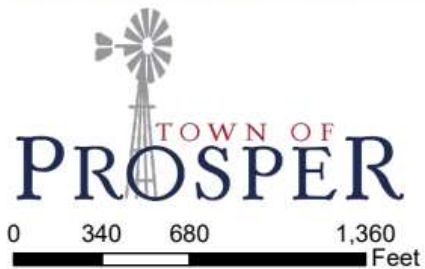
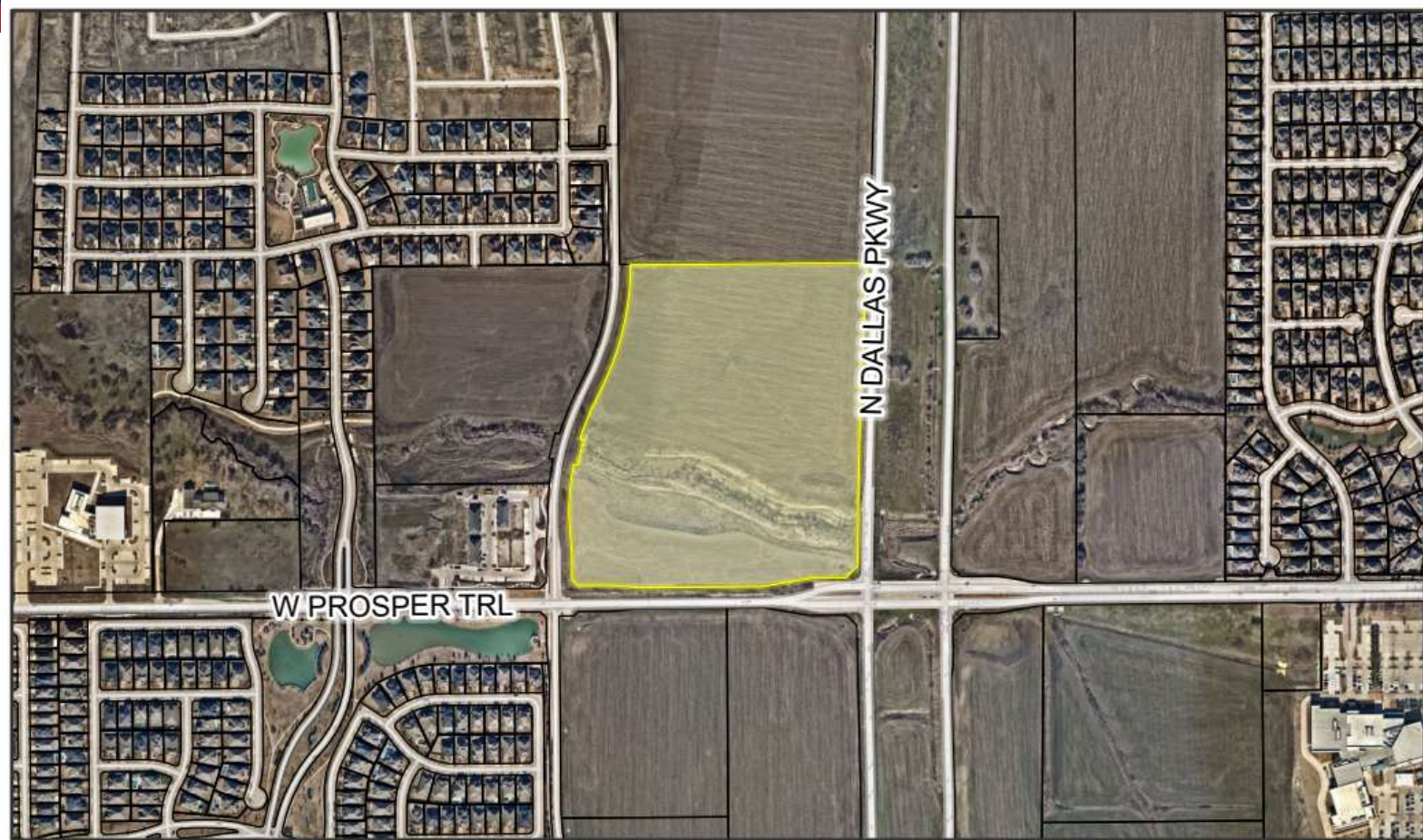


## Location



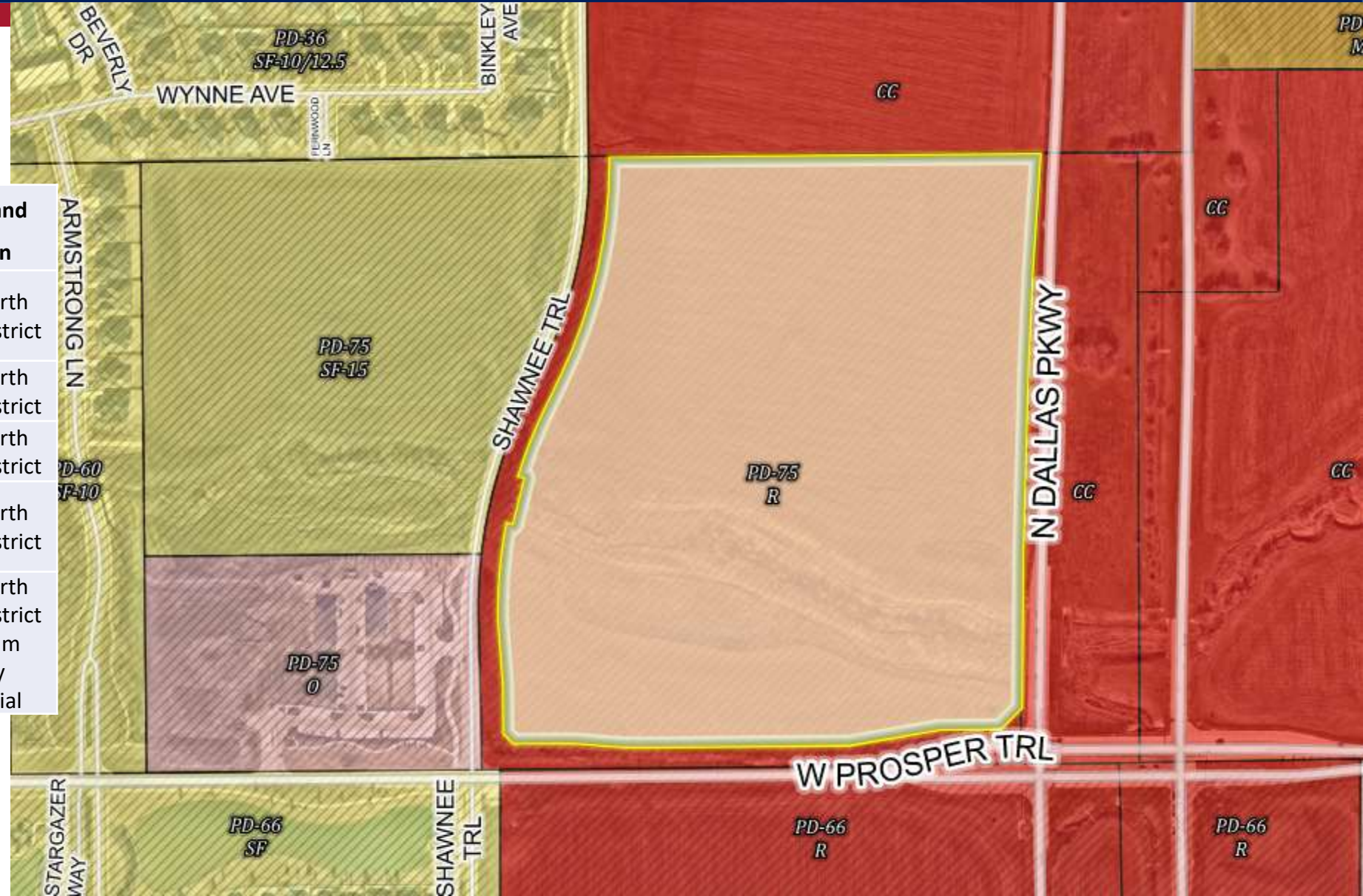
**ZONE-24-0001**

Prosper Arts District

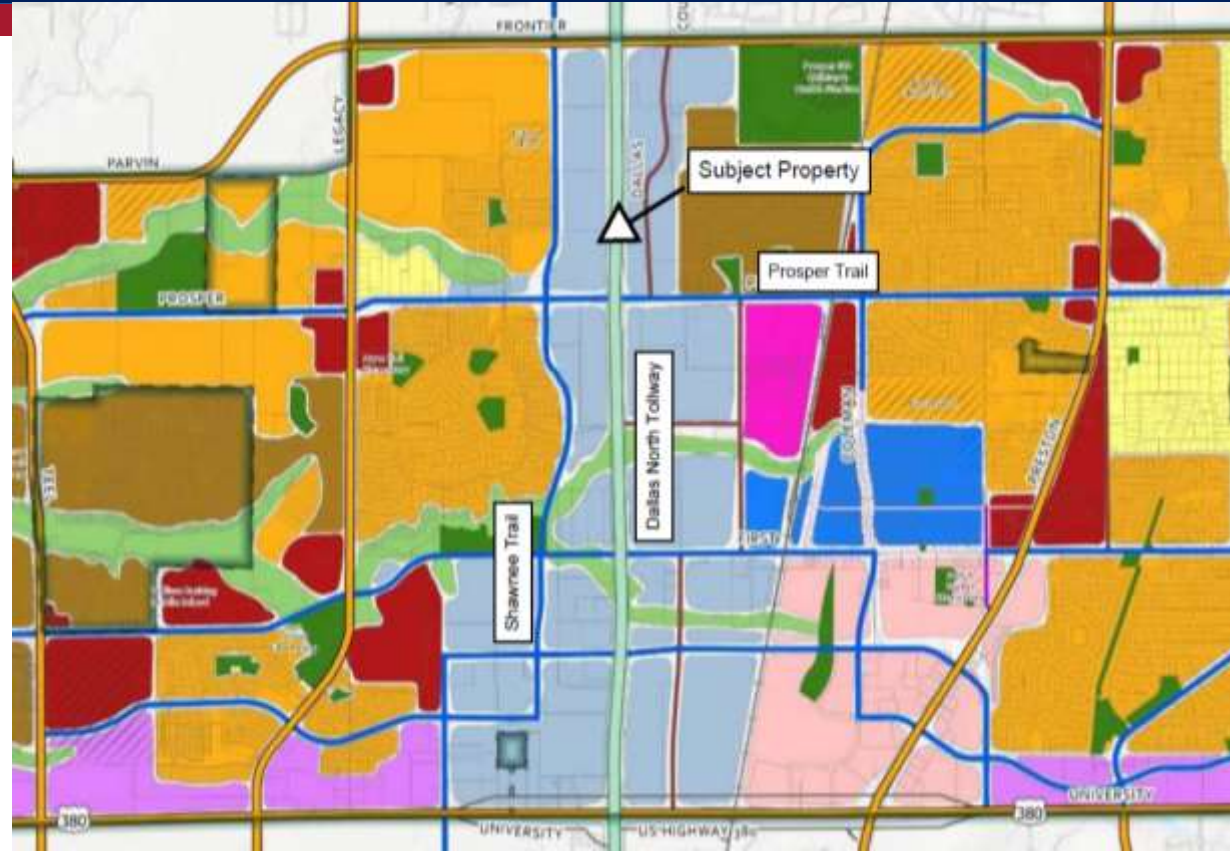
Planned Development

# Zoning & Land Use

	Zoning	Current Land Use	Future Land Use Plan
<b>Subject Property</b>	Planned Development-75 (Retail)	Vacant	Dallas North Tollway District
<b>North</b>	Commercial Corridor	Vacant	Dallas North Tollway District
<b>East</b>	Commercial Corridor	Vacant	Dallas North Tollway District
<b>South</b>	Planned Development-66 (Retail)	Vacant	Dallas North Tollway District
<b>West</b>	Planned Development-75 (Office & Single Family-15)	Office & Vacant	Dallas North Tollway District & Medium Density Residential



# Future Land Use Plan



## Future Land Use

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> Low Density Residential</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #ffcc00; border: 1px solid black; margin-right: 5px;"></span> Medium Density Residential</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #cc9933; border: 1px solid black; margin-right: 5px;"></span> High Density Residential</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #cc0000; border: 1px solid black; margin-right: 5px;"></span> Retail &amp; Neighborhood Services</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #ff00ff; border: 1px solid black; margin-right: 5px;"></span> Business Park</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> Old Town District</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #ff9999; border: 1px solid black; margin-right: 5px;"></span> Town Center</li> </ul> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #add8e6; border: 1px solid black; margin-right: 5px;"></span> Dallas North Tollway District</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #e066ff; border: 1px solid black; margin-right: 5px;"></span> US Highway 380 District</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #008000; border: 1px solid black; margin-right: 5px;"></span> Parks</li> <li><span style="display: inline-block; width: 15px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Floodplain</li> <li><span style="display: inline-block; width: 15px; height: 10px; border: 1px dashed black; margin-right: 5px;"></span> School District Properties</li> <li><span style="display: inline-block; width: 15px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> Town Limits</li> <li><span style="display: inline-block; width: 15px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> ETJ</li> </ul> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 2px solid green; margin-right: 5px;"></span> Dallas North Tollway, Dedicated Truck Route</li> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 2px solid orange; margin-right: 5px;"></span> 6 Lane Divided</li> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 2px solid blue; margin-right: 5px;"></span> 4 Lane Divided</li> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 2px solid brown; margin-right: 5px;"></span> Commercial Collector</li> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 2px solid purple; margin-right: 5px;"></span> 3 Lane Undivided Couplet</li> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 1px solid gray; margin-right: 5px;"></span> Access Roads</li> <li><span style="display: inline-block; width: 15px; height: 10px; border-bottom: 1px solid gray; margin-right: 5px;"></span> Old Town Roads</li> </ul> |
|---|--|---|

### Dallas North Tollway District

The Dallas North Tollway District will consist of the most intense land uses within Prosper. A diverse mixture of office, retail, and residential will likely develop along the corridor. Mid-rise office (up to 12 stories) may be permitted throughout the corridor. Office buildings should be designed for a “campus feel”—they should be oriented towards common public space with significant landscaping and should be linked by a pedestrian network. A common architectural theme should also be established for a consistent visual appearance. Mixed-use development should be encouraged and should contain a mixture of office, retail and residential uses. Mixed-use lofts/apartments would be the most appropriate residential use within this District. Structured parking should be encouraged in more intense areas to limit the presence and visibility of large parking lots. Structured parking should be oriented to minimize visibility from the Tollway. The Town may explore an overlay zoning district to better accommodate the preferred development outcomes in the Dallas North Tollway District.

Use Appropriateness			
<ul style="list-style-type: none"> <li>● ● ● = Appropriate primary uses</li> <li>● ● ○ = Conditional as primary uses</li> <li>● ○ ○ = Conditional as secondary uses</li> <li>○ ○ ○ = Inappropriate use</li> </ul>			
Residential		Nonresidential	
Agricultural	○ ○ ○	Mixed-Use, Neighborhood Scale	○ ○ ○
Cluster Subdivision	○ ○ ○	Mixed-Use, Community Scale	● ● ●
Single-Family, Large Lot	○ ○ ○	Mixed-Use, Regional Scale	● ● ●
Single-Family, Medium Lot	○ ○ ○	Neighborhood Office and Commercial	● ● ○
Single-Family, Small Lot	○ ○ ○	Regional Office and Commercial	● ● ●
Townhome	○ ○ ○	Neighborhood Shopping Center	● ● ○
Duplex	○ ○ ○	Regional Shopping Center	● ● ●
Senior Housing	● ○ ○	Light Industrial/Flex Space	○ ○ ○
Apartment	● ● ○	Civic/Recreation/Open Space	● ● ○

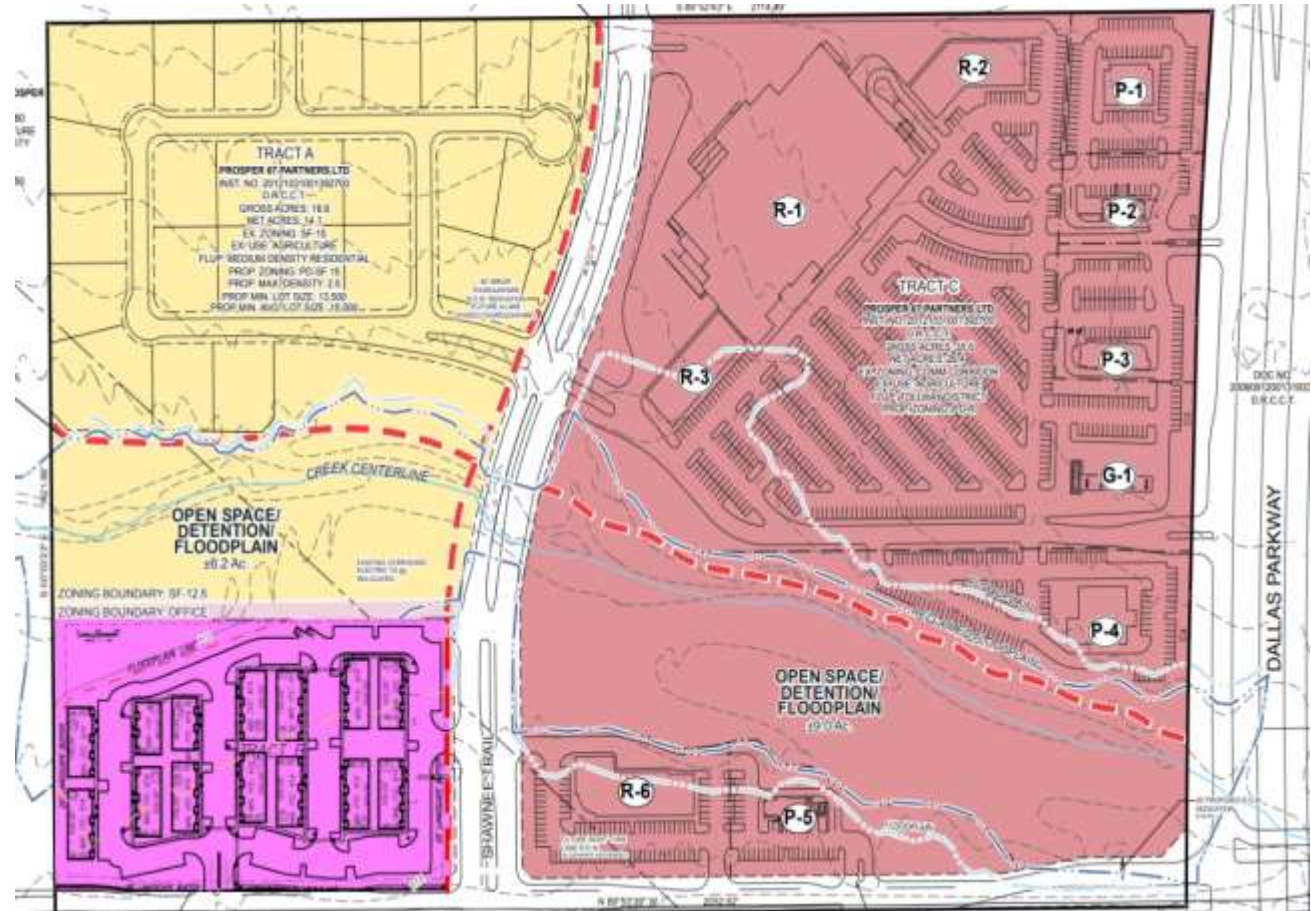
## Current Zoning Planned Development-75

Property was rezoned PD-75 on March 26, 2019 (Ordinance No. 19-16).

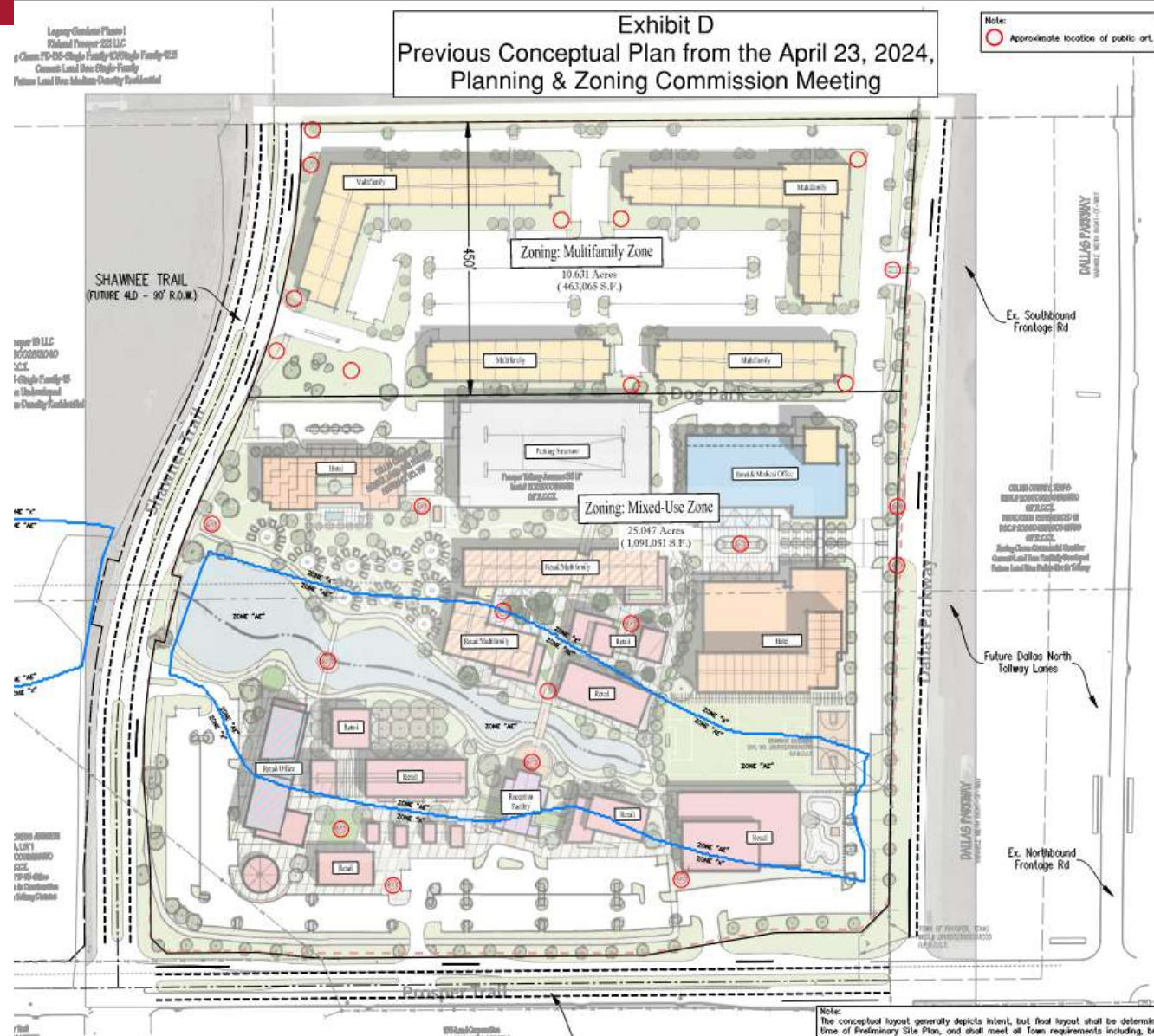
*Office* – The northwest corner of Shawnee Trail and Prosper Trail.

*Single Family-15* – The west side of Shawnee Trail, north of the office development.

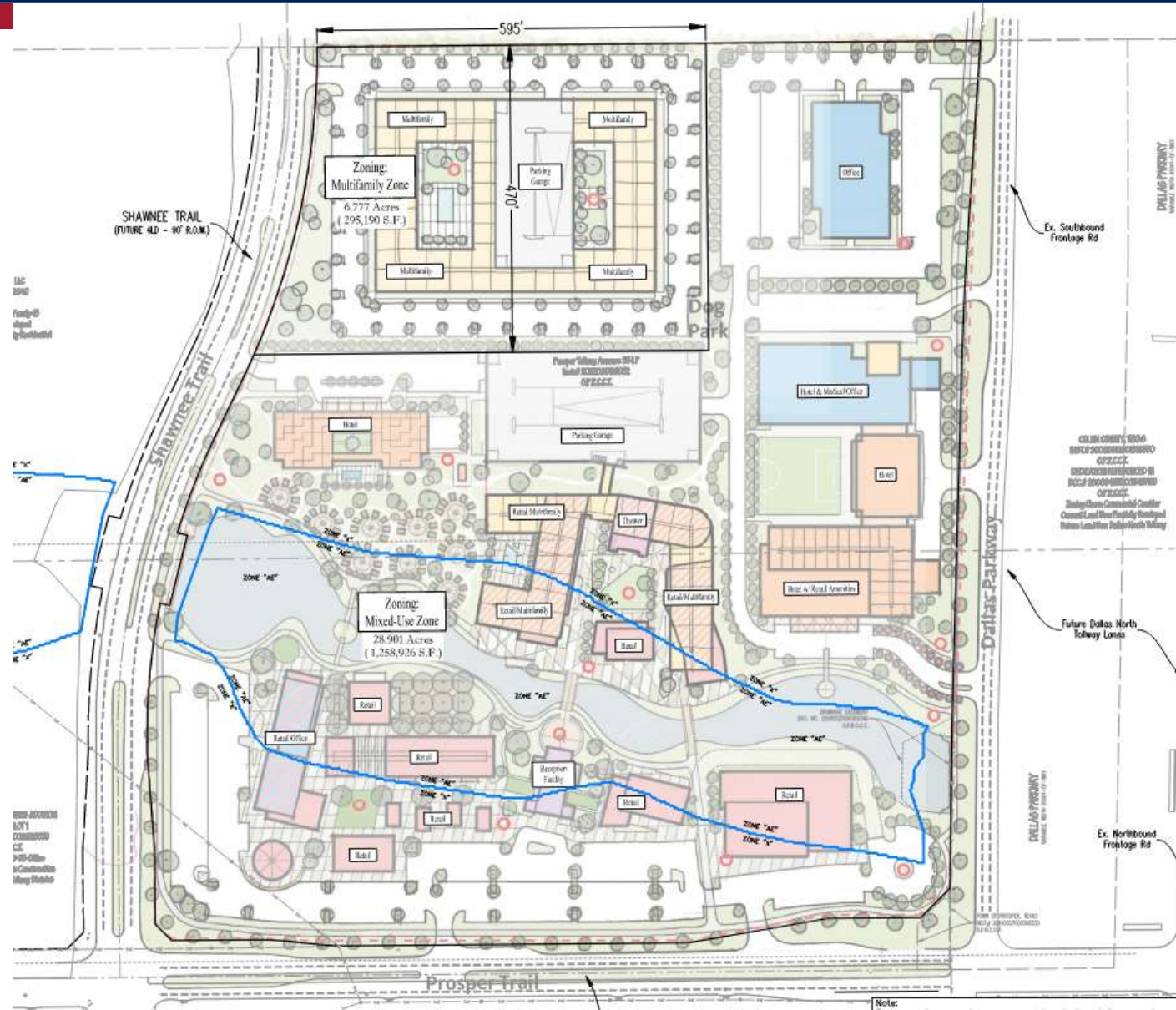
*Retail* – Between Dallas Parkway and Shawnee Trail, north of Prosper Trail. This is the property which the applicant requests to rezone, creating a new Planned Development.



# Previous Conceptual Plan (Exhibit D)



# Updated Conceptual Plan (Exhibit D)



## Uses – Multifamily Zone

### Permitted

1. Multifamily Dwelling
2. Accessory Building
3. House of Worship
4. Municipal Uses Operated by Town of Prosper
5. Park or Playground
6. Private Recreation Center
7. Home Occupation



## Uses – Mixed-Use Zone

### Permitted

1. Administrative, Medical or Professional Office
2. Wine Bar
3. Cocktail Lounge
4. Cigar Bar
5. Antique Shop and Used Furniture
6. Artisan's Workshop
7. Automobile Parking Lot/Garage
8. Automobile Paid Parking Lot/Garage
9. Bank, Savings and Loan, or Credit Union
10. Beauty Salon/Barber Shop
11. Business Service
12. Caretaker's/Guard's Residence
13. Catering
14. Civic/Convention Center
15. Convenience Store without Gas Pumps
16. Dry Cleaning, Minor
17. Governmental Office
18. Gymnastics/Dance Studio
19. Health/Fitness Center
20. Hospital
21. Hotel, Full Service
22. Hotel, Residence/Extended Stay (XO2)
23. House of Worship
24. Insurance Office

## Uses – Mixed-Use Zone

Permitted, cont.

25. Meeting/Banquet/Reception Facility

26. Mobile Food Vendor

27. Multifamily, if over a minimum 1-floor of non-residential uses.

28. Municipal Uses Operated by the Town of Prosper

29. Museum/Art Gallery

30. Outdoor Merchandise Display, Temporary

31. Park or Playground

32. Print Shop, Minor

33. Private Club

34. Private Recreation Center

35. Restaurant (without a drive-through)

36. Retail Stores and Shops

37. Retail/Service Incidental Use

38. Theater, Neighborhood

## Uses – Mixed-Use Zone

### Specific Use Permit

1. Commercial Amusement, Indoor
2. Commercial Amusement, Outdoor
3. Farmer's Market
4. Furniture, Home Furnishings and Appliance Store
5. Helistop
6. Outdoor Merchandise Display, Incidental
7. Pet Day Care
8. Rehabilitation Care Institution
9. Veterinarian Clinic and/or Kennel, Indoor

## Multifamily Units:

All multifamily units will consist of one, two and three bedrooms. The minimum size of a one-bedroom or two-bedroom unit is 850 square feet. An additional 150 square feet is required for an additional (third) bedroom. No more than ten percent of the units may contain three-bedrooms.

## Density:

The maximum number of residential units allowed within the entire Planned Development is 515.

**Multifamily Zone** – The density in this zone is 50 units per acre. The maximum number will be based on the area, which may fluctuate somewhat as the plans are finalized. Per the Conceptual Plan (Exhibit D), the property is shown as 6.777 acres. At 50 units per acre, the maximum number of units is 338.

**Mixed-Use Zone** – The maximum density of this zone is 60 units per acre with a maximum of 350 total units.

## Building Height:

Multifamily Zone – Five (5) stories, no greater than sixty (60) feet from finished grade.

Parking garage height will be no greater than that of the wrapped residential building.

Mixed-Use Zone – Nine (9) stories, no greater than 110 feet along Shawnee Trail and 14 stories, no greater than 170 feet along Dallas Parkway.

Parking garage height varies depending on whether the garage is stand-alone or in conjunction with another building. Stand-alone garages shall not exceed seven (7) stories or 75 feet. Attached garages cannot be taller than the adjoining or wrapped building.

## Building Setbacks:

Building setbacks are defined in Exhibit C. Multifamily structures can have a 10-foot or greater front setback with 30-foot side and rear setbacks. Buildings shall be 30 feet apart. There are no setback requirements in the Mixed-Use Zone, with the exception of meeting Fire Code standards.

## Parking:

All multifamily units within the Planned Development will be parked as follows:

- One and one-half (1.5) spaces per dwelling unit for one-bedroom and two-bedroom units
- For every additional room, an additional parking space is required.

Multifamily Zone – The arrangement of multifamily buildings shall be organized so that resident parking is provided in a structured garage that is wrapped by the residential units. A maximum 25% of the garage may be exposed; however, the architecture of that portion must have architecture to give the appearance of a building rather than a parking garage. Visitor and other ancillary parking may be located on the drive aisle/fire lane that wraps the multifamily development.

Mixed-Use Zone – Parking for the multifamily will be in structured garages. Parking between uses is intended to be shared. A shared parking arrangement will be determined at the time of preliminary site plan review.

## Sidewalks:

Multifamily Zone – Seven-foot sidewalks are required in front of buildings. This will allow for entry doors into each unit from the exterior of the building and a space for outdoor patios.

Mixed-Use Zone – A 15-foot sidewalk is required along the fronts of primary buildings, along drive aisles and parking rows.



## Landscape Buffers:

The minimum landscape buffers along the streets shown on the Thoroughfare Plan are as follows:

- Twenty-five (25) feet along Prosper Trail
- Twenty-five (25) feet along Shawnee Trail
- Thirty (30) feet along Dallas Parkway.

In the Multifamily Zone, the requirement for landscape islands in the surface parking that surrounds the building is one island between a maximum of seven parking spaces.

The standard Ordinance requirement for the Multifamily district is one landscape island between every five parking spaces for parking areas between the building and a public street and one island between every 12 parking spaces for parking elsewhere on the site.

## Open Space and Trails:

The floodplain bisects the property east to west. This natural feature was identified the existing Planned Development as an open space area with walking paths, and it is a primary feature of this proposal. It is intended to be an amenity to serve both zones with connecting trails/sidewalks throughout the development.

The amount of open space proposed for the entire development is 15%, which is approximately 5.4 acres. Exhibit C, Section G(1) describes the criteria for the development of the open space, including the following:

- A minimum 30% of the Multifamily Zone area will be open space. Of this, one-third must be provided within the bounds of that zone. The remaining area can be allocated elsewhere within the entire development.
- No more than 60% of the useable open space can be detention or within floodplain.
- Amenities are required within the open space.
- Buildings must side or face the open space areas to the greatest extent possible.

## Detention/Retention:

Detention located within the Floodplain must meet all Town of Prosper, FEMA and all other applicable regulations. The proposed man-made water feature, located in the approximate location of the existing creek bed, will be sized to accommodate the proposed development on both sides as shown on the Conceptual Plan.

## Architectural Standards:

Buildings will be designed to front onto adjacent public streets with minimal parking in front of the buildings. Garages that are visible from the Tollway will be designed so that it will appear as a building façade rather than a structured garage.

## Building Materials:

Examples of buildings are provided in Exhibit F. These will be further refined when preliminary site plan and site plan applications are submitted for review.

Regarding building materials, the applicant proposes the following:

- All buildings must be a minimum of eighty percent (80%) primary materials, excluding windows and doors on each façade.
- Primary materials include fiber cement panel, metal composite material (examples include, but not limited to Centria and Alucobond), steel plate, clay fired brick, natural and manufactured stone, granite, and marble. *(In the Mixed-Use Zone, fiber cement panel is excluded as a primary material.)*
- On each façade, stucco is limited to a maximum ten percent (10%) on the first floor, a maximum thirty percent (30%) on the second and third stories, and a maximum fifty percent (50%) on the fourth story and above. *(In the Mixed-Use Zone, stucco and fiber cement panels are each limited to these percentage caps.)*
- No single finish shall cover more than eighty percent (80%) of the front of any building.
- First floors in the Mixed-Use Zone will have a minimum ceiling height of 14 feet and will have windows covering 60% of the facades that face a major street and/or public-realm.

## Public Art:

A minimum of 24 public art installations shall be included throughout the entire project. The placement and types of public art will be determined at the time of development and are subject to the approval of the Director of Development Services.

# Phasing:

The project will be developed in the following manner:

## Phase 1A:

- Site-wide infrastructure for all 34 Acres
- Hotel Carbon
  - 144 Rooms (Only for Hotel Guests)
  - 12 Social Spaces (Primarily for Hotel Guests but available to the public as Event/Meeting Rental Space)
  - Performance Center (Open to the Public – Leased to a 3<sup>rd</sup> Party Operator)
  - Conference Center (Open to the Public)
  - Streaming & eSports Center (Open to the Public – Leased to a 3<sup>rd</sup> Party Operator)
  - Retail Operations (Open to the Public – Leased to a 3<sup>rd</sup> Party Operator)
  - Restaurants
    - Protein Bar (Open to the Public)
    - Sports Bar (Open to the Public)
    - Food Hall (Open to the Public)
- XO2 Tower
  - Luxury Condo residences (specialized for medical recovery)
  - 1 floor of Retail Flex Space
  - 3 floors of leased medical and out-patient office
  - Rooftop workout and relaxation facility
    - Outdoor Recreation Area
      - Soccer field
      - Running track
      - Covered sports pavilion
      - Enclosed multi-sport court
- Mixed-Use Zone Parking Garage

# Phasing:

## Phase 1B:

- Multi-Family Zone - Phase 1B Multifamily cannot begin until Phase 1A has a building permit and begins construction.

## Phase 2:

- Mixed-Use retail and multi-family
- Theater
- Reception Facility
- Retail on the southeast quadrant

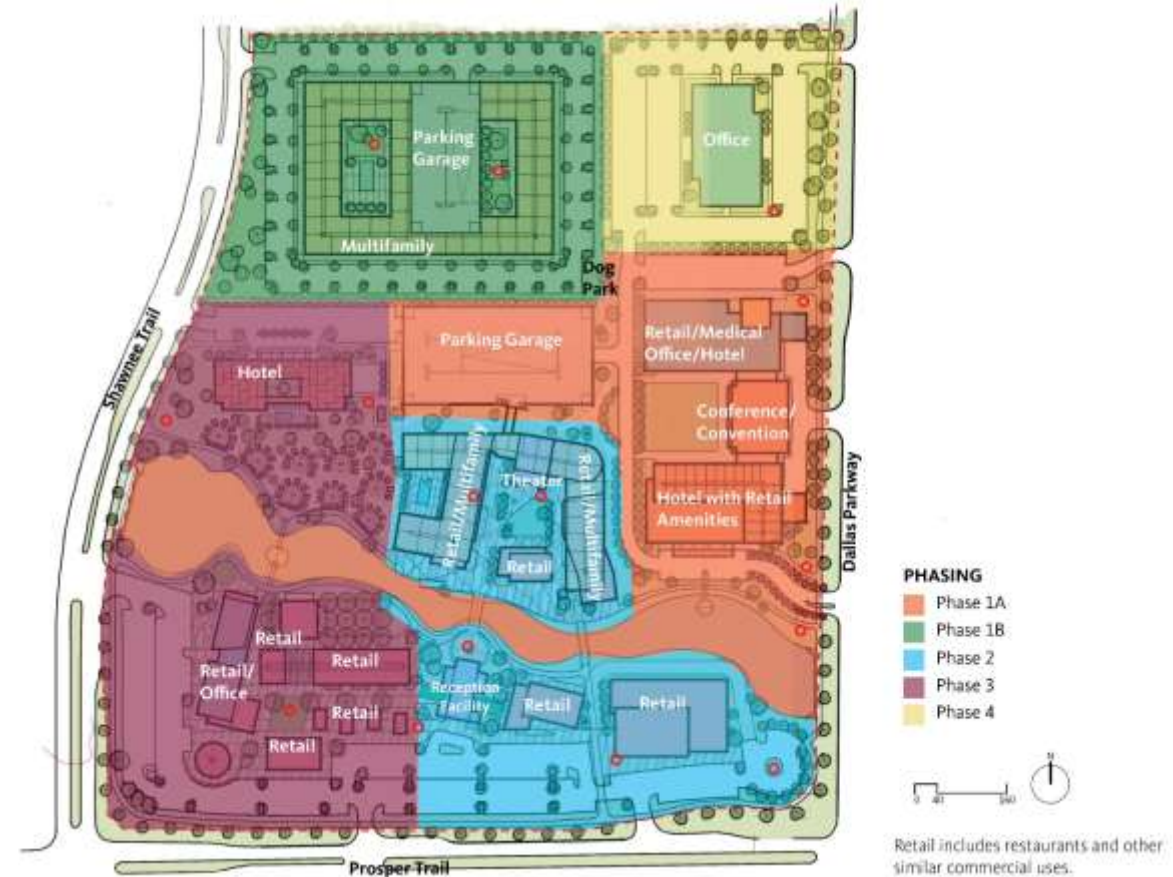
## Phase 3:

- Hotel Voz on the far west
  - 4-diamond hotel status
  - Luxury pods called Hako that will be complementary to the 4-diamond Hotel Voz
- Retail in the southwest quadrant

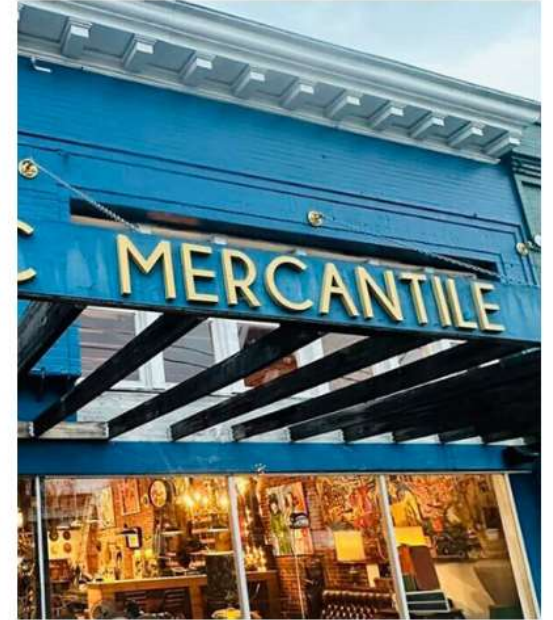
## Phase 4:

- Office on Dallas Parkway

PHASING DIAGRAM



# Conceptual Elevations Retail (Exhibit F)





Conceptual  
Elevations  
Hotel  
(Exhibit F)



# Conceptual Elevations Multifamily (Exhibit F)



# Conceptual Elevations Office (Exhibit F)



## Planning & Zoning Commission

April 23, 2024 – Held Public Hearing and Tabled case to May 7, 2024

May 7, 2024 – Item was Tabled to May 21, 2024, without discussion

May 21, 2024 – Item was Approved (5-1) with conditions. Commissioner Jackson voted in opposition; no reason was given.

# Planning & Zoning Commission Motion

Approve this item subject to staff comments plus the following changes:

- Phasing is going to be adjusted. Phase 1A will include the infrastructure plus the medical office/hotel, conference/convention center, hotel with retail amenities on the east side of the project closest to Dallas Parkway, including the parking garage.
- Phase 1B will be the multifamily in the northwest quadrant.
- Phase 2 will be mixed-use retail, multifamily, and theatre, plus the reception facility and retail on the southeast quadrant.
- Phase 3 will be the hotel plus retail on the far west side of the project. The hotel in Phase 3 will have 4-diamond status and will include luxury pods called Hako that will be complementary to the 4-diamond hotel named Hotel VOZ.
- Additional updates to the Mixed-Use Zone, Section 5.ii.3 in Exhibit C, removing fiber cement from number 2 and adding it to number 3.
- Under G.1.viii, in Exhibit C, strike items 2 and 3.
- Move three items to a Specific Use Permit category as opposed to approved by right, which will be the Commercial Amusement Indoor facility, Furnishing, Home Furnishing and Appliance Store, and the Veterinarian Clinic and/or Kennel, Indoor.
- The trigger for Phase 1B is that Phase 1A will need to have started construction – building permits.
- Phase 4 remains the same with office.

# Conclusion

## Notices:

- For Planning & Zoning Commission Meeting: Mailings sent Friday, April 12<sup>th</sup>
- For Town Council: Noticed in the newspaper on May 10<sup>th</sup>

## Citizen Response:

- Favorable comments received at the Public Hearing on April 23, 2024.

## Recommendation:

- Approval