

Bella Prosper (ZONE-24-0025)

Proposal

Purpose:

- Construct a mixed-use development consisting of the following items:
 - Commercial Uses (Hotel, Office, Restaurant, Retail, etc.)
 - Multifamily
 - Townhomes

Background

The applicant began the zoning process by discussing the project with Staff in early 2024. After several meetings and reviews of preliminary plans, an official application was submitted in December of 2024.

Following a couple rounds of review, the applicant presented the proposed development at the May 6, 2025, Planning & Zoning Commission Work Session. The following week, on May 13, 2025, the applicant presented at the Town Council Work Session.

In response to the feedback at these meetings, the applicant updated the plan as follows:

- Reduction of Number of Multifamily Dwellings (550 to 435)
- Reduction of Number of Townhome Units (94 to 88)
- Addition of Curvilinear Street (Townhome Section)
- Removal of Second Hotel (Substituted with Additional Restaurant/Retail)
- Reconfiguration of Assisted Living Building and Full-Service Hotel (Facing Amphitheater Area)

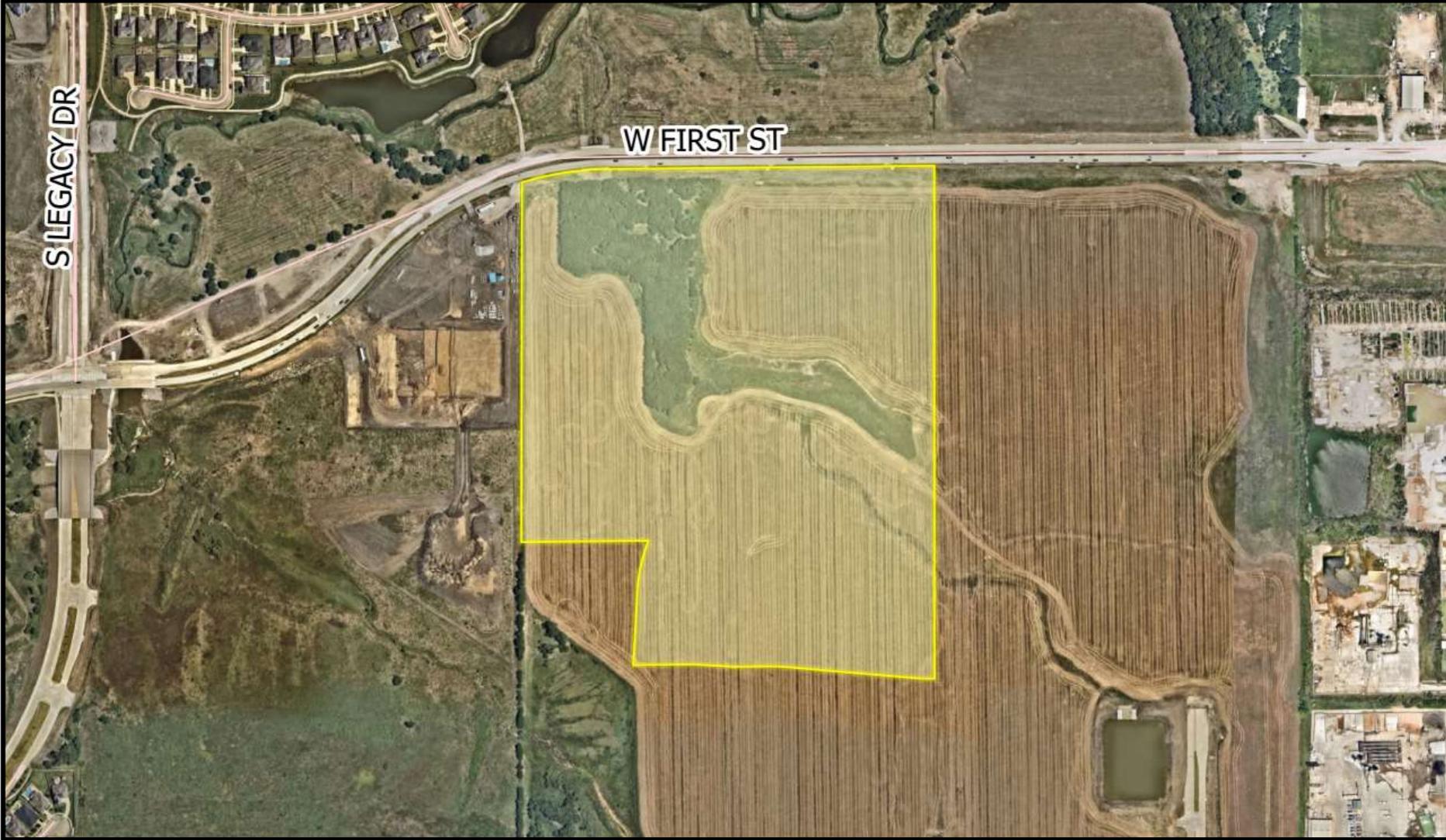
The applicant and Staff continued to work on revising the plans until such time that they were presented to the Planning and Zoning Commission for consideration on September 15, 2025, where they were recommended for approval by a vote of 5-0.

Background Cont.

Following the Planning and Zoning Commission Meeting, the applicant presented the proposed development at the November 11, 2025, Town Council Meeting. The item was tabled to February 24, 2026, to allow the applicant time to adjust the plan based on feedback received by the Council.

In response to the feedback at this meeting, the applicant updated the plan as follows:

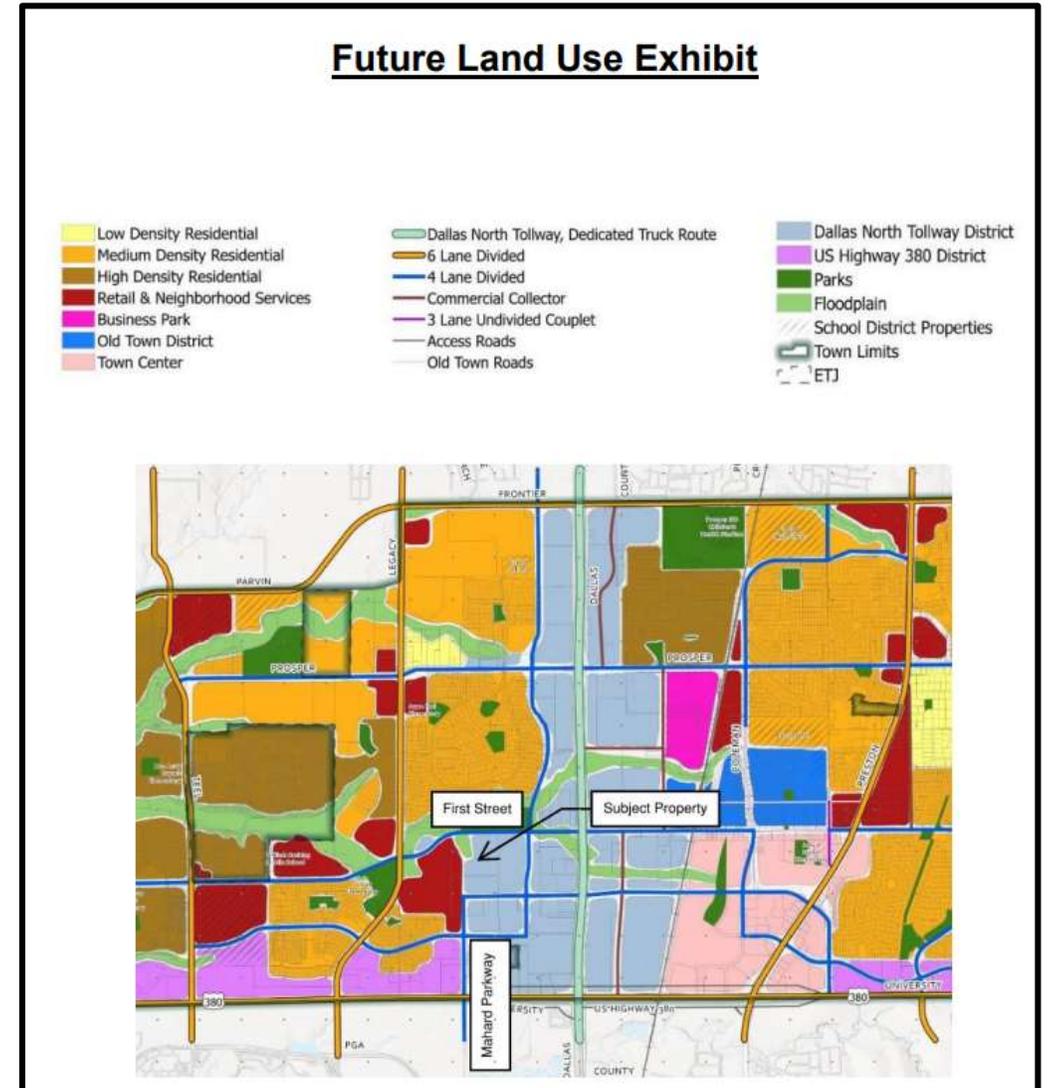
- Reduction of Number of Multifamily Dwellings (435 to 271)
 - Increase of Retail Required Prior to Development of Multifamily (50,000 SF to 62,550 SF)
 - Develop Multifamily in Phase 4 instead of Phase 2
 - Replace Two Multifamily Buildings with Office Park
- Increase of Number of Townhome Units (88 to 116)
- Removal of Assisted Living



Future Land Use Plan

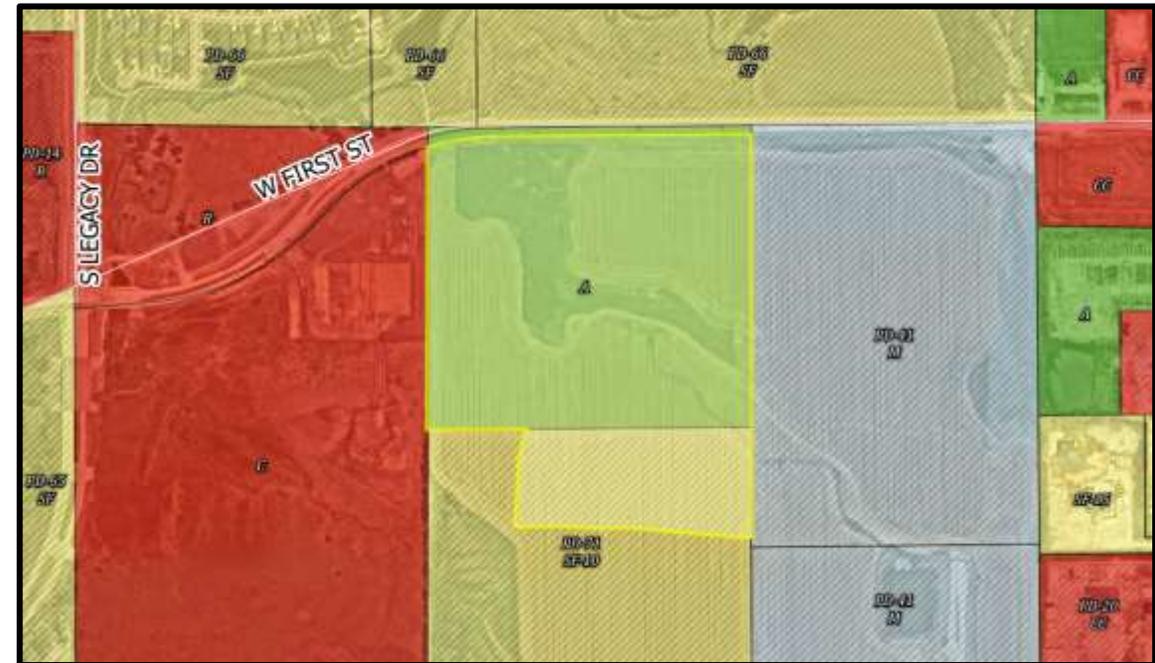
Dallas North Tollway District:

- Recommends the most intense land uses within the Town.
- Encourages mixed-used development containing a mixture of office, retail, and residential uses.
- Mixed-use loft/apartments are identified as the most appropriate residential use.

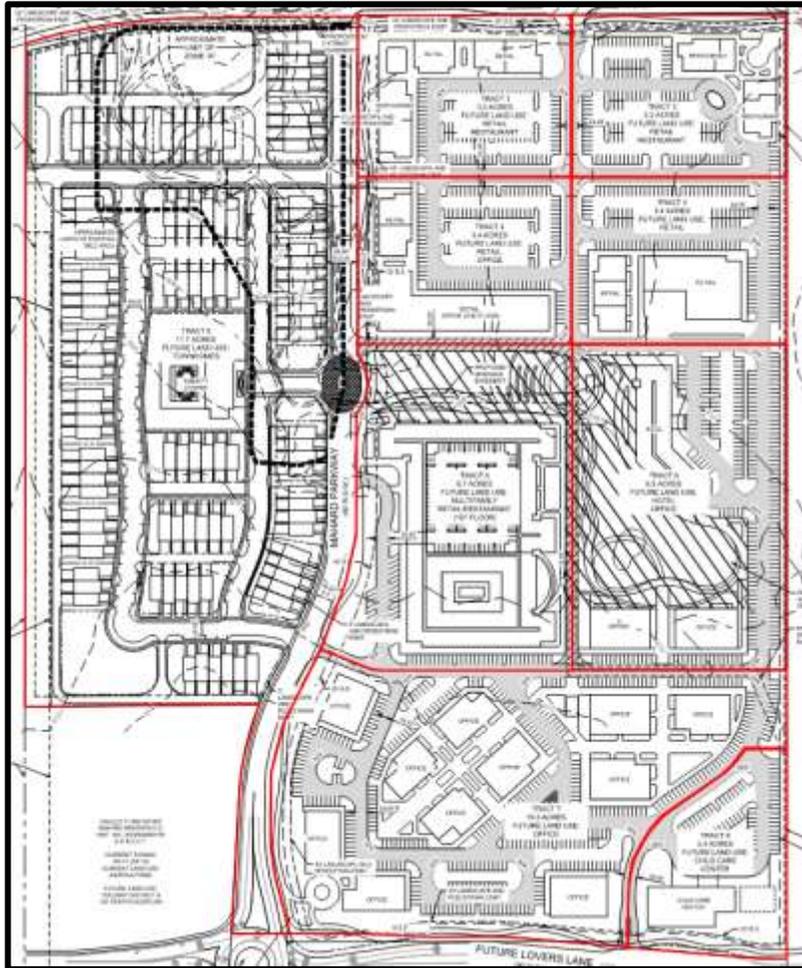


Zoning

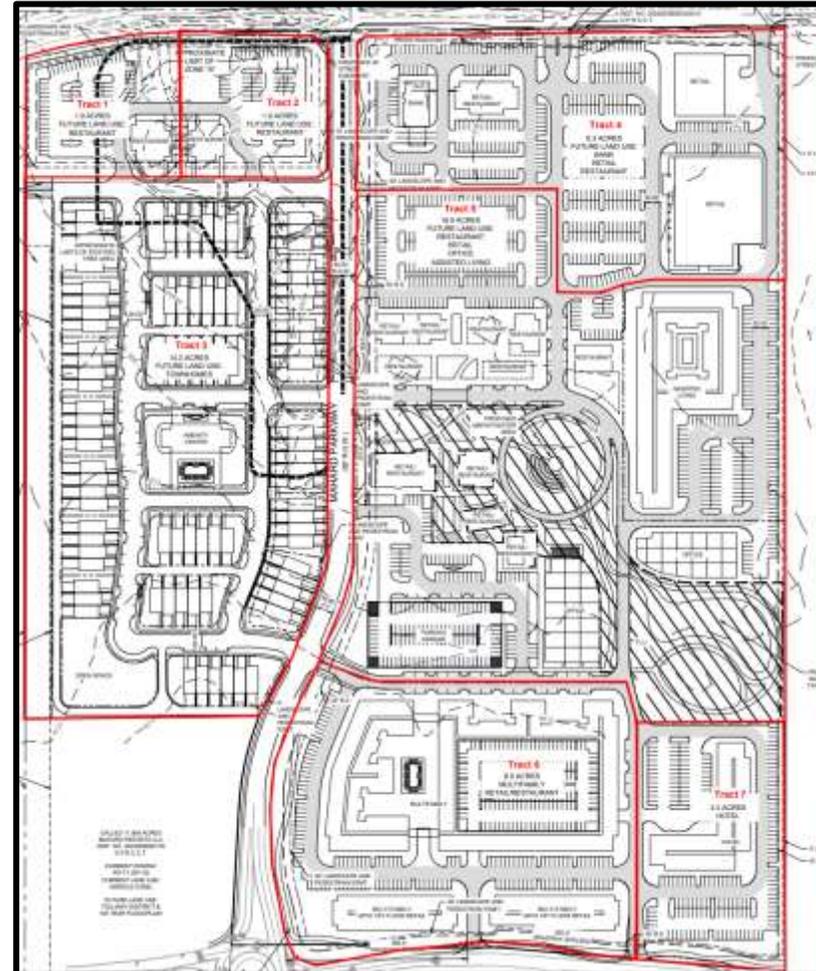
	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Agricultural and Planned Development-71	Vacant	Dallas North Tollway District
North	Planned Development-66 (Star Trail)	Single-Family Residential	Medium Density Residential
East	Planned Development-41 (Multifamily)	Vacant	Dallas North Tollway District
South	Planned Development-71 (Single Family-10)	Vacant	Dallas North Tollway District
West	Commercial	Community Center (Children's Hunger Fund)	Retail & Neighborhood Services

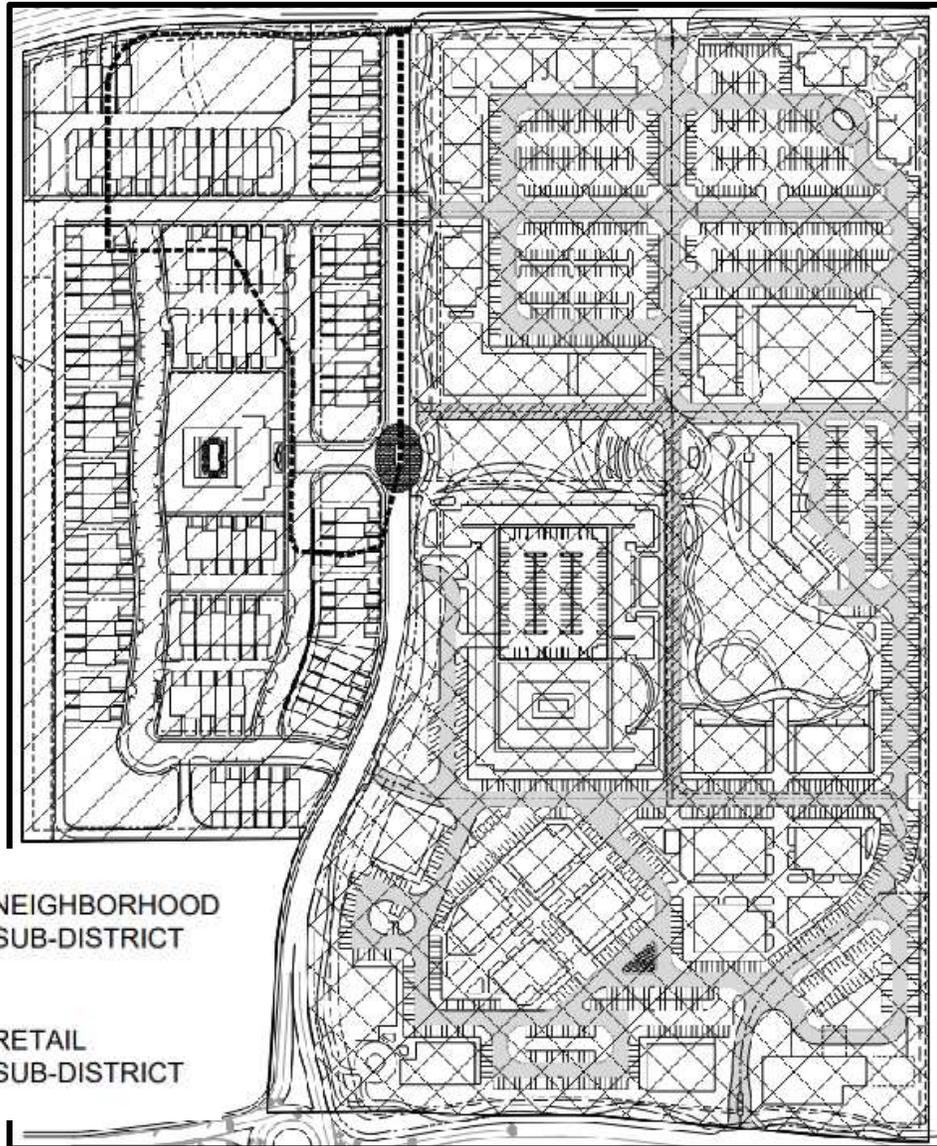


Current Proposal

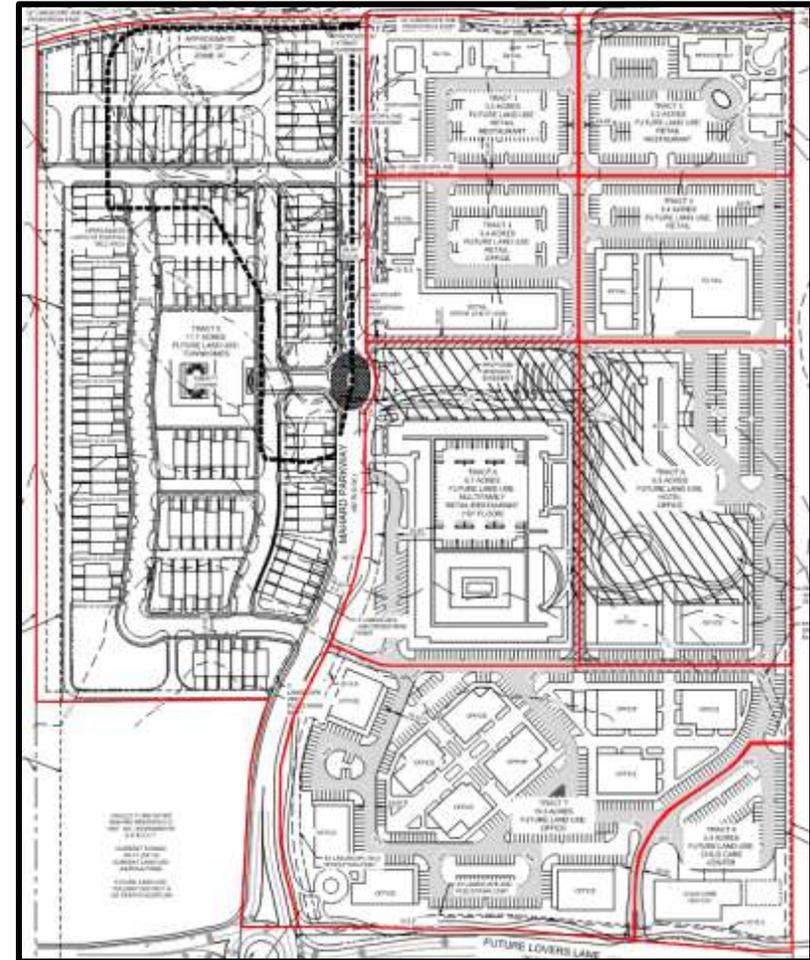


Previous Proposal





The development is broken into two subdistricts and nine tracts.



Subdistrict Regulations (Neighborhood Subdistrict)

District Regulations

(The following represent the proposed deviations from standard regulations.)

Townhome:

- Setbacks: Decrease in Front (25' to **20'**); Increase in Rear (20' to **25'**)
- Height: Increase from 40' to **45'**

Subdistrict Regulations (Retail Subdistrict)

District Regulations

(The following represent the proposed deviations from standard regulations.)

Full-Service Hotel:

- Height: Increase from 2 Stories to **8 Stories**

Multifamily:

- Density: **271 Units**
- Height: Decrease from 8 Stories to **5 Stories**
- Lot Coverage: Increase from 45% to **80%**

Office Uses:

- Height: Increase from 2 Stories to **3-6 Stories**

Retail Uses:

- Floor Area Ratio: Increase from 0.4:1 to **0.8:1**

General Regulations (Both Subdistricts)

Architectural Standards

Building Materials:

- Primary (Min. of 75%)
 - Brick
 - Cementitious Panel System (Max. of 35%)
 - Glazing (Curtain or Window Wall)
 - Stone (Natural or Manufactured)
- Secondary (Max. of 25%)
 - Clapboard Siding
 - Metal Panel Systems
 - Resin-Impregnated Wood Panel System
 - Stucco (Three-Coat)
- First Floor of Buildings
 - Masonry Cladding (Min. of 90%)
 - Metal Panel Systems (Non-Residential Uses Only)
- Multifamily Buildings
 - Brick
 - Cementitious Panel System
 - Stone (Natural or Manufactured)
- Office Buildings
 - Decorative or Enhanced Concrete Tilt Wall (Max. of 60%)
 - Primary Materials
 - Secondary Materials

Building Design:

- Articulation
 - Articulation will be accentuated by the inclusion of architectural building features, awnings or canopies, or different building materials and is required where retail or service uses take place on the first floor of a building and building façades front both streets and driveways.
- Awnings, Canopies, and Overhangs
 - Awnings and canopies will be comprised of materials that are complimentary to the building.
- Door and Windows
 - Windows will be transparent on 30% of ground floor façade areas facing open space or right-of-way and 20% of upper floor façade areas facing right-of-way.
- Embellishments and Mechanical Equipment
 - Architectural embellishments and mechanical equipment may extend 20 feet above the building height provided they are setback at a distance equal to their height or are integral parts of the building façade.

Building Design Continued:

- Entries
 - Entries will be highlighted using building articulation and entry canopies.
- Façade Composition
 - Façade compositions will consist of architecturally compatible multi-tenant storefronts, defined and articulated building entrances, and accentuated and unique features for “feature buildings” located at the intersection of streets.
- Height
 - Hotel: Minimum of 4 Stories
 - Multifamily: Minimum of 3 Stories
 - Office: Minimum of 2 Stories
 - Restaurant/Retail: Minimum of 1 Story
 - Townhome: Minimum of 2 Stories

Building Design Continued:

- Parking Structures
 - Parking structures will have horizontal and vertical articulation, clearly marked entries and exits for vehicles and pedestrians, and architectural finishes compatible to surrounding buildings if visible from the street.
- Projections
 - Projections into Fire, Access, Utility, and Drainage Easements (F.A.U.D.E.) are permitted if there are no encroachments into building setbacks, extensions over public right-of-way, and extensions over public utilities located within a fire lane or public utility easement.
- Roof Form
 - Roofs will be flat or low-pitched (2.5:12 or lower) with parapets.

Development Guidelines

Triggers:

- The full length of Mahard Parkway, as shown on the conceptual plan, will be constructed with the townhome section.
- A minimum of 62,550 square feet of commercial development will be constructed prior to the construction of the multifamily.
- Construction of the multifamily will not occur before Phase 4.

Phasing:

This project will be constructed in five phases.

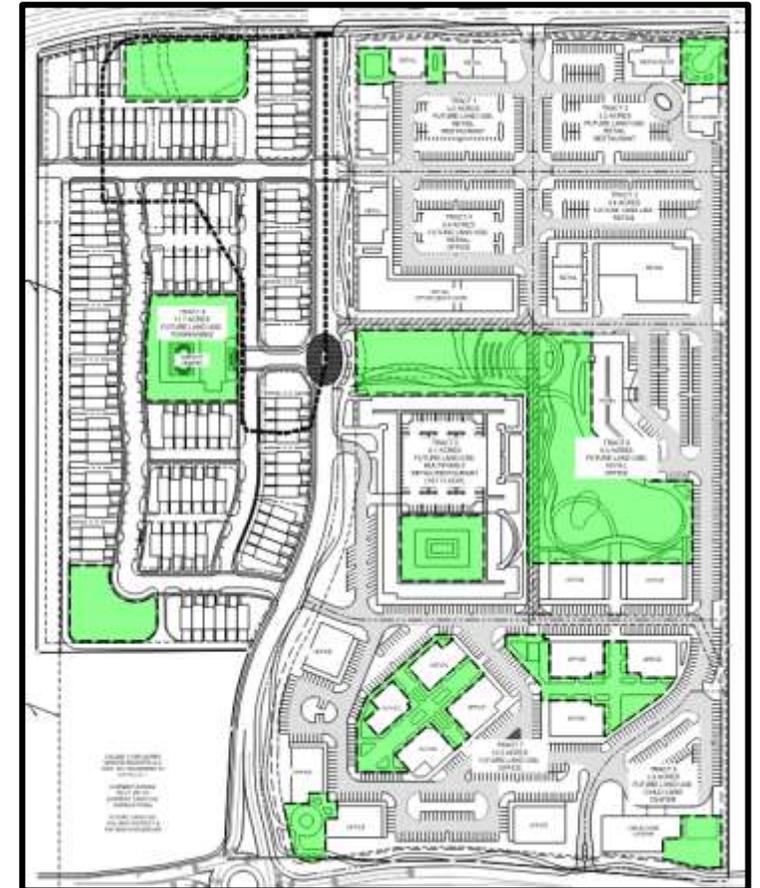
Open Space & Landscaping

Neighborhood Subdistrict:

- Open Space to be exclusively within Townhome Area (Min. of 20%)

Retail Subdistrict:

- 40' Landscape Buffer along east side of Mahard Parkway
- Open Space for Multifamily (Min. of 30%)
 - Incorporated with Entire Subdistrict
- Open Space for Commercial Lots (Min. of 7% for Each Lot)
 - Incorporated with Entire Subdistrict



Noticing

Notices:

- Friday, September 26th

Citizen Response:

- None

Recommendation

Town Staff:

- Approval

Planning & Zoning Commission:

- Approval (5-0)