



## 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 – July 26, 2022

---

**Agenda Item:**

Consider and act upon adopting the Downtown Master Plan.

**Description of Agenda Item:**

Under the leadership of a Downtown Master Plan Development Committee, the committee in conjunction with the consultant held work sessions, obtained public input, conducted public and private interviews and meetings, as well as provided an interactive website. Monthly updates were also sent out to 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 proposed plan 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.

At the June 28, 2022, Town Council meeting, the Town Council received an update of the Downtown Master Plan and requested staff to bring the plan back to formally adopt.

**Attached Documents:**

1. Downtown Master Plan

**Town Staff Recommendation:**

Town staff recommends that the Town Council adopt the Downtown Master Plan.

**Proposed Motion:**

I move to approve adopting the Downtown Master Plan.