



TOWN MANAGER

To: Mayor and Town Council
From: Mario Canizares, Town Manager
Through: Mario Canizares, Town Manager
Re: Dallas North Tollway (DNT) Visioning Approval
Town Council Meeting – March 25, 2025

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

Agenda Item:

Consider and act upon approving a resolution adopting the 2025 Dallas North Tollway Frontage Area – Visionary Strategy.

Description of Agenda Item:

In November 2024, The Town entered into an agreement with Paris Rutherford of the Catalyst Group to perform consulting services to prepare a vision plan for the Dallas North Tollway (DNT). A public meeting was held on January 16, with the Town Council and Prosper Economic Development Corporation (PEDC). This meeting consisted of reviewing commercial, housing, economic, and demographic information of Prosper and the surrounding areas. In addition, the discussion involved reviewing the history of commercial and mixed-use developments from other parts of the DFW region, state of Texas and outside of the state. The meeting also included seeking input regarding desired development along the DNT corridor from both the Town Council and PEDC members including the Town Manager and the PEDC Executive Director.

Based on the input from the January 2025 meeting, the Council, Town Manager, and Mr. Rutherford met in a public meeting on February 6 to review the inputs from the previous meeting and begin to hone-in on the desired approach for the DNT Vision plan. Mr. Rutherford has taken all the inputs, comments and desired outcomes and proposed a 2025 Dallas North Tollway Frontage Area – Visionary Strategy that the Town Council can consider adopting on March 21, 2025.

Budget Impact:

There is no budgetary impact affiliated with this item.

Attached Documents:

1. 2025 Dallas North Tollway Frontage Area – Visionary Strategy.
2. Resolution.

Town Staff Recommendation:

It is recommended that the Town Council approve the attached resolution adopting the 2025 Dallas North Tollway Frontage Area – Visionary Strategy.

Proposed Motion:

I move to approve a resolution adopting the 2025 Dallas North Tollway Frontage Area – Visionary Strategy.