

COMMUNITY CHARACTER

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 for 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.



General Guidelines

- **Reduced Setbacks:** bring building facades closer to the street.
- **Central Gathering Space or Focal Point:** Create an identity through public space.
- **Pedestrian Orientation:** Facilitate the pedestrian experience through quality urban design. Ensure access and connectivity to adjacent neighborhoods.
- **Architecture:** moldings, spires, canopies, balconies and building locations all create a sense of identity and contribute to the experience.
- **Strategic Parking:** utilize shared parking, on-street parking, parking behind buildings and structured parking.
- **Connectivity:** mixed use areas should be tied in to adjacent residential development.



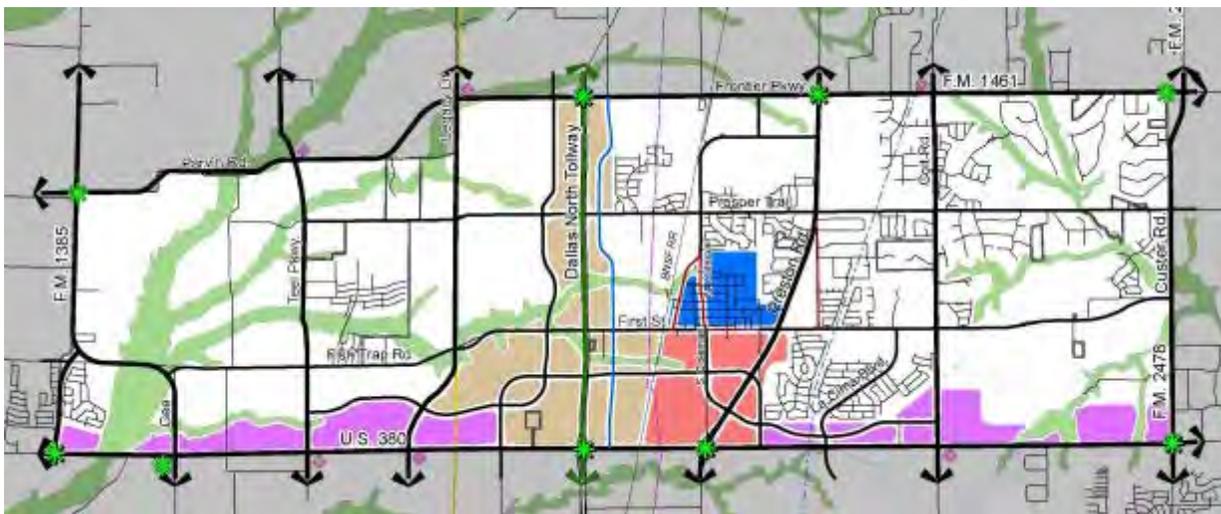
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What does mixed-use development look like in Prosper? We asked the community in a public Visual Character Survey. The highest rated mixed-use pictures are shown below.



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, 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.



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Horizontal and Vertical Mixed-Use Development

Mixed-use developments that include a range of land uses incorporated within the same building, but typically at 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 5 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, 1-3 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 Highway 380 and Town Center districts.

Vertical Mixed-Use

- **Characteristics**
 - Multiple uses within the same building
 - Live-above lofts and apartments
 - More urban in nature
 - 4-5 story height for buildings with residential uses located above the first floor
 - Structured Parking
- **Considerations**
 - Consume less land
 - Land value (density to maximize value)
 - Higher density (typically more urban)

Vertical Mixed-Use

Horizontal Mixed-Use

- **Characteristics**
 - Multiple uses within a planned areas, but not necessarily within the same building
 - 1-3 story heights/lower density nature
 - Areas of apartments, townhomes, brown stones, patio homes and multi-unit homes around the periphery, buffering low-density neighborhoods.
 - Structured parking or rear parking/rear entry garages
- **Considerations**
 - Consume more land
 - With buffering, may be located near residential areas along HWY 380

Horizontal Mixed-Use

