



PLANNING

To: Mayor and Town Council

From: David Hoover, AICP, Director of Development Services

Through: Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager

Re: Planned Development for Bella Prosper

Town Council Meeting – November 11, 2025

Strategic Visioning Priority: 3. Commercial Corridors are ready for Development

Agenda Item:

Conduct a Public Hearing and consider and act upon a request to rezone 61.7± acres from Agricultural and Planned Development-71 to a Planned Development allowing for Mixed-Use Development, located on the south side of First Street and 1,550± feet east of Legacy Drive. (ZONE-24-0025)

Background:

On May 6, 2025, the Planning & Zoning Commission held a work session regarding this case. Additionally, on May 13, 2025, the Town Council held a work session regarding this case.

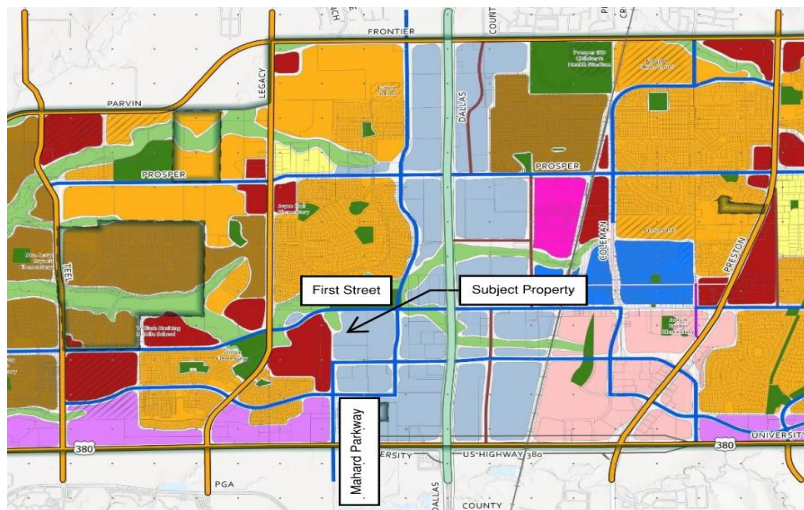
The applicant has made the following modifications to the proposal:

- Reduction of the number of multifamily dwellings from 550 to 435.
- Reduction of the number of townhome units from 94 to 88.
- Addition of curvilinear streets within the townhome section.
- Removal of second hotel to accommodate more restaurants and retail near amphitheater.
- Reconfiguration of assisted living building and full-service hotel to face the amphitheater area.

Future Land Use Plan:

The Future Land Use Plan recommends the Dallas North Tollway District.

- The Dallas North Tollway District recommends the most intense land uses within the Town. Mixed-use development containing a mixture of office, retail, and residential uses is encouraged. Additionally, mixed-use loft/apartments are identified as the most appropriate residential use within the district.



- Low Density Residential
- Medium Density Residential
- High Density Residential
- Retail & Neighborhood Services
- Business Park
- Old Town District
- Town Center
- Dallas North Tollway District
- US Highway 380 District
- Parks
- Floodplain
- School District Properties
- Town Limits
- ETJ
- Dallas North Tollway, Dedicated Truck Route
- 6 Lane Divided
- 4 Lane Divided
- Commercial Collector
- 3 Lane Undivided Couplet
- Access Roads
- Old Town Roads

Zoning:

The property is zoned Agricultural and Planned Development-71.

Thoroughfare Plan:

This property has direct access to First Street and future Mahard Parkway.

Parks Master Plan:

The Parks Master Plan does not indicate that a park is needed on the subject property.

Hike & Bike Trail:

The Hike & Bike Trail Master Plan requires a ten-foot hike and bike trail along future Lovers Lane.

Budget Impact:

There is no budgetary impact affiliated with this item.

Legal Obligations and Review:

Notification was provided as required by the Zoning Ordinance and state law. Staff has not received any response to the proposed zoning request to date.

Attached Documents:

1. Aerial & Zoning Maps
2. Future Land Use Exhibit
3. Exhibit A-1 – Written Metes and Bounds
4. Exhibit A-2 – Boundary Exhibit
5. Exhibit B – Letter of Intent
6. Exhibit C – Development Standards
7. Exhibit D – Conceptual Plan
8. Exhibit E – Development Schedule
9. Exhibit F – Elevations
10. Exhibit G – Open Space Plan
11. Draft Development Agreement
12. PowerPoint Slides

Description of Agenda Item:

The purpose of this request is to rezone the property from Agricultural and Planned Development-71 to a Planned Development allowing for mixed-use development. The Planned Development establishes two subdistricts, Neighborhood and Retail, with residential uses in one and commercial

uses in the other. In the Neighborhood Subdistrict, the intent is to construct a maximum of 435 multifamily units and 88 townhomes units. In the Retail Subdistrict, the intent is to construct a maximum of 249 assisted living units and other various commercial uses including a full-service hotel, restaurants, and retail.

Compatibility:

This zoning change would not be out of character with the existing area due to compatibility with the surrounding properties. The adjacent vacant property to the east is a Planned Development (PD-41) that allows for mixed-use development including multifamily. The adjacent vacant property to the south is also in a Planned Development (PD-71); however, this property will be rezoned in the future due to part of its boundary being included in the proposed rezoning request. Additionally, the adjacent vacant property shares the same Future Land Use designation as the property in the proposed rezoning request; therefore, it should ultimately develop in a similar fashion. Lastly, the residential subdivision to the north, Star Trail, is not directly adjacent to the property as it is separated by a thoroughfare, First Street. The proposed zoning change is compatible with the current zoning districts and Future Land Use Plan designations of immediately adjacent property and the impact of residential adjacency concerns to the subdivision to the north is mitigated by the thoroughfare between the properties.

The zoning and land use of the surrounding properties are as follows:

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Agricultural and Planned Development-71	Vacant	Dallas North Tollway District
North	Planned Development-66 (Star Trail)	Single-Family Residential	Medium Density Residential
East	Planned Development-41 (Multifamily)	Vacant	Dallas North Tollway District
South	Planned Development-71 (Single Family-10)	Vacant	Dallas North Tollway District
West	Commercial	Community Center (Children's Hunger Fund)	Retail & Neighborhood Services

NEIGHBORHOOD SUBDISTRICT

District Regulations:

The Neighborhood Subdistrict allows for both townhomes and multifamily. In comparison with the Zoning Ordinance standards, the permitted density for townhomes in the proposed development will be reduced from ten units per acre to eight units per acre with 88 units in total. The front setback for townhomes will be reduced by five feet from 25 feet to 20 feet while the rear setback will be increased by five feet from 20 feet to 25 feet. Additionally, the maximum height for townhomes will be increased by five feet from 40 feet to 45 feet.

The permitted density for multifamily in the proposed development is 435 units. The maximum height for multifamily structures will be reduced by three stories from eight stories to five stories. Additionally, the maximum lot coverage for multifamily will be increased from 45% to 80%.

The district regulations for both townhomes and multifamily within the Planned Development compared to the regulations in the Townhome and Multifamily Districts in the Zoning Ordinance are shown below.

Townhome District

	Townhome District Regulations (Zoning Ordinance)	Proposed Regulations (Townhome District)
Maximum Permitted Density	Units Per Acre: 10	Units Per Acre: 8
Size of Yards	Front: 25' Side: 0' (Unit to Unit) 10' (End of Structure) 15' (Adj. to Side Street) 20' (Structure to Structure) Rear: 20'	Front: 20' Side: 0' (Unit to Unit) 10' (End of Structure) 15' (Adj. to Side Street) 20' (Structure to Structure) Rear: 25'
Size of Lots	Area: 2,500 SF Width: 20' Depth: 100'	Area: 2,500 SF Width: 20' Depth: 100'
Minimum Dwelling Area	Size: 1,000 SF	Size: 1,000 SF
Maximum Height	Stories: 2.5 (Max. of 40')	Stories: 3 (Max. of 45')
Lot Coverage	Maximum: 55%	Maximum: 55%
Minimum Usable Open Space	Minimum: 20%	Minimum: 20%

Multifamily District

	Multifamily District Regulations (Zoning Ordinance)	Proposed Regulations (Multifamily District)
Density	Dwelling Units: Determined w/ Development	Dwelling Units: 435
Size of Yards	Front: Determined w/ Development Side: Determined w/ Development	Front: 50' Side: 25' 50' (Adj. to Thoroughfare)

	Rear: Determined w/ Development	Rear: 25'
Size of Lots	Area: Determined w/ Development Width: Determined w/ Development Depth: Determined w/ Development	Area: 1 Acre Width: 100' Depth: 150'
Minimum Dwelling Area	Size (1-2 Bedrooms): 850 SF Size (3+ Bedrooms): 850 + 150 SF (Each Room)	Size (1-2 Bedrooms): 850 SF Size (3+ Bedrooms): 850 + 150 SF (Each Room)
Maximum Height	Stories: 8' (Max. of 110')	Stories: 5
Lot Coverage	Maximum: 45%	Maximum: 80%
Minimum Usable Open Space	Minimum: 30%	Minimum: 30% (Consolidated in District)
Building Configuration	Design: Wrap-Around Configuration	Design: Wrap-Around Configuration
First Floor	Minimum Height: 14'	Minimum Height: 14'
Garage Height	Maximum Height: Height of Exterior Building	Maximum Height: Height of Exterior Building

Uses:

The list of permitted uses within the Neighborhood Subdistrict of this Planned Development is shown below.

- By Right:
 - Mobile Food Vendor
 - Multifamily Dwelling
 - Park or Playground
 - Townhome (Single Family Dwelling, Attached)

Open Space:

The open space standards within the Neighborhood Subdistrict of this Planned Development require a minimum of 20% open space for townhomes, and it must be located within the townhome area. Additionally, a minimum of 30% open space is required for multifamily development; however, it can be incorporated with the entire development, excluding the townhome area.

RETAIL SUBDISTRICT

District Regulations:

The Retail Subdistrict allows for commercial use within this Planned Development including 249 assisted living units. The floor area ratio for all buildings will be increased from 0.4:1 to 0.8:1 and some uses will be permitted to exceed the maximum building height of two stories, including assisted living and full-service hotels. Buildings utilized for assisted living are permitted to be a maximum of five stories and full-service hotels are permitted to be a maximum of eight stories.

Additionally, the regulations listed for full-service hotels match the requirements set forth in the Zoning Ordinance.

The district regulations for the Retail Subdistrict within the Planned Development compared to the regulations in the Retail District in the Zoning Ordinance are shown below.

	Retail District Regulations (Zoning Ordinance)	Proposed Regulations (Retail District)
Size of Yards	Front: 30' Side: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.) Rear: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.)	Front: 30' Side: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.) Rear: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.)
Size of Lots	Area: 10,000 SF Width: 100' Depth: 100'	Area: 10,000 SF Width: 100' Depth: 100'
Maximum Height	Stories: 2 (Max. of 40')	Stories: 2 (Max. of 40')
Lot Coverage	Maximum: 40%	Maximum: 40%
Floor Area Ratio	Maximum: 0.4:1	Maximum: 0.8:1

Uses:

The list of permitted uses within the age-restricted single-family residential section of this Planned Development is shown below.

- By Right:
 - Administrative, Medical, or Professional Office
 - Alcoholic Beverage Sales
 - Antique Shop
 - Assisted Care or Living Facility
 - Automobile Paid Parking Lot/Garage
 - Automobile Parking Lot/Garage
 - Bank, Savings and Loan, or Credit Union
 - Beauty Salon/Barber Shop (Incidental Use)
 - Big Box
 - Business Service

- Catering
 - Child Care Center, Incidental
 - Farmer's Market
 - Food Truck Park (Special Events Only)
 - Furniture, Home Furnishings and Appliance Store
 - Governmental Office
 - Gymnastics/Dance Studio
 - Health/Fitness Center
 - Hotel, Full Service
 - House of Worship
 - Insurance Office
 - Meeting/Banquet/Reception Facility
 - Mobile Food Vendor
 - Multifamily Dwelling
 - Museum/Art Gallery
 - Park or Playground
 - Print Shop (Minor)
 - Restaurant
 - Retail/Service Incidental
 - Retail Stores and Shops
 - School, Private or Parochial
 - School, Public
 - Theater, Neighborhood
 - Theater, Regional
 - Veterinarian Clinic and/or Kennel, Indoor
 - Wireless Communications and Support Structures
- By Specific Use Permit:
 - Commercial Amusement, Indoor
 - Restaurant (Drive-Through)

Open Space:

A minimum of seven percent of open space is required for each lot in the Retail Subdistrict; however, it can be incorporated with the entire development, excluding the townhome area. The open space, as shown on the Conceptual Plan, will consist of a centrally located amphitheater area and a water feature.

GENERAL REGULATIONS (BOTH SUBDISTRICTS)

Architectural Standards:

The architectural standards within this Planned Development are shown below.

- Building Materials:
 - Primary Materials (Min. of 75%)
 - Brick
 - Cementitious Panel System (Max. of 35%)
 - Glazing (Curtain and Window Wall)
 - Stone (Natural or Manufactured)
 - Secondary Materials (Max. of 25%)
 - Clapboard Siding

- Metal Panel Systems
 - Resin-Impregnated Wood Panel System
 - Stucco (Three-Coat)
- First Floor of Buildings
 - Masonry Cladding (Min. of 90%)
 - Metal Panel Systems (Non-Residential Uses Only)
- Multifamily Buildings
 - Brick
 - Cementitious Panel System
 - Stone (Natural or Manufactured)
- Office Buildings
 - Decorative or Enhanced Concrete Tilt Wall (Maximum of 60%)
 - Primary Materials
 - Secondary Materials
- Building Design:
 - Articulation
 - Articulation will be accentuated by the inclusion of architectural building features, awnings or canopies, or different building materials and is required where retail or service uses take place on the first floor of a building and building façades front both streets and driveways.
 - Awnings, Canopies, and Overhangs
 - Awnings and canopies will be comprised of materials that are complimentary to the building.
 - Doors and Windows
 - Windows will be transparent on 30% of ground floor façade areas facing open space or right-of-way and 20% of upper floor façade areas facing right-of-way.
 - Embellishments and Mechanical Equipment
 - Architectural embellishments and mechanical equipment may extend 20 feet above the building height provided they are setback at a distance equal to their height or are integral parts of the building façade.
 - Entries
 - Entries will be highlighted using building articulation and entry canopies.
 - Façade Composition
 - Façade compositions will consist of architecturally compatible multi-tenant storefronts, defined and articulated building entrances, and accentuated and unique features for “feature buildings” located at the intersection of streets.
 - Height
 - Hotel: Minimum of Four Stories
 - Multifamily: Minimum of Three Stories
 - Office: Minimum of Two Stories

- Restaurant/Retail: Minimum of One Story
- Townhome: Minimum of Two Stories
- Parking Structures
 - Parking structures will have horizontal and vertical articulation, clearly marked entries and exits for vehicles and pedestrians, and architectural finishes compatible to surrounding buildings if visible from the street.
- Projections
 - Projections into Fire, Access, Utility, and Drainage Easements (F.A.U.D.E.) are permitted if there are no encroachments into building setbacks, extensions over public right-of-way, and extensions over public utilities located within a fire lane or public utility easement.
- Roof Form
 - Roofs will be flat or low-pitched (2.5:12 or lower) with parapets.

Triggers:

The triggers within this Planned Development are shown below.

- Trigger One:
 - The full length of Mahard Parkway, as shown on the conceptual plan, will be constructed with the townhome section.
- Trigger Two:
 - A minimum of 50,000 square feet of commercial development will be constructed prior to the construction of the multifamily.

Phasing:

The phasing within this Planned Development is shown below.

- Phase 1
 - Tract 1: Restaurant
 - Tract 2: Restaurant
 - Tract 3: Townhomes
 - Mahard Parkway Right-Of-Way Dedication
 - Townhome Street Dedication
 - Tract 4: Bank, Restaurant/Retail, and Retail
- Phase 2
 - Tract 6: Multifamily and Restaurant/Retail
 - Tract 7: Full-Service Hotel
- Phase 3
 - Portion of Tract 5: Assisted Living and Office
- Phase 4
 - Portion of Tract 5: Restaurant and Restaurant/Retail
- Phase 5
 - Portion of Tract 5: Office and Restaurant/Retail

Town Staff Recommendation:

The proposed zoning request is compliant with the Future Land Use Plan. Additionally, it is compatible with immediately adjacent properties due to similar zoning districts and Future Land Use designations. For these reasons, Town Staff recommends approval of the request to rezone 61.7± acres from Agricultural and Planned Development-71 to a Planned Development allowing for Mixed-Use Development, located on the south side of First Street and 1,550± feet east of Legacy Drive.

Planning & Zoning Recommendation:

The Planning & Zoning Commission unanimously recommended approval of this item by a vote of 5-0 at their meeting on September 15, 2025. The Commission supported this item due to adjustment to the proposal based on feedback from previous work sessions, compliance with the Future Land Use Plan, and the overall aesthetic quality of the development.

Proposed Motion:

I move to approve/deny the request to rezone 61.7± acres from Agricultural and Planned Development-71 to a Planned Development allowing for Mixed-Use Development, located on the south side of First Street and 1,550± feet east of Legacy Drive.