

## Developer: Crystal Lagoon opening in Prosper's Windsong Ranch will stir home sales



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By [Bill Hethcock](#) – Senior Reporter, Dallas Business Journal  
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The first Crystal Lagoon in North Texas will open to the residents of Windsong Ranch in Prosper on Saturday, and the developer says he believes the large, man-made water feature will be a strong selling point in the upscale masterplanned community.

“These lagoons have a dramatic effect on people’s interest in buying homes in those communities,” [Craig Martin](#), president and partner at Tellus Group LLC, said in a [prior interview](#) with the *Dallas Business Journal*.

Windsong Ranch has nearly 1,000 homes built and 1,700 lots for sale.

For a preview of Prosper's new lagoon, see the gallery at the top of this story.

“It offers a really unique lifestyle,” Martin said of the lagoon. “Dallas is a strong, competitive market when it comes to premium development and new home building. We’re always looking for something to differentiate ourselves at Windsong Ranch, and we believe that Crystal Lagoon is a real differentiator.”

Executives with Tellus Group, developer of Windsong Ranch, and Crystal Lagoons will celebrate the grand opening of the lagoon Friday at an invitation-only event. Olympic swimming champion [Michael Phelps](#), the official global ambassador for Crystal Lagoons, will make a guest appearance in an event that will also include a choreographed water performance, hula dancers, Jetski freestylers, a Texas drumline and a Calypso band.

The 10-million-gallon, clear-blue lagoon spans five acres and is surrounded by 2,600-tons of sand.

## A look at Crystal Lagoon projects across the country

Crystal Lagoons are in the works at more than 20 upscale developments across the U.S., the latest market for the company that has built lagoons around the world.



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36 photos

Crystal Lagoons, with U.S. headquarters in Dallas and Miami, has [more than 20 lagoons underway](#) across the nation, including five in Texas, plus more than 60 that are under negotiation, [Kevin Morgan](#), executive vice president of Crystal Lagoons U.S. Corp., told the *DBJ* in a previous interview.

The company opened its first lagoon in Texas near Humble in August and expects the Lone Star State to be its top market in three years, Morgan said.

Worldwide, 600 lagoons have been completed, started or planned by Crystal Lagoons, he said.

The Windsong Ranch lagoon is the second lagoon to open in the state. Plans for the Collin Creek Mall redevelopment in Plano also include a Crystal Lagoon.

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