

Agenda Item 9.

Receive an update regarding the Downtown Advisory Committee.
(RB)

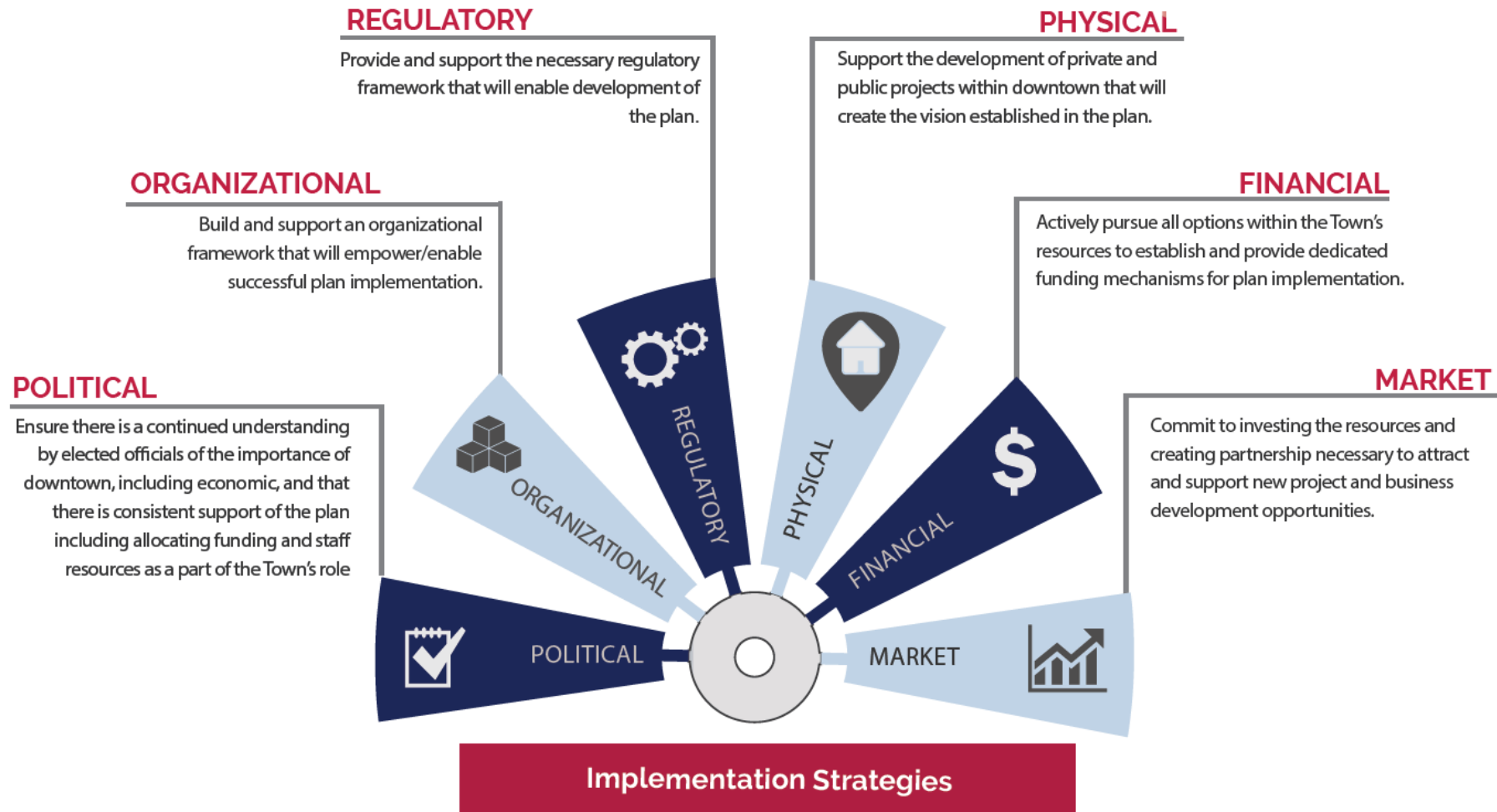
Downtown Advisory Committee

- Ad Hoc Committee
- 8 Residents, 3 Council Liaisons
- Meets 1st and 3rd Mondays

DTAC Directive: Assist with the implementation of the Downtown Master Plan

- \$1,436,000 in Town and PEDC funding for Downtown improvement projects

DTAC Alignment with Downtown Master Plan



Alignment with Downtown Master Plan:

- Organizational – DTAC serves as part of the organizational framework for successful plan implementation



Recommendation	Priority	Cost	Sponsors
Formalize stakeholder organizations. Establish the structure for those that will have a key role in supporting and implementing the Master Plan, including the Downtown Business Alliance, PEDC, Chamber of Commerce, Citizen's Academy, and others if appropriate. Within each, identify the primary point of contact for all matters related to downtown and it's redevelopment.	!!!	\$	Town Staff PEDC Prosper Chamber Business Alliance
Identify clear roles. Each key stakeholder organization should identify specific plan implementation actions that they have the resources and will commit to advancing. There may be multiple entities that support various actions. In this process, establish realistic milestones, identification of other support needed by the sponsor organization and where those resources may come from. Commit to collectively monitor implementation successes and areas that need additional support.	!!!	\$	PEDC Prosper Chamber Business Alliance Town Staff

Alignment with Downtown Master Plan:

- Physical – DTAC has already made several recommendations and completed projects using Town & EDC funds.



PHYSICAL

Recommendation	Priority	Cost	Sponsors
Parking strategy. Develop a near- and long-term parking strategy for public, private, and shared facilities, including spaces on-street and in alleyways, that reflects current conditions and potential pressures from a more intense level of development, increase in residences, and potential for destination uses.	!!!	\$	Town Staff Residents Town Council
Branding. Engage a branding specialist to assist in developing the downtown “look and feel” that should be used in signage and wayfinding, gateways, streetscape furnishings, lighting, temporary signage such as for special events, and other features to compliment the overall aesthetic and define the downtown area. This theme should also be integrated into marketing and promotional material used for downtown.	!!	\$	Town Staff Business Alliance PEDC Town Council
Furnishings plan. Develop a detailed street furnishings plan and budget to expand on what has already been installed and supporting the theme identified above. Ensure there are sufficient trash, recycling, seating, bike racks, and other furnishings to support the build-out of downtown. These program specifications may be used by the Town or developers as projects make right-of-way improvements.	!!	\$\$	Town Staff Business Alliance Town Council

Alignment with Downtown Master Plan:

- Financial – the Town and EDC together have allocated \$1.436 million toward downtown improvements, and charged the DTAC with making recommendations for these funds



Focus existing resources. To realize this ambitious vision, existing resources need to be promoted and leveraged, including those that are available through the NEZ, the HOT Tax. The PEDC can consider contributing to the public realm investments in the plan by utilizing the Type B funding authorities that it established in its recent Charter change. Streetscaping investments and other downtown public realm improvements can be intentionally prioritized in the Town's capital improvement program over the next five to ten years.



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PEDC
Prosper Chamber
Town Staff
Town Council

Alignment with Downtown Master Plan:

- Market – the DTAC spearheaded the Downtown Logo Competition to create a unique brand for downtown. The monumentation project will help establish downtown as a destination.



Branding. Develop the downtown “brand” further, so that it is clear and easy to utilize in promoting the downtown area to developers, investors, visitors, and residents.



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Town Council

Geographic phasing. Choose a subarea of one or two blocks within the downtown area for an initial focus, completing all development and public realm improvements in that area. Establishing that vibrant place will establish momentum, and demonstrate what is envisioned, which in turn lowers hurdles and reduces the development risk for subsequent development.



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Town Council
Town Staff

Downtown Improvement Projects

Downtown Advisory Committee (DTAC) Recommendations for Downtown Improvements					
Town of Prosper Contribution	\$500,000				
Prosper EDC Contribution	\$500,000				
Additional Capital Dedicated Funds	\$436,000				
Total:	\$1,436,000				
<div> <div></div> = Complete <div></div> = DTAC Approved, In Progress <div></div> = Not Pursuing At This Time <div></div> = Awaiting Cost Estimate </div>					
Projects for Consideration - Working Copy	Cost	Timeline for Completion	Staff Assigned	Notes	Priority Level
Lighting					
Tree Lights, Wrapped, Year-Round, Broadway	\$20,000	Spring 2024	Dan Baker	Estimate is for year-round tree lighting on 67 trees on Broadway and Main; lights are removed twice per year for maintenance	Complete
Electricity (install outlets on poles along Main)	\$500	Spring 2024	Dan Baker	Public Works will complete this project in-house	Complete
Electricity (connect power to tree wells along Main; wrapped tree lights along Main)	\$128,200	Summer 2024	Dan Baker	Estimate for materials and labor to provide electricity, outlets, tree grates and uplighting to tree wells on Main Street.	In Progress
Additional lighting along walkway from TH to Broadway	\$1,000	Spring 2024	Robert Cook	Pursuing options & cost estimates for increased lighting	In Progress
Lighting of Silos	\$225,000		Chuck Ewings	\$225,000 for uplighting; additional options to be presented at a future meeting	
Silo prep & paint (3)	\$240,000		Chuck Ewings	Silos are structurally sound; estimate for prep and paint is \$80,000 each	

Completed

- Year-Round Wrapped Tree Lights on Broadway
- Electrical outlets on light poles along Main Street



Completed

- Repaint Light and Sign Poles



Completed

- Trash Receptacles
- Benches, initial installation



Completed

- Additional disabled parking
- Public Parking Banners and Pole Signs



Completed

- Downtown Logo Competition

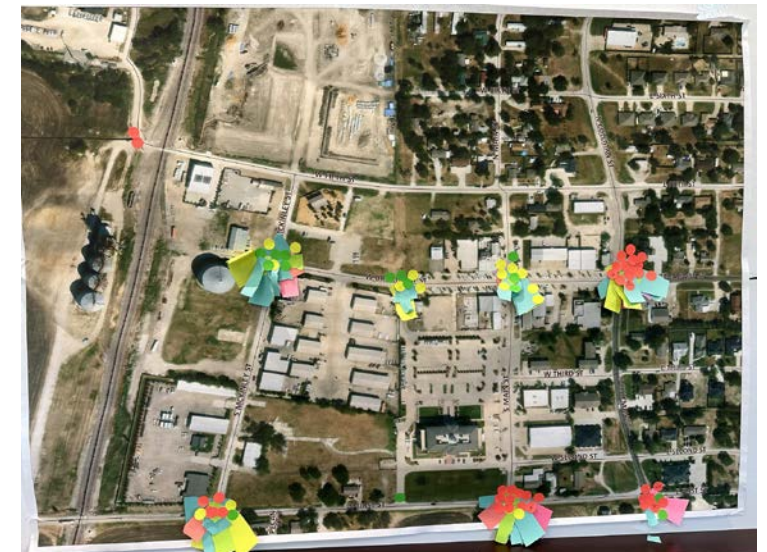


Downtown
PROSPER

A stylized graphic of a water tower with a grey body and a dark grey roof, positioned behind the word "PROSPER".

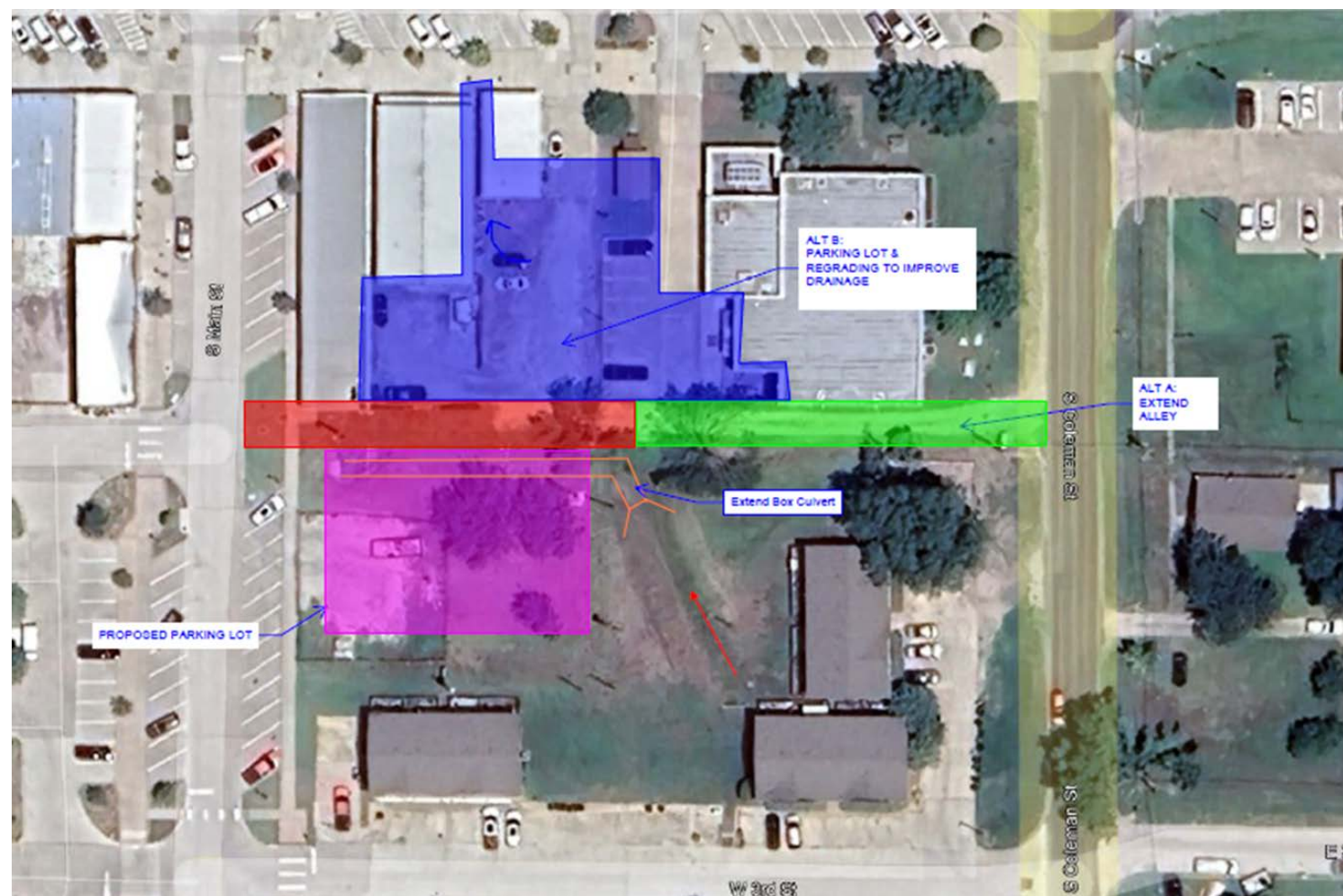
In Progress

- Downtown Monumentation



In Progress

- Paving on lot and alley behind PEDC



In Progress

- Lighted Bollards in Town Hall parking lot and walkway
- Outdoor wireless sound system
- Additional Benches



Pending/Under Consideration

- Lighting of Silos
- Downtown Plaza/Open Space
- Historical Markers project with Prosper Historical Society
- Wayfinding signage
- Refinish concrete walkway from Town Hall to Broadway
- Marketing and Brand Guide

Next Steps for Town Council Consideration

- Continue as Ad-Hoc or Standing Committee
- Expand scope to other areas of Downtown Master Plan
- Additional funding for FY 2024-2025