



**Agenda**  
**Prosper Town Council Work Session**  
Prosper Town Hall – Council Chambers  
250 W. First Street, Prosper, Texas  
Tuesday, May 13, 2025  
**5:00 PM**

Welcome to the Prosper Town Council Work Session Meeting.

**Addressing the Town Council:**

Those wishing to address the Town Council must complete the Public Comment Request Form located on the Town's website or in the Council Chambers. You may submit this form to the Town Secretary or the person recording the minutes for the Board/Commission prior to the meeting. When called upon, please come to the podium, and state your name and address for the record.

In compliance with the Texas Open Meetings Act, the Town Council/Board/ Commission may not deliberate or vote on any matter that does not appear on the agenda. The Council/Board/Commission, however, may provide statements of fact regarding the topic, request the topic be included as part of a future meeting, and/or refer the topic to Town staff for further assistance.

Citizens and other visitors attending Town Council meetings shall observe the same rules of propriety, decorum, and good conduct applicable to members of the Town Council. Any person making personal, impertinent, profane, or slanderous remarks or who becomes boisterous while addressing the Town Council or while attending the meeting shall be removed from the room, if so directed by the Mayor or presiding officer, and the person shall be barred from further audience before the Town Council during that session. Disruption of a public meeting could constitute a violation of Section 42.05 of the Texas Penal Code.

**Call to Order/ Roll Call.**

**Items for Individual Consideration:**

1. Presentation from Daake Law regarding a future zoning case, Bella Prosper. (ZONE-24-0025) (DH)

**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 and all matters incident and related thereto.*

*Section 551.072 – To discuss and consider the 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 551.071 – Consultation with the Town Attorney to discuss legal issues associated with any agenda item.*

**Reconvene into Work 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 75078, a place convenient and readily accessible to the general public at all times, and said Notice was posted by 5:00 p.m., on Friday, May 9, 2025, 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) 569-1073 at least 48 hours prior to the meeting time.





## 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:** Presentation from Daake Law for Bella Prosper

Town Council Work Session – May 13, 2025

**Strategic Visioning Priority: 3. Commercial Corridors are ready for Development**

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**Agenda Item:**

Presentation from Daake Law regarding a future zoning case, Bella Prosper. (ZONE-24-0025)

**Future Land Use Plan:**

The Future Land Use Plan designates this area as Dallas North Tollway District.

**Zoning:**

The property is zoned Agricultural and Planned Development-71 (Single Family-10).

**Description of Agenda Item:**

The applicant, Daake Law, is seeking feedback regarding their upcoming zoning case, Bella Prosper. The proposal is a Planned Development to allow for a mixed-used development consisting of assisted living, multifamily, townhomes, and traditional retail. The applicant presented to the Planning & Zoning Commission on May 6, 2025.

**Attached Documents:**

1. Presentation Slides

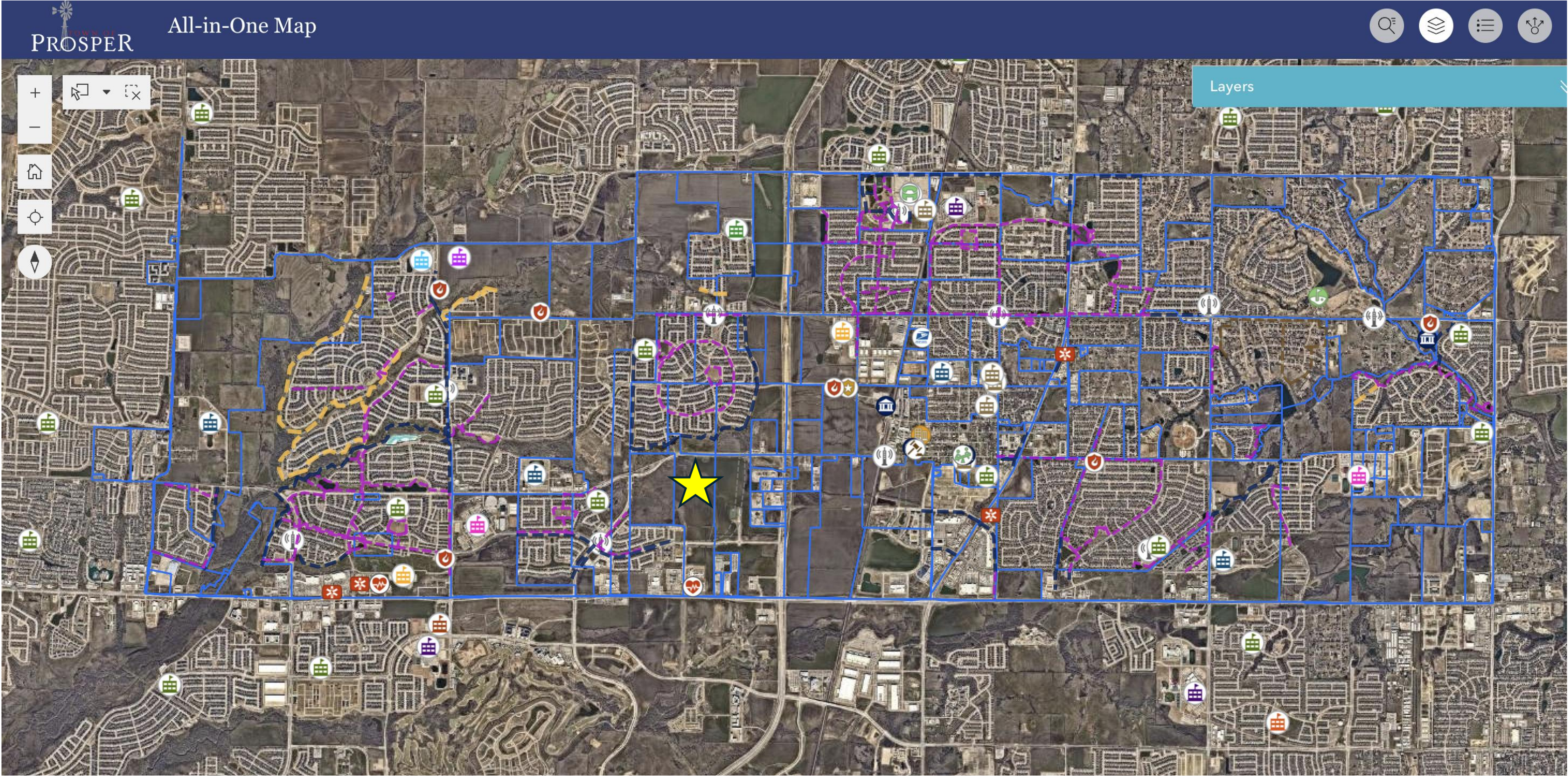


# Bella Prosper – Zone 24-0025

A Master Planned Development  
Town of Prosper  
P&Z Work Session  
May 06, 2025  
Project Team: Daake Law, GFF & K+H



# VICINITY MAP | Town of Prosper





- 60 acres, Town of Prosper city limits, Collin County, TX
- Located between Legacy Drive (W) & Dallas N. Tollway (E)
- West First Street (N) & the extension of Lovers Lane (S)



The Law Offices of Robert D. Daake, PLLC  
322 W. Walnut Street, Suite 210  
Celina, TX 75009  
05/05/2025

## Subject Property Location Map

DaakeLaw  
The Law Offices of Robert D. Daake, PLLC

500 1,000 1,500 2,000 2,500 ft



em 1.

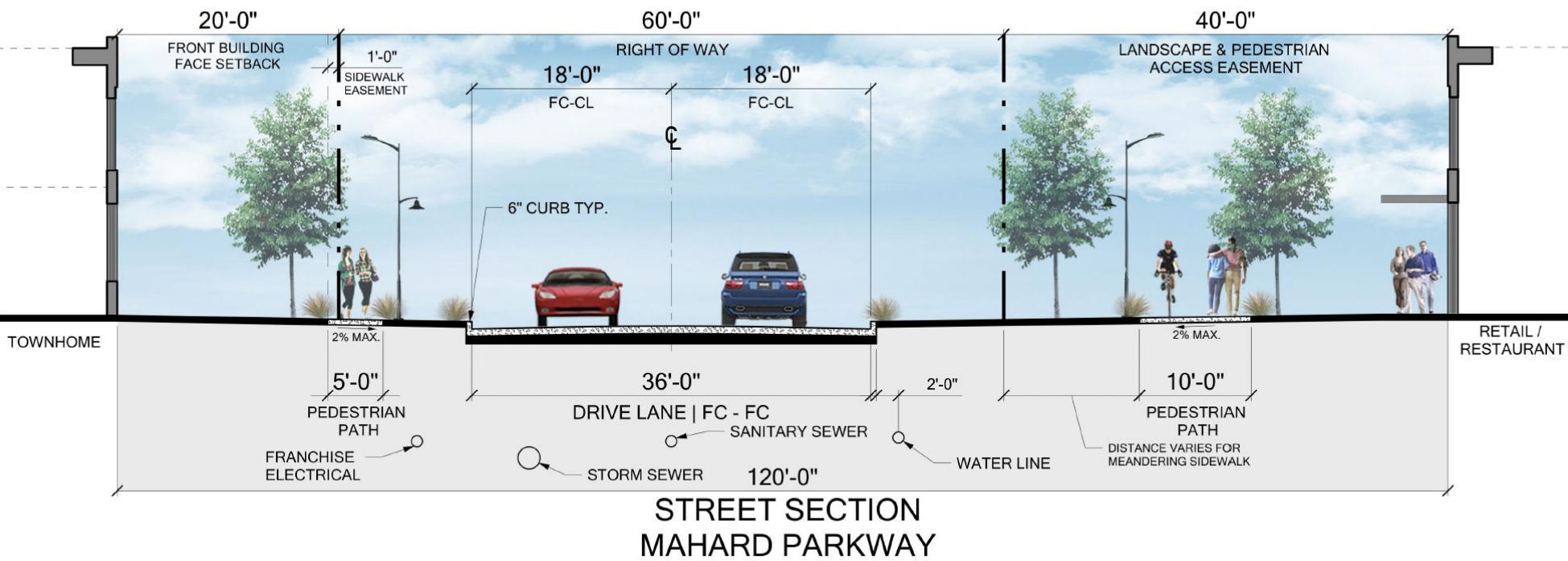
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- The map shows the subject property boundary in red, located near the intersection of Prairie and Mahard. The Dallas North Tollway is shown in blue, and the 2022 Thoroughfare Plan is shown in green. The map also includes labels for 'SAFETY' and 'COOL'.
- Legend:**
- Subject Property Boundary (Red dashed line)
  - 2022 Thoroughfare Plan (Green line)
  - Dallas North Tollway (Blue line)
  - 4 Lane Divided (Green line)
  - 6 Lane Divided (Red line)
  - 2 Lane Undivided (Orange line)
  - Limited Access Road (Purple line)

1,000 2,000 3,000 4,000 5,000

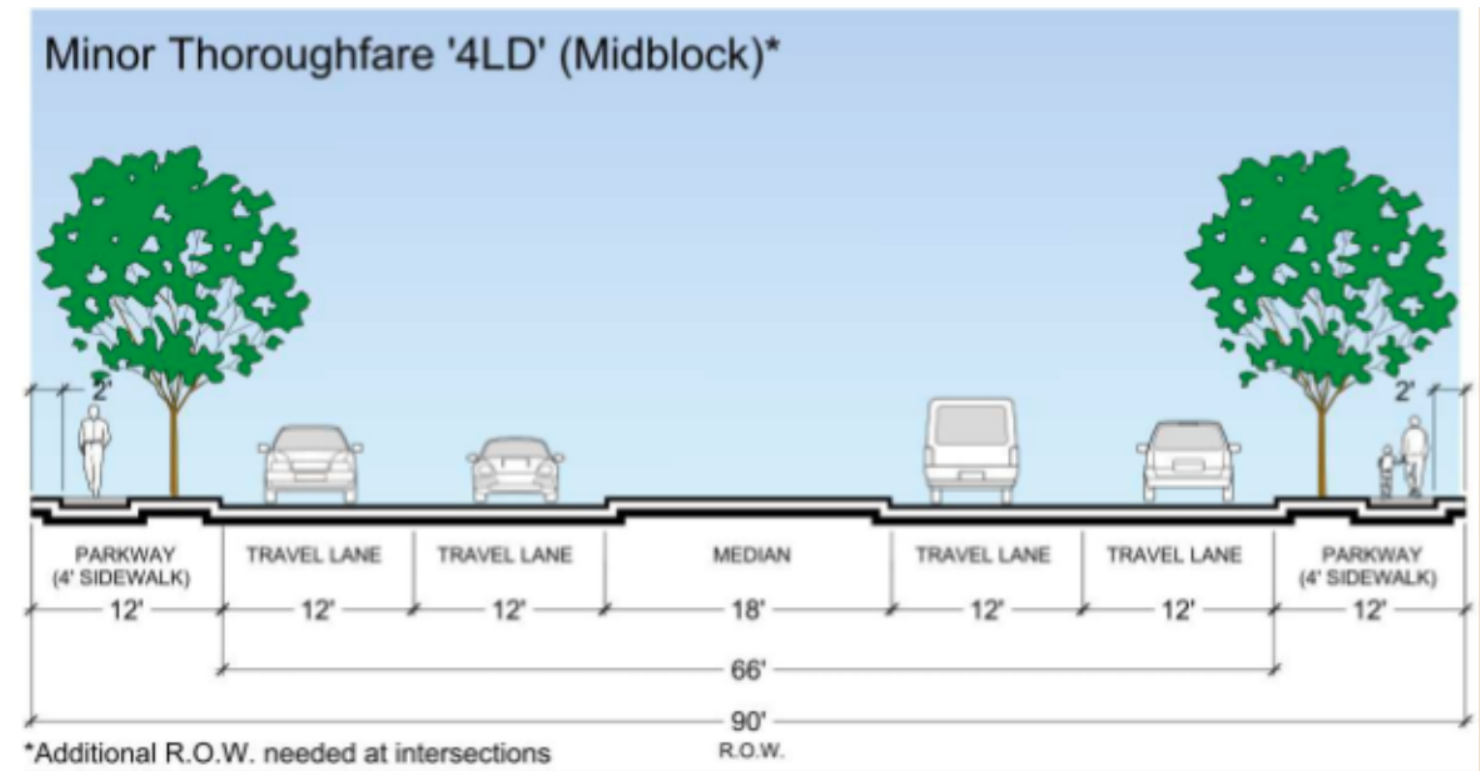
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# MAHARD PARKWAY | Typical Cross-Section

Item 1.



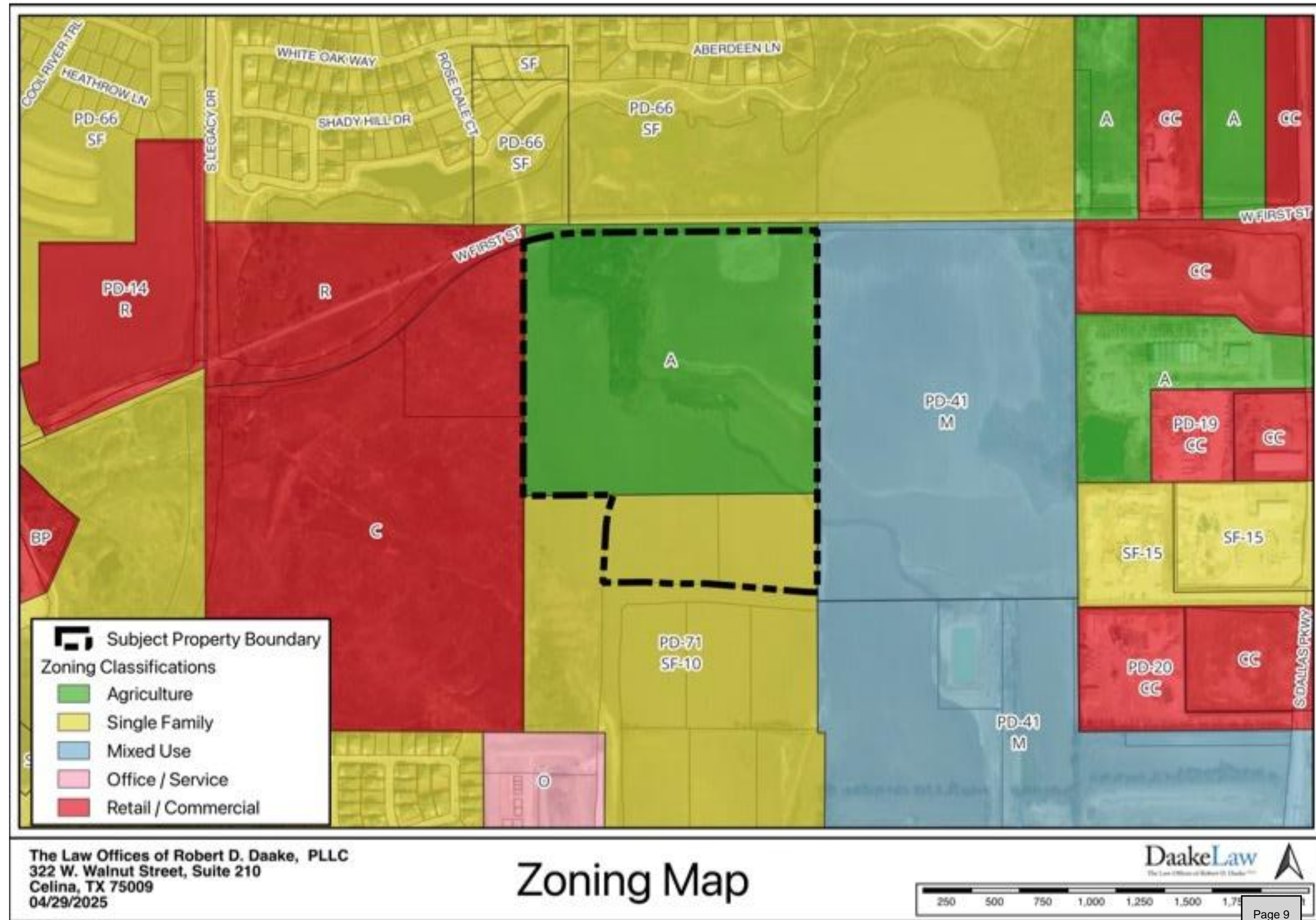
Proposed Mahard Prkwy through site



Lovers Lane Cross-Section to the south

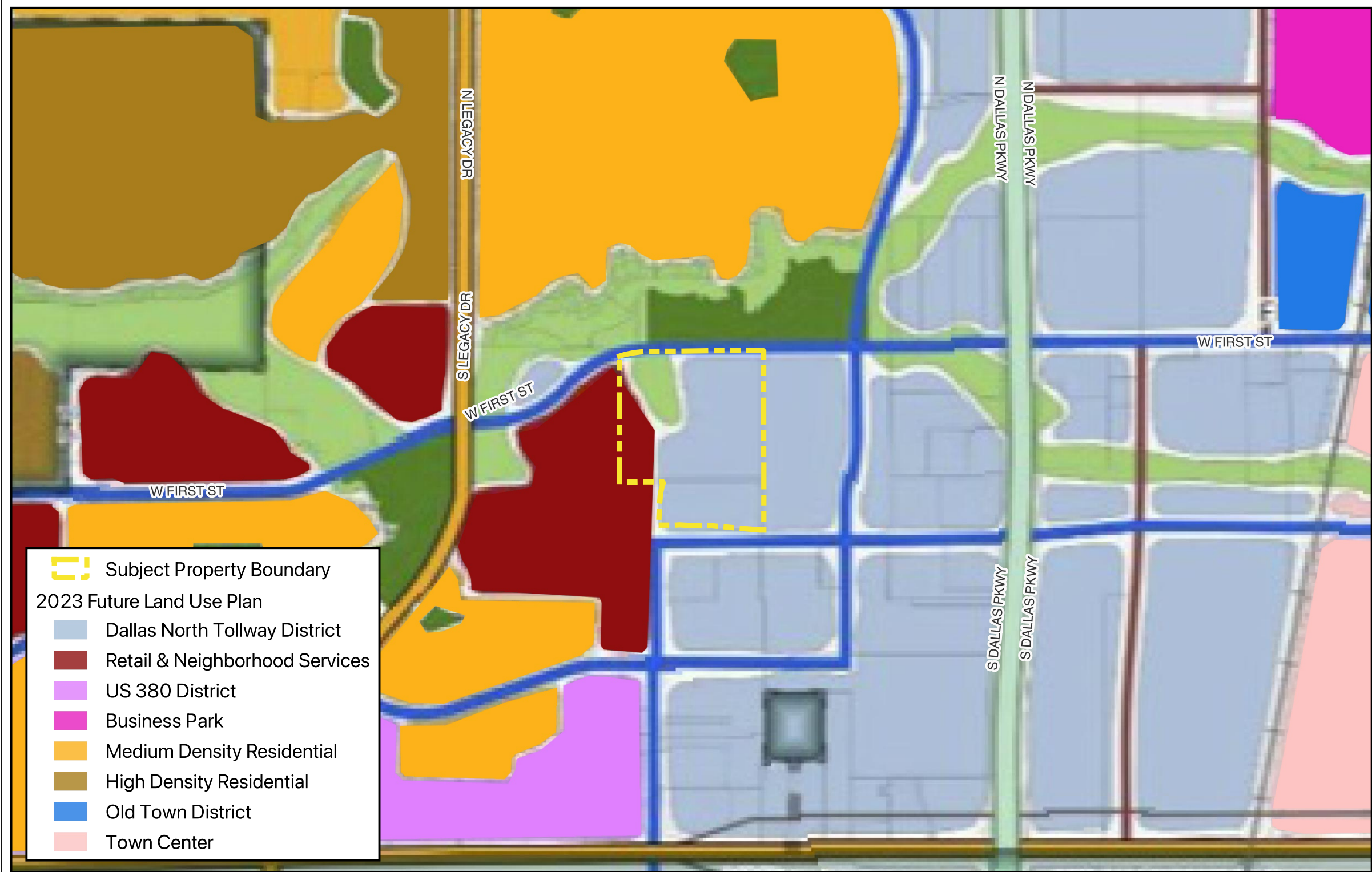


- Providing a fabric of land use within a neighborhood while transitioning densities.
- Rezone request from Ag/PD - SF to PD - mixed use
- Western portion of the Dallas North Tollway District





- FLUP Adopted August 22, 2023
- Within the Dallas North Tollway District



The Law Offices of Robert D. Daake, PLLC  
322 W. Walnut Street, Suite 210  
Celina, TX 75009  
05/05/2025

## Future Land Use Plan



## Guiding Principles

1. **Quality of Life** - Focus on quality-of-life amenities for existing and future Prosper families to foster a desirable and unique community.

## Community Goals

The following goals, combined with the Town's guiding principles, are intended to provide a framework for the creation of applicable and economically feasible land use decisions and special districts. The goals are

**Goal 1:** Provide a variety of desirable land uses that diversify the tax base and enable all types of people to live, work, shop, eat, and relax in Prosper.



## Dallas North Tollway District

“Mixed use development should be encouraged and should contain a mixture of office, retail and residential uses. Mixed-use lofts/apartments would be the most appropriate residential use within this District”.

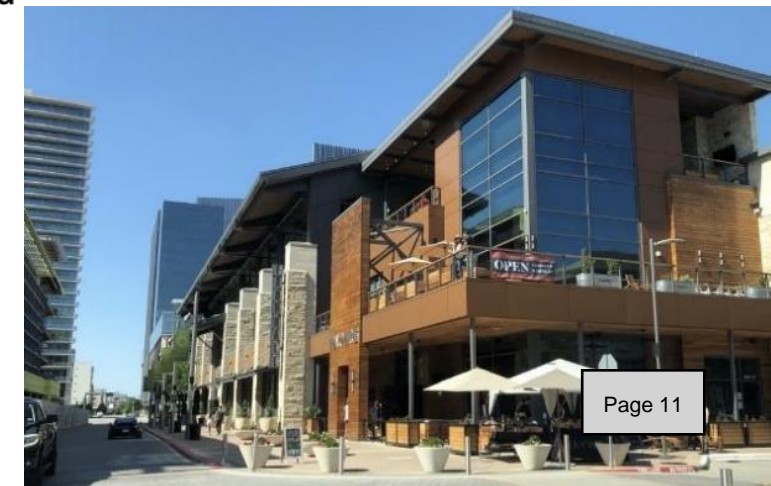


# LAND USE CONCEPTS

## Mixed-Use

Mixed-use refers to a development style that combines a mix of land uses within one defined zoning district. For example, residential, retail, restaurants, office, and public uses may be allowed in the same building, same lot, same tract, block, or zoning district. Benefits of mixed-use development include:

- Flexibility of building spaces over time;
- Long term viability of commercial districts;
- Providing higher quality high density residences;
- Inclusion of public facilities;
- Reduction in the frequency of vehicular trips; and
- Minimizing land consumption.





- Where we began...
  - First mtng with Staff Dec. 2023
  - PAC mtng: Oct. 2024
  - First submittal: Dec. 2024
  - Second submittal: March 2024
  - Third submittal: May 2025
- Initial Concept Plan:
  - 4 MF blds (1,063 units)
  - 140 TH units
  - No centralized amenity
  - Retail and one hotel
- Property 60 acres
  - Prorata share as other MF projects within the North Dallas Tollway District at **15 upa** = **Yields 900 MF units**
    - Pradara 500 units (15 upa on 33 ac)
    - Gates of Prosper 600 units (15 upa on 40 ac)
    - Arts District 515 units (<15 upa on 35 ac)





12 Iterations later...

- Proposed Concept Plan:
  - 2 MF blds (550 units)
  - 94 TH units
  - Pedestrian friendly, centralized amenity
  - Walkable community with
  - Retail, restaurants, 2 hotels, assisted living & office





# CONCEPT PLAN | Proposed PD Concept Plan







Item 1.





# CONCEPT PLAN | Proposed PD Concept Plan





# BELLA PROSPER | Aerial NW View Corridor





# BELLA PROSPER | Aerial NE View Corridor

Item 1.





# BELLA PROSPER | Aerial SE View Corridor













# BELLA PROSPER | Internal Plaza





# BELLA PROSPER | Internal Park

Item 1.









# BELLA PROSPER | Multi-Family





# BELLA PROSPER | Internal Park









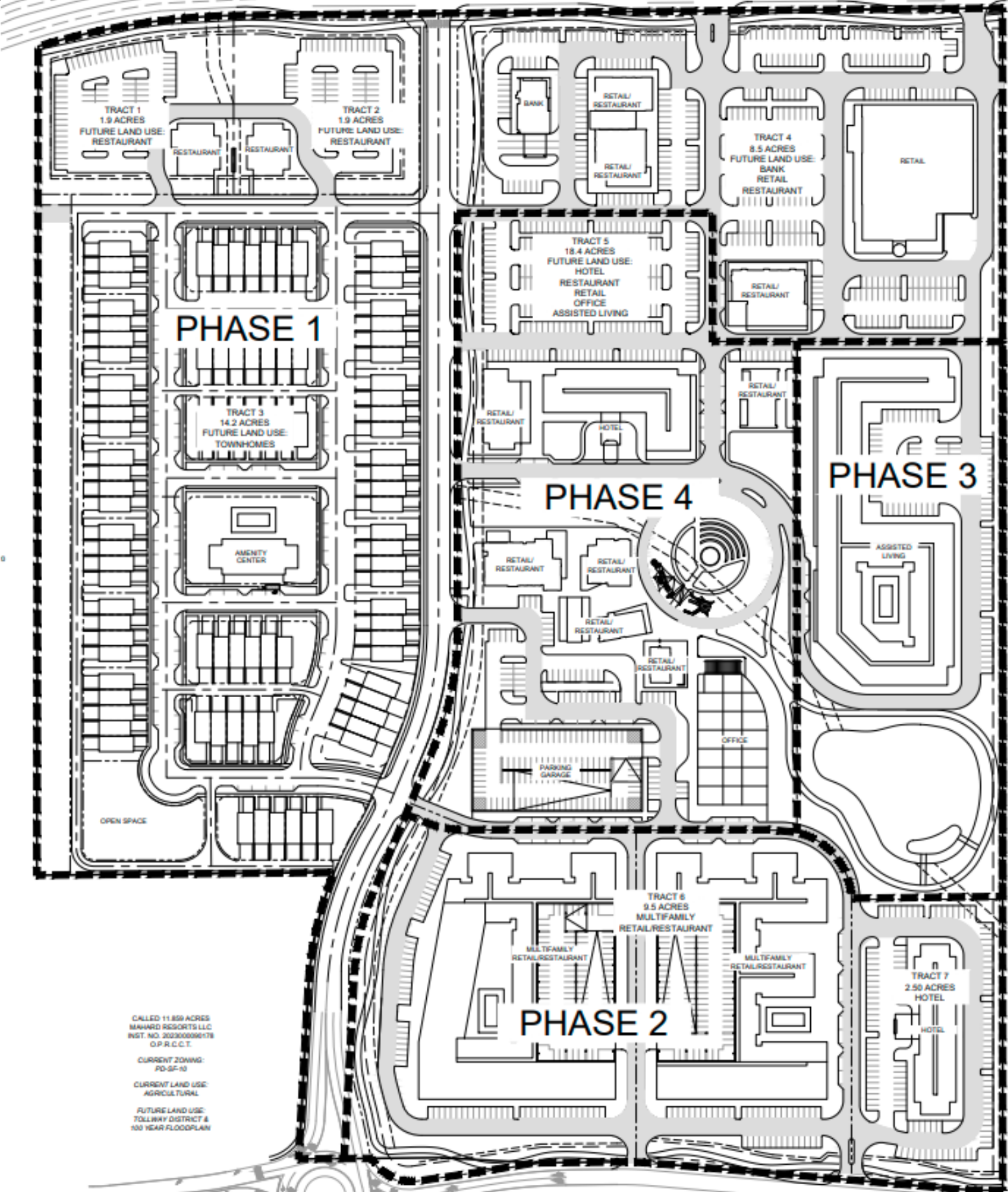


THANK YOU











SITE DATA SUMMARY TABLE							
PHASE 1							
TRACT	ACREAGE	LAND USES	TOTAL BUILDING SQUARE FOOTAGE		REQ. PARKING		PROVIDED PARKING
TRACT 1	1.9 ACRES	RESTAURANT	RESTAURANT	5,700 SF	1 SPACE / 75 SF	76 SPACES	91 SPACES
TRACT 2	1.9 ACRES	RESTAURANT	RESTAURANT	5,200 SF	1 SPACE / 75 SF	70 SPACES	76 SPACES
TRACT 3	9.3 ACRES	TOWNHOMES	TOWNHOMES	94 UNITS	-----		2 GARAGE SPACES / TOWN HOME 73 ONSTREET SPACES
TOWN HOME STREET DEDICATION	5.4 ACRES	-----	-----				
TRACT 4	8.5 ACRES	BANK, RETAIL, RETAIL/ RESTAURANT,	BANK	4,100 SF	1 SPACE / 350 SF	12 SPACES	12 SPACES
			RETAIL	42,250 SF	1 SPACE / 250 SF	169 SPACES	170 SPACES
			RETAIL/RESTAURANT **	21,200 SF	1 SPACE / 150 SF	142 SPACES	171 SPACES
MAHARD PARKWAY RIGHT-OF-WAY DEDICATION	2.7 ACRES	-----	-----		-----		-----
PHASE 1 TOTAL ACREAGE	29.7 ACRES	-----	-----		-----		-----
PHASE 2							
TRACT 6	9.5 ACRES	MULTIFAMILY RETAIL/RESTAURANT	MULTIFAMILY (5 STORIES, 59 FEET)	426 UNITS	1.7 SPACES/UNIT	725 SPACES	730 SPACES
			RETAIL/RESTAURANT **	52,440 SF	1 SPACE / 150 SF	350 SPACES	350 SPACES
TRACT 7	2.5 ACRES	HOTEL	HOTEL (4 STORIES, 56 FEET)	119 ROOMS	1 SPACE / ROOM	119 SPACES	120 SPACES
PHASE 2 TOTAL ACREAGE	12.0 ACRES	-----	-----				
PHASE 3							
TRACT 5	6.5 ACRES	ASSISTED LIVING	ASSISTED LIVING (5 STORIES, 61 FEET)	250 UNITS	1 SPACES/ 5 BEDS	50 SPACES	142 SPACES
PHASE 3 TOTAL ACREAGE	6.5 ACRES	-----	-----				
PHASE 4							
TRACT 5	11.8 ACRES	HOTEL, RESTAURANT/RETAIL, OFFICE	HOTEL (4 STORIES, 56 FEET)	120 ROOMS	1 SPACE / ROOM	120 SPACES	120 SPACES
			RETAIL/RESTAURANT	30,800 SF	1 SPACE / 150 SF	206 SPACES	254 SPACES
			OFFICE (4 STORIES, 56 FEET)	80,000 SF	1 SPACE / 300 SF	267 SPACES	270 SPACES
PHASE 4 TOTAL ACREAGE	11.8 ACRES	-----	-----				
TOTAL ACREAGE	60.1 ACRES	-----	-----		-----		-----