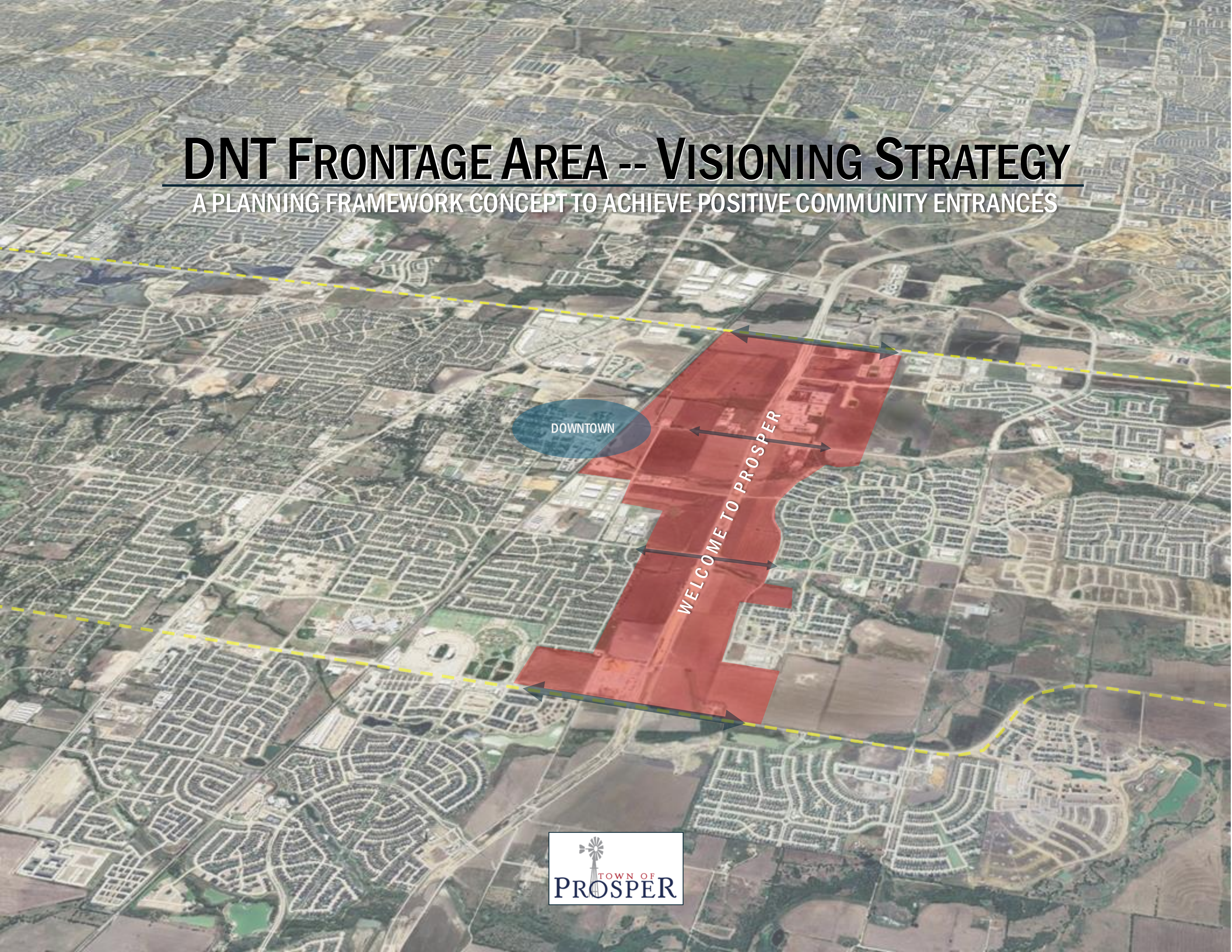
DNT Frontage Area -- Visioning Strategy

A PLANNING FRAMEWORK CONCEPT TO ACHIEVE POSITIVE COMMUNITY ENTRANCES



TOWN OF
PROSPER

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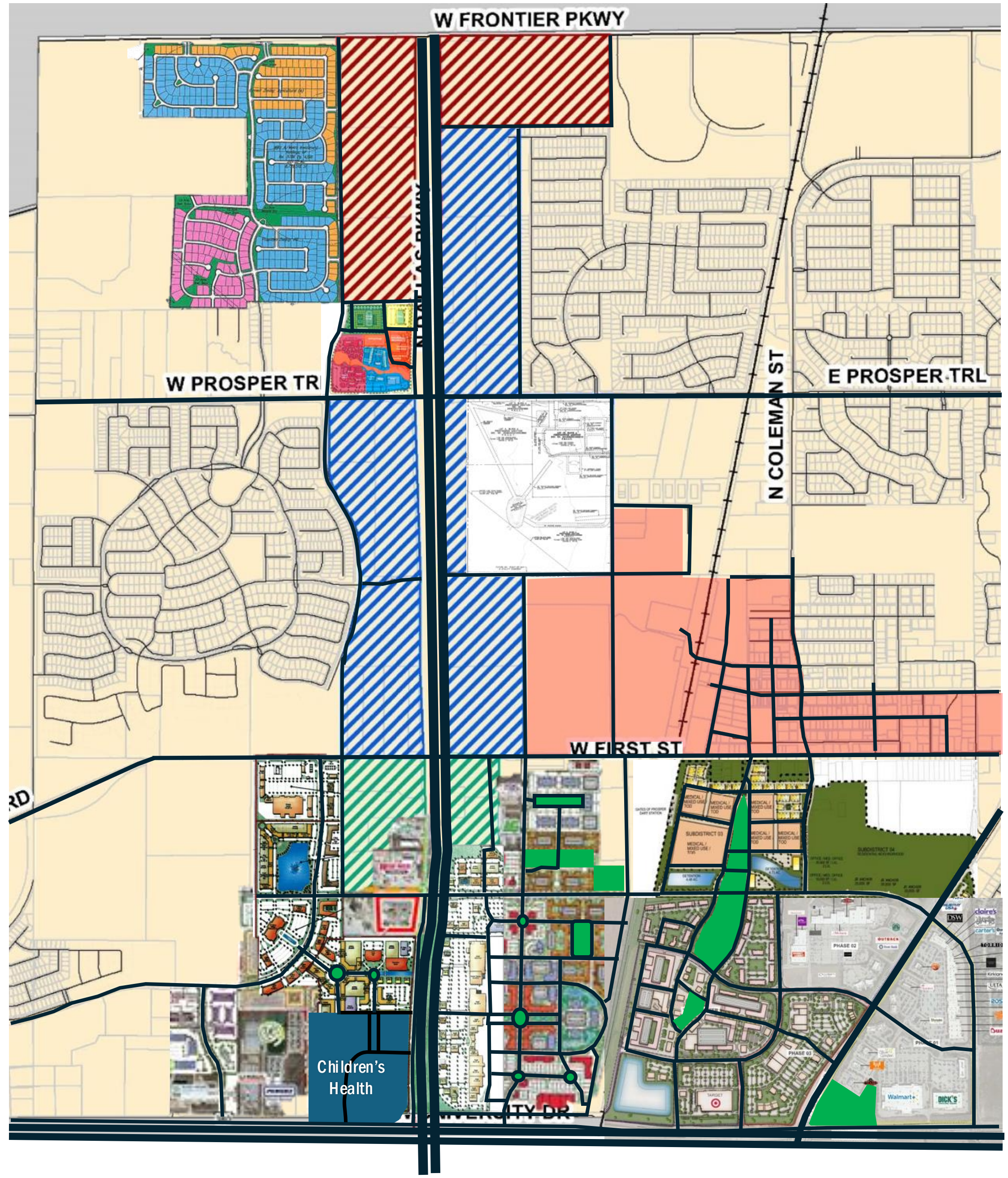
I. INTRODUCTION

Goals for this Vision Strategy

- Define a more specific vision for the DNT frontage that defines the desired experience at the three main entry points from the Tollway into the Town

Current Corridor Context

- The Vision is needed as a tool to guide future decisions as Prosper is in the "hot zone" of horizontal expansion
- Most of the DNT/380 intersection is zoned PD with related concept development plans
- Existing PD's display a contrast between green campus (Children's & Prestonwood) and midrise mixed-use residential w/ car-oriented retail and employment uses. Downtown is not highlighted/recognized within this arrangement as well
- Given these were not planned as a whole, this collection lacks a distinctive identity and doesn't provide hierarchy in open space, building form and landscaping
- These PD's are quite old and the related concept plans are likely outdated, and in need of a new strategy to properly meet market potential and community desire



Competing DNT Frontage Developments

- There are other urban villages to the south that have a clear hierarchy of experience, while providing greater density and urbanity.

- As these competing developments are closer to preexisting market demand drivers and population centers, special care must be given to understanding their offerings so that the development that occurs in Prosper is best positioned for competitive success

- The development form these competing centers are planned to create consists of urban mixed-use density and "cityscape" experiences. Final development plans Prosper's frontage should provide a contrast to avoid creating a lesser-positioned yet similar product format


Firefly Park


JC Penny's Mixed-Use

II. Policymaker Questionnaire

Executive Summary of Concepts from Responses: ***Create a Better Version of Southlake***

1. Create a regional destination "node" at 380/DNT interchange (from 380 to First)
    - Emphasis on health care and life sciences employers
    - Mixed-use for daytime and nighttime activity
    - Pleasant walkable streetscapes and open spaces
    - Well connected into adjacent districts
2. Elsewhere, build on Town's "small town identity" and sense of "exclusivity" to differentiate
    - Don't allow common sprawl to dilute the frontage; focus on entry points
    - Emphasize quality, strong landscaping, "hidden" parking, and memorable design
    - Ensure a positive connection from the frontage to Downtown as a key differentiator
    - Maintain smaller scale of development, including some residential in the frontage
    - Work with developers to "curate" the view from the Tollway to achieve desired results
3. Stay the course -- Be patient to get the right developments/users, and form strategic partnerships to get what the Town wants

Responses to DNT Frontage Visioning Questionnaire

Question 1 Which cities do you feel have the right brand / identity for Prosper's DNT frontage zone, and what are those traits?

EDC #	CC #	Total % Responses	Council % Responses	Cities	Identity Traits
2	3	14%	**20%**	Southlake	Smaller town feel, high-end development, Town square, reputation
3	2	14%	**13%**	Frisco	Destination developments, health and sports hub, open spaces, standards
1	2	9%	**13%**	Plano	Corporate office, mixed-use places, retail redevelopment
	2	6%	**13%**	Arlington, TX	Entertainment and sports hub with Texas Live activity center
1	1	6%	7%	Allen	Sense as master planned community, services nearby, open spaces, mixed-use places
1	1	6%	7%	McKinney	PGA gateway, downtown
1	1	6%	7%	Grapevine	Tourism destinations, downtown, special events
	1	3%	7%	Richardson	Tech hub, strong neighborhoods
	1	3%	7%	Highland Park	Exclusive brand. High-end residential. Non-commercial frontage
	1	3%	7%	Coppell	Sense as masterplanned community, quality development, standards
	1	3%	7%	Westlake	Corporate campuses, high-end sense
	1	3%	7%	Naperville, IL	Corporate campuses, blend of uses
	1	3%	7%	Kansas City, MO	Urban mixed-use, similar to Arlington's Texas Live by Cordish
1		3%	0%	Cupertino, CA	Med-tech hub
1		3%	0%	Clearlake, FL	Software tech/space hub
1		3%	0%	Carmel, IN	Sense as a master planned community, diverse special events, patience
1		3%	0%	Franklin, TN	Smaller town feel, safe, mixed-income housing variety, tourism
1		3%	0%	Sugarland, TX	Safe, employment, schools & childcare, strong police/fire
1		3%	0%	Flower Mound	Sense as master planned community
1		3%	0%	The Woodlands	Blend of high-end residential, jobs and retail. Good commercial to residential transition
1		3%	0%	Addison	Office frontage, good landscaping, mixed-use places
1		3%	0%	Huntsville, AL	Space and tech focus
1		3%	0%	Fayetteville, AR	N/A
1		3%	0%	Raleigh, NC	N/A
1		3%	0%	Roundrock, TX	N/A
1		3%	0%	Cedar Park, TX	N/A
20	15				

Responses to DNT Frontage Visioning Questionnaire

Question 2 **Should Prosper be a Self-Sustaining City (balancing jobs/housing) or an Enhanced Bedroom Community (some jobs & services; reliant on others)**

Self-Sustaining "City"				Enhanced Bedroom Community (with some jobs & services)			
EDC #	CC #	% Responses		EDC #	CC #	% Responses	
5	3	62%	Total Responses	2	3	38%	Total Responses
		50%	Council-only			50%	Council-only

Question 3 **Who do you see as Prosper's primary competitors, and what would differentiate Prosper from them?**

EDC #	CC #	Total % Responses	Council % Responses	Cities	How Prosper Differentiates Itself from the Competitor
5	5	30%	**31%**	Frisco	Key partnerships with key developers/users, maintain small town feel, strong development standards, small business focus, be patient and selective vs. market-opportunistic, build unique identity to induce interest
3	5	24%	**31%**	Celina	Maintain strong demographics, small town feel, lower density, strong sense of exclusivity, speed up downtown redevelopment, avoid MUD/PID's, be patient/selective
3	3	18%	**19%**	McKinney	Key partnerships with key developers/users, strengthen tax base, speed up downtown redevelopment, better positioned residential uses in lower density
	1	3%	6%	Dallas	Focus on getting users to locate in Prosper vs. Dallas
	1	3%	6%	Fort Worth	Focus on getting users to locate in Prosper vs. Fort Worth
	1	3%	6%	Grapevine	Provide amenities that attract young families and communicate we have better traffic
2		6%	0%	Southlake	Maintain strong demographics, small town feel, build exclusivity brand, practice patience
1		3%	0%	Plano	Key partnerships with key developers/users, high development standards
1		3%	0%	Coppell	N/A
1		3%	0%	Rockwall	Closer to the airport
1		3%	0%	Flower Mound	Landscaping/lighting standards, employment/low dens frontage, ped connectivity, TH's
17	16				

Question 4 **What impact/presence should Prosper's Downtown have on the development of the DNT frontage?**

Minimal Presence in Frontage				Recognizable Presence in Frontage			
EDC #	CC #	% Responses		EDC #	CC #	% Responses	
2	1	25%	Total Responses	5	4	75%	Total Responses
		20%	Council-only			80%	Council-only

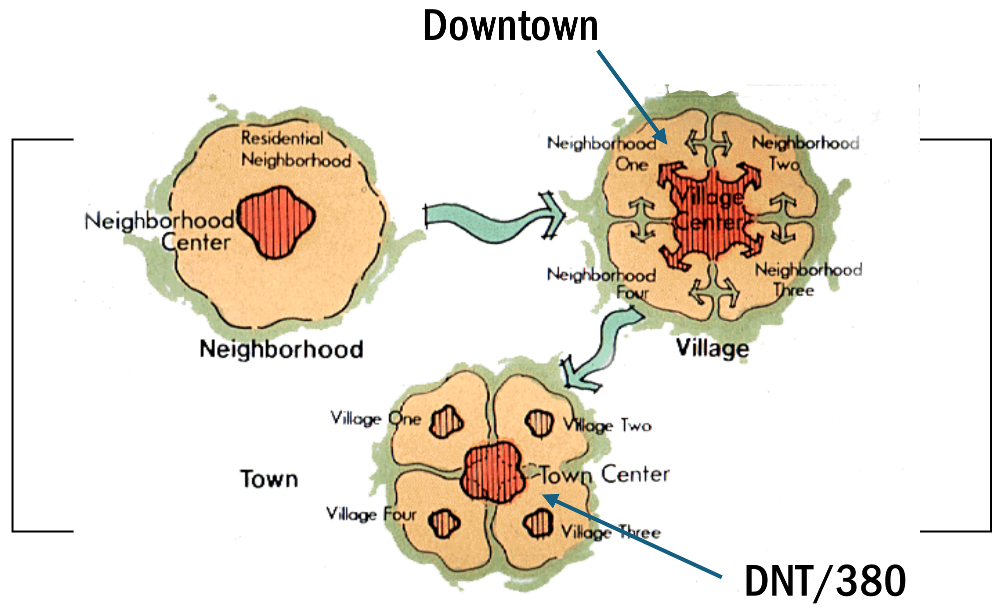
III. VISION FUNDAMENTALS

A. Planning Framework

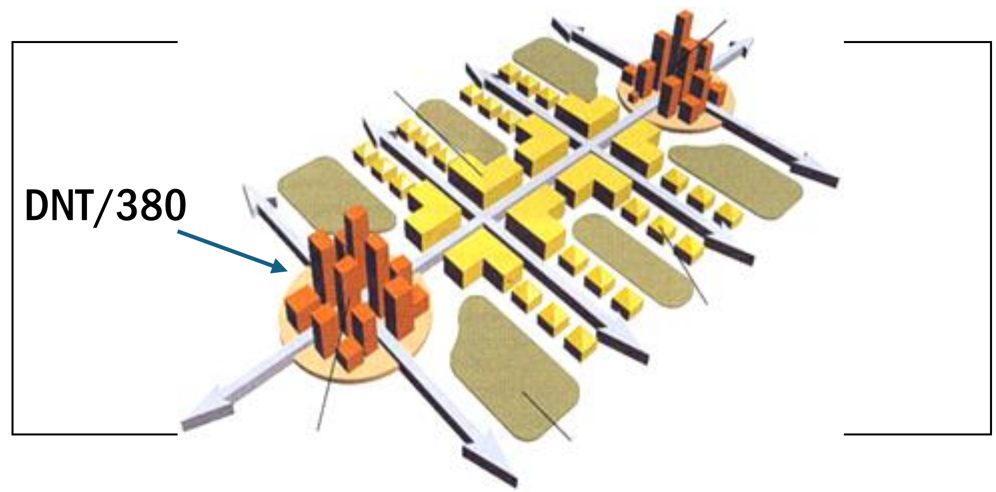
Considerations for the Planning Framework

Successful communities are based on scaling modules associated with walkable neighborhoods.

- Neighborhoods are based on a 10-minute walking distance to anywhere in the community, and all have some sort of unique central place.
- Neighborhoods combine to form Villages, and Villages combine to form Towns. All being interconnected through a street and open space system.
- Corridors connect centers and are orchestrated to avoid "sameness" along the way.

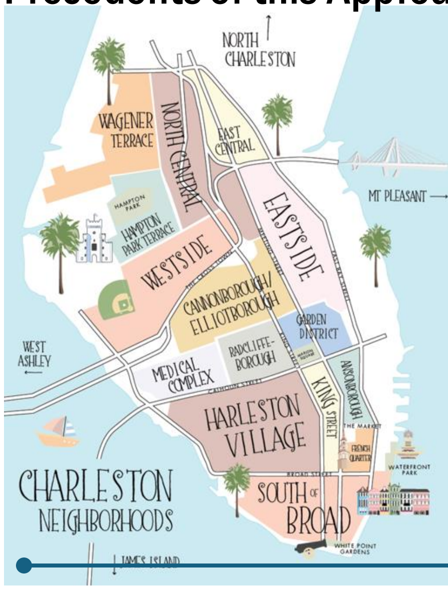


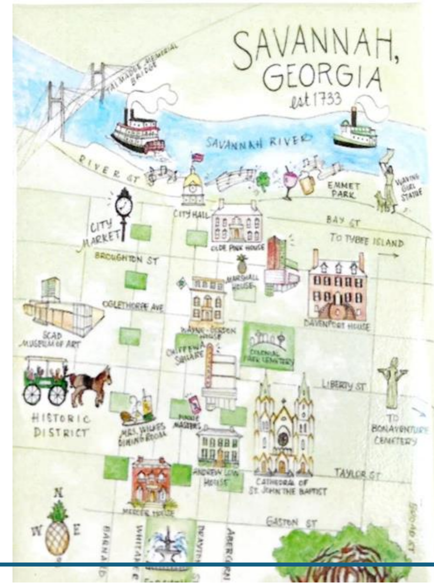
Community Scaling

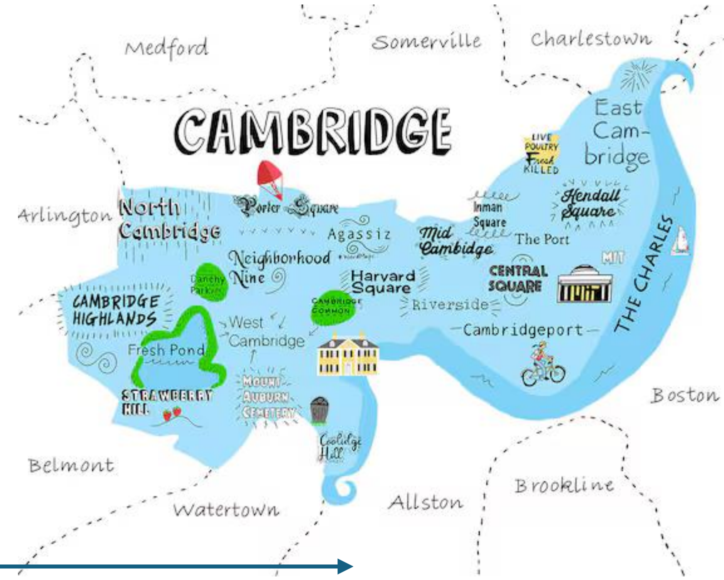


Seams and Connectors

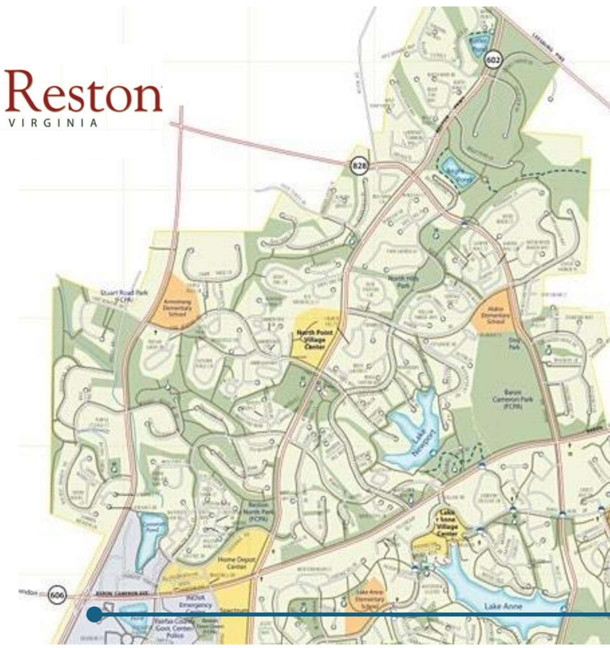
Successful Precedents of this Approach

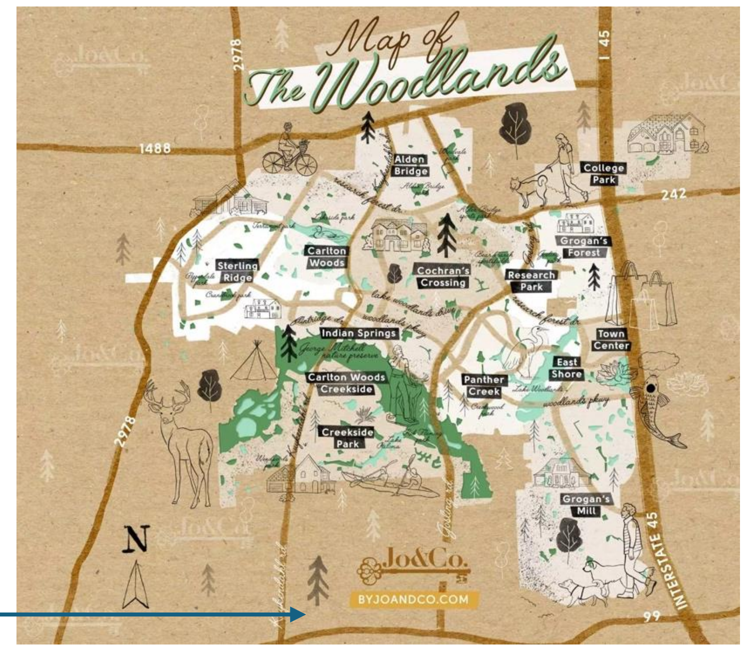






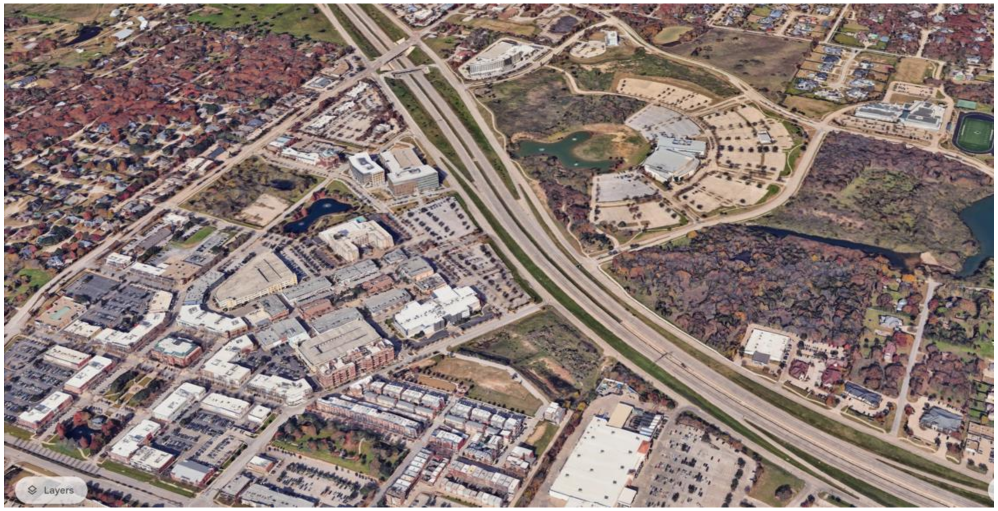
Organized by identifiable places



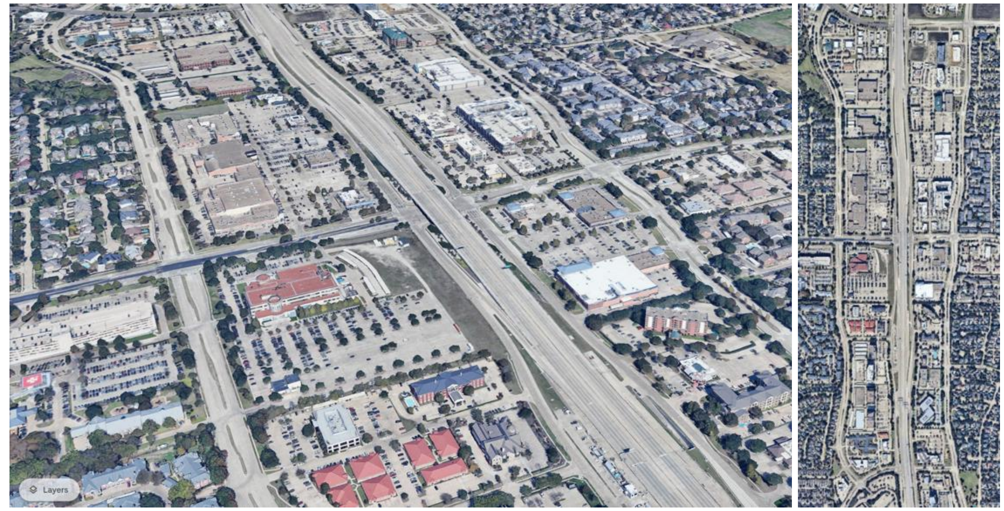


Organized by scaled neighborhoods

Experience of the Frontage – How to further position Prosper differently; Comparing Southlake to Plano/Frisco

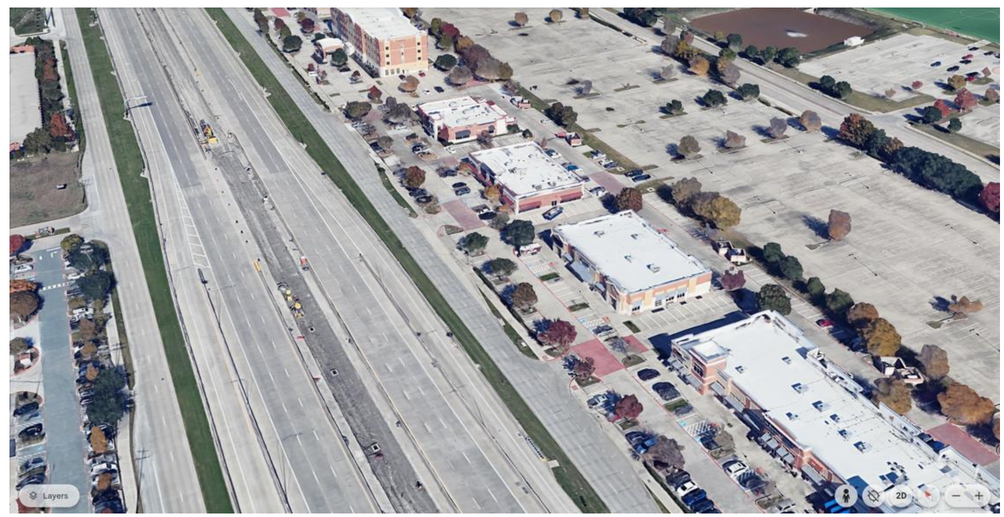


Southlake – hierarchy of development patterns



Plano/Frisco – more “sameness” along frontage

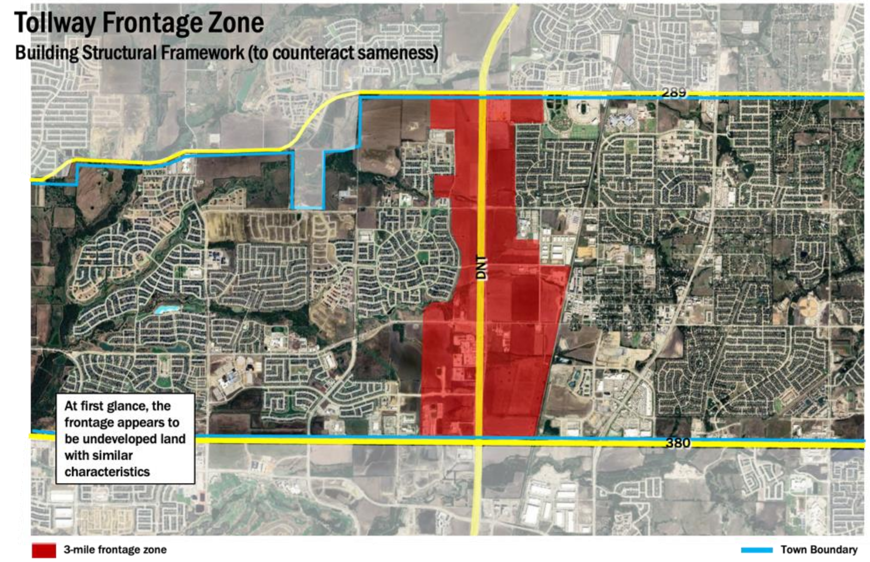
Southlake – more frontage landscaping

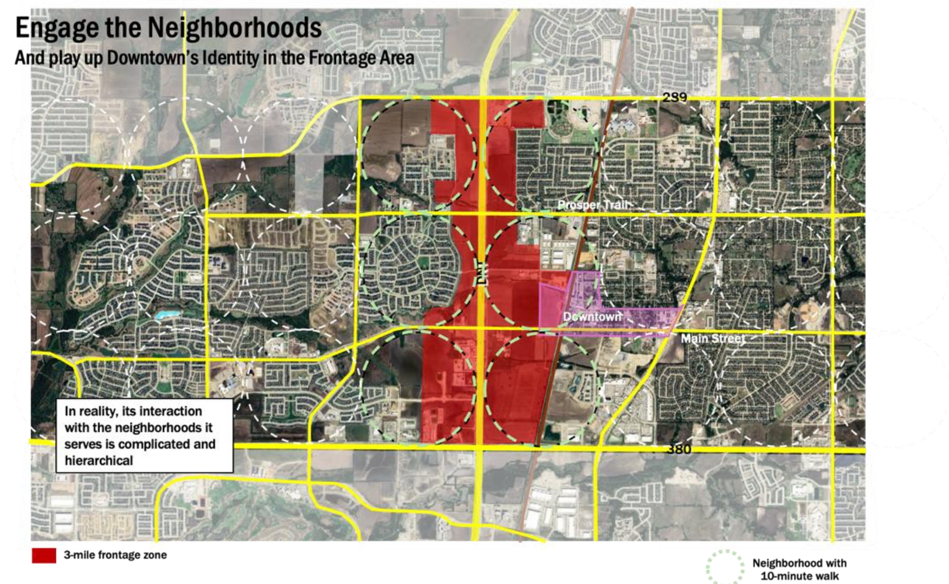


Plano/Frisco – less landscaping, more connection

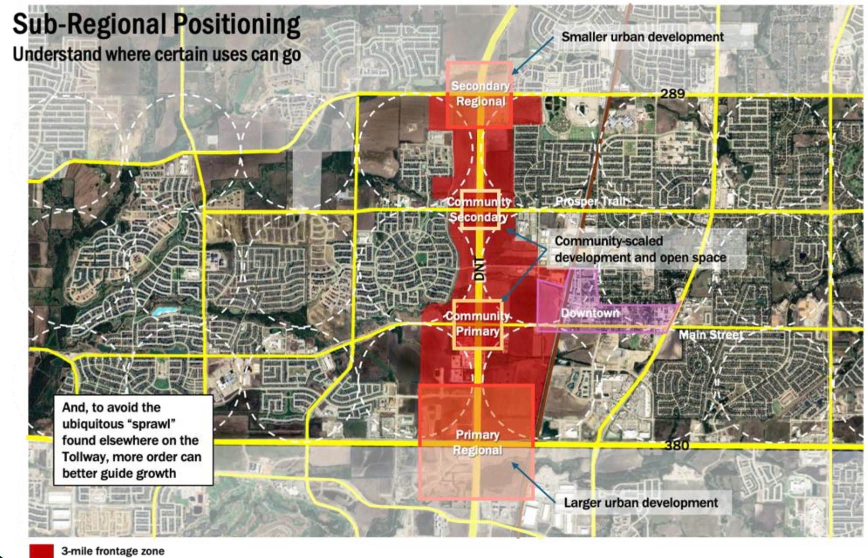
Analysis of the Existing Planning Framework

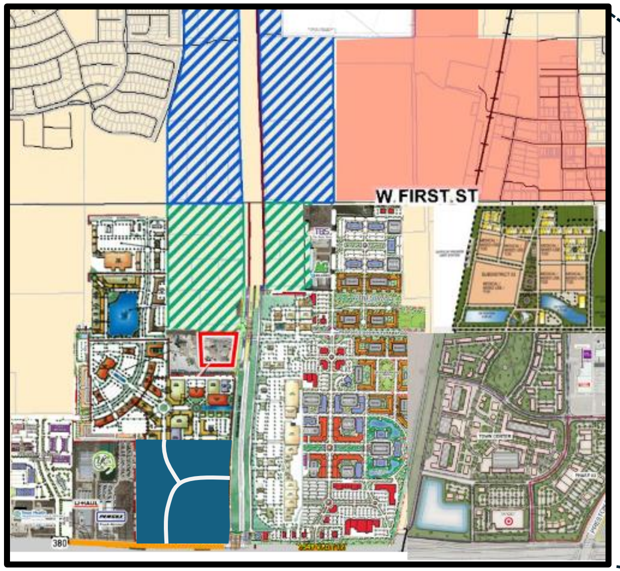
- The large area of open land is an identifiable anomaly along the DNT, and currently helps to distinguish Prosper as a "low density" and somewhat "rural" community
- In reality, it is a zone that simply lacks infrastructure and present market impetus, but is entitled to allow a development form that is similar to what has occurred in Frisco and Plano
- This block of undeveloped land is not the same across the frontage. How it is accessed from the Tollway, what its adjacencies with existing community form look like, and proximity to Downtown show a more complicated arrangement of land parcels
- These land parcels all fall under different ownerships, making coordinated development more difficult but most important in shaping a desired outcome across the frontage
- The frontage land itself is also part of a series of neighborhoods based on a 10-minute walk. This consideration will be important to consider in the ultimate development plans not feeling like disconnected "sprawl"

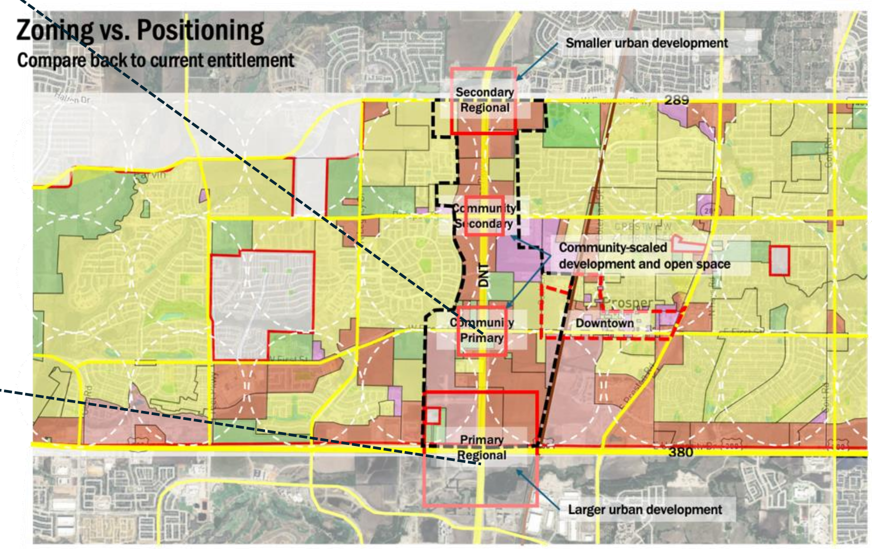




- There is a lot of "sameness" in the collection of approved PD's which could lead to a very common "suburban" look defined by pad sites, surface parking, strip commercial buildings, etc. Given the PD's are likely outdated, there is potential for the Town and the property owners to create "tweaks" and revisions to these plans that meets both market and community objectives. This combined with the differentiating of the 3 intersections along the Tollway described here will help improve the end experience of the frontage.







B. Land Use Potential

Market-Based Lens

- A true Market-Based approach makes land available to what the market is consuming (end-users), through profit-based implementation techniques (developers), over time (economy)
- The Town is in it for the long run, and a planning vision is needed to guide regulation to help create the desired experience for the community's front door(s). This vision informs regulation that becomes the tool to navigate the end result to both accommodate and deny typical market pressures to allow the "low hanging fruit" land uses that are always available
- DFW's high population growth has generated an easy demand in apartments, smaller lot single-family, and industrial as the primary land use that has attracted capital over the past decade. Prosper has gained more than a normal share of high-end single family which is to be heralded, as the Town did not cater to the easiest route that follows such demand only. However, a number of the existing PD's do identify such uses and need to be properly positioned through the framework plan to keep them from dominating the frontage identity

Undesired Outcomes:

(-) Too much of a single land use or building type allowed in a short period.

(-) City crafts a vision that is contrary to market realities and doesn't experience growth

Desired Outcomes:

(+) Leverage some of the easier-to-implement uses the Market wants to deliver through a framework that creates a greater-than-market outcome

(+) Ensure that this vision and planning framework is positioned to create initial successes in a manner that helps the marketing to the more challenging uses (such as employment) to desire to be in the frontage zone

(+) Combine this information in a Vision that shows the existing landowners this approach will provide them with greater success than present one will

MARKET

Based on Growth,
Location, Supply & Demand

REGULATION

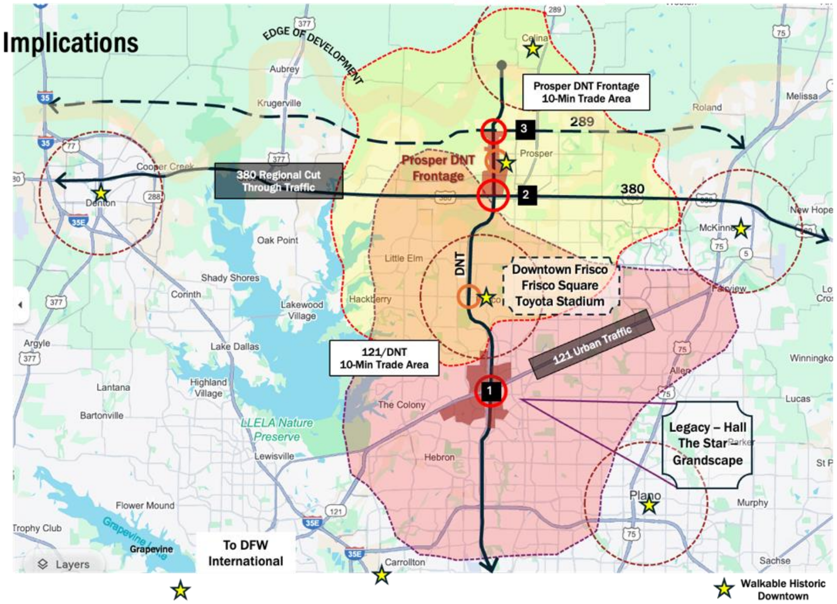
Based on the
City's Vision of its Future

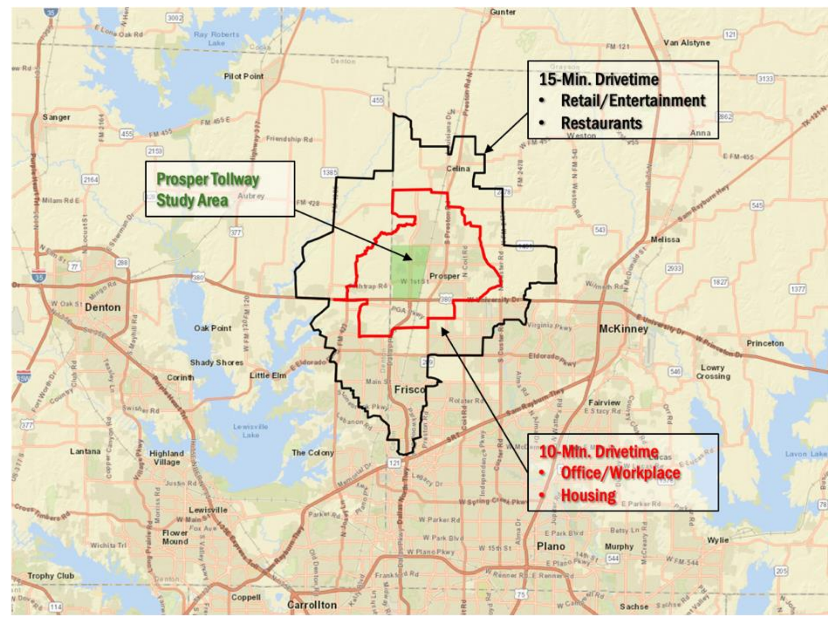
Trade Area Analysis

The opportunity to control the Town's front door may rely more on the DNT intersections at First St. and Prosper Trail, due to the following:

1. 380/DNT (regional intersection) has overlap with 121/DNT intersection trade area, and development plans are already approved
2. 380 frontage is less impactful due to nature of "cut through" traffic, transactional retail / service uses and rear of residential lots
3. Prosper Trail 289/DNT (future sub-regional intersection) will require future surrounding density and will cater to cut through traffic. This is more like the location of Frisco's DNT/Main Street intersection frontage than the Legacy frontage
4. Land use potential has been measured within a 15-minute drive time trade area for restaurant patron capture. This comprises the full far north DFW community, both what is in place in Prosper/Frisco/Celina as well as what is to come
5. This potential is measured on a 10-minute drive time (Core) trade area for housing, retail and employment capture. This comprises the area most influenced by the Tollway / Hwy 380 intersection
6. How the highway interchange area is developed (from the perspective of placemaking and programming) will determine whether this area is desirable for employment uses

Implications





Trade Area Boundaries

10-year Trade Area Programming Analysis Summary

The following summary reflects forecasted land use for planning purposes over a 10-year period. These amounts are tied to qualified forecasted population and employment growth based on ACS, Census, ESRI and NCTCOG projections.

1. Restaurants: Growth over a 10-year period is forecasted to create nearly 200k sf of building space as captured within the frontage area.
2. Retail/Entertainment: Due to the current amount of retail/entertainment in the trade area, there appears to be roughly 100k sf of retail and entertainment space
3. Hotel: It appears a full-service hotel is warranted within the next 10 years
4. For Sale Residential: There is potential for 3000 +/- units in urban formats that would be appropriate within this frontage area
5. For Lease Residential: There is potential for 1500 +/- units in various densities of rental residential and senior living within this 10-year period for the frontage area
6. These forecasted uses reflect over $4B in private investment over a 10-year period, yielding $22M in tax income over that period
7. What is currently zoned through PD's would yield more than this 10-year programming calculation

It can be helpful to combine traditional land uses within an identified District strategy that emphasizes activities and primary uses. The types of districts shown below have been extrapolated from the policymaker questionnaire answers, with considerations following each for further review.

Programmatic Types	Considerations
1. Commercial Mixed-Use	*Existing PD's*
2. Life Science Campus	*Small component of total*
3. Sports / Entertainment	*Needs anchor; already in Frisco*
4. Corporate Campus	*Small component of total*
5. Residential Community	*Easy to implement*
6. Innovation District	*Can incorporate themes above*

The backup behind the specific programming calculations summarized here follow over the next few pages.

10-Year Programming Breakdown by Use				
	DNT Frontage Area		Est. Tax Value	
RETAIL (all categories)	287,242	sf	$	130,695,272
RESTAURANTS	197,252	sf		
ENTERTAINMENT	54,904	sf		
	City Property Taxes per Year		$	66,001
OFFICE (all categories)	166,432	sf	$	75,726,537
In-office service retail	832	sf		
In-office food service	1,664	sf		
	City Property Taxes per Year		$	38,242
HOTEL (all categories)	211	keys	$	15,089,710
Meeting	15,000	sf		
Performing arts space / Cultural de	50,000	sf		
In-hotel restaurant	2,500	sf		
In-hotel retail/brewery	7,500	sf		
	City Property Taxes per Year		$	7,620
FOR-SALE RESIDENTIAL	3,006	total units	$	1,971,173,508
Single Family	301	units		
Bungalow / Carriage Homes	601	units		
Townhomes / Rowhouses	1,203	units		
Flats	722	units		
	City Property Taxes per Year		$	995,443
FOR-LEASE RESIDENTIAL	1,382	total units	$	2,171,858,746
Single Family Rental	69	units		
Small Infill Rentals	276	units		
Village Apartments	397	units		
Mixed-Use Lofts	415	units		
	City Property Taxes per Year		$	1,096,789
ACTIVE SENIOR LIVING	211	total units	$	51,946,872
Senior flats (for sale)	90	units		
Senior living (for rent)	121	units		
	City Property Taxes per Year		$	26,233
		Tollroad Frontage:	**$**	**4,416,490,645**
	City of Prosper	**0.505**	**$**	**22,303,278**
Total Absorption Period: (of Prosper's DNT Frontage Area)	**54** years	This is assuming 365.4 ac per ten year periods		

In comparison, the Shops at Legacy, egacy West total, GrandView, Hall Office Park, Frisco Ballpark, and The Star (1400 acres) developed over the past 30 years (planning began in 1995)

Office and Hotel Room Programming

Data for all businesses in area	2024 10 minutes	Ratios	2034 10 minutes			
Total Businesses:	1,577	0.02179	2,566	businesses	1.63	growth rate
Total Employees:	11,783	0.16279	19,171	emplooyees	1.63	growth rate
Total Population:	72,381		117,767	people		
Employee/Population Ratio (per 100 Residents)	16					

Hotel Room Growth	10 minutes	Ratios	10 minutes	Growth		New Hotel Rooms
Ten Year Population Growth (10 Min)	72,381		117,767	people	45,386 people	
Hotel Room to Population Ratio (using 30% capture)		0.0155		155 rooms per 10,000 people		211 keys

Office Space Growth by In-Office "White Collar" Employment Category Growth	Percentage of Employees	(24) Employee Number	Percent	(34) Employee Number	Percent	10-Year Growth	Bldg SF per Person	Total Building Area
Construction (front office)	5%	27	4.7%	45	4.7%	17	300	5,164 sf
Transportation & Warehousing	5%	4	0.7%	7	0.7%	3	300	781 sf
Information	100%	128	1.1%	208	1.1%	80	300	24,078 sf
Finance, Central Banking & Insurance	100%	312	2.7%	508	2.7%	196	300	58,691 sf
Real Estate, Rental & Leasing	75%	248	2.8%	404	2.8%	156	300	46,699 sf
Professional, Legal, Scientific & Tech Services	100%	594	5.0%	966	5.0%	372	300	111,739 sf
Management of Companies & Enterprises	100%	25	0.2%	41	0.2%	16	300	4,703 sf
Administrative, Support & Waste Management Services	10%	24	2.1%	40	2.1%	15	300	4,590 sf
Educational Services	50%	822	14.0%	1,337	14.0%	515	300	154,629 sf
Health Care & Social Assistance	15%	421	23.8%	685	23.8%	264	300	79,177 sf
Other Services (except Public Administration)	50%	343	5.8%	558	5.8%	215	300	64,523 sf
Total		2,949		4,798		1,849	10-Year	166,432 sf BASE

* Note: The programming calculated is based on demand with 30% capture only, and assumes development context thwarts post-pandemic preference discount.

Discount Factor 1: Adjusting for Post Covid Pandemic Preferences (49,929.58) sf

1. COVID Preference Reduction of Desired Lease Space (30%) — 10-Year Program Potential **116,502.36 * sf. OPT 2**

* Note: Programming incorprates post-pandemic preference factor applied to demand growth factor over 10 year period. No market supply issues addressed.

Discount Factor 2: Adjusting for Recent Market Conditions

2. Absorption Required to Achieve 92% Occupancy for Market 2024 3Q Cushman & Wakefield DFW MarketBeat: Legacy/Frisco Submarket Supply -- 30,541,773 sf total (797,140.28) sf to stabiliz.

27.9% C&M vacancy rate 30% Capture Rate — 2024-2034 10-Year Program Potential **(680,637.91) sf ** OPT 3**

** Note: Programming incorporates post-pandemic preference supply absorption to stabilization. In this context, new construction would only be based on build-to-suit vs. speculative construction

Source: Copyright 2024 Data Axle, Inc. Esri Total Population forecasts for 2024. -- Catalyst provided conversion to building area. CoStar provided hotel room to population ratio.

Special Note: Due to the amount of 2024-25 vacancy in the trade area, office development in near term will be limited to build-to-suit/tenant driven

Retail and Restaurant Programming

Retail Programming Based on 10 minute Trade Area and 15-minute for Restaurants

	2024 Consumer Spending	2029 Forecasted Demand	Rate	2034 Forecasted Demand	Projected Spending Growth	Average Sales/SF	Capture Rate	New Building Area (sf)
Apparel and Services					**$95,487,574**	**$340**	**40%**	**112,338**
Men's	$16,999,731	$24,166,355	1.42	$34,354,233	$17,354,502			
Women's	$30,312,489	$43,067,637	1.42	$61,190,005	$30,877,516			
Children's	$16,348,396	$23,274,803	1.42	$33,135,756	$16,787,360			
Footwear	$20,111,275	$28,604,750	1.42	$40,685,224	$20,573,949			
Watches & Jewelry	$8,040,796	$11,354,199	1.41	$16,032,969	$7,992,173			
Apparel Products and Services (1)	$1,882,328	$2,668,986	1.42	$3,784,402	$1,902,074			
Computer, Communication, Electronics					**$32,215,946**	**$430**	**40%**	**29,968**
Computers and Hardware for Home Use	$10,585,482	$15,032,025	1.42	$21,346,385	$10,760,903			
Portable Memory	$132,139	$187,431	1.42	$265,859	$133,720			
Computer Software	$532,441	$756,154	1.42	$1,073,863	$541,422			
Computer Accessories	$861,828	$1,223,695	1.42	$1,737,504	$875,676			
Televisions	$5,872,806	$8,362,329	1.42	$11,907,178	$6,034,372			
Miscellaneous Video Equipment	$1,242,897	$1,788,255	1.44	$2,572,905	$1,330,008			
VCRs, Video Cameras, and DVD Players	$195,472	$277,879	1.42	$395,027	$199,555			
Satellite Dishes	$40,662	$57,684	1.42	$81,832	$41,170			
Video Cassettes and DVDs	$209,011	$297,386	1.42	$423,128	$214,117			
Audio (3)	$5,768,825	$8,203,380	1.42	$11,665,364	$5,896,539			
Video Game Software	$719,225	$1,022,629	1.42	$1,454,024	$734,799			
Video Game Hardware/Accessories	$1,823,752	$2,594,737	1.42	$3,691,653	$1,867,901			
Telephones and Accessories	$3,533,929	$5,016,023	1.42	$7,119,692	$3,585,763			
Entertainment & Recreation					**$6,048,183**	**$148**	**40%**	**16,346**
Tickets to Movies	$1,110,583	$1,584,851	1.43	$2,261,652	$1,151,069			
Tickets to Theatre/Operas/Concerts	$3,048,615	$4,328,781	1.42	$6,146,511	$3,097,896			
Tickets to Parks or Museums	$1,739,752	$2,481,316	1.43	$3,538,969	$1,799,217			
Other Retailers					**$62,404,338**	**$207**	**40%**	**120,588**
Toys/Games/Crafts/Hobbies (4)	$6,781,152	$9,654,535	1.42	$13,745,459	$6,964,307			
Pets	$38,464,929	$54,663,056	1.42	$77,682,444	$39,217,515			
Books and Reading (8)	$4,926,671	$6,993,892	1.42	$9,928,515	$5,001,844			
Recreational Vehicles and Fees (5)	$8,729,044	$12,419,329	1.42	$17,669,717	$8,940,673			
Photo Equipment and Supplies (7)	$2,246,599	$3,188,958	1.42	$4,526,599	$2,280,000			
Groceries					**$443,711,083**	**$300**	**40%**	**591,615**
Food at Home	$267,245,597	$379,608,749	1.42	$539,214,879	$271,969,282			
Bakery and Cereal Products	$34,063,011	$48,377,478	1.42	$68,707,384	$34,644,373			
Meats, Poultry, Fish, and Eggs	$56,949,729	$80,893,945	1.42	$114,905,382	$57,955,653			
Dairy Products	$25,306,853	$35,951,356	1.42	$51,073,122	$25,766,269			
Fruits and Vegetables	$52,570,515	$74,630,000	1.42	$105,946,021	$53,375,506			
Restaurants (calculated from 15 min trade area)					**$657,506,192**	**$400**	**40%**	**657,506**
15 minute additional demand					$470,883,107			
Food away from home	$159,288,204	$226,404,940	1.4214	$321,801,587	$162,513,383			
Alcoholic Beverages	$23,920,932	$33,895,981	1.4170	$48,030,634	$24,109,702			
Health and Personal Care					**$61,158,467**	**$500**	**40%**	**48,927**
Personal Care Products (18)	$21,001,925	$29,837,156	1.42	$42,389,251	$21,387,326			
Nonprescription Drugs	$6,943,416	$9,896,607	1.43	$14,105,857	$7,162,441			
Prescription Drugs	$13,895,737	$19,769,834	1.42	$28,127,068	$14,231,331			
Eyeglasses and Contact Lenses	$4,447,031	$6,315,431	1.42	$8,968,831	$4,521,800			
Smoking Products	$13,568,674	$19,290,169	1.42	$27,424,244	$13,855,570			
Household Furnishings and Equipment					**$79,789,416**	**$365**	**40%**	**87,440**
Furniture	$40,316,190	$57,327,554	1.42	$81,516,841	$41,200,651			
Household Textiles (13)	$4,929,783	$7,005,592	1.42	$9,955,473	$5,025,690			
Major Appliances (14)	$23,285,097	$33,158,031	1.42	$47,217,111	$23,932,014			
Rugs	$1,720,137	$2,437,355	1.42	$3,453,620	$1,733,483			
Small Appliances	$2,841,596	$4,040,055	1.42	$5,743,971	$2,902,375			
Housewares (15)	$4,089,540	$5,814,645	1.42	$8,267,457	$4,177,917			
Luggage	$806,641	$1,144,520	1.42	$1,623,927	$817,286			
Household Operations					**$103,334,704**	**$330**	**40%**	**125,254**
Lawn and Garden (16)	$27,878,771	$39,640,083	1.42	$56,363,180	$28,484,409			
Housekeeping Supplies (17)	$33,649,291	$47,823,692	1.42	$67,968,907	$34,319,616			
Maintenance and Remodeling Materials (12)	$39,104,375	$55,803,934	1.43	$79,635,055	$40,530,680			
Transportation					**$186,244,450**	**$1,500**	**40%**	**49,665**
Gasoline and Motor Oil	$125,150,663	$178,172,792	1.42	$253,658,615	$128,507,952			
Vehicle Maintenance and Repairs	$56,315,631	$80,143,107	1.42	$114,052,129	$57,736,498			

Total Trade Area Demand	1,839,649
Study Area Capt 30%	
Study Area Net Demand	551,895

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. therefore the variables in each section may not sum to totals .This report is not a comprehensive list of all consumer spending variables

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistic. Catalyst prepared building area calculatioins

Special Note: The total discounted amount of 561k sf is across all retail categories of shopping activity. It does not reflect a further discount related to on-line vs. brick and mortar shopping. This will need to be determined through discussion with brokers. Bottom line, it is likely that this shopping activity would manifest itself physically through mixed-use, experience-based developments rather than strip center development.

Residential Programming based on 10 minute Trade Area

Summary	Census 2010	Census 2020		2024		2029		2034	10 Year Gains		Housing Market Breakdown -- Renter vs Owner			
Population	12,144	46,995		72,381		95,074		117,767	45,386	people				
Households	3,927	14,152		21,697		28,791		35,885	14,188	HH's				
Families	3,287	12,576		18,989		24,976		30,963	11,974	units				
Average Household Size	3.09	3.32		3.34		3.30		3.26	-0.08	people				
Owner Occupied Housing Units	3,053	11,969	84%	18,324		22,505	74%	26,686	**8,362**	**units**	10-yr decrease	-10%	74% for sale	households
Renter Occupied Housing Units	875	2,183	16%	3,373		6,286	26%	9,199	**5,826**	**units**	10-yr increase	10%	26% for rent	households
Median Age	33.8	34.7		35.8		36.3		36.8	1.00	year				

			2024		2029		2034		10 Year Gains		Housing Market Breakdown				Programming		
Households by Income			Number	Percent	Number	Percent	Number	Percent	Number	Percent	Resident / Unit Types				Units	Type	Capture
<$15,000			179	0.8%	259	0.9%	339	1.00%	160	1.13%			ownership vs. rental		govt. subsidized only		n/a
$15,000 - $24,999			1,046	4.8%	1,091	3.8%	1,136	2.80%	90	0.63%	lilving with others	7%	528 units O	Subsidized	govt. subsidized only		n/a
$25,000 - $34,999			342	1.6%	395	1.4%	448	1.20%	106	0.75%	or subsized		182 units R	Housing	govt. subsidied only		n/a
$35,000 - $49,999			360	1.7%	537	1.9%	714	2.10%	354	2.50%					govt. subsidized likely		n/a
$50,000 - $74,999			1,284	5.9%	1,613	5.6%	1,942	5.30%	658	4.64%	roomates or market	11%	965 units O	Workforce	290	Own Workforce	30%
$75,000 - $99,999			1,337	6.2%	1,657	5.8%	1,977	5.40%	640	10.59%			333 units R	Housing	133	Rent Workforce	40%
$100,000 - $149,999			4,063	18.7%	4,814	16.7%	5,565	14.70%	1,502	10.59%	move-up	38%	3891 units O	Upper	1,167	Own Market	30%
$150,000 - $199,999			4,244	19.6%	6,109	21.2%	7,974	22.80%	3,730	26.29%	next level		1341 units R	Market	536	Rent Market	40%
$200,000+			8,843	40.8%	12,316	42.8%	15,789	44.80%	6,946	48.96%	rent by choice	45%	5165 units O	Luxury	1,550	Own Up Market	30%
totals			21,698		28,791		35,884		14,186		upper scale		1781 units R	Market	712	Rent Up Market	40%
Median Household Income			$172,134		$178,912		$ 185,690		$ 13,556						3,006	owned units	69%
Average Household Income			$207,164		$221,742		$ 236,320		$ 29,156		%'s above are of total HH's, red is 10-year decline vs green increase				1,382	rented units	31%
Per Capita Income			$62,233		$67,187		$ 72,141		$ 9,908						4,388	total discounted units	

	Census 2010	Census 2020	2024		2029		2034		10 Year Gains		Housing Market Breakdown		
Population by Age	Number	Number	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Cycle of Life		
0 - 4	1,050	3,731	5,344	7.4%	6,703	7.1%	8,062	6.80%	2,718	50.9%			
5 - 9	1,321	5,095	6,732	9.3%	7,774	8.2%	8,816	7.10%	2,084	31.0%			children
10 - 14	1,225	5,130	7,407	10.2%	8,831	9.3%	10,255	8.40%	2,848	38.5%	declining as a group	36.40% of total	through
15 - 19	850	3,737	6,137	8.5%	7,754	8.2%	9,371	7.90%	3,234	52.7%			college
20 - 24	452	1,791	3,648	5.0%	5,367	5.6%	7,086	6.20%	3,438	94.2%			
25 - 34	1,372	4,196	6,021	8.3%	9,410	9.9%	12,799	11.50%	6,778	112.6%	declining as a group	25%	family
35 - 44	2,396	9,232	13,093	18.1%	14,816	15.6%	16,539	13.10%	3,446	26.3%		of total	housing
45 - 54	1,790	7,148	11,774	16.3%	15,751	16.6%	19,728	16.90%	7,954	67.6%	increasing as a group		empty nest
55 - 64	979	3,765	6,491	9.0%	9,564	10.1%	12,637	11.20%	6,146	94.7%	most household drivers	35% of total	and
65 - 74	498	2,201	3,675	5.1%	5,553	5.8%	7,431	6.50%	3,756	102.2%			active adult
75 - 84	161	828	1,701	2.4%	2,890	3.0%	4,079	3.60%	2,378	139.8%	increasing as a group	5%	senior and
85+	49	141	357	0.5%	661	0.7%	965	0.90%	608	170.3%		of total	assisted
totals			72,380		95,074		117,768		45,388				

	Census 2010	Census 2020	2024		2029		2034		10 Year Gains		Demographic		
Race and Ethnicity	Number	Number	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Shifts		
White Alone	10,476	31,671	45,581	55.8%	55,959	51.3%	66,337	48.6%	20,756	37.8%	the largest pop; declined as % of whole	-7.25%	over 10 years
Black Alone	634	3,845	6,519	8.0%	8,902	8.2%	11,285	8.3%	4,766	8.7%			
American Indian Alone	74	306	460	0.6%	644	0.6%	828	0.6%	368	0.7%			
Asian Alone	265	4,529	8,775	10.7%	13,293	12.2%	17,811	13.0%	9,036	16.5%	3rd largest pop; increased as % of whole	2.30%	over 10 years
Pacific Islander Alone	3	35	64	0.1%	87	0.1%	110	0.1%	46	0.1%			
Some Other Race Alone	395	1,470	2,543	3.1%	4,029	3.7%	5,515	4.0%	2,972	5.4%			
Two or More Races	296	5,138	8,439	10.3%	12,160	11.1%	15,881	11.6%	7,442	13.6%			
Hispanic Origin (Any Race)	1,484	5,497	9,250	11.3%	14,003	12.8%	18,756	13.7%	9,506	17.3%	2nd largest pop; increased as % of whole	2.41%	over 10 years
totals			81,631		109,077		136,523		54,892				

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies. --0 Catalyst straightlined growth to 2034, provided 10-year gains calculation, related analysis and comparison to 15 min gains. **Data Note:** Income is expressed in current dollars.

Special Note: The discounted unit counts by for sale / for lease are based on existing % splits between each and qualifying HH incomes

10-Year Programming Breakdown by Use

		Total Trade Area	Est. Tax Value	DNT Frontage Area	Est. Tax Value
RETAIL (apparel, computer, misc, health, grocery, household, auto)		1,104,475 sf	$ 502,535,906	287,242 sf	$ 130,695,272
RESTAURANTS (fast, fast casual, sit down, upscale, bars, catering)		657,506 sf		197,252 sf	
ENTERTAINMENT (performance, dinner theater, museum)		66,346 sf		54,904 sf	
				City Property Taxes per Year	$ 66,001
OFFICE (loft, single tenant, multi-tenant, boutique)		554,773 sf	$ 252,421,791	166,432 sf	$ 75,726,537
In-office service retail		2,774 sf		832 sf	
In-office food service		5,548 sf		1,664 sf	
				City Property Taxes per Year	$ 38,242
HOTEL (boutique with performance and meeting space)		703 keys	$ 50,299,035	211 keys	$ 15,089,710
Meeting		45,000 sf		15,000 sf	
Performing arts space / Cultural destination space		15,000 sf		50,000 sf	
In-hotel restaurant		750 sf		2,500 sf	
In-hotel retail/brewery		2,250 sf		7,500 sf	
				City Property Taxes per Year	$ 7,620
FOR-SALE RESIDENTIAL		10,021 total units	$ 6,570,578,359	3,006 total units	$ 1,971,173,508
Single Family	Breakdown by category:	1,002 units		301 units	
Bungalow / Carriage Homes		2,004 units		601 units	
Townhomes / Rowhouses		4,009 units		1,203 units	
Flats		2,405 units		722 units	
				City Property Taxes per Year	$ 995,443
FOR-LEASE RESIDENTIAL		3,455 total units	$ 2,504,611,770	1,382 total units	$ 2,171,858,746
Single Family Rental	Breakdown by category:	173 units		69 units	
Small Infill Rentals		691 units		276 units	
Village Apartments		993 units		397 units	
Mixed-Use Lofts		1,036 units		415 units	
				City Property Taxes per Year	$ 1,096,789
ACTIVE SENIOR LIVING		603 total units	$ 154,329,613	211 total units	$ 51,946,872
Senior flats (for sale)	Breakdown by category:	301 units		90 units	
Senior living (for rent)		302 units		121 units	
				City Property Taxes per Year	$ 26,233
		Total Trade Area:	$ 10,034,776,475	**Tollroad Frontage:**	**$ 4,416,490,645**

Notes:	Potential Tax Revenue over 10 Year Period with jurisdictions shown for DNT Tollroad Frontage Area			
1. These Estimated Tax Values are illustrative in nature only and not to be used for budgeting		**City of Prosper**	**0.505**	**$ 22,303,278**
2. The tax revenue shown does not reflect any exemptions		Prosper ISD	1.2552	$ 55,435,791
3. Absorption timing is tied to anticipated population growth rate only. Market can go more quickly		Collin County	0.149343	$ 6,595,720
		Collin College	0.08122	$ 3,587,074

Source: ESRI, NCTCOG, Catalyst

10-Year Programming Breakdown by Use

	DNT Frontage Area		Est. Tax Value
RETAIL (all categories)	287,242	sf	$ 130,695,272
RESTAURANTS	197,252	sf	
ENTERTAINMENT	54,904	sf	
	City Property Taxes per Year		$ 66,001
OFFICE (all categories)	166,432	sf	$ 75,726,537
In-office service retail	832	sf	
In-office food service	1,664	sf	
	City Property Taxes per Year		$ 38,242
HOTEL (all categories)	211	keys	$ 15,089,710
Meeting	15,000	sf	
Performing arts space / Cultural de	50,000	sf	
In-hotel restaurant	2,500	sf	
In-hotel retail/brewery	7,500	sf	
	City Property Taxes per Year		$ 7,620
FOR-SALE RESIDENTIAL	3,006	total units	$ 1,971,173,508
Single Family	301	units	
Bungalow / Carriage Homes	601	units	
Townhomes / Rowhouses	1,203	units	
Flats	722	units	
	City Property Taxes per Year		$ 995,443
FOR-LEASE RESIDENTIAL	1,382	total units	$ 2,171,858,746
Single Family Rental	69	units	
Small Infill Rentals	276	units	
Village Apartments	397	units	
Mixed-Use Lofts	415	units	
	City Property Taxes per Year		$ 1,096,789
ACTIVE SENIOR LIVING	211	total units	$ 51,946,872
Senior flats (for sale)	90	units	
Senior living (for rent)	121	units	
	City Property Taxes per Year		$ 26,233
	Tollway Frontage:		**$ 4,416,490,645**

City of Prosper	**0.505**	**$**	**22,303,278**
Prosper ISD	1.2552	$	55,435,791
Collin County	0.149343	$	6,595,720
Collin College	0.08122	$	3,587,074

Gross Acreage Usage

	Total Trade Area	DNT Frontage Area	
0.3 FAR	84.5 ac	22.0 ac	
0.25 FAR	50.3 ac	18.1 ac	
0.3 FAR	5.1 ac	4.2 ac	
0.8 FAR	16.2 ac	4.8 ac	
			52.16 ac
1.5 FAR	7.4 ac	3.1 ac	
10-Year DNT Frontage Usage: 356.2 ac total of 1920 ac area			
0.35 FAR	262.9 ac	78.9 ac	
0.45 FAR	281.2 ac	84.4 ac	
0.85 FAR	270.7 ac	81.2 ac	
1.5 FAR	73.6 ac	22.1 ac	
0.4 FAR	29.7 ac	11.9 ac	**304.02** ac
0.85 FAR	28.9 ac	11.6 ac	
1.65 FAR	13.8 ac	5.5 ac	
2 FAR	11.9 ac	4.8 ac	
1.5 FAR	6.9 ac	2.1 ac	
1.65 FAR	4.2 ac	1.7 ac	
	Total Trade Area Usage	**1,147.4** ac	

Total Absorption Period: **54 years** This is assuming 365.4 ac per ten year periods (of Prosper's DNT Frontage Area)

In comparison, the Shops at Legacy, Legacy West total, GrandView, Hall Office Park, Frisco Ballpark, and The Star (1400 acres) developed over the past 30 years (planning began in 1995)

Special Note: These demand-based estimates are conceptual in nature. A detailed supply analysis would be required to better define capture rates coupled with interviews of key regional implementers by use

C. Desired Experiences

Community Experience 1 – The “Amenitized Town”

Bedroom Community with some employment and services, offers amenities described herein, and is consistent with these private strategies

Neighborly Connection

Sources: ULI, Builder Magazine, Hillwood, Brookfield, Newland, Del Webb, Prosper

- Mixed-Use activity center
- Housing focus, with jobs & services as amenity
- Designed for interaction

DNT Context: Frontage acts as “town center” with connections to each adjacent neighborhood

Community Engagement

- Neighborhood events
- Community organizations
- Awareness and inclusion
- Connection with others

DNT Context: Programming of “town center” professionally managed to ensure success

Outdoor Activity

- Diverse venues; active and passive programs
- Connection to Nature
- Unique in the region

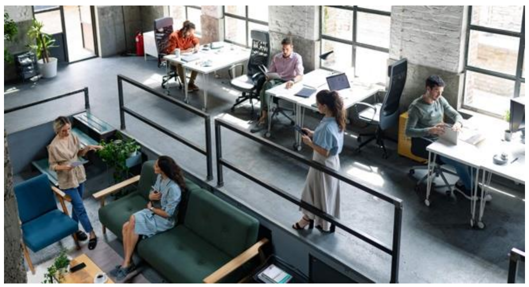
DNT Context: Frontage contains at least one active venue and access to reimagined Nature

Income/Age Housing Choice

- Housing offerings for range of life stages & demographics
- Allow for move-up and consolidation along the way

DNT Context: Frontage offers such options, as well as reevaluation of all neighborhoods

Remote Working



- Flexibility in design of homes and businesses
- Wireless open spaces
- Plan for tech evolution

DNT Context: Help incentivize the establishment of places that are conducive to remote-working

Water Experiences

- Provide water access in different ways
- Efficient and sustainable design

DNT Context: Provide a signature water experience in a focal point along the Frontage

Living Well/Mindfulness

- Promoting health/wellness in design and operations
- Passive and active health uses planned in community

DNT Context: Help incentivize the establishment of "Zen" places and health-centered uses

Education and Safety

- Great schools
- Safe neighborhoods
- Convey peace of mind as the community mindset

DNT Context: Highlight connection to the High School and investigate funding program for augmented pay

Sources: ULI, Builder Magazine, Hillwood, Brookfield, Newland, Del Webb, Woodlands Operating Co

The “Amenitized Town” – Case Study

Southlake, TX

Community Core

- Amenitized shopping experience within mixed--use town center setting
- Primary community uses within the town center including special events parks

Community Services

- Hotel and health care offerings along highway
- Kept to high quality standard to convey high-end identity

Upscale Neighborhoods/Housing

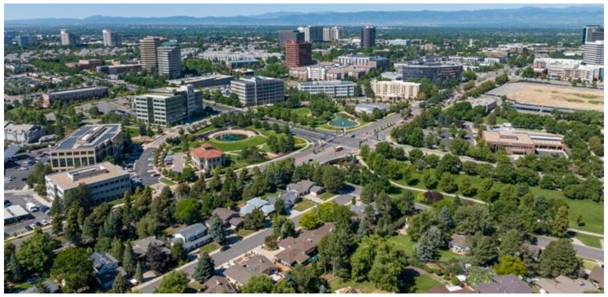
- Hotel and health care offerings along highway
- Kept to high quality standard to convey high-end identity

Risk of achieving this in Prosper: Ability to ”tweak” existing PD plans and related frontage development pattern

Community Experience 2 – The "Self-Sustaining City"

Fully integrated community in which there is a direct relationship between jobs and housing, while maximizing tollway frontage for commercial mixed use

Mix of Jobs and Housing



- Tax base is equally divided between commercial and residential land uses
- Employment delivered through a city-center core district

Suburban "Downtown"

- Identifies as a premier employment centers in the region, offering amenities, uses, and services to employees, while providing an active center for residents

Integrated Streets/Open Space

- Street system planned with open space system to amenitize parcels within the core
- Combination of regional, local and transit lines provide throughput

Risk of achieving this in Prosper: Scale of frontage and ability to "tweak" existing PD plans and related development pattern

The “Self Sustaining City” – Case Study

Las Colinas (N. Irving), TX

Employment Center

- Largest suburban office grouping in Texas
- Coordinated with regional transportation systems and master open space network
- Quality development standards

Mixed-Use Town Center

- Restaurants, entertainment, office, hotel, conference, housing & open space within a walkable urban center setting

Diversity of Housing

- For sale detached, attached, for lease, flats, apartments, townhomes, seniors, extended stay
- Quality development standards

Risk of achieving this in Prosper: Ability to ”tweak” existing PD plans and related frontage pattern

The “Exclusive Community”

Prosper is within a select group of communities…

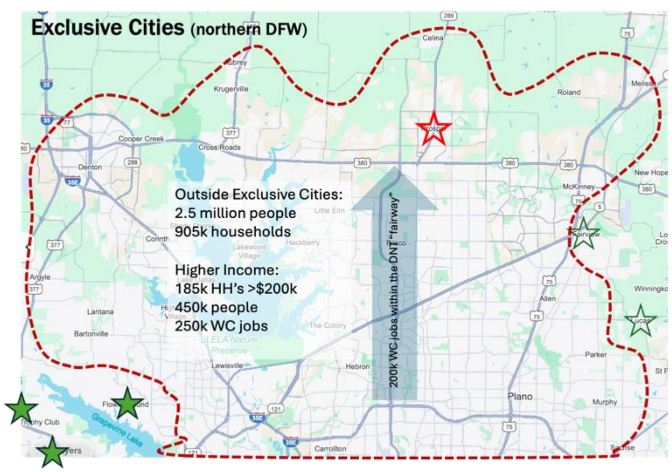
Take-aways: Those in Green do not have a primary commercial identity along their respective highways

Texas is home to seven <u>fastest-growing wealthy suburbs</u>, the most out of any state. These include:

Municipality	HH Income	Population
University Park (DFW)	$381,235	26,000
Southlake (DFW)	$360,078	32,000
Prosper (DFW)	$215,851	46,000
Colleyville (DFW)	$196,298	26,000
Flower Mound (DFW)	$184,769	82,000
Fulshear (Houston)	$178,398	43,000
Celina (DFW)	$142,643	43,000

The seven wealthiest suburbs in DFW:

Municipality	HH Income	Population
Westlake	$471,768	2,000
Highland Park	$429,832	9,000
University Park	$381,235	26,000
Southlake	$360,078	32,000
Trophy Club	$226,745	14,000
Prosper	$215,851	46,000
Colleyville	$196,298	26,000



The seven <u>wealthiest suburbs</u> in the US:

Municipality	HH Income	Population
Scarsdale (NYC)	$568,942	19,000
Highland Park (DFW)	$502,823	9,000
Rye (NYC)	$405,074	44,000
West Univ Place (Hou)	$404,000	15,000
Los Altos (San Jose)	$401,000	31,000
Paradise Valley (PHX)	$385,643	13,000
University Park (DFW)	$381,235	26,000

The “Exclusive Community” – Case Study

Westlake, TX

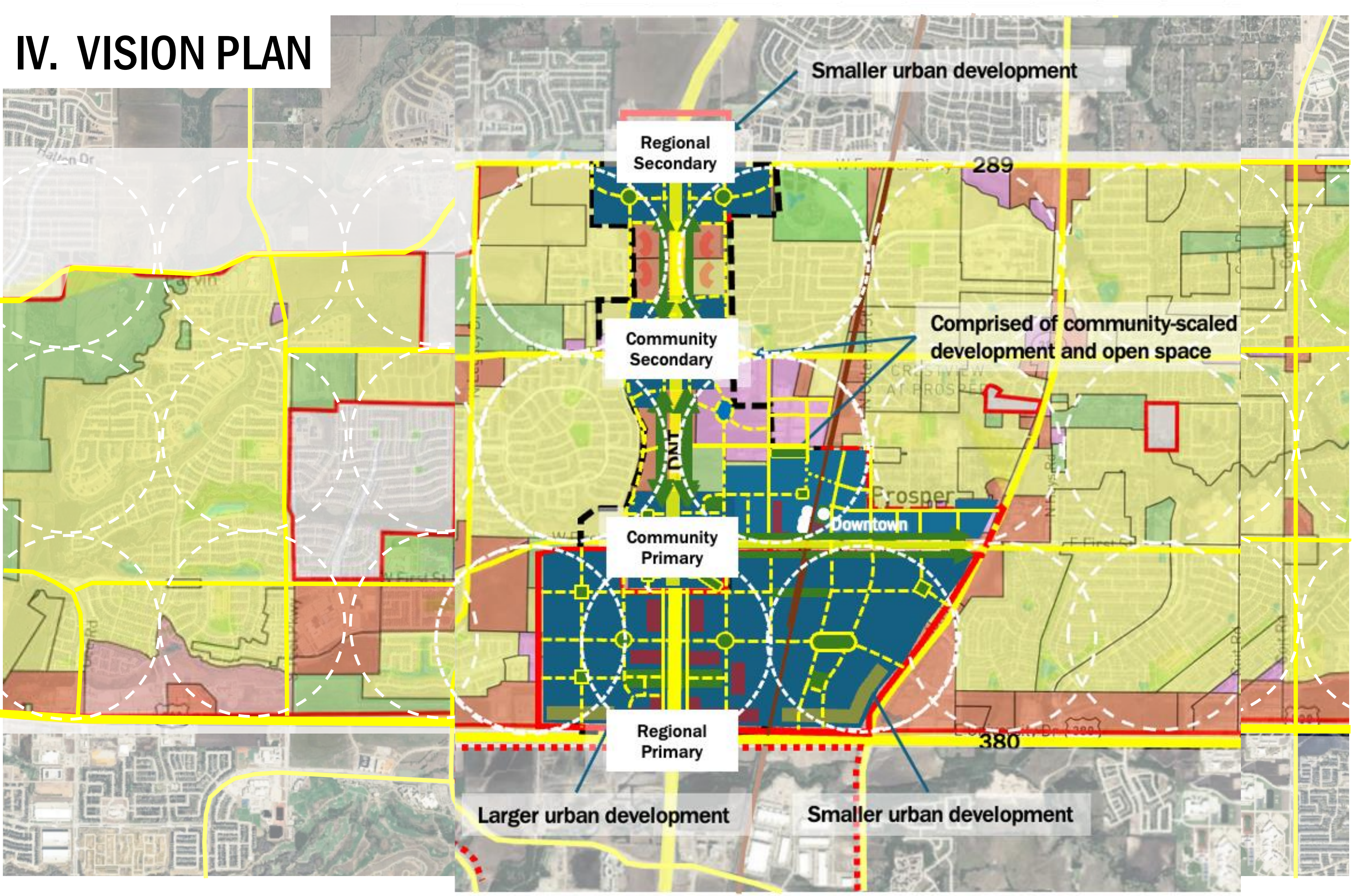
A. Gained Panache as Corporate HQ Destination
-- Charles Schwab Campus
-- Deloitte University Campus
-- Fidelity Investments Regional Campus

B. Hi-End & Hi-Amenitized Housing
(Vaquero Club)

C. Uses Adjacent Communities for Service Needs
(Southlake, Roanoke, etc)

Risk of achieving this in Prosper: Existing PD zoning and related frontage identity

IV. VISION PLAN



Regional District DNT / SH 380

Community Experience – The "Self-Sustaining City"

Direct relationship between jobs and housing, maximizing tollway frontage for commercial M/U

Mix of Jobs and Housing

- Tax base is equally divided between employment/commercial and residential uses
- Employment delivered through city-center core

Suburban "Downtown"

- Identifies as a premier employment centers in the region, offering amenities, uses, and services to employees, while providing an active center for residents

Integrated Streets/Open Space

- Street system planned with open space system to amenitize all the parcels within the core
- Combination of regional, local and transit lines provide throughput

Risk of achieving this in Prosper: Scale of frontage and ability to "tweak" existing PD plans

Employment Center

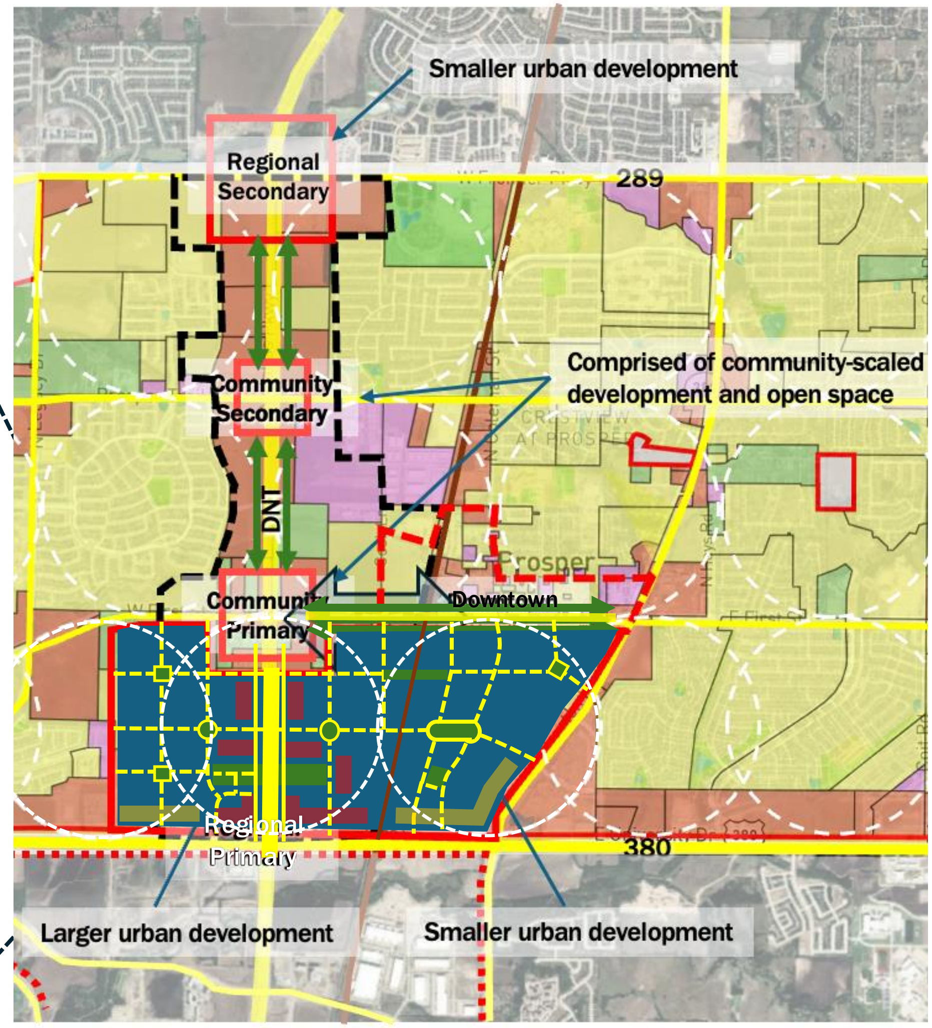
- Largest suburban office grouping in Texas
- Coordinated with regional transportation systems and master open space network
- Quality development standards

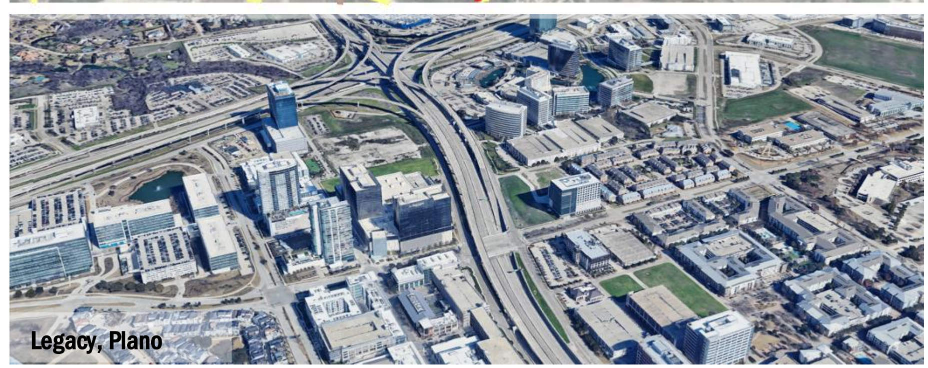
Mixed-Use Town Center

- Restaurants, entertainment, office, hotel, conference, housing & open space within a walkable urban center setting

Diversity of Housing

- For sale detached, attached, for lease, flats, apartments, townhomes, seniors, extended stay
- Quality development standards





Downtown District
DNT / First & Downtown

Community Experience – The Historic Center

The most important community-scaled center, providing central community amenities

Remote Working


- Flexibility in design of homes and businesses
- Wireless open spaces
- Plan for tech evolution

Historical Connection


- Highlight the community's history
- Preserve and enhance its historic structures

Public Structures & Spaces


- Consolidate the Town's public buildings into historic center
- Reinforce downtown as the center of public life

Range of Housing Options


- From rental to for-sale, provide for a range of sizing, type and amenities to provide a village-like feel

Sources: ULI, Builder Magazine, Hillwood, Brookfield, Newland, Del Webb, Woodlands Operating Co, Prosper EDC

Neighborly Connection


- Mixed-Use activity center
- Housing focus, with jobs & services as amenity
- Designed for interaction

Community Engagement


- Neighborhood events
- Community organizations
- Awareness and inclusion
- Connection with others

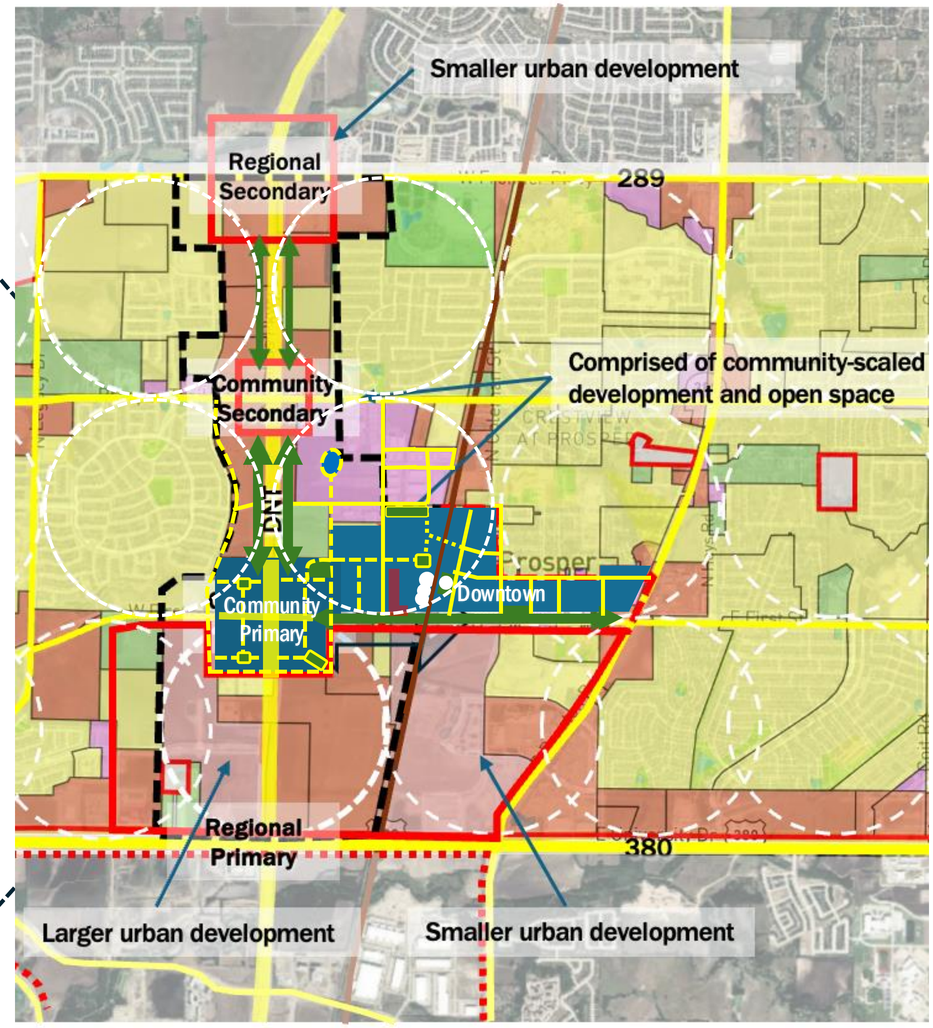
Outdoor Activity

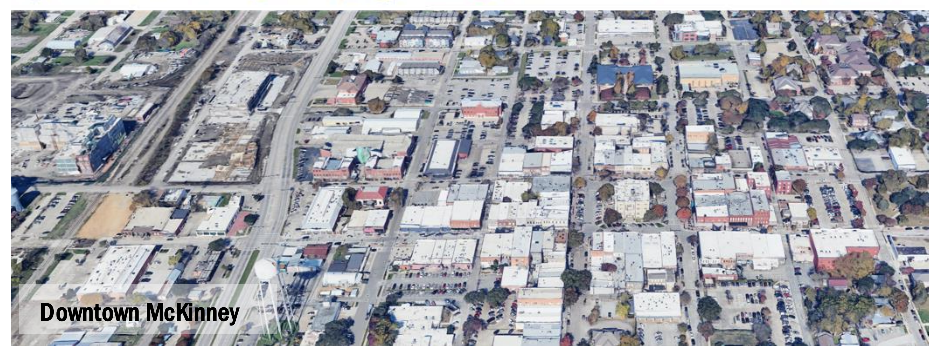

- Diverse venues; active & passive programs
- Connection to Nature
- Unique in the region

Income/Age Programming


- Amenity offerings for range of life stages & demographics
- Allow for move-up and consolidation along the way

Sources: ULI, Builder Magazine, Hillwood, Brookfield, Newland, Del Webb, Prosper





Community Districts
DNT / 289 & Prosper Trail

Community Experience – The "Amenitized Town"

An Enhanced Bedroom Community, consistent with private master-planned community strategies

Neighborly Connection | **Community Engagement** | **Outdoor Activity** | **Income/Age Housing Choice**

Sources: ULI, Builder Magazine, Hillwood, Brookfield, Newland, Del Webb, Prosper

Neighborly Connection
- Mixed-Use activity center
- Housing focus, with jobs & services as amenity
- Designed for interaction

DNT Context: Frontage acts as "town center" with connections to each adjacent neighborhood

Community Engagement
- Neighborhood events
- Community organizations
- Awareness and inclusion
- Connection with others

DNT Context: Programming of "town center" professionally managed to ensure success

Outdoor Activity
- Diverse venues; active & passive programs
- Connection to Nature
- Unique in the region

DNT Context: Frontage contains at least one active venue and Nature

Income/Age Housing Choice
- Housing offerings for range of life stages & demographics
- Allow for move-up and consolidation along the way

DNT Context: Frontage offers such options, as well as reevaluation of all neighborhoods

Remote Working | **Water Experiences** | **Living Well/Mindfulness** | **Education and Safety**

Sources: ULI, Builder Magazine, Hillwood, Brookfield, Newland, Del Webb, Woodlands Operating Co

Remote Working
- Flexibility in design of homes and businesses
- Wireless open spaces
- Plan for tech evolution

DNT Context: Frontage acts as "town center" with connections to each adjacent neighborhood

Water Experiences
- Provide water access in different ways
- Efficient and sustainable design

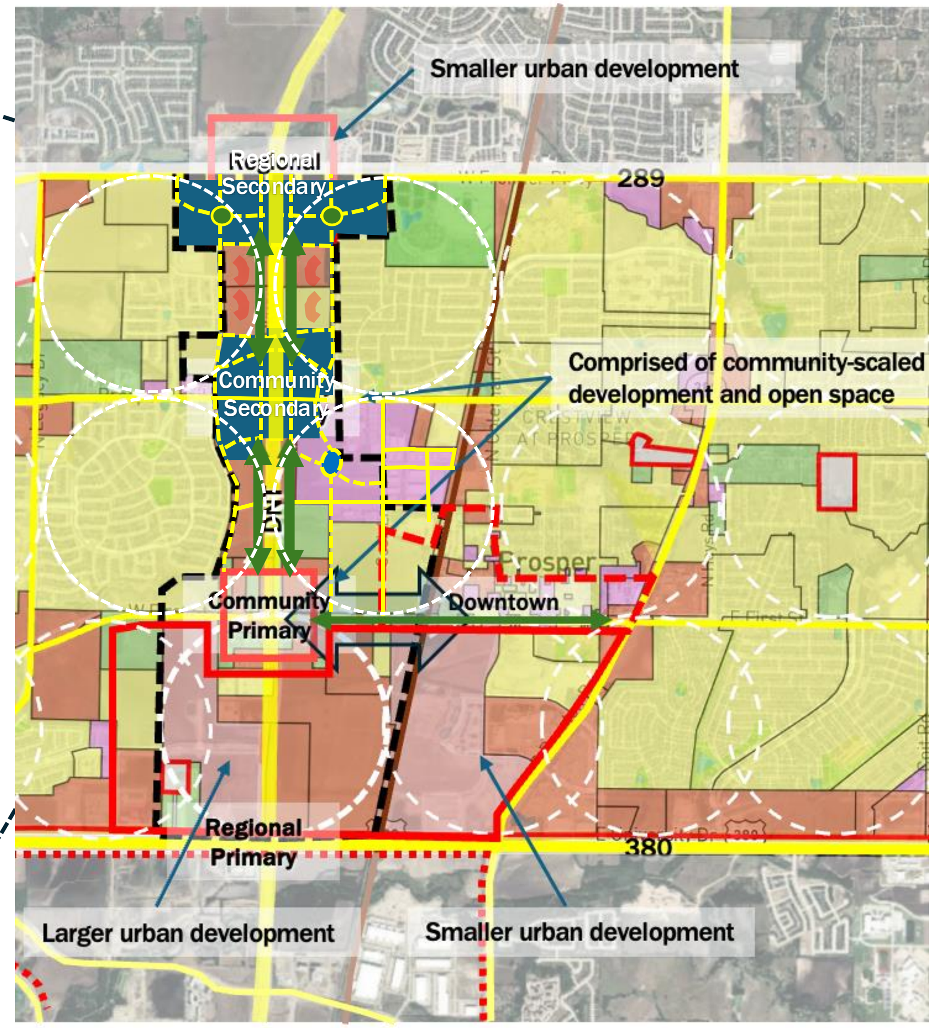
DNT Context: Frontage acts as "town center" with connections to each adjacent neighborhood

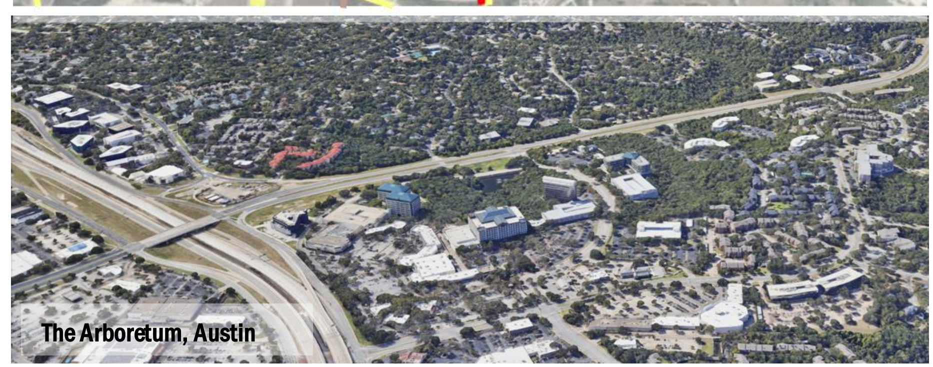
Living Well/Mindfulness
- Promoting health/wellness in design and operations
- Passive and active health uses planned in community

DNT Context: Frontage acts as "town center" with connections to each adjacent neighborhood

Education and Safety
- Great schools
- Safe neighborhoods
- Convey peace of mind as the community mindset

DNT Context: Frontage acts as "town center" with connections to each adjacent neighborhood



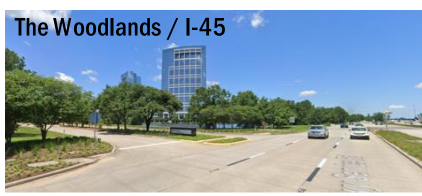


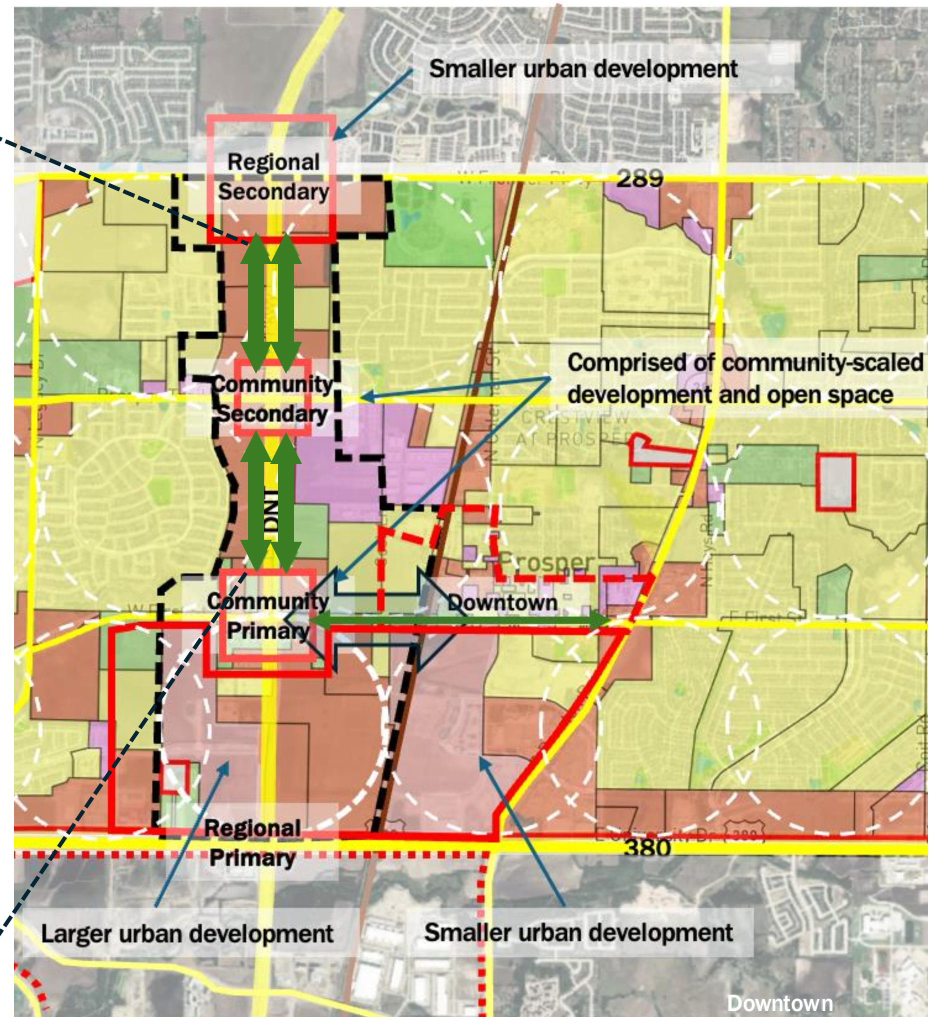
Green Connecting Zones

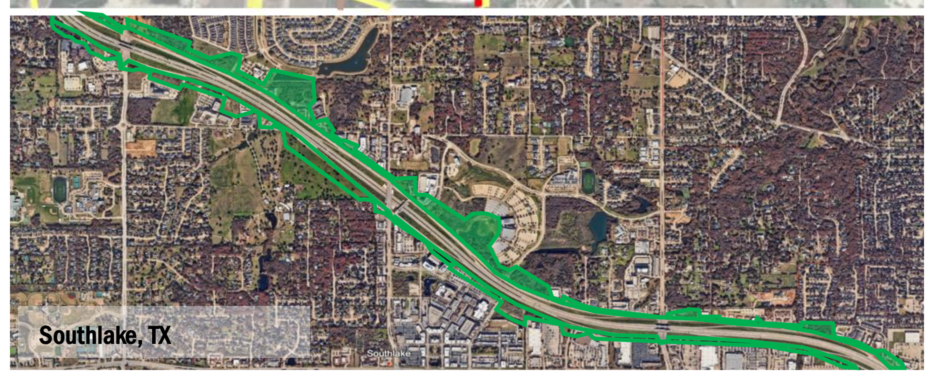
This Southlake/Westlake similarity has already begun

Southlake / Westlake 114 Frontage | **Prosper DNT Frontage**

Exclusive Community Frontages







V. PREFERENCES & IMPLEMENTATION

Evolve Current Zoning to Create Community Gateways

a. Prosper Trail – Education/Faith/Arts mixed-use

b. First Street / Downtown – Mixed-use, Civic, Entertainment

c. DNT/Frontier Parkway – Commercial mixed-use

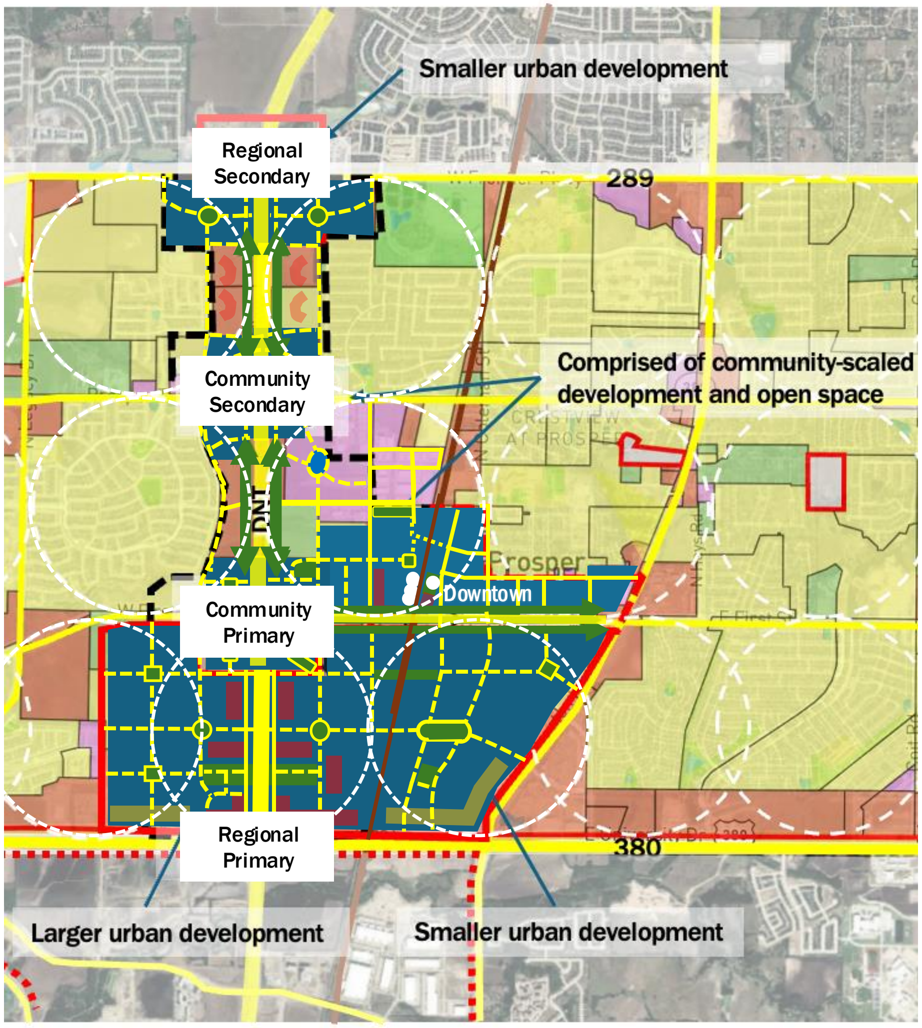
- Village-scaled buildings with street and open space connections within compact experience

Evolve Current Standards to Create Green Connections

- Emphasize lower density development
- Strong landscape planting and setbacks

Evolve Current Zoning to Create Regional Gateway – DNT/380

- Regional node w/urban and campus buildings
- Employment destination with health focus
- Supporting mixed-use development
- Parking deemphasized; walkability emphasized



Implementation Steps

1. Hold Broker discussions to confirm “proof of concept”
2. Prepare small area plan that starts with existing PD’s
3. Prepare infrastructure funding plan based on phasing concept
4. Hold property owner discussions
5. Refine existing zoning into one frontage district with subdistricts per this Vision