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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 Victory at Frontier South
Town Council Meeting – September 13, 2022

Agenda Item:

Conduct a public hearing and consider and act upon a request to rezone 7.9± acres from Office (O) to Planned Development-Office (PD-O), generally to modify the development standards to facilitate an office/retail development, including drive-through coffee shop as a permitted use, located on the northwest corner of Preston Road and Coleman Road. (Z21-0013).

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	Office	Undeveloped	Retail & Neighborhood Services District
North	Planned Development-10	Victory at Frontier	Retail & Neighborhood Services District
East	Planned Development-15	Undeveloped / Retail	Retail & Neighborhood Services District
South	Single Family-12.5 & S-34	Prosper United Methodist Church	Medium Density Residential
West	Planned Development-10	Undeveloped	Medium Density Residential

Requested Zoning – The purpose of this request is to rezone 7.9± acres from Office (O) to Planned Development-Office (PD-O), generally to modify the development standards to facilitate an office/retail development, including drive-through coffee shop as a permitted use. The applicant is proposing updates to uses, design standards, and architectural standards as mentioned below.

a. Uses: Permitted by Right

- Restaurant with Drive-Through on Lot 2 – To be used only for a beverage establishment that serves non-alcoholic beverages.
- Retail Stores and Shops
- Gymnastics/Dance Studio
- Restaurant
- Veterinarian Clinic and/or Kennel, Indoor
- Office/Showroom

Even though the restaurant with drive through will be utilize for non-alcoholic beverage establishments, staff has concerns with allowing additional drive-throughs to be constructed consecutively on the adjacent lot. Staff has no other objections with the other proposed uses.

The applicant has made modifications to the development standards including architectural regulations as shown below:

	Office District	New Planned Development
Minimum Front Yard	30 Feet	30 Feet
Minimum Side Yard	<ul style="list-style-type: none"> • Twenty-five (25) feet for a one story building adjacent to any residential district. Forty (40) feet for a two-story building adjacent to any residential district • Ten (10) feet adjacent to any nonresidential district. 	<ul style="list-style-type: none"> • Ten (10) feet adjacent to any residential district. • No Side yard adjacent to any nonresidential district
Minimum Rear Yard	<ul style="list-style-type: none"> • Twenty-five (25) feet for a one story building adjacent to any residential district. Forty (40) feet for a two-story building adjacent to any residential district • Ten (10) feet adjacent to any nonresidential district. 	<ul style="list-style-type: none"> • Ten (10) feet adjacent to any residential district. • No Side yard adjacent to any nonresidential district.
Maximum Height	Two stories, no greater than 40 feet.	Four stories, no greater than 60 feet
Maximum Floor Area	Maximum 0.5:1.	No Maximum Floor Area.

Building Materials on Lots 1 & 2	<ul style="list-style-type: none"> • 100 % masonry (which includes 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 (10% maximum allowance). 	<ul style="list-style-type: none"> • Masonry 60% • Architectural Panel 20% • Awnings 10% • Stucco 10%
Building Materials on Lots 3 & 4	<ul style="list-style-type: none"> • 100% masonry (which includes 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 (10% maximum allowance). 	<ul style="list-style-type: none"> • Masonry 40% • Architectural Panel 10% • Textured/ Paint 40% • Stucco 20%

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 Preston Road, an existing six-lane divided thoroughfare. 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 not received any Public Hearing Notice Reply Forms in response to this request.

Attachments:

1. Aerial and Zoning Maps
2. Proposed Exhibits

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 the Town Council approve the approval of the request to rezone 7.9± acres from Office (O) to Planned Development-Office (PD-O), generally to modify the development standards to facilitate an office/retail development, including drive-through coffee shop as a permitted use, located on the northwest corner of Preston Road and Coleman Road.

Proposed Motion:

I move to approve a request to rezone 7.9± acres from Office (O) to Planned Development-Office (PD-O), generally to modify the development standards to facilitate an office/retail development, including drive-through coffee shop as a permitted use, located on the northwest corner of Preston Road and Coleman Road.