



## PLANNING

**To: Mayor and Town Council**

**From: David Hoover, AICP, Director of Development Services**

**Through: Mario Canizares, Town Manager  
Chuck Ewings, Assistant Town Manager**

**Re: Downtown Prosper Entertainment District**

**Town Council Meeting – August 13, 2024**

**Strategic Visioning Priority: 2. Development of Downtown as Destination  
4. Provide Excellent Municipal Services**

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**Agenda Item:**

Consider and act upon an ordinance amending Chapter 1, “General Provisions,” of the Town of Prosper Code of Ordinances by adopting a new Article 1.11, “Downtown Prosper Entertainment District.”

**Description of Agenda Item:**

It is the desire of the Town Council that Prosper’s downtown continues to play a vital role in the cultural and social life of the Town, including dining opportunities and entertainment events. The intent of this ordinance is to define the boundaries of Downtown Prosper, as well as provide for public and private collaboration in promoting entertainment, cultural, dining and arts opportunities in the downtown by establishing a Downtown Prosper Entertainment District.

The ordinance specifies that the Town may solicit grants and donations for the development of the Downtown Prosper Entertainment District and may participate in or provide incentives to persons or entities to enhance the cultural, entertainment and arts events and opportunities in the Downtown Prosper Entertainment District.

Regulations for special events, as it pertains to the consumption of alcoholic beverages, are specified within the ordinance. Town-permitted special events within the district shall not be required to meet or comply with setback standards or distance requirements for the sale or purchase of alcoholic beverages.

**Location:**

The district would be located between First Street and Fifth Street and between McKinley Street and Coleman Street.



**Budget Impact:**

There is no budgetary impact affiliated with this item.

**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. Ordinance

**Town Staff Recommendation:**

Town Staff recommends approval of an ordinance amending Chapter 1, "General Provisions," of the Town of Prosper Code of Ordinances by adopting a new Article 1.11, "Downtown Prosper Entertainment District."

**Proposed Motion:**

I move to approve/deny an ordinance amending Chapter 1, "General Provisions," of the Town of Prosper Code of Ordinances by adopting a new Article 1.11, "Downtown Prosper Entertainment District."