

TO: Mr. David Soto, Town of Prosper

FROM: Tradition Homes - Zach Schneider (President/CEO) & Bill Darling (Chairman)

DATE: March 1, 2023

SUBJECT: Windsong Ranch Phase 7F/7G – Modern Farmhouse (Type A & B Courtyard Lots)

Purpose

The purpose of this memorandum is to request the Town of Prosper’s support regarding exterior building materials for Type A and Type B Courtyard Lots in Phases 7F and 7G of Windsong Ranch. This request is regarding Phases 7F and 7G only.

More specifically, Tellus and Tradition both desire to build Modern Farmhouse elevations in this highly desirable section of Windsong Ranch with the goal of adding architectural diversity to the community.

Overview

Tradition Homes was founded in 2019 by Zach Schneider and father-in-law Bill Darling. Tradition is a luxury homebuilder operating in several locations within Prosper and Prosper ISD. Tradition’s current average home price is approximately \$1.1M. Tellus and Tradition Homes are working together on Phases 7F and 7G of Windsong Ranch. Tradition Homes is the only builder in Phase 7F and 7G.

- Phase 7F. This phase was developed in 2022. Tradition Homes is actively building luxury patio homes in Phase 7F.
- Phase 7G. Development activities in Phase 7G will commence soon. Phase 7G lots are anticipated to be delivered in late 2023.



Crop of Windsong Ranch Phase 7F/7G



PD-40 & Development Agreement

Phases 7F and 7G of Windsong Ranch include Type A and Type B lots. This section of Windsong Ranch is being constructed under the Courtyard Home Option. Tellus and Tradition Homes would like to amend PD-40 and amend the Development Agreement to allow Tradition Homes to build their Modern Farmhouse ("E" Elevations) in Phases 7F and 7G.

PD-40 currently includes language that allows Modern Farmhouse elevations to be constructed on Type C, Type D, and Type F lots. We are requesting this language applied to Type A and Type B Courtyard Homes.

Tradition Homes – Luxury Patio Homes

Tradition Homes is currently building their Luxury Patio Homes in Windsong Ranch (Prosper, TX) and Mustang Lakes (Celina, TX). This product is very similar to the product our family has designed and built over the years in the Dallas and Houston markets. A very important distinction for our Luxury Patios compared to other builders is we serve a very affluent buyer.

Luxury Patio Homes – Buyer Profile

Below are things this Buyer desires in a Luxury Patio Home:

- They want a minimum 2,600 SF - 3,300 SF on one floor.
- They want their home to be highly amenitized, resembling what they have become accustomed to in their existing home.
- They want an enclave of +/-100 homes with no through streets. This allows them the community they want with their peers and does not allow for teenage or family drivers through their neighborhood.
- They have shown that they want high end MPC's like Windsong Ranch. There is no need for additional amenities because they like interacting with the overall community which often includes their children and grandchildren.
- They can lock up and go out of town ("lock and leave") due to smaller yards and minimal maintenance.

Conclusion

Tradition Homes is focused to building distinctive homes in distinctive master planned communities. We are grateful to be a builder in Windsong Ranch and a builder in the Town of Prosper. We believe these Modern Farmhouse Elevations will add architectural diversity to the streetscape and enhance this area of the community. Tradition Homes is willing to provide physical addresses to actual homes that represent this architectural style upon request (addresses are not included in this memorandum for the safety and privacy of our customers). Attached to this memorandum are several architectural renderings of our Modern Farmhouse Elevations.









