



PLANNING

To: Planning and Zoning Commission **Item No. 8**

From: Suzanne Porter, AICP, Planning Manager

Through: David Hoover, AICP, Director of Development Services

Re: Planned Development for The Marco

Meeting: August 18, 2026

Agenda Item:

Conduct a Public Hearing and consider and act upon a request to amend a portion of Planned Development-42 (Tract 16) and rezone a portion of a Commercial Tract (Tract 17) to create a Mixed-Use Planned Development on the Collin County School Land Survey, Abstract No. 147 and J. Yarnell Survey, Abstract No. 1038, Tracts 16 and 17, on 143.0± acres, located on the northeast corner of Dallas Parkway and University Drive. (ZONE-26-0009)

Description of Agenda Item:

The Marco brings a bit of Italy to Prosper. In the core of the development there is a lagoon that serves as regional stormwater detention and flowing from it are navigable canals. Along the Dallas North Tollway and University Drive, high-rise and mid-rise buildings will house office, retail and hospitality uses. The design features a public square, performing arts venue, hotel, and ground floor retail at the core of the development and along the water. Residential components will include multifamily and condominium structures, lower-intensity neighborhood of villas, townhomes, flats, and an age-restricted enclave.

It is anticipated that the development will be able to provide one million square feet of office space, up to two hotels, a performing arts venue, a grocer and market hall, village retail and services, and a premium mixed residential population.

Residential Component

The number of dwelling units of each type shall not exceed the maximum established for that type. The total number of dwelling units on the Property shall not exceed 4,400 units.

- Mid-Rise Flats are limited to 2,500 units,
- High-Rise Residential (condominium or multifamily more than five stories) are limited to 400 units,

- Retirement / Age-Restricted Housing is limited to 500 units, and
- Villas, Townhomes, Cottages, Court Homes, and Live-Work Units are together limited to 1,000 units.

The maximums stated above for residential types other than Mid-Rise Flats may be adjusted among those types at Preliminary Site Plan, provided that Mid-Rise Flats do not exceed 2,500 units and the total number of dwelling units on the Property does not exceed 4,400 units.

Future Land Use Plan:

The Future Land Use Plan designates the property as the Dallas North Tollway District. The development complies with the following criteria that characterize this district.

- Most intense land uses within Prosper;
- Has a diverse mixture of office, retail, and residential;
- Mid-rise office (up to 12 stories) designed for a “campus feel”;
- Orientation towards open space;
- Significant landscaping linked by a pedestrian network;
- A common architectural theme for a consistent visual appearance;
- Mixed-use development with a mixture of office, retail and residential uses;
- Mixed-use lofts/apartments as the most appropriate residential;
- Structured parking in more intense areas, oriented to minimize visibility from the Tollway;

Dallas North Tollway District:

The Planned Development meets the intent and criteria of the Dallas North Tollway District Guidelines that were adopted earlier this year.

Zoning:

The property is zoned Planned Development-42 (Commercial Corridor) and Commercial.

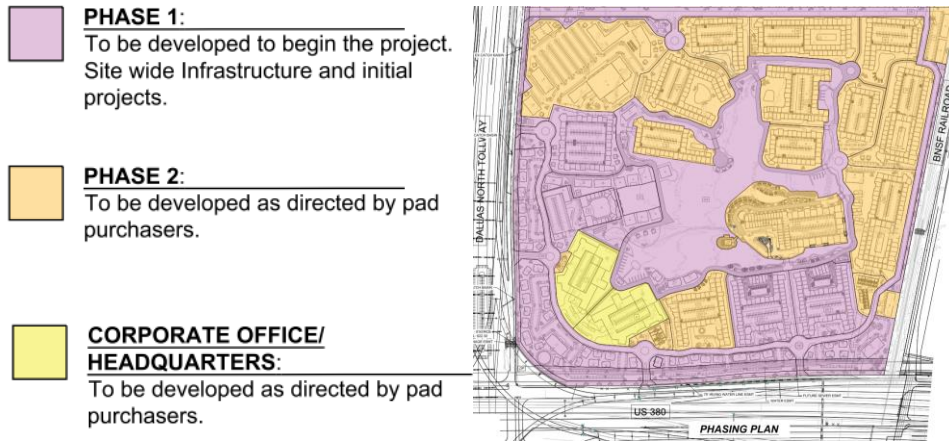
Compatibility:

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

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Commercial and Planned Development-42 (Commercial Corridor)	Vacant	Dallas North Tollway District
North	Commercial and Planned Development-42 (Commercial Corridor)	Vacant	Dallas North Tollway District
East	Planned Development-67 (Mixed Use)	Mixed Use	Town Center
South	NA (Frisco)	Vacant	NA (Frisco)
West	Planned Development-41 (Mixed Use)	Vacant	Dallas North Tollway District

Phasing:

The Phasing Plan (Exhibit E) represents three phases. The area around the exterior of the property, lagoon, and site wide infrastructure will be developed first to begin the project. After this has been completed, the area designated as Phase 2 will be developed as directed by pad purchasers. Finally, the Corporate Office/Headquarters area is to be developed as directed by pad purchasers.



Uses / Planning Areas

There are five distinct Planning Areas within the development. They are as follows:

-  Planning Area 1: Tollway/380 Frontage Hospitality and Employment (office, hotel, structured parking)
-  Planning Area 2: Village Core Mixed-Use Core at the Lagoon (public square, performing arts venue, hotel, canals, passeggiata, ground floor retail, development's tallest buildings)
-  Planning Area 3: Waterfront/Neighborhood High-Rise and Mid-Rise Residential addressing the lagoon (highest residential densities in the development)
-  Planning Area 4: Mercato Lower-intensity residential (villas, townhomes, flats, live-work units, neighborhood retail)
-  Planning Area 5: Open Space / Lagoon Lagoon and its Promenade, Canals, and Perimeter Trail (central open space and regional stormwater detention for the development)



Building Heights:

There are three guiding regulations for height within the development. The area at the intersection of University Drive and the Dallas North Tollway and two structures on the interior of the Lagoon will be a maximum 14 stories and 190 feet (Area A). The uses in this area include:

- Office condos
- Corporate Headquarters
- Performing Arts Center
- Multifamily

The second area encompasses the remainder of the property, and the height limits in this area are 8 stories and 160 feet (Area B).

Should adjacent property to the north (Perimeter) be zoned for single-family use, height will be limited to two stories and 40 feet within 75 feet of the property boundary. Building outside of the 75 foot buffer may increase one foot in height over 40 feet for every one foot of additional setback provided. (Example: A 50-foot tall building would have an 85-foot setback from residential property.)



Architecture:

The public will enter this development and feel as though they are in Italy. Conceptual elevations have been submitted (see Exhibit F) representing the architectural character, massing, and material palette of the development. Elevations are provided for every area within the development and include specific uses such as the hotel, office condominiums, and the performing arts venue.

Open Space and Landscaping

Open space features in the development include a passeggiata, lagoon and canals, piazzas, courtyards, and landscaped areas. Overall, the amount of open space is approximately 28.7 acres or 20 percent of the property.

Parking:

Structured parking is designed to be wrapped and/or designed with architecture to mirror the buildings will be utilized through the majority of the development with minimal surface parking. The northwest corner of the property will be a retail corner, having surface parking that is surrounded by buildings so as to minimize visibility from the public right-of-way.

Fire Code Compliance:

Full compliance with the Town Fire Code is required and will be reviewed during the Preliminary Site Plan and Site Plan submissions. Fire equipment and access to the lake will need to be provided and may require dedicated fire related buildings at dock location and through the development.

Engineering Standard Compliance:

The conceptual layout generally depicts intent, but the final layout shall be determined at the time of Preliminary Site Plan and meet all Town requirements, including Engineering Design Standards and all applicable standards listed throughout the Unified Development Code. In addition, all other local, state, and federal regulations as it relates to the floodplain and waters of the U.S., or other, shall be adhered.

Thoroughfare Plan:

This property has access to University Drive (US 380) and Dallas North Tollway.

Parks Master Plan:

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

Legal Obligations and Review:

Notification was provided as required by the Unified Development Code and state law. Staff has not received any responses to date.

Attached Documents:

1. Aerial Map
2. Zoning Map
3. Future Land Use Exhibit
4. Exhibit B – Letter of Intent
5. Exhibit C – Development Standards
6. Exhibit D – Conceptual Plan
7. Exhibit E – Phasing Plan
8. Exhibit F – Elevations
9. Exhibit G – Landscape Plan and Plant List
10. Exhibit H – Open Space Plan
13. Exhibit J – Building Heights
14. Exhibit K – Thoroughfare and Street Sections
14. Exhibit M – Planning Areas

Town Staff Recommendation:

The rezoning request is compliant with the Future Land Use Plan and vision of the Dallas North Tollway District. It will be a desirable destination and prominent gateway into the community. This will be a unique development for the Town and region. For these reasons, Town Staff recommend the Planning and Zoning Commission approve the request to approve the proposed Planned Development.

Town Council Public Hearing:

Upon a recommendation by the Planning and Zoning Commission, a Public Hearing for this item will be scheduled for the Town Council at their regular meeting on September 8, 2026.