

Bella Prosper (ZONE-24-0025)

Request to Table

Future Meeting:

- Town Staff is requesting this item be tabled to the Town Council meeting on November 11, 2025.

Background

Work Session:

- Town Council held a work session regarding this case on May 13, 2025.
 - Reduction of Number of Multifamily Dwellings (550 to 435)
 - Reduction of Number of Townhome Units (94 to 88)
 - Addition of Curvilinear Street (Townhome Section)
 - Removal of Second Hotel (Substituted with Additional Restaurant/Retail)
 - Reconfiguration of Assisted Living Building and Full-Service Hotel (Facing Amphitheater Area)

Proposal

Purpose:

- Construct a mixed-use development consisting of the following items:
 - Assisted Living
 - Commercial Uses (Hotel, Restaurant, Retail, etc.)
 - Multifamily
 - Townhomes

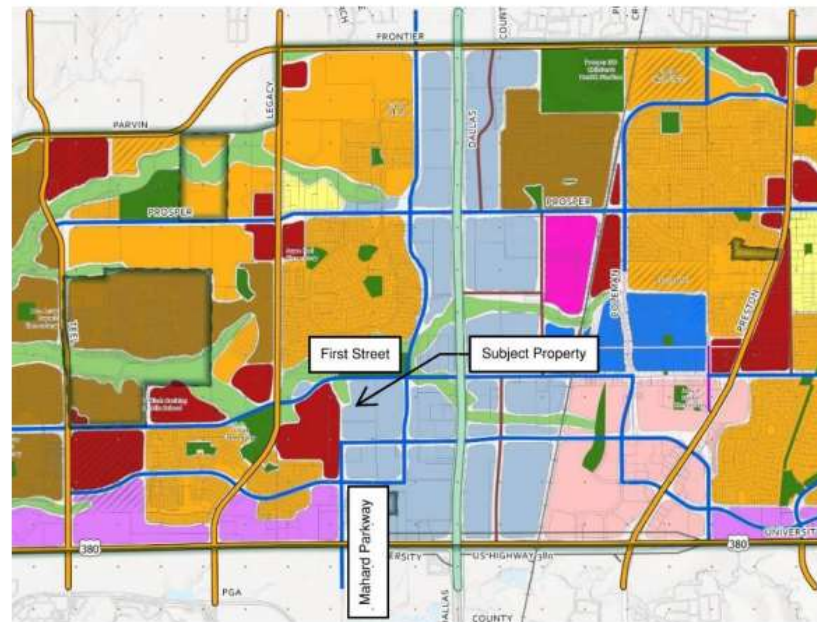


Future Land Use Plan

Dallas North Tollway District:

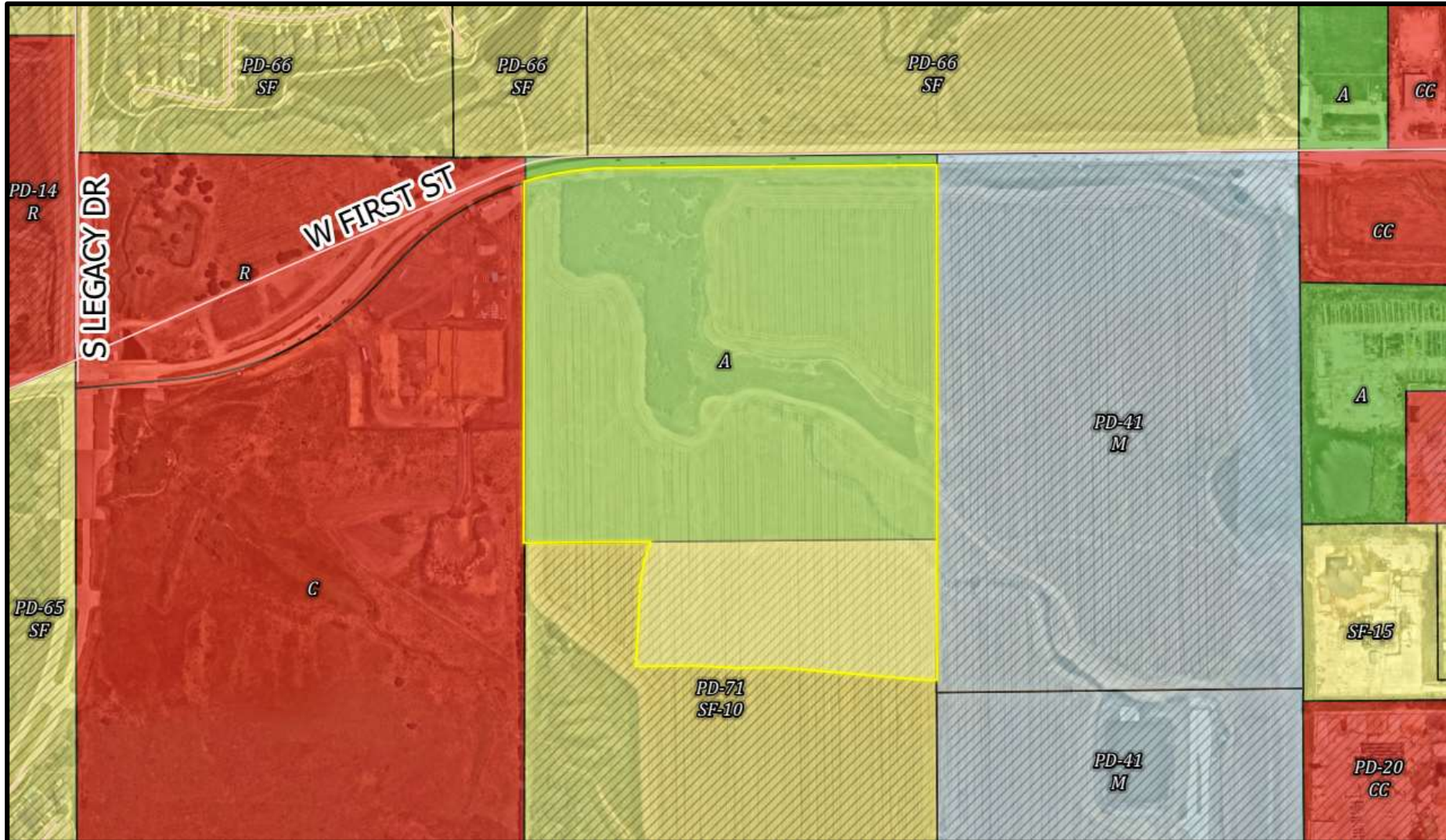
- Recommends the most intense land uses within the Town.
 - Encourages mixed-used development containing a mixture of office, retail, and residential uses.
 - Mixed-use loft/apartments are identified as the most appropriate residential use.

Future Land Use Exhibit



Zoning

	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



Subdistrict Regulations (Neighborhood Subdistrict)

District Regulations

Townhome:

- Density: Decrease from 10 UPA to **8 UPA** (88 Total Units)
- Setbacks: Decrease in Front (25' to **20'**); Increase in Rear (20' to **25'**)
- Height: Increase from 40' to **45'**

Multifamily:

- Density: **435 Units**
- Height: Decrease from 8 Stories to **5 Stories**
- Lot Coverage: Increase from 45% to **80%**

District Regulations (Townhome)

	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%

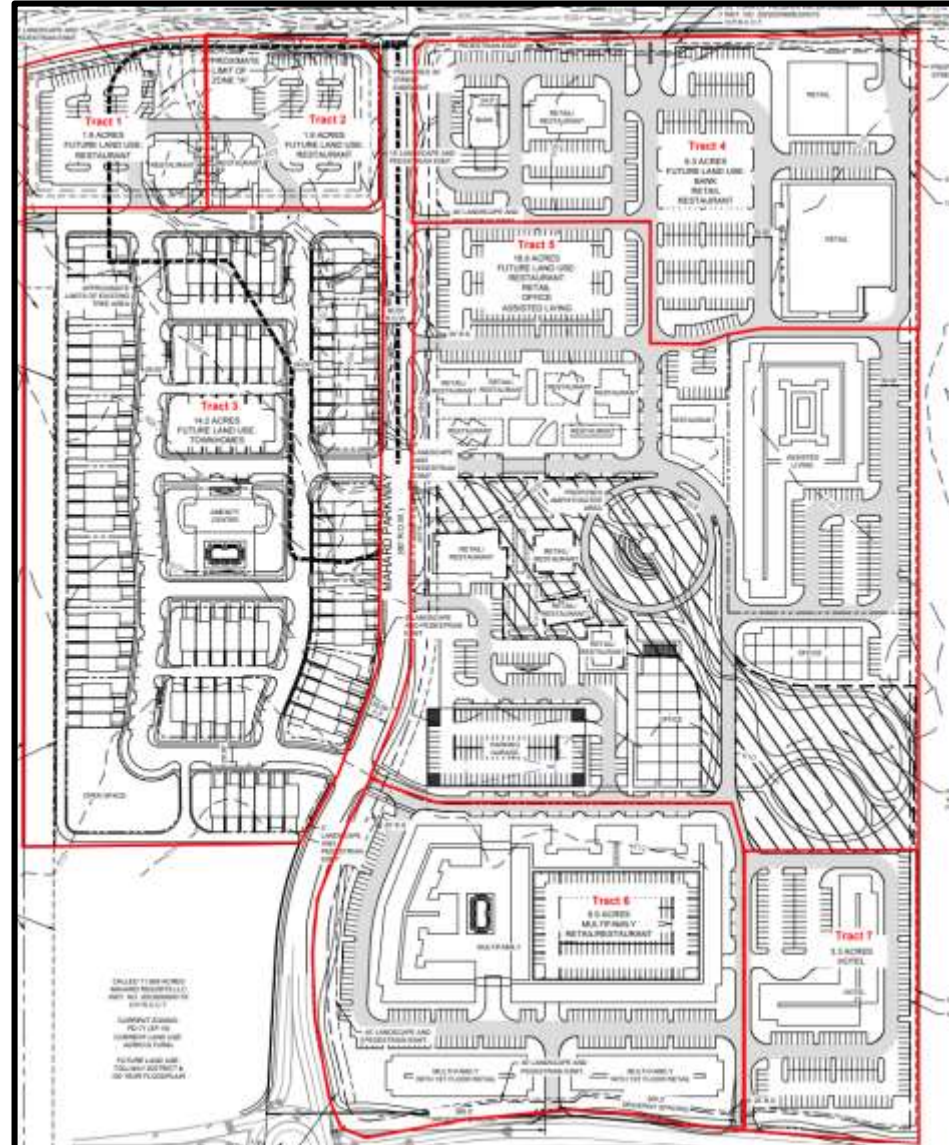
District Regulations (Multifamily)

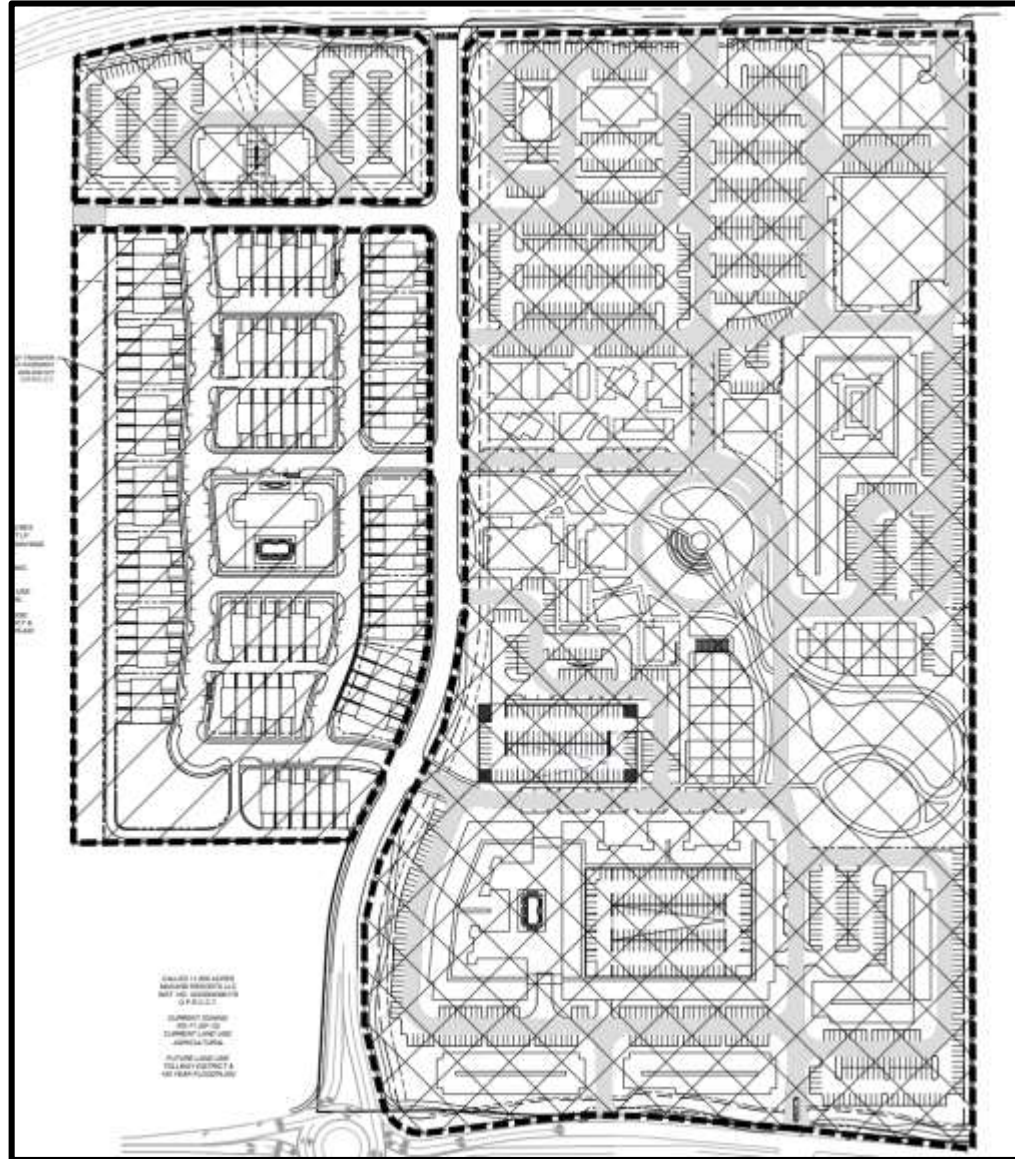
	Multifamily District Regulations (Zoning Ordinance)	Proposed Regulations (Multifamily District)
Density	Dwelling Units: Determined w/ Development	Dwelling Units: 435
Size of Yards	Front: Determined w/ Development Side: Determined w/ Development Rear: Determined w/ Development	Front: 50' Side: 25' 50'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

Permitted Uses

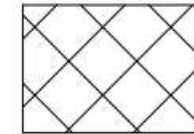
By Right:

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





NEIGHBORHOOD
SUB-DISTRICT



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Subdistrict Regulations (Retail Subdistrict)

District Regulations

Assisted Living:

- Number of Units: **249**
- Height: Increase from 2 Stories to **5 Stories**

Full-Service Hotel:

- Height: Increase from 2 Stories to **8 Stories**

Other Commercial Uses:

- Floor Area Ratio: Increase from 0.4:1 to **0.8:1**

District Regulations

	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

Permitted Uses

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

Permitted Uses Cont.

By Right:

- 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

Permitted Uses Cont.

By Right:

- 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

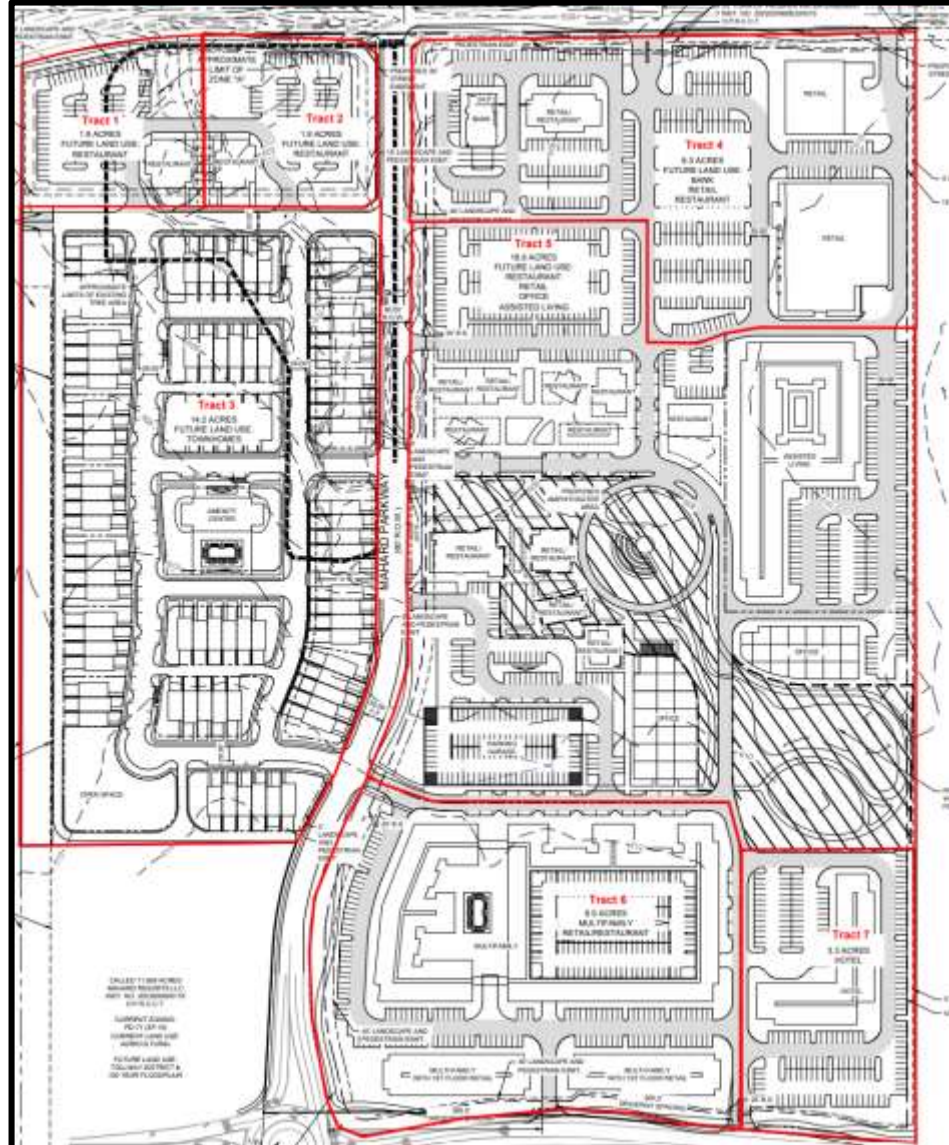
Permitted Uses Cont.

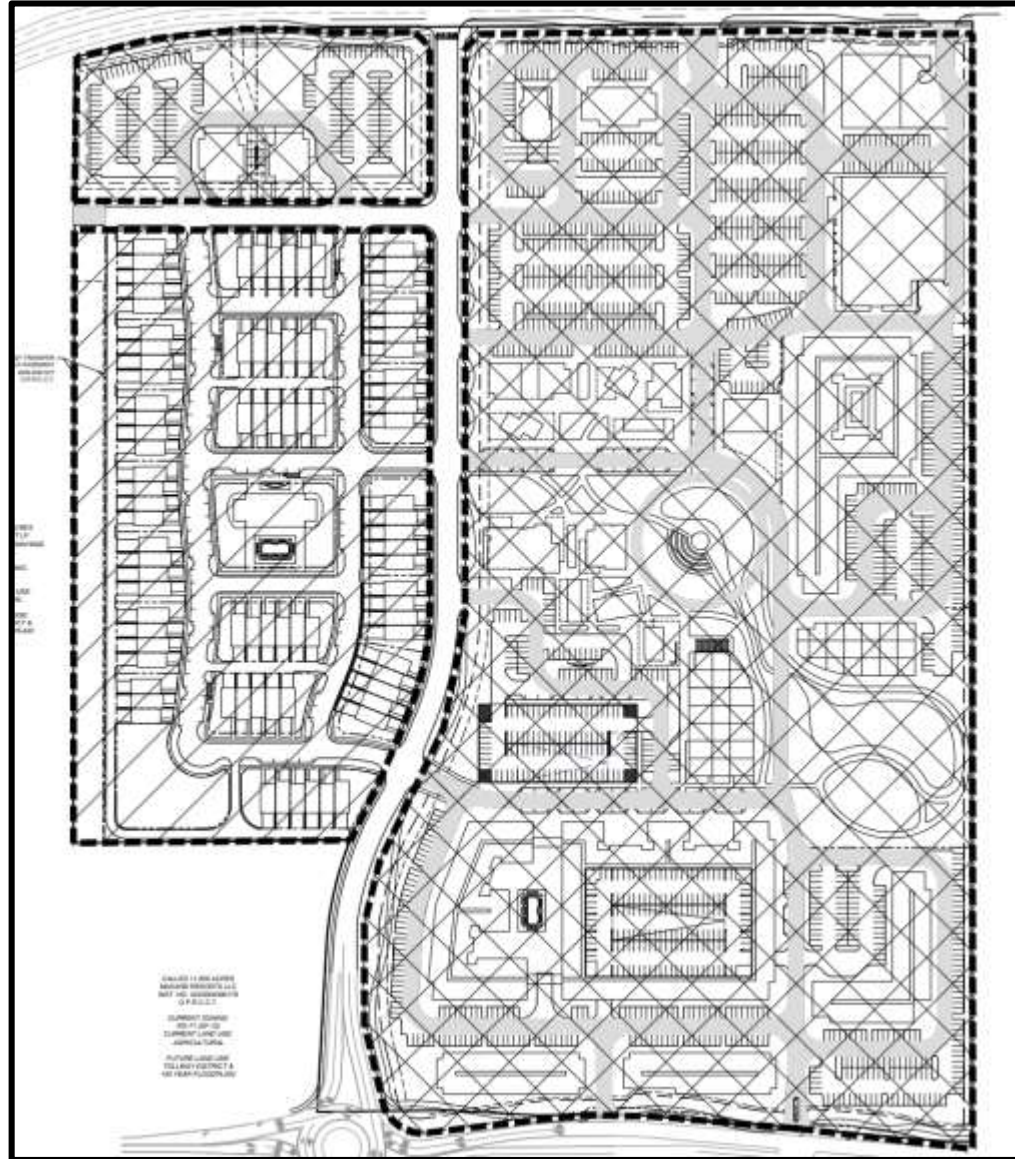
By Right:

- School, Private or Parochial
- School, Public
- Theater, Neighborhood
- Theater, Regional
- Veterinarian Clinic and/or Kennel, Indoor
- Wireless Communications and Support Structures

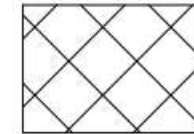
By Specific Use Permit:

- Commercial Amusement, Indoor
- Restaurant (Drive-Through)





NEIGHBORHOOD
SUB-DISTRICT



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General Regulations (Both Subdistricts)

Architectural Standards

Building Materials:

- Primary (Min. of 75%)
 - Brick
 - Cementitious Panel System (Max. of 35%)
 - Glazing (Curtain or Window Wall)
 - Stone (Natural or Manufactured)
- Secondary (Max. of 25%)
 - Clapboard Siding
 - Metal Panel Systems
 - Resin-Impregnated Wood Panel System
 - Stucco (Three-Coat)

Architectural Standards Cont.

Building Materials:

- 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)

Architectural Standards Cont.

Building Materials:

- Office Buildings
 - Decorative or Enhanced Concrete Tilt Wall (Max. of 60%)
 - Primary Materials
 - Secondary Materials

Architectural Standards Cont.

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.
- Door 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.

Architectural Standards Cont.

Building Design:

- 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.

Architectural Standards Cont.

Building Design:

- 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 4 Stories
 - Multifamily: Minimum of 3 Stories
 - Office: Minimum of 2 Stories
 - Restaurant/Retail: Minimum of 1 Story
 - Townhome: Minimum of 2 Stories

Architectural Standards Cont.

Building Design:

- 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.

Architectural Standards Cont.

Building Design:

- Roof Form
 - Roofs will be flat or low-pitched (2.5:12 or lower) with parapets.



















Development Guidelines

Triggers:

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

Development Guidelines Cont.

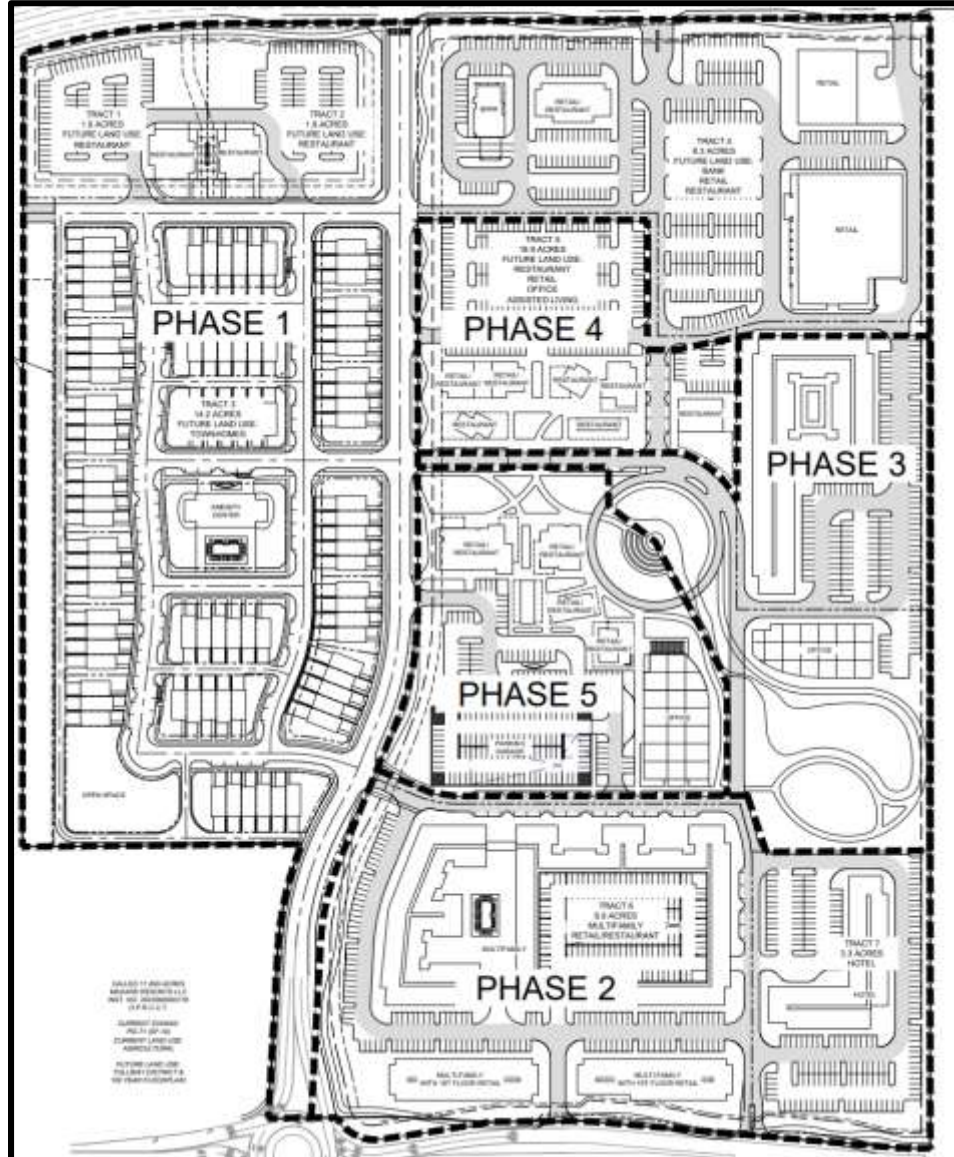
Phasing:

- Phase 1
 - Tract 1: Restaurant
 - Tract 2: Restaurant
 - Tract 3: Townhomes
 - Mahard Parkway ROW Dedication
 - Townhome Street Dedication
 - Tract 4: Bank, Restaurant/Retail, and Retail
- Phase 2
 - Tract 6: Multifamily and Restaurant/Retail
 - Tract 7: Full-Service Hotel

Development Guidelines Cont.

Phasing:

- 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



Open Space

Townhomes:

- Exclusively within Townhome Area (Min. of 20%)

Multifamily:

- Incorporated with Entire Development (Min. of 30%)
 - Amphitheater Area and Water Feature

Commercial Uses:

- Incorporated with Entire Development (Min. of 7% for Each Lot)
 - Amphitheater Area and Water Feature

Noticing

Notices:

- Friday, September 26th

Citizen Response:

- None

Recommendation

Town Staff:

- Approval

Planning & Zoning Commission:

- Approval (5-0)