

17 July 2026

Town of Prosper

Development Services Department — Planning Division
250 W First Street
Prosper, TX 75078

Re: Letter of Intent - Planned Development Rezoning for The Marco, ±142.996 acres at the northeast corner of the Dallas North Tollway and U.S. Highway 380

To the Planning & Zoning Commission and the Town Council:

This letter accompanies an application to rezone approximately 142.996 acres at the northeast corner of the Dallas North Tollway and U.S. Highway 380 to a Planned Development District for a mixed-use development known as The Marco. The Property is presently zoned Commercial (C) and Commercial Corridor (CC) and is subject to Planned Development-42 (Ordinance No. 08-098). The request repeals PD-42 as to the Property and replaces it with the Statement of Intent and Development Standards submitted with this application. BlackStone Communities submits the application as applicant, with the authorization of the owner, Godwin Investments, Ltd.

The Property. The Marco comprises approximately 142.996 acres in the Collin County School Land Survey, Abstract No. 147, and the J. Yarnell Survey, Abstract No. 1038, Collin County, Texas. The Dallas North Tollway bounds it on the west, U.S. Highway 380 on the south, and the BNSF Railway on the east. It lies within the U.S. 380 Gateway — Sub-District 1 of the Dallas North Tollway District Development Standards — and within the Dallas North Tollway District of the Town's Comprehensive Plan. Both already call for this corner to develop at higher density and mixed use, organized around a central open-water feature and a connected public realm.

Why a Planned Development. The Town's own plan asks for a place the base zoning cannot deliver. The Commercial and Office districts cap building height at 40 feet; the Multifamily district caps density at ten units per acre. Those standards were written for a different kind of development — they cannot produce the mid- and high-rise, structured-parking, walkable village that the DNT District envisions for Sub-District 1. The Planned Development closes the gap. It establishes building height in bands measured from the Tollway and highway frontage, consistent with the DNT Standards' allowance of height within 500 feet of the Tollway, and steps that height down wherever the Property meets off-site single-family. Everything else holds: except where Exhibit C expressly modifies them, the UDC and the DNT Standards continue to govern, and all modifications are itemized in a single table.

The Development. The Marco organizes the site into five Planning Areas around a central lagoon that serves as both regional stormwater detention¹ and the development's principal public open space. Along the Tollway and 380 runs an employment, retail, and hospitality frontage. At the water sits a mixed-use village core — a public square, a performing arts venue, a hotel, canals, and ground-floor retail — carrying the tallest buildings on the site. Beyond it lie waterfront high- and mid-rise residential, a lower-intensity neighborhood of villas, townhomes, and flats, and an age-restricted enclave. The program contemplates over 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. The mix is the point. It balances jobs against housing on the corridor, builds a durable commercial tax base, and gives Prosper a civic and cultural anchor at its Tollway gateway.

Special considerations. This is Prosper's front door on the Tollway. The site carries frontage on both the Dallas North Tollway and U.S. Highway 380, with the BNSF Railway defining its eastern edge — a gateway parcel by any measure, and the one the Comprehensive Plan singles out for exactly this treatment. The central lagoon is engineered to work twice, as regional detention¹ and as public realm, and the plan is built around it. The village form the plan calls for — walkable, water-oriented, marked by towers, campanili, and cupolas at defined locations — depends on the height and density standards the base districts memorialize. That dependence is why the Planned Development is the right instrument, and the necessary one.

Supporting documentation. Submitted with this letter are the draft Ordinance and the Statement of Intent and Development Standards (Exhibit B); the legal description (Exhibit A), drawn from certified ALTA/NSPS Land Title Survey No. 23-0043, dated June 3, 2026; and the supporting exhibits — Conceptual Development Plan, Planning-Area, Building Height, Open Space, Thoroughfare Sections, Conceptual Elevations, Sign Package, Phasing, and Plant List. The owner's authorization accompanies the application under the Owner Acknowledgement Form.

The Comprehensive Plan already imagines this corner as Prosper's gateway on the Tollway. The Planned Development is what turns that vision into a place that can be built. We look forward to working with your staff, the Commission, and the Council to see it through.

Respectfully,

Jeffory Blackard
Principal
BlackStone Communities

¹ Subject to engineering and verification