



PLANNING

To: Mayor and Town Council

From: David Hoover, AICP, Director of Development Services

Through: Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager

Re: Planned Development for Prosper LGE

Town Council Meeting – August 25, 2026

Strategic Visioning Priority: Ensure the Town's Commercial Corridors are Ready for Development

Agenda Item:

Conduct a Public Hearing and consider and act upon a request for a rezoning from Planned Development-27 to a Planned Development for Cottage Logistics, Office/Warehouse, and Retail uses on Edward Bradley Survey, Abstract 86, Tract 5, on 39.2± acres, located on the northeast corner of Lovers Lane and University Drive. (ZONE-26-0006)

Description of Agenda Item:

The proposed development is subdivided into three distinct tracts, Tracts One, Two, and Three, and extends Richland Boulevard from its current section to Lovers Lane. Tract One, located on the hard corner of Lovers Lane and University Drive, will allow for retail uses. Tract Two, located on the north and east sides of Tract One, will allow for light industrial uses. Tract Three, located on the north side of future Richland Boulevard, will allow for cottage logistics uses.

Future Land Use Plan:

The Future Land Use Plan recommends the US Highway 380 District.

Zoning:

The property is zoned Planned Development-27 (Commercial Corridor and Retail).

Compatibility:

The zoning and land use of the surrounding properties are shown below.

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Planned Development-27 (Commercial Corridor and Retail)	Vacant	US Highway 380 District
North	Planned Development-2 (Single Family-10)	Residential (Willow Ridge)	Medium Density Residential
East	Planned Development-2 (Commercial Corridor)	Utility (Oncor Substation)	US Highway 380 District
South	N/A (City of Frisco)	Vacant	N/A (City of Frisco)
West	Planned Development-67 (Retail)	Commercial (Dick's Sporting Goods)	Town Center

District Regulations:

The district regulations within each tract of this Planned Development compared to the regulations in the Commercial and Industrial Districts in the Unified Development Code are shown below.

Tract One (Retail)

The only deviations are an increased side yard setback adjacent to commercial lots outside of this Planned Development and an increase in the allowed building height.

	Proposed Regulations (Development Standards)	Commercial District (Unified Development Code)
Size of Yards	Front: 30' Side: 0' (Attached, Separate Lots) 10' (Adj. to Internal Lots) 25' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 40' (1-Story Adj. to Residential) 60' (2-Story Adj. to Residential) Rear: 0' (Attached, Separate Lots) 10' (Adj. to Internal Lots) 25' (Adj. to Commercial) 40' (1-Story Adj. to Residential) 60' (2-Story Adj. to Residential)	Front: 30' Side: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 40' (1-Story Adj. to Residential) 60' (2-Story Adj. to Residential) Rear: 0' (Attached, Separate Lots) 15' (Adj. to Commercial) 40' (1-Story Adj. to Residential) 60' (2-Story Adj. to Residential)
Size of Lots	Area: 10,000 SF Width: 100' Depth: 100'	Area: 10,000 SF Width: 100' Depth: 100'
Maximum Height	Height: 50'	Height: 40'
Lot Coverage	Maximum: 50%	Maximum: 50%
Floor Area Ratio	Maximum: 0.5:1	Maximum: 0.5:1

Tract Two (Light Industrial)

The only deviations are a reduced front setback, reduced side yard setback adjacent to thoroughfares, and a decrease in the allowed building height.

	Proposed Regulations (Development Standards)	Industrial District (Unified Development Code)
Size of Yards	Front: 30' Side: 0' (Attached, Separate Lots) 10' (Adj. to Internal Lots) 30' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 60' (Adj. to Residential) Rear: 0' (Attached, Separate Lots) 10' (Adj. to Internal Lots) 30' (Adj. to Commercial) 60' (Adj. to Residential)	Front: 50' (35' on Arterial Street) Side: 30' (Adj. to Commercial) 50' (Adj. to Thoroughfare) 60' (Adj. to Residential) Rear: 30' (Adj. to Commercial) 60' (1-Story Adj. to Residential)
Size of Lots	Area: 15,000 SF Width: 100' Depth: 150'	Area: 15,000 SF Width: 100' Depth: 150'
Maximum Height	Height: 50'	Height: 100'
Lot Coverage	Maximum: 60%	Maximum: N/A
Floor Area Ratio	Maximum: 1:1	Maximum: 1:1

Tract Three (Cottage Logistics)

The only deviations are a reduced front setback, reduced side yard setback adjacent to thoroughfares, and a decrease in the allowed building height.

	Proposed Regulations (Development Standards)	Industrial District (Unified Development Code)
Size of Yards	Front: 30' Side: 10' (Adj. to Internal Lots) 30' (Adj. to Commercial) 30' (Adj. to Thoroughfare) 60' (Adj. to Residential) Rear: 10' (Adj. to Internal Lots) 30' (Adj. to Commercial) 60' (Adj. to Residential)	Front: 50' (35' on Arterial Street) Side: 30' (Adj. to Commercial) 50' (Adj. to Thoroughfare) 60' (Adj. to Residential) Rear: 30' (Adj. to Commercial) 60' (1-Story Adj. to Residential)
Size of Lots	Area: 15,000 SF Width: 100' Depth: 150'	Area: 15,000 SF Width: 100' Depth: 150'
Maximum Height	Height: 35'	Height: 100'
Lot Coverage	Maximum: 60%	Maximum: N/A
Floor Area Ratio	Maximum: 1:1	Maximum: 1:1

Uses:

The list of permitted uses within this Planned Development is shown below, as well as the list of uses currently allowed in Planned Development-27 that would be eliminated should this rezoning request be approved.

Tract One (Retail)

- By Right:
 - Administrative, Medical, or Professional Office
 - Alcoholic Beverage Sales
 - Antique Shop and Used Furniture
 - Bank, Savings and Loan, or Credit Union
 - Beauty Salon/Barber Shop
 - Building Material and Hardware Sales, Minor
 - Business Service
 - Cabinet/Upholstery Shop
 - Catering
 - Commercial Amusement, Indoor
 - Dry Cleaning, Minor
 - Feed Store
 - Furniture, Home Furnishings and Appliance Store
 - Governmental Office
 - Gymnastics/Dance Studio
 - Health/Fitness Center
 - Homebuilder Marketing Center
 - Locksmith/Security System Company
 - Massage Therapy, Licensed
 - Meeting/Banquet/Reception Facility
 - Municipal Uses Operated by the Town of Prosper
 - Nursery, Minor
 - Office/Showroom
 - Private Utility, Other Than Listed
 - Restaurant
 - Retail/Service Incidental
 - Retail Stores and Shops
 - Theater, Neighborhood
 - Theater, Regional
- By Specific Use Permit:
 - Child Care Center, Incidental
 - Child Care Center, Licensed
 - Restaurant, Drive-In

Tract Two (Light Industrial)

- By Right:
 - Administrative, Medical, or Professional Office
 - Building Material and Hardware Sales, Minor
 - Business Service
 - Cabinet/Upholstery Shop
 - Commercial Amusement, Indoor
 - Furniture, Home Furnishings and Appliance Store
 - Furniture Restoration
 - Gymnastics/Dance Studio
 - Health/Fitness Center

- Homebuilder Marketing Center
- Limited Assembly and Manufacturing Use Complying with Performance Standards
- Locksmith/Security System Company
- Municipal Uses Operated by the Town of Prosper
- Nursery, Minor
- Office/Showroom
- Office/Warehouse
- Print Shop, Minor
- Private Utility, Other Than Listed
- Repair Service, Indoor
- Research and Development Center
- Retail/Service Incidental
- Retail Stores and Shops
- Storage or Wholesale Warehouse
- By Specific Use Permit:
 - Auto Parts Sales, Inside
 - Equipment and Machinery Sales and Rental, Minor
 - Wireless Communications and Support Structures

Tract Three (Cottage Logistics)

- By Right:
 - Administrative, Medical, or Professional Office
 - Artisan's Workshop
 - Building Material and Hardware Sales, Minor
 - Business Service
 - Cabinet/Upholstery Shop
 - Cottage Logistics *
 - Furniture, Home Furnishings and Appliance Store
 - Furniture Restoration
 - Health/Fitness Center
 - Homebuilder Marketing Center
 - Limited Assembly and Manufacturing Use Complying with Performance Standards
 - Locksmith/Security System Company
 - Machine Shop
 - Municipal Uses Operated by the Town of Prosper
 - Nursery, Minor
 - Office/Showroom
 - Office/Warehouse
 - Print Shop, Minor
 - Private Utility, Other Than Listed
 - Repair Service, Indoor
 - Research and Development Center
 - Retail/Service Incidental
 - Retail Stores and Shops
 - Small Engine Repair Shop
 - Storage or Wholesale Warehouse
- By Specific Use Permit:
 - Auto Parts Sales, Inside
 - Contractor's Shop and/or Storage Yard
 - Equipment and Machinery Sales and Rental, Minor
 - Wireless Communications and Support Structures

*** The use “Cottage Logistics” is not defined in the Town’s Unified Development Code.**

A definition has been created for this use in the proposed development standards. The use is defined as “an establishment or business where the primary purpose is small-scale and individualized (i.e., not mass produced) assembly and light manufacturing of commodities and is characterized by low to no external impact.”

Eliminated Uses (Currently Allowed in Planned Development-27)

- Alcoholic Beverage Establishment (S)
- Antenna, Non-Commercial
- Antenna, Stealth
- Assisted Care of Living Facility (S; Retail District)
- Automobile Paid Parking Lot/Garage
- Automobile Parking Lot/Garage
- Automobile Repair, Minor (S)
- Automobile Sales/Leasing, New (S)
- Automobile Sales/Leasing, Used (S)
- Athletic Stadium or Field, Private (S)
- Athletic Stadium or Field, Public
- Bed and Breakfast Inn
- Big Box (S)
- Building Material and Hardware Sales, Major (S; Retail District)
- Bus Terminal
- Cemetery or Mausoleum (S)
- Child Care Center, Incidental (S)
- Child Care Center, Licensed (S)
- Civic/Convention Center
- College, University, Trade, or Private Boarding School
- Commercial Amusement, Outdoor (S)
- Commercial Drone Delivery Hub (S)
- Community Center
- Construction Yard and Field Office, Temporary
- Convenience Store without Gas Pumps
- Day Care Center, Adult
- Donation or Recycling Bin
- Equipment and Machinery Sales and Rental, Minor
- Fairgrounds/Exhibition Area (S)
- Farm, Ranch, Stable, Garden, or Orchard
- Farmer’s Market
- Food Truck Park (S)
- Fraternal Organization, Lodge, Civic Club, Fraternity, or Sorority
- Funeral Home (S; On-Site Cremation Services)
- General Manufacturing/Industrial Use Complying with Performance Standards
- Golf Course and/or Country Club
- Helistop (S)
- Hospital
- Hotel, Full Service
- Hotel, Limited Service (S)
- Hotel, Residence/Extended Stay (S)
- House of Worship
- Indoor Gun Range (S)
- Laundromat

- Mobile Food Vendor (S)
- Motorcycle Sales/Service (S)
- Museum/Art Gallery
- Nursery, Major (S)
- Open Storage
- Outdoor Merchandise Display, Incidental (S)
- Outdoor Merchandise Display, Temporary
- Park or Playground
- Print Shop, Major
- Private Club (S)
- Private Recreation Center
- Recycling Center (S)
- Recycling Collection Point
- Rehabilitation Care Institution (S)
- School District Bus Yard
- School, Private or Parochial
- School, Public
- Sewage Treatment Plant/Pumping Station (S)
- Taxidermist
- Telephone Exchange
- Temporary Building (S)
- Transit Center
- Utility Distribution/Transmission Facility (S)
- Water Treatment Plant (S)
- Winery
- Wireless Communications and Support Structures (S)

Building Materials:

The architectural standards within this Planned Development are shown below.

- Building Materials:
 - Primary Materials (Min. of 80%)
 - Clay Fired Brick
 - Concrete Tilt Wall
 - Split-Faced Block
 - Stone (Natural and Manufactured)
 - Secondary Materials (Max. of 20%)
 - Formliner
 - Steel
 - Stucco (Three-Step Only)
 - Timber
- Building Design:
 - Enhanced Building Entrances
 - Enhanced Pedestrian-Facing Façades
 - Enhanced Public-Facing Façades

Landscaping:

The landscaping regulations within this Planned Development compared to the regulations in the Unified Development Code are shown below.

Perimeter Landscaping

The only deviation is the allowance for no landscaping buffer between commercial lots (5' width) when the lot line is located at the centerline of a drive aisle or fire lane.

	Proposed Regulations (Development Standards)	Town Regulations (Unified Development Code)
Buffer / Easement	Width: 5' (Adj. to Commercial) 15' (Adj. to Residential) 25' (Adj. to Thoroughfare) 30' (University Drive)	Width: 5' (Adj. to Commercial) 15' (Adj. to Residential) 25' (Adj. to Thoroughfare) 30' (University Drive)
Trees	Adj. to Commercial: One Small Tree every 15 Feet Adj. to Residential: One 3" Caliper every 30 Feet Adj. to Thoroughfare: One 3" Caliper every 30 Feet	Adj. to Commercial: One Small Tree every 15 Feet Adj. to Residential: One 3" Caliper every 30 Feet Adj. to Thoroughfare: One 3" Caliper every 30 Feet
Shrubs	Adj. to Commercial: One 5-Gallon every 15 Feet Adj. to Residential: N/A Adj. to Thoroughfare: 15 5-Gallon every 30 Feet	Adj. to Commercial: One 5-Gallon every 15 Feet Adj. to Residential: N/A Adj. to Thoroughfare: 15 5-Gallon every 30 Feet

Open Space and Amenities:

A minimum percentage of open space will not be required for each commercial lot; however, a minimum of 12 percent of open space is required for the aggregate area of the proposed development. Additionally, amenities from the list below will be provided in these open space areas. These amenities are categorized as either major or minor with a requirement of three major amenities and ten minor amenities being provided throughout the development as approved by the Director of Development Services.

- Major Amenities:
 - Dog Park
 - Fountain
 - Hike and Bike Trail Head
 - Shade Structure
- Minor Amenities:
 - Benches and Tables
 - Bike Racks
 - Dog Waste Station
 - Pond Overlook

Screening:

A living screen is proposed in lieu of a masonry screening wall adjacent to the residential subdivision to the north, Willow Ridge. There is an existing tree line adjacent to the homes in Willow Ridge that are adjacent to the site. The screen will consist of this existing tree line in addition to plantings that will fill in its gaps. Additionally, an eight-foot wrought iron fence will be placed along the northern boundary adjacent to the common area lot in Willow Ridge as shown on the Conceptual Plan.

Richland Boulevard:

Richland Boulevard, as depicted on the Conceptual Plan, will be extended through the interior of the development from its current section to Lovers Lane to provide access throughout the site and frontage onto a public right-of-way for Tract 3. Additionally, berms and a ten-foot hike and bike trail will be provided along this thoroughfare.

Thoroughfare Plan:

This property has access to Lovers Lane, future Richland Boulevard, and University Drive.

Parks Master Plan:

The Parks Master Plan does not indicate a park is needed on the subject property.

Budget Impact:

There is no budgetary impact affiliated with this item.

Notification:

Notification was provided as required by the Unified Development Code and state law. Staff has received five letters of opposition, two letters of neutrality, and one letter of support to the proposed zoning request to date.

The applicant met with the Homeowners' Association to discuss the proposal and worked to address their concerns.

Attached Documents:

1. Aerial Map
2. Zoning Map
3. Future Land Use Exhibit
4. Exhibit A-1 – Written Metes and Bounds
5. Exhibit A-2 – Boundary Exhibit
6. Exhibit B – Letter of Intent
7. Exhibit C – Development Standards
8. Exhibit D – Conceptual Plan
9. Exhibit E – Development Schedule
10. Exhibit F – Elevations
11. Exhibit G – Landscape Plan
12. Exhibit H – Open Space Plan
13. Trip Generation Exhibit (Tract 2)
14. Draft Development Agreement
15. Letter from Resident – St. Romain, D.
16. Letter from Resident – Holbrook, R.
17. Letter of Support – Hage, G.
18. Letter of Opposition – Chatfield, K.
19. Letter of Opposition – Astie, S.
20. Letter of Opposition – Bremer, T.
21. Letter of Opposition – Raney, L.
22. Letter of Opposition – Hendrickson, C.

Town Staff Recommendation:

The rezoning request is compliant with the Future Land Use Plan. Additionally, it allows for the update of an outdated zoning district with undesirable uses and a development agreement that will ensure the aesthetic quality of the development. For these reasons, Town Staff recommends the Planning and Zoning Commission approve the request for a rezoning from Planned Development-27 to a Planned Development for Cottage Logistics, Office/Warehouse, and Retail uses on Edward Bradley Survey, Abstract 86, Tract 5, on 39.2± acres, located on the northeast corner of Lovers Lane and University Drive.

Planning and Zoning Commission Recommendation:

The Planning and Zoning Commission unanimously recommended approval of this item by a vote of 7-0 at their meeting on August 4, 2026, with the condition that dumpsters shall not be located on the northern boundary of Tract 3.

Proposed Motion:

I move to approve/deny the request for a rezoning from Planned Development-27 to a Planned Development for Cottage Logistics, Office/Warehouse, and Retail uses on Edward Bradley Survey, Abstract 86, Tract 5, on 39.2± acres, located on the northeast corner of Lovers Lane and University Drive, with the condition that dumpsters shall not be located on the northern boundary of Tract 3.