

ADRIATICA VILLAGE

FACTS FOR PUBLICATION AS OF 09/10/23



1. The developer of Adriatica, Jeffery D. Blackard spent two years, and a million dollars explaining what the village concept was to the neighbors and the city of McKinney to re-zone the site from low-density retail to the region's most progressive "Planned-Unit Development".
2. The development was the first of its kind in the United States leading to the inception of the philosophy [NeoRetroism](#).
3. While developing a bayside community called [Pirate's Beach & Cove](#) in Galveston, Mr. Blackard was introduced to the Croatian Ambassador to the United States by a local restaurant owner. Intrigued by the Ambassador, the interaction ultimately led to the partnering with other investors, and adding to his portfolio — a 1,500-room hotel and other properties in a little seaside village called Supetar in Croatia. After spending much time in Supetar, Mr. Blackard was heavily influenced by the community and principles which the Croatian village of Supetar embodied. This led to inspiration and the development of the Adriatica Village.
4. Adriatica sits on approximately 45 acres, with an estimated value of \$400 million.

5. The village offers 56 villas, 27 condos, and 411 multi-family units, including 121 age-restricted multi-family units.
6. Financing for the two multi-family projects in Adriatica were through 221(d)(4) Housing and Urban Development construction loans.
7. The village is home to a number of businesses including shops, banks, restaurants, offices and executive suites, and medical clinics.
8. The buildings along Virginia Parkway were some of the first to be constructed. Mr. Blackard himself chose many stone art pieces to bring back from Croatia and Italy to integrate into the buildings, which can be found on the exteriors and interiors of each.
9. In 2014, D Magazine profiled Mr. Blackard and the development of Adriatica. See the article [here](#).
10. D Magazine, then named Mr. Blackard to its annual Dallas 40 that year.
11. The name “Adriatica” refers to the Adriatic Sea which is located between Croatia and Italy. The project was originally named Dalmatia; However, it was changed because of the confusion it may cause due to the direct correlation the historic region has with the Dalmatian dog breed.
12. The Bella Donna Chapel is fashioned after a 16th century village chapel in Croatia. The church was a gift to his wife he met on a blind date in 2005. The reason he built the chapel for her is because she loves a quiet place to pray.
13. The village is popular for weddings, photography, and other special events. Ranked as one of the most photographed areas in Texas.
14. To pay homage to the connection between Adriatica and this iconic Croatian village, the bell on the Bella Donna Chapel was donated by the Croatian people.
15. The massive bell tower houses executive suites on each of its 7 floors.
16. Mr. Blackard has kept an executive suite on the top floor of the bell tower since its construction. Mr. Blackard’s suite was profiled by D Magazine as one of Dallas’ most interesting offices. See the article [here](#).
17. The streets throughout the development were designed in stark contrast to the typical American street layouts. They were conceptualized by Mr. Blackard himself, who closed his eyes in an early design session and drew gently curving lines through the site.
18. During the 2012 presidential election, Mr. Blackard hosted a rally for GOP candidate Rick Santorum in the Adriatica.
19. ‘[Subdivided America](#)’, a documentary featuring CEO Jeffery Blackard, tells the story of how the village concept came to life in America by developing the Adriatica Village. See it [here](#).

PROJECT START DATE	2005
OWNER(S)	BLACKARD COMPANIES CEO - JEFF BLACKARD
DEVELOPER	BLACKARD COMPANIES CEO - JEFF BLACKARD
ARCHITECT	7D4 ARCHITECTS PRESIDENT - KEVIN DINGMAN
GLOBAL OPERATIONS	JED ROLLINS
LOCATION	MCKINNEY, TEXAS
BOILERPLATE	<p>Jeffery D. Blackard invested two years and \$1 million in rezoning and planning before breaking ground on Adriatica Village, an ambitious \$400 million, 45-acre mixed-use community in McKinney, Texas. Inspired by his business ventures in Supetar, a picturesque Croatian village, Blackard sought to encapsulate European living in the heart of Texas. The village offers a rich variety of residential spaces, including 56 villas, 27 condos, 411 multi-family units, including 121 age-restricted multi-family units, financed through 221(d)(4) Housing and Urban Development construction loans. Unique architectural gems include the Bella Donna Chapel, modeled after a 16th-century Croatian church, and a multifunctional bell tower that houses executive suites across its seven floors—Blackard himself maintains the top suite. The village also showcases authentic stone art pieces from Croatia and Italy, contributing to its cultural depth. Adriatica Village has garnered considerable media attention; it was profiled in D Magazine, which also named Blackard to its annual Dallas 40 list. Its scenic beauty has made it one of Texas's most photographed locales and a sought-after venue for weddings and special events.</p>
LINKS & RESOURCES	<p>NEORETROISM.ORG (Resource for the Neoretroism philosophy)</p> <p>BLACKARDCO.COM (Blackard Companies Website)</p> <p>ADRIATICAVILLAGE.COM (Property Management Website)</p> <p>D MAGAZINE ARTICLE (D Magazine article profiling Mr. Blackard and Adriatica Village)</p> <p>BELLADONNACHAPEL.COM (Chapel Website / Venue Information)</p> <p>SUBDIVIDED AMERICA (Link to the full-length documentary)</p>
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