

Conduct a Public Hearing to consider and act upon amendments to the Town of Prosper Unified Development Code related to closing applications, providing standards for a dual brand hotel, updating Commercial District setback regulations, landscape and open space criteria, and parking requirements for the Dallas North Tollway District, addressing jellyfish-style lighting, and defining terms related to the proposed amendments. (ZONE-26-0010)

Description of Agenda Item:

The Town's Unified Development Code (UDC) was adopted May 1, 2026, and includes procedural requirements, zoning and subdivision standards, and definitions. It is proposed to amend several sections of the UDC, as follows:

- Closing Applications
- Dual Brand Hotel
- Dallas North Tollway District
 - Landscaping requirements
 - Open Space
 - Setbacks
 - Parking
- Outdoor Lighting

While it addresses standards by which property will develop, it does not modify the zoning classification of property within the Town.

Closing Applications:

Article 1. General Provisions

.....

1.03. Universal Procedures and Provisions

.....

C. Application Processing.

1. Initiation of Application

.....

2. Application Requirements

.....

3. Official Filing Date, Completeness of Application, and Expiration of Application

.....

4. 30-Day Time Frame for Plat Approvals

.....

5. **Application Closure Procedure**

a. **If an application is under review and no revisions have been made for a period five months or more, the applicant will be notified that the project will be closed in 30-days.**

b. **The case may remain active if revisions that address the previous Town comments are submitted prior to the completion of the 30-day period.**

~~5.6.~~ Payment of all Indebtedness Attributed to the Subject Property

.....

Dual Brand Hotel:

Article 2. Zoning Regulations

.....

2.07 Permitted Uses and Use-Based Standard

.....

D. Conditional Development Standards

.....

25. Hotel, Full Service

Full-Service Hotel developments shall be subject to the following development standards:

- a. External balconies and walkways shall be set back 200 feet from any residential zoning district.
- b. Shall provide management staff on-site 24 hours a day.
- c. Shall provide at least four amenities from the list below:
 - i. Indoor/Outdoor Pool
 - ii. Spa/Sauna
 - iii. Weight Room/Fitness Center
 - iv. Playground
 - v. Sports Court
 - vi. Game Room
 - vii. Jogging Trail
 - viii. **Other similar amenities as approved by the Director of Development Services.**
- d. Shall provide a full-service restaurant offering three meals a day with room service.
- e. Shall provide a minimum total of 20,000 square feet of meeting/event space.
- f. No more than 5% of the total number of guest rooms shall have cooking facilities.
- g. All room units must be accessed through an internal hallway, lobby, or courtyard.

h. Anywhere a full-service hotel is permitted, a dual brand hotel is also permitted, subject to the following criteria:

- i. The dual brands shall be either Full Service and Limited Service or Full Service and Residence/Extended Stay.
- ii. A minimum sixty (60) percent of the rooms shall be part of the Full-Service brand.
- iii. Each of the two brands shall be the same chain.
- iv. The Limited Service or Residence/Extended Stay portion of the hotel must comply with the requirements of its conditional development standards as found in this section, namely Article 2.D.26 and Article 2.D.27. There are no limitations on the location of a Residence/Extended Stay hotel when part of the dual brand.
- v. The required amenities for each type of hotel must be provided, and no single amenity can be counted for both brands. However, it is permissible for the guests of both brands to use all the amenities.
- vi. The hotel shall be designed to appear as one hotel with similar architectural style and articulation for both brands.

Definition

Hotel, Dual Brand: A dual brand hotel combines two hotel brands, one of which is a full service hotel, from the same hotel chain into one building. Each brand operates separately with its own identity but must have a shared lobby and check-in desk. The brands may also share services such as laundry facilities, food and beverage facilities, and amenities.

Dallas North Tollway District – Open Space

iii. Open space in the Dallas North Tollway District is to be designed in a network as represented in Exhibit 2 of the Dallas North Tollway District Development Standards and comply with the following:

- (a) Within each new development, a minimum of three amenities shall be provided within an open space in accordance with the list in Article 3.f.ii. above, with at least one being a major amenity.
- (b) Open spaces shall be visible and easily accessible from public areas such as building entrances and adjacent streets and sidewalks.
- (c) Ample seating shall be provided, including walls, ledges, and other raised surfaces which can serve a similar purpose.
- (d) Active uses such as retail, cafes, restaurants, higher density residential and office uses which provide pedestrian traffic should be considered as appropriate uses to line parks and open spaces.
- (e) In addition to the open space framework shown on Exhibit 2, development plans shall take the goals and objectives of the Town's Bike and Trail Master Plan into consideration when planning for new parks and open space amenities.
- (f) Whether a park/open space is a public facility or publicly accessible under private ownership will be determined during the site plan approval process.
- (g) Design issues and opportunities will be confirmed through the final site plan approval process.
- (h) Subdistrict 1
 - (i) Prominent open space should be readily visible from the Dallas North Tollway to serve as an entry gateway and be a feature around which buildings are sited. The length of the open space should be proportionate with the buildings it serves and create notable space from Dallas North Tollway.
 - (ii) Develop a water feature (central lake) surrounded by trees and trails in the development on the east side of the Dallas North Tollway, south of First Street.



- (i) Subdistrict 2
 - (i) The Parvin Branch drainage feature north of First Street shown on Exhibit 2 is envisioned to be a continuous green open space that provides the adjacent neighborhood with active programming and respite.
 - (ii) Within non-residential development south of First Street and east of Legacy Drive, the existing drainage and retention basin should be preserved, enhanced, and amenitized as an open space feature.
- (j) Subdistrict 3
 - (i) Provide open space at the hard corner at the intersection of First Street and the Dallas North Tollway approximately 100 feet by 150 feet to be designed for pedestrian activity.
 - (iii) Provide open space in the form of pocket parks within the development for passive pedestrian use.

- (k) Subdistrict 4
 - (i) The Parvin Branch waterway south of Safety Way shall be a continuous green open space with a central retention pond features.
 - (ii) Intermingle pocket parks into the neighborhood(s).
 - (iii) Provide a green commons in the retail village area.
 - (iv) Create a central pocket park at the silo designed so the adjacent streets may be shut down during events.
- (l) Subdistrict 5
 - (i) A central vehicular feature around the existing drainage area is envisioned to work with the existing site natural features. It should use heavy landscaping and provide connection to a larger pedestrian trail system.
- (m) Subdistrict 6
 - (i) Provide a parklet space at the northeast corner (hard corner) of Prosper Trail and the Dallas North Tollway that can be utilized and accessed by restaurants and other similar non-residential uses.
 - (ii) Provide small pocket parks intermingled into the development framework as rectangular spaces with streets around them and roundabouts with central greens.
 - (iii) Special artwork should be considered given the visual prominence of their locations within the community plan.
- (n) Subdistrict 7
 - (i) Prominent open space should be readily visible from the Dallas North Tollway to serve as an entry gateway and be a feature around which buildings are sited.
 - (ii) The interior of roundabouts shall be designed for passive pedestrian use and landscaped.
 - (iii) Special artwork should be considered given the visual prominence of their locations within the community plan.

Dallas North Tollway District – Setbacks

Commercial District	
Height	
Maximum Height	40 feet
Size of Lots	
Minimum Lot Area	10,000 square feet
Minimum Lot Width	100 feet
Minimum Lot Depth	100 feet
Size of Yards	
Minimum Front Yard *	30 feet *
Minimum Side Yard	15 feet adjacent to a nonresidential district. The minimum side yard setback may be eliminated for attached retail buildings on separate lots as shown on an approved Site Plan 40 feet for a one-story building adjacent to a residential district and 60 feet for a two-story building adjacent to a residential district
Minimum Side Yard (F, see Figure 2.04-30)	30 feet adjacent to a street
Minimum Rear Yard	15 feet adjacent to a nonresidential district. The minimum side yard setback may be eliminated for attached retail buildings on separate lots as shown on an approved Site Plan 40 feet for a one-story building adjacent to a residential district and 60 feet for a two-story building adjacent to a residential district
Other Dimensional Requirements	
Maximum Lot Coverage	50%
Maximum Floor Area Ratio	0.5:1

*For properties within the Dallas North Tollway District, see Article 2.04.E.2.c. below.

c. **Minimum Setbacks in the Dallas North Tollway District shall be as follows:**

1. **Dallas North Tollway, US 380 and Frontier Parkway Front Setback Zone**
 - (a) **Adjacent to US 380 and Frontier Parkway - Front Setback of 50 feet.**
 - (b) **Adjacent to Dallas North Tollway – Front Setback of 60 feet.**
 - (c) **Subdistrict 3 (First Street Neighborhood) adjacent to the Green Commons – Front Setback of 20 feet.**
 - (d) **Subdistrict 4 (Downtown West) adjacent to the Green Commons – Front Setback of 20 feet.**
2. **Build-to Lines**
 - (a) **Streets with On-Street Parking – A build-to line shall be required. The primary building façade shall be built along the public or private street.**
 - (b) **Front Setbacks facing a Parks/Open Space – Front Setback shall range between 18 feet and 24 feet from the face of curb for the street that defines the pocket park space.**
 - (c) **Non-Residential Buildings (buildings with non-residential on the first floor) – The primary façade shall be located on the block face (i.e. property line) with a minimum 70 percent of the building being adjacent to this build-to-line.**

Dallas North Tollway District – Parking

Nonresidential parking within the Dallas North Tollway District shall comply with the following standards:

- (a) Parking shall be provided on the side or rear of the primary buildings within new development to minimize visibility.
- (b) Parking lots shall be screened through building and landscape placement and through creating parking “courts” that are entered versus seen directly from the public street.
- (c) Surface parking shall be designed to promote a pleasant pedestrian experience with special design features and landscaped pedestrian ways.
- (d) A maximum of two rows of parking is permitted in the front of the buildings along the Dallas North Tollway, except adjacent to the Green Commons in the Subdistrict 3 (First Street Neighborhood), Subdistrict 4 (Downtown West), and Subdistrict 6 (Prosper Trail Neighborhood), as represented on Exhibit 2 of the Dallas North Tollway District Guidelines, where no parking will be allowed between buildings and the street.

- (e) Shared parking agreements for adjacent properties are acceptable where they:
 - (i) include a business pursuant to the Town’s vision,
 - (ii) there is a written agreement between property owners that clearly stipulates the terms of the joint use of the parking spaces, and
 - (iii) the spaces must be committed and available to the respective users on a non-conflicting bases.
- (f) Parking garages shall follow the parameters below:
 - (i) located behind or to the side of the primary building,
 - (ii) shall have an architecturally finished façade complementary to the surrounding buildings with enhanced articulation on a facade facing the street.
 - (iii) Street front openings in parking structures should not exceed 55 percent of the façade area, excluding the top floor if the garage is unroofed.
 - (v) Where possible, the narrower façade of the parking garage should be oriented to the street.

Outdoor Lighting – Jellyfish-style Lighting

Article 2. Zoning Regulations

.....

2.12 Outdoor Lighting

.....

B. General Requirements

1. The following standards shall apply to all exterior lighting except public street lighting and other lighting that is specifically exempted by this section.

.....

I. Jellyfish style permanent outdoor string lighting shall comply with the following:

- i. It is limited to residential structures;**
- ii. It shall be limited to the under the eaves of a residential structure; and**
- iii. It shall not flash or strobe in such a way as to unreasonably harm or restrict public health, safety, and welfare or create a nuisance.**

Definition

Jellyfish Lighting - a permanent, color-changing LED lighting system designed for the exterior of residential homes.

Recommendation

Noticing:

- Friday, July 3rd
- Two citizens provided comments at the Planning and Zoning Commission meeting.

Recommendation:

- The Planning and Zoning Commission unanimously recommended approval of this item, subject to modifications to the dual brand hotel requirements, landscape standards, and outdoor lighting regulations by a vote of 7-0 at their meeting on July 21, 2026. The language reflected in these slides and staff report have been updated per the motion.
- Town Staff recommends consideration and action upon amendments to the Town of Prosper Unified Development Code.