



PLANNING

To: Mayor and Town Council

From: David Hoover, AICP, Director of Development Services

**Through: Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager**

Re: Planned Development for Bella Prosper

Town Council Meeting – June 9, 2026

Strategic Visioning Priority: 3. Commercial Corridors are ready for Development

Agenda Item:

Conduct a Public Hearing and consider and act upon a request to rezone 61.7± acres from Agricultural and Planned Development-71 to a Planned Development allowing for Mixed-Use Development, located on the south side of First Street and 1,550± feet east of Legacy Drive. (ZONE-24-0025)

Description of Agenda Item:

The purpose of this request is to rezone the property from Agricultural and Planned Development-71 to a Planned Development allowing for mixed-use development. The Planned Development establishes two subdistricts, Neighborhood and Retail, with residential uses in one and commercial uses in the other. In the Neighborhood Subdistrict, the intent is to construct a maximum of 86 townhomes units. In the Retail Subdistrict, the intent is to have various commercial uses including childcare, hotel, office, restaurant, and retail.

Background:

On May 6, 2025, the Planning & Zoning Commission held a work session regarding this case. Additionally, on May 13, 2025, the Town Council held a work session regarding this case. The applicant made the following modifications to the proposal following the work sessions:

- Reduced the number of multifamily dwellings from 550 to 435.
- Reduced the number of townhome units from 94 to 88.
- Added curvilinear streets within the townhome section.
- Removed second hotel to accommodate more restaurants and retail near amphitheater.
- Reconfigured assisted living building and full-service hotel to face the amphitheater area.

On November 11, 2026, the Town Council tabled this case to February 24, 2026. The applicant made the following modifications to the proposal following the meeting:

- Reduction of the number of multifamily dwellings from 435 to 271.
 - Increase of amount of retail required along First Street prior to development of multifamily from 50,000 square feet to 62,550 square feet.
 - Developing multifamily in Phase Four instead of Phase Two.
 - Replacement of two multifamily buildings with an office park area.
- Increase of the number of townhome units from 88 to 116.
- Removal of the assisted living component.

On February 24, 2026, the Town Council tabled this case to June 9, 2026. The applicant has made the following modifications to the proposal following the meeting:

- Reduction of the number of multifamily dwellings from 271 to zero.
- Decrease of the number of townhome units from 116 to 86.
 - Decrease of the amount of retail required along First Street prior to development of townhomes from 62,550 square feet to 60,950 square feet.

Future Land Use Plan:

The Future Land Use Plan recommends the Dallas North Tollway District.

- The Dallas North Tollway District recommends the most intense land uses within the Town. Mixed-use development containing a mixture of office, retail, and residential uses is encouraged.

Dallas North Tollway Vision Plan:

This property is located within the Prairie Neighborhood subdistrict. In this area of the subdistrict, higher density single-family uses within an amenitized and walkable community layout based on a well landscaped street grid with pedestrian connections throughout is envisioned.

Zoning:

The property is zoned Agricultural and Planned Development-71.

Compatibility:

This zoning change would not be out of character with the existing area due to compatibility with the surrounding properties. The adjacent vacant property to the east is a Planned Development (PD-41) that allows for mixed-use development. The adjacent vacant property to the south is also in a Planned Development (PD-71); however, this property will be rezoned in the future due to part of its boundary being included in the proposed rezoning request. Additionally, the adjacent vacant property shares the same Future Land Use designation as the property in the proposed rezoning request; therefore, it should ultimately develop in a similar fashion. Lastly, the residential subdivision to the north, Star Trail, is not directly adjacent to the property as it is separated by a thoroughfare, First Street. The proposed zoning change is compatible with the current zoning districts and Future Land Use Plan designations of immediately adjacent property and the impact of residential adjacency concerns to the subdivision to the north is mitigated by the thoroughfare between the properties.

The zoning and land use of the surrounding properties are as follows:

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Agricultural and Planned Development-71	Vacant	Dallas North Tollway District
North	Planned Development-66 (Star Trail)	Single-Family Residential	Medium Density Residential
East	Planned Development-41 (Multifamily)	Vacant	Dallas North Tollway District
South	Planned Development-71 (Single Family-10)	Vacant	Dallas North Tollway District
West	Commercial	Community Center (Children's Hunger Fund)	Retail & Neighborhood Services

NEIGHBORHOOD SUBDISTRICT

District Regulations:

The Neighborhood Subdistrict allows for residential use within this Planned Development. The Neighborhood Subdistrict has standards for townhome development.

Townhome District

In comparison with the Zoning Ordinance standards, the front setback for townhomes will be reduced by five feet from 25 feet to 20 feet while the rear setback will be increased by five feet from 20 feet to 25 feet. Additionally, the maximum height for townhomes will be increased by five feet from 40 feet to 45 feet and the maximum lot coverage will be increased by 15% from 55% to 70%.

The district regulations for townhomes within the Planned Development compared to the regulations in the Townhome District in the Zoning Ordinance are shown below.

	Proposed Regulations (Townhome District)	Townhome District Regulations (Zoning Ordinance)
Maximum Permitted Density	Units Per Acre: 10	Units Per Acre: 10
Size of Yards	Front: 20' Side: 0' (Unit to Unit) 10' (End of Structure) 15' (Adj. to Side Street) 20' (Structure to Structure) Rear: 25'	Front: 25' Side: 0' (Unit to Unit) 10' (End of Structure) 15' (Adj. to Side Street) 20' (Structure to Structure) Rear: 20'

Size of Lots	Area: 2,500 SF Width: 20' Depth: 100'	Area: 2,500 SF Width: 20' Depth: 100'
Minimum Dwelling Area	Size: 1,000 SF	Size: 1,000 SF
Maximum Height	Stories: 3 (Max. of 45')	Stories: 2.5 (Max. of 40')
Lot Coverage	Maximum: 70%	Maximum: 55%
Minimum Usable Open Space	Minimum: 20%	Minimum: 20%

Uses:

The list of permitted uses within the Neighborhood Subdistrict of this Planned Development is shown below.

- By Right:
 - Amenity Center
 - Park or Playground
 - Townhome (Single Family Dwelling, Attached)

Open Space:

The open space standards within the Neighborhood Subdistrict of this Planned Development require a minimum of 20% open space for townhomes, and it must be located within the townhome area. Additionally, each open space area is required to be a minimum of 10,000 square feet.

RETAIL SUBDISTRICT

District Regulations:

The Retail Subdistrict allows for commercial uses within this Planned Development. The Retail Subdistrict has standards for office, retail, and service development.

Retail District

In comparison with the Zoning Ordinance standards, the floor area ratio for retail buildings will be increased from 0.4:1 to 0.8:1. Also, full-services hotels will be permitted to exceed the maximum building height of two stories and will be set at a maximum of eight stories. The other regulations listed for full-service hotels match the requirements set forth in the Zoning Ordinance.

The district regulations for the Retail District within the Planned Development compared to the regulations in the Retail District in the Zoning Ordinance are shown below.

	Proposed Regulations (Retail District)	Retail District Regulations (Zoning Ordinance)
Size of Yards	Front: 30' (20' on Street E-E) Side: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.) Rear: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.)	Front: 30' Side: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.) Rear: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (1-Story Adj. to Res.) 60' (2-Story Adj. to Res.)
Size of Lots	Area: 10,000 SF Width: 100' Depth: 100'	Area: 10,000 SF Width: 100' Depth: 100'
Maximum Height	Stories: 2 (Max. of 40')	Stories: 2 (Max. of 40')
Lot Coverage	Maximum: 40%	Maximum: 40%
Floor Area Ratio	Maximum: 0.8:1	Maximum: 0.4:1

Office District

In comparison with the Zoning Ordinance standards, the maximum height for offices will be increased from two stories to three stories for offices located on Tract 7 and six stories for offices located on Tract 6.

The district regulations for the Office District within the Planned Development compared to the regulations in the Office District in the Zoning Ordinance are shown below.

	Proposed Regulations (Office District)	Office District Regulations (Zoning Ordinance)
Size of Yards	Front: 30' Side: 10' (Adj. to Commercial) 25' (1-Story Adj. to Res.) 40' (2-Story Adj. to Res.)	Front: 30' Side: 10' (Adj. to Commercial) 25' (1-Story Adj. to Res.) 40' (2-Story Adj. to Res.)

	Rear: 10' (Adj. to Commercial) 25' (1-Story Adj. to Res.) 40' (2-Story Adj. to Res.)	Rear: 10' (Adj. to Commercial) 25' (1-Story Adj. to Res.) 40' (2-Story Adj. to Res.)
Size of Lots	Area: 7,000 SF Width: 70' Depth: 100'	Area: 7,000 SF Width: 70' Depth: 100'
Maximum Height	Stories: 3 to 6	Stories: 2 (Max. of 40')
Lot Coverage	Maximum: 30%	Maximum: 30%
Floor Area Ratio	Maximum: 0.5:1	Maximum: 0.5:1

Uses:

The list of permitted uses within the Retail Subdistrict of this Planned Development is shown below.

- By Right:
 - Administrative, Medical, or Professional Office
 - Alcoholic Beverage Sales
 - Antique Shop
 - Assisted Care or Living Facility
 - Automobile Paid Parking Lot/Garage
 - Automobile Parking Lot/Garage
 - Bank, Savings and Loan, or Credit Union
 - Beauty Salon/Barber Shop (Incidental Use)
 - Big Box
 - Business Service
 - Catering
 - Child Care Center, Incidental
 - Farmer's Market
 - Food Truck Park (Special Events Only)
 - Furniture, Home Furnishings and Appliance Store
 - Governmental Office
 - Gymnastics/Dance Studio
 - Health/Fitness Center
 - Hotel, Full Service
 - House of Worship
 - Insurance Office
 - Meeting/Banquet/Reception Facility
 - Mobile Food Vendor
 - Museum/Art Gallery
 - Park or Playground
 - Print Shop (Minor)
 - Restaurant
 - Retail/Service Incidental

- Retail Stores and Shops
 - School, Private or Parochial
 - School, Public
 - Theater, Neighborhood
 - Theater, Regional
 - Veterinarian Clinic and/or Kennel, Indoor
 - Wireless Communications and Support Structures
- By Specific Use Permit:
 - Commercial Amusement, Indoor
 - Restaurant (Drive-Through)

Landscaping and Open Space:

In comparison with the Zoning Ordinance standards, enhancements have been made regarding perimeter landscaping, interior landscaping, and building landscaping. Additionally, a minimum of seven percent of open space is required for each commercial lot in the Retail Subdistrict; however, it can be incorporated with the entire subdistrict.

The landscaping regulations within the Planned Development compared to the landscaping regulations in the Zoning Ordinance are shown below.

Perimeter Landscaping

	Proposed Regulations (Development Standards)	District Regulations (Zoning Ordinance)
Easement	Width: 40'	Width: 25'
Trees	Easement: One 4" Caliper every 30 Feet	Easement: One 3" Caliper every 30 Feet
Shrubs	Easement: 20 3-Gallon every 30 Feet	Easement: 15 5-Gallon every 30 Feet

Interior Landscaping

	Proposed Regulations (Development Standards)	District Regulations (Zoning Ordinance)
Landscaping	Per Parking Space: 20 SF	Per Parking Space: 15 SF
Trees	Every Parking Space: One 4" Caliper within 150 Feet	Every Parking Space: One 3" Caliper within 150 Feet

Building Landscaping

	Proposed Regulations (Development Standards)	District Regulations (Zoning Ordinance)
Foundation Plantings	Building Size: 50,000 SF or Greater	Building Size: 100,000 SF or Greater
Trees	Per Square Feet: One 4" Caliper every 10,000 SF	Per Square Feet: One 3" Caliper every 10,000 SF

Access:

A 26-foot right-of-way section, shown on the Conceptual Plan as Street E-E, will be constructed through the interior of the Retail Subdistrict to provide frontage for the interior tracts. The required front setback for buildings along this roadway is proposed to be reduced from 30 feet to 20 feet. Additionally, no landscape easement or buffer is proposed along this roadway.

Parking:

Parking along the east side of Street E-E, within Tracts 3 and 6, is proposed to be shared amongst Tracts 1-7. A Property Owner’s Association will be created for this development that will have language in its governing documents pertaining to these parking spaces. Additionally, both a parking analysis and shared parking agreement will be required at the time of a site plan for these tracts.

GENERAL REGULATIONS (BOTH SUBDISTRICTS)

Phasing:

The phasing within this Planned Development is shown below.

- Phase 1:
 - Tract 1 – Restaurant and Retail
 - Tract 2 – Restaurant
 - Tract 3 – Retail
 - Tract 10 – Restaurant

- Phase 2:
 - Tract 9 – Townhomes
 - Mahard Parkway Right-Of-Way Dedication
 - Townhome Street Dedication

- Phase 3:
 - Tract 7 – Office
 - Tract 8 – Childcare

- Phase 4:
 - Tract 4 – Office and Retail
 - Tract 5 – Office, Restaurant, and Retail
 - Tract 6 – Hotel and Office

Triggers:

The triggers within this Planned Development are shown below.

- Trigger One:
 - A minimum of 60,950 square feet of commercial development will be constructed prior to the construction of the townhomes.

- Trigger Two:
 - The full length of Mahard Parkway, as shown on the conceptual plan, will be constructed with the townhome section.

Architectural Standards:

The architectural standards within this Planned Development are shown below.

- Building Materials:
 - Primary Materials (Min. of 75%)
 - Brick
 - Cementitious Panel System (Max. of 35%)
 - Glazing (Curtain and Window Wall)
 - Stone (Natural or Manufactured)
 - Secondary Materials (Max. of 25%)
 - Clapboard Siding
 - Metal Panel Systems
 - Resin-Impregnated Wood Panel System
 - Stucco (Three-Coat)
 - First Floor of Buildings
 - Masonry Cladding (Min. of 90%)
 - Metal Panel Systems
 - Office Buildings
 - Decorative or Enhanced Concrete Tilt Wall (Maximum of 60%)
 - Primary Materials
 - Secondary Materials

- Building Design:
 - Articulation
 - Articulation will be accentuated by the inclusion of architectural building features, awnings or canopies, or different building materials and is required where retail or service uses take place on the first floor of a building and building façades front both streets and driveways.
 - Awnings, Canopies, and Overhangs
 - Awnings and canopies will be comprised of materials that are complimentary to the building.
 - Doors and Windows
 - Windows will be transparent on 30% of ground floor façade areas facing open space or right-of-way and 20% of upper floor façade areas facing right-of-way.
 - Embellishments and Mechanical Equipment
 - Architectural embellishments and mechanical equipment may extend 20 feet above the building height provided they are setback at a distance equal to their height or are integral parts of the building façade.
 - Entries
 - Entries will be highlighted using building articulation and entry canopies.
 - Façade Composition
 - Façade compositions will consist of architecturally compatible multi-tenant storefronts, defined and articulated building entrances, and accentuated and unique features for “feature buildings” located at the intersection of streets.

- Height
 - Hotel: Minimum of Four Stories
 - Office: Minimum of Two Stories
 - Restaurant/Retail: Minimum of One Story
 - Townhome: Minimum of Two Stories

- Parking Structures
 - Parking structures will have horizontal and vertical articulation, clearly marked entries and exits for vehicles and pedestrians, and architectural finishes compatible to surrounding buildings if visible from the street.

- Projections
 - Projections into Fire, Access, Utility, and Drainage Easements (F.A.U.D.E.) are permitted if there are no encroachments into building setbacks, extensions over public right-of-way, and extensions over public utilities located within a fire lane or public utility easement.

- Roof Form
 - Roofs will be flat or low-pitched (2.5:12 or lower) with parapets.

Thoroughfare Plan:

This property has direct access to First Street, Lovers Lane, and Mahard Parkway.

Parks Master Plan:

The Parks Master Plan does not indicate that a park is needed on the subject property.

Hike & Bike Trail:

The Hike & Bike Trail Master Plan requires a ten-foot hike and bike trail along Lovers Lane. Additionally, ten-foot hike and bike trails are provided along First Street and Mahard Parkway.

Notification:

Notification was provided as required by the Zoning Ordinance and state law. Staff has not received any response to the proposed zoning request to date.

Budget Impact:

There is no budgetary impact affiliated with this item.

Attached Documents:

1. Aerial & Zoning Maps
2. Future Land Use Exhibit
3. Exhibit A-1 – Written Metes and Bounds
4. Exhibit A-2 – Boundary Exhibit
5. Exhibit B – Letter of Intent
6. Exhibit C – Development Standards
7. Exhibit D – Conceptual and Phasing Plan
8. Exhibit E – Development Schedule
9. Exhibit F – Elevations
10. Exhibit G – Landscape Plan
11. Draft Development Agreement
12. PowerPoint Slides

Town Staff Recommendation:

The proposed zoning request is compliant with the Future Land Use Plan. Additionally, it is compatible with immediately adjacent properties due to similar zoning districts and Future Land Use designations. For these reasons, Town Staff recommends approval of the request to rezone 61.7± acres from Agricultural and Planned Development-71 to a Planned Development allowing for Mixed-Use Development, located on the south side of First Street and 1,550± feet east of Legacy Drive subject to final approval of the right-of-way section (Street E-E) in the Retail Subdistrict as shown on the Conceptual Plan.

Planning & Zoning Recommendation:

The Planning & Zoning Commission unanimously recommended approval of this item by a vote of 5-0 at their meeting on September 15, 2025. The Commission supported this item due to adjustment to the proposal based on feedback from previous work sessions, compliance with the Future Land Use Plan, and the overall aesthetic quality of the development.

Proposed Motion:

I move to approve/deny the request to rezone 61.7± acres from Agricultural and Planned Development-71 to a Planned Development allowing for Mixed-Use Development, located on the south side of First Street and 1,550± feet east of Legacy Drive subject to final approval of the right-of-way section (Section E-E) in the Retail Subdistrict as shown on the Conceptual Plan.