



*Prosper is a place where everyone matters.*

## PLANNING

**To:** Mayor and Town Council

**From:** David Soto, Planning Manager

**Through:** Ron K. Patterson, Interim Town Manager  
Hulon T. Webb, Jr., Interim Executive Director of Development and Infrastructure Services

**Re:** Zoning Winikates North

Town Council Meeting – September 13, 2022

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**Agenda Item:**

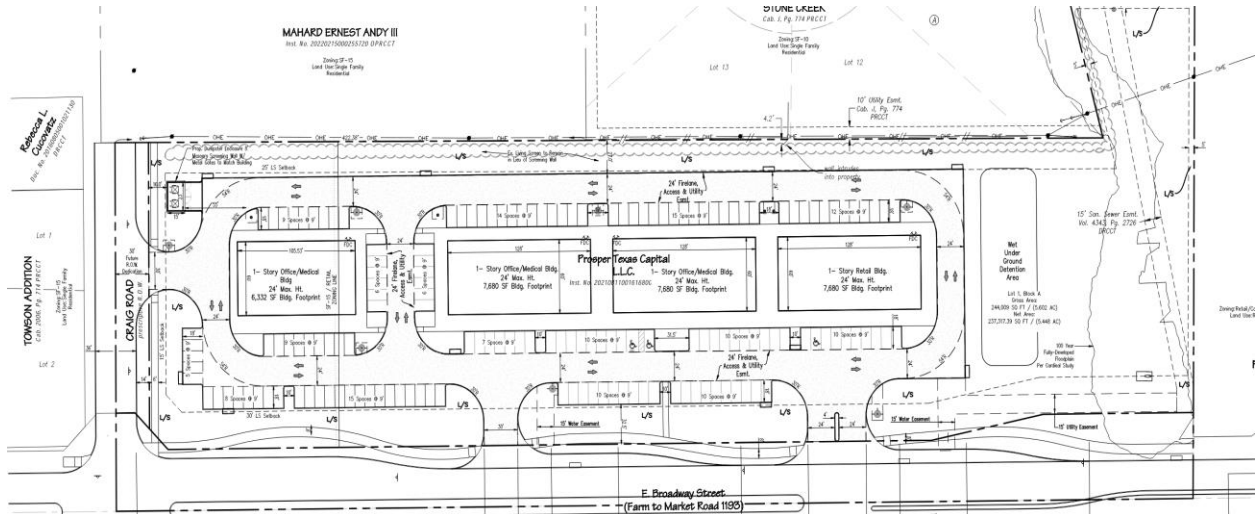
Conduct a public hearing and consider and act upon a request to rezone 5.6± acres from PD-21 and Single Family-15 (SF-15) to a new Planned Development-Office/Retail (PD-O/R) for office and retail uses, located on the west side of Preston Road north of Broadway Street. (Z22-0014).

**Description of Agenda Item:**

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

	Zoning	Current Land Use	Future Land Use Plan
<b>Subject Property</b>	PD-21 and Single Family-15 (SF-15)	Undeveloped	Retail & Neighborhood Services District
<b>North</b>	Single Family-15 (SF-15)	Victory at Frontier	Medium Density Residential
<b>East</b>	Retail	Undeveloped	Retail & Neighborhood Services District
<b>South</b>	Planned Development-93	Office/Retail	Retail & Neighborhood Services
<b>West</b>	Single Family-15 (SF-15)	Single Family Residences	Old Town District

**Requested Zoning** – The purpose of this request is to rezone 5.6± acres from PD-21 and Single Family-15 (SF-15) to a new Planned Development-Office/Retail (PD-O/R) for office and retail uses. The current property currently allows office and retail except for the westernmost tract which is zoned Single Family-15. The applicant is proposing to rezone the entire tract to develop the property with four buildings approximately 21,692 square feet of office /medical use and 7,680 square feet of retail on the easternmost tract of land.



As shown on Exhibit D, the site provides adequate parking and stacking. Exhibit F shows a conceptual rendering of the architectural look and style of the building. The applicant has agreed to enter a development agreement regarding the building materials. Exhibit G is a conceptual landscape plan, which depicts the location of required landscaping. The landscaping meets the minimum standards of the Town's Zoning Ordinance.



Future Land Use Plan – The Future Land Use Plan recommends Retail & Neighborhood Services District for the subject property. The proposed zoning request conforms to the Future Land Use Plan.

#### **Retail and Neighborhood Services**

Neighborhood services typically include retail establishments that provide merchandise for retail sale, banks, neighborhood office and small medical offices. Retail uses are particularly important because they contribute to Prosper's tax base through both property and sales taxes, making their inclusion attractive and often times competitive. Within Prosper, neighborhood service uses will likely occur at major intersections along the Dallas North Tollway, Highway 380 and Preston Road corridors. Neighborhood service uses should also be strategically placed along the Town's perimeter in order to attract patrons from neighboring communities, enhancing sales tax revenue opportunities. The majority of neighborhood service activity within Prosper will likely be included within the Dallas North Tollway, Highway 380, Town Center and Old Town districts.



Thoroughfare Plan – The property has direct access to the E. Broadway Street & Craig Road. This request conforms to the Thoroughfare Plan.

Parks Master Plan – The Parks Master Plan does not indicate a park is needed on the subject property; however, a hike and bike trail has been constructed along Preston Road.

#### **Legal Obligations and Review:**

Notification was provided to neighboring property owners as required by the Zoning Ordinance and state law. To date, staff has received one Public Hearing Notice Reply Form in response to this request.

#### **Attachments:**

1. Aerial and Zoning Maps
2. Proposed Exhibits
3. Public Hearing Notice Reply Form

#### **Planning & Zoning Recommendation:**

At their August 16, 2022, meeting, the Planning & Zoning Commission recommended the Town Council approve the request, by a vote of 4-0.

#### **Town Staff Recommendation:**

Town staff recommends that that Town Council approve the request to rezone 5.6± acres from PD-21 and Single Family-15 (SF-15) to a new Planned Development-Office/Retail (PD-O/R) for office and retail uses, located on the west side of Preston Road north of Broadway Street.

**Proposed Motion:**

I move to approve a request to rezone 5.6± acres from PD-21 and Single Family-15 (SF-15) to a new Planned Development-Office/Retail (PD-O/R) for office and retail uses, located on the west side of Preston Road north of Broadway Street.