

Prosper Town Council

Strategic Visioning Summary (Updated April 2024)

Objectives:

1. Acceleration of infrastructure.

Written Summary:

Work with the Capital Improvement Subcommittee to best determine the acceleration of the Town's Bond and Capital Program to ensure that public infrastructure is planned and constructed in an accelerated manner to meet the demands of a growing community. Projects include streets/roadways, drainage, parks, facilities, water, sewer, downtown, and broadband improvements. The subcommittee along with staff should use all financial methods such as town bonds and C.O. obligation, the capital dedicated levy, budget savings, impact fees, grants, and regional funding. Identify gaps in the Town's infrastructure and report the findings to the Town Council for their review and consideration. This includes working with the Capital Improvement Subcommittee to begin planning for a future bond program and/or a Pay As You program.

2. Development of downtown as a destination.

Written Summary:

In collaboration with the Downtown Business Alliance, Citizen Engagement Committee, Downtown Committee, and Prosper Economic Development Corporation (PEDC), implement the recommendations from the Downtown Master Plan. The efforts are to encourage a mix of public and private developments and improvements that are catalysts for office, retail, restaurants, entertainment, housing, public art, community gathering spaces, outdoor events, and activities.

3. Commercial corridors are ready for development.

Written Summary:

Ensure that US Highway 380 and the Dallas North Tollway are primed for high quality, high value developments, by the development of overlay districts. Develop and enact long-term strategies and policies that address land use, landscaping, lighting, and traffic. Work with TXDOT, NTTA, and private development that ensures all infrastructure adequately addresses the demands for future development. Work with the Capital Improvement Subcommittee and Prosper EDC to determine the prioritization of infrastructure and incentives, when appropriate, for business development.

4. Excellence of municipal services

Written Summary:

Strive towards being a high-performing organization where the Town government is continuously improving, looking at best practices, and benchmarking itself with other communities. Develop an aligned organizational culture of excellence in all things we do and provide financial resources and support necessary to support these goals. This includes providing a welcoming and respectful environment for our residents, visitors, and Town employees.

5. A growing and diversified tax base

Written Summary:

Continue to explore strategies and solutions that will increase and diversify Prosper's property values so that Prosper residents can enjoy quality municipal services. For the Town and Prosper EDC to collaborate

on economic development opportunities to ensure the projects are of long-term value and high quality. Be adaptable to changing market conditions and work with private developers with an emphasis to locate corporate, medical, life sciences sectors and call Prosper home. Continue to utilize metrics that evaluate Prosper's tax base and develop strategies to create resiliencies against recessions or downturns in market conditions.