

Evolution of a Village

WESTLAKE ENTRADA

Creating a self-sufficient, Spanish-inspired, waterside village in North Central Texas may seem impossible for some, but visionary, award-winning developer Jeffory D. Blackard is not your typical American developer. After attending Northwestern University on dual athletic scholarships (*basketball and track*), Mr. Blackard has amassed more than 30 years of development and construction experience, in addition to generously donating his time and resources to philanthropic work. Mr. Blackard answers the call of missionary work, which takes him all over the globe, and founded Amazon Outreach, an organization dedicated to spreading the Gospel and aid throughout the Amazon Basin. As a student of how people live and thrive in small communities called villages,



Mr. Blackard developed a philosophy called “neoretroism,” and has taken on the challenge of reknitting society through how people live. Like any true village that has been evolving for hundreds of years in other parts of the world, Westlake Entrada will evolve over time to meet the needs of its people. And in the next few months—right here in Westlake—we’ll witness its birth.

SOCIETY LIFE: Describe a day in the life of person living in Westlake Entrada. **JEFFORY BLACKARD:** In a village of say 2,000 people, you’d wake up in the morning and walk down to the bakery to grab a cup of coffee for your walk to work. You might break to enjoy lunch by the river. On the walk home after work, you might stop to work out or just walk along the

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SL: What is the biggest challenge in creating an authentic village in today's environment? **JB:** The biggest challenge is that people are impatient. There are a lot of details that go into building a village that people will live in for hundreds of years. The developer has great responsibility because you're laying out something people will live in for generations upon generations.

SL: A seaside Croatian village inspired your first village, Adriatica in McKinney. What is the architectural inspiration for the Westlake Entrada?

JB: The philosophical inspiration is a real village. The architectural inspiration is the villages on the northeast coast of Spain.

SL: What can you share about the homes in Westlake Entrada? **JB:** The homes in the village are called villas (*attached and unattached*). They'll be available in all sizes and range from relatively inexpensive to over \$1.5 million.

SL: What will Westlake Entrada offer visitors?

JB: We are not building a tourist attraction, but a hillside village on a river. It will, however, be one of the most recognizable places in DFW. There will also be a cathedral on an island and an outdoor amphitheater.

SL: What's happening right now with the project? **JB:** We are currently selecting builders that share our vision and we'll start dirt construction and building construction in less than 90 days. Buildings around the perimeter that are in high demand will be built immediately. Later in the year, we'll be working on the river and infrastructure. Let's say you're a doctor and you want 2,000 square feet or you're a florist and you want 400 square feet, I'll build it for you. Whatever you want, I'll build it, which is different from anywhere else. Whatever the village needs are, I'll build it. Not everything has to be profitable, if the village needs it.

SL: So, ultimately, it's like putting together a puzzle? **JB:** The most complex puzzle you can imagine.

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Blackard Global, Inc.
info@blackardglobal.net
www.blackardglobal.net
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Westlake Entrada
www.westlakeentrada.com
(214) 287-9009
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