

DOWNTOWN MONUMENTATION MASTER PLAN

AUGUST 2024



ACKNOWLEDGEMENTS

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CONSULTING TEAM

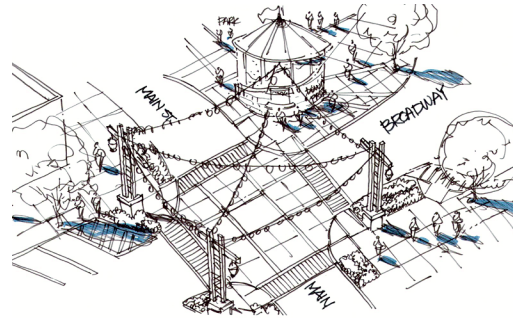
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TABLE OF CONTENTS

01

FINAL MASTER PLAN CONCEPT

This process includes 3D modeling of the stakeholder selected final concepts that explore proposed materials, scale and lighting of the downtown monumentation elements.



02

OPINION OF PROBABLE COST

An outline of concept planning level opinions of probable cost.



DOWNTOWN PROSPER, TEXAS



APPENDIX A

DISCOVERY

The beginning process of working together as a team to bring together individual ideas into a shared goal.

APPENDIX B

PRELIMINARY DESIGN PROCESS

Design interpretations of the comments, goals and feedback from the discovery process leading to preliminary ideas.

APPENDIX C

REVISED CONCEPT

Additional concept refinement based upon stakeholder discussions and feedback .



DOWNTOWN MONUMENTATION CHARRETTE, DAY 1

01

FINAL MASTER PLAN CONCEPT

The downtown monumentation project was a combined effort between the Downtown Advisory committee, town council and town staff. The design team lead the stakeholders through a process of discovery starting with goals, working through details such as materials and locations, and building consensus with the final designs.

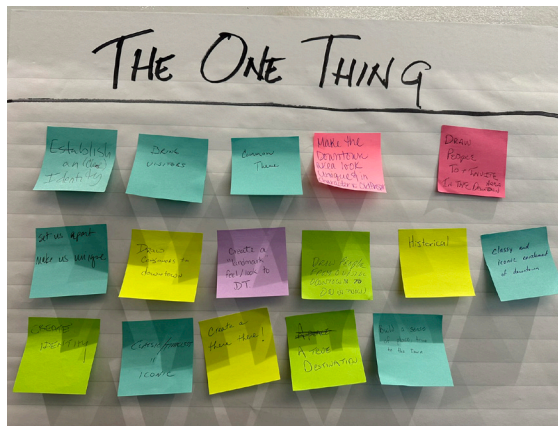
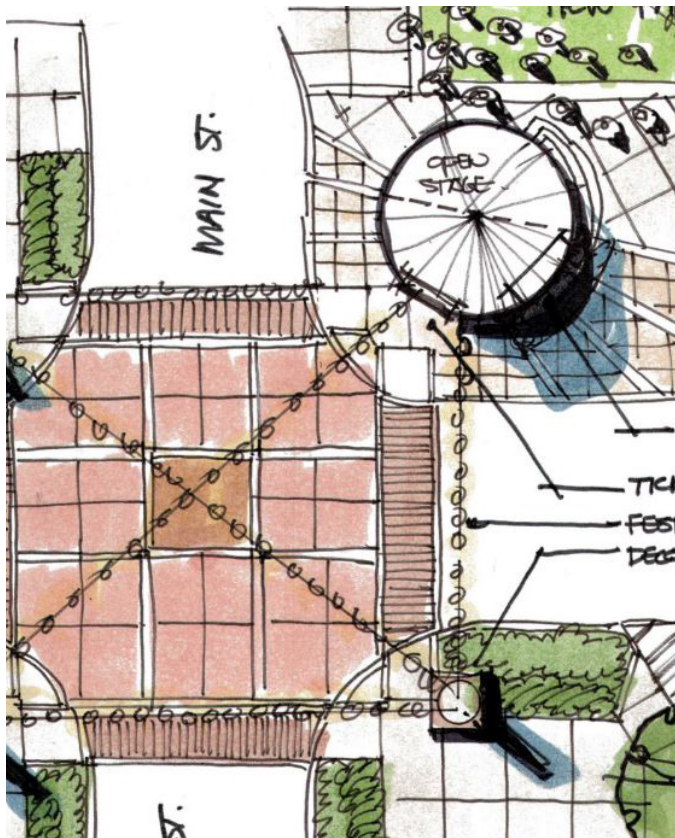
Downtown Monumentation Project

In the spring of 2024, the Town of Prosper issued a Statement of Qualifications for the Downtown Archway Structures Project. The project identified the desire for gateways and monumentation to be located downtown along Broadway Street at the intersections of Coleman Street, Main Street, Crockett Street, and McKinley Street.

Olsson Studio was selected to engage with the Downtown Advisory Committee, (DTAC) to help explore what the 'brand' of downtown Prosper currently is, and what it wants to be. The extents of the district were identified, as well as the importance and hierarchy of those locations, today and in the future. Those locations were identified as Primary, secondary, and tertiary based upon that hierarchy. Locations were prioritized into Phase one and future phases depending upon existing conditions and upcoming planned road expansion projects.

The project began with a discovery process during a 3-day in-person charrette. This process not only helped the design team, but was also a valuable tool for the Town and DTAC to identify that 'one thing' downtown needs, its project goals, and what the project needs to accomplish. Ultimately, the goal was to develop a consensus built design for the gateway and monuments. Building off of the feedback, multiple concept designs were developed and presented proposing monuments for the primary, secondary, iconic, and tertiary locations. These concepts varied in size, shape, and materials.

Additional feedback was shared by the stakeholders and incorporated into revised concepts. The following downtown monument master plan images represent a continued collaboration between the DTAC, Town, and design team to build upon the exciting theme for the Town of Prosper

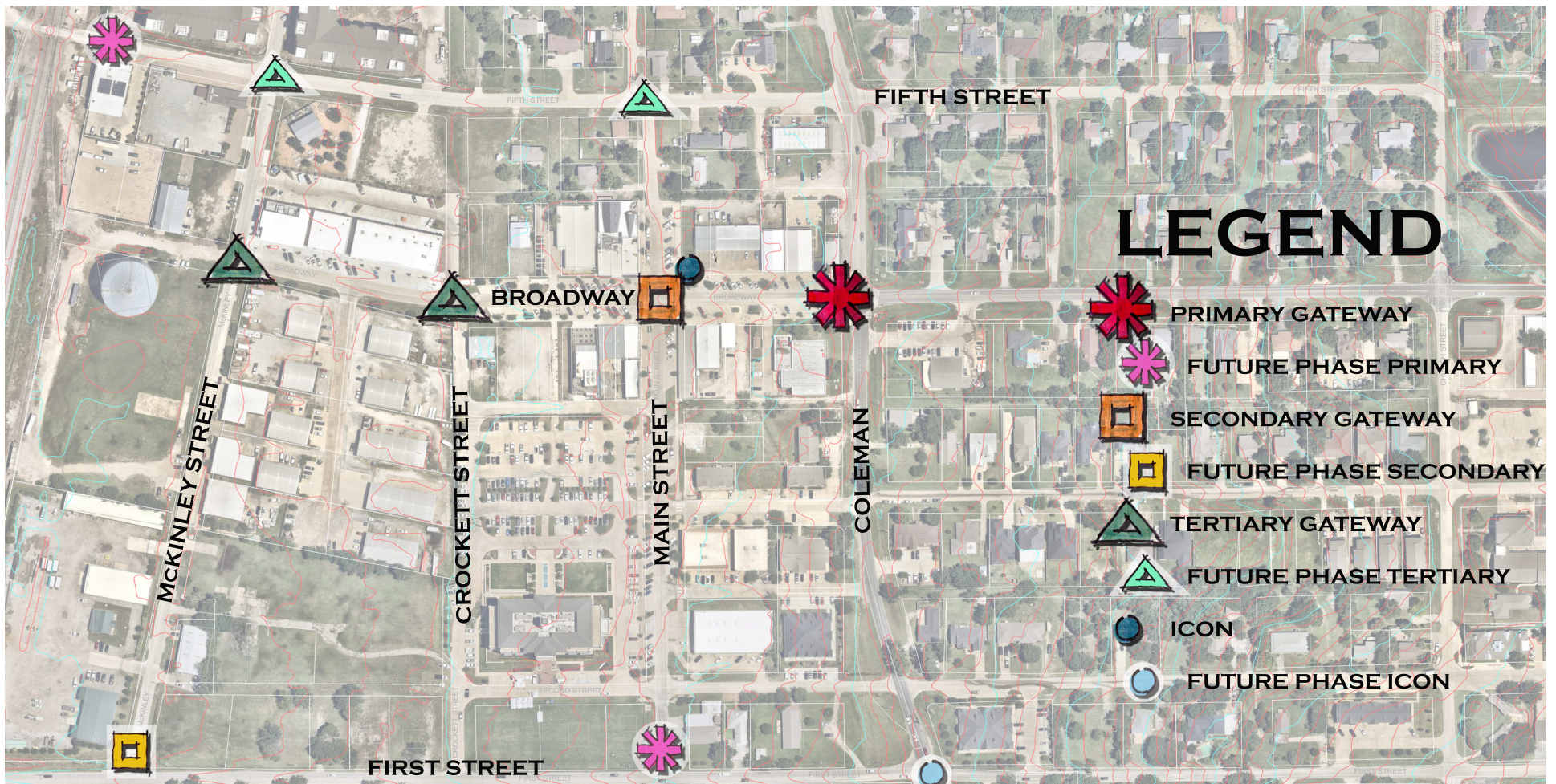


Monument Locations

The monument locations have evolved through the concept design process. Taking into account for future development patterns as well as planned road expansion projects for both First Street and Coleman Street.

The first phase for the monument installations would include a primary monument at Broadway & Coleman, secondary monument at Broadway & Main, and tertiary monuments at Broadway & Crockett, Broadway & McKinley.

After road construction is complete, a future primary location is at First & Main, and a secondary monument at First and McKinley. A future icon should be developed at the round-a-bout intersection of First & Coleman. And lastly, as downtown expands to the north, future tertiary monuments should be added along fifth to identify the extents of the north side of downtown.





The primary gateway location on the west side of the Broadway and Coleman intersection will welcome residents and visitors to the downtown district. The overhead truss frames the horizon and the historic grain bins, preserving this beautiful view for generations. The gateway structure is grounded by brick and cast stone masonry columns. Historical dates at the base of the column highlight the Town of Prosper's established date of 1902 and its incorporated date of 1914. The overhead gateway is composed of I-beam structural steel truss that reflects the town's railroad past. The overhead signage cabinet will have standoff letters and a lighted cabinet background to provide clear visibility during the day or night. The rear side, or west side of the truss will contain the same signage, providing a great backdrop for closed street events or festivals.



The intersection of Broadway and Main will be updated with three secondary columns and an iconic silo stage structure. Additional updates to the intersection include historic hardscape medallions, landscaping, and lighting.

The base of the columns will consist of brick masonry inspired from the downtown buildings and will contain cast stone inlay downtown prosper logos. Steel I-beam columns extend above the masonry base and reflect the towns railroad history.





SECONDARY GATEWAY AND ICON -
LOOKING WEST AT BROADWAY & MAIN



[Top Photo] The intersection of Broadway and Main will consist of three secondary columns and the iconic silo stage structure. Updated landscape at the intersections corners will soften the pedestrian experience downtown.

[Top Photo, Opposite Page] Looking west, two secondary gateway columns frame the view of the historic grain bins near the railroad tracks. Updated hardscape elements include bronze medallions describing Prosper's historic citizens and events as well as bronze street names near the accessible ADA ramps.

[Top Photo, Opposite Page] The secondary column materials are inspired from the existing downtown infrastructure. The use of brick and cast stone reflect the surrounding buildings, whereas the steel I-beam columns reflect the town's railroad history.



The primary gateway will be an attractive feature during the day and at night. The main truss signage cabinet is 24" tall and contains 16" tall standoff letters. The cabinet will be lit with color changing LED lights allowing the Town to change colors of the signage for events or holidays. The truss will have internal LED lighting that will illuminate the architectural character of the steel truss. Lastly, in-ground uplights will highlight the decorative brick columns providing a complete viewable monument at night.





The intersection of Broadway and Main will be a fun destination for residents and visitors to check out during the evenings. The secondary gateway columns will have a front and rear light fixture that matches the current street light fixtures in downtown. The iconic silo stage will have artistic perforated panels on the top portion of the silo that will glow and represent the proud history of Prosper. Connecting the secondary columns and the iconic silo with festive string lighting will identify this intersection as the heart of downtown.



SECONDARY GATEWAY - LOOKING WEST AT BROADWAY & MAIN



[Top Photo, Opposite Page]

Looking west at the intersection of Broadway and Main, the secondary gateway columns will have a front and rear light fixture that matches the current street light fixtures in downtown.



[Bottom Photo]

The iconic silo stage with artistic perforated panels on the top portion of the silo that will represent the proud history of Prosper. String lighting will connect the three secondary gateway columns with the iconic silo bringing the heart of downtown Prosper to life every night.



Tertiary gateways are located at less prominent intersections within the downtown district. These columns are smaller versions than the primary and secondary gateways, but are equally important at tying a district together. Whether used for wayfinding signage, dual head light fixture, or just a district marker, these columns are built with similar masonry and steel materials to reinforce the district branding.

02

OPINION OF PROBABLE COST

An important step in the master plan process is a conceptual planning level opinion of probable cost. This estimate includes current assumptions regarding timing of construction, market conditions, and availability of construction materials. It also assumes construction of all Phase one monuments together, including the Primary gateway at Broadway & Coleman, the Secondary gateway and Icon at Broadway & Main, and the Tertiary monuments along Broadway at both Crockett and McKinley. If components are added or subtracted, OPCs should be developed. Future OPCs should be updated as design and construction documents are prepared and specific materials are specified.

Downtown Monumentation Master Plan - Opinion of Probable Cost



PRIMARY GATEWAY (1 LOCATION)

1.0 General Items	\$57,500
2.0 Demolition Items	\$3,900
3.0 Streetscape Items	\$300,000
4.0 Landscape Items	\$8,700
Subtotal	\$370,100
10% Contingency	\$37,010
Total	\$407,110



SECONDARY GATEWAY (3 CORNERS)

1.0 General Items	\$57,500
2.0 Demolition Items	\$2,000
3.0 Streetscape Items	\$318,000
4.0 Landscape Items	\$21,000
Subtotal	\$398,500
10% Contingency	\$39,850
Total	\$438,350

* Does not include design fees.

ICON (1 CORNER)

1.0 General Items	\$57,500
2.0 Demolition Items	\$6,700
3.0 Streetscape Items	\$575,000
4.0 Landscape Items	\$0
Subtotal	\$639,200
10% Contingency	\$63,920
Total	\$703,120

TERTIARY GATEWAY (4 COLUMNS)

1.0 General Items	\$27,500
2.0 Demolition Items	\$2,000
3.0 Streetscape Items	\$76,400
4.0 Landscape Items	\$0
Subtotal	\$105,900
10% Contingency	\$10,590
Total	\$116,490

Complete Total = \$1,665,070

** Does not include design fees.*





GOALS OF THE PROJECT



WHAT DO YOU WANT THE GATEWAYS TO ACCOMPLISH?



5th St



IF THE GATEWAYS
STAY?

APPENDIX A

DISCOVERY

To kick off the downtown monumentation project, Olsson Studio facilitated a design charrette with the Town of Prosper stakeholder group. The group was composed of the downtown advisory council, town council members, and town staff designated to inform the development of monumentation concepts. The initial kickoff meeting served as a visioning and discovery session where stakeholders were challenged to provide feedback and answer questions that get to the heart of the project, including the goals for downtown monumentation and gateways, and what they should accomplish. This Discovery phase laid the foundation for concept development.

The One Thing:

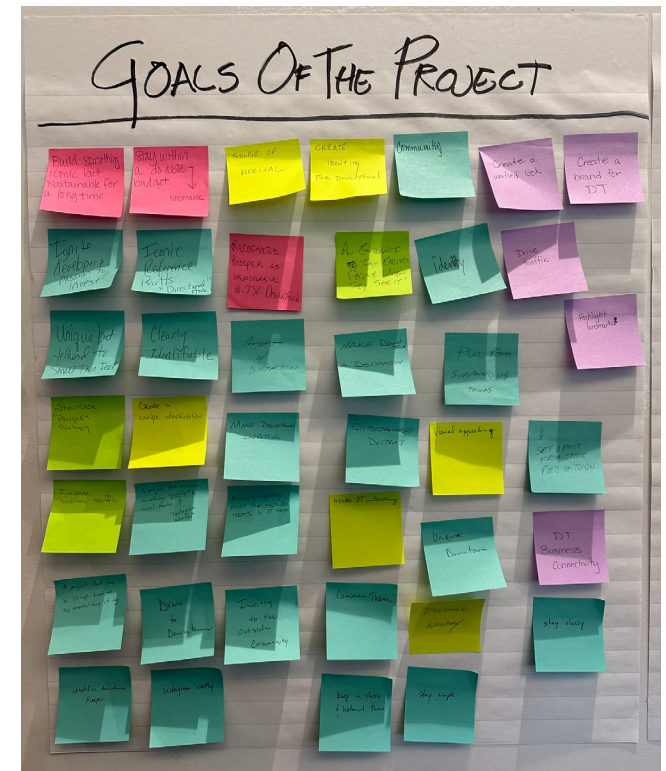
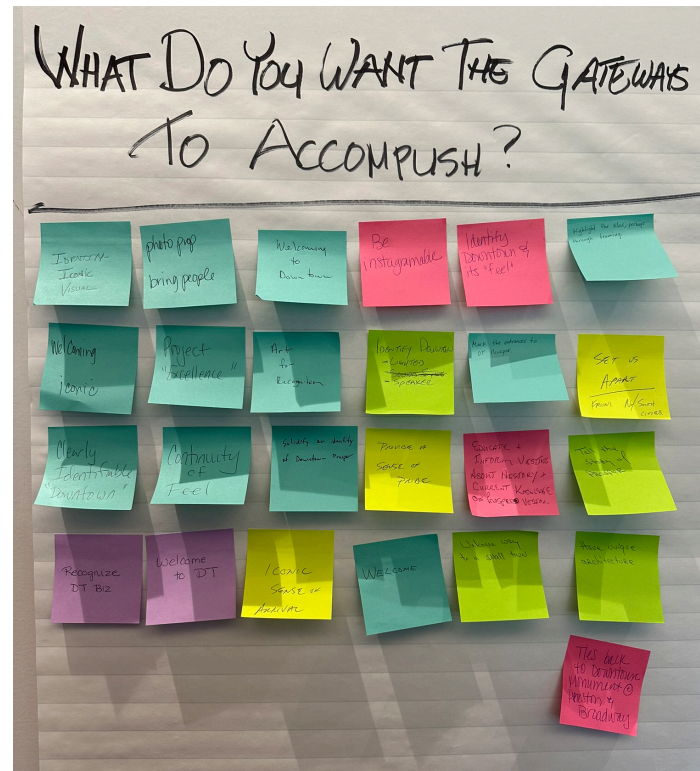
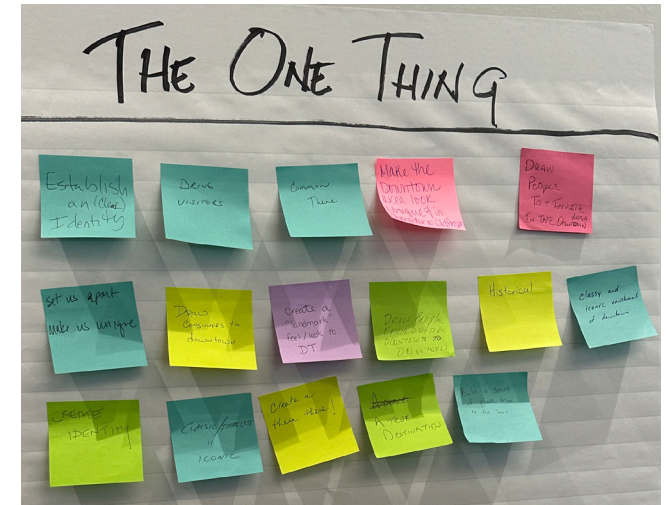
The community expressed a strong desire for a clear and unique identity for the downtown area, one that reflects its history, culture, and values. They envision a gateway design that attracts visitors by offering a distinctive, authentic experience, creating a downtown character that fosters pride and belonging among residents and businesses alike. This gateway should serve as an iconic landmark visible from afar, drawing people in with a timeless design that transcends trends and leaves a lasting legacy for future generations. The goal is to establish a true sense of place for the downtown area.

Project Goals:

The community envisions an entertainment district that showcases Prosper's history and culture while driving traffic and investment to the downtown area. They propose a lively district with a diverse range of venues—restaurants, bars, shops, cinemas, and museums—that cater to various audiences. The signage for this district should highlight historical and architectural features like the old courthouse, the railway station, and heritage buildings, while also incorporating Instagram-worthy elements such as colorful murals, sculptures, or lighting effects. These features would not only enhance the area's fun and excitement but also encourage visitors to share their experiences online, helping to spread the word about downtown Prosper. The entertainment district should create a distinct sense of arrival and identity for downtown, setting it apart from the rest of the town.

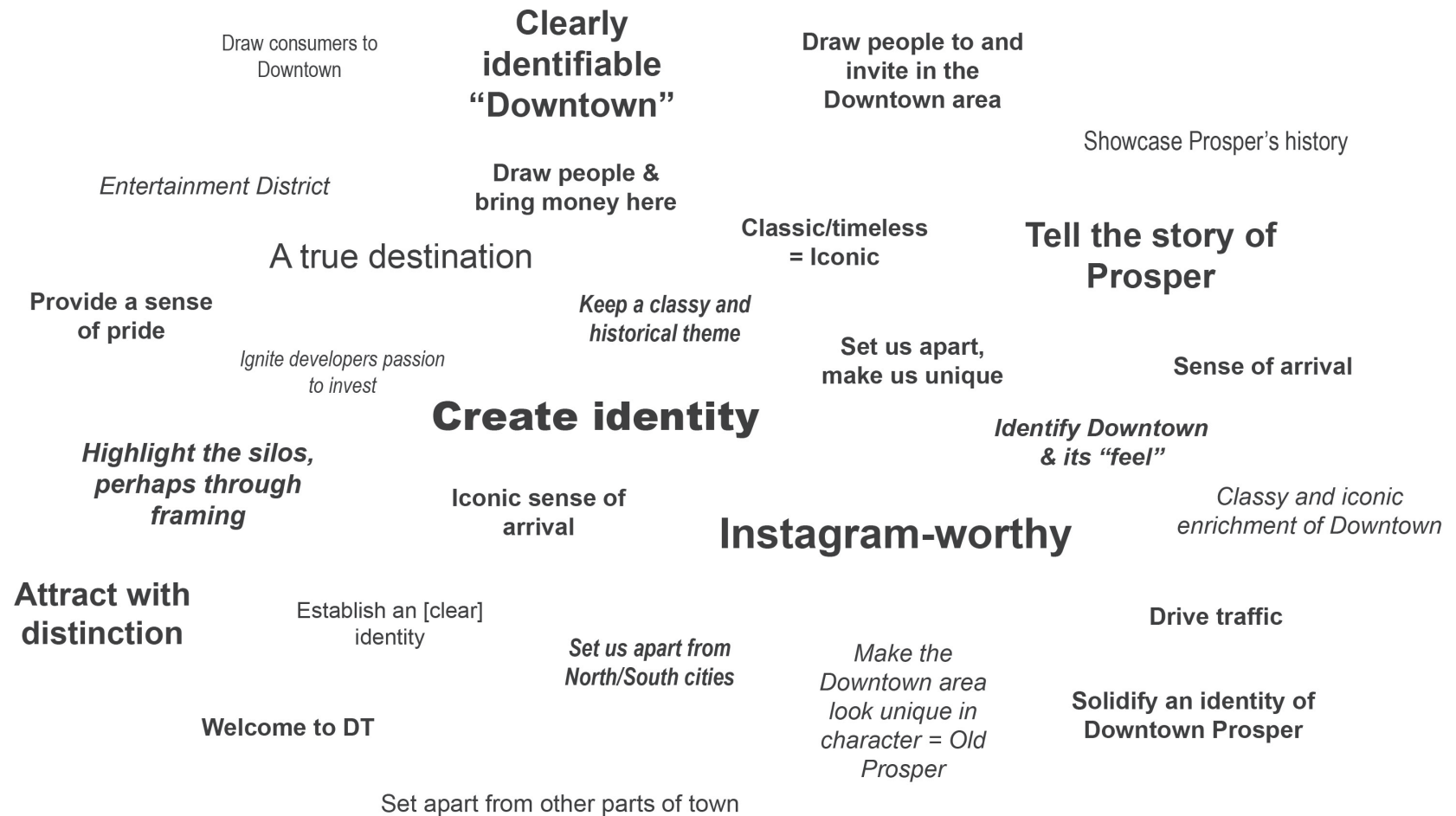
What We Want to Accomplish:

The Prosper community wants the gateway plan to reflect their pride, heritage, and vision for the future, creating a welcoming sense of place for both visitors and residents. The gateways should highlight the historic silos as landmarks, symbolizing Prosper's agricultural roots and economic growth. These gateways should be easily identifiable and help distinguish Prosper from other towns in the region. They should be iconic, memorable, and create a sense of arrival and anticipation, telling the story of Prosper—its history, its people, and its aspirations.



Identifying Themes Through Visioning

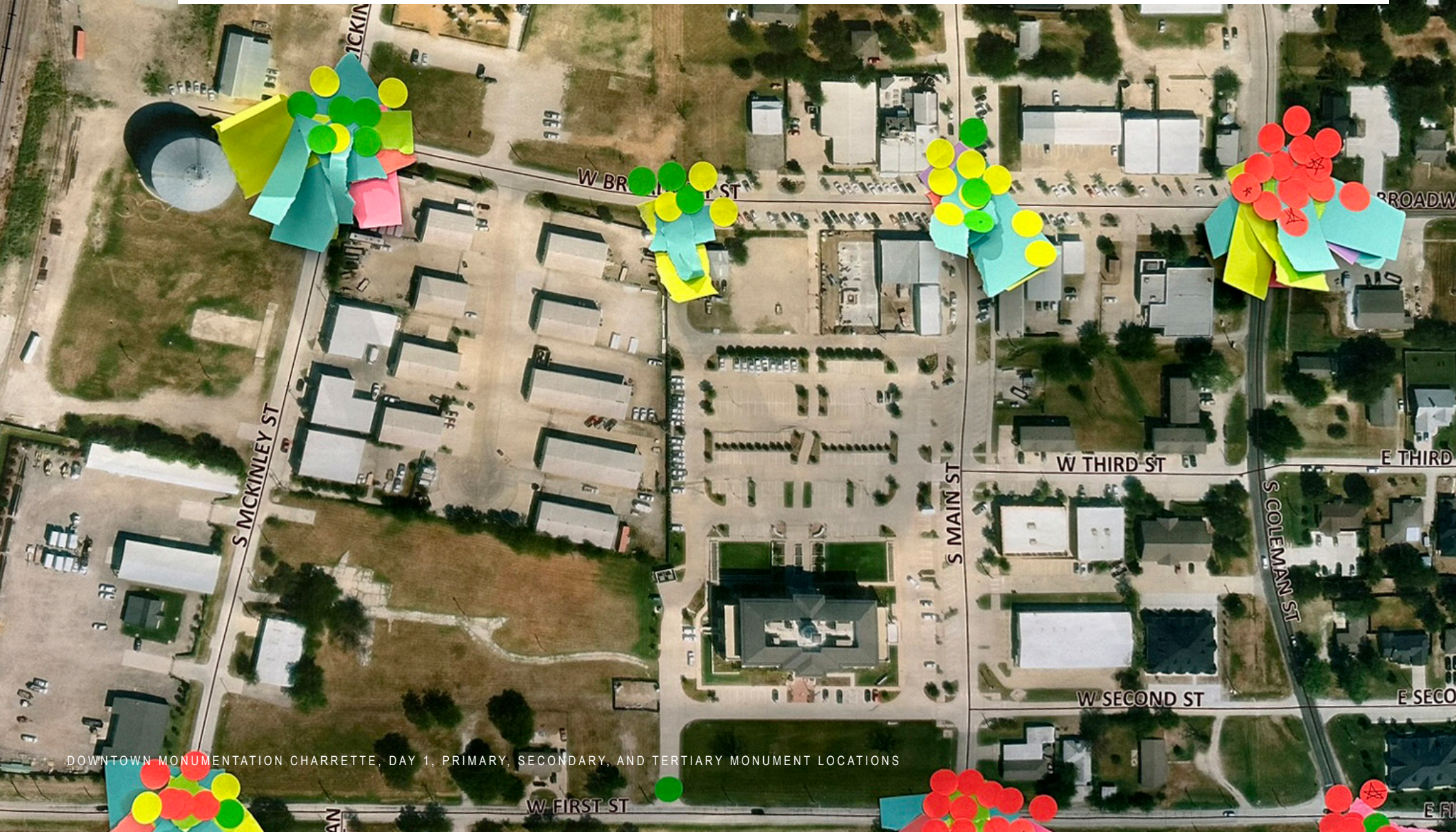
The stakeholders were separated into groups to explore the topics of: A) what is the One Thing that downtown Prosper needs; B) What is the goal for the monument signs; and C) What do the signs need to accomplish. Patterns were identified in this visioning process, as represented by the word cloud graphic.



Monument Locations

During the discovery process, the design team introduced the concept of monument families composed of a primary gateway, secondary gateway, tertiary, and iconic monuments. These gateways would differ in scale and size, but would help unify the downtown by the use of similar materials, signage and theme.

The stakeholders participated in several exercises helping identify the main entry points to downtown Prosper. Important intersections were identified as Broadway & Coleman, Broadway & Main, Broadway & Crockett, Broadway & McKinley, First & Coleman, First & Main, and First and McKinley.

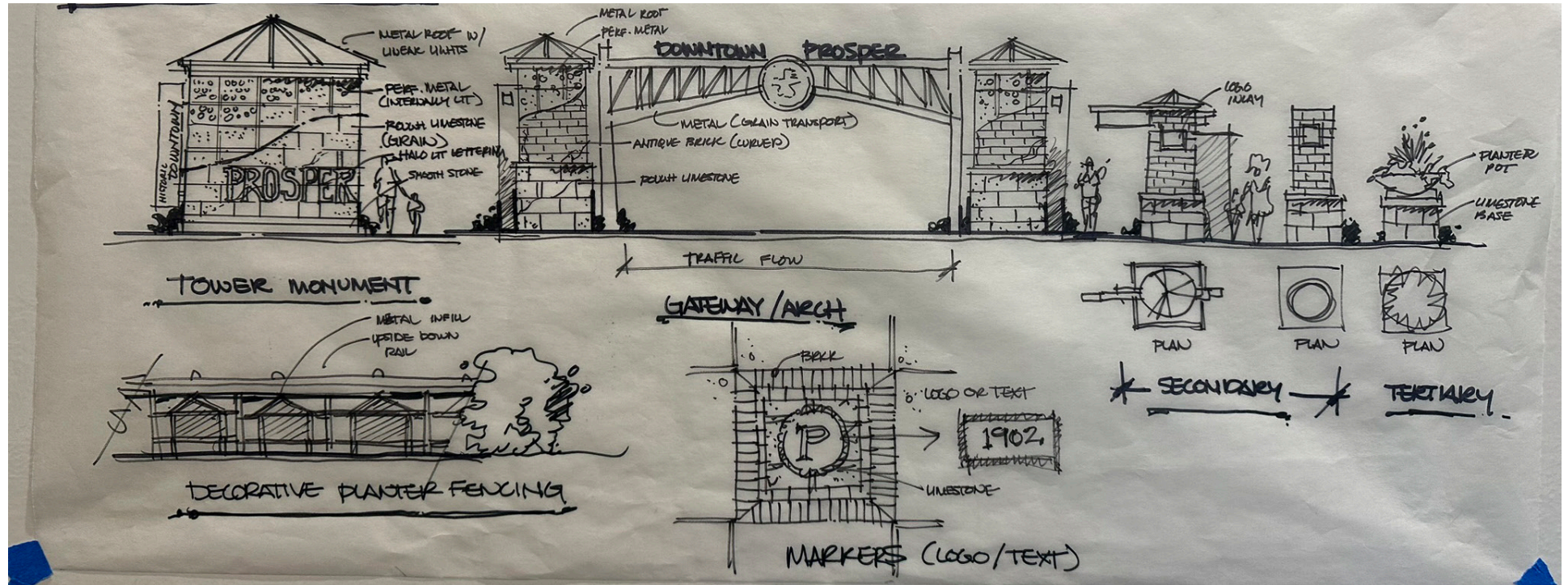


APPENDIX B

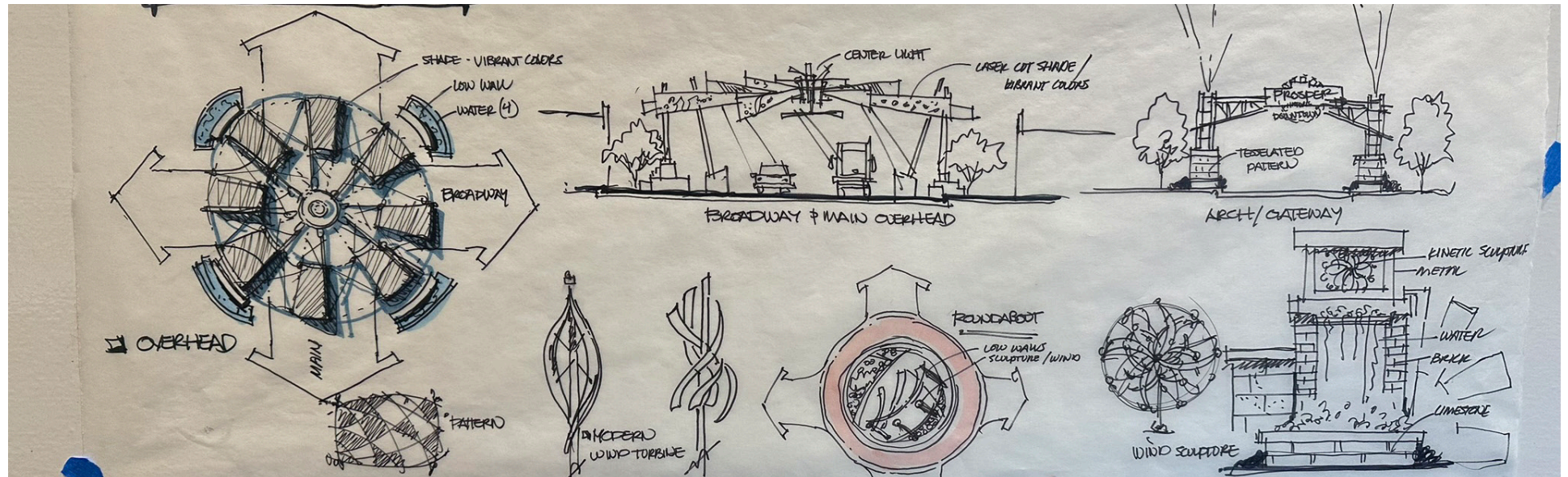
PRELIMINARY DESIGN

Using project goals established by the stakeholders, the design team began initial concept designs, building upon the family design concept where the primary, secondary, tertiary and iconic elements are tied together by theme, material selection, and scale. The goal of the second day of the charrette was to produce multiple concepts to gather feedback from the stakeholders to help shape the community vision for the downtown monumentation.

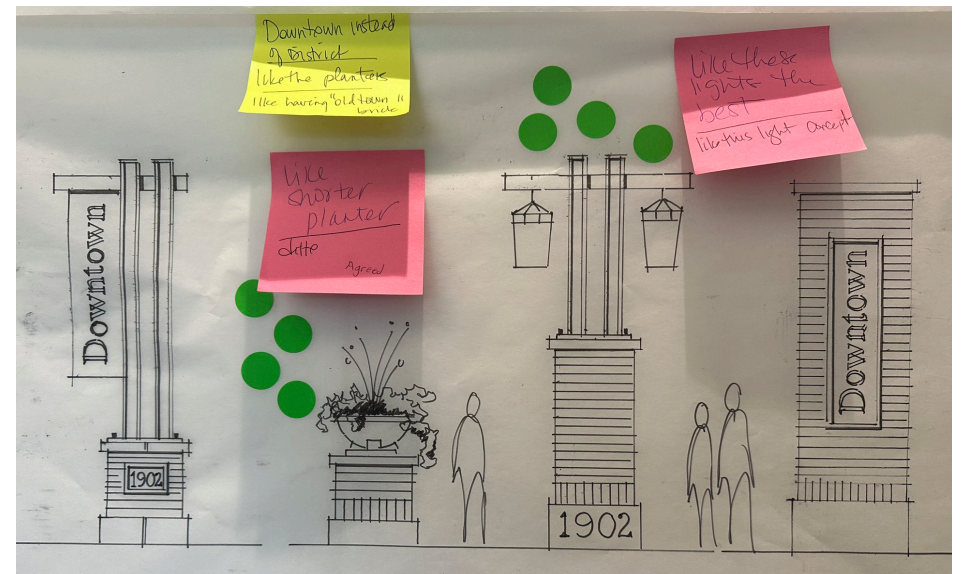
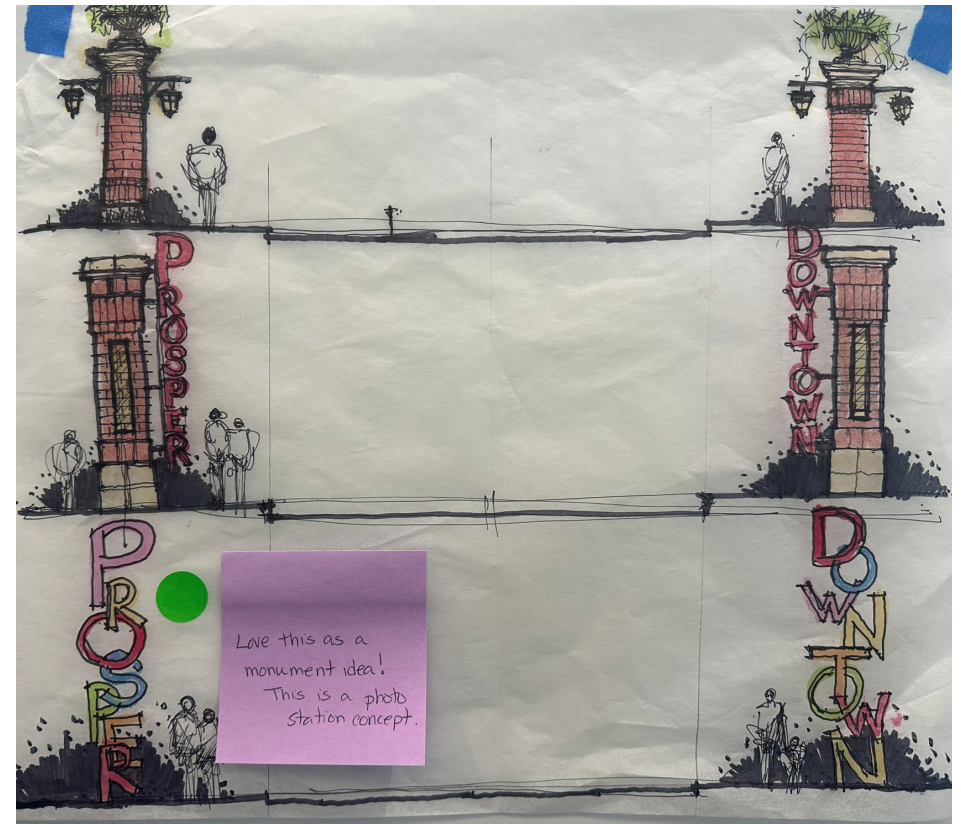
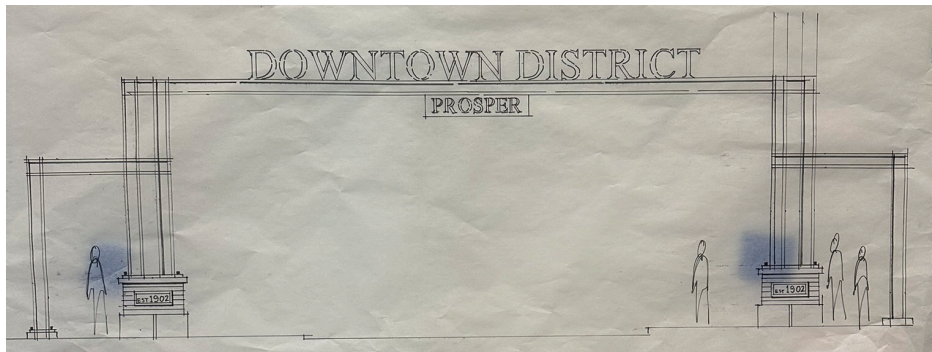
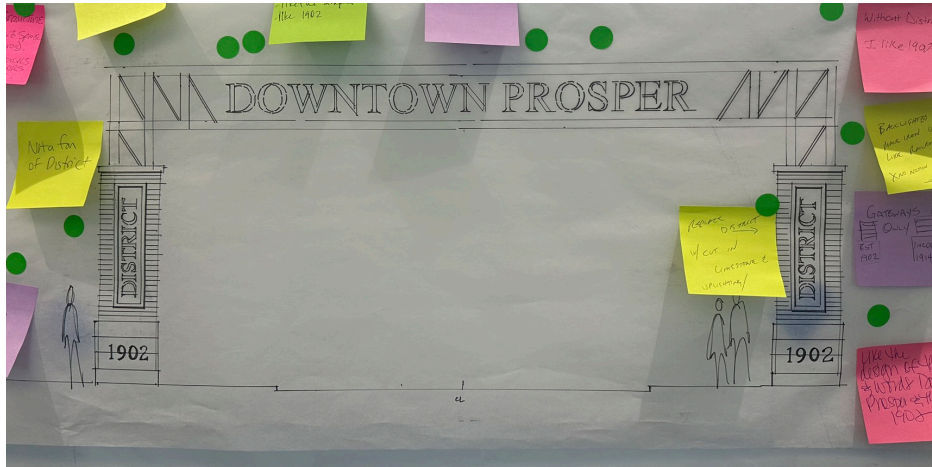
Family of Monuments - Grain Bin Concept



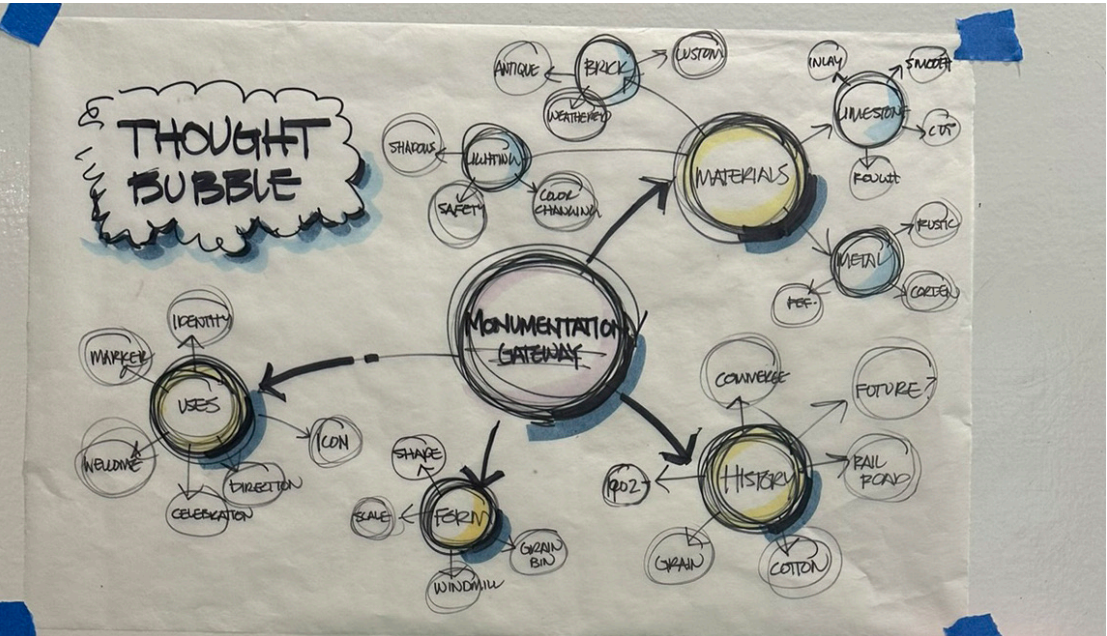
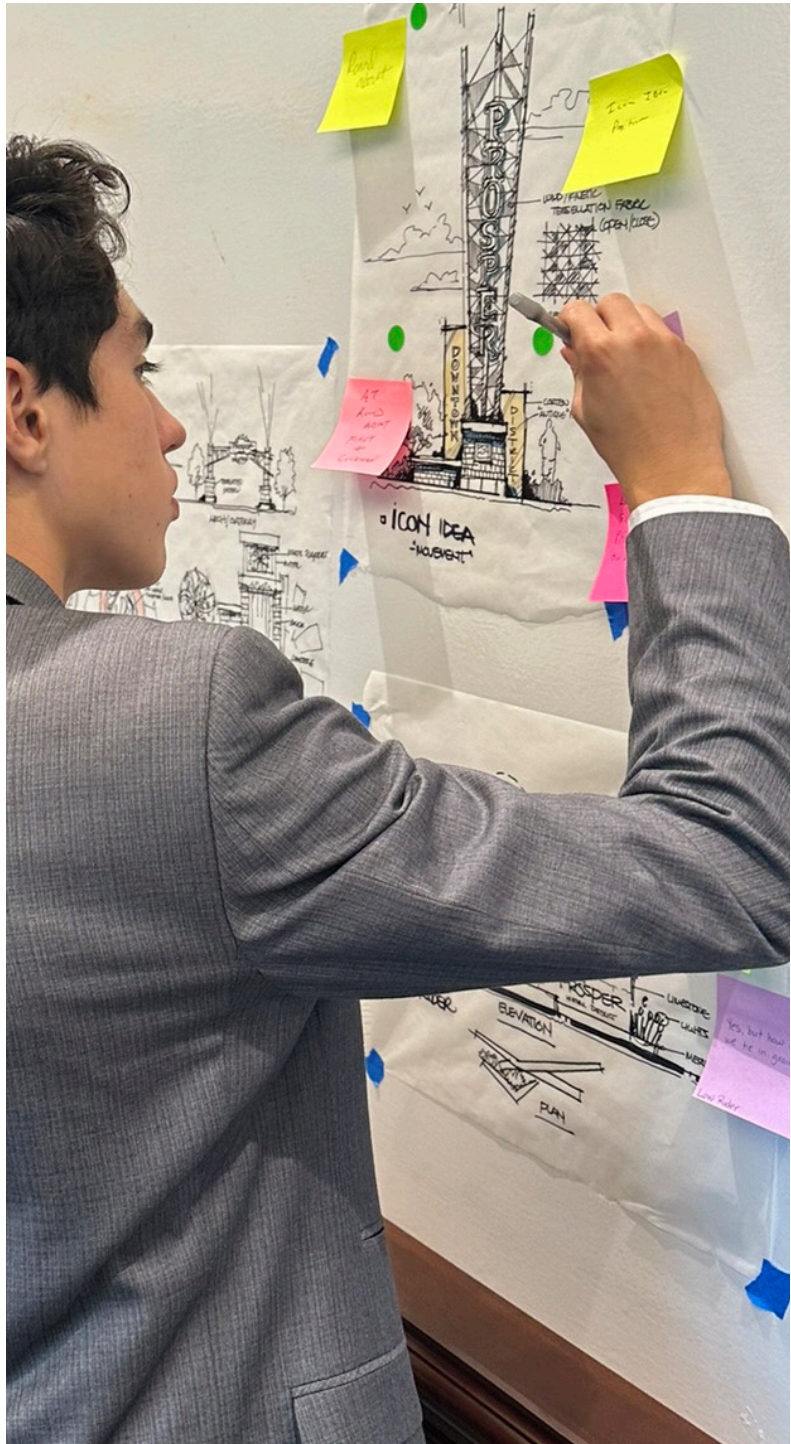
Family of Monuments - Windmill Concept



Primary Gateway, Classic Column Concepts



Thought Bubble Exercise



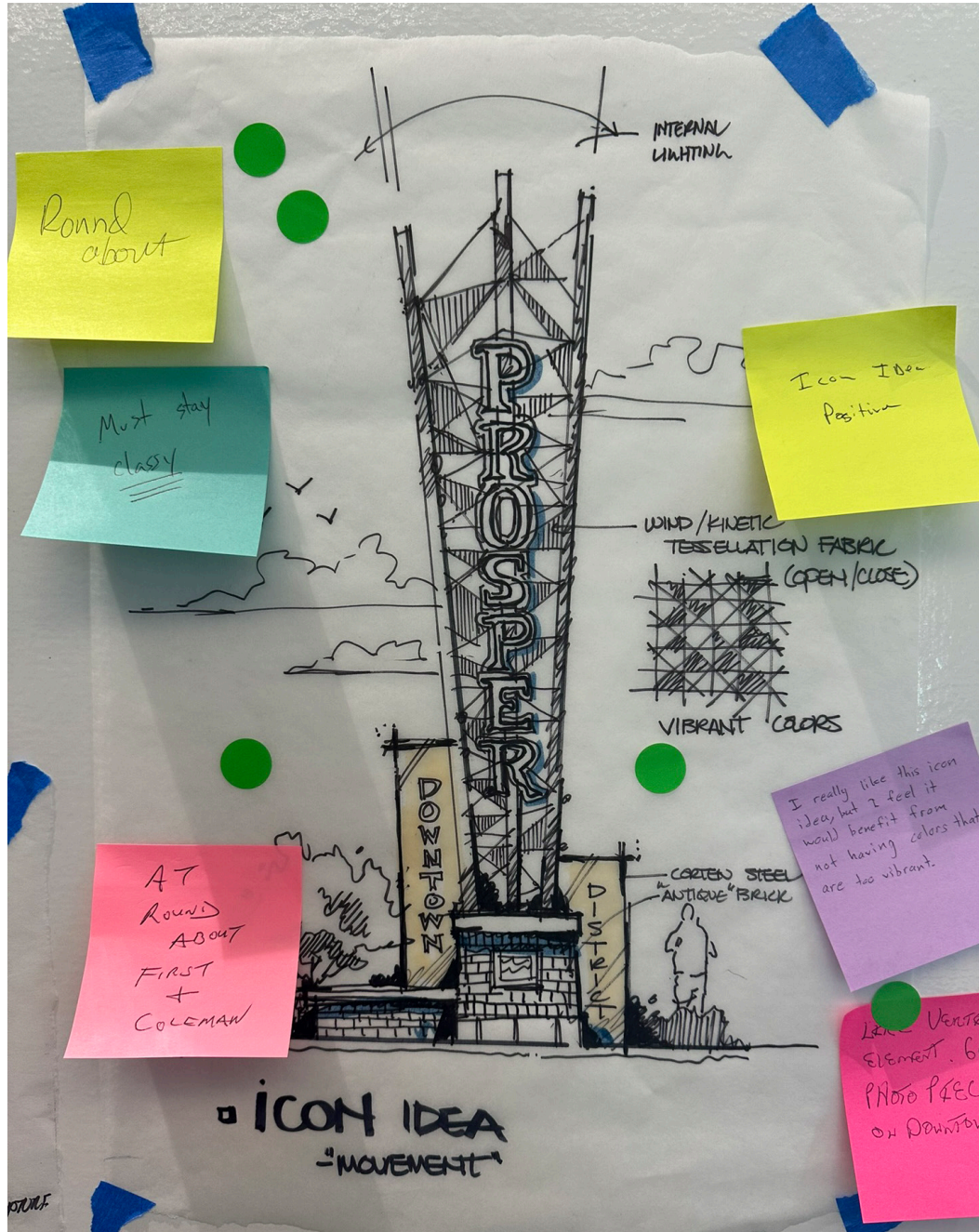


DOWNTOWN MONUMENTATION CHARETTE, DAY 2, DESIGN PRESENTATION

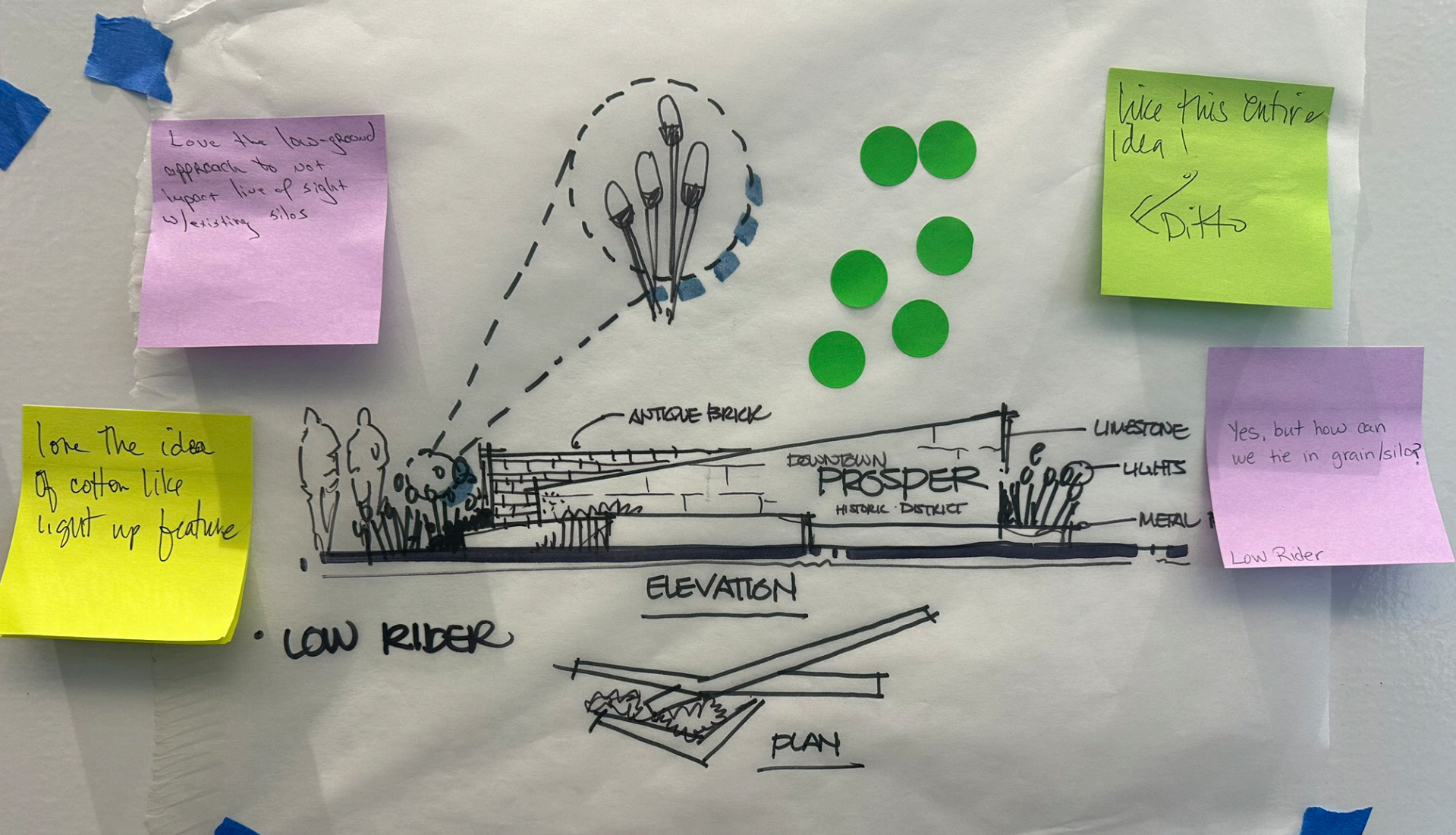


DOWNTOWN PROSPER, TEXAS

Icon Ideas



Linear Low Rider Signage Walls





Mike Lopez
VP/CM

Amy Harris
VP/CM

Don Perry
VP/CM

Mike Jones
VP/CM

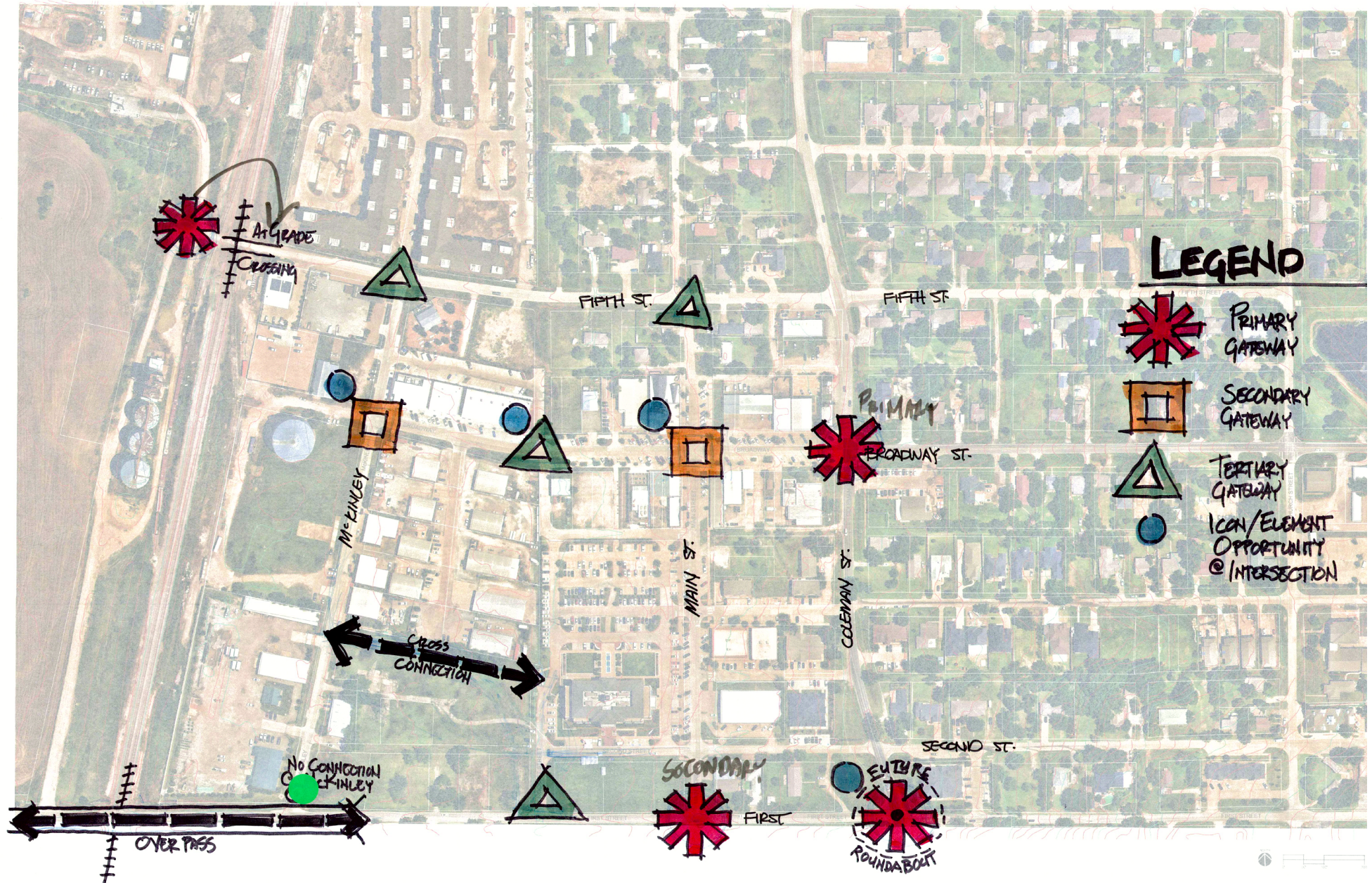
Madeline Randle
VP/CM

APPENDIX C

Revised Concepts

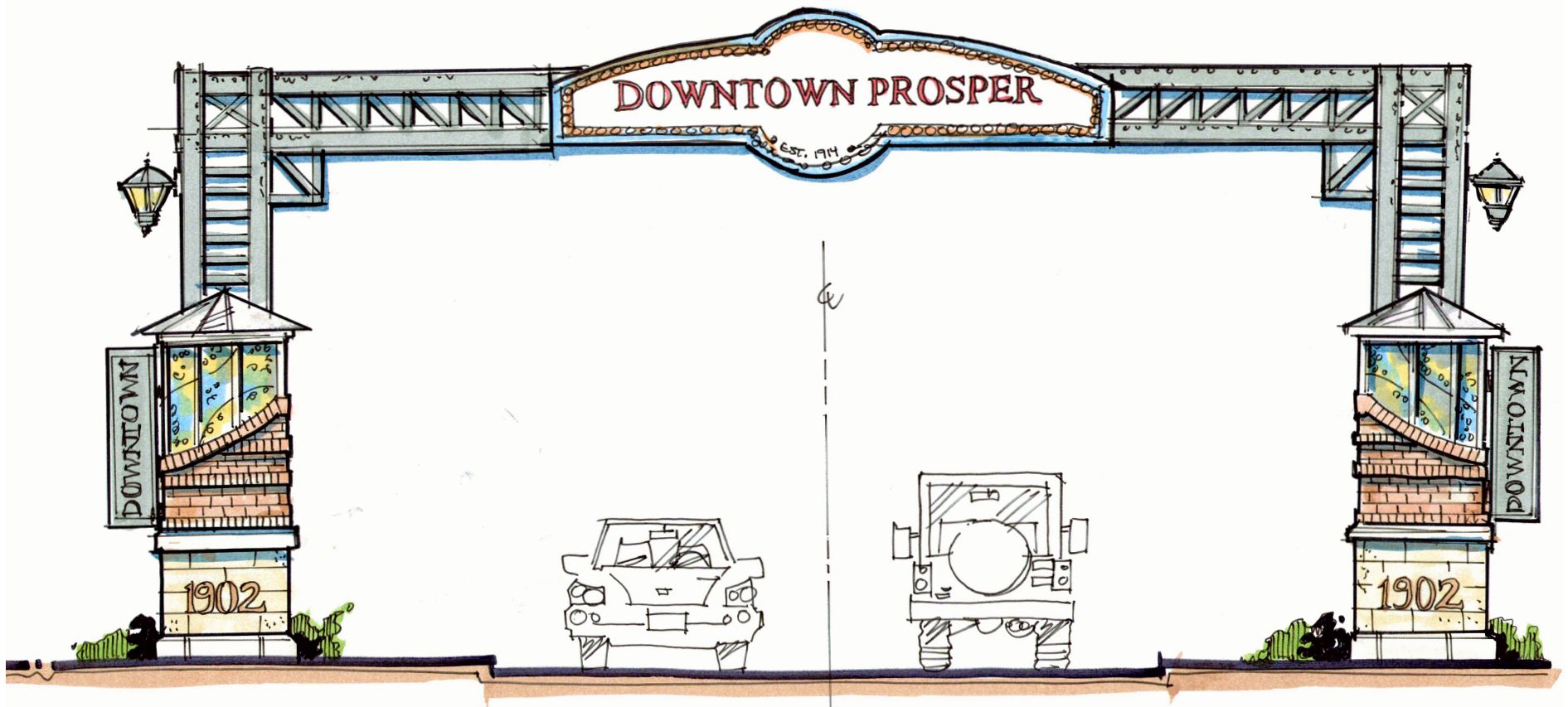
The team responded to stakeholder feedback on preliminary design and refined the initial concepts to better capture the vision and desired aesthetic for downtown monumentation as described by the group. This section shows preliminary concepts presented to and refined by the stakeholder group.

Plan Locations



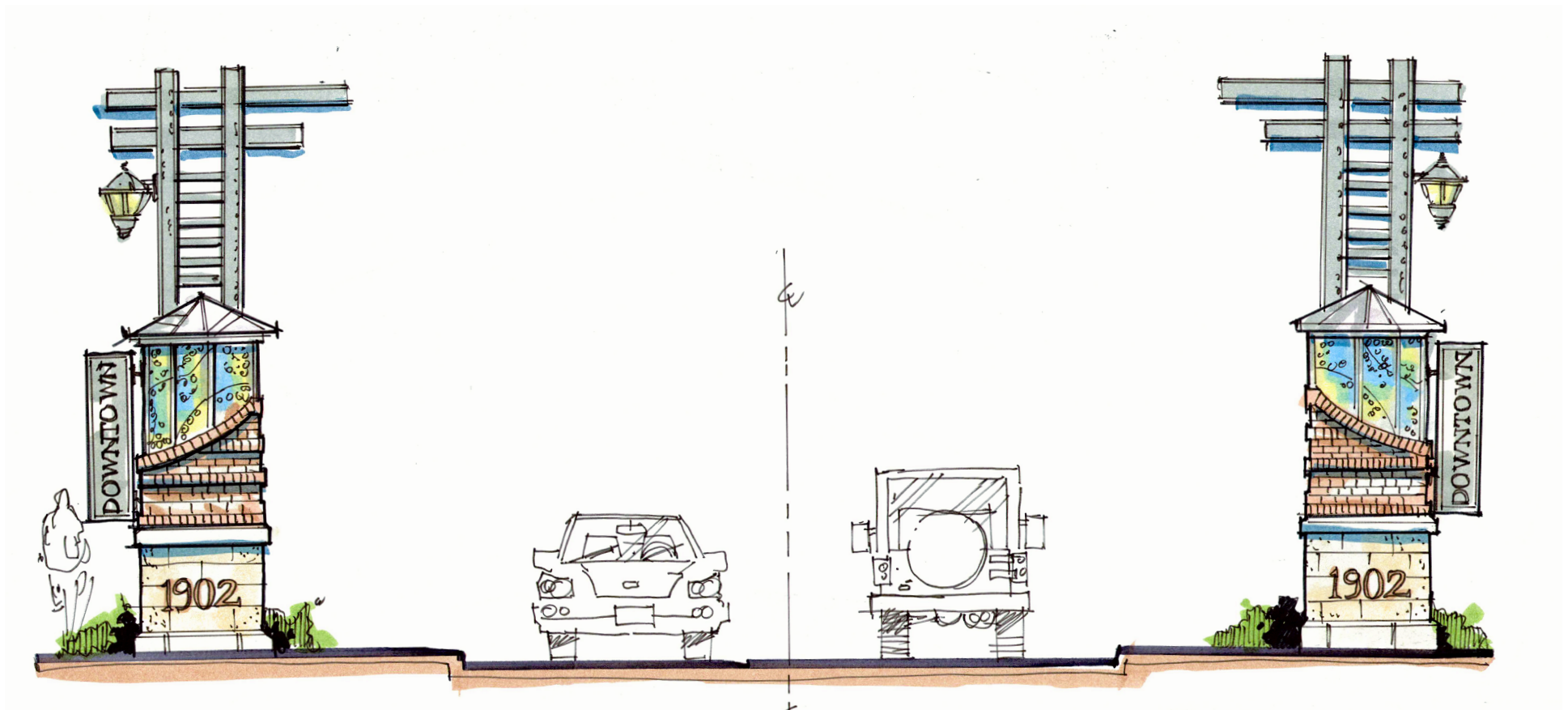
Concept 1 - Primary

Column with cast stone base, brick column, and railroad inspired truss that would mark the main entrances to downtown from the north and south. The column would feature a metal plaque with the town name and an abstract representation of a train. The truss would span over the road and create a sense of arrival and identity for the downtown area. The design would reflect the historic role of the railroad in the town's development and commerce.



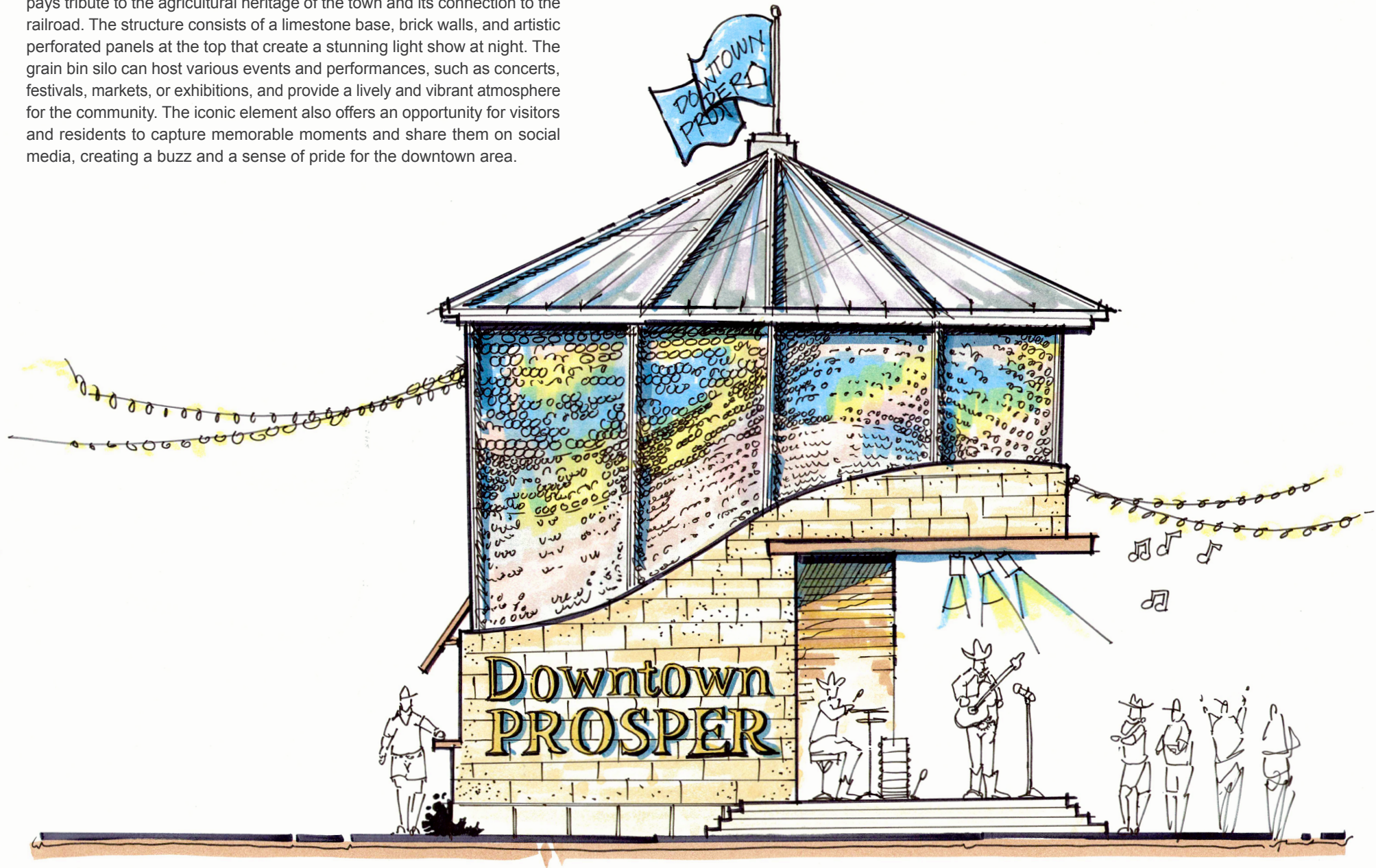
Concept 1 - Secondary

Columns with cast stone base and brick column that would mark the secondary entrances to downtown from the east and west. The column would feature a metal plaque with the town name and a railroad motif. The design would echo the primary gateway but with a lighter and simpler appearance. The secondary gateway would reinforce the downtown identity and create a sense of anticipation for the visitors.

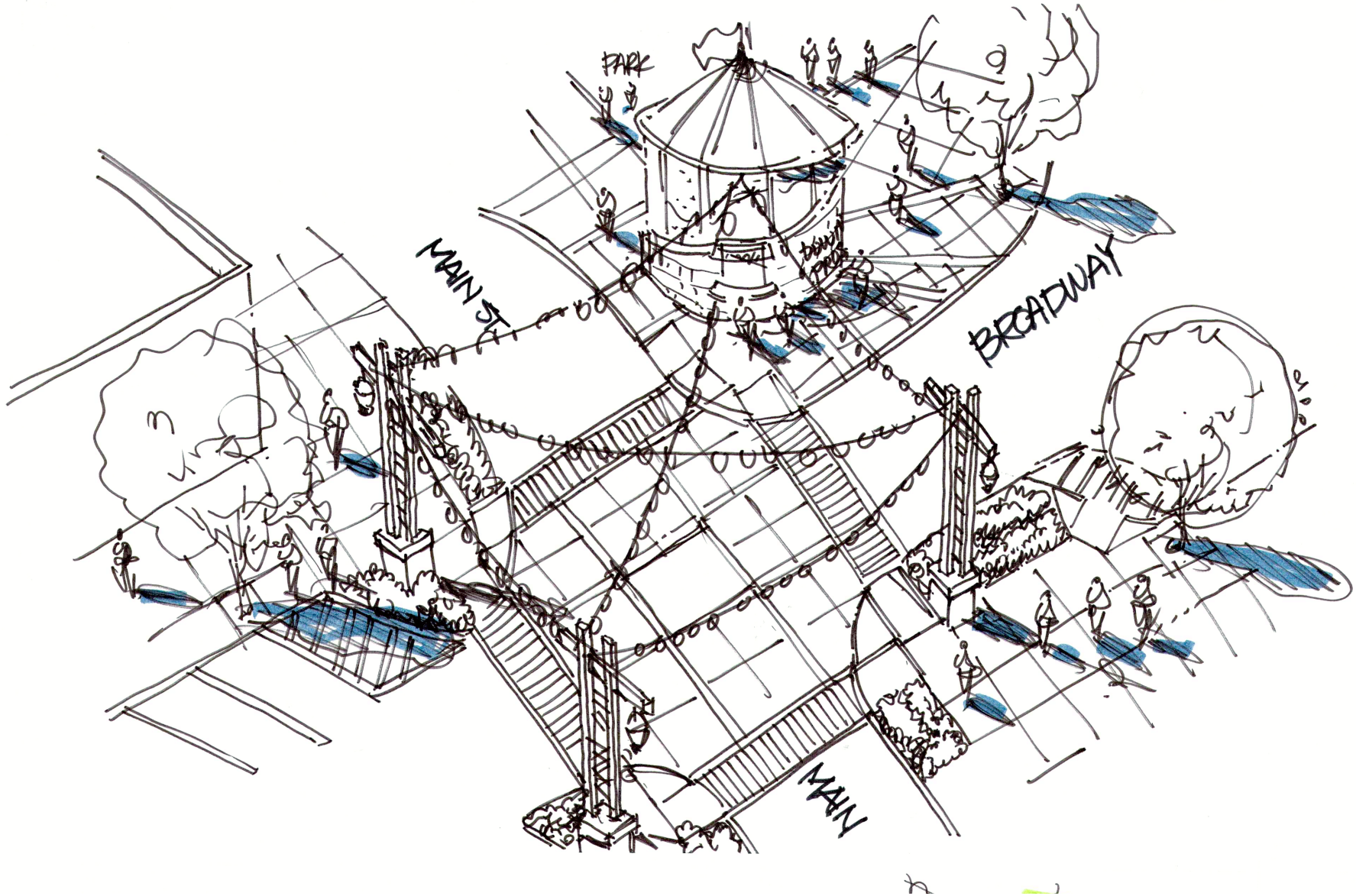


Concept 1 - Icon

A unique and eye-catching feature of the downtown area is the grain bin silo icon, which serves as a multifunctional stage and landmark. The silo pays tribute to the agricultural heritage of the town and its connection to the railroad. The structure consists of a limestone base, brick walls, and artistic perforated panels at the top that create a stunning light show at night. The grain bin silo can host various events and performances, such as concerts, festivals, markets, or exhibitions, and provide a lively and vibrant atmosphere for the community. The iconic element also offers an opportunity for visitors and residents to capture memorable moments and share them on social media, creating a buzz and a sense of pride for the downtown area.



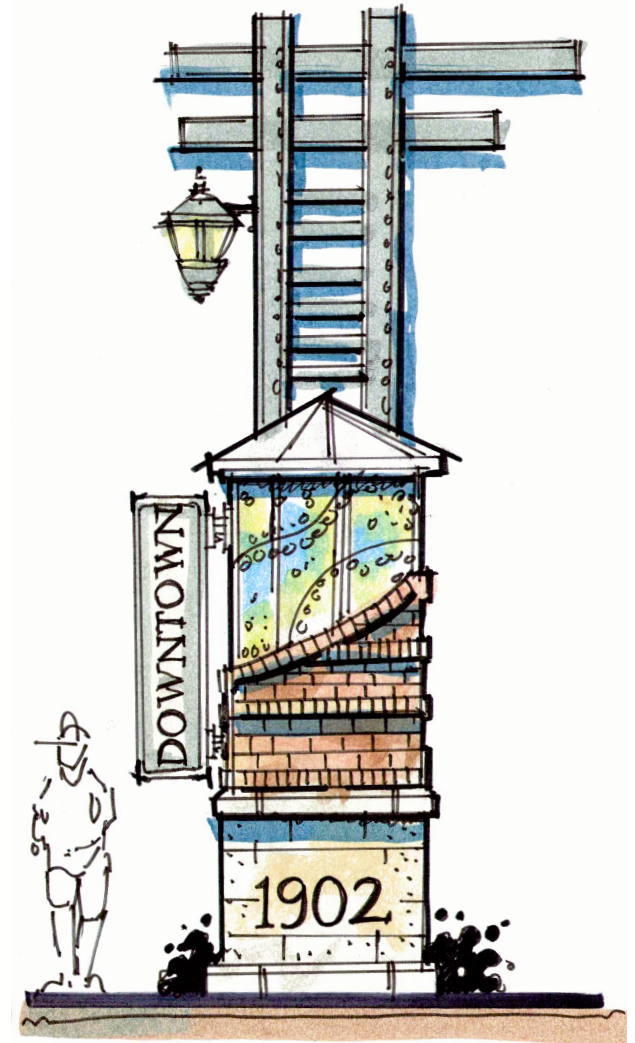
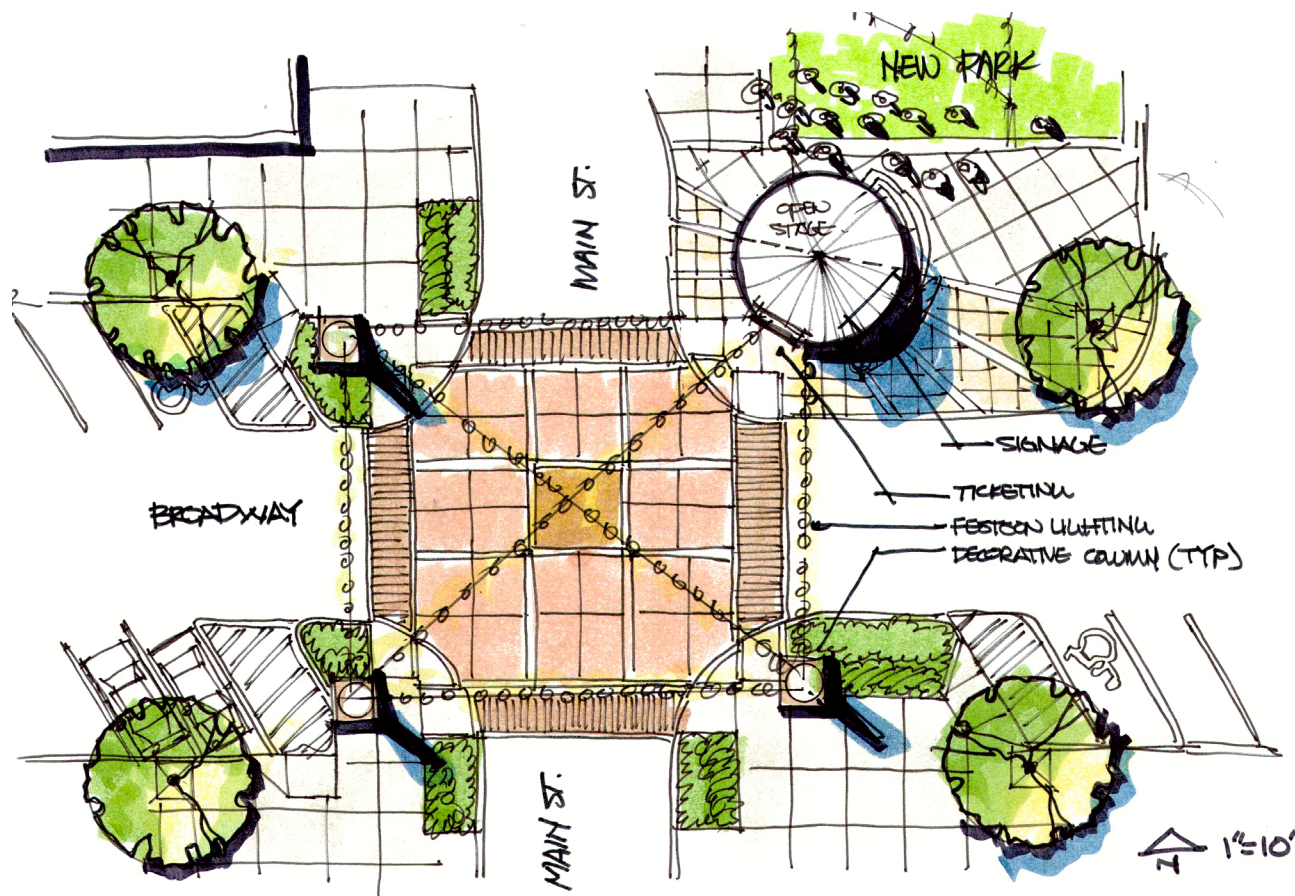
Concept 1 - Secondary Broadway and Main Street



Concept 1 - Secondary

Broadway and Main Street

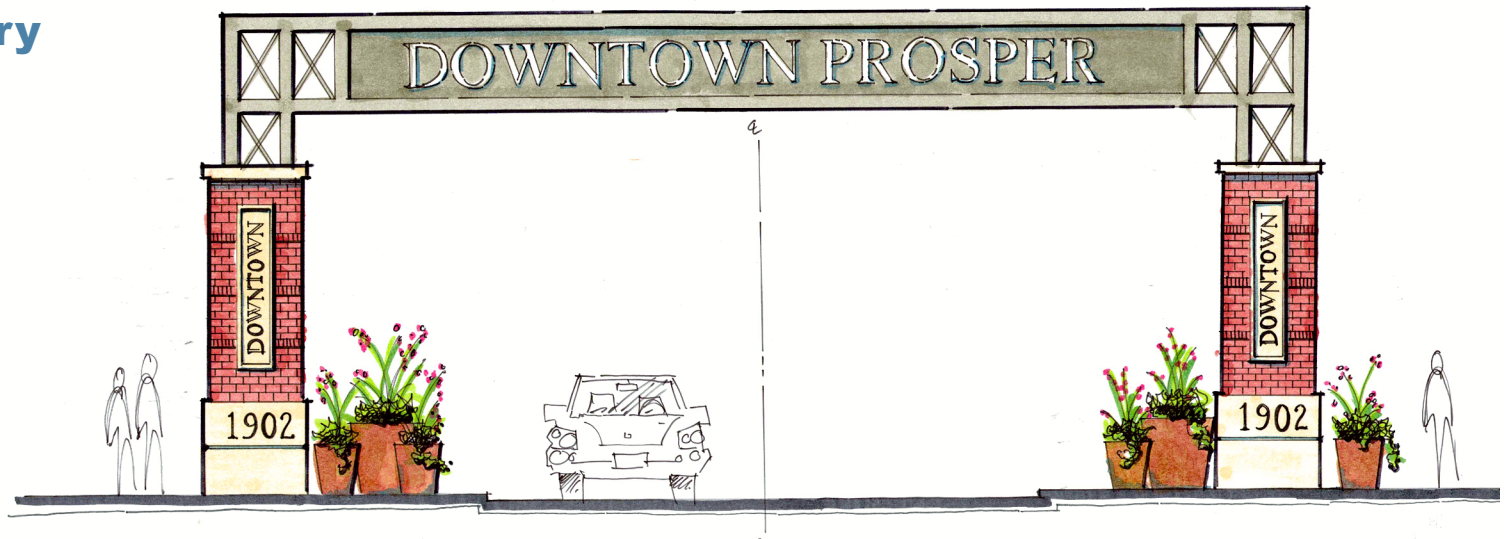
A rustic and functional icon that celebrates the town's agricultural heritage and serves as a focal point for community events is the vision of the Broadway and Main concept. The icon would consist of a grain bin silo structure with a limestone base, brick walls, and artistic perforated panels at the top that would create interesting patterns of light and shadow during the day and glow at night. The silo would be situated on the northeast corner of the intersection, within the right-of-way, and would double as a stage for performances and gatherings, facing the intersection and creating a lively and interactive space. The Broadway and Main concept would honor the town's past and present while enhancing its social and cultural life.



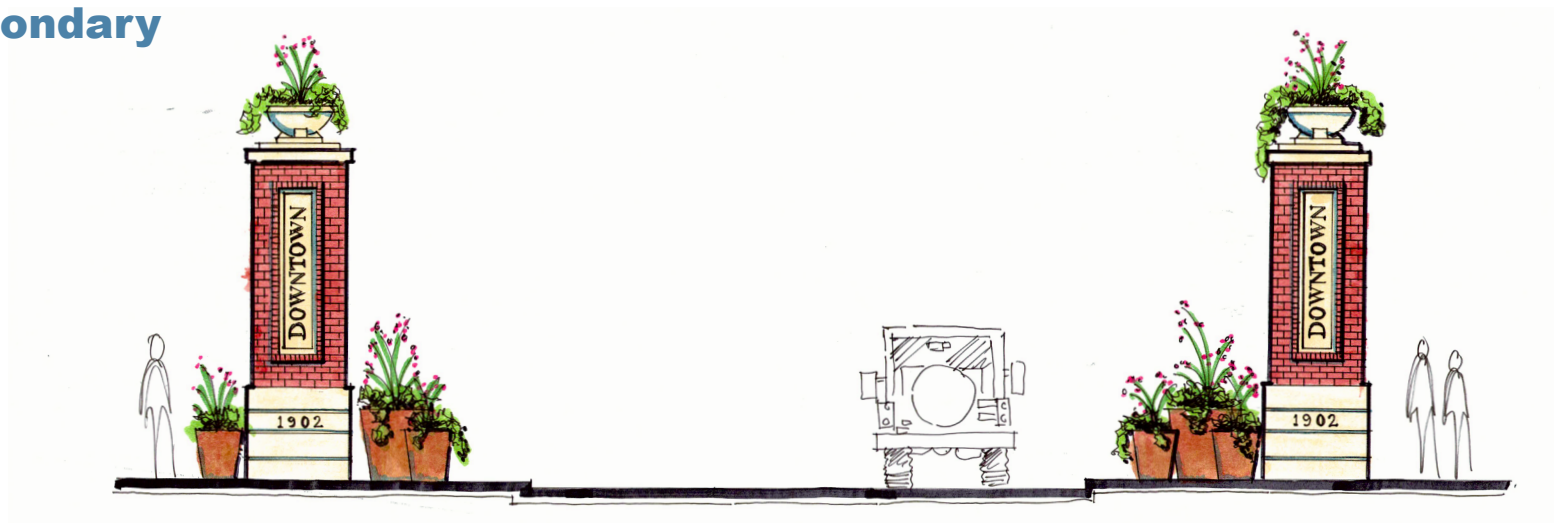
Concept 2 - Gateways

A welcoming and historical entrance that reflects the town's identity and heritage is the goal of the gateway concept for downtown Prosper. The gateway would feature cast stone bases with brick columns, creating a contrast of materials and colors. Signage elements that display the town's name, founding year, and incorporation year would be incorporated into the columns, highlighting its history and achievements. Internal lighting would illuminate the signage and create a festive and inviting atmosphere at night. The gateway would be a landmark and a symbol of pride for the town and its residents.

Concept 2 - Primary

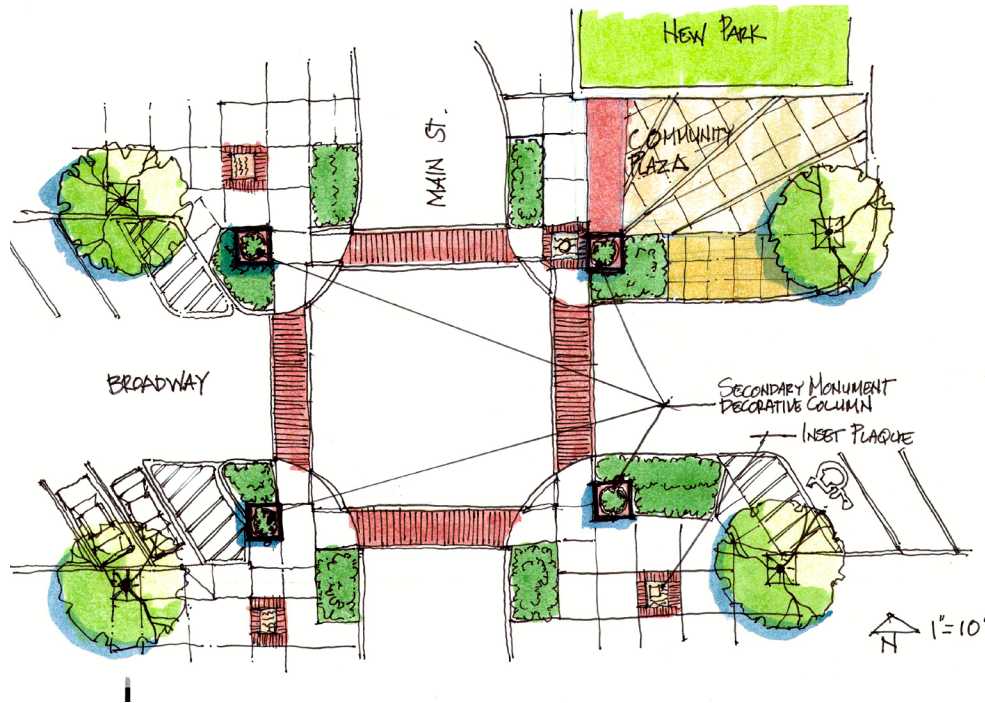


Concept 2 - Secondary

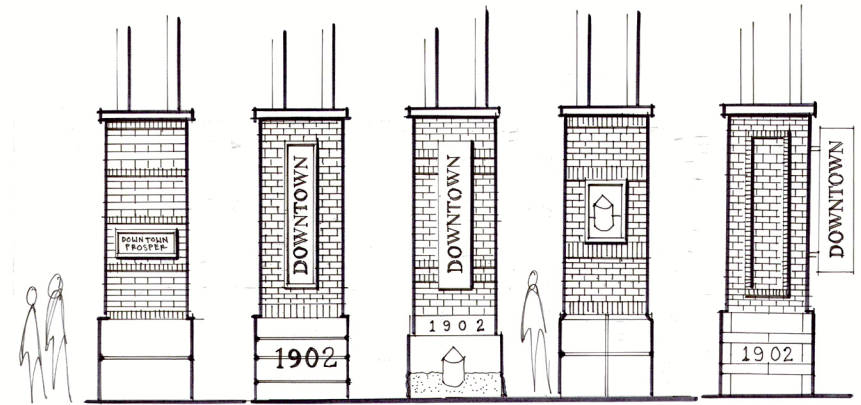


Concept 2 - Tertiary Columns

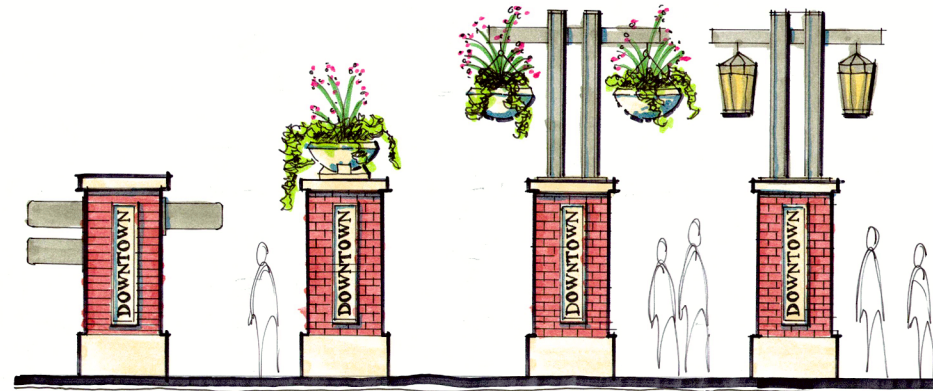
A versatile and functional addition that enhances the town's aesthetics and navigation is the idea of the tertiary columns concept. The tertiary columns would be smaller stone and brick columns that match the materials and colors of the gateway, creating a sense of consistency and harmony throughout the downtown area. The columns could be used for various purposes, such as directional wayfinding, signage monuments, or decorative double lightpole columns. The columns would provide useful information and guidance for visitors and residents, as well as adding charm and character to the streetscape. The tertiary columns concept would complement the other elements and complete the town's vision for downtown Prosper.



Concept 2 - Plan



Concept 2 - Column alternatives



Concept 2 - Tertiary alternatives

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