

Agenda Item

Conduct a Public Hearing and consider and act upon a request for a Specific Use Permit for a Full-Service/Extended-Stay Hotel on MSW Prosper 380 Addition, Block A, Lot 1, on 5.9± acres, located on the east side of Mahard Parkway and 480± feet south of Prairie Drive. (ZONE-25-0008)

Background

History:

- Item was heard by the Planning and Zoning Commission on March 25, 2026.
 - Unanimously recommended for denial by a vote of 6-0.
- Item was heard by the Town Council on April 28, 2026.
 - Remanded back to the Commission due to additional information provided by the applicant.
- Item was reheard by the Planning and Zoning Commission on May 5, 2026.
 - Recommended for approval by a vote of 4-1.

Proposal

Purpose:

- Obtain a Specific Use Permit for the construction of a 37,753 square foot full-service/extended-stay hotel.

Zoning:

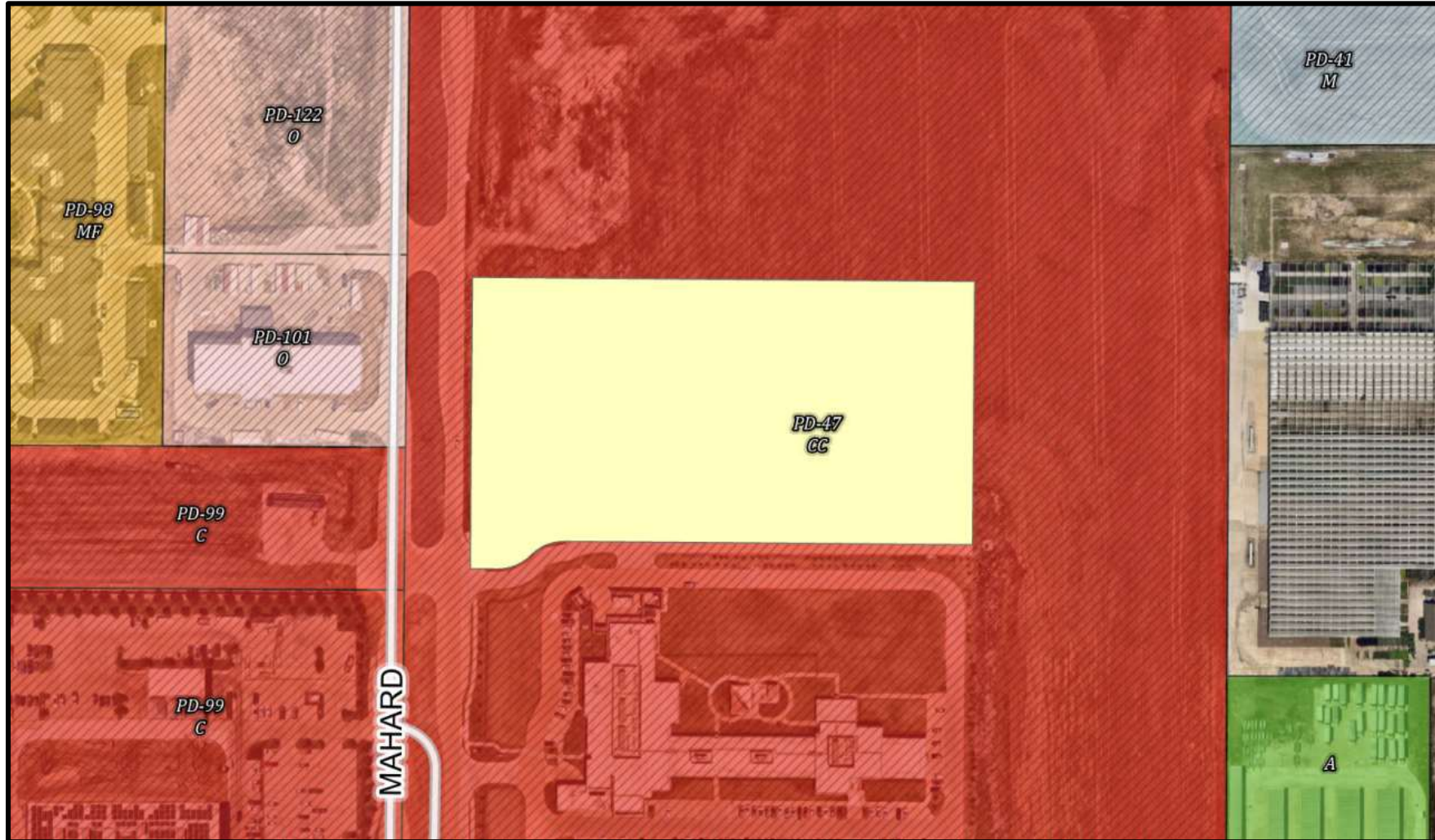
- Planned Development-47 allows for hotel uses provided they meet the conditional standards in the Town's Zoning Ordinance.
 - Full-Service Hotel (By Right)
 - Extended-Stay Hotel (Specific Use Permit)



Dallas North Tollway

Vision Plan:

- Located within Medical District of US 380 Gateway Subdistrict.
 - Focus of Area:
 - Health Science
 - Research and Related Employment
 - Uses Positioned to Support Employees and Visitors
 - Office and hotel uses identified as compatible uses in this area.



Conditional Standards

Full-Service Hotel:

- Amenities (Min. of Four)
 - Fitness Center/Weight Room
 - Game Room
 - Indoor/Outdoor Pool
 - Jogging Trail
 - Playground
 - Sauna/Spa
 - Sports Court
- Event/Meeting Space (Min. of 10,000 SF)
- Full-Service Restaurant

Conditional Standards Cont.

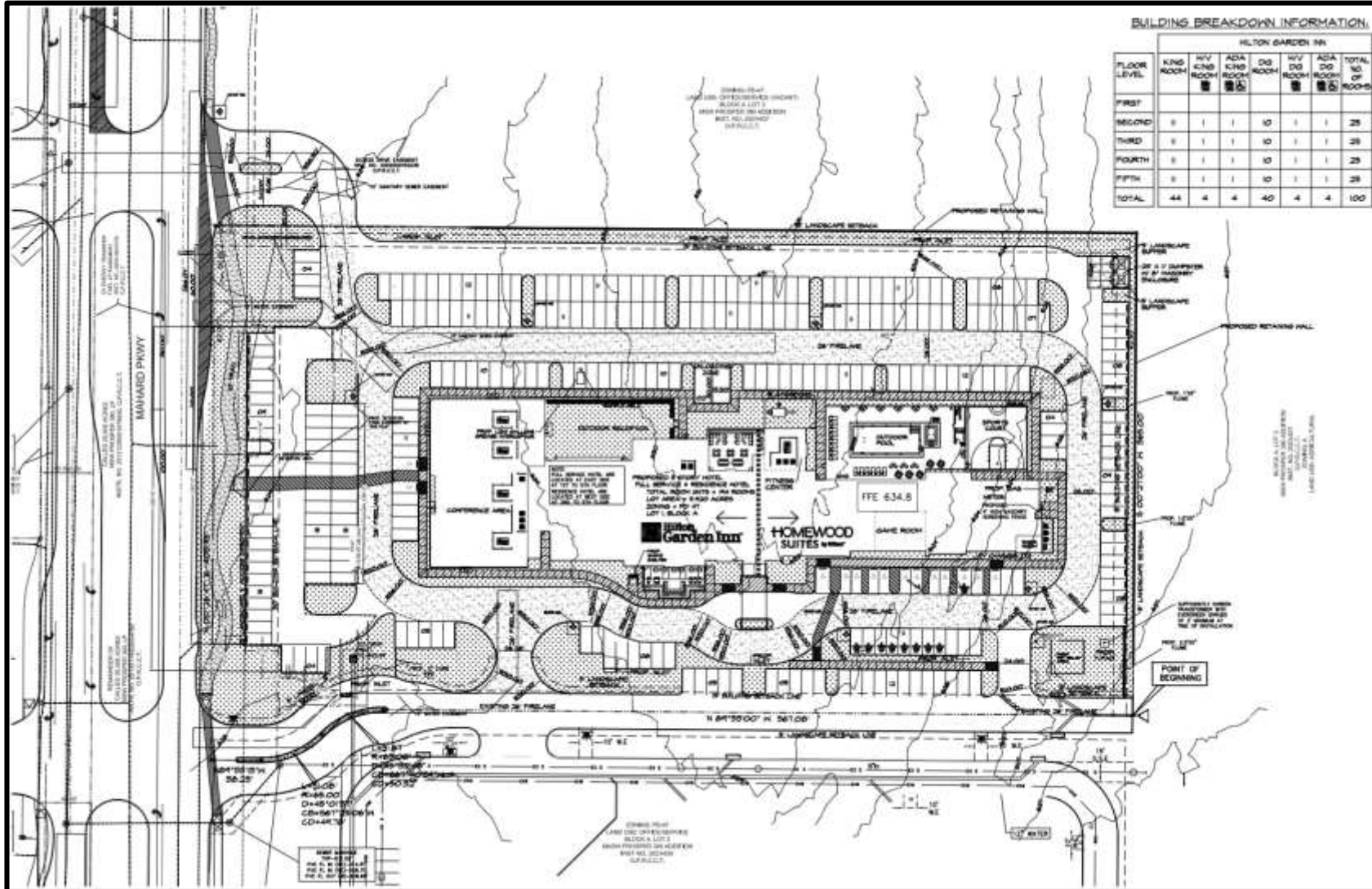
Extended-Stay Hotel:

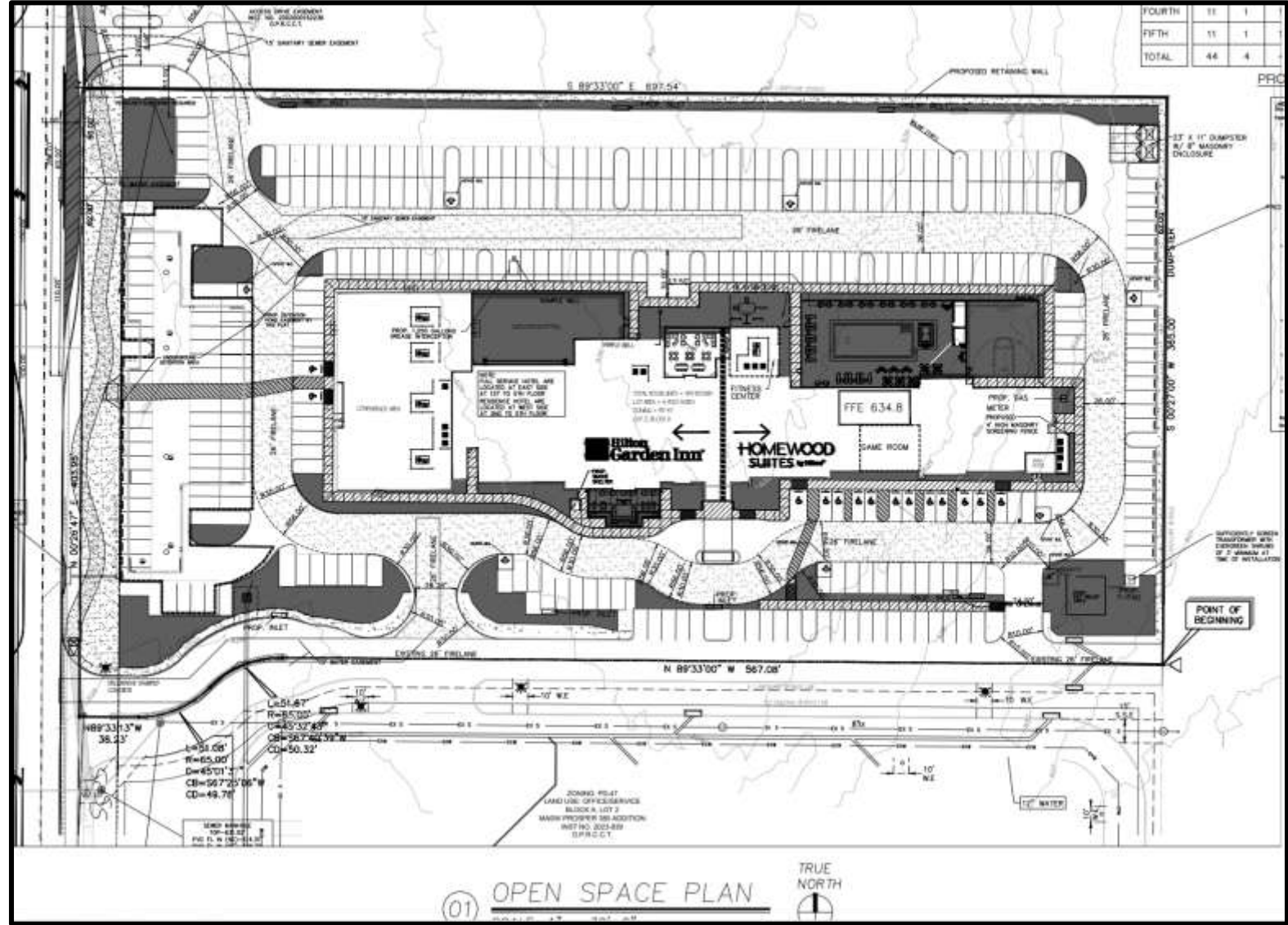
- Amenities (Min. of Five)
 - Conference Room (Min. of 1,000 SF)
 - Fitness Center/Weight Room
 - Game Room
 - Indoor/Outdoor Pool
 - Jogging Trail
 - Playground
 - Sauna/Spa
 - Sports Court

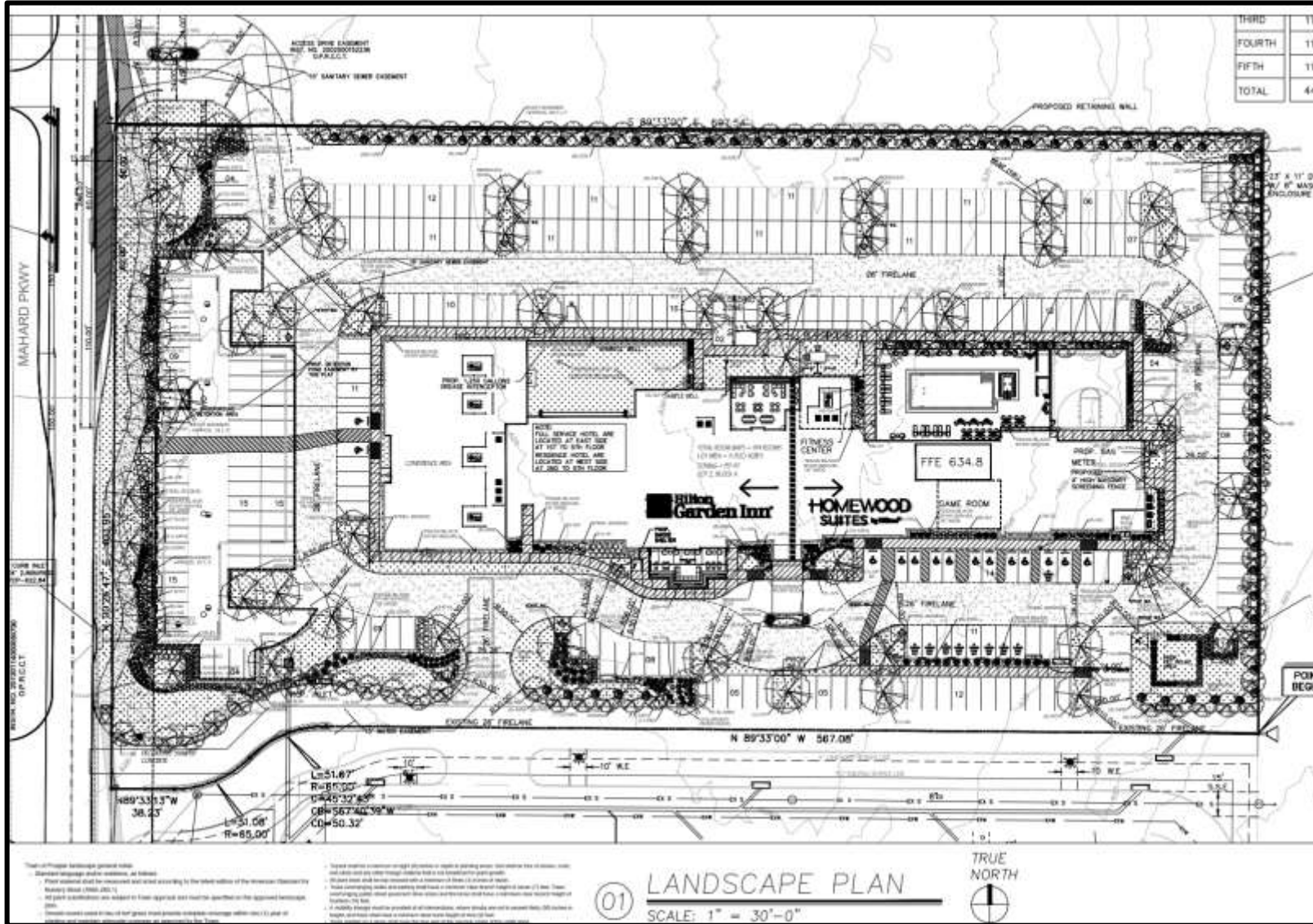
Conditional Standards Cont.

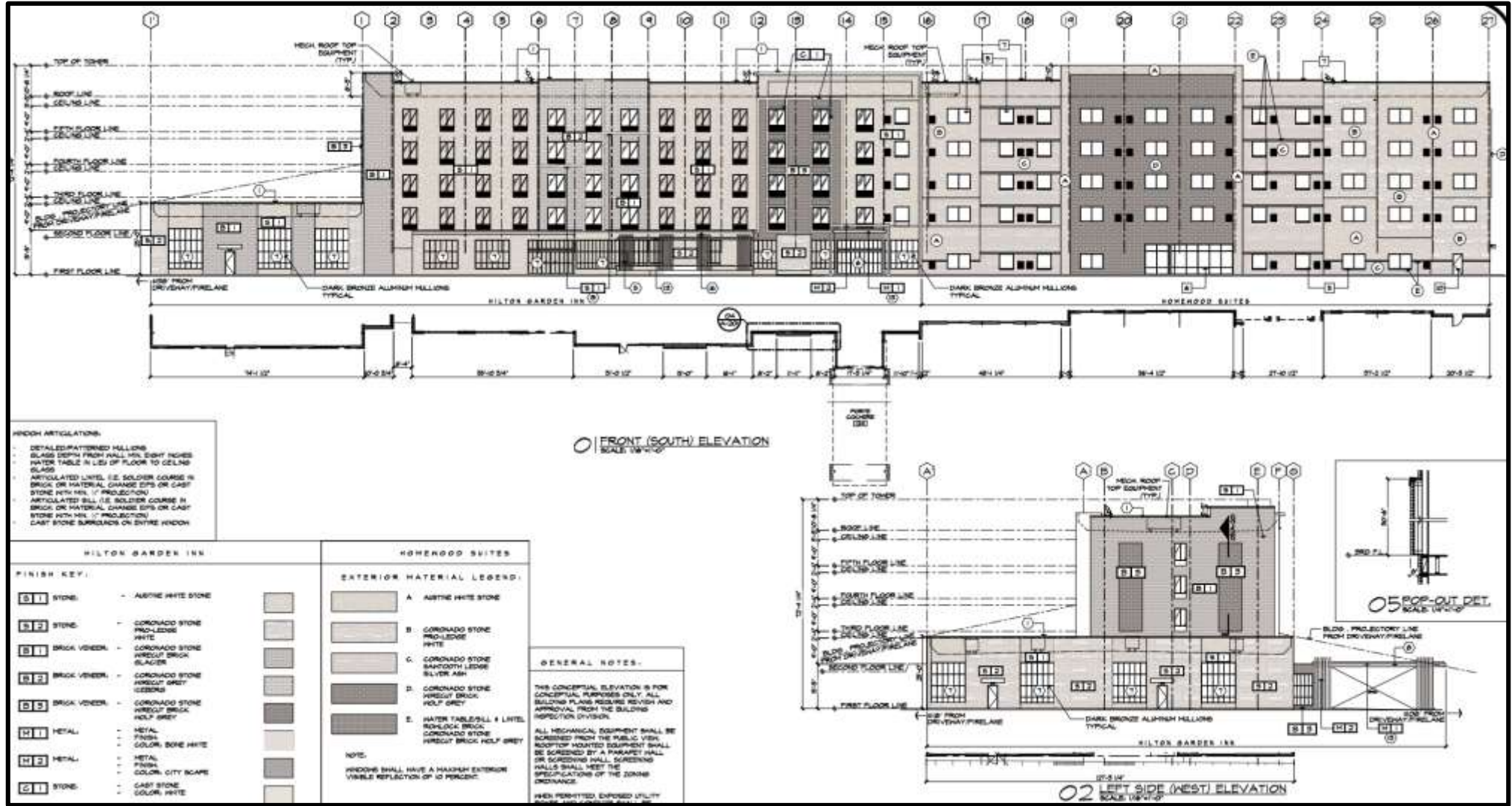
Extended-Stay Hotel:

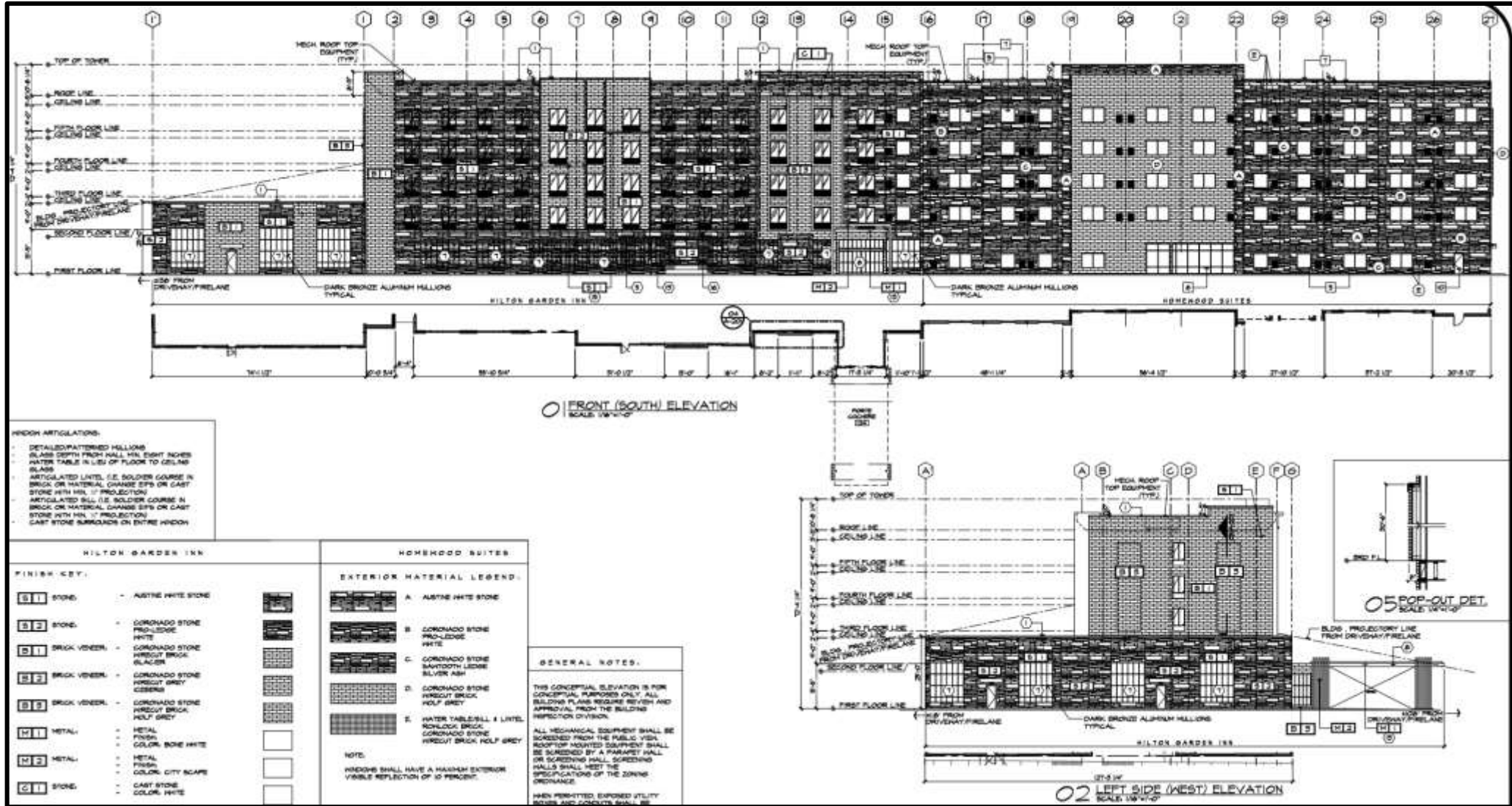
- Location (Combination w/ Full-Service Allows Location on Mahard)
 - Dallas Parkway
 - Preston Road
 - University Drive
- Open Space (Min. of 15%)
- Restaurant
- Setbacks (100' from Residential)

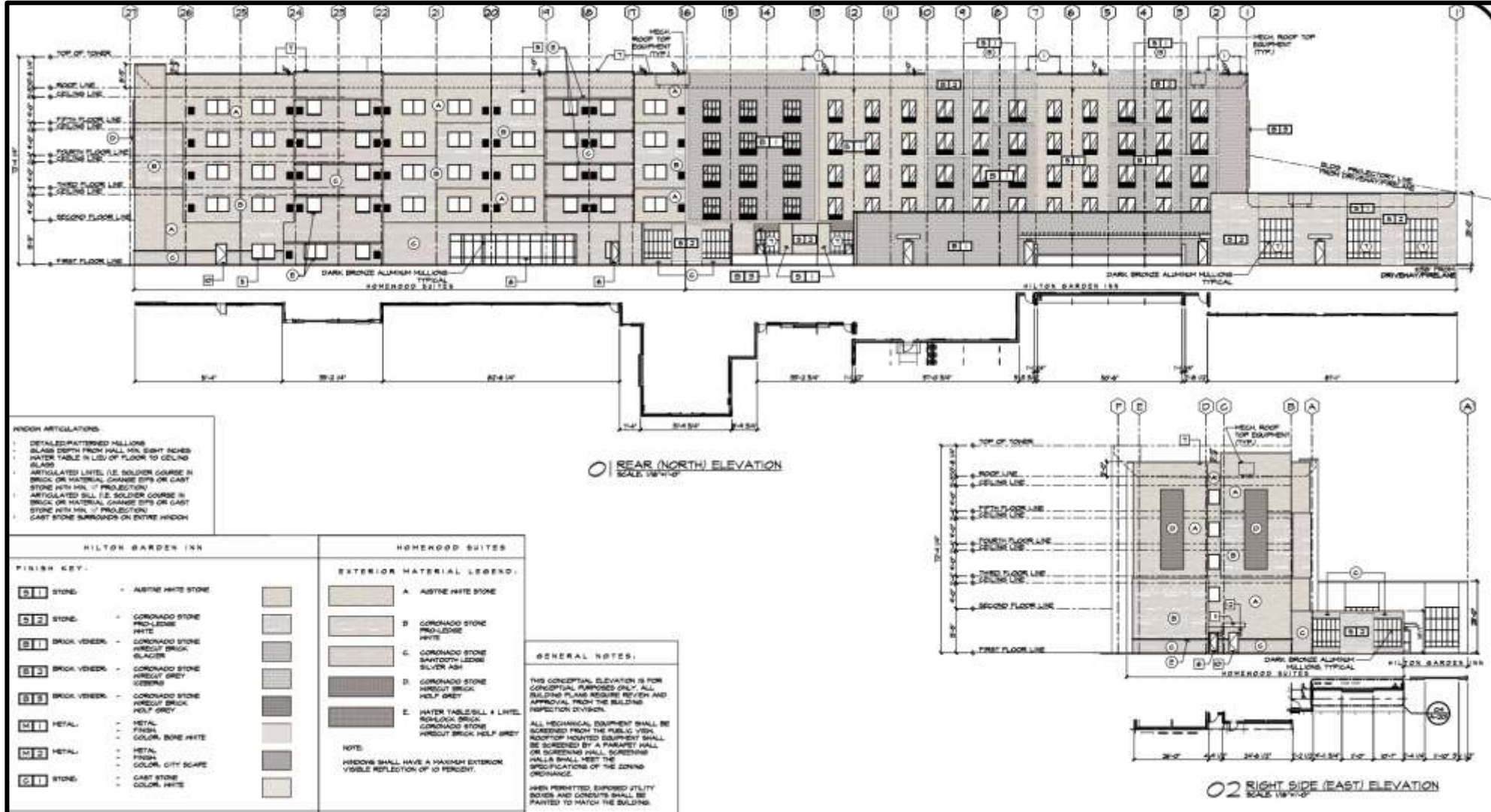


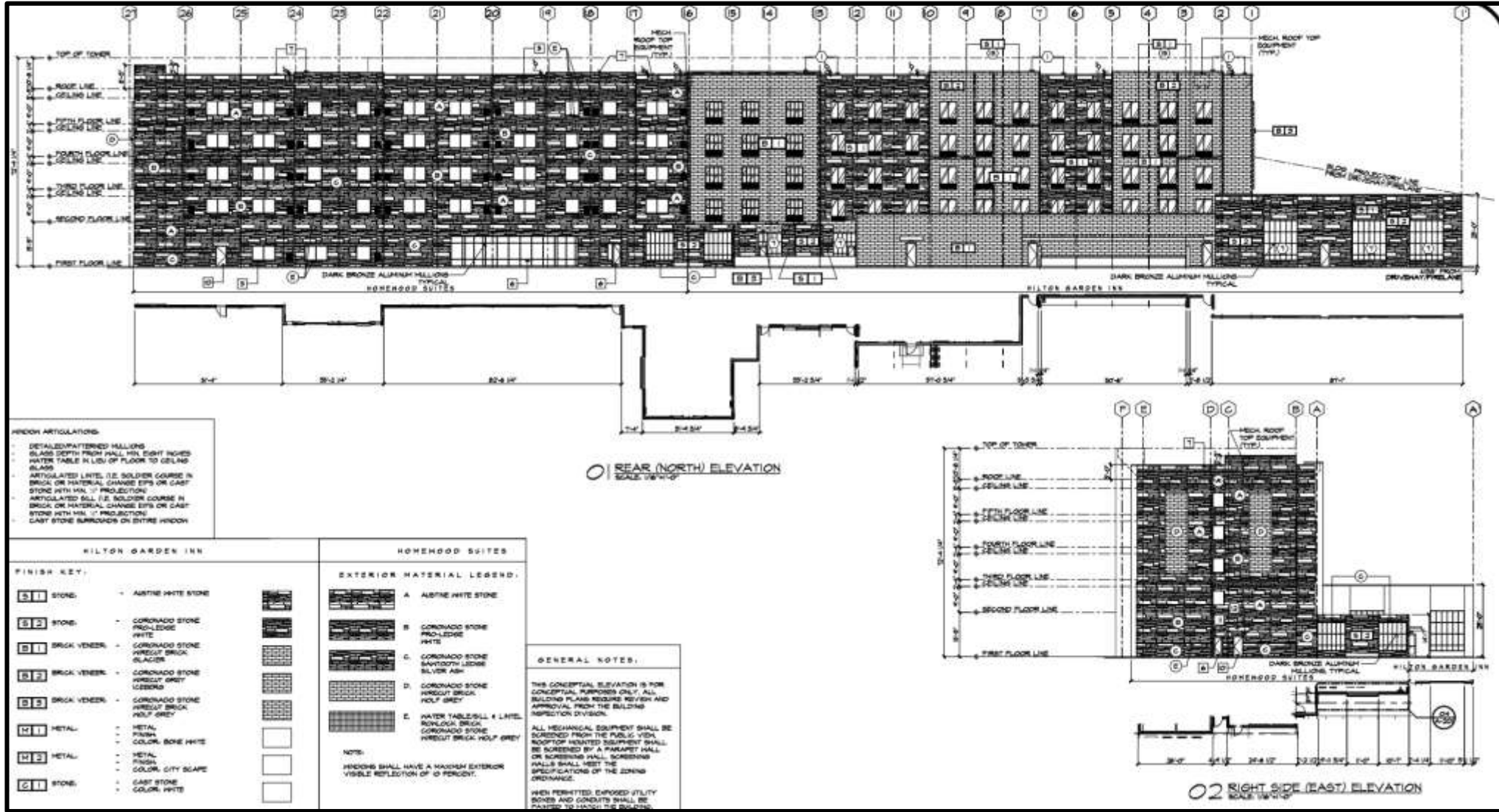












Specific Use Permit Criteria

Criterion 1: Is the use harmonious and compatible with its surrounding existing uses or proposed uses?

- *Yes, the use is harmonious and compatible with its surrounding uses and proposed uses because there is one existing hotel and one future hotel on the west side of Mahard Parkway.*

Criterion 2: Are the activities requested by the applicant normally associated with the requested use?

- *Yes, an extended-stay hotel may be permitted in the area, per the Planned Development. Additionally, per the Town's Zoning Ordinance, they must meet the conditional development standards which have been met in combination with the full-service component.*

Specific Use Permit Criteria Cont.

Criterion 3: Is the nature of the use reasonable?

- *Yes, the nature of the use is reasonable as it is a permitted use in the zoning for the area.*

Criterion 4: Has any impact on the surrounding area been mitigated?

- *Yes, the impact on the surrounding area has been mitigated as the applicant has complied with the conditional development standards for both a full-service hotel and extended-stay hotel.*

Recommendation

Town Staff:

- Town Staff recommends approval of the Specific Use Permit subject to:
 - The Hilton Hotel flag being maintained.

Planning and Zoning Commission:

- Planning and Zoning Commission recommended approval of the Specific Use Permit. (4-1)

Noticing:

- Friday, April 10th (No Response)



ZONE-25-0008

TOWN OF PROSPER
TOWN COUNCIL - MAY 19, 2026

Full-Service with Suites

Hotel, Full Service means a building or group of buildings designed for and occupied as a temporary lodging place; where financial consideration is generally calculated on a nightly basis; provides a restaurant offering three meals a day; provides meeting/event space; and is not classified as a limited service hotel or a residence hotel.

Hotel, Limited Service means a building or group of buildings designed for and occupied as a temporary lodging place; where financial consideration is generally calculated on a nightly basis and is not classified as a full service hotel or a residence/extended stay hotel.

Hotel, Residence/Extended Stay means a building or group of buildings designed for and occupied as a temporary lodging which may include an extended stay and where financial consideration is generally calculated on a nightly, weekly or monthly basis and is not classified as a limited service hotel or a full service hotel.

Location

- **Located 1,000 feet from US-380**
- **Proximity to supporting uses make site functional for hotel**
- **Site not ideal for standard retail uses**
 - Lack of frontage
 - Size of property would necessitate larger retail site (multiple storefronts, etc.)
 - “Predetermined” destination location (i.e. hotels, self-storage)
 - Surrounding uses do not align with strong retail location

Rooms per Capita (CoStar/STR)

- **15-20 hotel rooms per 1,000 residents** (national average)
 - Higher room requirements near destination attractions
 - Sites near multiple cities pull from the region, not just the city
- **Current Prosper Population: 46,087** (1/1/2025)
 - 9-13% annual growth rate (2021-2026)
 - Projected 2050 Population: **72,000**
- **690 to 920** rooms is the minimum at current population

Nearby Hiltons by the Numbers (03/26)

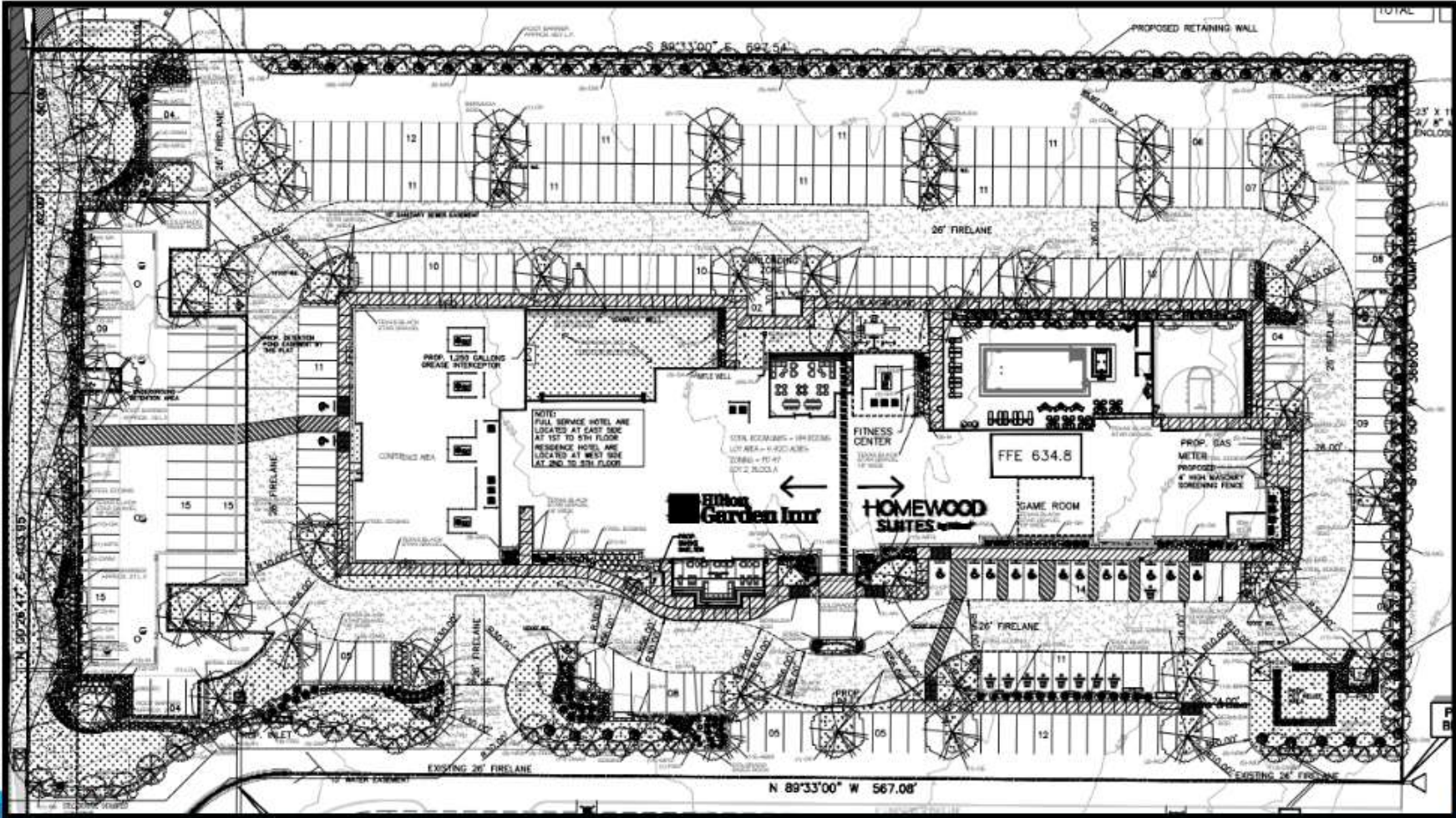
- Homewood Suites by Hilton Dallas-Frisco (3240 Parkwood Boulevard)
 - **\$473,057.64**
 - **11 miles**
- Hilton Garden Inn Frisco (7550 Gaylord Parkway)
 - **\$361,341.65**
 - **10 miles**
- Tru by Hilton – The Colony (5252 Memorial Drive)
 - **\$195,255.26**
 - **16 miles**
- Hilton Garden Inn & Homewood Suites (Grand Prairie, TX)
 - **\$1,235,198.39**

Taxable Room Receipts: The total room receipts collected in the rental of rooms minus all charges not subject to tax.

Surrounding Uses



Landscape Plan



Operational Details

- **One building, two hotels under Hilton flagship**
 - 194 Rooms
 - 100 – Hilton Garden Inn
 - 94 – Homewood Suites
- **Hilton Garden Inn**
 - Conference Room (10,000 SF)
 - Can accommodate conferences, weddings, banquets, and events
 - Two kitchens to provide food and catering from off-site (if requested)
- **Homewood Suites**
 - Targeted towards lengthier stays; average four nights
 - Same accommodations with added kitchenette and amenities found in suites



Standard Customer (Homewood Suites)

- Typical stays average 4 nights (on average)
- Standard room pricing: **\$200-300/night**
 - Peak pricing: \$500-1,000/night (high-profile events and holidays)
- Higher standards and accommodations than motels with breezeway entrances
- Corporate clientele
- No “weekly rates” found at other extended stay hotels
 - 10% off for longer stays (insurance, long business stays)

HOMEWOOD
SUITES by Hilton™

Key Accounts



Out of Town Clientele

- **Corporate Clients**
 - Weekly stays to visit local offices, retail sites, or construction projects
- **Sports Tournaments / High School Sports**
 - Local tournaments bring large groups and families from out of town looking for more space and options for dining in
- **Visting relatives**
 - Holidays can draw large families to Prosper and the need to provide longer stays for lengthy holidays (Easter, Thanksgiving, Christmas, etc.)
- **Future residents**
 - Relocations drive lengthy stays while looking at neighborhoods and homes to purchase
- **Visitors to entertainment amenities**
 - PGA – Fields Ranch (5-minute drive)
 - Universal Kids Resort (7-minute drive)
 - FC Dallas (9-minute drive)

Local Clientele

- **Insurance**

- Insurance companies are required to provide local accommodations for home damage
- Accommodations must provide kitchen space for cooking and adequate living space for extended time

- **Hospital Stays**

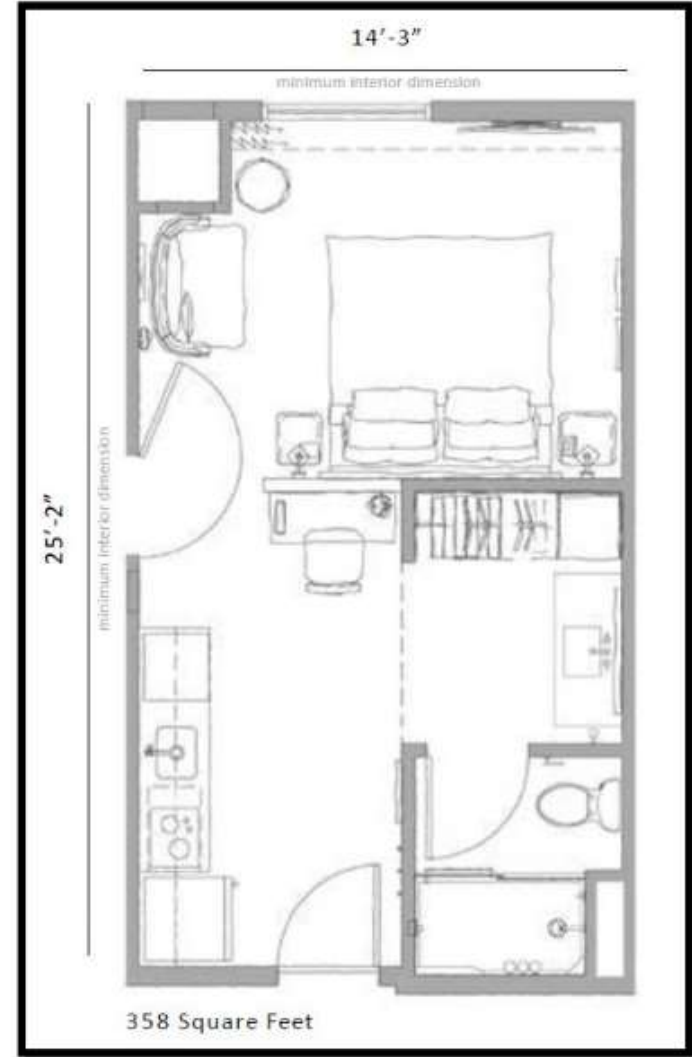
- Located just north of an Encompass Health; within ½ mile of Texas Health Family Care and Children's Health Specialty and 1-mile to Baylor Scott & White Medical Center

- **Staycations**

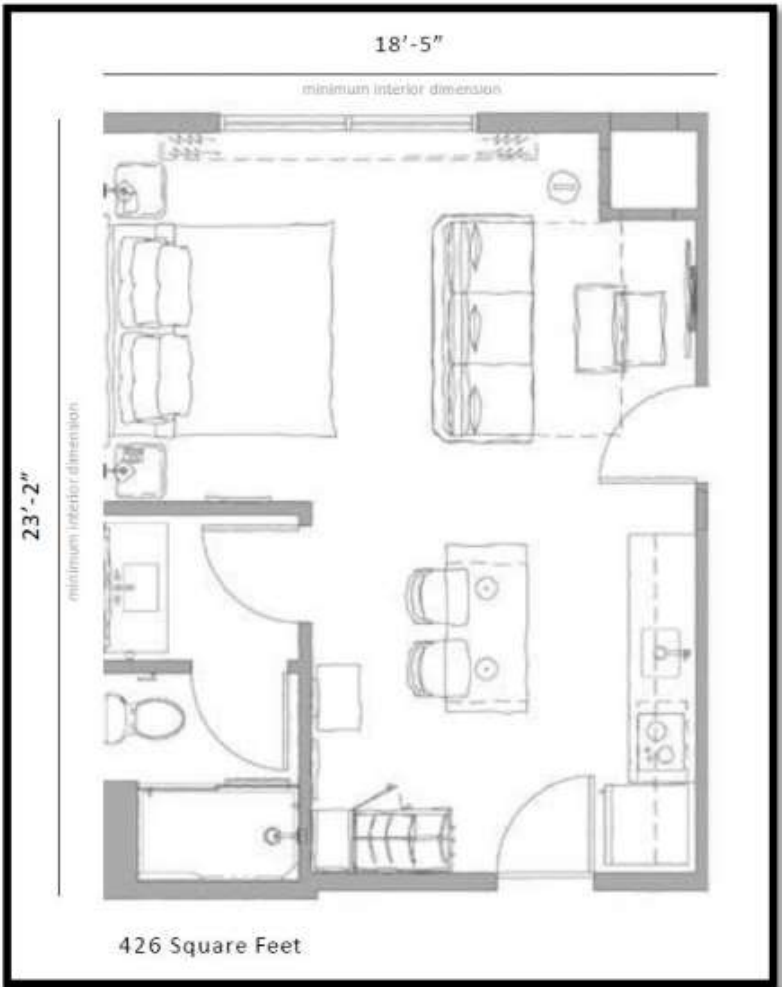
- **Weddings**

- **Conferences**





King Efficiency Suite



Studio Suite



King Suite



CENTRAL HUB



SUITE SHOP



Homewood Suites Prosper, TX



HOMewood
SUITES by Hilton™

About the brand

- 37 years of established hospitality excellence
- Part of Hilton's global portfolio
- 570 hotels today and +150 in development
- Upscale Extended Stay
- Average daily rate: \$158.47 (2025)



Trusted.



Homewood Suites is a trusted, established hospitality brand. Hilton's All Suites brands have been named the best in the industry by BTN. Homewood is ranked at the #5 brand in the Lodging industry in the 2026 Entrepreneur rankings – marking its ability as a successful investment for owners. Homewood has been named a top value brand by USA Today and Forbes for families traveling.



What makes Homewood Suites an upscale all suites brand?

- Defined as 5+ nights
- Approximately 38% of available rooms at Homewood Suites are occupied by guests staying 5 or more nights
- Homewood's average daily rate across this business is \$148.12
- In the upscale segment, guests enjoy added amenities like a full kitchen, living space, outdoor space, and laundry facilities.



Who are our guests?

- Over 60% are business travelers
 - Government
 - Project travel
 - Corporate relocation
 - Insurance business
- +4 million home insurance claims annually in the U.S.
- 40 million Americans relocate each year
- Over 80% are Hilton Honors Members



Who are our guests?

- Families traveling for leisure
- Sports teams
- Routinely named one of the best hotel brands for families (Family Travel Magazine, The Points Guy)



How do we protect brand integrity and asset value?

- Annual quality assurance inspections
- Required reinvestment in hotel through renovations and condition requirements, typically every 7 years



What do we mean for your community?



**WORLD'S
BEST** Great Place To Work.
**HOSPITALITY
WORKPLACE**

Employment in the hospitality industry offers a meaningful, rewarding career with real advancement opportunities in both operations and sales..

Hilton is routinely named the #1 hospitality company to work for and is currently ranked as the #2 place to work in the world. Many of Hilton's benefits extend to our franchised teams, including robust training and educational opportunities as well as our award-winning team member travel program. Our goal isn't just to attract the best talent, but to prepare our team members for their futures.



What is a “dual brand” hotel?

Dual brand hotels blend two hotel brands together to optimize both operations and real estate value while providing guests with more choice and a greater variety of amenities.



Hilton Garden Inn/Homewood Suites
San Diego Downtown/Bayside

© 2026 Homewood Suites



Hampton by Hilton/Homewood Suites
Boston Seaport

Dual Brand Example:



Hilton Garden Inn/
Homewood Suites
Grand Prairie, TX



Hilton Garden Inn/ Homewood Suites Grand Prairie, TX



Hilton Garden Inn/ Homewood Suites Grand Prairie, TX



Hilton Garden Inn/ Homewood Suites Grand Prairie, TX



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