



Economic Development Corporation

To: Mayor and Town Council

From: Mary Ann Moon, Economic Development Executive Director

Through: Harlan Jefferson, Town Manager

Re: Town Council Meeting – June 28, 2022

Agenda Item:

Receive an update of the Downtown Master Plan.

Description of Agenda Item:

After numerous requests by the community's residents to expand and enhance Prosper's Downtown, the Town Council and Prosper Economic Development Corporation (PEDC) joined forces to fund a Downtown Master Plan. Under the leadership of a Downtown Master Plan Development Committee comprised of David Bristol, Ray Smith, Craig Andres, Charles Cotten, Teague Griffin, Mike Pettis, Seth Ringley, David Blom, Scott Shipp, Matt Moore, and Roger Thedford (John Webb, Rebecca Zook, Khara Dodds, Jason Dixon), an RFP was done with fifteen (15) consultants responding to the RFP. The Committee rated each based upon specific criteria and scope of work deliverables. Stantec was selected to conduct the comprehensive analysis and provide recommendations.

The Committee held work sessions, obtained public input, conducted public and private interviews and meetings, as well as provided an interactive website. Monthly updates were sent out from Prosper's residents, developers, and business owners for the final plan. Drafts were given to the Committee and members of the Town staff and Council for comments, editing and recommendations. The final product is thorough and provides specific recommendations for a path forward which, if embraced, will result in the continued growth of Prosper's Historic Downtown. It is the desire of the Committee that the plan become an integral part of Prosper's Comprehensive Plan for the community. In addition, that a permanent Downtown Committee be established and the PEDC and Town Staff work in partnership to establish programs, policy, and possible incentives to spur additional growth and investment, supporting existing businesses and new ones.

Attached Documents:

1. Assessment

Town Staff Recommendation:

Town staff recommends that the Town Council give staff feedback and direction on the Downtown Master Plan.