

**ZONE-24-0025**  
**EXHIBIT B**  
**STATEMENT OF INTENT**

Development of Bella Prosper, this Planned Development (PD) District, will follow the regulations outlined within the Development Standards (Exhibit C) and meet the intent of the Concept Plan that is attached as Exhibit D and the permitted uses as noted herein.

The Property is shown on the Town's Future Land Use Map to be within the Dallas North Tollway District and is a proposed, planned development intended to provide for, and encourage development of, a cohesive master planned community that allows for the flexibility of land uses within. The vision for the property is to have a pedestrian oriented community of compatible mix of residential and commercial land uses. The development will have an "all-day" environment with an active component morning, afternoon and evening, through the careful planning of an increased office component, a curated retail mix, hospitality, and a central water oriented public realm. The central water amenity and park esplanade is envisioned for both those who live and work within the development and the Prosper community to use when they dine at the restaurants and shop in the retail. This will be a development that provides a sense of place to live, work, and play within the Town of Prosper.

The PD is a district that accommodates planned associations of uses developed as integral land use units such as retail, restaurants, hotel, office, day care, and residential townhome units, or any appropriate combination of uses that may be planned, developed, or operated as integral land use units either by a single owner or a combination of owners.

Additionally, the standards are intended to promote an efficient, pedestrian-access network that connects the residential and office to the restaurant and retail parcels. The planned development generally addresses the physical relationship between development and adjacent properties, public streets, neighborhoods, and the natural environment. This is accomplished by the following:

- Utilizing the natural drainage-way path that bisects the property as a focal point of open space and water feature in the heart of the development; and
- Ensuring buildings relate appropriately to surrounding developments and streets which create cohesive visual identity and attractive street scenes; and
- Ensuring site design promotes efficient pedestrian and vehicle circulation patterns; and
- Ensuring the creation of high-quality street and sidewalk environments that are supportive of pedestrian mobility and that are appropriate to the roadway context.

The use provisions define land uses and the siting and character of the improvements and structures allowed on the land in a manner that encourages a balanced and sustainable mix of uses. These uses may be combined either vertically in the same building, or

horizontally in multiple buildings, or through a combination of the two as depicted on the Concept Plan.