



PLANNING

To: Planning & Zoning Commission

Item No. 5

From: David Soto, Planning Manager

Re: Planning & Zoning Commission Meeting – February 7, 2023

Agenda Item:

Conduct a Public Hearing, and consider and act upon a request to rezone 34.7± acres from Commercial Corridor District (CC) to a new Planned Development for Mixed Use, located northside of Prosper Trail and west of Dallas Parkway. (Z22-0019)

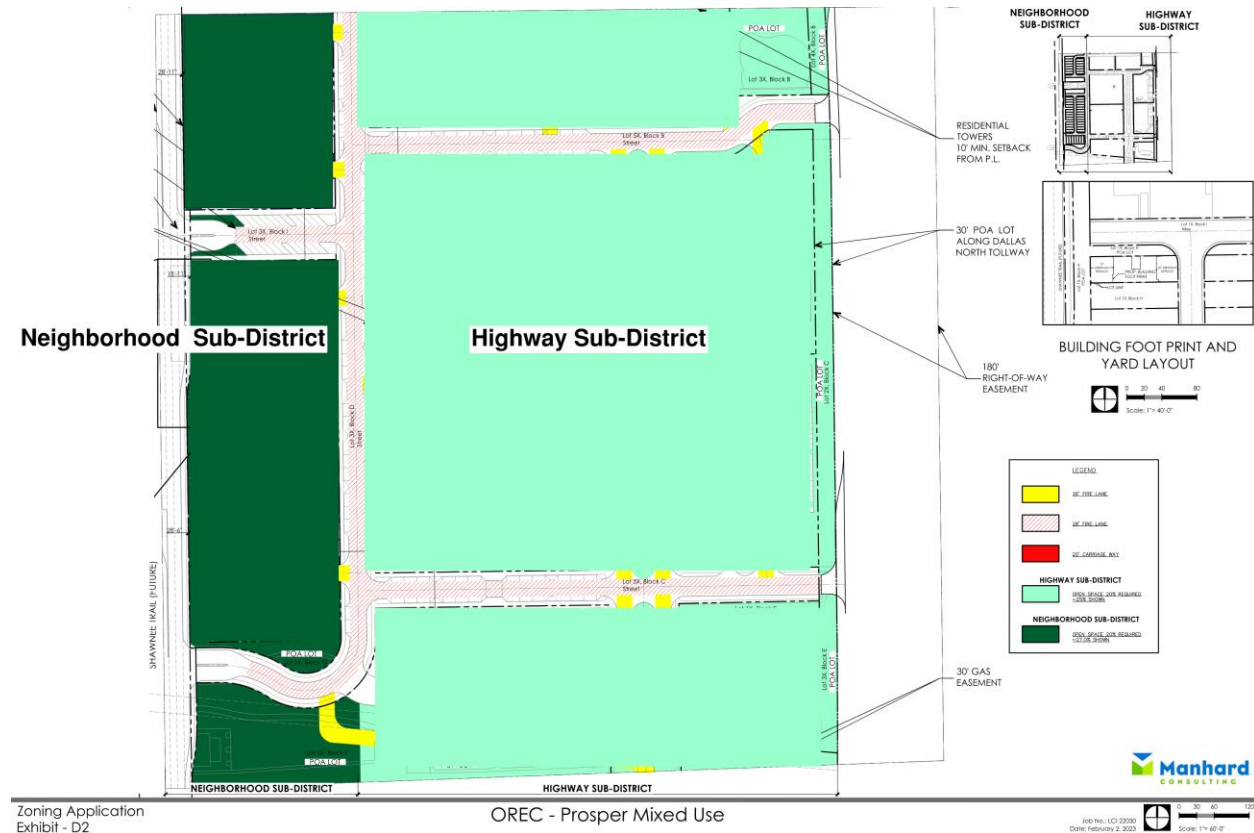
Description of Agenda Item:

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

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Commercial Corridor District (CC)	Undeveloped	Dallas North Tollway District
North	Commercial Corridor District (CC)	Undeveloped	Dallas North Tollway District
East	Commercial Corridor District (CC)	Undeveloped	Dallas North Tollway District
South	Commercial Corridor District (CC)	Undeveloped	Dallas North Tollway District
West	Planned Development-36 (PD36)	Single Family Residential (Legacy Garden)	Medium Density Residential

Requested Zoning

The purpose of this request is to rezone Commercial Corridor District (CC) to a new Planned Development for Mixed Use. The applicant is proposing a mixed used development with 2 sub-districts as shown below. The proposed sub-districts are neighborhood and highway sub-districts.



The neighborhood sub-district (9± acres) is to provide for a variety of developments in a suburban type setting which will provide residential units and supporting retail space. The subdistrict is adjacent to Shawnee Trail is acting as a buffer and transition toward the residential across Shawnee with less intense uses, additional setbacks and reduced height.

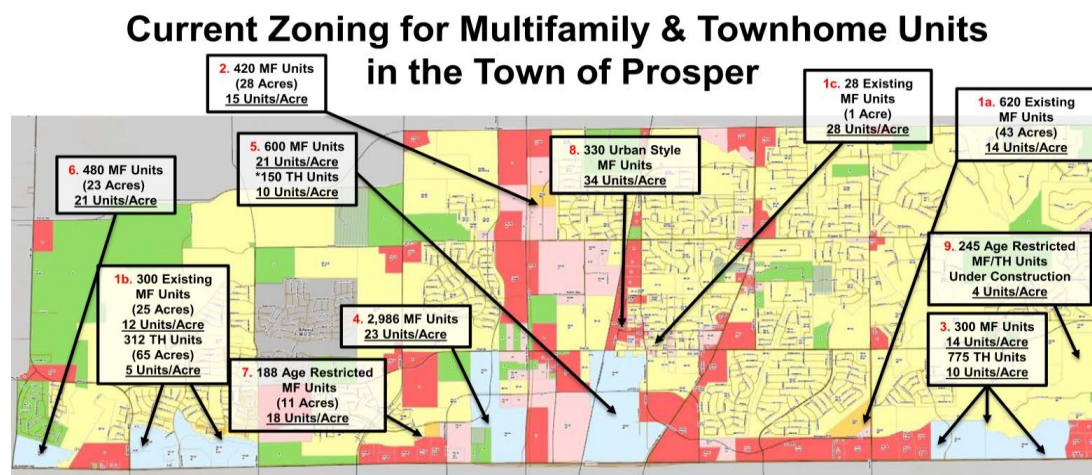
The highway sub-district (25± acres) is to encourage the creation of a pedestrian-oriented, vertically integrated, mixed-use, urban environment, providing shopping, employment, housing, business, and personal services. This sub-district promotes an efficient, compact land use pattern; encouraging pedestrian activity; reducing the reliance on private automobiles within the district; promoting a functional and attractive community using urban design principles; and allowing developers flexibility in land use and site design.

Many of the development standards, located in Exhibit C, conform to the Town's Zoning Ordinance. Due to the proposed development's unique design and the property being located along the Dallas North Tollway, the applicant is proposing detailed development and design standards, some of which deviate from the Zoning Ordinance. The proposed standards that are unique to the property are summarized below and does contain all standards:

High Density Residential Development – The highway sub-district is proposing to have a maximum allowance of 33 units/ net acre. This is estimated to be around 811 multifamily units through the highway sub-district. Some of these uses may be located in buildings with non-residential uses located on the first floor (vertically integrated mixed use).

Town-wide Multi-family Units

In addition, there are currently 6,497 multifamily units entitled through zoning approvals in the Town (please see map below). In light of the town-wide entitled units, staff has concerns with allowing an increase in density for another multifamily project. However, please note that is along the Dallas North Tollway as where expected uses and density would be place. Please see map of entitled units below.



Building Height – The maximum building height allowed by the Zoning Ordinance is eight (8) stories, a maximum of one hundred feet (100'), in the Commercial Corridor District which is appropriate along the Dallas North Tollway. The applicant is proposing twelve (12) stories for the highway sub-district and the maximum height for the neighborhood subdistrict is three stories or thirty-five feet (35') for townhomes and three stories or forty-five feet (45') for commercial development.

Building Materials – The approved primary exterior building materials for multifamily and non-residential development in the Zoning Ordinance are clay fired brick, natural and manufactured stone, granite, marble, and stucco. The use of stucco and EIFS are only permitted as secondary or accent materials. The applicant is proposing brick, natural and manufactured stone, stucco, metal panel system, curtain wall and window wall glazing, and cementitious panel system shall be considered primary materials. Below are conceptual renderings of the development.



Building Setbacks – Many of the building setbacks in the highway and neighborhood sub-districts. have been reduced or removed in order to allow the proposed mixed use development to conform to Exhibit D. The 25-foot and 30-foot landscape setbacks from the adjacent minor and major

thoroughfares remain the same and conform to the Zoning Ordinance/Dallas North Tollway Design Guidelines. The building setbacks in the neighborhood sub-district reflect the typical “suburban” setting of the townhomes and commercial development. Any development with on-street parking, a build to line shall be required.

Design Guidelines – The applicant is proposing specific design guidelines to address the pedestrian-oriented mixed-use development in the highway and neighborhood sub-districts. The design guidelines add to the development standards and address design principles, site design, building design, public realm design, and streetscapes.

Parking Standards – Due to the urban/walkable setting, the applicant is proposing a mixed-use reduction of 20% shall be applied to the overall development except for townhomes. Staff understands that the applicant is proposing a live/work/play environment so has no issues with the parking reduction.

Landscaping - The applicant is proposing specific design guidelines to address the pedestrian-oriented mixed-use development in the sub-districts. The applicant has also incorporated Dallas North Tollway Guidelines within the development standards. These standards include the following, but not limited to:

- One (1) large tree, four (4) inch caliper minimum (at the time of planting) per twenty-five (25) feet of linear roadway frontage shall be planted within the required landscaped area.
- The trees may be planted in groups with appropriate spacing for species.
- Shrub plantings shall be provided at a minimum rate of 22 shrub plantings per thirty (30) linear feet which shall be a minimum of five (5) gallon shrubs (at the time of planting).
- Parking abutting the landscaped area will be screened from the adjacent roadway. The required screening may be with shrubs or earthen berms.

Open Space - Per our zoning ordinance, 20% open space is required for Townhomes, 7% for non-residential, and 30% for multifamily use. Due to the unique design of the development, the applicant is proposing minimum 20% which includes landscape easements, setbacks, public sidewalks, plazas, and detention ponds.

Comparison Table regarding Major development standards.

Below is a comparison table outlining the proposed development standards that deviate from the minimum standard per the zoning ordinance.

	Town of Prosper	NEW PD
Maximum Permitted Density:	15 units per acre. (36 MF units allowed)	Density shall not exceed 33 units/net acre. (811 MF units allowed)
Maximum Height:	Eight stories, not greater than 100 feet.	Highway Subdistrict <ul style="list-style-type: none"> • 12 stories Neighborhood Subdistrict <ul style="list-style-type: none"> • Townhomes <ul style="list-style-type: none"> ○ Thirty-Five (35) feet, three (3) stories.

		<ul style="list-style-type: none"> Commercial <ul style="list-style-type: none"> Forty-five (45) Feet or three (3) stories
Building Material	100 percent masonry as defined in Chapter 3, Section 2. The use of stucco and EIFS are only permitted as secondary or accent materials.	<ul style="list-style-type: none"> Materials such as brick, natural and manufactured stone, stucco, metal panel system, curtain wall and window wall glazing, and cementitious panel system shall be considered primary materials. Primary materials shall comprise as least seventy five (75) percent of each floor, exclusive of doors and windows.
Parking requirements	3,861 minimum parking spaces required based on the use.	A mixed use reduction of 20% shall applied to the overall development, except for townhomes. 3,204 are being proposed.

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

Dallas North Tollway District

The Dallas North Tollway district will consist of the most intense land uses within Prosper. A diverse mixture of office, retail and residential will likely develop along the corridor. Mid-rise office (up to 12 stories) may be permitted throughout the corridor. Office buildings should be designed for a “campus feel”—they should be oriented towards common public space with significant landscaping and should be linked by a pedestrian network. A common architectural theme should also be established for a consistent visual appearance. Mixed-use development should be encouraged and should contain a mixture of office, retail and residential uses. Mixed-use lofts/apartments would be the most appropriate residential use within this district. Structured parking should be encouraged in more intense areas to limit the presence and visibility of large parking lots. Structured parking should be oriented in a way that minimizes visibility from the Tollway.



2022 Dallas North Tollway Design Guidelines –

- The Dallas North Tollway is a primary thoroughfare within the Town of Prosper and one of the most heavily traveled roadways in North Texas. It is recognized that the Dallas North Tollway will serve as a significant opportunity for economic development and a sustainable tax base for the Town. The Comprehensive Plan identified the Dallas North Tollway as a future location for the Town's most intense land uses. The purpose of these design guidelines is to provide direction on land use and design for future development that the Town of Prosper envisions on the Dallas North Tollway. Design guidelines define the qualities of building and site design that make successful projects and are tools for guiding projects to positive development outcomes.
- Per the guideline, "Multi-family Developments - The Town Council may permit a multi-family housing as part of a wholistic development that includes a combination of businesses designed to create a live, work and play environment. These businesses can be, but are not limited, retail, office, recreational, family-friend entertainment and/or restaurant establishments. If multi-family housing is part of a development proposal that includes businesses and/or amenities described in Section F. "Business Establishments Pursuant to the Town's Vision" increased density may be permitted. It is highly recommended that multi-family units be designed with structure parking as opposed to surface parking."
- The applicant has proposed development standards that are consistent with the Dallas North Tollway Design Guidelines.

Thoroughfare Plan – The property is bounded to the east by the Tollway and west by Shawnee Trail.

Parks Master Plan – The Parks Master Plan does not identify a park on the subject property, at this time.

Legal Obligations and Review:

Zoning is discretionary. Therefore, the Planning & Zoning Commission is not obligated to approve the request. Notification was provided to neighboring property owners as required by state law. To date, staff has not received any letters in response to the proposed zoning request.

Attached Documents:

1. Aerial and Zoning Maps
2. Proposed Exhibits
3. MF Exhibits

Town Staff Recommendation:

The request to rezone 34.7 ± acres is located north of Prosper Trail and west of the Dallas North Tollway, a major corridor into the Town of Prosper, and aims to create a unique mixed-use development that includes detailed design and development standards. The zoning request allows for the development of a mixed-use development that includes vertical integration of office, retail, and/or high-density residential uses in the same building, an office park, and a neighborhood retail center. Staff does have concerns with the additional multifamily units in the Town and recommends denial of this zoning request. However, if approved, this request will provide innovated opportunities that the Town envisions along the Dallas North Tollway.

Town Council Public Hearing:

Upon a recommendation by the Planning & Zoning Commission, a Public Hearing for this item will be scheduled for the Town Council at their Regular meeting on February 28, 2023.