



CLEARION

Proposed Master-Planned Community

Lower Density, Higher Quality Residential Development

Planning & Zoning Commission

Willow Park, Texas

April 21, 2026



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ABOUT SKORBURG COMPANY

140
COMPLETED PROJECTS

7,000+
LOTS DEVELOPED

28
ACTIVE PROJECTS

33
DFW MUNICIPALITIES

Skorburg Company is a well-established, privately owned residential development firm located in the Dallas-Fort Worth area. With over 40 years of experience and visionary leadership, the company has become a trusted leader in creating sustainable, high-quality single-family neighborhoods.

Skorburg Affiliated Representative Project

Quail Hollow Rockwall, Texas

Location: Southwest Corner of John King Blvd & E Quail Run Rd

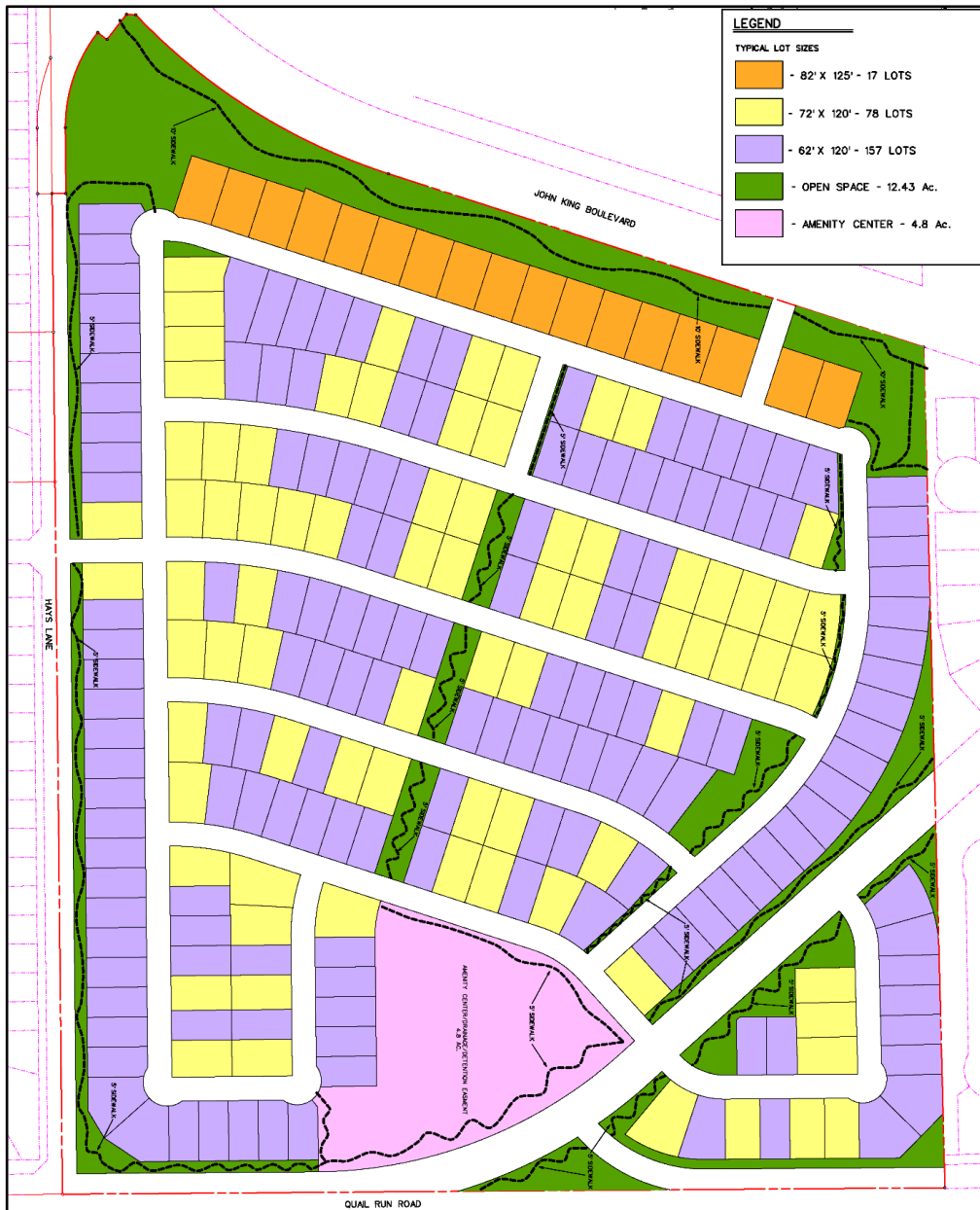
Size: +/- 85.63 Acres

Zoning: 250 Total Lots
82' x 125'
72' x 120'
62' x 120'

Builders: Windsor Homes
Shaddock Homes
Highland Homes

Home Prices: \$650k - \$950k

Status: Phase 1 – Sold Out
Phase 2 – Homes for Sale



Skorburg Affiliated Representative Project

Northshore Lakewood Village, Texas



Location: South side of Eldorado Pkwy
East of Garza Ln

Size: +/- 57.82 Acres

Zoning: 120 Total Lots
80' x 120'
100' x 150'

Builders: David Weekley Homes

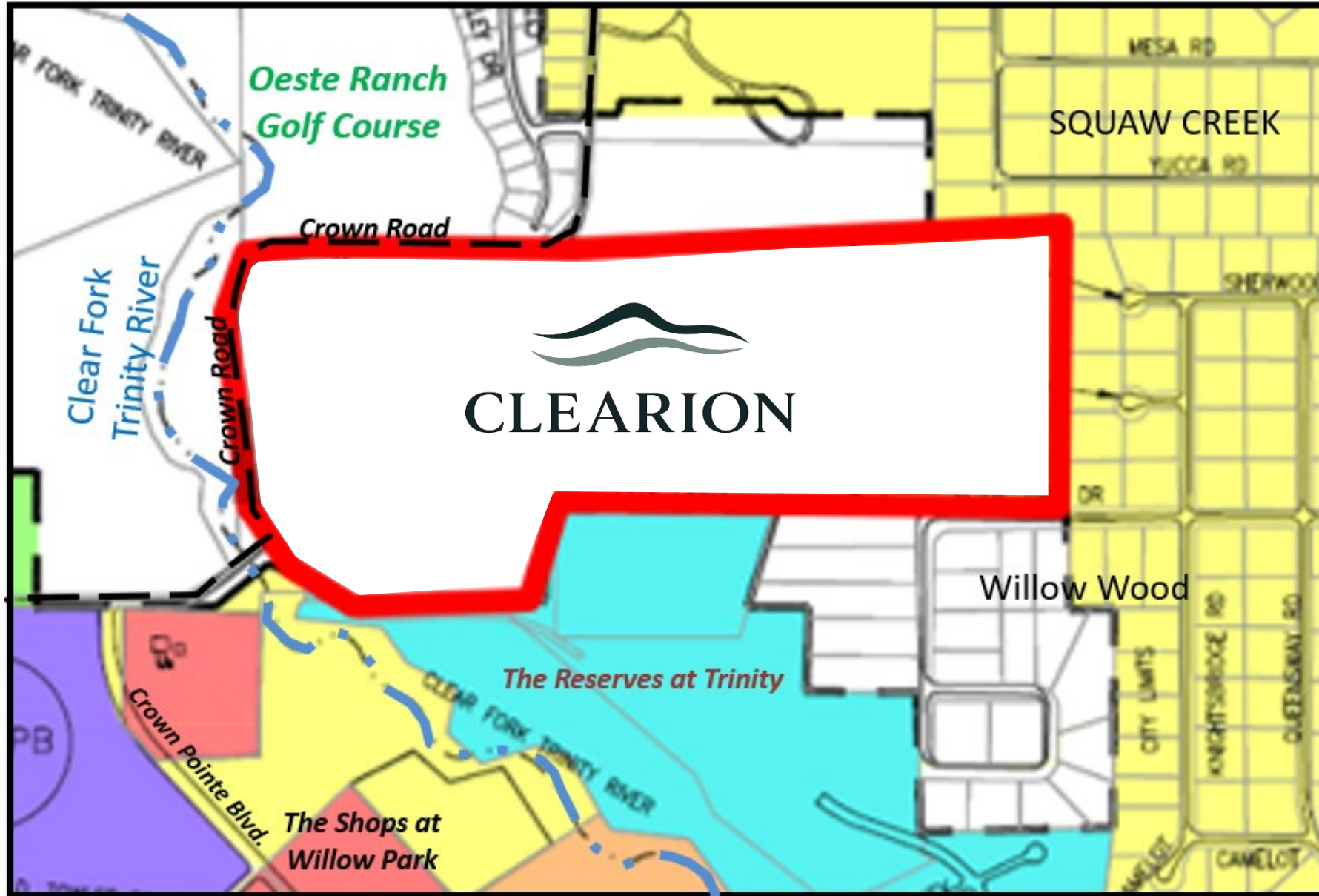
Home Prices: \$775k - \$1.2m+

Status: Phase 1 – Currently Selling Homes
Phase 2 – Currently Selling Homes

**David Weekley
Homes**

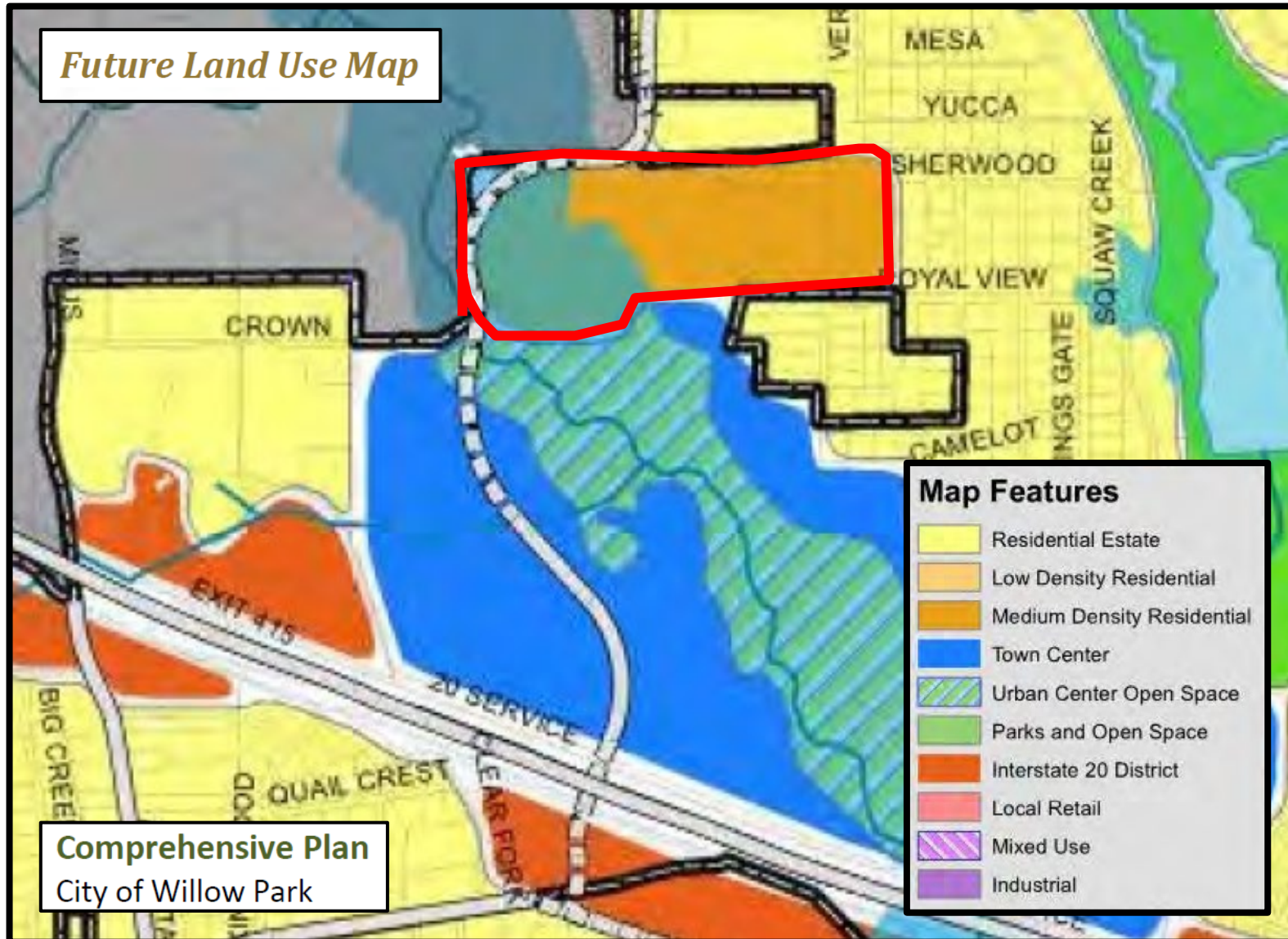
Subject Property
& Land Use
Context

Subject Property Location



Comprehensive Land Use Plan

➤ Subject Property Designated as Medium Density Residential in the Comprehensive Plan



Medium Density Residential

- Property is classified as “*Medium Density Residential*” in the Comprehensive Plan. (4-6 units per acre)
- Clearion is under the density prescribed for this category and conforms with the appropriate housing types through the diverse lot-mix, offering a variety of high-quality homes.

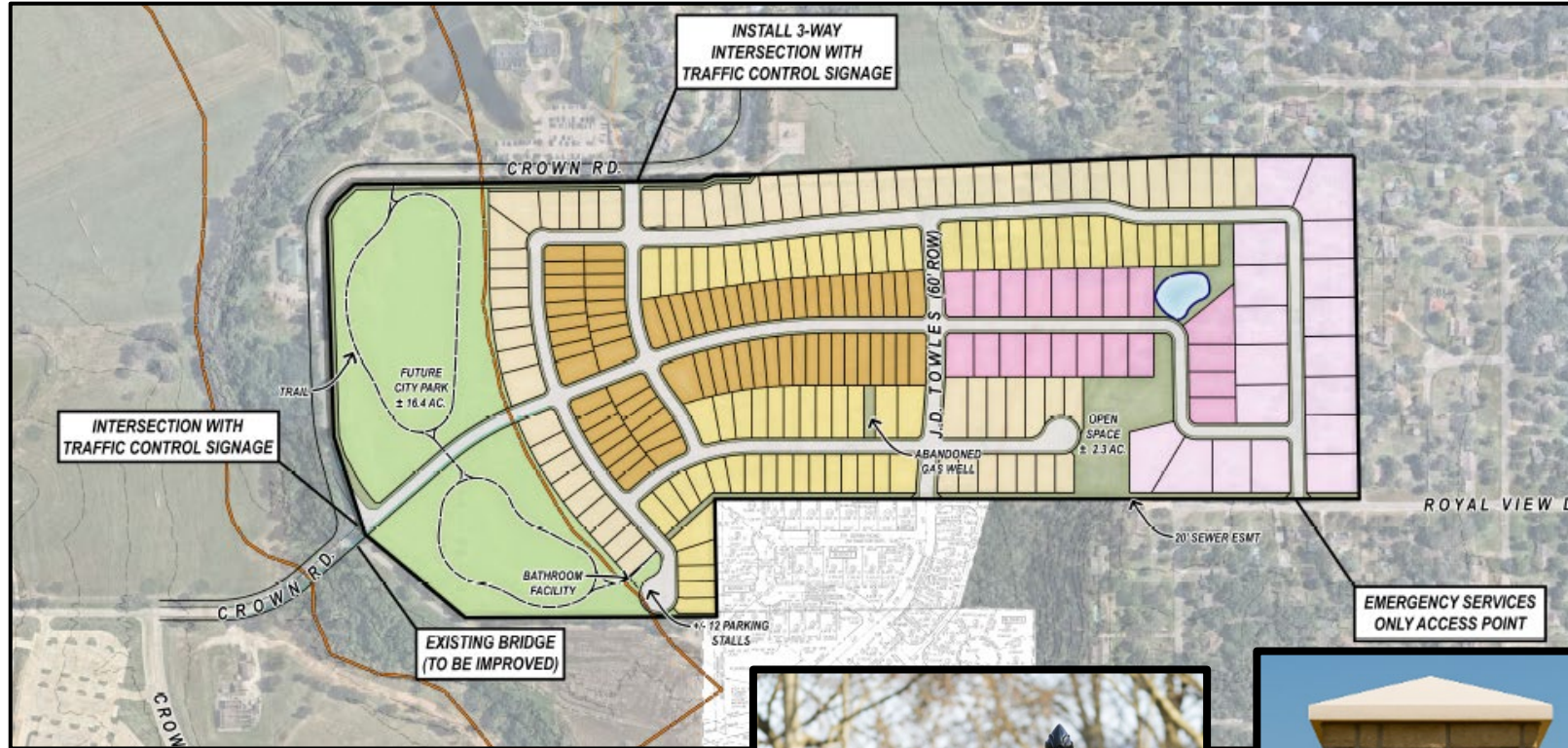
Medium Density Residential

Medium density residential is indicative of single-family residential structures at densities of four to six dwelling units per acre. Medium density residential is not reflective of townhomes, duplexes and other single-family attached housing types. Appropriate housing prototypes within this district would include patio homes, garden homes and other high-quality single-family homes. Medium density options will generally have minimal yard area to reduce upkeep and should utilize rear-entry garages, when possible. Medium density residential will be located near Interstate 20 and the Town Center.

Site Plan, Density & Design Overview

Lot-Mix and Development Standards

Site Plan Overview



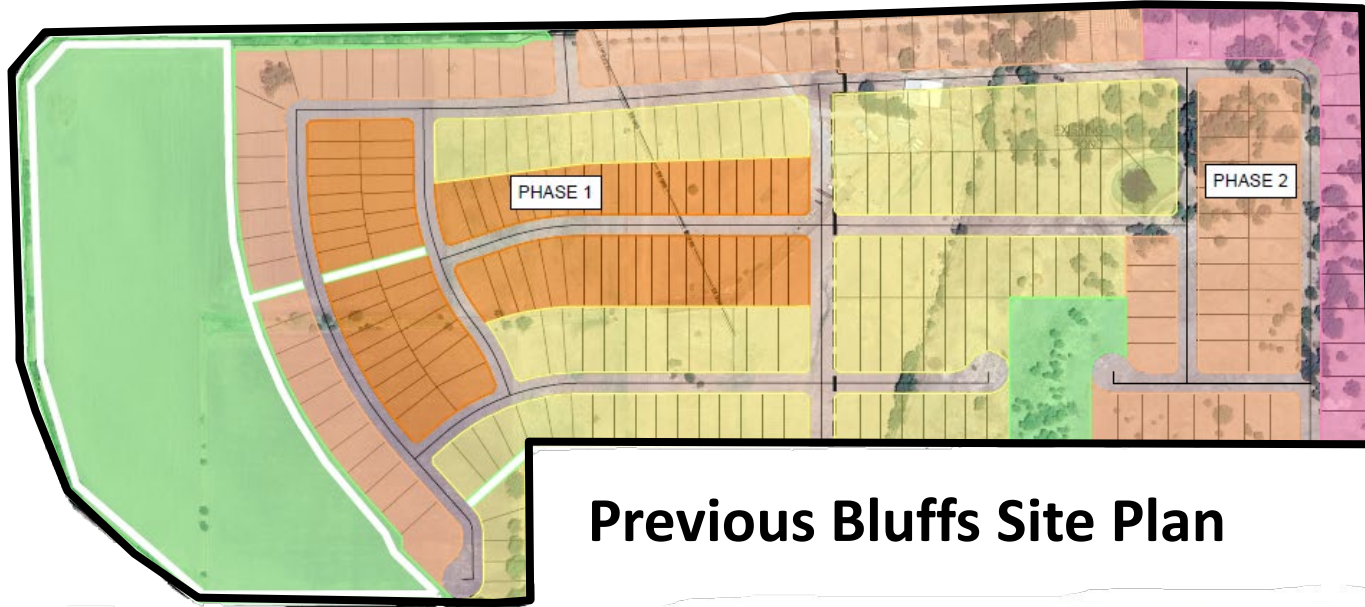
- **Size:**
 - +/- 82.4 AC Gross
 - +/- 21 AC of Open Space (>25%)

Cottage Homesites	Min. 5,000 SF	69
Executive Homesites	Min. 6,000 SF	67
Estate Homesites	Min. 7,200 SF	67
Signature Homesites	Min. 10,400 SF	20
Luxury Homesites	Min. 19,800 SF	18
TOTAL		241

- **Density:** 2.9 Units Per Acre (Gross)
3.9 Units Per Acre (Net)
 - Conforming/under the 4-6 Medium Density Residential Classification



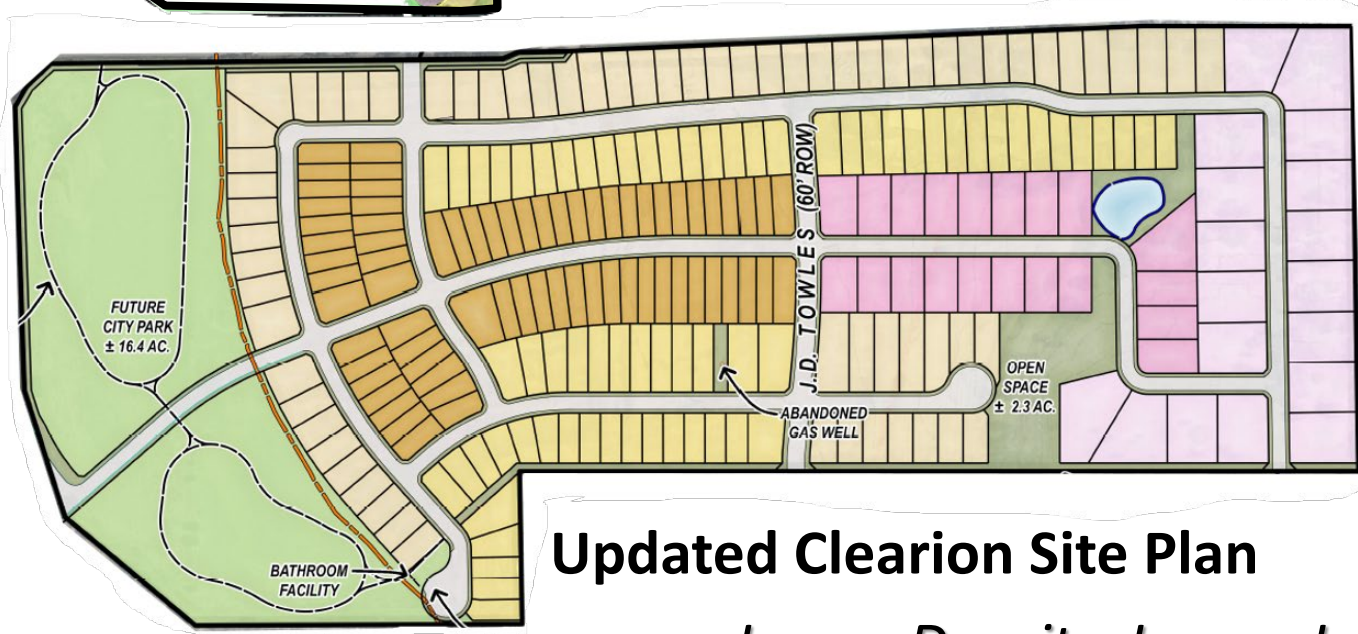
Historical Density Comparison: Updated Site Plan vs. Previous Plan



Previous Bluffs Site Plan

- 71 Cottage Homesites (Min. 5,000 SF) (25%)
- 111 Patio Homesites (Min. 6,000 SF) (39%)
- 85 Traditional Homesites (Min. 7,200) (30%)
- 17 Estate Homesites (Min. 10,400) (6%)

284 Total Lots, 3.4 DUA (Gross), 4.5 DUA (Net)



Updated Clearion Site Plan

- 69 Cottage Homesites (Min 5,000 SF) (29%)
- 67 Executive Homesites (Min 6,000 SF) (28%)
- 67 Estate Homesites (Min 7,200 SF) (27%)
- 20 Signature Homesites (Min 10,000 SF) (8%)
- 18 Luxury Homesites (Min 19,800 SF) (8%)

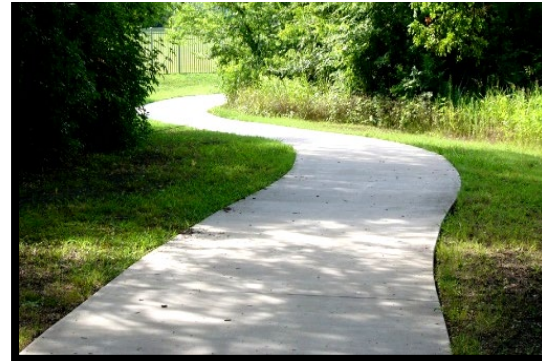
241 Total Lots, 2.9 DUA (Gross), 3.9 DUA (Net)

Lower Density. Larger Lots. Higher Quality Outcome.

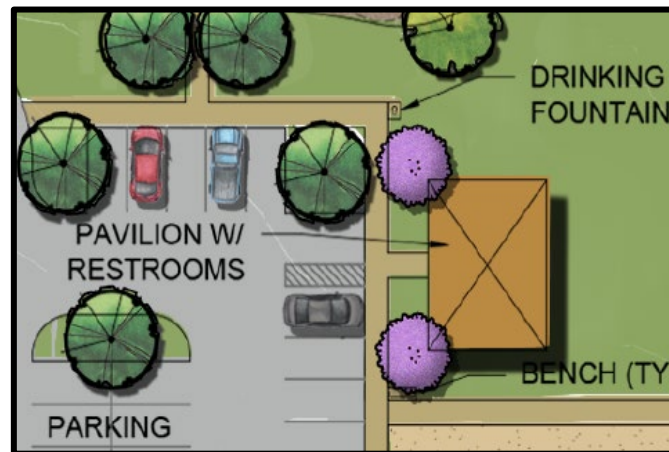
Community
Infrastructure &
Mobility
Improvements

Open Space and Parkland Dedication

- The public park will be an addition to King's Gate Park and serve as a key node in Willow Park's expanding greenbelt system, providing both residents and neighbors with access to active recreation and natural beauty.



- 1 10'-wide concrete trail section with meandering dirt trail adjacent.
- 2 A permanent restroom facility and parking area will be constructed.



- +/- 16.4-acre public park to be dedicated to the city after improvements by developer.
- Pedestrian access to Shops at Willow Park & future Kings Gate Park.



Key PD Zoning Enhancements

New Home Architectural Standards (Summary)

Enhanced Standards Above Base Zoning Requirements:

- **High-Quality Exterior Materials**
 - ✓ Minimum 85% overall masonry construction (brick, stone, cast stone)
- **Enhanced Architectural Design**
 - ✓ Each home required to incorporate multiple architectural features (e.g., porches, dormers, varied rooflines, decorative elements)
 - ✓ Emphasis on depth, articulation, and visual interest
- **Roof Design Standards**
 - ✓ Steep roof pitches with dimensional architectural shingles required
 - ✓ Consistent, high-quality roofing materials throughout
- **Elevation Variety & Streetscape Diversity**
 - ✓ Strict limitations on repeating house plans and elevations
 - ✓ Requirements for variation in façade design, materials, and colors
 - ✓ Enhanced spacing requirements for larger lot products
- **Garage & Driveway Standards**
 - ✓ Minimum two-car garages for all homes
 - ✓ Driveways sized to accommodate side-by-side parking
 - ✓ Consistent setback and layout standards

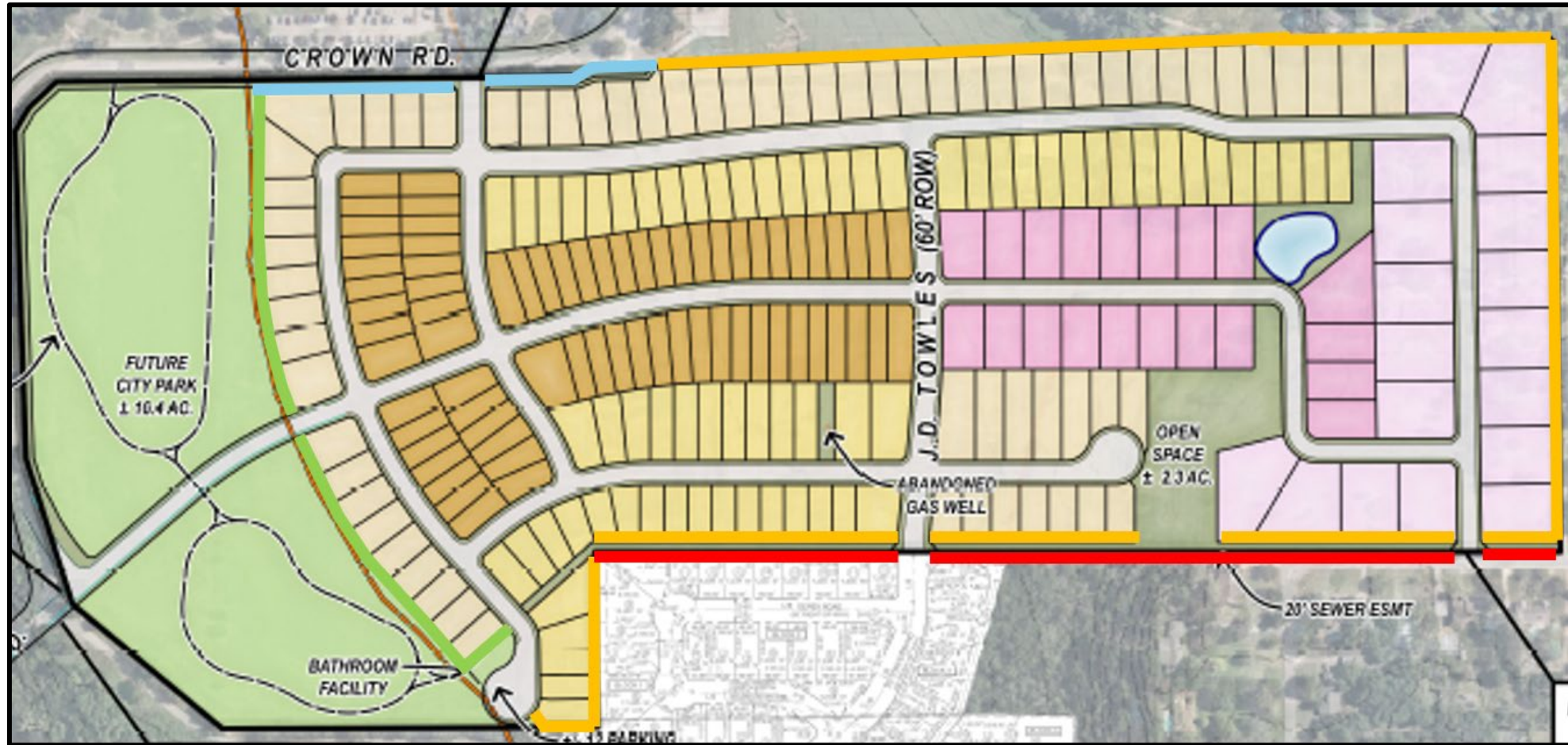


Special Design Guidelines (Summary)

- **Mandatory Homeowners Association (HOA)**
 - ✓ HOA established to maintain common areas, amenities, and overall community standards
- **Integrated Amenity & Open Space Network**
 - ✓ Public parkland dedication with trail system, parking, and restroom facilities
 - ✓ Connectivity designed to integrate with surrounding areas where feasible
- **Enhanced Landscaping & Streetscape Requirements**
 - ✓ Street trees, front yard landscaping, and irrigated common areas throughout
 - ✓ Coordinated landscape design across parkways, open space, and entry corridors
- **Perimeter Screening & Buffering**
 - ✓ A combination of masonry walls and decorative fencing to ensure quality edges and transitions
- **Community Identity & Entry Features**
 - ✓ Enhanced entryways, monument signage, and coordinated street signage design
 - ✓ Decorative street lighting throughout the development
- **Mobility & Connectivity Enhancements**
 - ✓ Internal street network designed for functionality while limiting unnecessary external connections
 - ✓ Inclusion of bike lanes and pedestrian infrastructure



Perimeter Screening Plan



—
6' Board-on-Board
Wood Fence

—
6' Decorative
Metal Fence

—
6' Masonry
Screening Wall

—
4' Decorative
Metal Fence

Representative Product

Representative Cottage Homesites

Projected Square Feet (±)	Cottage Homesite Projected Pricing
1,800 sqft	\$420's – \$450's
2,100 sqft	\$450's – \$480's
2,500 sqft	\$480's – \$500's
2,800+ sqft	\$500's – \$520+

The table above projects **base** prices to range from \$185 - \$233 per SF. **Projected price points could increase depending on the extent of options selected by homebuyers.**



Representative Executive and Estate Homesites

Projected Square Feet (±)	Executive & Estate Projected Pricing
2,000 sqft	\$520's – \$580's
2,200 sqft	\$580's – \$620's
2,800 sqft	\$620's – \$690's
3,000+ sqft	\$690's – \$750+

The table above projects **base** prices to range from \$250 - \$260 per SF. **Projected price points could increase depending on the extent of options selected by homebuyers.**



Representative Signature and Luxury Homesites

Projected Square Feet (±)	Signature & Luxury Projected Pricing
2,500 sqft	\$620's – \$680's
2,800 sqft	\$680's – \$760's
3,100 sqft	\$760's – \$840's
3,500+ sqft	\$840's – \$1mm+

The table above projects **base** prices to range from \$248 - \$286 per SF. **Projected price points could increase depending on the extent of options selected by homebuyers.**



Summary of Key Project Elements



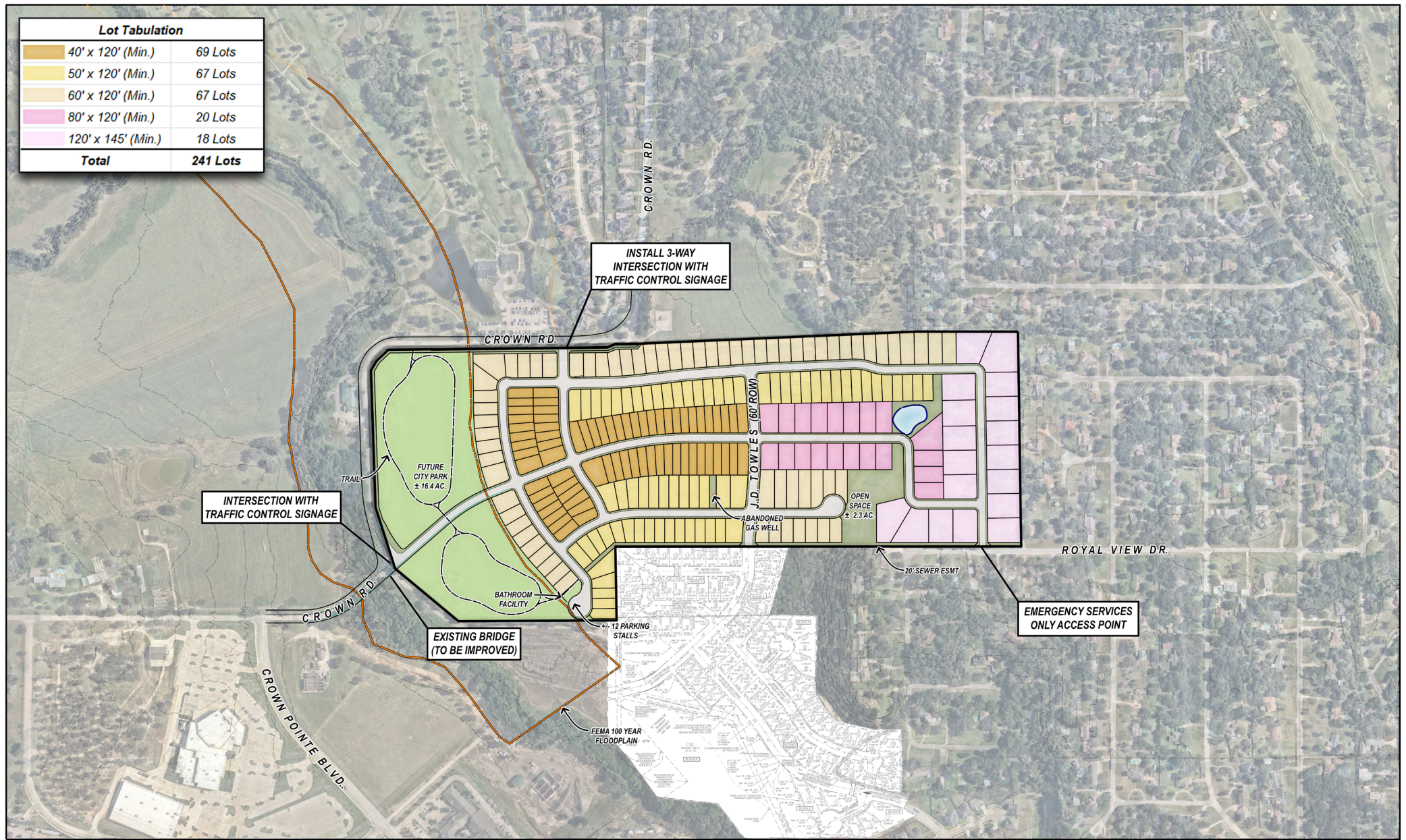
- **Voluntarily Annexation** – annexed into the city limits with City Council consent in March.
- **Improved traffic circulation and safety**, including Crown Road bridge and intersection improvements
- **Dedication of approximately 16.4 acres of public parkland** with trails, parking, and restroom facilities
- **Diverse housing types and price points** consistent with the Comprehensive Plan and compatible with surrounding homes and lot sizes.
- **All public infrastructure funded and constructed by the Developer**, then dedicated to the City – **NO**

CITY INCENTIVES

- **Projected long-term increase in City property tax revenues** from new residential development
- **Enhanced architectural, landscaping, and open-space standards** to protect long-term value
- **Mandatory, professionally managed HOA** for ongoing maintenance and upkeep

In summary, Clearion is a project that balances appropriate density with higher-quality design and meaningful public benefits, and we believe it represents a strong fit for this location and for Willow Park moving forward. We kindly ask for your support. Thank you!

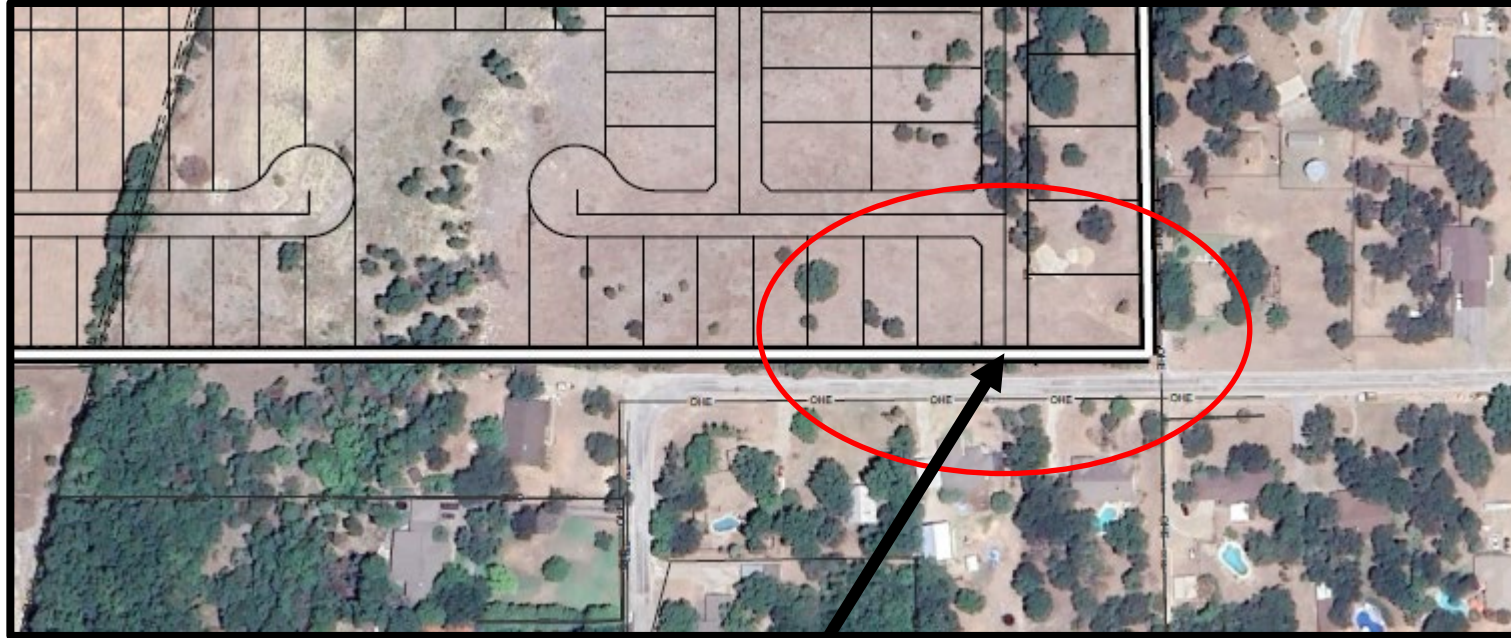
Lot Tabulation		
40' x 120' (Min.)	69 Lots	
50' x 120' (Min.)	67 Lots	
60' x 120' (Min.)	67 Lots	
80' x 120' (Min.)	20 Lots	
120' x 145' (Min.)	18 Lots	
Total	241 Lots	



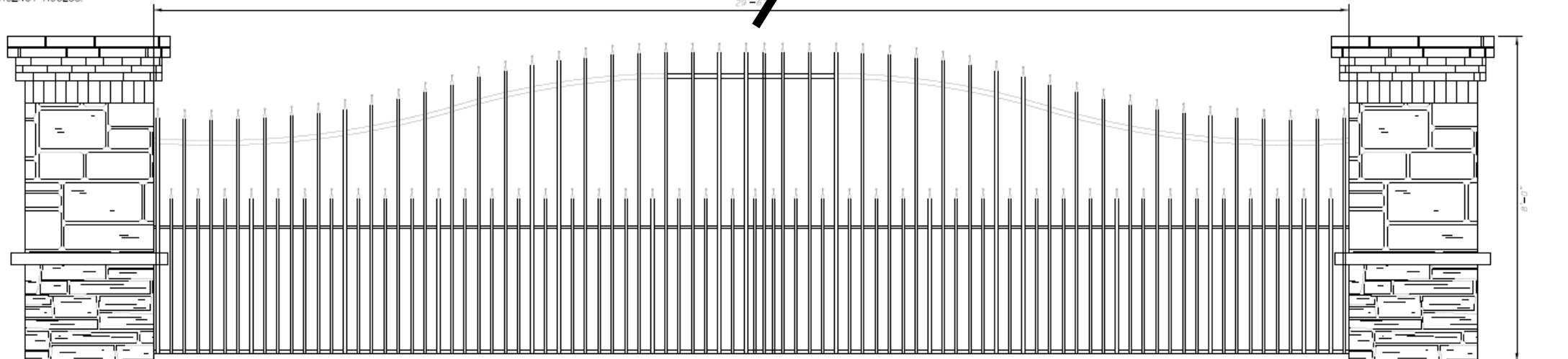
Thank You

Appendix

Representative Emergency Access Gate



NOTE:
INSTALL KNOX LOCK BOX FOR FIRE DEPARTMENT
EMERGENCY ACCESS.



Projected Tax Benefit to City

Lot Type	# of Lots	Exp. Avg. Value	Aggregate Values
Cottage	70	\$460,000	\$32,200,000
Executive	69	\$610,000	\$42,090,000
Estate	66	\$700,000	\$46,200,000
Signature	20	\$815,000	\$16,300,000
Luxury	19	\$1,000,000	\$19,000,000
Total Projected Value at Build-Out:			<u>\$155,790,000</u>
Projected Annual City Tax Revenue at Build-Out:			\$673,863

Based on proposed rate of .432546 per \$100 of assessed property value

SKORBURG

C O M P A N Y



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