



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 an act upon a Professional Services Agreement with the Catalyst Group for consulting services to implement the 2025 Dallas North Tollway Frontage Area – Visionary Strategy for \$117,000.

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 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.

The Town Council desires to begin implementing the strategies identified in the DNT Visioning Strategy and requests that the Catalyst Group provide a proposal for this work. Mr. Rutherford has provided a proposal with a scope to conduct the following: Holding broker discussions to “proof of concept” the visioning strategy adopted by the Town of Prosper, evaluate all Planned Developments along the DNT, prepare a small area plan with the existing PD’s, consolidate an infrastructure plan with input from Town Staff, hold discussions with DNT property owners and stakeholders with an emphasis to seek buy in to the Town’s vision for development along the DNT

corridor, refine the existing zoning into a frontage DNT zoning district, hold public and stakeholder meetings, and seek input, feedback, and presentations of these findings to the Town Council.

Based on the scope of work, it is estimated that it will take approximately six months to complete. If the contract is approved, the work would begin in April 2025.

Budget Impact:

The cost of the proposed contract is \$117,000 and it is currently unbudgeted in the FY 2024-25 budget. The Town Manager's Office will work with the Finance Department to find the savings throughout the remaining fiscal year to cover this unbudgeted expenditure.

Legal Obligations and Review:

Terrence Welch of Brown & Hofmeister, L.L.P., has approved the attached documents as to form and legality.

Attached Documents:

1. Professional Services Agreement and Timeline.

Town Staff Recommendation:

Town Staff recommends the Town Council approve authorizing the Town Manager to execute a Professional Services Agreement with the Catalyst Group for consulting services for the implementation of the strategies identified in the 2025 Dallas North Tollway Frontage Area – Visionary Strategy for \$117,000.

Proposed Motion:

I move to approve authorizing the Town Manager to execute a Professional Services Agreement with the Catalyst Group for consulting services to implement the 2025 Dallas North Tollway Frontage Area – Visionary Strategy for \$117,000.