



Prosper is a place where everyone matters.

Agenda
Prosper Town Council Workshop Meeting
Executive Conference Room
Prosper Town Hall
250 W. First Street, Prosper, Texas
Thursday, January 13, 2022
6:00 PM

Call to Order/ Roll Call.

1. Discuss the Dallas North Tollway (DNT) Design Guidelines Project. (KD)

Executive Session.

Recess into Closed Session in compliance with Section 551.001 et seq. Texas Government Code, as authorized by the Texas Open Meetings Act, to deliberate regarding:

Section 551.087 – To discuss and consider economic development incentives.

Section 551.072 – To discuss and consider purchase, exchange, lease or value of real property for municipal purposes and all matters incident and related thereto.

Section 551.074 – To discuss and consider personnel matters and all matters incident and related thereto.

Section 551.074 – To discuss and consider the Town Manager's performance review.

Reconvene in Regular Session and take any action necessary as a result of the Closed Session.

Adjourn.

CERTIFICATION

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted at Prosper Town Hall, located at 250 W. First Street, Prosper, Texas, a place convenient and readily accessible to the general public at all times, and said Notice was posted by 5:00 p.m., on Monday, January 10, 2022, and remained so posted at least 72 hours before said meeting was convened.

Michelle Lewis Sirianni, Town Secretary

Date Notice Removed

Pursuant to Section 551.071 of the Texas Government Code, the Town Council reserves the right to consult in closed session with its attorney and to receive legal advice regarding any item listed on this agenda.

NOTICE

Pursuant to Town of Prosper Ordinance No. 13-63, all speakers other than Town of Prosper staff are limited to three (3) minutes per person, per item, which may be extended for an additional two (2) minutes with approval of a majority vote of the Town Council.

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: The Prosper Town Council meetings are wheelchair accessible. For special services or assistance, please contact the Town Secretary's Office at (972) 569-1011 at least 48 hours prior to the meeting time.



DEVELOPMENT SERVICES

To: Town Council

From: Khara C. Dodds, AICP, Director of Development Services

Through: Harlan Jefferson, Town Manager
Rebecca Zook, Executive Director of Development and Infrastructure Services

Re: Town Council Special Meeting – January 13, 2022

Agenda Item:

Conduct a work session to discuss and consider the Dallas North Tollway Design Guidelines Project.

Description of Agenda Item:

Draft guidelines have been prepared for the Dallas North Tollway. These guidelines are proposed to be adopted as part of the Town's Comprehensive Plan. A presentation was given at the regular Council meeting on December 14th and included the following topics:

- A recap of the DNT planning process to date, from Fall 2020 to present.
- An overview of the purpose, intent, and components of the guidelines
- A summary of this Fall's outreach efforts and feedback received.
- Review of proposed amendments to the guidelines, as a result of public comments received.
- Update on the Planning and Zoning Commission action which occurred on 12/7/21
- Recommended actions to be taken at the next Town Council meeting to adopt the guidelines.

Components of Design Guidelines

- Description of the Project Area
- Purpose and Intent of the document including the why, when and how the document is proposed to be used.
- Establishment of Subdistricts which include Gateway districts and a neighborhood district.
- Gateway Subdistrict- description and desired elements such as community branding and public art
- Encouraged and Discouraged Business Establishments
- Other Components of the Guidelines include additional items such as: building placement, building form, pedestrian-friendly guidelines, landscaping and signage.

Community Outreach and Engagement Program

Per Council direction this Fall, there were a series of outreach and engagement efforts completed to gather input on the design guidelines. Please see attached report summarizing outreach efforts.

DNT Proposed Amendments

As a result of comments that were received from citizens and property owners and/or their representatives, a list of proposed amendments to the Guidelines for consideration to incorporate is attached. A request for Council decision on inclusion of the amendments into the guidelines is requested.

Planning and Zoning Commission Action

At the regular meeting of December 7th, the Planning and Zoning Commission recommended approval of the design guidelines with a vote of 4-2. During the presentation, the Commission received an update on the public survey results and the information that was requested by the Commission during the work session for the design guidelines on November 16th. The requested information included a second round of outreach to other municipalities that developed overlay zones and to property owners affected by and within the DNT project area. They also requested a gap analysis of a sample of the Planned Developments on the DNT. The gap analysis has been attached. Round 2 of outreach has been completed.

Attachments:

1. Draft Design Guidelines
2. DNT Proposed Amendments
3. Community Outreach Report
4. Virtual Meeting #1-Public Comments
5. Virtual Meeting #2-Public Comments
6. Comments from DNT property owners
7. DNT Webpage-Public Comments
8. Survey Report
9. PD Gap Analysis

Dallas North Tollway District
Design Guidelines
DRAFT



Dallas North Tollway District

Design Guidelines

A. Intent and Purpose

The Dallas North Tollway is a primary thoroughfare within the Town of Prosper and one of the most heavily traveled roadways in North Texas. It is recognized that the Dallas North Tollway will serve as a significant opportunity for economic development and a sustainable tax base for the Town. The Comprehensive Plan identified the Dallas North Tollway as a future location for the Town's most intense land uses.

The purpose of these design guidelines is to provide direction on land use and design for future development that the Town of Prosper envisions on the Dallas North Tollway. Design guidelines define the qualities of building and site design that make successful projects and are tools for guiding projects to positive development outcomes. These guidelines will help to elevate the community's expectations for the built environment in the Tollway District. They provide a series of design and land use statements that explain the desired development elements and qualities that will shape the future of the Dallas North Tollway.

This document is a tool that should be utilized when guiding applications for new zoning or change of zoning of parcels located in the Dallas North Tollway District. It is the goal that the statements within this document will help shape development plans that are part of zoning applications and/or become part of development agreements for approved zone changes. These guidelines will communicate Town expectations to property owners when formulating development plans for proposed projects. The guidelines will provide a framework of land use and designs that will ensure projects are compatible with the goals of the Town for the Tollway.

These guidelines are not zoning requirements, rather, they offer flexibility allowing for project creativity, imagination and innovation while encouraging careful and thoughtful land use and design choices that promote high quality and sustainable developments. The anticipated outcome is that these guidelines will result in a vibrant community along the Tollway that is a welcoming and attractive place for people to live, work, play and visit.

This document is a tool that should be utilized when guiding applications for new zoning or change of zoning of parcels located in the Dallas North Tollway District. It is the goal that the statements within this document will help shape development plans that are part of zoning applications and/or become part of development agreements for approved zone changes.

B. General Description

The design guidelines shall apply to future development proposals located within the Dallas North Tollway District as designated on the Future Land Use Plan Map for the Town of Prosper. Maps of the Dallas North Tollway District are identified in Exhibits One and Two, attached.

C. Tollway Sub-districts

Go to Exhibits 4-6 for boundary maps of the subdistricts

The Tollway Design District is divided into three sub-districts. The eastern and western boundaries of the subdistricts are as identified in the Dallas North Tollway District on the Future Land Use Plan Map for the Town of Prosper. The northern and southern boundaries of the subdistricts are as follows:

1. *U.S. 380 Gateway*
The boundary of the U.S. 380 Gateway sub-district extends from U.S. Highway 380 to First Street.
2. *F.M. 1461 Gateway*
On the east side of the Dallas North Tollway, the boundary extends from F.M. 1461 and down to the southerly property line of Planned Development 69. On the west side of the Tollway the gateway area extends from F.M. 1461 in the north to Prosper Trail in the south.
3. *Neighborhood Services and Retail sub-district*
On the east side of the Dallas North Tollway, the Neighborhood Services and Retail sub-district extends from the southerly boundary of PD 69 in the north down to W. First Street. On the west side of the Tollway, this sub-district extends from Prosper Trail in the north to First Street in the south.

D. Tollway Sub-District Requirements

1. U.S. 380 Gateway

- a. On the Dallas North Tollway and U.S. 380, the minimum front yard is fifty (50) feet and shall include a thirty (30) foot landscape buffer.
- b. No parking or drive aisles may occur in the landscape buffer.
- c. A maximum of two rows of parking in the front of the building.
- d. Minimum building height shall be two (2) stories. If the building contains a use(s) as described in Section E, Permitted Uses, the building height can be a one (1) story building with a minimum of twenty (20) feet in height.

2. F.M. 1461 Gateway

- a. On the Dallas North Tollway and F.M. 1461, the minimum front yard is fifty (50) feet and shall include a thirty (30) foot landscape buffer.
- b. No parking or drive aisles may occur in the landscape buffer.
- c. A maximum of two rows of parking in the front of the building.

- d. Minimum building height shall be two (2) stories. If the building contains a use(s) as described in Section E, Permitted Uses, the building height can be a one (1) story building with a minimum of twenty (20 ft in height.

3. Neighborhood Services and Retail sub-district

- a. On the Dallas North Tollway, the minimum front yard setback shall be thirty (30) feet. Landscape buffer requirements shall be in accordance with Section M-Landscaping of these guidelines.
- b. No parking or drive aisles may occur in the landscape buffer.
- c. A maximum of one row of parking in the front of the building.
- d. Minimum building height shall be one (1) story.
- e. The Neighborhood Services and Retail subdistrict is adjacent to existing residential neighborhoods. For context sensitivity in development, the maximum building heights shall be as follows:
 - i. On the east side of the sub-district (east side of the Tollway), the maximum building height shall be two (2) stories from the southerly boundary of PD 69 in the north down to Prosper Trail in the south. From Prosper Trail to W. First Street, the maximum building height shall be three (3) stories.
 - ii. On the west side of the sub-district (west side of the Tollway from Prosper Trail to W. First Street), the maximum building height shall be two (2) stories.

E. Permitted Business Establishments

The following business establishments shall be permitted in the Dallas North Tollway District. Businesses followed by an "S" are only permitted upon approval of a Specific Use Permit. Businesses followed by a "C" are permitted subject to the Conditional Development Standards as outlined in Section 1.4 of Section 1 of Chapter 3 of the Zoning Ordinance. Certain businesses permitted subject to the Conditional Development Standards may also require approval of a Specific Use Permit.

Schedule of Permitted Business Establishments for the Dallas North Tollway District
Administrative, Medical, Insurance or Professional Office
Automobile Paid Parking Lot/Garage
Automobile Parking Lot/Garage
Bank, Savings and Loan, or Credit Union
Beauty Salon/Barber Shop as an Incidental Use
Big Box (S)
Building Material and Hardware Sales, Major (S)
Business Service
Catering Business

Child Care Center, Incidental (Care of Children of Employees in the Building)
Civic/Convention Center
College, University, Trade, or Private Boarding School
Commercial Amusement, Indoor (S)
Farm, Ranch, Stable, Garden, or Orchard
Food Truck Park (C)
Furniture, Home Furnishings and Appliance Store
Governmental Office
Gymnastics/Dance Studio (S)
Health/Fitness Center (S)
Helistop (S)
Hospital
Hotel, Full Service (C)
Hotel, Limited Service (C)
Hotel, Residence/Extended Stay (C)
House of Worship
Massage Therapy, Licensed as an Incidental Use
Meeting/Banquet/Reception Facility (S)
Mobile Food Vendor (S)
Multifamily (S)
Municipal Uses Operated by the Town of Prosper
Museum/Art Gallery
Outdoor Merchandise Display, Temporary
Park or Playground
Print Shop, Minor
Private Club (C)
Private Utility, Other Than Listed
Research and Development Center (S)
Restaurant without Drive-thru or Drive-in Service (C)
Restaurant with Drive-thru Service (S)
Retail Stores and Shops
Retail/Service Incidental Use
School, Private or Parochial
School, Public
Telephone Exchange
Temporary Buildings for Churches, Public Schools and Governmental Agencies (S)
Theater, Neighborhood
Theater, Regional
Winery (<i>enclosed operations</i>)
Wireless Communications and Support Structures (Cell Tower) (S)

Grocery Stores with Gas Pumps

Through a Planned Development process, the Town Council may permit a big box grocery store with gas pumps. If permitted, gas pump area shall follow the following guidelines:

- There shall be a minimum of a 15 ft landscape buffer to screen the pumps from the street edge.
- The site design for projects located at street corners should provide special landscape treatment at street intersection to emphasize the corner.
- The use of mature trees is encouraged to provide an immediate impact especially when used in buffering adjacent uses.
- All display items for sale should occur within the main building or within designated areas that are screened from public streets.
- The design of pump islands and canopy should be architecturally integrated with other structures on-site using similar colors, materials and architectural detailing. All signage should be architecturally integrated with their surroundings in terms of size, shape and lighting so that they do not visually compete with architecture of the building and design of the sight.

Restaurant, Drive-Thru Service

Where site conditions permit, drive-thru queuing lanes shall be designed so that the queuing wraps behind the building instead of in front of the building. If the queue lane wraps in the front of the building, the site shall provide for an ample amount of landscaping that will provide a buffer from the public rights-of-way.

Multi-family Developments

The Town Council may permit a multi-family housing as part of a wholistic development that includes a combination of businesses designed to create a live, work and play environment. These businesses can be, but are not limited, retail, office, recreational, family-friend entertainment and/or restaurant establishments. If multi-family housing is part of a development proposal that includes businesses and/or amenities described in Section F. "Business Establishments Pursuant to the Town's Vision" increased density may be permitted. It is highly recommended that multi-family units be designed with structure parking as opposed to surface parking.

F. Business Establishments Pursuant to the Town's Vision

The Town Council envisions the Dallas North Tollway to be a place for not only employment centers, but also for families. It is the desire to create an environment with amenities that will allow families to visit and enjoy. The following business establishments, as also included in the table of permitted businesses above, are strongly encouraged.

- Museum/Art gallery
- Theatre
- Commercial amusement-Indoor
- Civic/Convention Center
- Hotel-Full Service
- Restaurants -Dine In with or without outdoor patio

- Developments are also strongly encouraged to include public open space, public gathering places and public art, where feasible.

G. Discouraged Business Establishments

The following businesses are discouraged in the Dallas North Tollway District as they are not consistent with the Town's vision and goals for the corridor.

Discouraged Establishments for the Dallas North Tollway District
Antique Shop and Used Furniture
Artisan's Workshop
Assisted Living Facility
Athletic Stadium or Field, Private
Athletic Stadium or Field, Public
Auto Parts Sales, Inside
Automobile Repair, Major (Paint & Body or Outdoor Storage)
Automobile Repair, Minor
Automobile Sales, Used
Automobile Sales/Leasing, New
Automobile Storage
Bed and Breakfast Inn
Body Art Facilities
business for drug paraphernalia sales;
Building Material and Hardware Sales, Minor
Cabinet/Upholstery Shop
Car Wash
Car Wash, Self-Serve
Cemetery or Mausoleum
Child Care Center, Licensed
Commercial Amusement, Outdoor
Community Center
Contractor's Shop and/or Storage Yard
Convenience Store with Gas Pumps (located at two major thoroughfares)
Convenience Store without Gas Pumps
Credit access businesses**
Day Care Center, Adult
Donation or Recycling Bin
Dry Cleaning, Major
Equipment and Machinery Sales and Rental, Major
Equipment and Machinery Sales and Rental, Minor
Fairgrounds/Exhibition Area
Farmer's Market
Feed Store

Flea Market, Inside
Fraternal Organization, Lodge, Civic Club, Fraternity, or Sorority
Funeral Home (On-site Cremation Requires SUP)
Furniture Restoration
Gaming-oriented businesses (including slot machines)
General Manufacturing/Industrial Use Complying with Performance Standards
Golf Course and/or Country Club
Homebuilder Marketing Center
Indoor Gun Range
Laundromat
Limited Assembly and Manufacturing Use Complying with Performance Standards
Locksmith/Security System Company
Machine Shop
Mini-Warehouse/Public Storage
Motorcycle Sales/Service
Nursery, Major (outside display)
Nursery, Minor (no outside display)
Office and Storage Area for Public/Private Utility
Office/Showroom
Office/Warehouse/Distribution Center
Open Storage
Outside Storage, Primary Use
Outside Storage, Incidental
Package Liquor Stores **
Pawn Shops
Pet Day Care
Print Shop, Major
Private Recreation Center
Recreational Vehicle Sales and Service, New/Used
Recreational Vehicle/Truck Parking Lot or Garage
Recycling Center
Recycling Collection Point
Rehabilitation Care Institution
Repair Service, Indoor
Restaurant, Drive In
School District Bus Yard
Sewage Treatment Plant/Pumping Station
Sexually-oriented Businesses ***
Small Engine Repair Shop
Smoke/Vape Shops
Storage or Wholesale Warehouse
Taxidermist
Temporary Buildings for Private Enterprises
Trailer Rental
Transit Center

Truck Sales, Heavy Trucks
Veterinarian Clinic and/or Kennel, Indoor
Veterinarian Clinic and/or Kennel, Outdoor

*Credit access businesses, as defined in Texas Finance Code § 393.601, as amended, including but not limited to payday lending businesses, “cash for title” lenders, and credit services businesses, as defined in Texas Finance Code § 393.001, as amended.

**Package liquor stores, defined as any business entity that is required to obtain a Package Store Permit from the Texas Alcoholic Beverage Commission for the off-premise consumption of alcohol.

***Sexual-oriented businesses, including but not limited to business entities whose primary purpose is the sale of lewd merchandise.

H. The Gateways

The gateways are the entrances to the subject area that set the tone for the entire corridor. Gateways provide a unique sense of identity, transition, and anticipation. They act as a transition from one space to another and they identify the uniqueness that sets that space apart from another. Gateway properties are prime locations for creating an image that leads visitors to form a positive attitude toward a community even before they enter the main street of an area.

1. *The gateways should be clearly identifiable to vehicular and pedestrian travelers.*

- a. Monument signage shall be used at major intersections to mark the arrival of specific areas or to identify marquee development projects.
- b. Entrances to marquee developments shall incorporate a generous amount of landscaping that is diverse and colorful that provides texture and interest to the area.
- c. Street banner signs and wayfinding signage are also great ways to give a unique identity to a location. It is important that there is uniformity in terms of sign and banner materials, print/logos, and color. Signs should also complement and add to the positive experience for an area.

2. *Include Public Art in Gateway Areas to promote vitality and provide a unique sense of identity.*

Art can be an expression of a collective community identity. It can celebrate what is unique about a community and honor the past and present heritage. Art can include references to the Town’s geography, history, landmarks, ethnic and cultural diversity which can increase a sense of belonging when people can associate themselves with a place.

- a. Art should be integrated into the community fabric of the Tollway and should be used to mark significant intersections of the Tollway.
- b. Developers should incorporate artist into the design team from the inception of planning in order to integrate works of art into their projects.

- c. Stand alone public art can also be used and does not necessarily have to be tied to a project. Local artists should be used whenever possible.

I. Site Design and Building Placement

It is important that site design for development plans foster the creation of high-quality architectural forms, scale and pedestrian amenities. With the Tollway being one of the most heavily traveled roadways through the Town, the site design needs to create an aesthetically pleasing appearance on the Tollway for visitors and travelers.

1. The site design shall designate major entryways into a development with an entry feature that includes assets such as landscaping, an entry monument, a sculpture or a fountain(s).
2. The building's primary façade shall face the public road from which addressing is provided. Where the building's primary façade is unable to be oriented parallel to the road from which it is addressed due to site constraints or other factors, each façade which is clearly visible from a public right-of-way or public area shall be designed with architectural treatments used for primary façades.
3. Buildings shall have entrances oriented to the sidewalk for ease of pedestrian access and shall be located in such a manner as to minimize conflicts between pedestrians and automobiles.
4. Corner lots: At key intersections, buildings located on corner lots should utilize variations in building massing to emphasize street intersections as points of interest in the district.
5. Driveways, curb cuts, parking and internal roadway/traffic circulation shall be designed to provide cross access so that uninterrupted vehicular access from parcel to parcel can be achieved.
6. For streets with on-street parking, a build-to-line shall be required. A "build-to-line" is a line parallel to a public or private street where the primary façade of a building must be built to.
 - a. Buildings with non-residential uses on the first floor shall be established at the minimum front yard setback. The primary façade shall be continuous along block face and at least 70% shall be located adjacent to the build-to-line.
7. All lighting standards shall be in accordance with the Town of Prosper Zoning Ordinance, Chapter 3, Section 6, entitled, "Outdoor Lighting."

Parking Design Standards

The intent of this section is to design parking lots that provide access to commercial and office developments, while minimizing the potential negative impact associated with expansive vistas of unbroken concrete pavement along the Tollway. All requirements in accordance with Chapter 4, Section 4 entitled, "Parking, Circulation and Access," in the Town of Prosper Zoning Ordinance shall be followed.

1. The majority of off-street parking for new developments within the Tollway district shall be provided on the side or rear of the primary building.
2. Parking maximums between the building and the street are in accordance with the requirements of the subdistrict requirements in Section D, above.
3. Shared parking agreements for adjacent properties are acceptable where they include a business pursuant to the Town's vision as identified above in Section F and there is a written agreement between the property owners that clearly stipulates the terms of the joint use of the parking spaces and that such spaces are committed and available to the respective users on a non-conflicting basis.
4. Up to thirty (30) percent of the parking spaces required may be waived for a theatre or other place of evening dining and entertainment (after 6:00pm), and if used jointly by banks, offices and similar uses not normally open or operated during the evening hours.
5. Parking garages shall be located behind or to the side of the primary building. If a parking garage fronts on a public street, it shall have an architecturally finished façade facing the street(s), complementary to the surrounding buildings. Street front openings in parking structures should not exceed 55 percent of the façade area. This percentage excludes the top floor if the garage is unroofed. Where possible, the narrower façade of the parking garage should be oriented to the street in order to minimize the visual impact of the structure on the public right-of-way and pedestrian paths.

J. Residential Neighborhoods

Buffering existing neighborhoods through compatibility standards serves to integrate the existing neighborhoods into the community fabric and respects their essential value.

1. Commercial developments shall be planned to minimize increased use of adjacent neighborhood streets. Vehicular access to new development and parking requirements shall minimize the impact on neighborhood traffic flow and avoid major disturbances to the neighborhood character. Projects with frontage on a neighborhood street should limit public access from that street and limit business associated parking on that street to avoid significantly altering the residential character.
2. Buildings located within 150 feet of single-family zoned properties shall not exceed two (2) stories, and no greater than 40 feet in height.
3. Buildings which exceed two (2) stories or 40 feet, shall have an additional setback from single family zoned properties at the rate of one foot of setback, beyond the aforementioned 150 feet, for each additional foot of building exceeding two (2) stories and 40 feet.

4. When a new project is proposed, it is vital that communications occur with existing neighborhoods in proximity to the project site. This should be strongly encouraged.
5. Existing residential neighborhoods shall be buffered from the new Tollway development by open space and/or a linear network of greenways. Pedestrian and bicycle pathways can also be integrated to transform the buffer area into a passive recreational amenity while providing a low-intensity transitional use adjacent to the non-residential Tollway development. The Town of Prosper Bike and Trail Master Plan should be referenced in making decisions regarding locations of greenways, pedestrian and bicycle pathways.

K. Building Design

All building architecture and design shall be in accordance with the standards as identified in the Town of Prosper Zoning Ordinance Chapter 3, Section 8, entitled, "Non-Residential Design and Development."

1. *Building the Pedestrian Realm*

It is important that the materials and construction of streetscapes and buildings at the lower floors provide a level of detail and quality which creates a pedestrian-friendly environment that is warm and inviting.

- a. Ground floor facades facing the Dallas North Tollway and any intersecting thoroughfare must incorporate articulated entry areas, arcades, display windows, awnings, or other architectural variety features along no less than sixty percent (60%) of the facade. The entrance or entrances on all buildings shall be defined with strong architectural features.
- b. Storefronts on facade treatments that span multiple tenants shall use architecturally compatible materials, colors, details, awnings signage, and lighting fixtures. Retail ground floors shall have windows covering a minimum of 60% of the major street fronting facade(s). Other ground level uses shall have facade treatments appropriate to such uses(s).

2. *Building Entrances*

The design and location of building entrances in the Tollway District are important to help define the pedestrian environment and create retail-friendly environments.

1. Entrances should be easily identifiable as primary points of access to buildings. Building entrances may be defined and articulated by architectural elements such as lintels, pediments, pilasters, columns, porticos, porches, overhangs, railings, balustrades, and others, as appropriate. All building elements for entryways shall be compatible with the architectural style, materials, colors, and details of the building as a whole.

L. Service Equipment Areas

1. Loading docks, truck parking, trash collection, dumpsters, and other service functions shall be incorporated into the overall design of the building or placed behind or on the side of a building

and screened to not be seen from the rights-of-way. On corner lots, these areas shall be located behind the buildings.

2. Roofs shall be designed and constructed in such a way that they acknowledge their visibility from other buildings and from the street. Rooftop mechanical equipment shall be adequately screened with durable material that is architecturally compatible with the building design.
3. All other requirements as identified in the Zoning Ordinance in Chapter 4, Section 5, entitled, "Screening, Fences and Walls," shall be followed.

M. Landscaping Standards

In addition to the requirements as described below, all other requirements as identified in the Town of Prosper Zoning Ordinance, Chapter 4, Section 2, entitled, "Landscaping," shall be adhered to.

1. A landscaped area consisting of living trees, turf, or other living ground cover and being at least thirty (30) feet in width measured from the property line interior to the property shall be provided adjacent to and outside of the right-of-way on all properties adjacent to the Dallas North Tollway, F.M. 1461, and US Hwy 380.
 - a. One (1) large tree, four (4) inch caliper minimum (at the time of planting) per twenty-five (25) feet of linear roadway frontage shall be planted within the required landscaped area.
 - b. The trees may be planted in groups with appropriate spacing for species.
 - c. Shrub plantings shall be provided at a minimum rate of 22 shrub plantings per thirty (30) linear feet which shall be a minimum of five (5) gallon shrubs (at the time of planting).
 - d. Parking abutting the landscaped area will be screened from the adjacent roadway. The required screening may be with shrubs or earthen berms.
 - e. During the review of development proposals, the Town Council may also require additional landscaping features such as berms or hardscape elements for enhanced beautification of the Tollway District.
2. A landscaped area consisting of living trees, turf, or other living ground cover and being at least twenty-five (25) feet in width measured from the property line interior to the property shall be provided adjacent to and outside of the right-of-way on all properties adjacent to a minor thoroughfare as defined by the Town of Prosper Thoroughfare and Circulation Design Standards.
 - a. One (1) large tree, four (4) inch caliper minimum (at the time of planting) per thirty (30) feet of linear roadway frontage shall be planted within the required landscaped area.
 - b. The trees may be planted in groups with appropriate spacing for species.
 - c. Shrub plantings shall be provided at a minimum rate of 20 ten (10) gallon shrubs per thirty (30) linear feet.
 - d. Parking abutting the landscaped area will be screened from the adjacent roadway. The required screening may be with shrubs or earthen berms.
 - e. During the review of development proposals, the Town Council may also require additional landscaping features such as berms or hardscape elements for enhanced beautification of the Tollway District.

3. Additional Requirements: For big box retail and grocery stores, one (1) tree planted for each one-hundred (100) linear feet. The trees shall be a minimum of 4" caliper and may be placed in planters.

N. Pedestrian Connectivity and Amenities

1. A minimum six (6) foot wide, paved pedestrian sidewalk shall connect the perimeter sidewalk to the building entry, if the building is set back from the perimeter sidewalk. This connecting sidewalk shall be handicapped accessible.
2. Sidewalks must be a minimum width of ten (10) feet wide adjacent to any four-lane or six-lane roadway. All other roadway adjacencies must have sidewalks of least 6 ft.
3. Large sites should create a pedestrian pathway system that links all buildings, parking areas and open spaces utilizing the pedestrian pathways that will connect to any nearby public sidewalks.
 - a. Linkages between the uses and the parking areas will also encourage activity at the pedestrian level and provide safety for the pedestrians. Pedestrian crosswalks shall be clearly marked and provided at all key street intersections.
4. Pedestrian pathways shall also be designed for the pedestrian's comfort. Shade trees shall be provided along pedestrian pathways to provide a comfortable walk, which will encourage people to use sidewalks and pathways.
5. Overhead covers shall extend from the sides of buildings that have adjacent sidewalks, offering adequate protection from the sun and rain.
 - a. Overhead protection should be located a minimum of 9 to 14 feet and projections may take the form of retractable or non-retractable awnings, or fixed non-fabric projected covers.
6. Streetscape amenities such as benches, trash receptacles, planters, bike racks and pedestrian-scale lighting support the public domain and will promote the use and vitality of pedestrian and bicycle pathways. The use of the amenities shall be encouraged, where applicable.
7. Amenities shall be placed in such locations as to not block pedestrian or emergency access.
8. A continuous pedestrian/bicycle route shall be constructed throughout the Tollway District. Locations of bike and trail connections as identified in the Town's Hike and Bike Trail Master Plan shall be considered in making development decisions.
9. This section supplements and does not replace any existing town requirement for sidewalk construction. All town ordinances and engineering requirements shall be adhered to.

O. Public Parks and Open Spaces

Publicly accessible parks and open space organize and reinforce neighborhood structure. They offer a wide variety of passive and active recreational experiences ranging in size and type, but together, they create an integrated system enhancing livability, natural appearance, and ecological values while providing gathering places and interaction opportunities for the community.

1. Public parks and open spaces shall be visible and easily accessible from public areas such as building entrances and adjacent streets and sidewalks.
2. Within these parks, ample seating shall be provided, including walls, ledges, and other raised surfaces which can serve a similar purpose.
3. 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.
4. 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.

P. Signage

1. A comprehensive sign package shall be developed for each project and shall be approved by the Planning & Zoning Commission and Town Council.
2. The immediate area around a monument sign shall be landscaped with plantings of an appropriate height not to block or obscure the sign.
3. Signage shall enhance the pedestrian character of the districts by providing signs that are pedestrian in scale and located so as to be legible from the sidewalks.
4. Businesses are encouraged to create individually styled signage that distinguishes their establishment. However, multi-tenant developments shall have signage that is uniform in style, type, material and lighting.
5. Directory signs may be provided to help direct the public to different businesses and services in the Gateway sub-districts. These may be provided at prominent locations in the sub-districts.
6. Signs may be lit by external light sources as long as such sources are not visually intrusive as determined with the project's comprehensive sign package.

EXHIBIT 1
Town of Prosper Future Land Use Plan Map

Dallas North Tollway District 

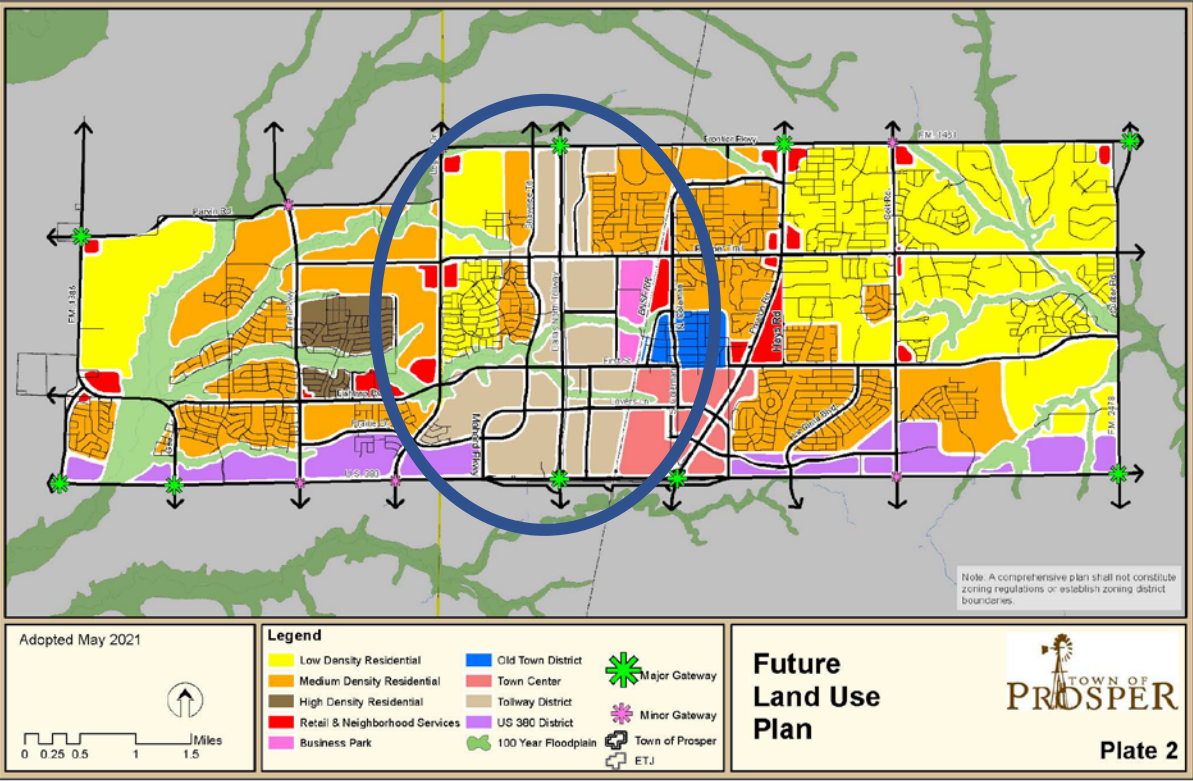


EXHIBIT 2

Future Land Use Plan
Tollway District Designation

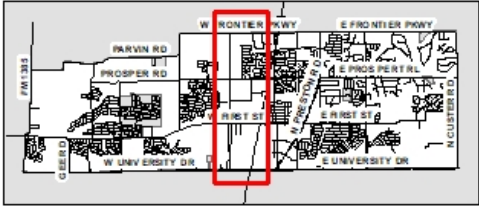
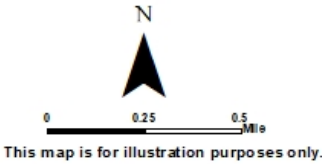
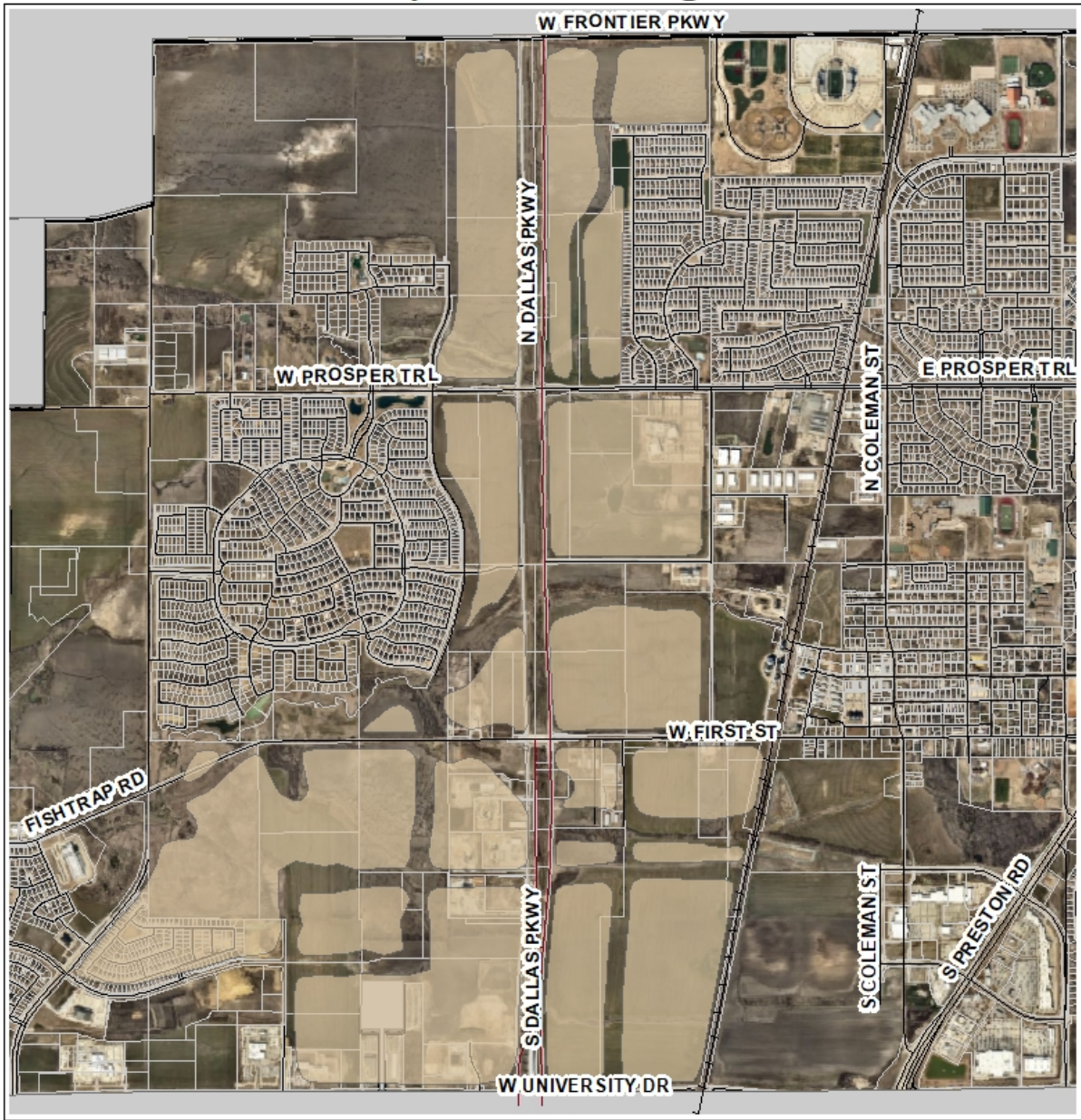
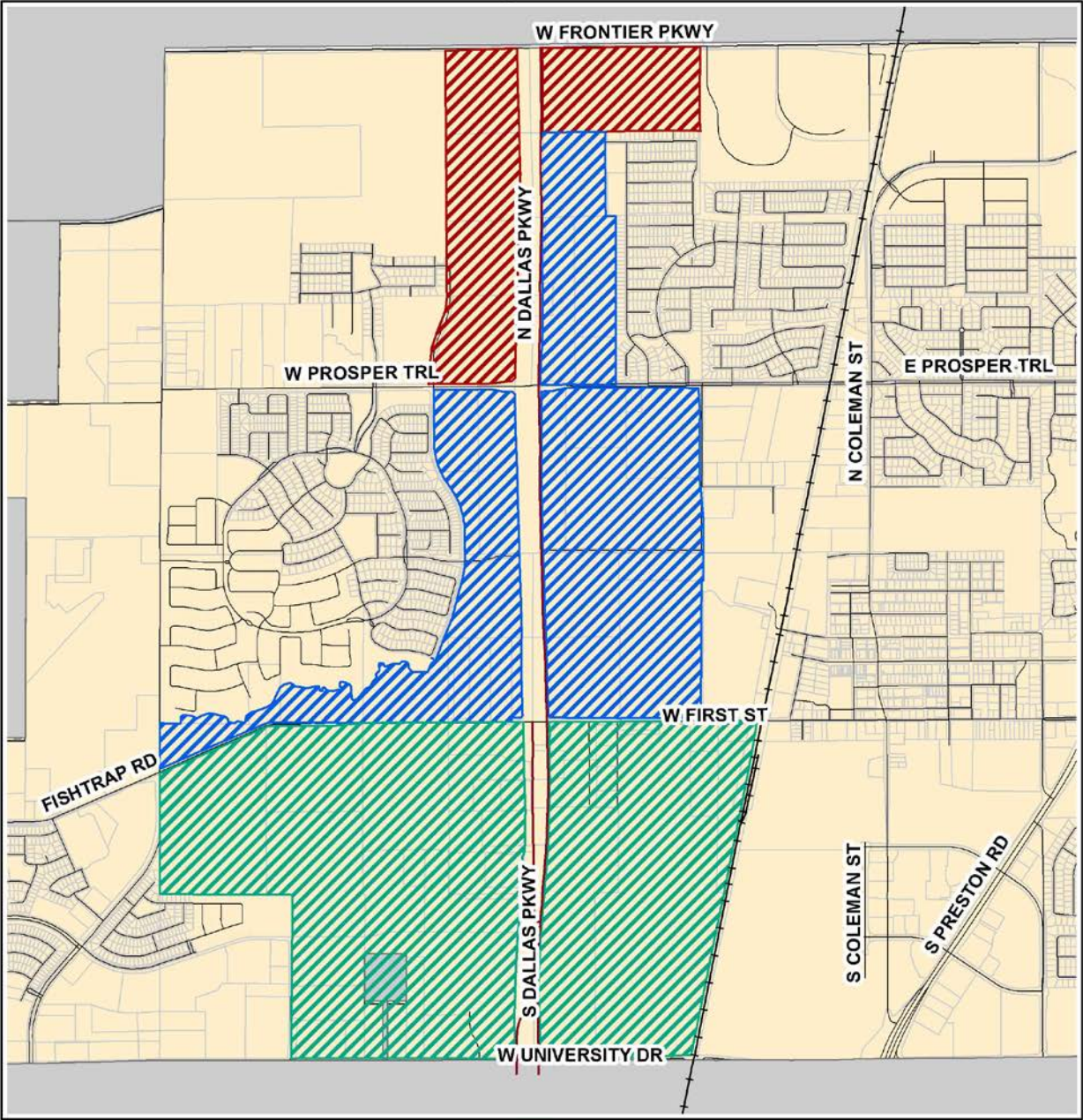


EXHIBIT 3

Tollway Subdistrict Designations



Tollway Subdistricts

- F.M. 1461 Gateway
- Neighborhood Services and Retail
- U.S. 380 Gateway

0 1 2 Mile

This map is for illustration purposes only.

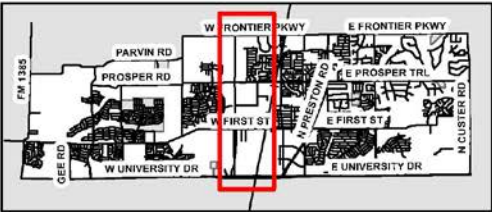


EXHIBIT 4

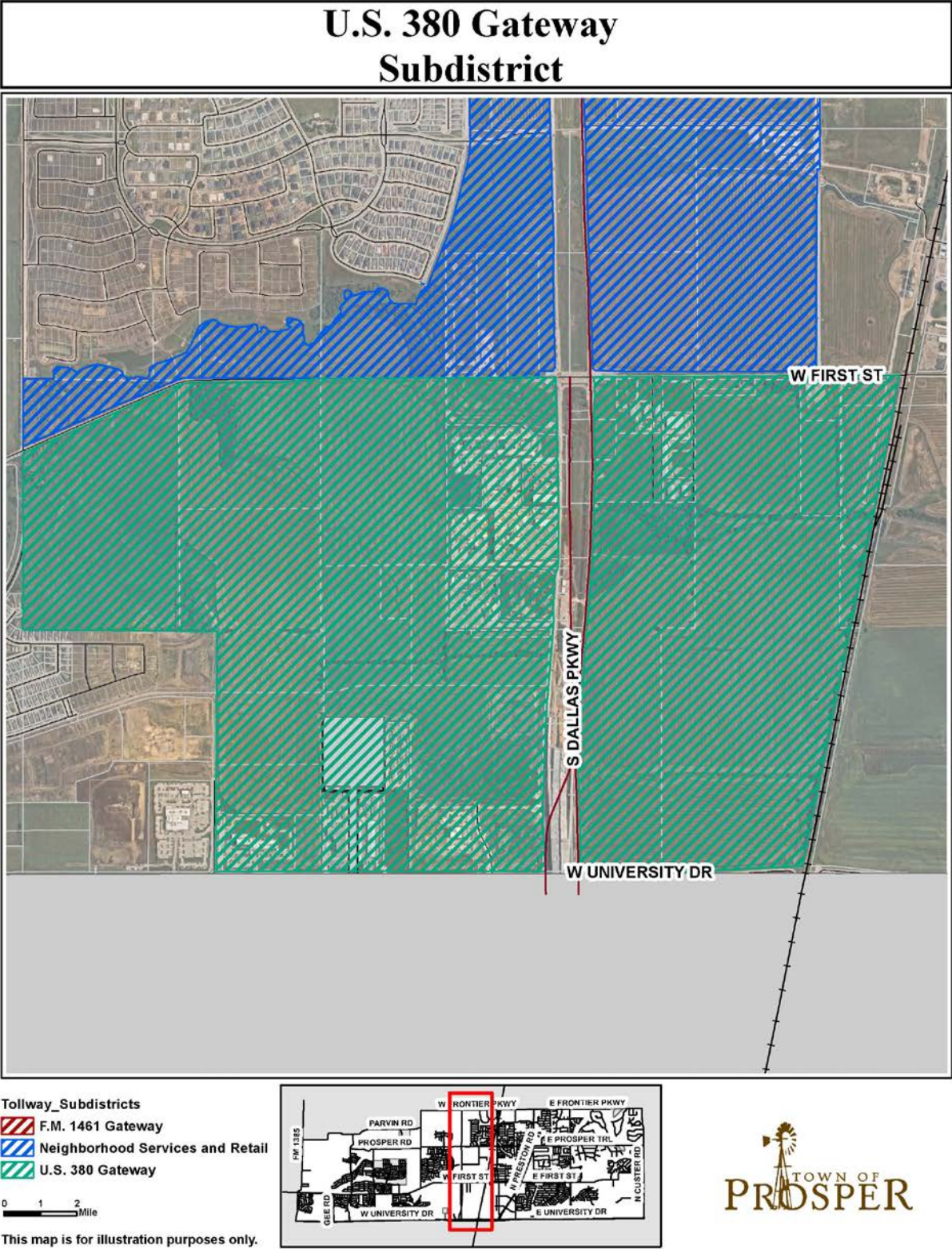
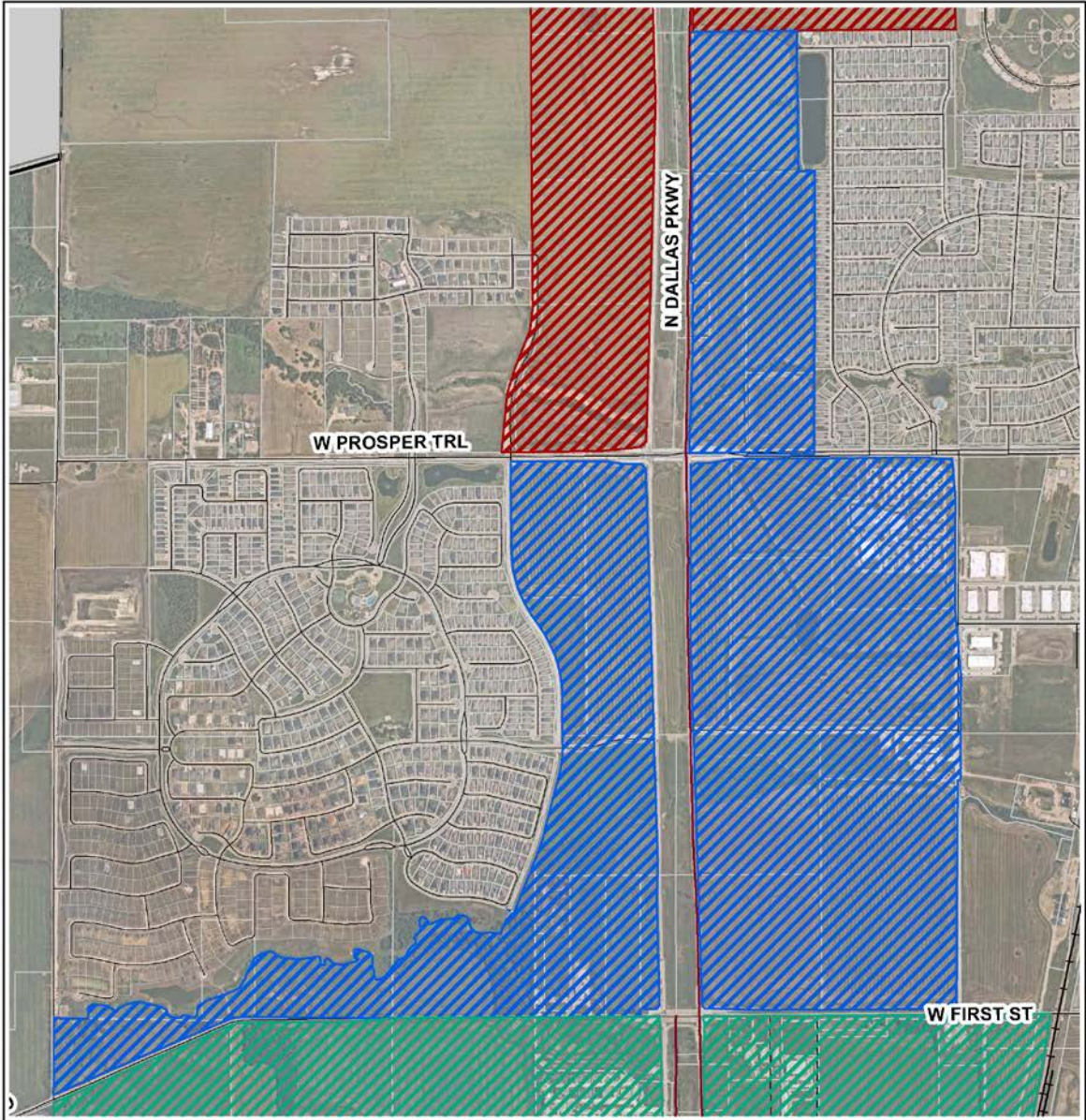


EXHIBIT 5

**Neighborhood Services & Retail
Subdistrict**



- Tollway_Subdistricts**
- F.M. 1461 Gateway
 - Neighborhood Services and Retail
 - U.S. 380 Gateway

0 1 2
Mile

This map is for illustration purposes only.

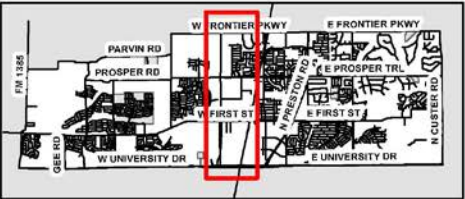
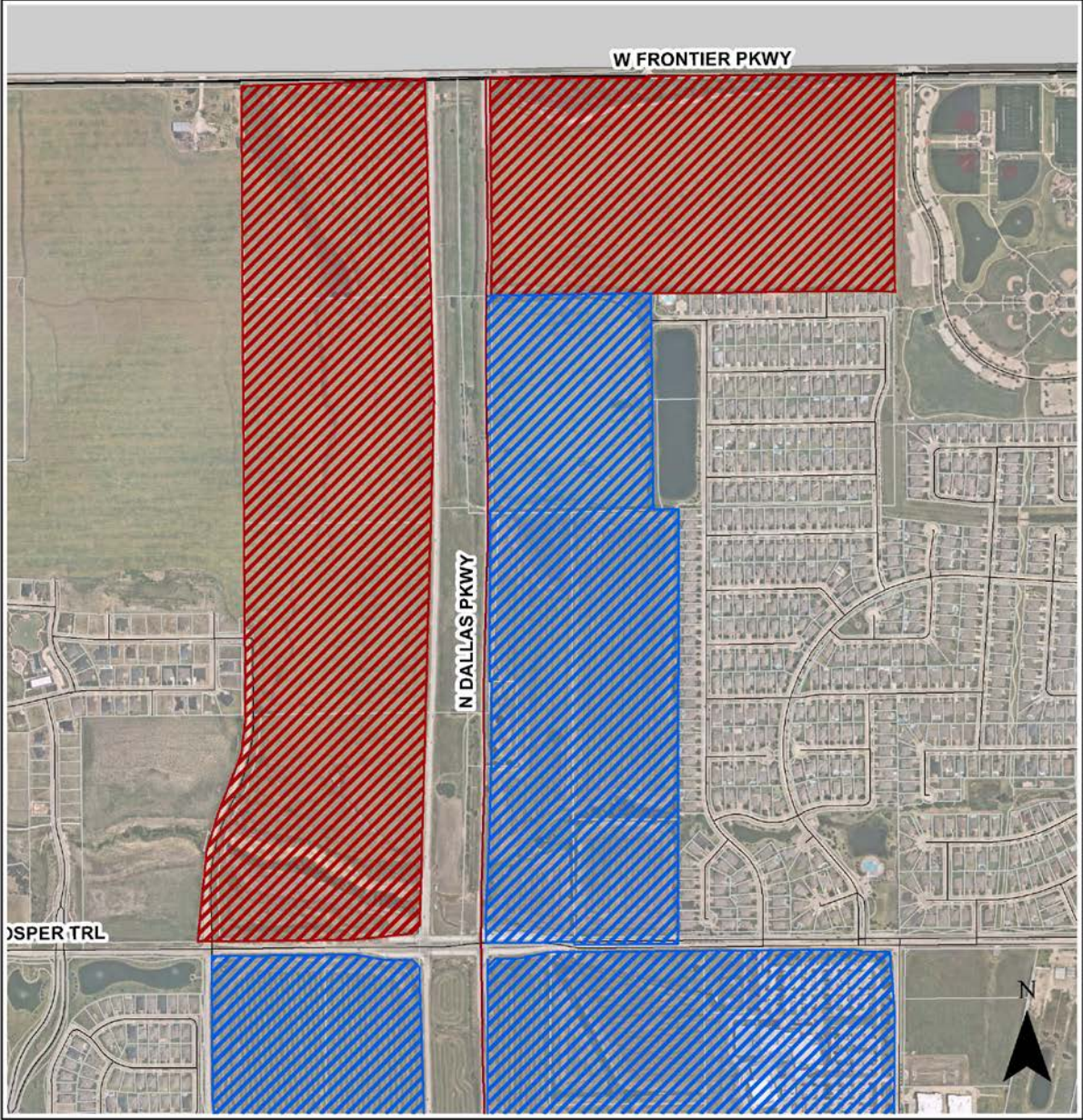


EXHIBIT 6

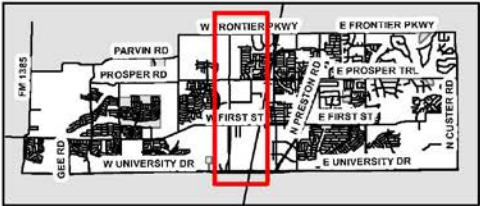
F.M. 1461 Gateway
Subdistrict



- Tollway_Subdistricts
-  F.M. 1461 Gateway
 -  Neighborhood Services and Retail
 -  U.S. 380 Gateway

0 1 2
Mile

This map is for illustration purposes only.



Dallas North Tollway Design Guidelines- Proposed Amendments

12/3/2021

Amendment Number	Section	Requested Amendment	Current Text	Proposed Text
1	Section B. General Description	1. A request to shrink the boundary lines of the Dallas North Tollway District, specifically in the area in between First Street and U.S. 380 on the west side of the Tollway. 2. A Request from Vijaya Borra of Legacy and First to be removed from the Tollway District (property is located on the west side of the Tollway in between U.S. 380 and First St. 3. Request from Matt Moore, representing the Standridge Family, to remove the two parcels the family owns from the Tollway District. Properties are also located on the west side of the Tollway in between U.S. 380 and First Street.	The design guidelines shall apply to future development proposals located within the Dallas North Tollway District as designated on the Future Land use Plan Map for the Town of Prosper.	The design guidelines shall apply to future development proposals located within the Dallas North Tollway District as designated in Exhibit One. The boundaries are generally 1,000 ft± east and west of the frontage roads on each side of the Tollway. Where the 1,000 ft limit ends within an area identified as a PD, the boundary line of the district is extended to encompass the outer most limits of that PD.
2	E. Permitted Business Establishments	A request to allow antique stores as a permitted business establishment.	Antique stores are currently listed under Section G. Discouraged Business Establishments.	Remove Antique Stores from Section G and include under Section E. Permitted Business Establishments.
3	E. Permitted Business Establishments	A request to allow veterinarians as a permitted business establishment.	Indoor Veterinarian Clinics are currently listed under Section G. Discouraged Business Establishments	Remove Indoor Veterinarian Clinics from Section G and include under Section E. Permitted Business Establishments.
4	C. Tollway Sub-districts	A request to reword F.M 1461 to Frontier	On the east side of the Dallas North Tollway, the boundary extends from F.M. 1461 and down to the southerly property line of Planned Development 69. On the west side of the Tollway the gateway area extends from F.M. 1461 in the north to Prosper Trail in the south.	On the east side of the Dallas North Tollway, the boundary extends from Frontier Parkway (F.M. 1461) and down to the southerly property line of Planned Development 69. On the west side of the Tollway the gateway area extends from Frontier Parkway in the north to Prosper Trail in the south.
5	M. Landscaping Standards	A request to reword F.M 1461 to Frontier	A landscaped area consisting of living trees, turf or other living ground cover and being at least thirty (30) feet in width measured from property line interior to the property shall be provided adjacent to and outside of the right-of-way on all properties adjacent to the Dallas North Tollway, F.M. 1461, and US Hwy 380.	A landscaped area consisting of living trees, turf or other living ground cover and being at least thirty (30) feet in width measured from property line interior to the property shall be provided adjacent to and outside of the right-of-way on all properties adjacent to the Dallas North Tollway, Frontier Parkway , and US Hwy 380.
6	D. Tollway Sub-district Requirements (Part 1d and Part 2 d)	Request to add in footage requirement	Minimum building height shall be two (2) stories. If the building contains a use(s) as described in Section E, Permitted Uses, the building height can be a one (1) story building with a minimum of twenty (20) feet in height.	Minimum building height shall be two (2) stories, or 40 ft. If the building contains a use(s) as described in Section E, Permitted Uses, the building height can be a one (1) story building with a minimum of twenty (20) feet in height.
7	D-3 Neighborhood Services and Retail Sub-District	Request to increase building height maximums with the Neighborhood Retail and Services Sub-district	On the east side of the sub-district (east side of the Tollway), the maximum building height shall be two (2) stories from the southerly boundary of PD 69 in the north down to Prosper Trail in the south. From Prosper Trail to W. First Street, the maximum building height shall be three (3) stories.	On the east side of the sub-district (east side of the Tollway), the maximum building height shall be two (2) stories from the southerly boundary of PD 69 in the north down to Prosper Trail in the south. From Prosper Trail to W. First Street, the maximum building height shall be three (3) stories with a maximum of 8 stories permitted within the first 500 ft of the Tollway for Business Establishments as identified in Section F, "Business Establishments Pursuant to the Town's Vision."
8	D-3 Neighborhood Services and Retail Sub-District	Request to increase building height maximums with the Neighborhood Retail and Services Sub-district	On the west side of the sub-district (west side of the Tollway from Prosper Trail to W. First Street), the maximum building height shall be two (2) stories.	On the west side of the sub-district (west side of the Tollway from Prosper Trail to W. First Street), the maximum building height shall be two (2) stories with a maximum of 8 stories permitted within the first 500 ft of the Tollway for Business Establishments as identified in Section F, "Business Establishments Pursuant to the Town's Vision."
9	E. Permitted Business Establishments- Subsection-Restaurant, Drive-thru service	Request to add a condition to set a maximum of drive-thru restaurants for each development on the Tollway.	N/A	There shall be a maximum of two drive-thru restaurants permitted for every 5 acres on a PD development plan. If a development plan is under 5 acres, one drive-thru shall be permitted.

Dallas North Tollway Guidelines

Community Outreach Summary

Community Outreach Meetings

The follow is a list of community outreach meetings conducted to gather input on the draft design guidelines.

Outreach Meeting	Date
Developer's Council -Concept Introduction	6/8/2021
Council- DNT Recap/Update	6/22/2021
Council-Introduction of Guidelines	7/13/2021
Developer's Council -Project Introduction	8/10/2021
HOA President's Meeting- Introduction of Guidelines	8/12/2021
Update to P/Z Commission	8/17/2021
Meeting w/Property Owner (<i>initial</i>)-Children's Health	8/19/2021
Meeting with Property owner- NWQ DNT/380	8/24/2021
Meeting with Property owner- Metten	8/30/2021
Garden Club	9/9/2021
Community Engagement Committee	10/6/2021
Chamber of Commerce	10/26/2021
Public Meeting 1	10/28/2021
Public Meeting 2	11/8/2021
Prosper Developer's Council	11/9/2021
P/Z Work Session	11/16/2021
P/Z Public Hearing/Recommendation	12/7/2021
Council - Project Review	12/14/2021
Council - Acceptance/Adoption	1/11/2021

Outreach to Property Owners

- All property owners received notification via U.S. mail
- Direct outreach via email was also conducted to property owners, if contact information was available.

- Individual meetings were conducted with property owners and developers upon request. The Following meetings were conducted.

Meeting w/Property Owner (<i>pre-application stage with follow up via email</i>)-Children's Health	8/19/2021
Meeting with Property owner- NWQ DNT/380	8/24/2021
Meeting with Property owner- Metten	8/30/2021

Virtual Public Meetings

Public notification for the virtual public meetings was conducted through the following channels:

- Town's social media pages
- Notification to the HOA Presidents
- Weekly Resident update
- Notification in the Prosper Press
- On the Project Webpage- www.prosper.tx.gov/dntguidelines

Number of Attendees:

- 10/28/21- 60 people
- 11/8/21- 32 people

Number of attendees represent people that attended the virtual meeting for 10 minutes or more.

Duplicate attendee records were removed.

TOP staff members were also removed.

Project Webpage

A project webpage was developed on the Town website and provide project information including:

Comment box to submit questions and answers

- Link to survey
- Virtual Public Meeting information including, links to the meetings and recordings.
- Draft Design Guidelines

- Frequently Asked Questions

Public Survey

- An online public survey was administered from 10/29/21-11/11/21. Full report of survey results is attached.
- Access to the survey was provided on the Town's social media channels, the Resident Update and the DNT webpage.

Questions/Comments –

Questions and comments received related to the Dallas North Tollway are attached.

Source of the comments collected include:

- DNT webpage comment box
- Virtual Public Meetings 1 and 2
- Comments from DNT property owners

Questions & Comments

10/28/2021 Meeting

1. I have a question concerning maximum building height for the Neighborhood Services and Retail area. Section 3.e indicates max height of 2 stories down to Prosper Trail. However, in section J. Residential Neighborhoods, there seems to be a provision that suggests 40 feet may be the max height. Can you please confirm if 2 stories is truly the max height for the zone down to Prosper Trail?

Yes, two stories is the maximum height in the Neighborhood Services and Retail subdistrict. To give further clarity on the 40 ft maximum height requirement, this maximum accounts for the floor to floor height, 2-3 feet of space in between floors, and any architectural articulation at the top of buildings (such as parapets). Many office buildings these days are done with a 15 foot floor to floor height. Many first floor retail spaces may require additional 2-3 feet of height space on the first floor.

2. Will this presentation be shared?

Yes. The recording of the virtual presentations will be made available on the DNT webpage. www.prospertx.gov/dntguidelines

3. Thank you for doing this Khara - love the opportunities for citizens to give input NOW and up front before we proceed through P&Z and TC.
4. Is the Star Trace entrance, from the DNT service road south, going to be reserved for the Star Trail neighborhood access/egress and not have roadways/entrances into retail space planned on the north and south side of Star Trace? There should be significant opportunity for entrance to retail directly from the service road and not have a need for entrance/egress off Star Trace.

The draft design guidelines provide that vehicular access and parking for new development shall minimize the impact on neighborhood traffic flow and avoid major disturbances to the character of existing neighborhoods. When a development proposal is submitted for the parcels north and south of Star Trace the Town will work with the developer to find ways to design egress/entrances that will minimize the impact to the Star Trail neighborhood west of these parcels.

5. I noticed a section labeled PD 35 MF on the map you displayed. Is this confirmed to be a multi-family development, or is it only proposed at this time?

PD 35 MF was approved in 2006 and was approved for multi-family use at that time. Currently, no development proposals have been submitted for this PD. There is also language written in this PD ordinance that provides for screening of the multi-family use in the PD from the existing single-family development to the east.

6. Just a comment: I agree with John in regards to Vet services (*During the meeting, John verbally asked if Vet services could be a permitted business establishment*).

Veterinarian Clinic and/or Kennel, Indoor is currently permitted use in other retail and commercial zones in the town and will be submitted for consideration as a permitted business establishment in the design guidelines.

Questions & Comments

11/08/2021 Meeting

1. Will there be any gym coming near US380, Legacy Dr, basically near Omni Resort or PGA?

Amit Kurchanica kurchania@gmail.com

Currently, there is not a gym proposed near the area of US 380 and Legacy Drive. However, an LA Fitness is under construction at 4900 W. University Drive. This is further west on Hwy 380.

In regard to future gyms on the Dallas North Tollway, the design guidelines permit this type of business establishment to be built on the Tollway.

In addition to the LA Fitness mentioned above, there are also three other fitness facilities under construction in town. Please see list below. If you want a full list of the fitness facilities that already exist, we would be happy to provide one.

- Hotworx Studio-1921 N Preston Rd
- Pure Barre- 1921 N. Preston Rd
- ReGen Pilates

2. Is there a zone in the tollway district that will allow for a hotel as there are no hotels in Prosper?

David Paolo bvfe@hbgfvd.com

Yes, the design guidelines will permit and encourage full service hotels on the Tollway, especially in the Gateway subdistricts.

The public meeting announcements have been in repeated circulation with social media and the Resident weekly update for the past few weeks.

3. Are there any cross streets other than 380 that will allow access to the tollway and allow traffic to travel east and west across the tollway without encountering congestion from shopping traffic and train delays?

Dpky12@gmail.com

Other than 380, the other cross streets where the Dallas North Tollway main lanes will be bridged over the road is at Lovers Lane, First Street, Prosper Trail and Frontier Parkway in the Town of Prosper.

4. Will there be any benefits to those who will be living off of 1385 (on the edge of Prosper) to get to the tollway easier?

Pam mpkalpin@sbcglobal.net

The Town is currently constructing four lanes of Fishtrap Road from Rushing Middle School to Stuber Elementary and in 2022, construction will begin on two additional lanes of Fishtrap from Gee Road to Teel Parkway, and four lanes along Fishtrap from Stuber Elementary to the Dallas North Tollway. The completion of these roads will enhance the traffic flow from Gee Road to the Dallas North Tollway. The Town also anticipates requesting regional funding to begin the design and ultimate construction of the two additional lanes of Fishtrap Road from FM 1385 to Gee Road.

Comments from DNT Property Owners

From: Vijay Bora, General Manager, Legacy and First, L.P.

Date: 11/12/21

I am the Manager of the 78.483-acre tract of land located at the southeast corner of Legacy Road and Fish Trap Road, Collin CAD ID 2817182. It is 4,000 feet west of the Tollway and 2,500 feet north of U.S. Highway 380 and has been included in the proposed guidelines. The impetus for these guidelines was to create a commercial/office environment along the tollway and 380. We are FAR from the tollway and 380. We purchased the land with Commercial zoning in place and the and the proposed restriction of uses that are being proposed for our property are so limiting that development may not be viable. We have single-family uses between our property and 380. There is single-family zoning between our property and the tollway. It is not reasonable to leapfrog this single-family area to create a tollway atmosphere.

The intent of the guidelines is to create a corridor of uses along the tollway and 380. Please limit it to the corridor and not extend it unnecessarily and remove our property from the guidelines.

Comment addressed in proposed amendment 1

From: Matt Moore, PE, Claymoore Engineering Representing Standridge

Date: October 26, 2021

In further review of the Tollway Design Guideline document and further discussion with our team, we would like to request that the boundary of this “overlay” be amended to remove what I’m going to call the bell at the southern end of the boundary along US 380. Our properties are a significant distance from the Tollway and will be insulated by the large properties that have immediate frontage to the Tollway. From our perspective of the architectural, site, and landscape type improvements that are being requested in the design guidelines, the properties owned by Standridge Companies will not be visible from the Tollway thus we do not see the benefit of including the areas within this overlay boundary.

Comment addressed in proposed amendment 1

From: Donald Godwin

Date: October 17, 2021

Rebecca- thank you for the update and assuring me that the proposed Guidelines will not effect my approximately 270 acres at the NE corner of US 380 and the DNT. Candidly, I think the Town will have a lot of pushback if it decides to move forward with the Guidelines. While I am very supportive of the Town in most ways, I will respectfully oppose the Guidelines as they are in my opinion overreaching, unreasonable, unnecessary and contrary to Prosper's stated position of wanting to work in a cooperative manner with all property owners, and especially those who will be directly impacted by the proposed Guidelines.

From: Scott Shipp, representing Blue Star, owner of PD 66

Date: 11/30/21

Scott Shipp submitted various comments on the document. Comments have been addressed in proposed amendments 1, 4, 5, 6, 7, 8. In addition to these amendments, the following comments were also included.

Why not show grocery stores with gas pumps allowed with an SUP?

Is the Town planning to partner with the developer to help with the cost of Gateway monuments and public arts projects?

**Questions provided to the Comment Box related to the Dallas North Tollway Design Guidelines.
Date: 11-10-21**

1. The road needs to be put back at Star Trace Parkway that went across the Tollway.

Thank you for providing the comment regarding Star Trace Parkway at the Dallas North Tollway. When the Villages at Star Trail was developed, Star Trace Parkway extended to the northbound DNT Frontage Road where the traffic along the northbound DNT Frontage Road was two-way at that time. This connection was temporary since the North Texas Tollway Authority's (NTTA) plan for the Dallas North Tollway does not include a grade separated intersection at Star Trace Parkway. The schematic design of the Dallas North Tollway includes grade separated intersections at Lovers Lane, First Street, Prosper Trail and Frontier Parkway. With only a mile separating First Street and Prosper Trail, there is not enough distance to incorporate a grade separated intersection at Star Trace Parkway. With the ultimate plan for Star Trace Parkway to end at the southbound DNT Frontage Road and not extend permanently to the northbound DNT Frontage Road, the temporary extension of Star Trace to the northbound DNT Frontage Road was removed with Collin County's construction of the southbound DNT Frontage Road project.

For additional information on NTTA's plans for the Dallas North Tollway, you can click on the following link:

<https://www.ntta.org/roadsprojects/futproj/dntphase45/Pages/default.aspx>

2. What's wrong with antique stores and car dealerships?

In the current Zoning Ordinance antique stores are in the same category with used furniture stores. The categories in the design guidelines generally followed what was already in the existing town ordinance. Used furniture stores, although they provide a good service, is not a business type that is consistent with the goals for development of the Dallas North Tollway. However, antique stores will be considered for inclusion in the Neighborhood Services and Retail subdistrict as this type of business establishment can be a compatible addition to other neighborhood services and retail business establishments.

The goal of the Dallas North Tollway is to have future development pushed up to the frontage roads to the greatest extent possible. This will minimize large, expansive parking lots in the front of the buildings. Designing building placement in this way will add to the attractiveness and vibrancy of the development that will be visible from the DNT and the frontage roads. Car dealerships are strong viable businesses that can bring economic development and employment to the Town of Prosper. However, the typical site design of car dealerships are generally not a compatible use with the vision of the DNT.

In addition, the design of car dealerships generally don't provide for the ease of integrating landscaping and trees throughout parking lot areas, which is another goal of the design guidelines. And even though people will more than likely need cars to navigate through much of the Dallas North Tollway area, car dealerships with large pavement designed for the automobiles, make it challenging to integrate pedestrian connections safely through-out the developments. Zoning allows for the placement of different types of businesses in locations where towns deemed them to be the most appropriate. In Prosper, sites along U.S. 380 have been identified as one of the areas deemed appropriate for the

location of car dealerships. For example, the area in between Legacy Dr and Mahard Parkway on U.S. 380 is a location where there are 4 existing/approved car dealerships.

- 3. I would really like the tollway to remain “ground level.” Is the plan to have it remain ground level unless a bridge is needed? If so, will there be a bridge at Frontier?**

The extension of the Dallas North Tollway through the Town of Prosper includes 4 bridges, and they are located at Lovers Lane, First Street, Prosper Trail and Frontier Parkway. The main lanes will be constructed similar to the Dallas North Tollway south of US 380. Construction is anticipated to begin in 2024 and be complete in 2027. If you would like to learn more about the project, you can visit the North Texas Tollway Authority (NTTA) website at the following link:

<https://www.ntta.org/roadsprojects/futproj/dntphase45/Pages/default.aspx>

- 4. Will the main lanes be “ground level” in-between the bridges similar to the tollway South of the 380?**

Yes, the main lanes should be near the elevation of the service roads. Recently, Prosper was informed that the North Texas Tollway Authority has selected an engineering design firm to begin preparing the construction drawings. The Town will have an opportunity to review those and those drawings will provide the specifics on actual road elevations, etc. It’s exciting to see them making progress on this important project.

DNT Public Outreach Survey Highlights

An online survey was issued to get public input on future development for the Dallas North Tollway. This survey was available from October 29th- November 11th and was accessible through the Town's weekly resident update and social media channels. It was also accessible through the DNT guidelines webpage on the Town's website. One-hundred and sixty-seven people submitted the survey with the majority of people completing it within the first four days of the survey being released. Another wave of respondents came in towards the end of the survey window.

Of the 167 people that completed the survey, 7.19% of the respondents said they live in the Lakes of Prosper and 64.07% said they live in Star Trail. This is an important finding as it shows that residents that live in close proximity to the Tollway showed interest in participating in the process and providing input.

Respondents were asked to identify topics most important to them terms of future development on the Tollway. Choices included landscaping/beautification, types of business establishments on the Tollway, Building form/architecture, public spaces/spaces for socializing. Of these options, the results show that types of business establishments were the most important to them. 62.87% checked this option. Landscaping/Beautification and public spaces both tied in at number 2 with 12.57%.

Respondents were also asked which type of business establishments closely represented the type they would like to see most on the Tollway. The options included, shop/dining, hotels/conference centers, family-friendly establishments, office/corporate centers, and grocery store/daily conveniences. 59.88% chose shops/dining as number 1. The second most popular choice was family-friendly establishments with 22.75% choosing this option.

For the remaining of the survey, the respondents were given five questions with each question depicting images related to a certain topic in development, such as retail/dining, office development and public spaces. To capture some of the survey highlights, please see a few key findings below:

- Respondents were asked to rate four photos showing different shopping experiences. They were given two photos with a more urban style experience (one photo was a picture of Legacy West). The other two photos showed a more conventional, strip-center style. Most people identified with the contemporary urban-style/Legacy West type of experience (the contemporary urban-style photos showed an environment where there is walkability, socialization, nightlife and diverse shop/dining options). These two images were both rated 3.8 out of 5 with most respondents checking off "love it", which was the highest rating that they could give for the images. The images showing the conventional strip-center style experience scored 1.4 and 1.5 out of 5.
- When it comes to public places most respondents gave higher ratings for images that showed multi-dimensional public spaces that were also integrated within larger developments, rather than an isolated park environment with few amenities. The images that scored higher illustrated family-friendly public spaces that evoked a live, work play environment.

DNT Guidelines Survey

1. Please provide an email address:

2. Do you live in any of the following neighborhoods?

- a. Lakes of Prosper
- b. Star Trail
- c. None of the above

3. In terms of development of the Tollway, what topic is most important to you?

- a. Landscaping and beautification
- b. The types of business establishments on the Tollway
- c. Building/form and architecture
- d. Public spaces for people to socialize and enjoy

4. In terms of business establishments, which business category most closely represents what you would like to see on the Tollway?

- a. Shops and dining
- b. Hotels and conference centers
- c. Family-friendly establishments
- d. Office and corporate centers
- e. None of the above

What kind of development would you like to see on the Tollway?

For the next following section, please rate what you think about each of the following images on the Like It scale. 1 being, "I don't like it at all" and 5-being "Love it!"

1-I don't like it at all

2- I slightly like it

3-Like it

4-like it a lot

5- I love it!

5. The shopping experience you would like to have:



Average Rating 3.9



Average Rating 3.8

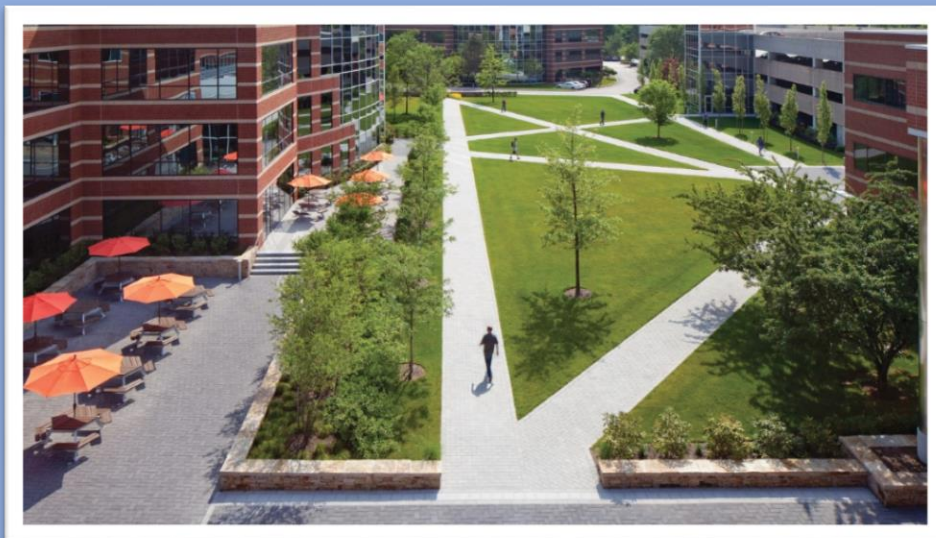


Average Rating 1.5



Average Rating 1.4

6. What do you think about the following Office developments?



Average Rating 1.4



Average Rating 2.9

7. Public spaces are spaces in our community where people can socialize and enjoy! What kind of public space would you prefer to see integrated within developments?



Average Rating 1.3

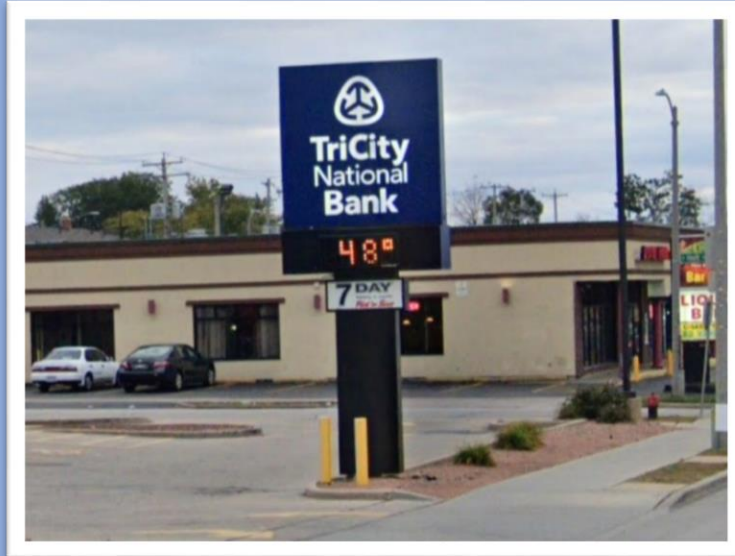


Average Rating 3.4



Average Rating 3.3

8. Signs! Signs! Everywhere a sign! What do you think about the following photos of signage?



Average Rating 3.4



Average Rating 1.2



Average Rating 2.5

9. What do you think about the following photos of parking garages?



Average Rating 3.9



Average Rating 1.2



Average Rating 3.2

Dallas North Tollway Guidelines

Gap Analysis

This document provides a gap analysis to show the general level of consistency between the requirements of each Planned Development identified below and the Dallas North Tollway Guidelines. The PDs below do not represent all of the PDs within the Tollway District, but a sample of the PDs to help paint a picture of the consistency between existing PDs and the guidelines.

For comparison's sake, the Dallas North Tollway Guidelines address the following topics:

- Permitted/Discouraged Business Establishments
- Site design and Building Placement
- Parking Standards
- Buffering requirements from existing residential neighborhoods
- Building/Architectural design
- Screening of Mechanicals
- Landscaping requirements
- Pedestrian amenities
- Public Parks/open space
- Signage

PD 35-Ordinance adopted in 2006

The main purpose of this PD is to allow for multi-family development so it is narrow in scope and focus. This PD requires screening in between the multi-family and existing single-family to the east.

- Deviations from the guidelines- in accordance with the guidelines, it would require other non-residential uses in association with the multi-family development.
- Being that this PD only focuses on multi-family development, it doesn't address the other categories of the DNT guidelines (list above) which are mostly standards for non-residential uses.

PD 75 – Ordinance adopted in 2019

Overall Intent of this PD is to create an active community with mixed-use; residential, retail, commercial and recreational uses. The intent of this PD is generally consistent with the guidelines.

- Permitted Uses within the PD are consistent with the Office district within the Zoning Regulations. These uses have a high level of consistency with the DNT guidelines. Ninety-five

percent of the prohibited uses in the PD requirements are consistent with uses prohibited in the design guidelines.

- Landscaping requirements have slight differences but generally consistent in intent. Landscaping requirements also contain a buffer requirement from Star Trail which is generally consistent with the buffer requirements from existing residential neighborhoods in the guidelines.
- Hike and bike trail requirement consistent with the principles of the guidelines.
- Architectural standards are very similar.
- Parking standards for properties facing the DNT are generally consistent.
- Screening requirements for mechanicals are also included which is similar to the guidelines.
- Standards for convenient stores with gas pumps are generally consistent in principle with the standards in the guidelines for grocery stores with gas pumps.
- Limitations/Conditions on drive-thru restaurants, which are consistent with the intent of the conditions for drive-thru restaurants in the design guidelines.

Deviations from the guidelines include-

- The PD language discusses single-family opportunity in the northwest corner of the PD. The design guidelines are mainly for non-residential developments and multi-family integrated as a component in a non-residential development.

Other DNT design topics such as site design, building place, parking standards, pedestrian amenities and signage could be addressed to increase the level of consistency with the DNT guidelines.

PD 66- Ordinance adopted in 2017 and amended in 2019.

This PD has land within and outside of the Dallas North Tollway District. For the purposes of this analysis, the review of the PD requirements focused on the retail tracts of the PD which are located within the Dallas North Tollway District.

- General intent of the retail tracts is consistent with the DNT guidelines.
- Permitted Use have a high level of consistency with the DNT guidelines.
- Building height limitations show a moderate level of consistency with the DNT guidelines. Proposed amendment Number 8 on the “Proposed Amendments” worksheet will increase this level of consistency.

Other topics within the DNT guidelines that could be addressed to increase the level of consistency between the PD and the DNT guidelines include landscaping, site design, building place, parking standards, pedestrian amenities and signage.

PD 41 -Ordinance adopted in 2008 and amended in 2020

This PD shows a very high level of consistency with the proposed guidelines. The ordinance includes approximately 30 pages of design standards addressing topics such as signage, building design/form, pedestrian amenities, parking, parking garages, screening of mechanicals, site design and landscaping. Only slight nuances in requirements exist between the PD and the DNT Guidelines.