



Bella Prosper – Zone 24-0025

A Master Planned Development

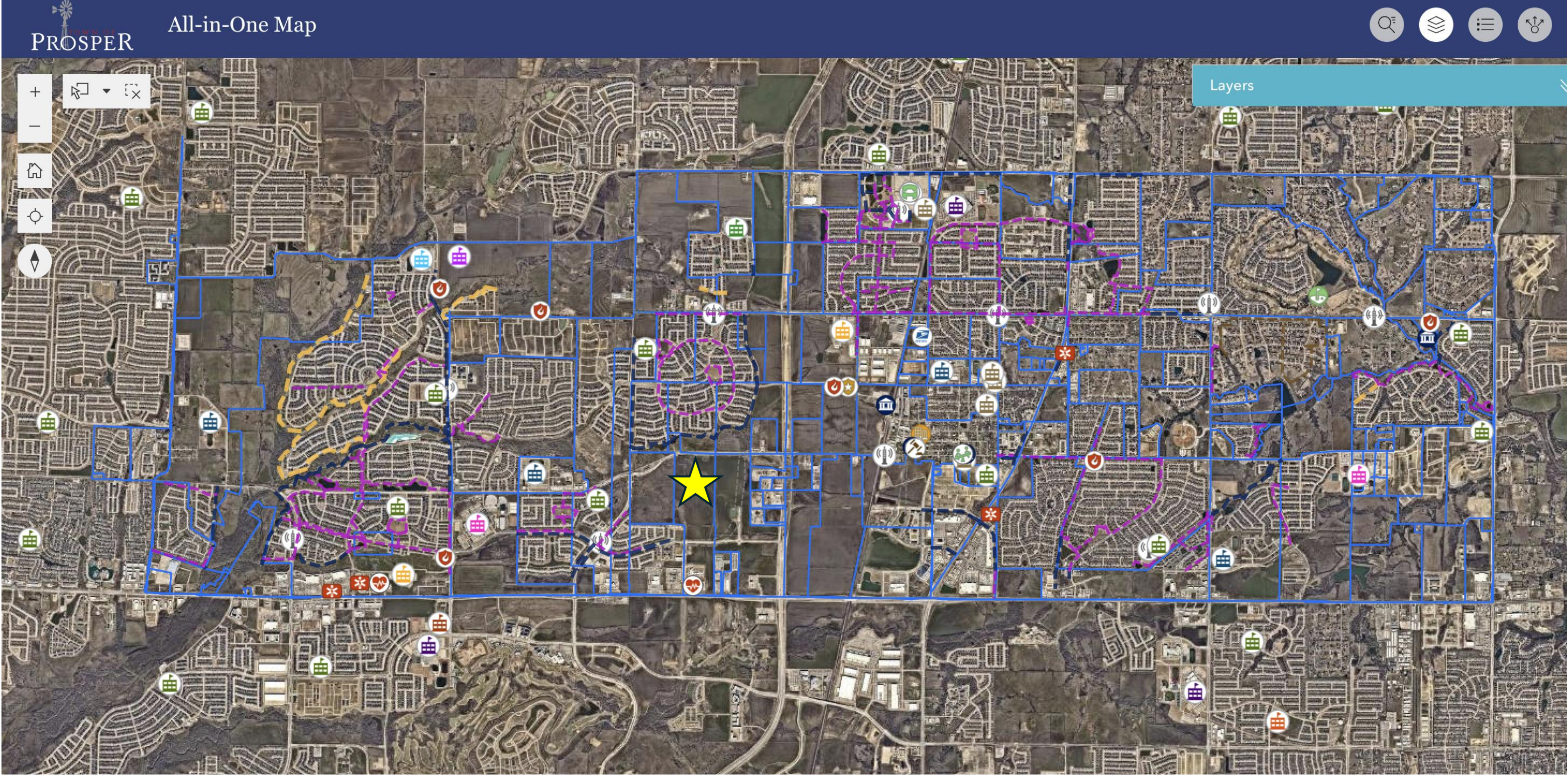
Town of Prosper

P&Z Work Session

May 06, 2025

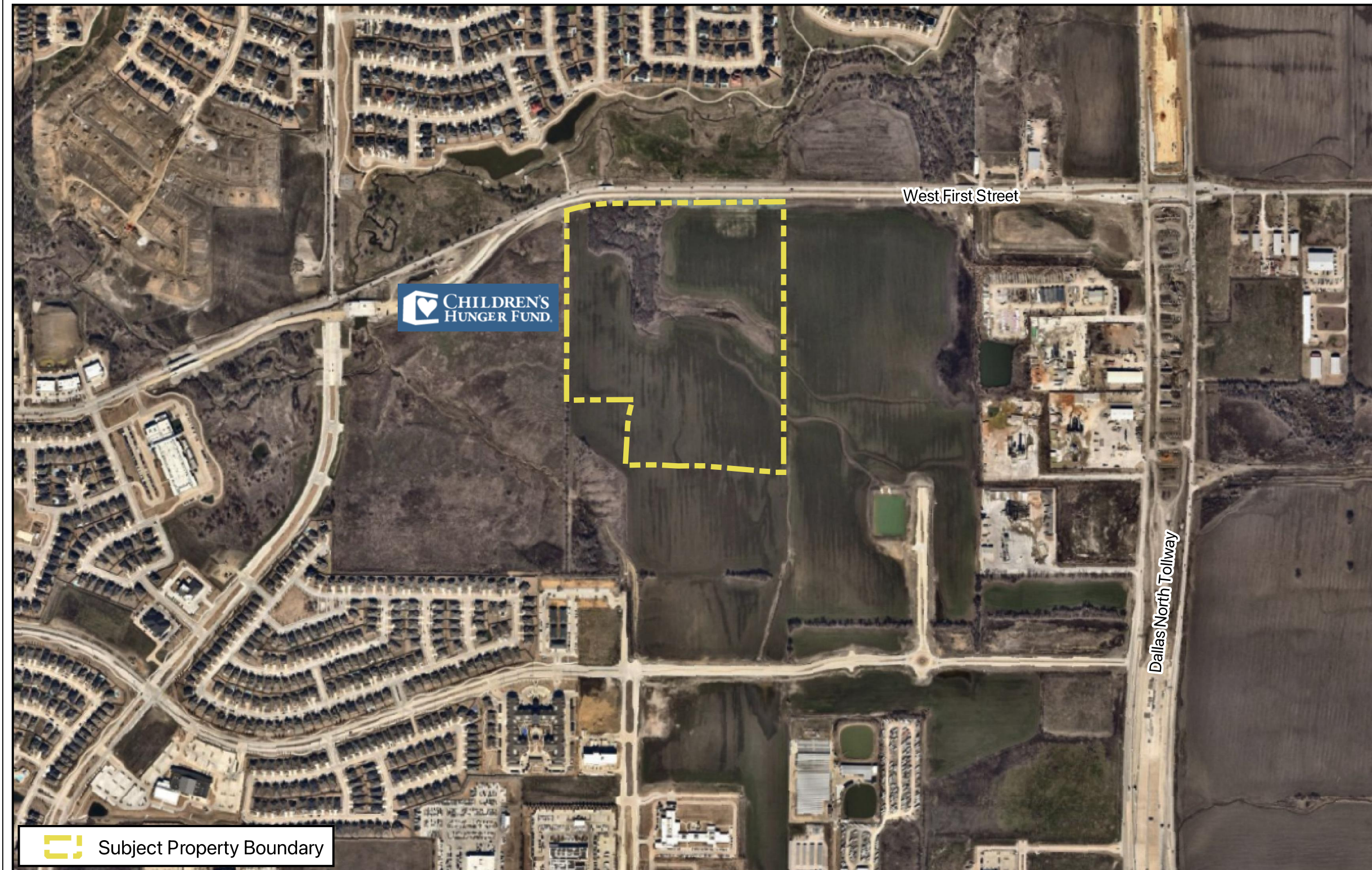
Project Team: Daake Law, GFF & K+H

VICINITY MAP | Town of Prosper



VICINITY MAP | Site Location

- 60 acres, Town of Prosper city limits, Collin County, TX
- Located between Legacy Drive (W) & Dallas N. Tollway (E)
- West First Street (N) & the extension of Lovers Lane (S)



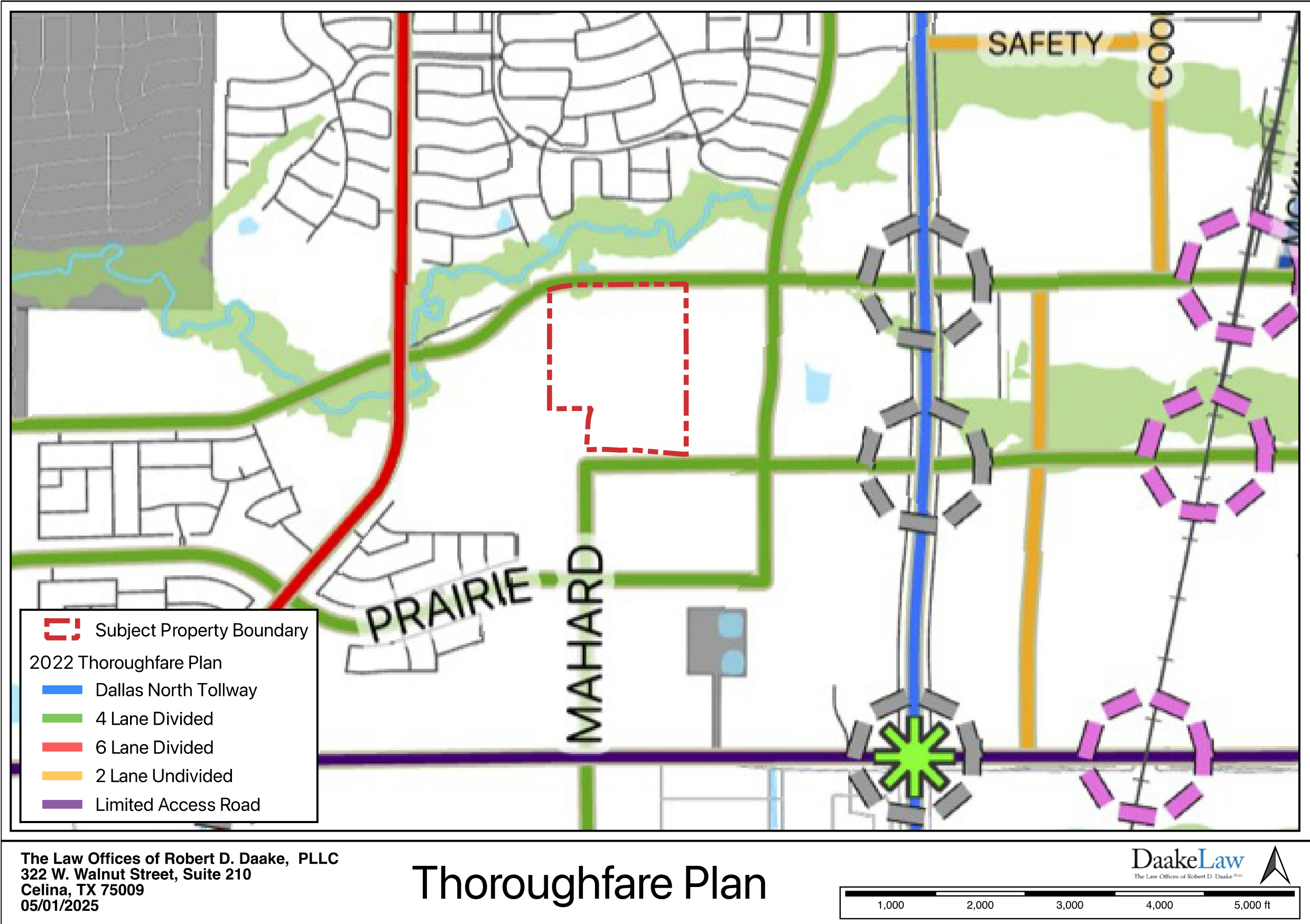
The Law Offices of Robert D. Daake, PLLC
322 W. Walnut Street, Suite 210
Celina, TX 75009
05/05/2025

Subject Property
Location Map

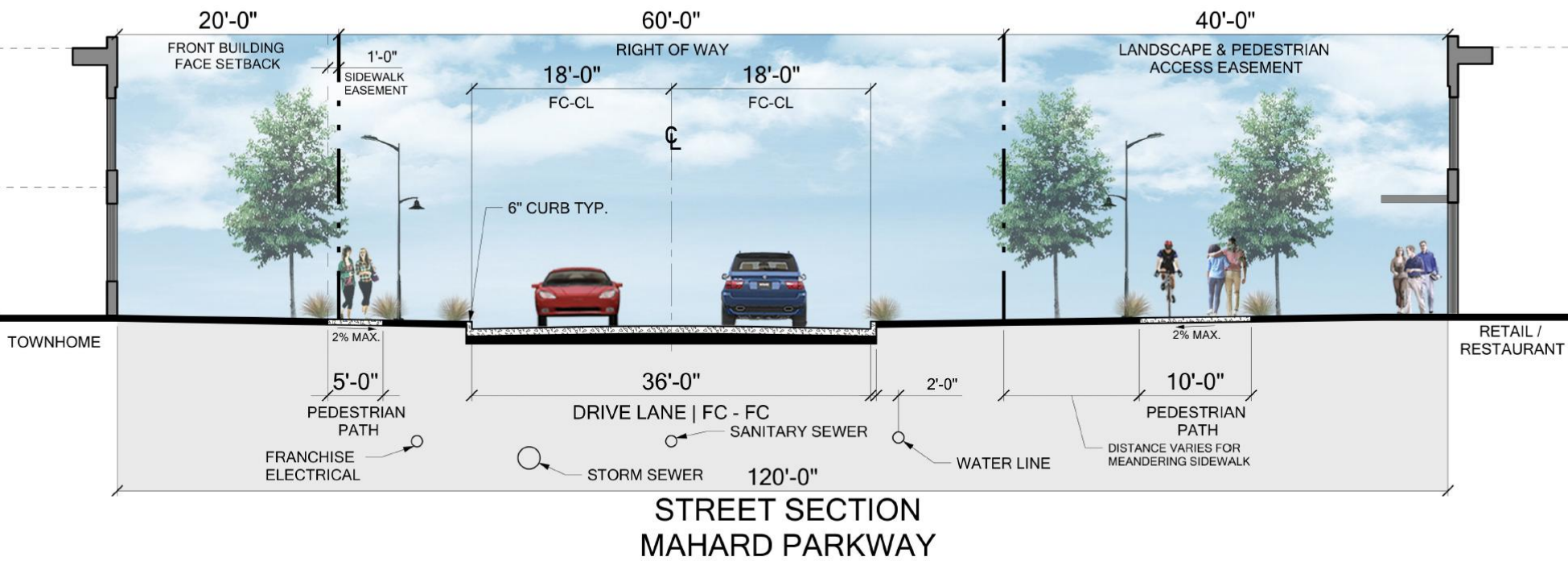


THOROUGHFARE PLAN

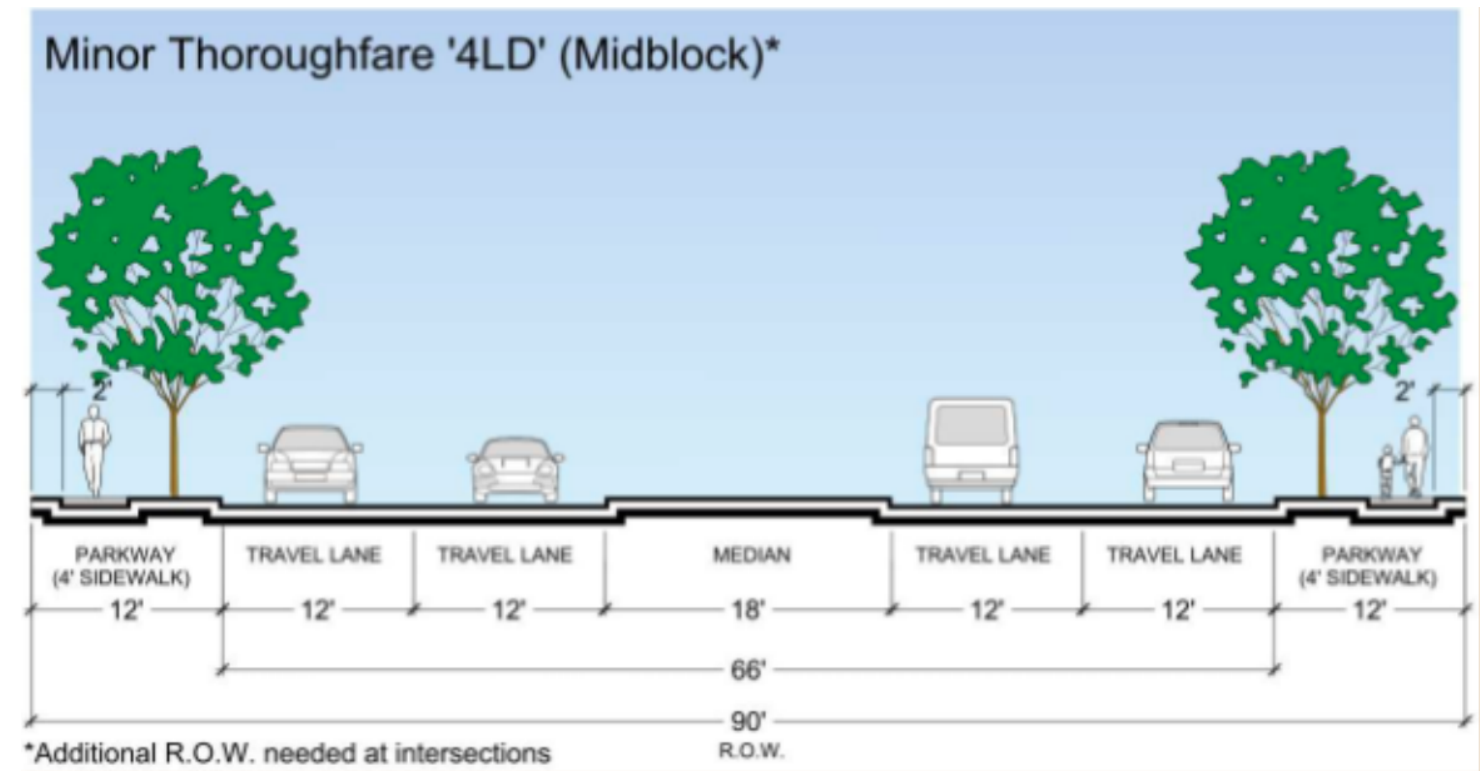
- Adopted 2022
- Between Legacy Dr & DNT (approx. 0.5 mi to the east)
- Mahard not shown through the property



MAHARD PARKWAY | Typical Cross-Section



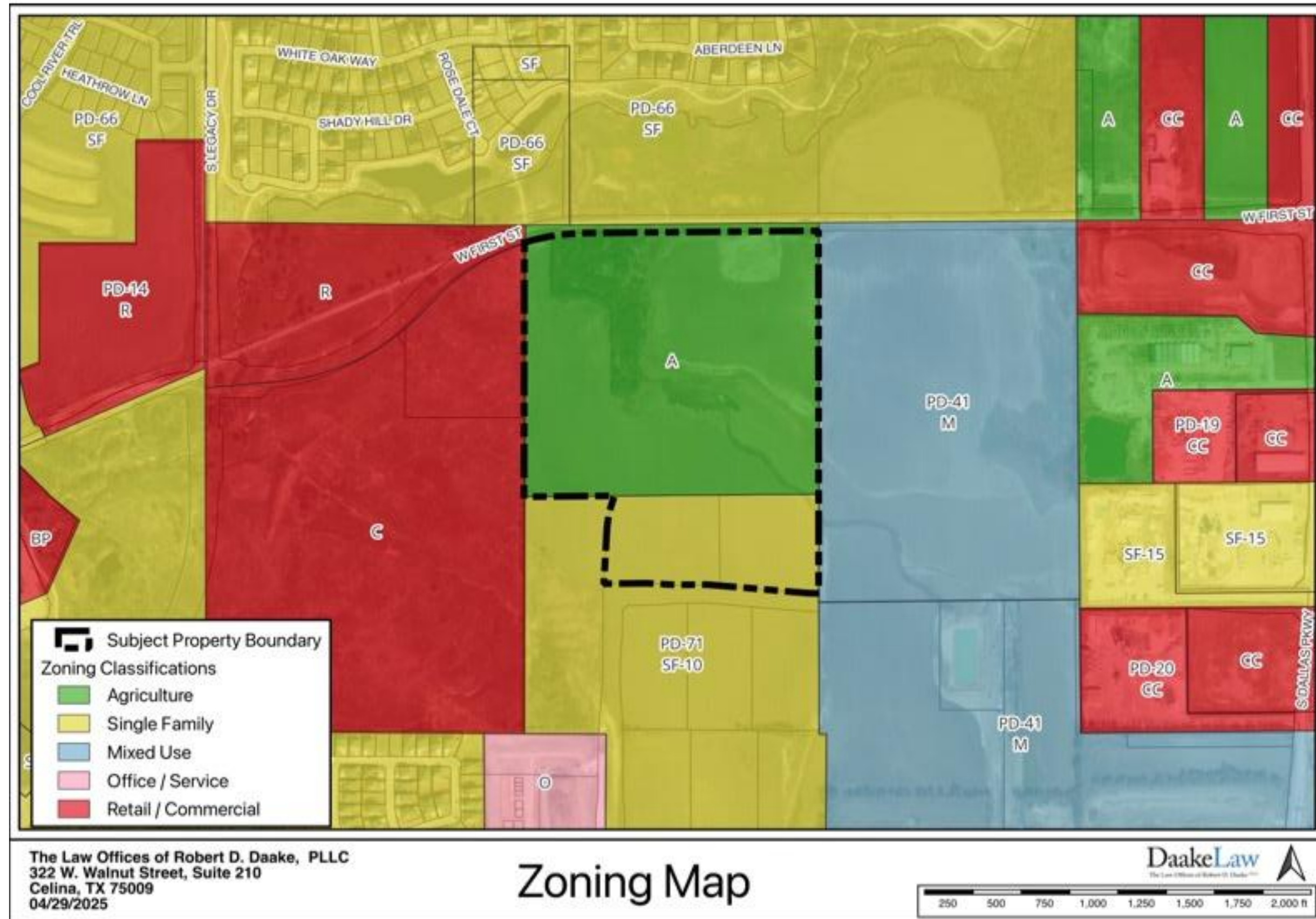
Proposed Mahard Prkwy through site



Lovers Lane Cross-Section to the south

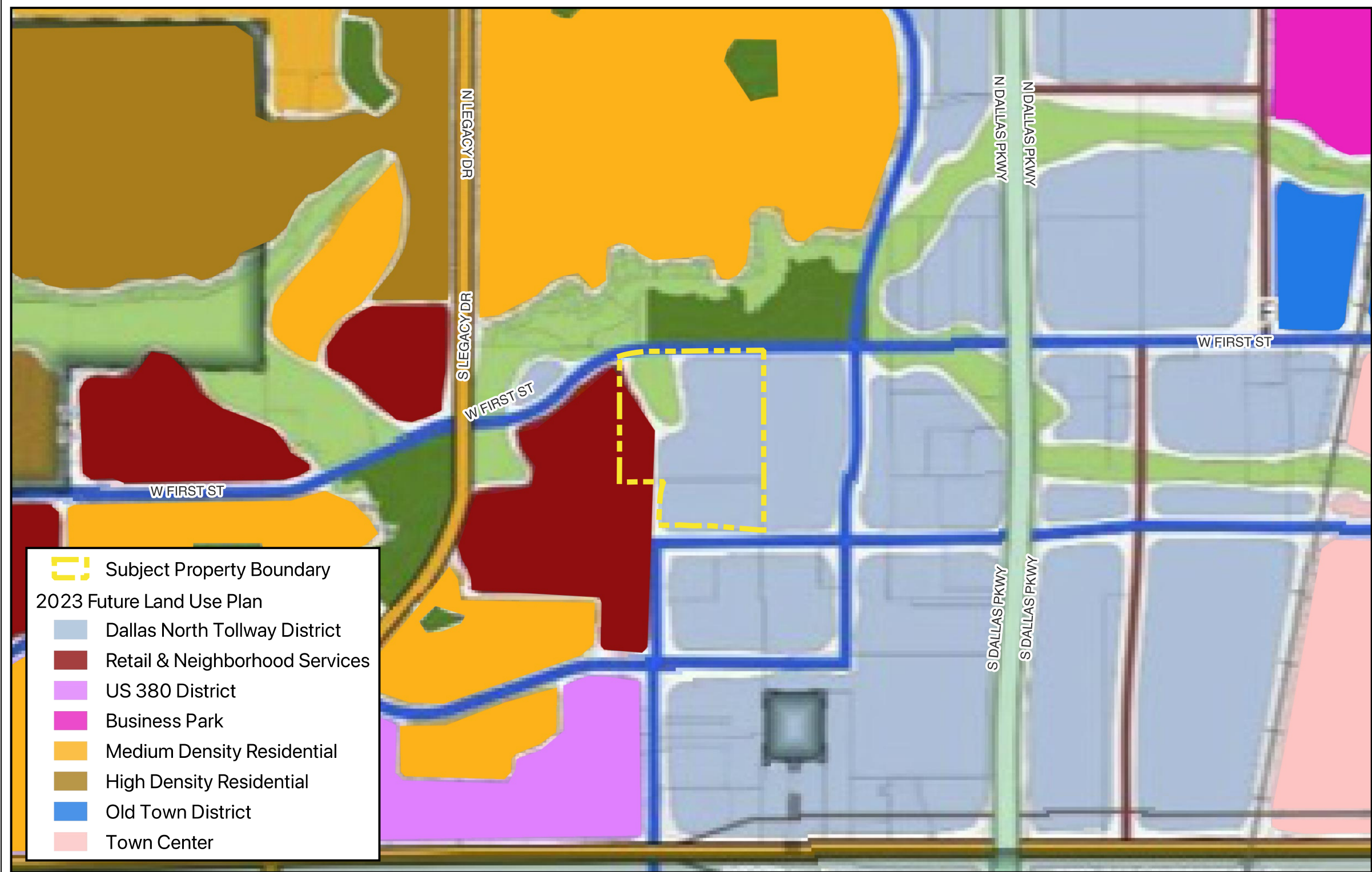
ZONING EXHIBIT | Existing Zoning

- Providing a fabric of land use within a neighborhood while transitioning densities.
- Rezone request from Ag/PD - SF to PD - mixed use
- Western portion of the Dallas North Tollway District



PROSPER COMPREHENSIVE PLAN| Future Land Use Plan (FLUP)

- FLUP Adopted August 22, 2023
- Within the Dallas North Tollway District



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Future Land Use Plan

PROSPER 2023 COMP PLAN | Land Use Principles

Guiding Principles

1. **Quality of Life** - Focus on quality-of-life amenities for existing and future Prosper families to foster a desirable and unique community.

Community Goals

The following goals, combined with the Town's guiding principles, are intended to provide a framework for the creation of applicable and economically feasible land use decisions and special districts. The goals are

Goal 1: Provide a variety of desirable land uses that diversify the tax base and enable all types of people to live, work, shop, eat, and relax in Prosper.



Dallas North Tollway District

“Mixed use development should be encouraged and should contain a mixture of office, retail and residential uses. Mixed-use lofts/apartments would be the most appropriate residential use within this District”.



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.



PD CONCEPT PLAN | Iterative Process

- Where we began...
 - First mtng with Staff Dec. 2023
 - PAC mtng: Oct. 2024
 - First submittal: Dec. 2024
 - Second submittal: March 2024
 - Third submittal: May 2025
- Initial Concept Plan:
 - 4 MF blds (1,063 units)
 - 140 TH units
 - No centralized amenity
 - Retail and one hotel
- Property 60 acres
 - Prorata share as other MF projects within the North Dallas Tollway District at **15 upa** = **Yields 900 MF units**
 - Pradara 500 units (15 upa on 33 ac)
 - Gates of Prosper 600 units (15 upa on 40 ac)
 - Arts District 515 units (<15 upa on 35 ac)



CONCEPT PLAN | Proposed PD Concept Plan

12 Iterations later...

- Proposed Concept Plan:
 - 2 MF blds (550 units)
 - 94 TH units
 - Pedestrian friendly, centralized amenity
 - Walkable community with
 - Retail, restaurants, 2 hotels, assisted living & office



CONCEPT PLAN | Proposed PD Concept Plan



GFFdesign
Bella Prosper | Retail Restaurant Affinity Imagery
JUL 14, 2022 Not For Regulatory Approval, Permitting, or Construction. Mixed Use Retail/Restaurant & Multifamily. Project: Bella Prosper | Retail Restaurant Affinity Imagery.



GFFdesign
Bella Prosper | Grocery Affinity Imagery
JUL 14, 2022 Not For Regulatory Approval, Permitting, or Construction. Mixed Use Retail/Restaurant & Multifamily. Project: Bella Prosper | Grocery Affinity Imagery.



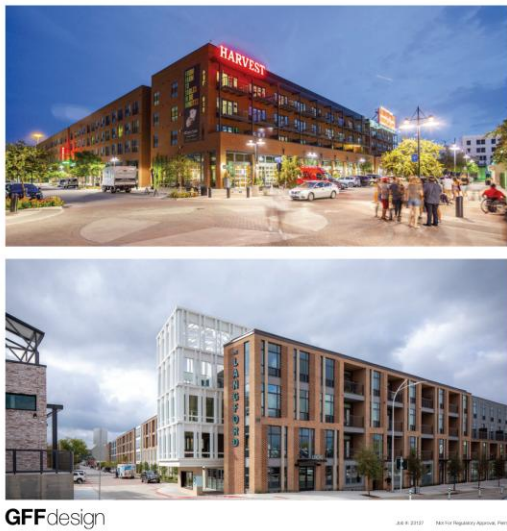
GFFdesign
Bella Prosper | Townhomes Affinity Imagery
JUL 14, 2022 Not For Regulatory Approval, Permitting, or Construction. Mixed Use Retail/Restaurant & Multifamily. Project: Bella Prosper | Townhomes Affinity Imagery.



GFFdesign
Bella Prosper | Mixed Use Office Affinity Imagery
JUL 14, 2022 Not For Regulatory Approval, Permitting, or Construction. Mixed Use Retail/Restaurant & Multifamily. Project: Bella Prosper | Mixed Use Office Affinity Imagery.



CONCEPT PLAN | Proposed PD Concept Plan



BELLA PROSPER | Aerial NW View Corridor



BELLA PROSPER | Aerial NE View Corridor



BELLA PROSPER | Aerial SE View Corridor



BELLA PROSPER | Retail / Restaurant Imagery



BELLA PROSPER | Retail / Restaurant Imagery



BELLA PROSPER | Internal Plaza



BELLA PROSPER | Internal Park



BELLA PROSPER | Multi-Family



BELLA PROSPER | Multi-Family



BELLA PROSPER | Internal Park

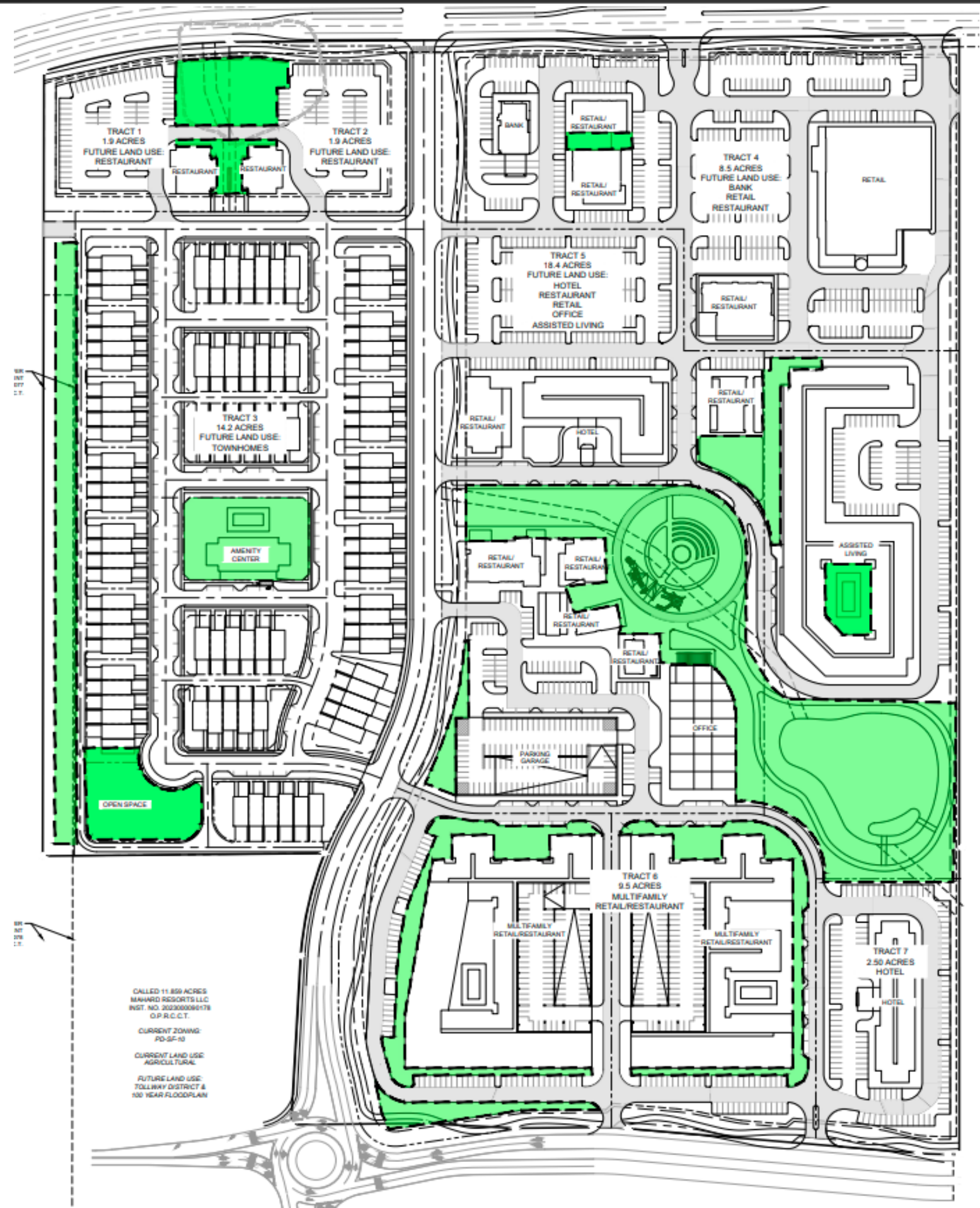




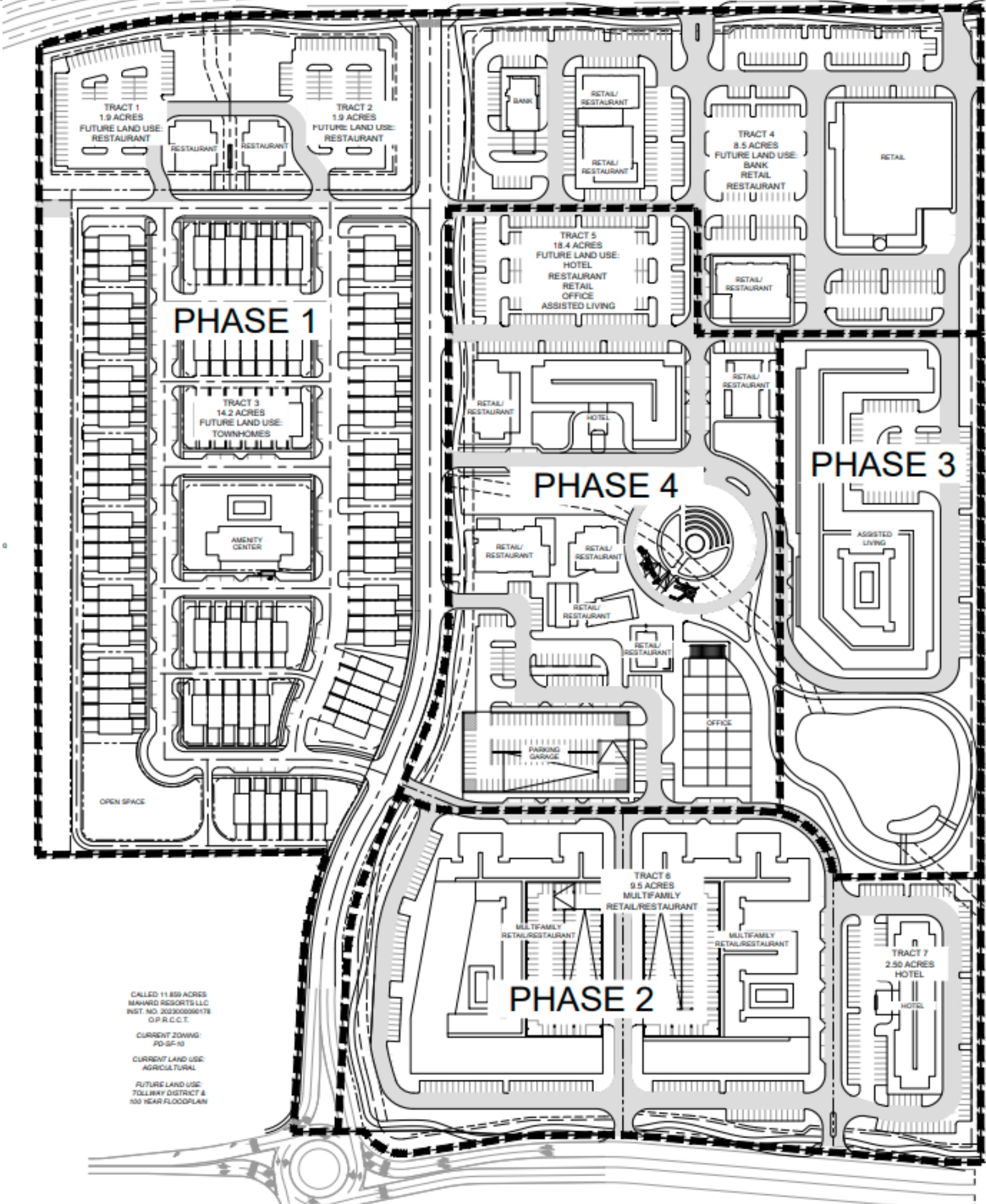
THANK YOU



ZONE 24-0025 | Open Space Exhibit



ZONE 24-0025 | Phasing Exhibit



ZONE 24-0025 | Site Data Summary

SITE DATA SUMMARY TABLE							
PHASE 1							
TRACT	ACREAGE	LAND USES	TOTAL BUILDING SQUARE FOOTAGE		REQ. PARKING		PROVIDED PARKING
TRACT 1	1.9 ACRES	RESTAURANT	RESTAURANT	5,700 SF	1 SPACE / 75 SF	76 SPACES	91 SPACES
TRACT 2	1.9 ACRES	RESTAURANT	RESTAURANT	5,200 SF	1 SPACE / 75 SF	70 SPACES	76 SPACES
TRACT 3	9.3 ACRES	TOWNHOMES	TOWNHOMES	94 UNITS	-----		2 GARAGE SPACES / TOWN HOME
TOWN HOME STREET DEDICATION	5.4 ACRES	-----	-----				73 ONSTREET SPACES
TRACT 4	8.5 ACRES	BANK, RETAIL, RETAIL/ RESTAURANT,	BANK	4,100 SF	1 SPACE / 350 SF	12 SPACES	12 SPACES
			RETAIL	42,250 SF	1 SPACE / 250 SF	169 SPACES	170 SPACES
			RETAIL/RESTAURANT **	21,200 SF	1 SPACE / 150 SF	142 SPACES	171 SPACES
MAHARD PARKWAY RIGHT-OF-WAY DEDICATION	2.7 ACRES	-----	-----		-----		-----
PHASE 1 TOTAL ACREAGE	29.7 ACRES	-----	-----		-----		-----
PHASE 2							
TRACT 6	9.5 ACRES	MULTIFAMILY RETAIL/RESTAURANT	MULTIFAMILY (5 STORIES, 59 FEET)	426 UNITS	1.7 SPACES/UNIT	725 SPACES	730 SPACES
			RETAIL/RESTAURANT **	52,440 SF	1 SPACE / 150 SF	350 SPACES	350 SPACES
TRACT 7	2.5 ACRES	HOTEL	HOTEL (4 STORIES, 56 FEET)	119 ROOMS	1 SPACE / ROOM	119 SPACES	120 SPACES
PHASE 2 TOTAL ACREAGE	12.0 ACRES	-----	-----				
PHASE 3							
TRACT 5	6.5 ACRES	ASSISTED LIVING	ASSISTED LIVING (5 STORIES, 61 FEET)	250 UNITS	1 SPACES/ 5 BEDS	50 SPACES	142 SPACES
PHASE 3 TOTAL ACREAGE	6.5 ACRES	-----	-----				
PHASE 4							
TRACT 5	11.8 ACRES	HOTEL, RESTAURANT/RETAIL, OFFICE	HOTEL (4 STORIES, 56 FEET)	120 ROOMS	1 SPACE / ROOM	120 SPACES	120 SPACES
			RETAIL/RESTAURANT	30,800 SF	1 SPACE / 150 SF	206 SPACES	254 SPACES
			OFFICE (4 STORIES, 56 FEET)	80,000 SF	1 SPACE / 300 SF	267 SPACES	270 SPACES
PHASE 4 TOTAL ACREAGE	11.8 ACRES	-----	-----				
TOTAL ACREAGE	60.1 ACRES	-----	-----		-----		-----