



THE MARCO · PLANNED DEVELOPMENT · PROSPER, TEXAS

Exhibit F

Conceptual Elevations

Illustrates the architectural character, massing, and material palette of representative buildings, and supports building design under C-8 together with the Development Agreement.

NORTHEAST CORNER, DALLAS NORTH TOLLWAY & U.S. HIGHWAY 380 · JULY 2026

REPRESENTATIVE BUILDING · 01



The Canal District

Pedestrian quays step down to the water on either side of a navigable canal, crossed by a low stone footbridge and worked by the village water taxi. Four- and five-story facades in ochre and terracotta stucco rise directly from the quay in the Venetian manner — a defined masonry base, a tall shuttered body, and a deep bracketed cornice — so that the water, not the street, becomes the room.

REPRESENTATIVE BUILDING · 02



The Hotel

A landmark massing anchored by a campanile marks the hotel on the lagoon, its arcaded ground floor opening to a waterfront terrace and beach club. The building reads as a composition of distinct elements — tower, primary block, and stepped garden wings — rather than a single slab, and its palette of warm stucco and stone sets the standard for the district's hospitality core.

REPRESENTATIVE BUILDING · 03



The Retail Promenade

A cobbled pedestrian street is framed by continuous ground-floor storefronts beneath arcades and awnings, the shaded colonnade drawing the eye down the block. Two- and three-story mixed-use buildings hold a consistent street wall while varying in color, bay, and detail, so the promenade reads as many hands rather than one.

REPRESENTATIVE BUILDING · 04



The Office Condominiums

Boutique office buildings take the form of stone-and-stucco palazzi, their upper floors carried on a rusticated base with loggias and deep-set windows that give daytime workplaces the grain of a residential quarter. Rooflines vary in height and pitch so the office blocks join the village skyline rather than interrupt it.

The following studies illustrate the intended character of the public realm — its streets, squares, water, and building fronts — in the sequence a visitor moves through the village, from arrival to the evening waterfront.



ARRIVAL & GATEWAY

An arrival piazza organized around a central fountain and framed by cypress, giving the district a formal point of entry. The campanile beyond fixes the skyline and orients the visitor from the first moment.



WATER, CANALS & LAGOON

The lagoon promenade in daylight: a broad stone walk holds the water's edge while an arcaded frontage shades the shops behind. The open water gives the district its central view and its recreational spine.



WATER, CANALS & LAGOON

A secondary canal lined with residential palazzi and moored boats at the quay. Buildings meet the water without setback, their reflections doubling the height and color of the street wall.



WATER, CANALS & LAGOON

The canals at night, worked by a flat-bottomed boat beneath a chapel and strung lights. Evening reveals the intended character of the water district — quiet, lantern-lit, and walkable.



WATER, CANALS & LAGOON

A framed view through a sotoportego — the covered passage cut beneath a building — from the street to the lagoon and its fountain. Passages of this kind thread the block interiors to the water.



STREETS, ARCADES & STOREFRONTS

A civic loggia: a two-story arcade of stone piers sheltering a ground-floor market hall, its upper gallery glazed and lit. The type gives the village a covered public room at the heart of the retail core.



STREETS, ARCADES & STOREFRONTS

The retail street in use, with market stalls and awnings spilling from the storefronts and foot traffic held by a consistent two-story street wall. Transparency and frequent entrances keep the ground floor active.



STREETS, ARCADES & STOREFRONTS

A cobble lane falls to the water's edge, ending at a boat landing with the campanile answering from across the lagoon. The grade change and the terminated view are the incident the street network is meant to produce.



STREETS, ARCADES & STOREFRONTS

A storefront under the arcade — here a barber's shop — showing the intended grain of retail tenancy: individual signs, warm interiors, and glazed shopfronts held within a continuous masonry frame.



STREETS, ARCADES & STOREFRONTS

A promenade at dusk, paved in stone and lit by a single lamp standard, terminating at the water. Ground-floor arcades and a disciplined cornice line carry the eye toward the lagoon.

**CIVIC & GATHERING**

The principal square at civic scale, its paving meeting the water so that piazza and lagoon read as one gathering space. The composition is built for events — the district’s outdoor room.

**CIVIC & GATHERING**

The performing arts venue anchoring the square, its lit facade and campanile presiding over an evening crowd. The building is the cultural keystone the plan places at the center of the public realm.

**CIVIC & GATHERING**

A smaller neighborhood piazza with a fountain and arcaded edges, scaled for daily use rather than spectacle. Squares of this size distribute public life through the district between the larger civic rooms.

**DINING & EVENING LIFE**

Cafe dining under flowered balconies, tables held in the shade of the buildings around a working fountain. The ground floor gives directly onto the square, blurring the line between building and piazza.

**DINING & EVENING LIFE**

The restaurant row at night, tables lining the quay the length of the lagoon. Lit interiors and a continuous edge of dining turn the waterfront into the district’s evening destination.

Character & Materials

Across every building type, the district holds to a single Adriatic–Veneto vocabulary. Walls are load-bearing in expression: a rusticated stone or heavy-stucco base carries a taller body of smooth ochre, terracotta, and sand-toned stucco, closed by a deep bracketed cornice and low-pitched clay tile roofs. Openings are vertical and deeply set, ordered by shutters, iron balconies, and — at the ground floor — arcades, loggias, and glazed shopfronts. Campanili and belvedere towers punctuate the skyline at the civic and hospitality anchors, giving the village its orientation points.

Massing follows the same discipline the written standards require: a legible base, body, and cap; frequent offsets and varied rooflines that let larger buildings read as a composition of smaller ones; and active, transparent ground floors along the promenades and the water. These images illustrate the intended character and quality of the built environment. The governing form standards are set in Section B-8, and the material and craft standards are carried forward in the Development Agreement.

MATERIAL PALETTE

- ◆ Ochre, terracotta & sand stucco
- ◆ Low-pitched clay tile roofs
- ◆ Wrought-iron balconies & lanterns
- ◆ Campanili & belvedere towers
- ◆ Rusticated stone base
- ◆ Bracketed timber cornices
- ◆ Arcades, loggias & colonnades
- ◆ Stone quays & cobbled paving