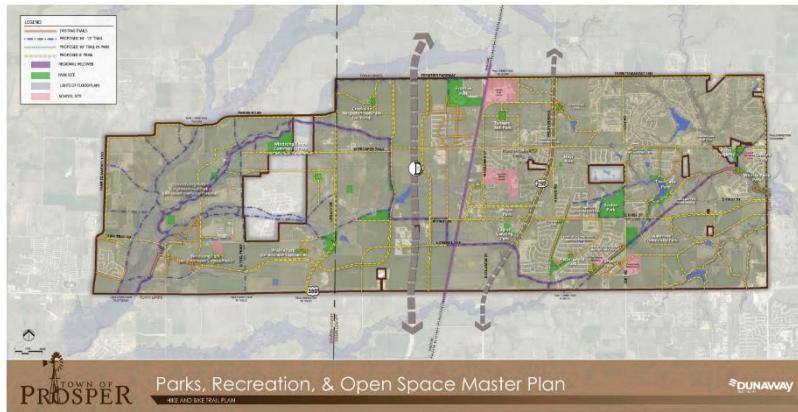


Figure 42. Water System Map

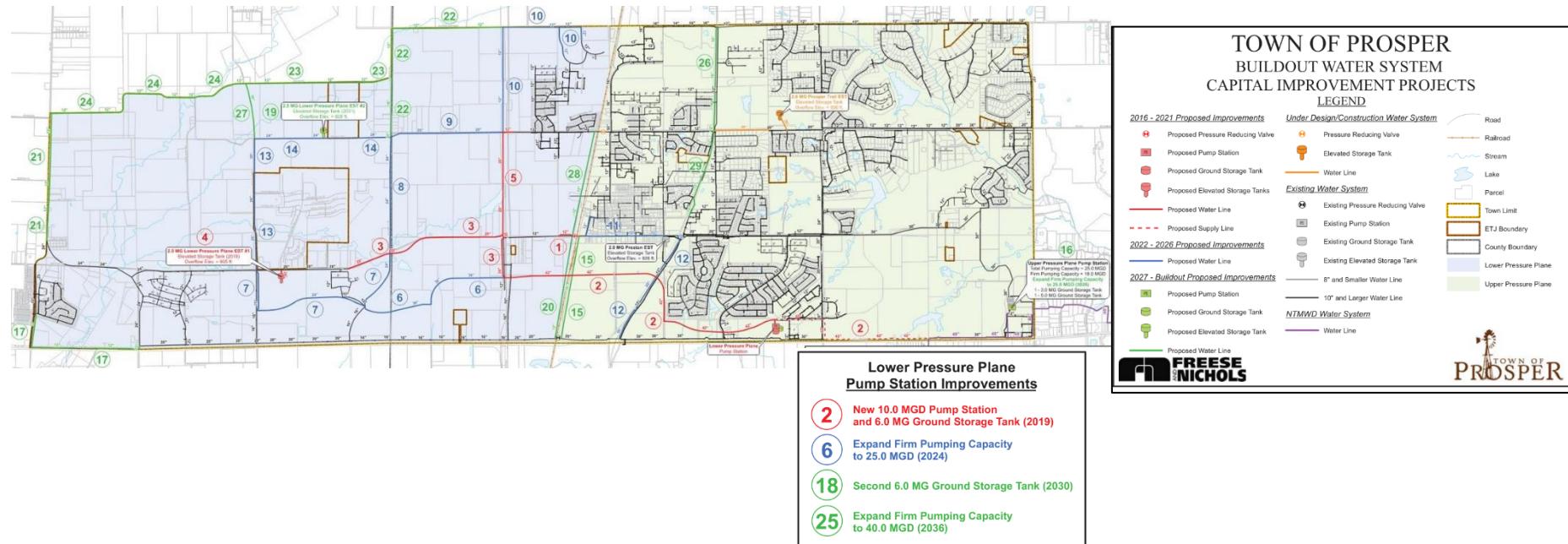
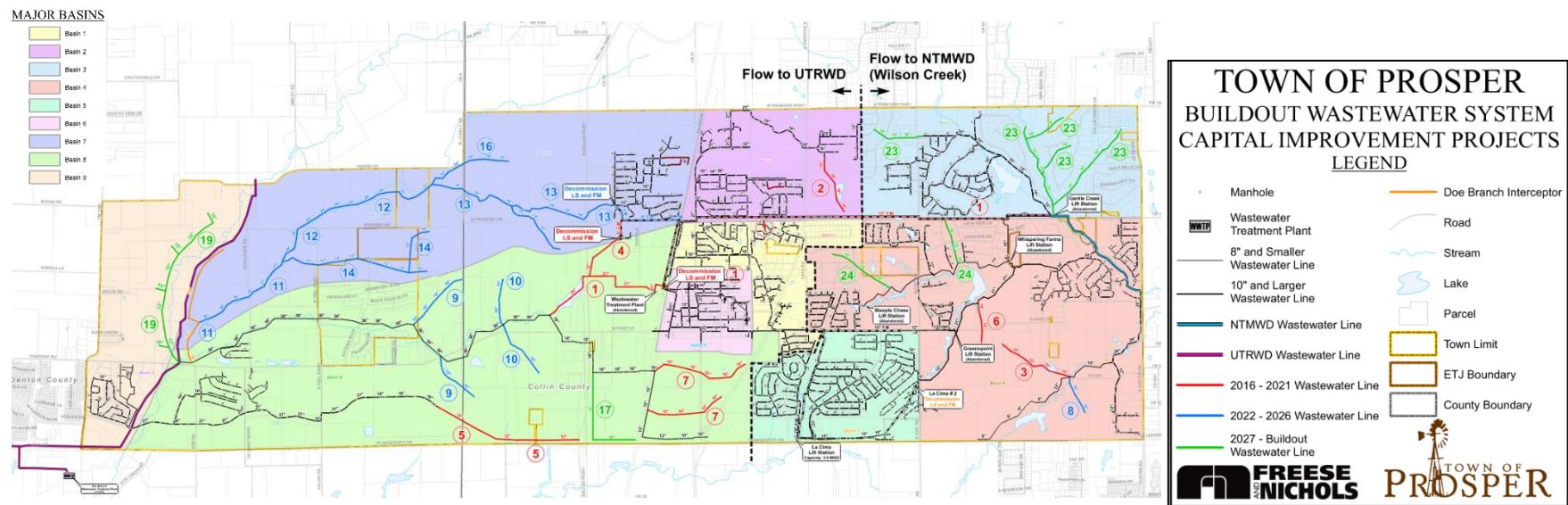


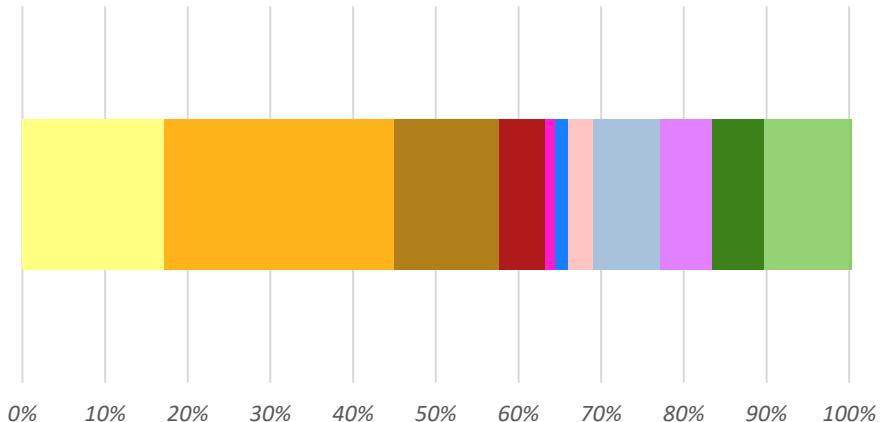
Figure 43. Wastewater System Map



2023 FLUP MAP

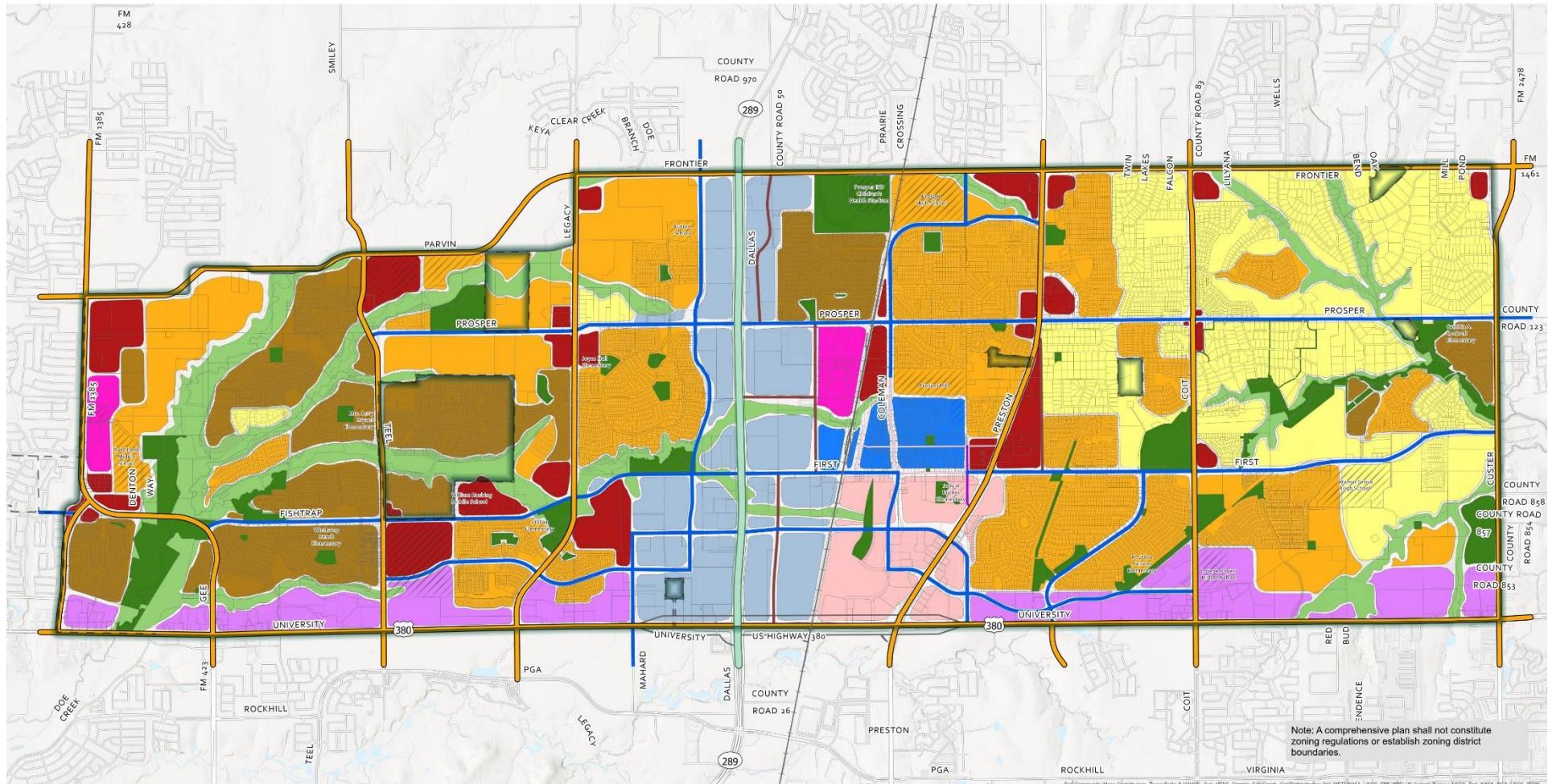
The proposed FLUP map accounts for the ten areas of reconsideration. While some of these FLUP changes are more substantive than others, these changes are to guide development outcomes that provide a land use scenario that brings balance to the Town's tax base, reflects market projections, and presents an array of goods, services, and amenities to residents. The overall direction of the FLUP map will continue to provide a development buildout that predominantly generates single-family residential products.

Figure 44. 2023 FLUP Map Distribution (Planning Area)



Future Land Use Category	Town Limits		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Low Density Residential	2,856.3	17.6%	62.5	8.4%	2,918.8	17.2%
Medium Density Residential	4,630.9	28.5%	94.2	12.7%	4,725.2	27.8%
High Density Residential	1,734.0	10.7%	409.6	55.5%	2,143.6	12.6%
Retail & Neighborhood Services	958.0	5.9%	6.6	0.9%	964.6	5.7%
Business Park	202.7	1.2%	0.0	0.0%	202.7	1.2%
Old Town District	248.9	1.5%	0.0	0.0%	248.9	1.5%
Town Center	530.6	3.3%	0.0	0.0%	530.6	3.1%
Dallas North Tollway District	1,363.8	8.4%	15.0	2.0%	1,378.8	8.1%
US Highway 380 District	1,061.5	6.5%	0.0	0.0%	1,061.5	6.2%
Parks	1,078.2	6.6%	0.2	0.0%	1,078.3	6.3%
Floodplain	1,588.1	9.8%	151.0	20.4%	1,739.1	10.2%
Totals	16,253.3	100.0%	739.0	100.0%	16,992.0	100.0%

Figure 45. 2023 Future Land Use Plan Map

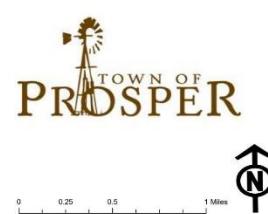


Future Land Use

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Retail & Neighborhood Services
- Business Park
- Old Town District
- Town Center

- Dallas North Tollway, Dedicated Truck Route
- 6 Lane Divided
- 4 Lane Divided
- Commercial Collector
- 3 Lane Undivided Couplet
- Access Roads
- Old Town Roads

- Parks
- Floodplain
- School District Properties
- Town Limits
- ETJ



FUTURE LAND USE CATEGORIES

The Future Land Use Plan map is composed of 11 land use categories. Each was created by analyzing existing conditions to determine the type of land use and development that could improve and reshape the current development pattern. With Prosper's rapid growth, development efforts will be focused on strategic locations in the Town's core surrounding the Dallas North Tollway. As such, some land use categories were designed to allow for a mix or combination of land uses that would complement or enhance the general character of the area.

Each category identifies a primary use that is accompanied by secondary uses. This strategy allows the Town to be flexible with market demands that may change over time. Although primary uses should remain consistent throughout the life of the Plan, secondary uses have the flexibility to change so long as they complement the primary use.



How to Read the Land Use Categories

Each future land use category sheet includes several components to help readers understand the intent and concepts in each category.

Category Descriptions

This section provides a general description of the broad vision, form, and desired characteristics for each future land use category. These descriptions are aspirational in nature, intended to describe the typical qualities of each category, and may not reflect the full variety of uses and existing conditions of individual locations. (For example, the High Density Residential future land use category, while primarily multi-family residential in nature, will cover neighborhoods in Prosper ranging from single-family homes to apartments.)

Appropriateness of New Uses

This chart illustrates the compatibility of land uses for new growth and redevelopment in each category. Some areas may have existing uses noted as "not a compatible use" that are expected to remain in active and productive use.

Development Types

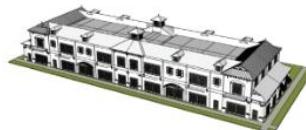
The charts with compatibility of new uses also show a list of residential and nonresidential development types. Those development types are shown in Figure 46. Residential Development Types and Figure 47: Nonresidential Development Types.

Figure 46. Residential Development Types

Residential Development Types		
Development Type	Description	Illustration
Agricultural	<ul style="list-style-type: none"> Land used for farming, ranching, or other similar purposes, including structures that are supportive of the agrarian lifestyle Typical structures include houses, barns, and storage buildings 	
Cluster Subdivision	<ul style="list-style-type: none"> Land development with a focus on the protection of natural resources and open space Clustering of detached residential uses to preserve certain environmentally or agriculturally valuable lands Typically applicable to rural or large-lot suburban areas where there's a critical need to conserve natural areas and/or prime farmlands 	
Single-Family, Large Lot	<ul style="list-style-type: none"> One dwelling unit on a lot in a single stand-alone building Generally, the largest lots of all residential development types with low density, scale, and intensity 	
Single-Family, Medium Lot	<ul style="list-style-type: none"> One dwelling unit on a lot in a single stand-alone building Generally located on medium-sized lots of all residential development types with low density, scale, and intensity 	

Single-Family, Small Lot	<ul style="list-style-type: none"> One dwelling unit on a lot in a single stand-alone building Generally, the smallest lots of all single-family residential development types Dwellings are typically smaller in scale compared to the other single-family development options 	
Townhome	<ul style="list-style-type: none"> Typically three to eight dwelling units on a lot, usually sharing a wall Similar in character and style to single-family detached housing Units are usually tall narrow houses (often 2 or more stories) built close to front property lines 	
Duplex	<ul style="list-style-type: none"> Two dwelling units on a lot, usually sharing a wall Similar in character and style to single-family detached housing 	
Senior Housing	<ul style="list-style-type: none"> Multiple housing units contained within a single building Units are usually stacked on top of each other Usually, the individual units are age-restricted and for rent or sale Additional facilities may be provided, including cafeterias, home health care services, and exercise facilities 	
Apartment	<ul style="list-style-type: none"> Multiple housing units contained within a single building Units are usually stacked on top of each other Typically, more than 12 units per lot, creating a complex 	

Figure 47: Nonresidential Development Types

Nonresidential Development Types		
Development Type	Description	Illustration
Mixed-Use, Neighborhood Scale	<ul style="list-style-type: none"> Both residential, office, retail and/or other uses contained within a single building or development These uses may be horizontal mixed-use (next to each other) or vertical mixed-use (stacked on top of each other) In vertical mixed-use, the ground floor is encouraged to be food and beverage or pedestrian-oriented retail and services, to encourage foot traffic and activity. “Neighborhood scale” denotes density, intensity and scale are lower and more compatible with residential neighborhood land uses, with 4-12 units per lot and low-to low-/mid-rise building heights. 	
Mixed-Use, Community Scale	<ul style="list-style-type: none"> Similar to mixed-use, Neighborhood Scale above but with an elevated intensity and scale with 12+ units per lot and low/mid- to mid-rise building heights 	
Mixed-Use, Regional Scale	<ul style="list-style-type: none"> Similar to the mixed-use development types above but with the highest intensity and scale Buildings range from low to high-rise heights Typically more than 30 units per lot 	
Neighborhood Office and Commercial	<ul style="list-style-type: none"> Small developments purposed for professional, medical, and administrative services Typically this development type provides spaces for doctors, lawyers, dentists, real estate agents, architects, and accountants Usually located near residential uses with minimal development impacts 	

Regional Office and Commercial	<ul style="list-style-type: none"> Large developments purposed for professional, medical, and administrative services Typically this development type provides spaces for doctors, lawyers, dentists, real estate agents, architects, and accountants 	
Neighborhood Shopping Center	<ul style="list-style-type: none"> Provides multiple retail and service establishments on one site, usually with some food and beverage uses “Neighborhood scale” denotes intensity and scale are lower and more compatible with residential neighborhood land uses, with primarily low-rise building heights 	
Regional Shopping Center	<ul style="list-style-type: none"> Similar to Neighborhood Shopping Center scale but with increased intensity Building heights are primarily low-mid to mid rise Large retail tenants typically anchor this development type 	
Light Industrial/Flex Space	<ul style="list-style-type: none"> Light Industrial is manufacturing, processing, assembly, warehouse, and similar uses that do not generate nuisances (noise, odor, dust, etc.) Uses are able to house the entire operation inside the building Outdoor storage of materials/products may occur but at small capacities Less truck traffic occurs Flex Space is a building that can adapt to and house a variety of tenants and/or uses, such as offices, warehouse, and production or research space 	
Civic/Recreation/Open Space	<ul style="list-style-type: none"> Parks, recreational facilities, and open spaces that support other development types This development type is considered appropriate or compatible within all land use categories Park design should be contextually sensitive and provide the types of amenities appropriate for the surrounding land uses 	

Low Density Residential

This land use is indicative of large-lot single-family homes with large front yard setbacks from roadways and large side yard setbacks separating homes to reinforce openness. Typically speaking, lot sizes within any low density development will range between 15,000 square feet and 1+ acre (43,560+ square feet) in size. While various lot sizes may be used, the gross density of low density residential neighborhoods should not exceed 1.6 dwelling units per acre. Gross density calculations should exclude undevelopable land, such as floodplains, detention ponds, and conservation easements, due to its inability to accommodate housing.

Large-lot homes will provide a continuation of the rural atmosphere and feel that was intensely expressed by Prosper's residents. Homes are generally farther apart than homes in the other residential land use types and should be buffered from major commercial areas by medium or high density residential development. Most low density residential areas will be located in Northeast Prosper.



Use Appropriateness			
<ul style="list-style-type: none">● ● ● = Appropriate primary uses● ● ○ = Conditional as primary uses● ○ ○ = Conditional as secondary uses○ ○ ○ = Inappropriate use			
Residential		Nonresidential	
Agricultural	● ● ●	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	● ● ●	Mixed-Use, Community Scale	○ ○ ○
Single-Family, Large Lot	● ● ●	Mixed-Use, Regional Scale	○ ○ ○
Single-Family, Medium Lot	● ● ○	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	○ ○ ○
Townhome	○ ○ ○	Neighborhood Shopping Center	○ ○ ○
Duplex	○ ○ ○	Regional Shopping Center	○ ○ ○
Senior Housing	○ ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ● ●



Medium Density Residential

Medium density residential is also representative of single-family detached dwelling units. **Lot sizes in medium density residential neighborhoods could range between 12,500 and 20,000 square feet in size.** A variation in lot sizes may be permitted to achieve a goal range in density. While a variety of lot sizes may be used within medium density residential neighborhoods, **the gross density of those developments will typically not be less than 1.6 dwelling units per acre or greater than 2.5 dwelling units per acre.** Gross density calculations should exclude undevelopable land, such as floodplains, detention ponds, and conservation easements, due to its inability to accommodate housing.

Additionally, residential development should focus on creating a suburban atmosphere. Clustering should be encouraged to preserve open space and environmentally sensitive areas. Development standards should ensure adequate open space and efficient roadway and pedestrian connectivity to schools, neighborhood amenities, and parks. Any supporting nonresidential uses should be similar in scale to the residential properties, including appropriate landscaping and buffering, and be located on major thoroughfares.



Use Appropriateness			
<ul style="list-style-type: none">● ● ● = Appropriate primary uses● ● ○ = Conditional as primary uses● ○ ○ = Conditional as secondary uses○ ○ ○ = Inappropriate use			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	● ● ○	Mixed-Use, Community Scale	○ ○ ○
Single-Family, Large Lot	● ● ●	Mixed-Use, Regional Scale	○ ○ ○
Single-Family, Medium Lot	● ● ●	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	● ● ○	Regional Office and Commercial	○ ○ ○
Townhome	○ ○ ○	Neighborhood Shopping Center	○ ○ ○
Duplex	○ ○ ○	Regional Shopping Center	○ ○ ○
Senior Housing	○ ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ● ●



High Density Residential

The high density residential category represents the most intense residential land uses permitted in Prosper. High density single-family uses will consist of developments greater than a gross density of 2.5 dwelling units per acre and lot sizes smaller than 10,000 square feet.

Within Prosper, the High Density Residential land use category reflects the Artesia development, where single-family residential lot sizes and the dwelling units per acre will be substantially higher than the rest of the community. High density residential may be located within the Dallas North Tollway, Highway 380, Town Center, and Old Town Districts. In such areas, high density residential may take the form of multi-family or single-family attached dwelling units and may include mixed-use lofts/apartments, patio homes, snout houses, brownstones, and townhomes. Housing options should be complementary, emphasizing connectivity and access to neighborhood amenities, including schools and parks. Development standards for housing and any nonresidential uses should be in place to ensure compatibility through increased setbacks for taller buildings, site designs that are consistent with the neighborhood, and enhanced landscaping.

Additionally, any nonresidential uses should be located primarily at larger intersections and should include appropriate buffering and pedestrian orientation to support the surrounding residents. Certain residential uses like townhomes and patio homes can be used as a transitional use between low density areas, and higher intensity uses, such as commercial and retail activity.

Use Appropriateness			
<ul style="list-style-type: none">● ● ● = Appropriate primary uses● ● ○ = Conditional as primary uses● ○ ○ = Conditional as secondary uses○ ○ ○ = Inappropriate use			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	○ ○ ○
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	○ ○ ○
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	● ● ○	Regional Office and Commercial	○ ○ ○
Townhome	● ● ●	Neighborhood Shopping Center	○ ○ ○
Duplex	● ● ●	Regional Shopping Center	○ ○ ○
Senior Housing	● ● ●	Light Industrial/Flex Space	○ ○ ○
Apartment	● ● ○	Civic/Recreation/Open Space	● ● ●



Retail & Neighborhood Services

Neighborhood services typically include retail establishments that provide merchandise for retail sale, banks, neighborhood office, and small medical offices. Typically, development includes small- or medium- scale development ranging from 1,500 square feet to 45,000 square feet and one to two stories in height. Retail uses are particularly important because they contribute to Prosper's tax base through both property and sales taxes, making their inclusion attractive and often times competitive. Within Prosper, neighborhood service uses will likely occur at major intersections along the Dallas North Tollway, US Highway 380 and Preston Road corridors. Neighborhood service uses should also be strategically placed along the Town's perimeter in order to attract patrons from neighboring communities, enhancing sales tax revenue opportunities. The majority of neighborhood service activity within Prosper will likely be included within the Dallas North Tollway, Highway 380, Town Center, and Old Town Districts.



Use Appropriateness			
<ul style="list-style-type: none"> ● ● ● = Appropriate primary uses ● ● ○ = Conditional as primary uses ● ○ ○ = Conditional as secondary uses ○ ○ ○ = Inappropriate use 			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	● ● ●
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	● ● ●
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	● ● ○
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	● ● ●
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	● ● ○
Townhome	○ ○ ○	Neighborhood Shopping Center	● ● ●
Duplex	○ ○ ○	Regional Shopping Center	● ● ○
Senior Housing	○ ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ● ●



Dallas North Tollway District

The Dallas North Tollway District will consist of the most intense land uses within Prosper. A diverse mixture of office, retail, and residential will likely develop along the corridor. Mid-rise office (up to 12 stories) may be permitted throughout the corridor. Office buildings should be designed for a “campus feel”—they should be oriented towards common public space with significant landscaping and should be linked by a pedestrian network. A common architectural theme should also be established for a consistent visual appearance. Mixed-use development should be encouraged and should contain a mixture of office, retail and residential uses. Mixed-use lofts/apartments would be the most appropriate residential use within this District. Structured parking should be encouraged in more intense areas to limit the presence and visibility of large parking lots. Structured parking should be oriented to minimize visibility from the Tollway. The Town may explore an overlay zoning district to better accommodate the preferred development outcomes in the Dallas North Tollway District.



Use Appropriateness			
<ul style="list-style-type: none"> ● ● ● = Appropriate primary uses ● ● ○ = Conditional as primary uses ● ○ ○ = Conditional as secondary uses ○ ○ ○ = Inappropriate use 			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	● ● ●
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	● ● ●
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	● ● ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	● ● ●
Townhome	○ ○ ○	Neighborhood Shopping Center	● ● ○
Duplex	○ ○ ○	Regional Shopping Center	● ● ●
Senior Housing	● ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	● ● ○	Civic/Recreation/Open Space	● ● ○



US Highway 380 District

Much like the Dallas North Tollway District, the US Highway 380 District will contain a variety of different uses. The major contrast between US Highway 380 and other Districts will be the inclusion of a big box development and commercial service uses. Types of appropriate commercial include hotels, banks, vehicle refilling stations with convenience stores, home service centers with outside storage, garden center with outside storage and other similar uses which serve the community but are not necessarily desired on Preston Road or within the Dallas North Tollway corridor. Residential land uses may be appropriate within certain areas, particularly away from major intersections where retail and commercial will be the highest and best land use. Residential land uses may include medium to high density uses. These residential areas may serve as a buffer between more intense activity along US Highway 380 and low density residential areas to the north.



Use Appropriateness			
<ul style="list-style-type: none"> ● ● ● = Appropriate primary uses ● ● ○ = Conditional as primary uses ● ○ ○ = Conditional as secondary uses ○ ○ ○ = Inappropriate use 			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	● ● ●
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	● ● ●
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	● ● ●
Townhome	● ● ○	Neighborhood Shopping Center	○ ○ ○
Duplex	● ● ○	Regional Shopping Center	● ● ●
Senior Housing	● ● ○	Light Industrial/Flex Space	● ● ○
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ○ ○



Town Center District

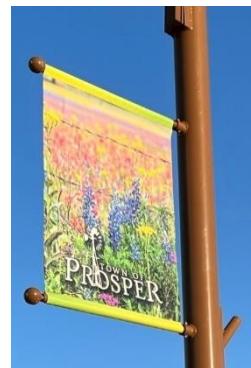
The Town Center District is a continuation of the area defined by previous planning efforts as a future location for a large-scale mixed-use development. The Town Center would include a mixture of land uses but development will be less intense than that located along US Highway 380 and the Dallas North Tollway. Retail, small-scale office, and residential uses would be included within this District, but the primary intent should be focused on dining and shopping. Public space should be a major component of this area, creating space for families and residents of Prosper to meet and socialize. Open space located within the Town Center could be used for community events, festivals, and school events. Urban design should accommodate pedestrians while providing automobile access and discreet parking. Residential uses may include mixed-use lofts/apartments, patio homes, townhomes, and brownstones. Areas of single family residential may also be permitted, particularly on the northern side where the development abuts the Old Town district.



Use Appropriateness			
<ul style="list-style-type: none"> ● ● ● = Appropriate primary uses ● ● ○ = Conditional as primary uses ● ○ ○ = Conditional as secondary uses ○ ○ ○ = Inappropriate use 			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	● ● ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	● ● ○
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	● ● ●
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	● ● ○
Single-Family, Small Lot	● ● ○	Regional Office and Commercial	● ● ●
Townhome	● ● ○	Neighborhood Shopping Center	● ● ○
Duplex	● ● ○	Regional Shopping Center	● ● ●
Senior Housing	● ● ●	Light Industrial/Flex Space	○ ○ ○
Apartment	● ○ ○	Civic/Recreation/Open Space	● ● ○

Old Town District

The Old Town District is the heart of Prosper. This historic area of the community is intended to include a variety of boutique type land uses, ranging from unique and local retail establishments, restaurants, and offices. Many of the historic homes within the Old Town District, particularly areas along First Street and Broadway, may gradually convert to boutique office and retail establishments. The most opportunistic possibility for a transit stop, if desired by future residents, would be within the Old Town District, which could facilitate redevelopment of the downtown area. If this occurs, high density residential options, such as live-above lofts/apartments, may be considered. The historic past of the community should be preserved. The community's beginnings as a farm community in rural Collin County are part of what defines Prosper, and these attributes should be preserved as new infill development occurs.



Use Appropriateness			
		Residential	
		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	● ● ●
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	● ● ●
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	● ● ○
Single-Family, Medium Lot	● ● ○	Neighborhood Office and Commercial	● ● ●
Single-Family, Small Lot	● ● ●	Regional Office and Commercial	● ● ○
Townhome	● ● ●	Neighborhood Shopping Center	● ● ●
Duplex	● ● ●	Regional Shopping Center	○ ○ ○
Senior Housing	● ● ●	Light Industrial/Flex Space	○ ○ ○
Apartment	● ● ○	Civic/Recreation/Open Space	● ● ●

Business Park

A Business Park District, located to the west of the BNSF Railroad between Prosper Trail and First Street, will include a variety of potential land uses, including light industrial, commercial warehousing, and commercial uses with outside storage. While outside storage will likely occur and be necessary within this District, significant effort should be placed on the visual integrity of the District, particularly when located in higher visibility areas. When such uses abut roadways, larger landscape setbacks, such as 40 feet setbacks, that include berms and evergreen shrubs/trees should be used to protect the visual integrity of roadways and the public view. All outside storage should also be screened from public view and from adjacent properties. The location of the BNSF railroad and close proximity to the Dallas North Tollway provide the Business Park with significant accessibility. Uses located along First Street, Prosper Trail, and other perimeter areas should incorporate a higher degree of landscaping and architectural design in order to protect the visual integrity of Prosper's roadways. Residential uses are not appropriate within these areas in order to ensure the Town's ability to attract and maintain employment-generating uses.



Use Appropriateness			
<ul style="list-style-type: none">● ● ● = Appropriate primary uses● ● ○ = Conditional as primary uses● ○ ○ = Conditional as secondary uses○ ○ ○ = Inappropriate use			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	○ ○ ○
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	○ ○ ○
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	● ○ ○
Townhome	○ ○ ○	Neighborhood Shopping Center	○ ○ ○
Duplex	○ ○ ○	Regional Shopping Center	○ ○ ○
Senior Housing	○ ○ ○	Light Industrial/Flex Space	● ● ●
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ● ○

Parks, Recreation, and Open Space

This land use category is intended to preserve open spaces for the protection and enjoyment of natural areas. Areas within this designation are primarily located along the floodway running throughout the Town. Parks, trails, and other recreational amenities should be integrated into and easily accessible from residential neighborhoods and developments. These uses are typically allowed in any zoning district. Future park locations that are not identified on the Future Land Use Plan map may be identified in the 2015 Parks Plan.



Use Appropriateness			
<ul style="list-style-type: none">● ● ● = Appropriate primary uses● ● ○ = Conditional as primary uses● ○ ○ = Conditional as secondary uses○ ○ ○ = Inappropriate use			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	○ ○ ○
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	○ ○ ○
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	○ ○ ○
Townhome	○ ○ ○	Neighborhood Shopping Center	○ ○ ○
Duplex	○ ○ ○	Regional Shopping Center	○ ○ ○
Senior Housing	○ ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ● ●

Floodplain

This land use category is intended to show where the floodplains are located within the Town. This category is a general depiction of the floodplain locations; to determine if a property is within a floodplain (such as a 100-year floodplain), a floodplain survey and study typically is performed. Floodplains are areas where flooding typically occurs and most buildings and structures are not placed within the floodplain due to regulatory and safety concerns. Parks, trails, and other recreational amenities can be integrated into and easily accessible from residential neighborhoods and developments. These uses are typically allowed in any zoning district.



Use Appropriateness			
		Residential	
		Nonresidential	
Agricultural	● ● ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	○ ○ ○
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	○ ○ ○
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	○ ○ ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	○ ○ ○
Townhome	○ ○ ○	Neighborhood Shopping Center	○ ○ ○
Duplex	○ ○ ○	Regional Shopping Center	○ ○ ○
Senior Housing	○ ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	○ ○ ○	Civic/Recreation/Open Space	● ● ○



LAND USE CONCEPTS

Mixed-Use

Mixed-use refers to a development style that combines a mix of land uses within one defined zoning district. For example, residential, retail, restaurants, office, and public uses may be allowed in the same building, same lot, same tract, block, or zoning district. Benefits of mixed-use development include:

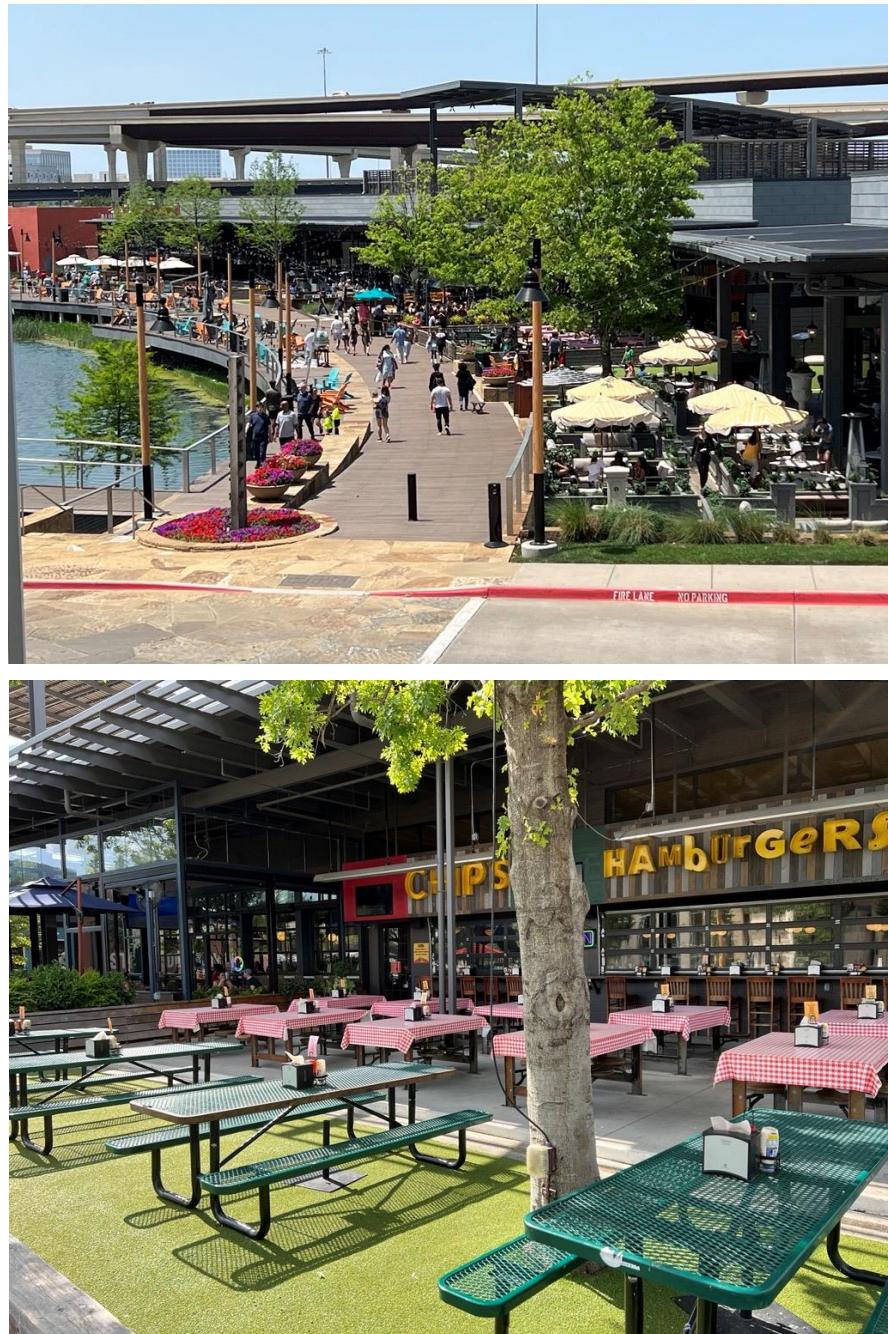
- Flexibility of building spaces over time;
- Long term viability of commercial districts;
- Providing higher quality high density residences;
- Inclusion of public facilities;
- Reduction in the frequency of vehicular trips; and
- Minimizing land consumption.

Mixed-use developments are defined by their design—building orientation, roadway configuration, and amenities such as shade trees, benches, and lighting create a safe environment that is conducive to walking. Intentional integration of diverse land uses within one localized area creates a lifestyle option where a person can perform many of their daily needs and recreational desires within a short distance of home. Such environments are particularly attractive to young professionals, young couples, and empty nesters.

Mixed uses are typically either horizontal or vertical in nature. Horizontal mixed-uses involve retail, office, and residential all located within one defined area, but within separate buildings. Vertical mixed-use developments would include any combination of retail, office, and residential within the same building. A common example of vertical mixed-use is residential lofts and apartments above street-level retail and office space.

Practical Regulatory Example

[Madison, Wisconsin](#)



What does Mixed-Use Look Like?

Past planning efforts, including the Town's previous comprehensive plan, have indicated that the most opportunistic location for a Town Center, a large mixed-use district, would be the area roughly bounded by First Street to the north, US Highway 380 to the south, BNSF Railroad to the west and Preston Road to the east. This area is currently identified as a planned development by the Town's zoning ordinance.

Within Prosper, mixed-use areas may be appropriate along the Dallas North Tollway, Highway 380, Town Center, and Old Town Districts, as shown below.

Horizontal and Vertical Mixed-Use Development

Mixed-use developments that include a range of land uses incorporated within the same building, but typically on different levels, are referred to as vertical mixed-use developments. Common examples of vertical integration include apartments and lofts over ground-level retail and office uses. Examples of vertical mixed-use developments are Shops at Legacy in Plano, Watters Creek in Allen, and the West Village/State-Thomas areas of Dallas. Vertical mixed-use development was preferred by Prosper residents.

Horizontal mixed-use development is representative of a mixture of uses within close proximity to each other, but not necessarily within the same building. Horizontal mixed-use developments typically include residential uses along the periphery of the larger development area, separate from a more intense retail and office core. An example of horizontal mixed-use development is Southlake Town Center. The central area of the Town Center includes retail and office uses, with residential townhomes located on the periphery of the development, primarily on the east side.

Two factors considered when determining whether vertical or horizontal integration should be utilized are land availability and land value. In more intense areas of development, land values are typically higher and land availability may be significantly less. In such locations, vertical integration and higher densities (up to five stories) would be most appropriate. In Prosper, vertical integration of mixed uses will likely occur within the Dallas North Tollway and Town Center Districts. Horizontal mixed-use integration typically

occurs where land availability and value can accommodate an overall lower density. Here, one- to three-story retail and office may be surrounded by townhomes, patio homes, multi-unit homes, and other less intense uses. In Prosper, horizontal mixed uses will likely occur within the US Highway 380 and Town Center Districts.



Context-Sensitive Solutions

Context-sensitive solutions (CSS) is the practice of developing transportation projects that serve all users and meet the needs of the neighborhoods through which they pass. It is a collaborative process that involves Town staff, property owners, developers, and business owners in the development of street designs that fit into the character of surrounding neighborhoods while maintaining safety and mobility. The key is that elements of the street should complement the context of surrounding or adjacent development in order to generate a “roadway experience” and therefore the roadway may take on certain characteristics to support and be compatible with adjacent development. The process of designing CSS roadways is similar to the process of designing traditional thoroughfares in that automobile traffic is considered with traffic counts, traffic demand, and level of service information-gathering efforts. The difference is that in addition to automobile traffic, other elements, such as pedestrian traffic, building form, and land use, are also carefully considered.

The CSS approach recommends designing thoroughfares based upon:

- Community objectives
- Functional classes
- Thoroughfare types
- Adjacent land use
- Environmental considerations

In order to design accordingly, decision makers must understand the key relationship between transportation and land use, particularly the flexibility that may be needed in roadway design in order to accommodate a thoroughfare to changing urban form within the community. Understanding key community objectives for land use within the community is also important to ensure that public infrastructure investments are in line with ultimate land use objectives.

Coleman Road is a prime example of an application of context-sensitive solutions in Prosper. The southern portion of Coleman Road will traverse the Town Center. In this area, it must consider the more intense development that

will likely be located within the Town Center and its focus will be primarily placed on moving traffic and safely accommodating the pedestrian. As the roadway moves into the Old Town District, it must respect the character of Old Town. The roadway will likely narrow and head-in and parallel parking will likely be utilized. Other pedestrian amenities, such as bulb-outs, street trees and enhanced sidewalks may be considered. As Coleman Road continues to the north of Old Town, it will transition into a residential thoroughfare with more lanes added and on-street parking removed.

Building Orientation

Building orientation can significantly affect the appearance of the community. Over the past several decades, strip shopping centers have been defined by large setbacks and parking areas located between the building and the roadway. With this type of design, much of the visual identity of the corridor is placed on the parking lots and vehicles, rather than on the architecture and identity of the community and the buildings themselves.

High quality nonresidential development should be a priority in Prosper and that the “cookie-cutter” strip centers that define many suburban neighborhoods should be discouraged within Prosper. Building orientation is a way to ensure that high-quality retail and commercial centers are developed within Prosper.

Retail centers should be clustered together, when possible, creating nodes of activity rather than strips of activity. Neighborhood retail centers will most likely be located at major intersections within Prosper. Clustering of buildings into nodes of activity can often help to define outdoor spaces such as plazas and courtyards and the strategic orientation of buildings can also minimize circulation conflicts.

An additional design that may be considered is the placement of parking areas behind buildings rather than along the roadway frontage. The visual experience is then focused on the landscaping and architectural design of the building, rather than on a large parking lot located in the front.

Multi-Family Development

Multi-family development must be well-planned and accounted for within Town limits. With more multi-family development requests, locations and standards for such development must be carefully considered to meet the Town's expectations. While North Texas multi-family development has historically been associated with sprawling, garden-style apartments from the 20th century, multi-family developments have greatly improved since the start of the 21st century. For instance, many multi-family developers are not constructing garden-style apartment complexes, but modern, higher density, multi-family developments that are attractive to young professionals and empty nesters. These developments are typically of a high-quality appearance and provide luxury amenities like dog parks and pet cleaning stations, saltwater pools, structured or covered parking, saunas, and innovative clubhouses. Additionally, some multi-family developments incorporate other uses on the ground floor like office spaces, retail shops, and restaurants to create a vibrant, inclusive, and cohesive development.

In Prosper's instance, multi-family development should occur at strategic locations and have strict development standards and offer a high level of amenities to residents. This will create attractive multi-family developments that serve a critical housing need for a rapidly growing community like Prosper.

Any new multi-family development product should:

- 1) Meet the Town's vision of providing housing excellence (see the Vision Statement on page 22),
- 2) Provide quality-of-life amenities to foster the development and the Town as a desirable and unique community (see the Guiding Principles and Community Goals on page 23),
- 3) Be compatible with neighboring developments,
- 4) Be at a high density (more than 40 dwelling units per acre), and
- 5) Be located in the DNT District.



Development Standards

Most communities regulate multi-family developments through development standards. These standards typically control the size, density, design, amenity features, parking, landscaping, and location of multi-family developments. For example, some communities require multi-family developments to provide an amenity feature for every 50 units provided. Others require multi-family projects to provide structured parking located behind the building to eliminate parking seas that are synonymous with garden-style apartments. Additionally, some communities prevent apartments from being less than three stories tall and require site design features like building articulations and massing to reduce outdated apartment style possibilities.

However, most communities rely on density requirements to incentivize a particular multi-family style. For example, low density requirements, like 16 dwelling units per acre, can produce antiquated, sprawling garden style apartment complexes. While these types of apartments generate needed housing, it is not the type of new housing the community aspires to see. Instead, the community prefers to see modern apartments with some retail services located in the DNT District. The Town should consider increasing density requirements to at least a minimum of 40 dwelling units per acre to achieve such an apartment style.

Amenities, structured parking, range of unit densities, types, and size, integration into the street and trails network, public art and industry leading building designs and materials should guide the Town's preferences for multi-family development.

Location

All development should not be allowed everywhere. Residential development is no different in that multi-family developments should be located in strategic areas where there is infrastructure capacity, housing shortages, and retail services nearby. For instance, some communities have identified areas where housing needs are most needed, and in those locations, multi-family development is preferred. Particularly some of these developments are preferred along arterial roads and highways or where master planned mixed-



use developments are anticipated. In Prosper's instance, multi-family may be preferable near intersections in the Dallas North Tollway District. Additionally, multi-family development may be suitable in other locations behind commercial nodes where a transition from commercial to single-family residential development may be necessary.

Drive-Thrus

Commercial development and traffic go hand in hand, and developments that provide drive-thru access exacerbate traffic concerns. Drive-thru proliferation in commercial areas can cause unsightly development, excessive ingress and egress points, queuing complications, noise, and clunky internal circulation. Although this plan can suggest where drive-thru locations may be most desirable, the Town's development regulations control development design. In Prosper's instance, it may be beneficial for the Town to revisit its development regulations pertaining to drive-thrus and revise standards that create traffic issues. For example, the Town could:

- Require increased standards that specify queuing and drive-thru lane requirements,
- Restrict drive-thru allowances for buildings that front higher classified roadways,
- Apply a distance requirement from residential uses and zoning districts,
- Require uses that incorporate drive-thrus to have an increased minimum setback to ensure vehicle queuing does not occur at the front of the property,
- Require drive-thru approval through the specific use permit process, or
- Restrict drive-thrus by lot size.

Regulations like the ones above can ensure large, multi-use developments will not create adverse development impacts throughout the Town.



Practical Regulatory Examples

[Arlington, TX](#) | [Tyler, TX](#) | [Palm Beach County, FL](#) | [Frisco, TX](#) | [Centennial, CO](#)



ULTIMATE CAPACITY AND POPULATION PROJECTIONS

Ultimate Capacity

Figure 48 projects the ultimate capacity, or “build-out” of the Town. Assuming the currently vacant areas develop as shown in the Future Land Use Plan map (see Figure 45), the Town could accommodate about 77,308 residents. If Artesia (which is a development located outside of the Town limits, but completely enclosed within the Town’s limits) is added to the projection, then the buildout population would be approximately 85,337.

Figure 48. 2023 Estimated Buildout Capacity



Land Use	Vacant Acreage	DUA	Dwelling Units	PPH	Occupancy Rate	Total Pop
Low Density	540	1.2	648	3.4	91.4%	2,014
Medium Density	1,833	2.3	4,217	3.4	91.4%	13,103
High Density	21	4.0	84	3.4	91.4%	260
Dallas North Tollway District*	150	40.0	6,017	2.4	91.4%	13,200
US Highway 380 District*	94	4.0	375	2.4	91.4%	822
Town Center District	47	12.0	558	2.4	91.4%	1,224
Old Town District**	-	-	242	2.4	91.4%	531
High Density Single-Family (Artesia)	450	4.8	2,160	3.4	91.4%	6,712
High Density Multi-Family (Artesia)	30	20	600	2.4	91.4%	1,316
High Density Multi-Family (Entitled)	-	-	4,200	2	91.4%	7,678
High Density Senior Multi-Family	-	-	180	1	91.4%	165
Additional Population				47,025		
Existing 2023 Population				38,312		
Total Build-Out Capacity (Combined)				85,337		
Total Build-Out Capacity Excluding Artesia				77,308		

* For planning purposes, 15% of the total vacant land within this district is estimated to be used for residential purposes.

** Downtown Master Plan estimated 242 apartments or townhomes in this district.

Terms: Dwelling Units Per Acres (DUA); Persons Per Household (PPH)

Population Projections

Prosper's anticipated growth rate will follow an S-curve. As the population increase and approaches its build-out capacity, the population will begin to slow down due to limited resources, such as developable land. In order to calculate the population projections, existing growth rates have been considered. A 15% logistic growth rate (S-curve) is recommended for planning purposes, and growth projections have been provided for within the Town's limits only and for the inclusion of the Artesia development.

Figure 49. Prosper Projected Logistic Growth

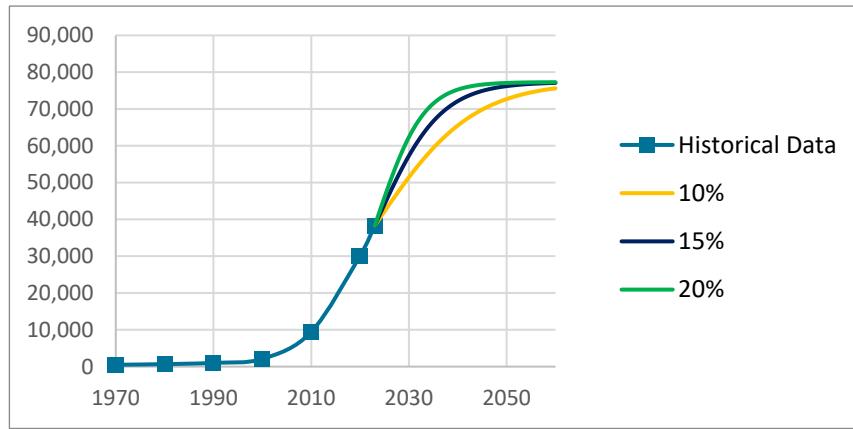


Figure 50. Prosper Projected Logistic Growth with Artesia

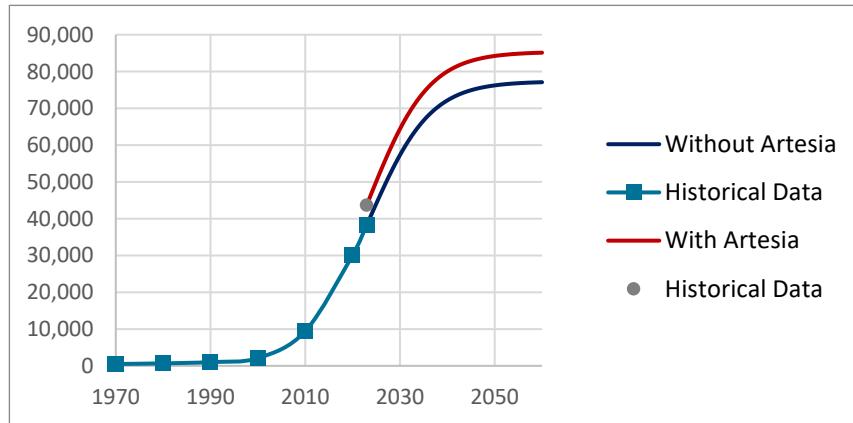


Figure 51. Population Projection (Logistic Growth)

Year	10%	15%*	15%**	20%
2023	38,312	38,312	43,758	38,312
2024	40,245	41,211	46,956	42,177
2025	42,174	44,097	50,124	46,010
2026	44,091	46,939	53,226	49,736
2027	45,985	49,705	56,231	53,283
2028	47,848	52,367	59,107	56,595
2029	49,672	54,901	61,832	59,628
2030	51,447	57,288	64,387	62,355
2031	53,168	59,513	66,758	64,767
2032	54,829	61,568	68,938	66,869
2033	56,423	63,448	70,925	68,675
2034	57,947	65,155	72,722	70,208
2035	59,398	66,691	74,335	71,498
2036	60,774	68,065	75,772	72,573
2037	62,074	69,286	77,046	73,462
2038	63,297	70,364	78,169	74,193
2039	64,444	71,312	79,154	74,791
2040	65,517	72,142	80,014	75,278
2041	66,516	72,865	80,763	75,673
2042	67,445	73,493	81,412	75,993
2043	68,305	74,037	81,974	76,252
2044	69,101	74,507	82,458	76,460
2045	69,834	74,912	82,876	76,628
2046	70,509	75,260	83,234	76,763
2047	71,129	75,559	83,542	76,871
2048	71,698	75,816	83,805	76,958
2049	72,218	76,035	84,031	77,028
2050	72,694	76,223	84,224	77,083
2051	73,128	76,383	84,389	77,128
2052	73,523	76,520	84,529	77,164
2053	73,883	76,637	84,649	77,193
2054	74,210	76,737	84,752	77,216
2055	74,508	76,822	84,839	77,234
2056	74,778	76,895	84,913	77,249
2057	75,022	76,956	84,976	77,261
2058	75,244	77,009	85,030	77,270
2059	75,445	77,053	85,076	77,278
2060	75,627	77,092	85,115	77,284

Source: FNI

* Recommended Growth Rate

** Recommended Growth Rate with Artesia

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CHAPTER 5

NEIGHBORHOOD AND

COMMUNITY LIVABILITY

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INTRODUCTION

What does the term *livability* mean regarding urban planning? Generally, livability reflects the characteristics, aesthetics, design, and social aspects of Prosper that make the Town unique and help establish a sense of community. Many intangibles make a place livable, such as a sense of community, a strong sense of place in particular areas, civic pride, and the friendliness of neighbors. There are also tangible aspects that can promote livability as well.

Prosper is a unique community with its own values and vision. The following section describes some of those tangible aspects that, when tailored to fit the needs and vision of Prosper, can help the Town to grow in a manner that enhances the quality of its neighborhoods and helps to create vibrant office retail areas. This section is intended to describe livability characteristics that should be used to guide decision-makers about what residents believe the character of Prosper should be as it grows. This section includes a discussion of various livability concepts and how they apply to Prosper.



Livability Guidelines

- Preserve small-town, rural feel
- Maintain open spaces that create a quiet, open feel
- Provide a range of housing in Prosper, taking into consideration, among other things, data relating to income, education levels and ethnicities
- “Raise the bar” on development/attract quality development
- Attract neighborhood services, such as a grocery store?
- Build a system of connected parks and trails for outdoor recreation
- Clearly brand and identify Prosper through gateways and other identifying features
- Provide entertainment venues for families
- Create high quality mixed use centers where residents may shop, dine, socialize and live
- Enhance Old Town Prosper

LIVABLE NEIGHBORHOODS

Livable neighborhoods, regardless of the type of environment, have some common characteristics. The following is a discussion of some of these common characteristics and strategies to ensure that neighborhoods are protected, preserved, and enhanced as development continues within the Town.

Life-Cycle Housing

Encourage a variety of housing types and sizes to accommodate different stages of life within Prosper. Ensure a range of housing that takes into consideration, among other things, data relating to income, education levels, and ethnicity

Connectivity

Encourage connected neighborhoods which emphasize both internal and external connectivity. Neighborhoods should be linked to each other as well as to the community as a whole.

Quality Development

Continue to encourage the creation of custom homes, a definitive feature of Prosper, through anti-monotony standards.

Neighborhood Conveniences

Incorporate neighborhood retail centers in strategic locations, which optimizes convenience for adjacent neighborhoods. Offer walkable connections to adjacent neighborhood as well as automobile connections and discreet parking.

Identity

Encourage neighborhood events, such as National Night Out, block parties and other neighborhood events to promote social interaction among neighbors and to foster a sense of community.

Recreational Access

Incorporate the Parks Master Plan to create outdoor recreational opportunities for both neighborhoods and the community, enhancing the quality of life of Prosper.



Open Space

In addition to parks and trails, neighborhoods should include open space to preserve the rural nature of Prosper.

Neighborhood Signage

Delineate different neighborhoods through entrance features and signage toppers.

Long-Term Neighborhood Viability

Neighborhoods are often defined in more abstract terms by the sense of community and the quality of life enjoyed by the people who live and play there. Well-designed neighborhoods provide a setting for residents to develop a strong sense of belonging, which is promoted by their interactions. The quality and livability of the Town's neighborhoods are integral components of the overall character.

The key to a successful neighborhood is creating a livable and affordable environment where the ongoing investment in property is supported by public investment in parks and greenbelt areas; opportunities for social interaction; accessibility for pedestrians, bicyclists, and vehicles; and distinctive characteristics that give an area a unique identity.

The following are elements fostering long-term neighborhood viability:

- Opportunities for neighborhood interaction;
- Careful and strategic placement of retail uses and other appropriate nonresidential uses within access of the neighborhood area;
- Continued investment in public and private property to stabilize property values;
- Condition of public facilities and infrastructure serving the area;
- A sense of "community" and belonging among residents through distinctive neighborhood identities;
- Access to amenities such as parks, open spaces, public facilities, and trails; and
- Incorporating open spaces within neighborhoods as a definitive feature of Prosper.

The majority of Prosper's housing stock is relatively new and in good physical condition. Ensuring that the preceding principles are used to guide new development will protect the long-term viability and continued investment in Prosper's neighborhoods in the future.



Housing Mix

It is important for communities to provide a variety of housing for its residents and to meet the needs of different segments of the population. The "full-life cycle" is intended to describe all stages of life. Generally speaking, most of Prosper's housing options are, and will continue to be, single family homes. Prosper residents have indicated that other housing types are appropriate within the community but that such units should primarily be confined within the Dallas North Tollway, Highway 380, Town Center, and Old Town Districts. Many housing options in these districts take place on smaller lots, such as in the case of townhomes, brownstones, patio homes, and zero lot line homes. Rear entry garages help to achieve two desirable objectives: promoting aesthetics and accommodating drainage.

Rear-entry garages in developments with lot sizes less than 50 feet in width help to protect the visual integrity of the streetscape by reducing the visibility of closely situated garages and driveways. This is particularly important when looking at townhomes, brownstones, zero-lot line homes, and patio homes, which are either attached or closely situated to one another. Rear-entry garages allow more landscaping opportunities and create a more walkable environment by reducing the frequency of individual driveways. In addition to aesthetics, rear-entry garages may also aid with drainage. Determining where water that collects in a backyard should drain is often a contested issue. Having rear-entry garages or a small rear yard/rear patio feature can be a design advantage to this effect.

While rear-entry garages should be considered for the densest forms of residential housing options, it is likely that front-entry garages will continue in the majority of Prosper's lower density neighborhoods.

Screening and Buffering

The Future Land Use Plan seeks to minimize conflict between residential and nonresidential areas. In addition to those efforts, screening and buffering efforts can help to mitigate any remaining incompatibility between land uses. The Town has taken proactive measures within its zoning ordinance (Chapter 4, Section 5) by having screening and buffer requirements between residential and nonresidential developments. The Town should maintain these standards as they have produced quality developments.

The following are existing zoning standards.

- Requiring screening wall when a boundary of a multifamily, institutional, or non-residential use sides or backs to a property that is zoned or designated on the future land use plan for residential (non-multifamily) uses.
- All required screening walls are equally finished on both sides of the wall.
- All loading and service areas are screened from view from adjacent public streets and adjacent property that is zoned or designated on the future land use plan for residential uses.
- All uses providing open storage provide site plan and landscape plans depicting the area.
- Trash and recycling collection areas are located to minimize visibility and screened with a six foot clay fired brick or stone wall.
- Screening is required between residential lots and adjacent rights-of-way as required by Subdivision Ordinance.
- Rooftop and ground-mounted mechanical equipment are required to be screened with a parapet wall and/or masonry wall a minimum of 12 inches in height taller than the mechanical equipment being screened.
- A six foot irrigated living screen is required when parking is located adjacent to residential in the DTC or DTR District.

- Air conditioning units, trash/recycling containers, and pool equipment are required to be entirely screened from view from adjacent public right-of-way by a living screen

Additional designed could be considered for incorporation into the zoning ordinance such as larger setbacks to protect the public view and create a more rural feel. Within such setbacks, extensive landscaping, such as landscaped berms, double rows of large trees or solid living evergreen screens, may be used. When landscaped berms are used, consideration for maintenance should be a priority. Typically speaking a 1:3 slope should be used for landscape berms to ensure proper maintenance.



OPEN SPACE PRESERVATION

A common theme expressed by CPAC members was the need to preserve open space within Prosper. Many residents have chosen to live in Prosper due to its quiet, rural feel and abundant open spaces. Prosper is located along a prime development corridor and therefore significant pressure will be placed on landowners to sell property and existing open spaces for development in the future. Therefore, in order to preserve open space within the community, Prosper may consider the following options.

Purchase of Development Rights (PDR)

PDR is a program that enables the community, or a land trust, to purchase the development rights from a landowner. Essentially, the municipality or trust would purchase the difference between the appraised and market value (i.e., what a developer would pay for the purchase of the property) in exchange for the landowner not developing the land. The landowner can continue to use the land as farmland or open space. Once an agreement is reached, the land may not be subdivided or developed. In the future, the property owner may sell the land at the appraised value, but the restrictions on development remain. One advantage to PDR is the preservation of open space and the continued ownership of land by the property owner. The disadvantage is such land remains under the control of the landowner, even after development rights have been purchased, and therefore is not public space. Only the development rights have been purchased, not the land itself.

Transfer of Development Rights (TDR)

While not commonly used in Texas, TDR is a way of transferring development rights from a transfer area, or open space, to a receiving area (i.e., area approved for development). If, for example, the DNT District was identified as a receiving zone, a developer that was seeking development greater than the approved density for that district could purchase the development rights from an area containing open space and transfer that right to develop to their property along the tollway. The developer is therefore able to build at a higher density and open space is able to be preserved elsewhere. This increased density option would only be allowed in areas identified as receiving zones, not within individual neighborhoods.

Conservation Easements

Conservation easements are another method of preserving open space. Conservation easements are initiated by the landowner in an attempt to protect their property from future development. In its publication, *Conservation Easements: A Guide for Texas Landowners*, The Texas Parks and Wildlife Department outlines many of the advantages of conservation easements, including tax benefits. Typically, a property owner voluntarily creates an agreement with a municipality or county that limits development on the landowner's property. In a conservation easement, the landowner will limit their right to one or more of the following: the right to manage resources, change use, subdivide, or develop. Conservation easements ensure that a farm, ranch, estate, or open space area is preserved from development pressures in the future. The advantage of conservation easements is that land is preserved indefinitely, and such easements may be sold or donated to land trusts for significant tax credits. The disadvantage is that the landowner receives no monetary reimbursement for not developing the land, such as in the purchase of development rights scenario, other than tax credits.

SOCIAL INTERACTION

The term *community* naturally implies the congregation and interaction of people. Residents identified that one of the defining features of Prosper was its residents and the sense of community that exists within the Town.

As the Town continues to grow, a sense of community will continue to be an important characteristic of the Town. With a larger population, the built environment will need to provide spaces and opportunities for residents to meet, congregate, interact, and enjoy life. Creating such venues will help foster a sense of community among residents and will create family environments where interaction begets new friendships.

An amphitheater was seen as a potential opportunity to host Town events. This amphitheater, when combined with a larger open space/park area, could serve as a central location for Town festivals and events.

In addition to a community garden, many communities in North Texas have begun to offer farmers markets, encouraging local growers to bring in fresh produce for residents to purchase. Farmers markets and community gardens can also be beneficial in supporting the local economy and encouraging social interaction.

The Town Center and other mixed uses will also help to create additional places for Prosper residents to interact and socialize with other families by creating opportunities for retail shopping and dining.



IMAGE ENHANCEMENT

Prosper is a unique community. Many who have moved to the Town express their diverse reasons for relocating to Prosper. Reasons include its excellent school system, its wide-open spaces, its large lot homes, its friendly neighbors, and rural setting with access to the Town, among others. This section seeks to define some of those attributes and strategies for using these attributes to establish a recognizable image for the community's built environment.

Branding

Community branding is the concept of establishing an identity and then working to ensure that the desired identity is reflected and portrayed in the built environment. In Prosper, residents have clearly identified that the rural, open spaces of the community are a defining feature of Prosper, particularly defining when compared with other North Dallas suburbs such as Frisco, Plano, McKinney, and Little Elm.



Residents identified that a common perception and image of Prosper to outsiders is an upscale, rural community with open spaces and large-lot homes. Despite the current availability of open spaces and agricultural land, the Town will continue to grow and develop. As the community grows, however, development standards may reflect certain architectural characteristics that may be unique to Prosper, helping to visually distinguish the Town from adjacent communities, particularly its retail centers. Additionally, setbacks and landscaping may be used along major corridors to create a more rural atmosphere, even as the Town develops.



Large setbacks and medians may be heavily landscaped with trees, shrubs, and other natural elements. As trees grow and mature, the presence of a dense tree canopy will help to create a more natural feel within the community. Additionally, the Town may reduce the amount of internal lighting to mitigate light pollution and enhance dark skies, further enhancing the rural feel.

The Town's extensive Parks Plan, as it is implemented, will also significantly help to create and preserve open spaces and will contribute significantly to the Town's quality of life by providing outdoor recreational opportunities. In conjunction with the implementation of the Parks Plan, the Town should encourage the best

stormwater management practices to increase the functionality and appearance of new development. Particularly, the Town should require detention methods that utilize wet ponds instead of dry ponds.

Gateways

The visual monotony that is often inherent to communities within a particular geographic area can make it appear that each one is just like its neighbors. For example, the visual appearance of a community to a traveler along the Dallas North Tollway may be very similar to the appearance of any other nearby community. This lack of design variety, especially along major corridors, tends to create anonymity, and it becomes difficult for people to know when they have left one community and entered another. Gateways can provide a strong sense of arrival to, as well as a sense of departure from, the community. These features are the first thing visitors see when they arrive and the last impression visitors have when they leave.

The design of gateways into the Town of Prosper should be guided by several factors. One of the most obvious factors is the number of people using a particular entry point. The most heavily traveled roadway entering the community will be the Dallas North Tollway. Although it may be difficult to create an aesthetically pleasing gateway visible from the roadway, the bridges and the frontage roads are alternate options. Improved overpasses with decorative rails, landscaping, lighting, and possibly signage are possibilities. In addition, two entry features for the Town placed directly along the Dallas North Tollway frontage roads, both leading into and out of the community (i.e., at the northern and southern corporate limits) would be a positive step in creating a visual identity once the Tollway is constructed. Gateways could include the use of signage, landscaping, and other design elements such as lighting, fencing, paving patterns, art/sculptural elements, a variety of earth forms, or other identifiers that signify arrival into the Town.



Another important factor in the design of gateways is to develop an entryway that provides a sense of identity for the community while projecting a desirable image for the Town.

For example, the windmill is a component of the Prosper logo and may be used as a component of Town gateways. It identifies the Town's humble beginnings as a small agrarian town and also highlights and reflects many of the Town's values such as large lots, open spaces and rural, small town feel. Consideration should be given to establishing a uniform design concept for all gateway areas. A hierarchical distinction between major and minor gateways can be achieved through design modification for each type of entry feature. Minor gateways could be specific to the individual neighborhood, reflecting the distinct character of each area.

Design of entry features should take into consideration the setting in which each feature will be placed. Although an entry feature might ideally be placed at the corner of a roadway intersection that is at, or near, the true Town limits, the design of the feature might conflict either visually or aesthetically with an adjacent retail use at the

intersection. In such a situation, it may be prudent to move the entry feature further into the community to provide a better setting and better visibility, such as placing it upon the thoroughfare median, if there is one. The traffic speed at which an entry feature is viewed must also be taken into account, and the size, boldness, and scale of the feature should be designed accordingly.

It is important for the Town of Prosper to assert its differing qualities to distinguish itself from the surrounding communities. Gateway features are a simple step in this direction. Priority for funding entry features, both in terms of total dollars spent per entry and in terms of the timing of expenditures, should be directly related to the number of people using a particular entry point. Often, donations can be solicited from civic groups to assist in the funding of specific gateways and/or their maintenance (e.g., an "adopt a gateway" program).



CHAPTER 6

IMPLEMENTATION

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INTRODUCTION

Implementation Plan

The importance of planning can never be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion, consistent with the Comprehensive Plan. The future of Prosper will be shaped by the policies and recommendations developed in this 2023 Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the Town's built and social environments. Prosper has taken an important leadership role in defining its future with the adoption of this Plan. The Plan will provide a very important tool for Town Staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of Prosper. The future quality of life in Prosper will be substantially influenced by the manner in which the Plan recommendations are administered and maintained.

Planning for the Town's future should be a continuous process, and this Plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends. Changes in Prosper's socioeconomic climate and in development trends that were not anticipated during the preparation of the Plan will occur from time to time, and therefore, subsequent adjustments will be required. Elements of the Town that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention.

Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing Town regulations or processes, while others may require the establishment of new regulations, programs, or processes. This final

section of the 2023 Comprehensive Plan describes specific ways in which Prosper can take the recommendations within this plan from vision to reality.

Proactive and Reactive Implementation

There are two primary methods of Plan implementation: proactive and reactive methods. To successfully implement the Plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by Prosper are described within this Implementation chapter.

Examples of proactive methods include:

- Establishing or updating subdivision regulations;
- Establishing or updating zoning regulations; and
- Developing a capital improvements program (CIP), by which the Town expends funds to finance public improvements to meet objectives cited within the Plan.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.

ROLES OF THE COMPREHENSIVE PLAN

Guide for Daily Decision-Making

The current physical layout of the Town is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church, or shopping center that is constructed, represents an addition to Prosper's physical form. The composite of all such efforts and facilities creates the Town as it is seen and experienced by its residents and visitors. If planning is to be effective, it must guide each and every individual development decision. The Town, in its daily decisions about whether to surface a street, approve a residential plat, amend a zoning ordinance provision, enforce the building codes, or construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the Town.

Flexible and Alterable Guide

This 2023 Comprehensive Plan is intended to be a dynamic planning document for Prosper – one that responds to changing needs and conditions. Plan amendments should not be made without a thorough analysis of immediate needs, as well as consideration for the long-term effects of proposed amendments. The Town Council and other Prosper officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of Prosper.

Annual Review

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the plan in light of current conditions, and to prepare a report on these findings for the Town Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the plan should include consideration of the following:

- The Town's progress in implementing the plan;
- Changes in conditions that form the basis of the plan;
- Community support for the plan's goals, objectives & policies; and
- Changes in State laws.

The full benefits of the Plan for Prosper can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the Town become apparent, the Plan should be revised rather than ignored. By such action, the Plan will remain current and effective in meeting the Town's decision-making needs.

Complete Review and Update with Public Participation

In addition to periodic annual reviews, the Comprehensive Plan should undergo a complete, more thorough review and update every 5 or 10 years. The review and updating process should begin with the establishment of an advisory committee, similar to the one that was appointed to assist in the preparation of this Plan. If possible, this

committee or the Planning and Zoning Commission should be in charge of periodic reviews of the plan. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders, developers, and business owners.

Regulatory Mechanisms

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Plan. Each zoning, development and subdivision decision should be evaluated and weighed against applicable proposals contained within the Plan. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly in order to ensure consistency and fairness in future decision-making. Amending the Subdivision Ordinance and Zoning Ordinance represent two major proactive measures that the Town can take to implement 2023 Comprehensive Plan recommendations.

Zoning Ordinance

Zoning is perhaps the single most powerful tool for implementing Plan recommendations. The Town's Zoning Ordinance should be updated with the recommendations contained within the chapters of this 2023 Comprehensive Plan. All zoning and land use changes should be made within the context of existing land uses, future land uses, and planned infrastructure, including roadways, water, and wastewater.

Zoning Text Amendments

Consideration should be given to updating areas of the zoning ordinance that may allow ideas, principles, or design standards identified within this Comprehensive Plan to be more easily achieved. Their implementation will not only improve future development and interaction between land uses, but will also improve Prosper's overall image and livability. Such changes may involve landscaping setbacks, non-residential building design, and additional tree requirements, to name a few. These recommendations should be itemized and



Zoning Map Amendments

State law gives power to cities to regulate the use of land, but regulations should be based on a plan. Therefore, Prosper's Zoning Map should be as consistent as possible with the Comprehensive Plan, specifically the Future Land Use Plan. It is not reasonable, however, to recommend that the Town make large-scale changes in its zoning map changes immediately. It is therefore recommended that the Town prioritize areas where a change in current zoning is needed in the short-term and that efforts be concentrated on making such changes. In the long-term, consistent zoning policy in conformance with the Future Land Use Plan will achieve the Town's preferred land use pattern over time.

Subdivision Ordinance

The act of subdividing land to create building sites has a major effect on the overall design and image of Prosper. Much of the basic physical form of the Town is currently created by the layout of streets, easements, and lots. In the future, the basic physical form of Prosper will be further affected by such action. Requirements for adequate public facilities are essential to ensure the Town's orderly and efficient growth. Plan recommendations, such as cross-access easements, should be incorporated within the Subdivision Ordinance.

MAINTAINING COMPATIBILITY BETWEEN THE ZONING MAP AND FUTURE LAND USE PLAN MAP

Chapter 211 of the Texas Local Government Code states that “zoning regulations must be adopted in accordance with a comprehensive plan.” Consequently, a zoning map and zoning decisions should reflect the Future Land Use Plan to the fullest extent possible. Therefore, approval of development proposals that are inconsistent with the Future Land Use Plan will often result in an inconsistency between the Future Land Use Plan and the zoning regulations.

At times, the Town will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern as shown on the Future Land Use Plan map. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the proposed change a better use than that originally envisioned and depicted on the Future Land Use Plan map?
- Will the proposed use impact adjacent residential areas in a negative manner?

- Will the proposed use be compatible with and/or enhance adjacent residential uses?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety, welfare and/or social well-being of the community?
- Would it contribute to the Town’s long-term economic stability?

Development proposals that are inconsistent with the Future Land Use Plan map (or that do not meet its general intent) should be reviewed based on the above questions and should be evaluated on their own merit. It should be incumbent upon the applicant making such a proposal to provide evidence that the proposal meets the aforementioned considerations, supports community goals and objectives as set forth within this Plan, and represents long-term economic and/or social benefits for the community as a whole, not just a short-term financial gain for whoever is developing the project.

It is important to recognize that proposals not directly consistent with the Plan could reflect higher and better long-term uses than those originally envisioned and shown on the Future Land Use Plan map for a particular area. This may be due to changing markets, demographics and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there are demonstrated significant social and/or economic benefits to the Town of Prosper, then these proposals should be approved, and the Future Land Use Plan map should be amended accordingly.

IMPLEMENTATION GOALS AND OBJECTIVES

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2023 Comprehensive Plan will be difficult to realize. The following section contains the original six community goals established within the Community Vision chapter of this comprehensive plan. Under each of the six community goals, more specific objectives are included to guide plan implementation. The objectives listed are derived from recommendations contained within the comprehensive plan document as well as ideas heard from the CPAC and general public.

Goal 1. Provide a variety of desirable land uses that diversify the tax base and enable all types of people to live, work, shop, eat, and relax in Prosper.

- Objective 1.1: Maximize development along the Dallas North Tollway by providing opportunities for Class A office space (office space defined by high-quality furnishings, state-of-the-art facilities, and excellent accessibility), corporate campus development, and mixed-use retail/residential development.
- Objective 1.2: Promote larger-scale master planned developments over small-scale individual developments along the Dallas North Tollway by discouraging individual developments under five acres in size.
- Objective 1.3: Utilize the Town Center for a regional draw, bringing in patrons from outside of Prosper.

- Objective 1.4: Ensure that the core of the Town Center contains a higher degree of urban design with buildings situated up to the building line, wide sidewalks, street trees, and pedestrian amenities. Preferred examples include the Shops at Legacy and the Shops at Watters Creek.
- Objective 1.5: Include public space within Old Town that support Town Hall as a focal point to provide space for community events and festivals.
- Objective 1.6: Encourage structured parking within the Town Center District and Dallas North Tollway District to minimize the negative impact of large-scale parking lots. Require structured parking to be strategically located to minimize visibility from the public view.
- Objective 1.7: Provide a network of connections, both vehicular and pedestrian, that allow movement and access to various portions of the Town Center, Old Town, and adjacent neighborhoods and districts.
- Objective 1.8: Preserve the integrity of Old Town and encourage complementary and compatible redevelopment and infill development, including new single-family residences containing a farm/ranch theme, residential to office conversions and “main street” retail with studio apartments along the western end of Broadway.
- Objective 1.9: Plant trees within the parkway along roads in Old Town to establish a mature tree canopy, thereby contributing to the historical theme of the area.
- Objective 1.10: Utilize the BNSF railroad to create a high-tech, clean industry Business Park.
- Objective 1.11: Utilize the Dallas North Tollway (DNT) District to accommodate all new multi-family developments in a mixed-use setting with structured garage parking.

Goal 2. Maintain and enhance the high quality of life and small-town feel currently available and expected by Prosper residents.

- Objective 2.1: Encourage the implementation of the Parks Master Plan as development occurs to facilitate the creation of an interconnected park and trails system in Prosper at buildout.
- Objective 2.2: Work with Prosper Independent School District to coordinate future school facilities planning with land use projections in the Future Land Use Plan.
- Objective 2.3: Continue to require developers to dedicate parkland.
- Objective 2.4: Encourage developers to preserve riparian zones and mature tree stands on development sites and utilize such areas for residential park and open space areas.
- Objective 2.5: Preserve existing tree cover, when possible, by creating a tree preservation ordinance and by conducting a natural assets inventory plan.
- Objective 2.6: Encourage the use of rural design characteristics on new roadway construction projects, including the use of open fencing, traditional lighting features, wide setbacks, native plant materials, wildflowers, and increased tree coverage.
- Objective 2.7: Identify roadways that may be intentionally designed to be more rural in character, potentially containing bioswales and other natural drainage features.
- Objective 2.8: Encourage developers to use native planting materials and rural planting designs within the private setback zone/landscape easement.
- Objective 2.9: Consistently use rural architectural/design guidelines within neighborhood service retail centers.
- Objective 2.10: Work with the Prosper Historical Society to encourage the preservation of key historical landmarks within Old Town and ensure that new development within Old

Town is designed to reflect an early 20th-century historical theme.

- Objective 2.11: Update the Zoning Ordinance to address the design, look, and separation of drive-thru businesses.
- Objective 2.12: Preserve the Downtown silos by applying for the National Register of Historic Places designation or similar program.

Goal 3. Protect the quality and integrity of Prosper's neighborhoods.

- Objective 3.1: Encourage the development of quality housing throughout Prosper that meets the needs of a diversity of housing needs, taking into consideration, among other things, data relating to age and income, for the full life-cycle of citizens to include, but not limited to:
- Promote housing types and affordability for families with children, single parents with children, young adults just leaving home, young professionals, empty-nesters, retirees, and the elderly.
 - Promote an adequate supply of workforce housing throughout Prosper for those who work in the service industry in Prosper.
 - Promote neighborhood desirability, value, and reinvestment.
- Objective 3.2: Require the formation of homeowners' associations (HOAs) with all new developments to maintain common property, provide a sense of identity, and encourage long-term private property maintenance.
- Objective 3.3: Encourage developers to include neighborhood amenities such as parks, open spaces, neighborhood

pools, and other features that enhance the overall desirability of individual neighborhoods.

- Objective 3.4: Encourage developers to arrange lots in a manner that maximizes residential access to open space when natural areas are present.
- Objective 3.5: Work with developers to ensure that the majority of lot sizes within a given development are over 12,500 square feet in size.
- Objective 3.6: Low-density residential areas should not exceed a gross density of 1.6 dwelling units per acre.
- Objective 3.7: Medium-density residential areas should not exceed a gross density of 2.5 dwelling units per acre.
- Objective 3.8: Ensure that single-family residential neighborhoods are protected from more intensive areas of development, such as development located within the Dallas North Tollway, Town Center, Business Park, and Highway 380 Districts, by using screening and buffering techniques. Screening may include enhanced landscaping, brick or masonry screening walls, and landscaping berms, among others.
- Objective 3.9: Encourage the use of floodways as a natural buffer between low- and high-intensity areas.
- Objective 3.10: Utilize the trail network identified within the Park Plan to provide access to the network of community parks and to enhance connectivity between individual neighborhoods.
- Objective 3.11: Ensure that neighborhoods have at least two roadway access points and encourage roadway connections between neighborhoods to provide more direct and interconnected forms of vehicular and pedestrian travel.

Goal 4. Require high-quality and visually attractive architectural characteristics in both residential and non-residential developments.

- Objective 4.1: Zone key roadway intersections for retail while utilizing remaining land adjacent to major roadways for residential to avoid stripped-out arterial roadways.
- Objective 4.2: Avoid four-corner retail zoning to avoid an oversupply of retail zoning.
- Objective 4.3: Limit driveways within 150 feet of major intersections to encourage larger scale, master-planned retail centers over individual retail establishments.
- Objective 4.4: Encourage the creation of nodal, master-planned retail centers over strip center developments to encourage long-term viability and investment in retail centers. No additional unanchored strip retail is recommended.
- Objective 4.5: Mandate the use of high-quality building materials, such as brick and stone, to protect the long-term durability of non-residential construction. Require all non-residential developments to be 100% masonry and prohibit metal building construction.
- Objective 4.6: Create a menu-choice matrix for non-residential developments, requiring new developments to choose from a palate of predetermined colors and styles.
- Objective 4.7: Require architectural enhancements, such as pitched roofs, awnings, enhanced canopies, and building articulation to create visually attractive developments.
- Objective 4.8: Require all parking rows to contain ending landscape islands.
- Objective 4.9: Encourage the planting of trees within parking lots so that 25% of the parking lot is covered by a shade canopy at tree maturity.

- Objective 4.10: Encourage large parking lots to contain a shaded pedestrian way.
- Objective 4.11: Incentivize dispersed landscaped stormwater areas within parking lots rather than large detention ponds. Allow stormwater best management practices (BMPs) to count towards a portion of landscaping requirements.
- Objective 4.12: Encourage the use of thematic, decorative, and enhanced lighting features within the public right-of-way, residential areas (when necessary), and retail/commercial areas.

Goal 5. Develop quality, open roadways that enhance compatibility with adjacent development and provide safe and convenient traffic movements.

- Objective 5.1: Utilize the Thoroughfare Plan Map as future roadway improvements are designed and constructed.
- Objective 5.2: Ensure that Prosper's thoroughfare network is coordinated with neighboring communities and work to negotiate and resolve any conflicting issues.
- Objective 5.3: Utilize the functional street classification system, a hierarchical network of roadway classifications, to create a network of major and minor thoroughfares, collectors, and local streets.
- Objective 5.4: Utilize shared access and cross-access easements to provide connectivity between adjacent non-residential uses, limiting the number of driveways along major corridors and allowing for more continuous landscaping.
- Objective 5.5: Connect various portions of the community, including neighborhoods, the Town Center, Old Town, public facilities, and parks, with a system of pedestrian and bicyclist trails to provide interconnectivity and create a

- system of non-motorized linkages within the community.
- Objective 5.6: Ensure that sufficient right-of-way is acquired and dedicated during platting or roadway design to accommodate ultimate roadway configurations and designated trails.
- Objective 5.7: Utilize Context Sensitive Solutions to design roadways within the context of their adjacent development.
- Objective 5.8: Utilize the Old Town District Roadway Plan as a guide during roadway design within the Old Town area.
- Objective 5.9: Create backage roads along the Dallas North Tollway to support development connectivity and accessibility.
- Objective 5.10: Create a streetscape design program that intentionally characterizes individual roadways based on anticipated forms of development.
- Objective 5.11: Investigate amending the Town ordinances to allow for ornamental walls and fences and other types of materials, such as split iron/wood. Identify key corridors where standards would be applicable in order to create greater corridor consistency.
- Objective 5.12: Consider wider setbacks along Preston Road with enhanced landscaping to maintain a more rural feel and to create a larger barrier between Preston Road and adjacent neighborhoods.
- Objective 5.13: Monitor regional rail initiatives for changes or updates to the Frisco Commuter Rail Line, particularly how such changes impact Prosper.

Goal 6. Ensure that water, wastewater, and stormwater infrastructure systems are able to meet future growth demands.

- Objective 6.1: Investigate any deficiencies in the infrastructure systems.

- Objective 6.2: Develop concepts that will address deficiencies in the infrastructure systems.
- Objective 6.3: Strive for an infrastructure system that will effectively and economically serve the existing and projected needs of the community safely and efficiently.
- Objective 6.4: Ensure that infrastructure is comparable or expanded to support future development, specifically in key development areas.
- Objective 6.5: Encourage the best stormwater management practices, particularly preferring the use of wet ponds instead of dry ponds to increase the functionality and appearance of new development.