

**Dallas North Tollway District**  
**Design Guidelines**  
**January 17, 2022**



### **A. Intent and Purpose**

The Dallas North Tollway is a primary thoroughfare within the Town of Prosper and one of the most heavily traveled roadways in North Texas. It is recognized that the Dallas North Tollway will serve as a significant opportunity for economic development and a sustainable tax base for the Town. The Comprehensive Plan identified the Dallas North Tollway as a future location for the Town's most intense land uses.

The purpose of these design guidelines is to provide direction on land use and design for future development that the Town of Prosper envisions on the Dallas North Tollway. Design guidelines define the qualities of building and site design that make successful projects and are tools for guiding projects to positive development outcomes. These guidelines will help to elevate the community's expectations for the built environment in the Tollway District. They provide a series of design and land use statements that explain the desired development elements and qualities that will shape the future of the Dallas North Tollway.

This document is a tool that should be utilized when guiding applications for new zoning or change of zoning of parcels located in the Dallas North Tollway District. It is the goal that the statements within this document will help shape development plans that are part of zoning applications and/or become part of development agreements for approved zone changes. These guidelines will communicate Town expectations to property owners when formulating development plans for proposed projects. The guidelines will provide a framework of land use and designs that will ensure projects are compatible with the goals of the Town for the Tollway.

These guidelines are not zoning requirements, rather, they offer flexibility allowing for project creativity, imagination and innovation while encouraging careful and thoughtful land use and design choices that promote high quality and sustainable developments. The anticipated outcome is that these guidelines will result in a vibrant community along the Tollway that is a welcoming and attractive place for people to live, work, play and visit.

This document is a tool that should be utilized when guiding applications for new zoning or change of zoning of parcels located in the Dallas North Tollway District. It is the goal that the statements within this document will help shape development plans that are part of zoning applications and/or become part of development agreements for approved zone changes.

### **B. General Description**

The design guidelines shall apply to future development proposals located within the area as designated on Exhibit One, also known as the Dallas North Tollway District. This area consists of the entire length of the Dallas North Tollway in a north and south direction and approximately one-thousand (1,000) feet east and west of the Tollway. Where the one-thousand (1,000) foot extent ends at a point that is within a boundary of a Planned Development as identified on the Town's Zoning Map, the boundary line for

the District may be extended beyond 1,000 feet to include the entirety of the Planned Development (See *Exhibit One*).

### **C. Tollway Sub-districts**

***Go to Exhibits 2-5 for boundary maps of the subdistricts***

The Tollway Design District is divided into three sub-districts. The east and west boundaries of the subdistricts are as identified on Exhibits Two, Three and Four. The northern and southern boundaries of the subdistricts are as follows:

**1. *U.S. 380 Gateway***

The boundary of the U.S. 380 Gateway sub-district extends from U.S. Highway 380 to First Street.

**2. *Frontier Parkway Gateway***

On the east side of the Dallas North Tollway, the boundary extends from Frontier Parkway and down to the southerly property line of Planned Development 69. On the west side of the Tollway the gateway area extends from Frontier Parkway in the north to Prosper Trail in the south.

**3. *Neighborhood Services and Retail sub-district***

On the east side of the Dallas North Tollway, the Neighborhood Services and Retail sub-district extends from the southerly boundary of PD 69 in the north down to W. First Street. On the west side of the Tollway, this sub-district extends from Prosper Trail in the north to First Street in the south.

### **D. Tollway Sub-District Requirements**

#### **1. U.S. 380 Gateway**

- a. On the Dallas North Tollway and U.S. 380, the minimum front yard is fifty (50) feet and shall include a thirty (30) foot landscape buffer.
- b. No parking or drive aisles may occur in the landscape buffer.
- c. A maximum of two rows of parking in the front of the building.
- d. Minimum building height shall be two (2) stories or forty (40) feet. If the building contains a use(s) as described in Section E, Permitted Uses, the building height can be a one (1) story building with a minimum of twenty (20) feet in height.

#### **2. Frontier Parkway Gateway**

- a. On the Dallas North Tollway and Frontier Parkway, the minimum front yard is fifty (50) feet and shall include a thirty (30) foot landscape buffer.
- b. No parking or drive aisles may occur in the landscape buffer.

- c. A maximum of two rows of parking in the front of the building.
- d. Minimum building height shall be two (2) stories or forty (40) feet. If the building contains a use(s) as described in Section E, Permitted Uses, the building height can be a one (1) story building with a minimum of twenty (20) ft in height.

### **3. Neighborhood Services and Retail sub-district**

- a. On the Dallas North Tollway, the minimum front yard setback shall be thirty (30) feet. Landscape buffer requirements shall be in accordance with Section M-Landscaping of these guidelines.
- b. No parking or drive aisles may occur in the landscape buffer.
- c. A maximum of one row of parking in the front of the building.
- d. Minimum building height shall be one (1) story.
- e. The Neighborhood Services and Retail subdistrict is adjacent to existing residential neighborhoods. For context sensitivity in development, the maximum building heights shall be as follows:

On the east side of the sub-district (east side of the Tollway), the maximum building height shall be two (2) stories from the southerly boundary of PD 69 in the north down to Prosper Trail in the south. From Prosper Trail to W. First Street, the maximum building height shall be three (3) stories with a maximum of eight (8) stories permitted within the first five-hundred (500) feet of the Tollway for Business Establishments as identified in Section F, "Business Establishments Pursuant to the Town's Vision."

- i. On the west side of the sub-district (west side of the Tollway from Prosper Trail to W. First Street), the maximum building height shall be two (2) stories with a maximum of eight (8) stories permitted within the first five-hundred (500) feet of the Tollway for Business Establishments as identified in Section F, "Business Establishments Pursuant to the Town's Vision."

### **E. Permitted Business Establishments**

The following business establishments shall be permitted in the Dallas North Tollway District. Businesses followed by an "S" are only permitted upon approval of a Specific Use Permit. Businesses followed by a "C" are permitted subject to the Conditional Development Standards as outlined in Section 1.4 of Section 1 of Chapter 3 of the Zoning Ordinance. Certain businesses permitted subject to the Conditional Development Standards may also require approval of a Specific Use Permit.

<b>Schedule of Permitted Business Establishments for the Dallas North Tollway District</b>
Administrative, Medical, Insurance or Professional Office
Antique Shop
Automobile Paid Parking Lot/Garage
Automobile Parking Lot/Garage
Bank, Savings and Loan, or Credit Union
Beauty Salon/Barber Shop as an Incidental Use
Big Box <b>(S)</b>
Building Material and Hardware Sales, Major <b>(S)</b>
Business Service
Catering Business
Child Care Center, Incidental (Care of Children of Employees in the Building)
Civic/Convention Center
College, University, Trade, or Private Boarding School
Commercial Amusement, Indoor <b>(S)</b>
Farm, Ranch, Stable, Garden, or Orchard
Food Truck Park <b>(C)</b>
Furniture, Home Furnishings and Appliance Store
Governmental Office
Gymnastics/Dance Studio <b>(S)</b>
Health/Fitness Center <b>(S)</b>
Helistop <b>(S)</b>
Hospital
Hotel, Full Service <b>(C)</b>
Hotel, Limited Service <b>(C)</b>
Hotel, Residence/Extended Stay <b>(C)</b>
House of Worship
Massage Therapy, Licensed as an Incidental Use
Meeting/Banquet/Reception Facility <b>(S)</b>
Mobile Food Vendor <b>(S)</b>
Multifamily <b>(S)</b>
Municipal Uses Operated by the Town of Prosper
Museum/Art Gallery
Outdoor Merchandise Display, Temporary
Park or Playground
Print Shop, Minor
Private Club <b>(C)</b>
Private Utility, Other Than Listed
Research and Development Center <b>(S)</b>
Restaurant without Drive-thru or Drive-in Service <b>(C)</b>
Restaurant with Drive-thru Service <b>(S)</b>
Retail Stores and Shops
Retail/Service Incidental Use
School, Private or Parochial
School, Public

Telephone Exchange
Temporary Buildings for Churches, Public Schools and Governmental Agencies <b>(S)</b>
Theater, Neighborhood
Theater, Regional
Veterinarian Clinic and/or Kennel, Indoor (S)
Winery ( <i>enclosed operations</i> )
Wireless Communications and Support Structures (Cell Tower) <b>(S)</b>

#### *Grocery Stores with Gas Pumps*

Through a Planned Development process, the Town Council may permit a big box grocery store with gas pumps. If permitted, gas pump area shall follow the following guidelines:

- There shall be a minimum of a 15 ft landscape buffer to screen the pumps from the street edge.
- The site design for projects located at street corners should provide special landscape treatment at street intersection to emphasize the corner.
- The use of mature trees is encouraged to provide an immediate impact especially when used in buffering adjacent uses.
- All display items for sale should occur within the main building or within designated areas that are screened from public streets.
- The design of pump islands and canopy should be architecturally integrated with other structures on-site using similar colors, materials and architectural detailing. All signage should be architecturally integrated with their surroundings in terms of size, shape and lighting so that they do not visually compete with architecture of the building and design of the sight.

#### *Restaurant, Drive-Thru Service*

Where site conditions permit, drive-thru queuing lanes shall be designed so that the queuing wraps behind the building instead of in front of the building. If the queue lane wraps in the front of the building, the site shall provide for an ample amount of landscaping that will provide a buffer from the public rights-of-way. There shall be a maximum of two drive-thru restaurants permitted for every 5 acres on a PD development plan. If a development plan is under 5 acres, one drive-thru shall be permitted.

#### *Multi-family Developments*

The Town Council may permit a multi-family housing as part of a wholistic development that includes a combination of businesses designed to create a live, work and play environment. These businesses can be, but are not limited, retail, office, recreational, family-friend entertainment and/or restaurant establishments. If multi-family housing is part of a development proposal that includes businesses and/or amenities described in Section F. "Business Establishments Pursuant to the Town's Vision"

increased density may be permitted. It is highly recommended that multi-family units be designed with structure parking as opposed to surface parking.

#### **F. Business Establishments Pursuant to the Town's Vision**

The Town Council envisions the Dallas North Tollway to be a place for not only employment centers, but also for families. It is the desire to create an environment with amenities that will allow families to visit and enjoy. The following business establishments, as also included in the table of permitted businesses above, are strongly encouraged.

- Museum/Art gallery
- Theatre
- Commercial amusement-Indoor
- Civic/Convention Center
- Hotel-Full Service
- Restaurants -Dine In with or without outdoor patio
- Developments are also strongly encouraged to include public open space, public gathering places and public art, where feasible.

#### **G. Discouraged Business Establishments**

The following businesses are discouraged in the Dallas North Tollway District as they are not consistent with the Town's vision and goals for the corridor.

<b>Discouraged Establishments for the Dallas North Tollway District</b>
Artisan's Workshop
Assisted Living Facility
Athletic Stadium or Field, Private
Athletic Stadium or Field, Public
Auto Parts Sales, Inside
Automobile Repair, Major (Paint & Body or Outdoor Storage)
Automobile Repair, Minor
Automobile Sales, Used
Automobile Sales/Leasing, New
Automobile Storage
Bed and Breakfast Inn
Body Art Facilities
business for drug paraphernalia sales;
Building Material and Hardware Sales, Minor
Cabinet/Upholstery Shop
Car Wash
Car Wash, Self-Serve

Cemetery or Mausoleum
Child Care Center, Licensed
Commercial Amusement, Outdoor
Community Center
Contractor's Shop and/or Storage Yard
Convenience Store with Gas Pumps (located at two major thoroughfares)
Convenience Store without Gas Pumps
Credit access businesses**
Day Care Center, Adult
Donation or Recycling Bin
Dry Cleaning, Major
Equipment and Machinery Sales and Rental, Major
Equipment and Machinery Sales and Rental, Minor
Fairgrounds/Exhibition Area
Farmer's Market
Feed Store
Flea Market, Inside
Fraternal Organization, Lodge, Civic Club, Fraternity, or Sorority
Funeral Home (On-site Cremation Requires SUP)
Furniture Restoration
Gaming-oriented businesses (including slot machines)
General Manufacturing/Industrial Use Complying with Performance Standards
Golf Course and/or Country Club
Homebuilder Marketing Center
Indoor Gun Range
Laundromat
Limited Assembly and Manufacturing Use Complying with Performance Standards
Locksmith/Security System Company
Machine Shop
Mini-Warehouse/Public Storage
Motorcycle Sales/Service
Nursery, Major (outside display)
Nursery, Minor (no outside display)
Office and Storage Area for Public/Private Utility
Office/Showroom
Office/Warehouse/Distribution Center
Open Storage
Outside Storage, Primary Use
Outside Storage, Incidental
Package Liquor Stores **
Pawn Shops
Pet Day Care
Print Shop, Major
Private Recreation Center
Recreational Vehicle Sales and Service, New/Used



Recreational Vehicle/Truck Parking Lot or Garage
Recycling Center
Recycling Collection Point
Rehabilitation Care Institution
Repair Service, Indoor
Restaurant, Drive In
School District Bus Yard
Sewage Treatment Plant/Pumping Station
Sexually-oriented Businesses ***
Small Engine Repair Shop
Smoke/Vape Shops
Storage or Wholesale Warehouse
Taxidermist
Temporary Buildings for Private Enterprises
Trailer Rental
Transit Center
Truck Sales, Heavy Trucks
Used Furniture
Veterinarian Clinic and/or Kennel, Outdoor

\*Credit access businesses, as defined in Texas Finance Code § 393.601, as amended, including but not limited to payday lending businesses, “cash for title” lenders, and credit services businesses, as defined in Texas Finance Code § 393.001, as amended.

\*\*Package liquor stores, defined as any business entity that is required to obtain a Package Store Permit from the Texas Alcoholic Beverage Commission for the off-premise consumption of alcohol.

\*\*\*Sexual-oriented businesses, including but not limited to business entities whose primary purpose is the sale of lewd merchandise.

## **H. The Gateways**

The gateways are the entrances to the subject area that set the tone for the entire corridor. Gateways provide a unique sense of identity, transition, and anticipation. They act as a transition from one space to another and they identify the uniqueness that sets that space apart from another. Gateway properties are prime locations for creating an image that leads visitors to form a positive attitude toward a community even before they enter the main street of an area.

### **1. *The gateways should be clearly identifiable to vehicular and pedestrian travelers.***

- a. Monument signage shall be used at major intersections to mark the arrival of specific areas or to identify marquee development projects.
- b. Entrances to marquee developments shall incorporate a generous amount of landscaping that is diverse and colorful that provides texture and interest to the area.
- c. Street banner signs and wayfinding signage are also great ways to give a unique identity to a location. It is important that there is uniformity in terms of sign and banner materials,

print/logos, and color. Signs should also complement and add to the positive experience for an area.

2. *Include Public Art in Gateway Areas to promote vitality and provide a unique sense of identity.*

Art can be an expression of a collective community identity. It can celebrate what is unique about a community and honor the past and present heritage. Art can include references to the Town's geography, history, landmarks, ethnic and cultural diversity which can increase a sense of belonging when people can associate themselves with a place.

- a. Art should be integrated into the community fabric of the Tollway and should be used to mark significant intersections of the Tollway.
- b. Developers should incorporate artist into the design team from the inception of planning to integrate works of art into their projects.
- c. Stand-alone public art can also be used and does not necessarily have to be tied to a project. Local artists should be used whenever possible.

**I. Site Design and Building Placement**

It is important that site design for development plans foster the creation of high-quality architectural forms, scale, and pedestrian amenities. With the Tollway being one of the most heavily traveled roadways through the Town, the site design needs to create an aesthetically pleasing appearance on the Tollway for visitors and travelers.

1. The site design shall designate major entryways into a development with an entry feature that includes assets such as landscaping, an entry monument, a sculpture, or a fountain(s).
2. The building's primary façade shall face the public road from which addressing is provided. Where the building's primary façade is unable to be oriented parallel to the road from which it is addressed due to site constraints or other factors, each façade which is clearly visible from a public right-of-way or public area shall be designed with architectural treatments used for primary façades.
3. Buildings shall have entrances oriented to the sidewalk for ease of pedestrian access and shall be located in such a manner as to minimize conflicts between pedestrians and automobiles.
4. Corner lots: At key intersections, buildings located on corner lots should utilize variations in building massing to emphasize street intersections as points of interest in the district.
5. Driveways, curb cuts, parking and internal roadway/traffic circulation shall be designed to provide cross access so that uninterrupted vehicular access from parcel to parcel can be achieved.

6. For streets with on-street parking, a build-to-line shall be required. A “build-to-line” is a line parallel to a public or private street where the primary façade of a building must be built to.
  - a. Buildings with non-residential uses on the first floor shall be established at the minimum front yard setback. The primary façade shall be continuous along block face and at least 70% shall be located adjacent to the build-to-line.
7. All lighting standards shall be in accordance with the Town of Prosper Zoning Ordinance, Chapter 3, Section 6, entitled, “Outdoor Lighting.”

#### *Parking Design Standards*

The intent of this section is to design parking lots that provide access to commercial and office developments, while minimizing the potential negative impact associated with expansive vistas of unbroken concrete pavement along the Tollway. All requirements in accordance with Chapter 4, Section 4 entitled, “Parking, Circulation and Access,” in the Town of Prosper Zoning Ordinance shall be followed.

1. The majority of off-street parking for new developments within the Tollway district shall be provided on the side or rear of the primary building.
2. Parking maximums between the building and the street are in accordance with the requirements of the subdistrict requirements in Section D, above.
3. Shared parking agreements for adjacent properties are acceptable where they include a business pursuant to the Town’s vision as identified above in Section F and there is a written agreement between the property owners that clearly stipulates the terms of the joint use of the parking spaces and that such spaces are committed and available to the respective users on a non-conflicting basis.
4. Up to thirty (30) percent of the parking spaces required may be waived for a theatre or other place of evening dining and entertainment (after 6:00pm), and if used jointly by banks, offices and similar uses not normally open or operated during the evening hours.
5. Parking garages shall be located behind or to the side of the primary building. If a parking garage fronts on a public street, it shall have an architecturally finished façade facing the street(s), complementary to the surrounding buildings. Street front openings in parking structures should not exceed 55 percent of the façade area. This percentage excludes the top floor if the garage is unroofed. Where possible, the narrower façade of the parking garage should be oriented to the street in order to minimize the visual impact of the structure on the public right-of-way and pedestrian paths.

#### **J. Residential Neighborhoods**

Buffering existing neighborhoods through compatibility standards serves to integrate the existing neighborhoods into the community fabric and respects their essential value.

1. Commercial developments shall be planned to minimize increased use of adjacent neighborhood streets. Vehicular access to new development and parking requirements shall minimize the impact on neighborhood traffic flow and avoid major disturbances to the neighborhood character. Projects with frontage on a neighborhood street should limit public access from that street and limit business associated parking on that street to avoid significantly altering the residential character.
2. Buildings located within 150 feet of single-family zoned properties shall not exceed two (2) stories, and no greater than 40 feet in height.
3. Buildings which exceed two (2) stories or 40 feet, shall have an additional setback from single family zoned properties at the rate of one foot of setback, beyond the aforementioned 150 feet, for each additional foot of building exceeding two (2) stories and 40 feet.
4. When a new project is proposed, it is vital that communications occur with existing neighborhoods in proximity to the project site. This should be strongly encouraged.
5. Existing residential neighborhoods shall be buffered from the new Tollway development by open space and/or a linear network of greenways. Pedestrian and bicycle pathways can also be integrated to transform the buffer area into a passive recreational amenity while providing a low-intensity transitional use adjacent to the non-residential Tollway development. The Town of Prosper Bike and Trail Master Plan should be referenced in making decisions regarding locations of greenways, pedestrian and bicycle pathways.

**K. Building Design**

All building architecture and design shall be in accordance with the standards as identified in the Town of Prosper Zoning Ordinance Chapter 3, Section 8, entitled, "Non-Residential Design and Development."

*1. Building the Pedestrian Realm*

It is important that the materials and construction of streetscapes and buildings at the lower floors provide a level of detail and quality which creates a pedestrian-friendly environment that is warm and inviting.

- a. Ground floor facades facing the Dallas North Tollway and any intersecting thoroughfare must incorporate articulated entry areas, arcades, display windows, awnings, or other architectural variety features along no less than sixty percent (60%) of the facade. The entrance or entrances on all buildings shall be defined with strong architectural features.
- b. Storefronts on facade treatments that span multiple tenants shall use architecturally compatible materials, colors, details, awnings signage, and lighting fixtures. Retail ground floors shall have windows covering a minimum of 60% of the major street fronting facade(s). Other ground level uses shall have facade treatments appropriate to such uses(s).

## **2. Building Entrances**

The design and location of building entrances in the Tollway District are important to help define the pedestrian environment and create retail-friendly environments.

1. Entrances should be easily identifiable as primary points of access to buildings. Building entrances may be defined and articulated by architectural elements such as lintels, pediments, pilasters, columns, porticos, porches, overhangs, railings, balustrades, and others, as appropriate. All building elements for entryways shall be compatible with the architectural style, materials, colors, and details of the building as a whole.

### **L. Service Equipment Areas**

1. Loading docks, truck parking, trash collection, dumpsters, and other service functions shall be incorporated into the overall design of the building or placed behind or on the side of a building and screened to not be seen from the rights-of-way. On corner lots, these areas shall be located behind the buildings.
2. Roofs shall be designed and constructed in such a way that they acknowledge their visibility from other buildings and from the street. Rooftop mechanical equipment shall be adequately screened with durable material that is architecturally compatible with the building design.
3. All other requirements as identified in the Zoning Ordinance in Chapter 4, Section 5, entitled, "Screening, Fences and Walls," shall be followed.

### **M. Landscaping Standards**

In addition to the requirements as described below, all other requirements as identified in the Town of Prosper Zoning Ordinance, Chapter 4, Section 2, entitled, "Landscaping," shall be adhered to.

1. A landscaped area consisting of living trees, turf, or other living ground cover and being at least thirty (30) feet in width measured from the property line interior to the property shall be provided adjacent to and outside of the right-of-way on all properties adjacent to the Dallas North Tollway, F.M. 1461, and US Hwy 380.
  - a. One (1) large tree, four (4) inch caliper minimum (at the time of planting) per twenty-five (25) feet of linear roadway frontage shall be planted within the required landscaped area.
  - b. The trees may be planted in groups with appropriate spacing for species.
  - c. Shrub plantings shall be provided at a minimum rate of 22 shrub plantings per thirty (30) linear feet which shall be a minimum of five (5) gallon shrubs (at the time of planting).
  - d. Parking abutting the landscaped area will be screened from the adjacent roadway. The required screening may be with shrubs or earthen berms.
  - e. During the review of development proposals, the Town Council may also require additional landscaping features such as berms or hardscape elements for enhanced beautification of the Tollway District.

2. A landscaped area consisting of living trees, turf, or other living ground cover and being at least twenty-five (25) feet in width measured from the property line interior to the property shall be provided adjacent to and outside of the right-of-way on all properties adjacent to a minor thoroughfare as defined by the Town of Prosper Thoroughfare and Circulation Design Standards.
  - a. One (1) large tree, four (4) inch caliper minimum (at the time of planting) per thirty (30) feet of linear roadway frontage shall be planted within the required landscaped area.
  - b. The trees may be planted in groups with appropriate spacing for species.
  - c. Shrub plantings shall be provided at a minimum rate of 20 ten (10) gallon shrubs per thirty (30) linear feet.
  - d. Parking abutting the landscaped area will be screened from the adjacent roadway. The required screening may be with shrubs or earthen berms.
  - e. During the review of development proposals, the Town Council may also require additional landscaping features such as berms or hardscape elements for enhanced beautification of the Tollway District.
3. Additional Requirements: For big box retail and grocery stores, one (1) additional tree planted for each one-hundred (100) linear feet of lot frontage. The trees shall be a minimum of 4" caliper and may be placed in planters.

**N. Pedestrian Connectivity and Amenities**

1. A minimum six (6) foot wide, paved pedestrian sidewalk shall connect the perimeter sidewalk to the building entry, if the building is set back from the perimeter sidewalk. This connecting sidewalk shall be handicapped accessible.
2. Sidewalks must be a minimum width of ten (10) feet wide adjacent to any four-lane or six-lane roadway. All other roadway adjacencies must have sidewalks of least 6 ft.
3. Large sites should create a pedestrian pathway system that links all buildings, parking areas and open spaces utilizing the pedestrian pathways that will connect to any nearby public sidewalks.
  - a. Linkages between the uses and the parking areas will also encourage activity at the pedestrian level and provide safety for the pedestrians. Pedestrian crosswalks shall be clearly marked and provided at all key street intersections.
4. Pedestrian pathways shall also be designed for the pedestrian's comfort. Shade trees shall be provided along pedestrian pathways to provide a comfortable walk, which will encourage people to use sidewalks and pathways.
5. Overhead covers shall extend from the sides of buildings that have adjacent sidewalks, offering adequate protection from the sun and rain.

- a. Overhead protection should be located a minimum of 9 to 14 feet and projections may take the form of retractable or non-retractable awnings, or fixed non-fabric projected covers.
6. Streetscape amenities such as benches, trash receptacles, planters, bike racks and pedestrian-scale lighting support the public domain and will promote the use and vitality of pedestrian and bicycle pathways. The use of the amenities shall be encouraged, where applicable.
7. Amenities shall be placed in such locations as to not block pedestrian or emergency access.
8. A continuous pedestrian/bicycle route shall be constructed throughout the Tollway District. Locations of bike and trail connections as identified in the Town's Hike and Bike Trail Master Plan shall be considered in making development decisions.
9. This section supplements and does not replace any existing town requirement for sidewalk construction. All town ordinances and engineering requirements shall be adhered to.

**O. Public Parks and Open Spaces**

Publicly accessible parks and open space organize and reinforce neighborhood structure. They offer a wide variety of passive and active recreational experiences ranging in size and type, but together, they create an integrated system enhancing livability, natural appearance, and ecological values while providing gathering places and interaction opportunities for the community.

1. Public parks and open spaces shall be visible and easily accessible from public areas such as building entrances and adjacent streets and sidewalks.
2. Within these parks, ample seating shall be provided, including walls, ledges, and other raised surfaces which can serve a similar purpose.
3. Active uses such as retail, cafes, restaurants, higher density residential and office uses which provide pedestrian traffic should be considered as appropriate uses to line parks and open spaces.
4. Development plans shall take the goals and objectives of the Town's Bike and Trail Master Plan into consideration when planning for new parks and open space amenities.

**P. Signage**

1. A comprehensive sign package shall be developed for each project and shall be approved by the Planning & Zoning Commission and Town Council.
2. The immediate area around a monument sign shall be landscaped with plantings of an appropriate height not to block or obscure the sign.

3. Signage shall enhance the pedestrian character of the districts by providing signs that are pedestrian in scale and located so as to be legible from the sidewalks.
4. Businesses are encouraged to create individually styled signage that distinguishes their establishment. However, multi-tenant developments shall have signage that is uniform in style, type, material and lighting.
5. Directory signs may be provided to help direct the public to different businesses and services in the Gateway sub-districts. These may be provided at prominent locations in the sub-districts.
6. Signs may be lit by external light sources as long as such sources are not visually intrusive as determined with the project's comprehensive sign package.

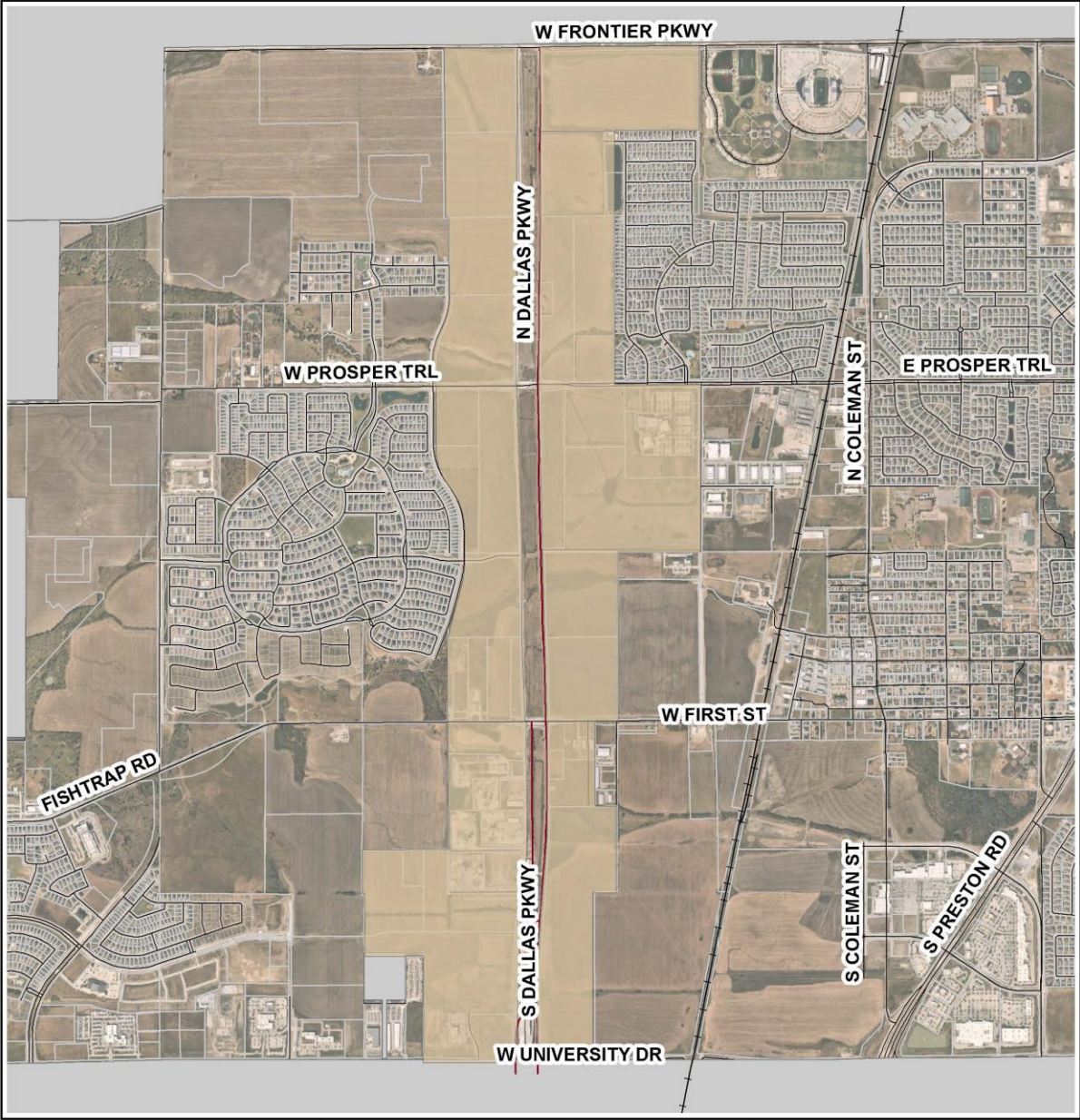
**Q. Incentives**


To encourage development in the Dallas North Tollway District consistent with these Design Guidelines, economic development incentives may be considered by the Town Council in its sole discretion on a project-by-project basis and may include one or more economic development incentives authorized by state law or Town ordinances, as amended.



**EXHIBIT 1**

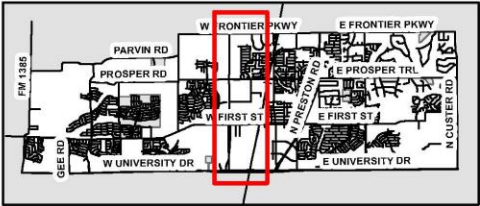
**Tollway District**



 Tollway District

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Mile

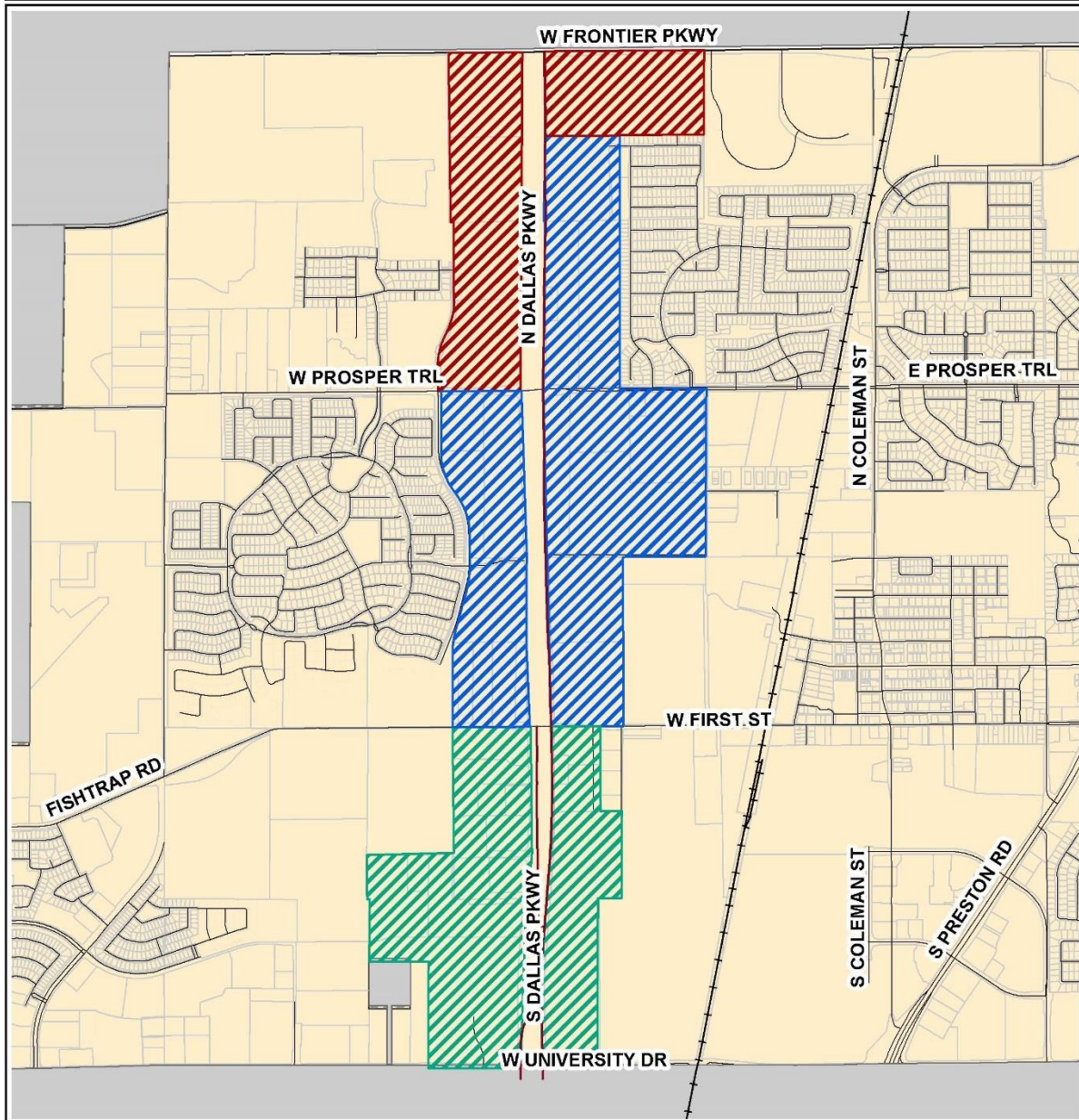
This map is for illustration purposes only.





## EXHIBIT 2

### Tollway Subdistrict Designations

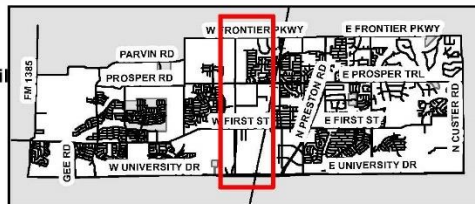


#### District

-  Frontier Parkway Gateway
-  Neighborhood Services and Retail
-  U.S. 380 Gateway

0 1 2 Mile

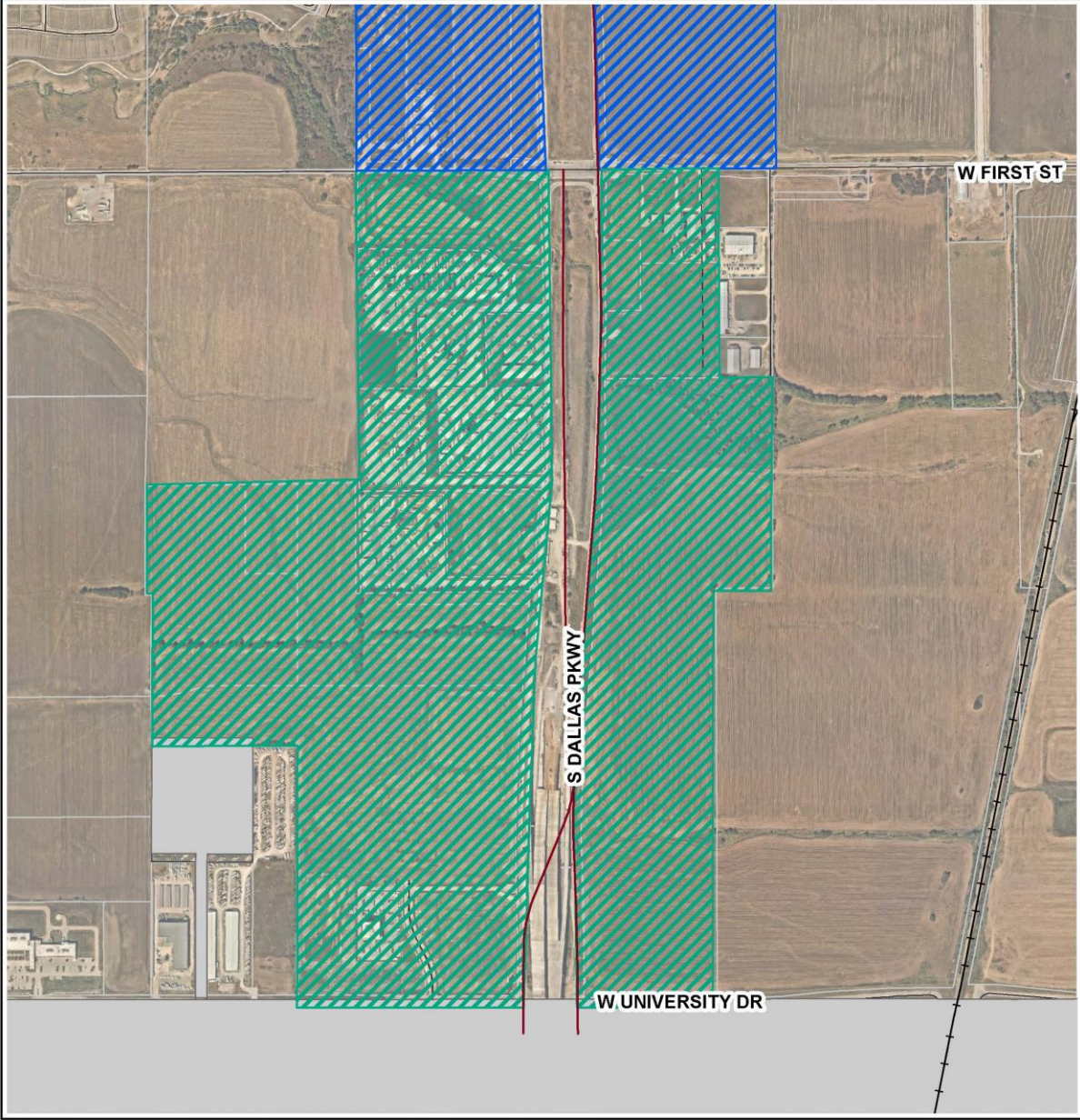
This map is for illustration purposes only.





**EXHIBIT 3**

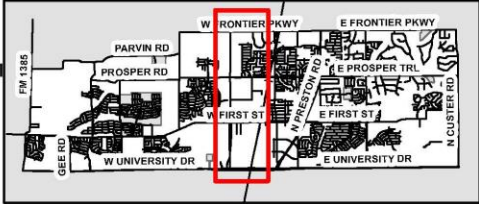
**U.S. 380 Gateway  
Subdistrict**



- District**
-  Frontier Parkway Gateway
  -  Neighborhood Services and Retail
  -  U.S. 380 Gateway

0 1 2  
Mile

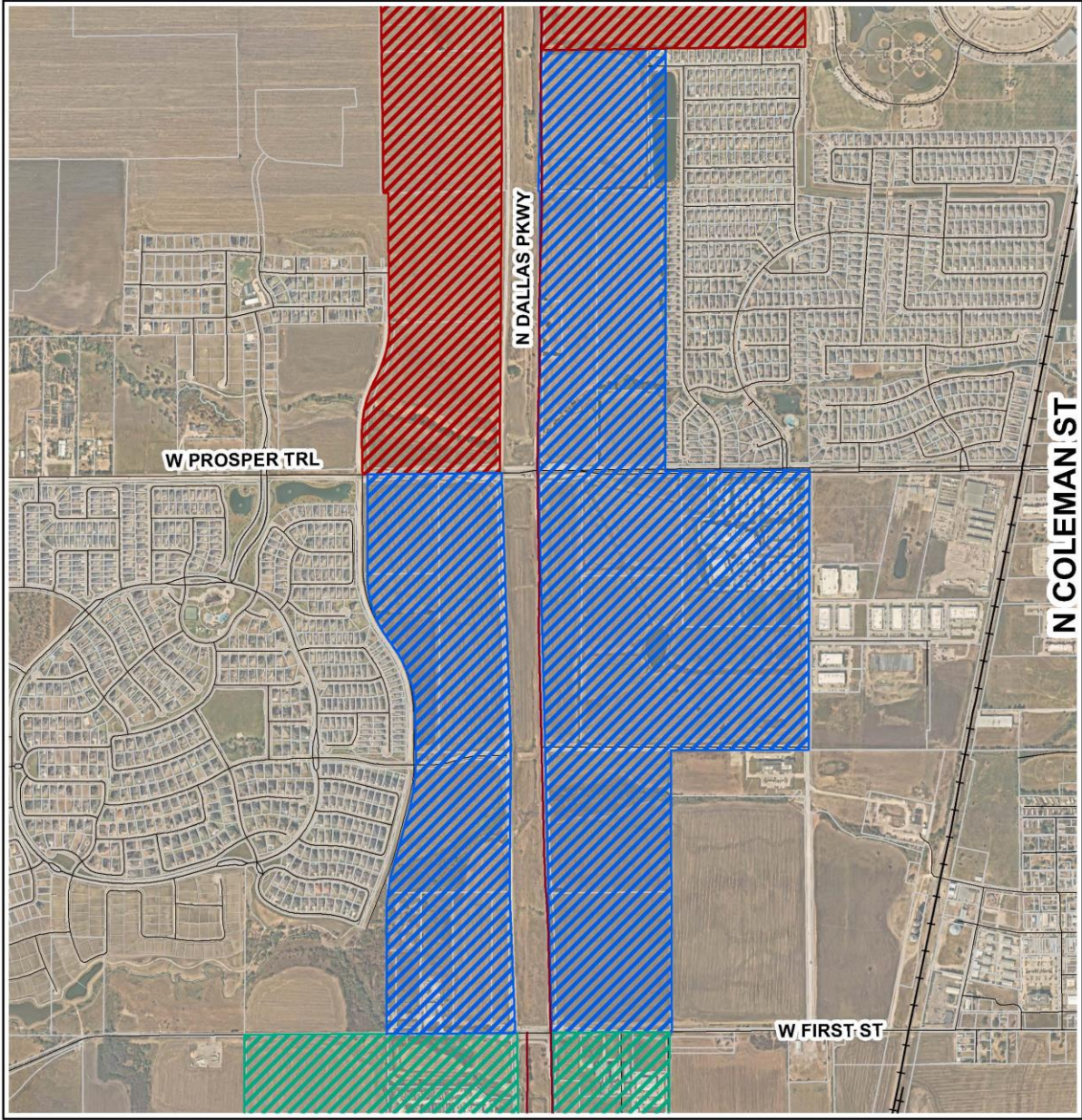
This map is for illustration purposes only.





**EXHIBIT 4**

**Neighborhood Services & Retail  
Subdistrict**

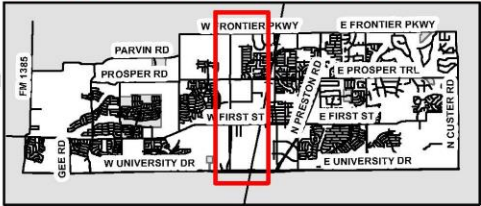


**District**

-  Frontier Parkway Gateway
-  Neighborhood Services and Retail
-  U.S. 380 Gateway

0 1 2 Mile

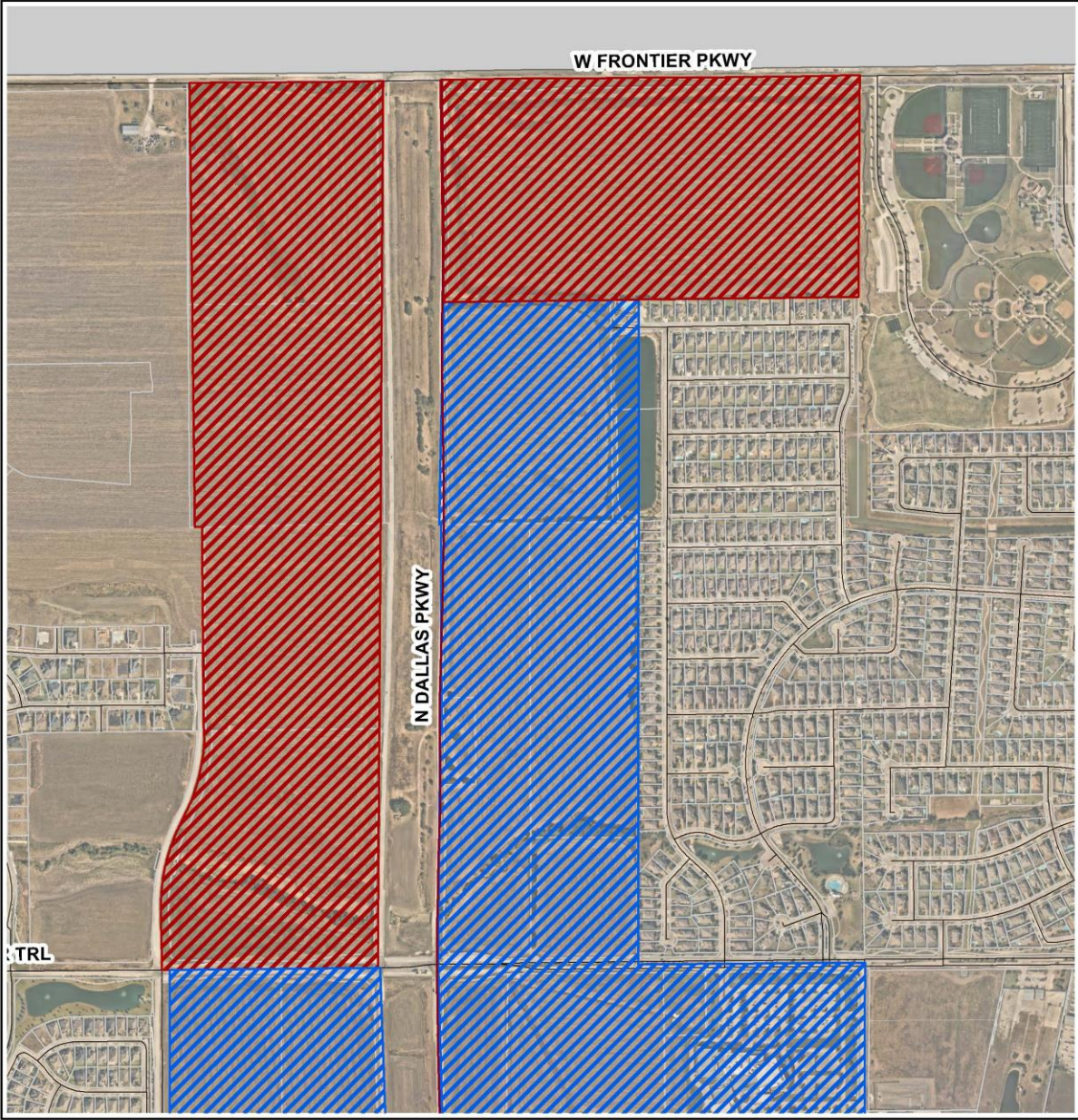
This map is for illustration purposes only.





**EXHIBIT 5**

**Frontier Parkway Gateway  
Subdistrict**



**District**

-  Frontier Parkway Gateway
-  Neighborhood Services and Retail
-  U.S. 380 Gateway

0 1 2  
Mile

This map is for illustration purposes only.

