

# Perry Tract

City of Heath, Texas



# Introduction to Toll Brothers





# Toll Brothers<sup>®</sup> VALUES

## Be the Best

Our people bring their best in everything they do. Be extraordinary!

- Deliver excellence every day.
- Step out. Be bold. Own it.

## Do the Right Thing

We are ethical in our interactions and take pride in making sure we do things right.

- Live with integrity.
- Be open. Take responsibility. Make things right.

## Take Care of Each Other

Our People—employees, customers, subs, and partners—are our greatest strength.

- Get to know people and build strong relationships.
- Listen more. Respect and help each other.

## Delight the Customer

Deliver an experience that would delight you! Do all that you can to exceed expectations.

- Treat internal and external customers similarly.
- Continually enhance the experience with your customers.

## Create Value

Our success is directly related to our commitment to drive growth and profitability.

- Be efficient with time and resources.
- Add value through your work.

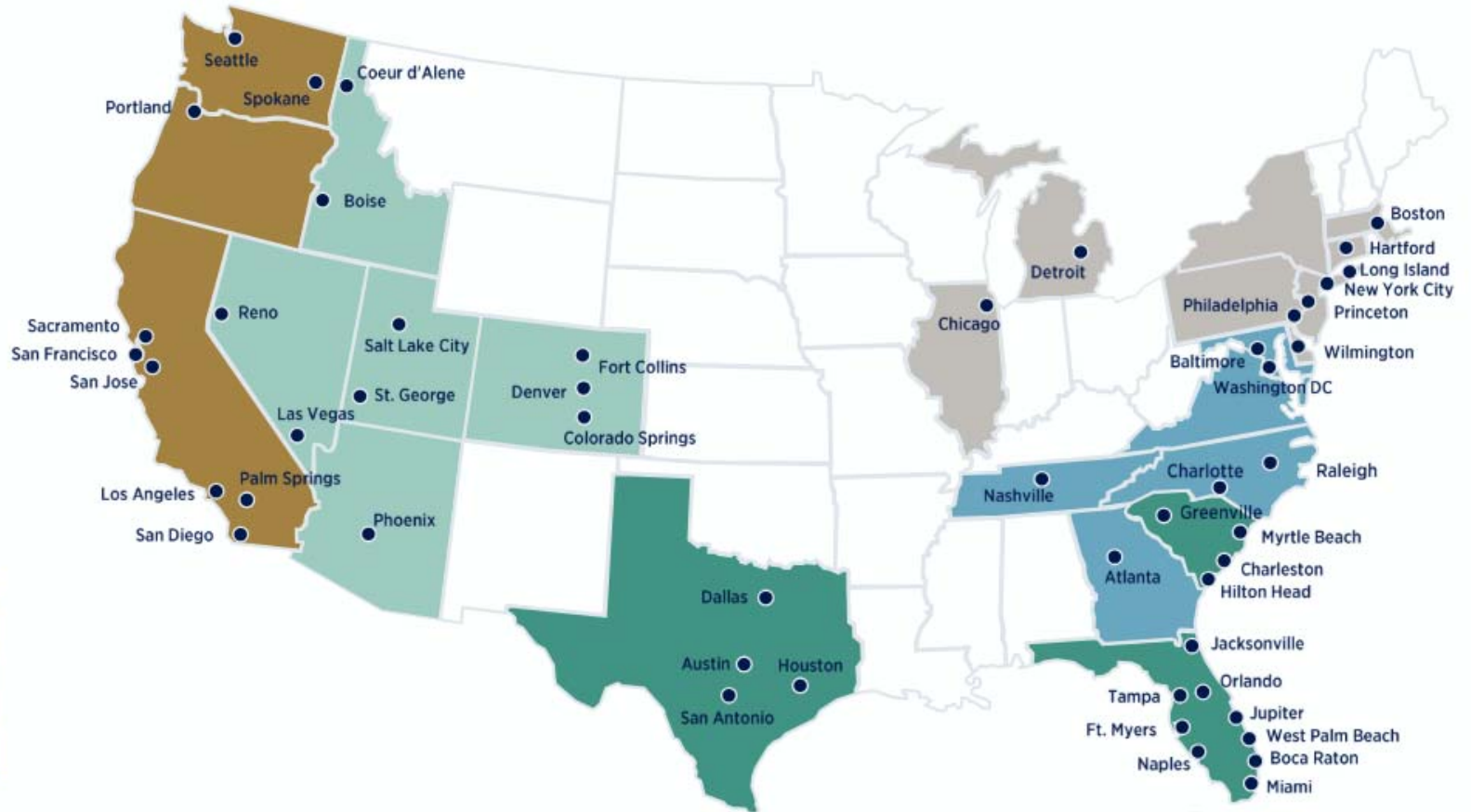
## Honor Our History

Remember the lessons we've learned in our 50+ years. Build upon our past to make tomorrow even better.

- Share our stories.
- Embrace our unique culture.

# NATIONAL FOOTPRINT POSITIONS TOLL BROTHERS FOR GROWTH

**24 STATES**  
**60+ MARKETS**



| Regions      | Community Count |
|--------------|-----------------|
| North        | 40              |
| Mid-Atlantic | 40              |
| South        | 127             |
| Mountain     | 124             |
| Pacific      | 46              |
| Total: 377   |                 |

Note: Data as of January 31, 2024

*Toll Brothers*  
AMERICA'S LUXURY HOME BUILDER

# CORPORATE PROFILE



TOLL BROTHERS



# TOLL BROTHERS IS AMERICA'S LUXURY HOME BUILDER



*Toll Brothers*<sup>®</sup>

FORTUNE WORLD'S MOST ADMIRABLE COMPANIES 10 YEARS IN A ROW

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## LEGACY & LEADERSHIP

- Founded in 1967, NYSE-listed (TOL) in 1986
- 5<sup>th</sup> Largest U.S. homebuilder by revenues
- A Fortune 500 builder in 24 states & 60+ markets – 11 new markets since 2019
- Greatest product diversification in the industry
- Leadership in Luxury market, growing Affordable Luxury business, strong presence in Active Adult market, Urban/Suburban communities
- Rental & Urban Condo product lines
- Industry-leading reputation and brand
- 10 years in a row being named to the Fortune World's Most Admired Companies™ list

## SOPHISTICATED LAND STRATEGY FOCUSED ON CAPITAL EFFICIENCY & RETURN ON EQUITY

- Expanding Geographies, Product Lines & Price Points
- Disciplined capital-efficient land acquisition strategy
- Focused on quicker inventory turns & lower upfront land costs
- Optimization of home designs & personalization process
- Stock buybacks & dividend payments

## FINANCIAL & MANAGEMENT STRENGTH

- Solid balance sheet with -\$2.5BN of liquidity
- Investment Grade credit ratings from all 3 agencies: Moody's (Baa3 Stable), Standard & Poor's (BBB- Stable), Fitch (BBB Stable)
- New \$1.905 bank credit facility maturing in February 2028\*
- 4,800 Employees; Average Senior Management tenure of 19 years
- Commitment to Diversity & Inclusion

Note: Data as of January 31, 2024

\*Substantially maturing in February 2028

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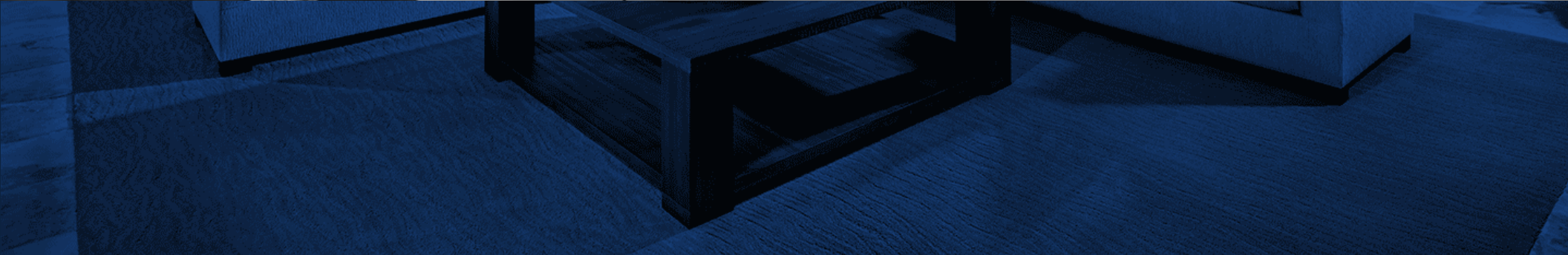
*Toll Brothers*  
AMERICA'S LUXURY HOME BUILDER



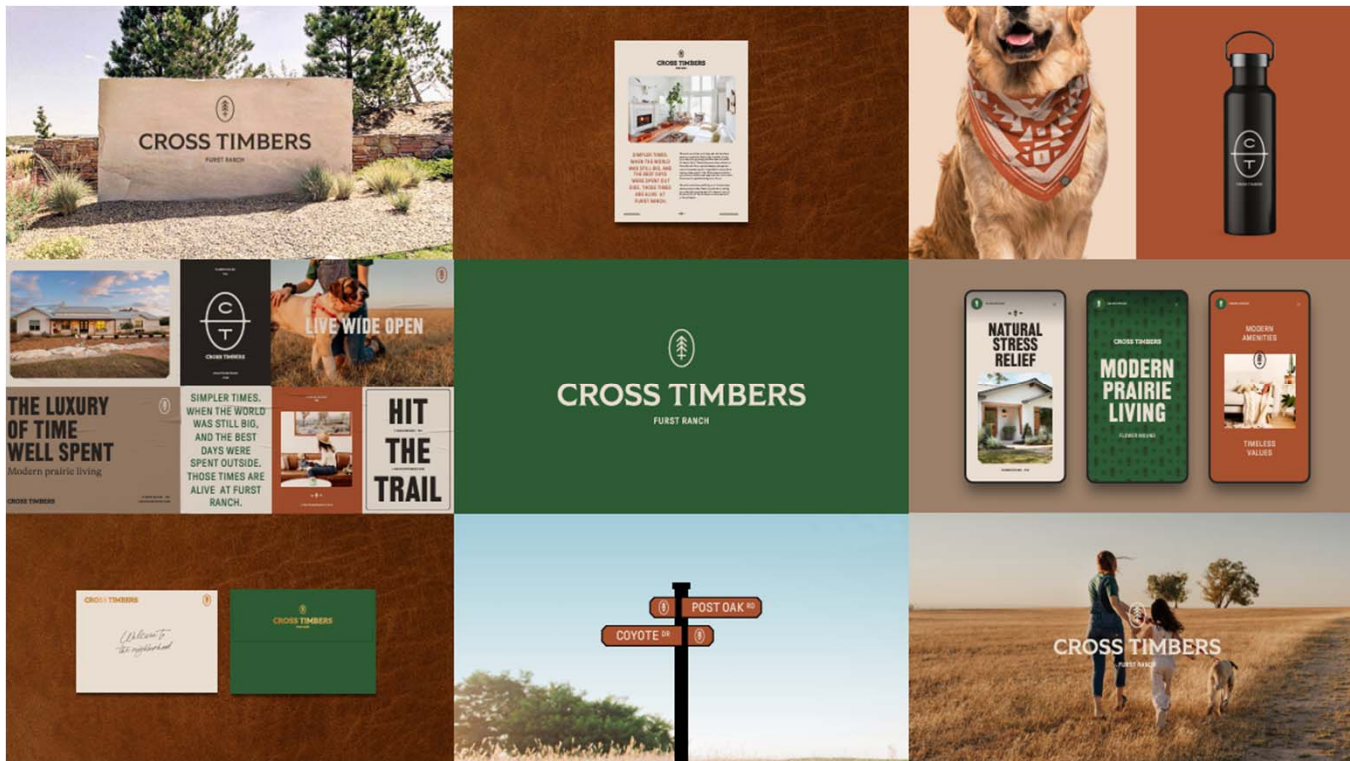
**Our Founder. Our Mentor. Our Friend.  
The Heart of Toll Brothers.**

Robert I. Toll  
1940-2022

[Visit Tribute Site](#)



# BRAND VISION



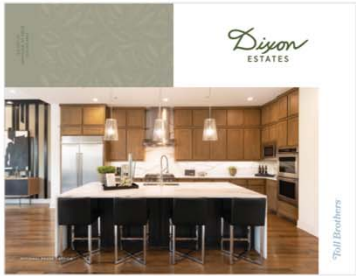
TOLL BROTHERS



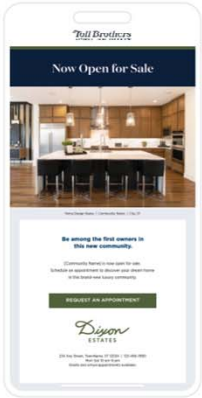
# BRAND VISION



BROCHURE PACKAGE | INTERIOR

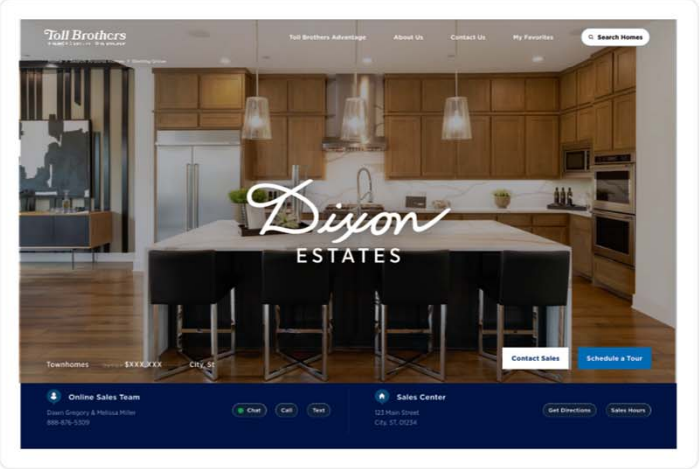


COMMUNITY OVERVIEW INSERT | COVER



NOW OPEN EMAIL

BRAND BOOK | FLOWER MOUND, TX



COMMUNITY LANDING PAGE

TOLL BROTHERS

# THE TOLL BROTHERS ADVANTAGE

## INDUSTRY'S MOST PRESTIGIOUS LOCATIONS

- Toll Brothers builds communities in the heart of where people want to live
- Access to natural features, proximity to schools, commuter routes & entertainment

## DISTINCTIVE ARCHITECTURE

- Extraordinary architectural elements & thoughtful design
- Extensive selection of architectural designs to suit any lifestyle & life stage

## UNRIVALED CHOICE

- Highly personalized & hands-on Design Studio experience guided by a professional design consultant
- Selections from premium products, state-of-the-art appliances, & luxury fixtures & finishes

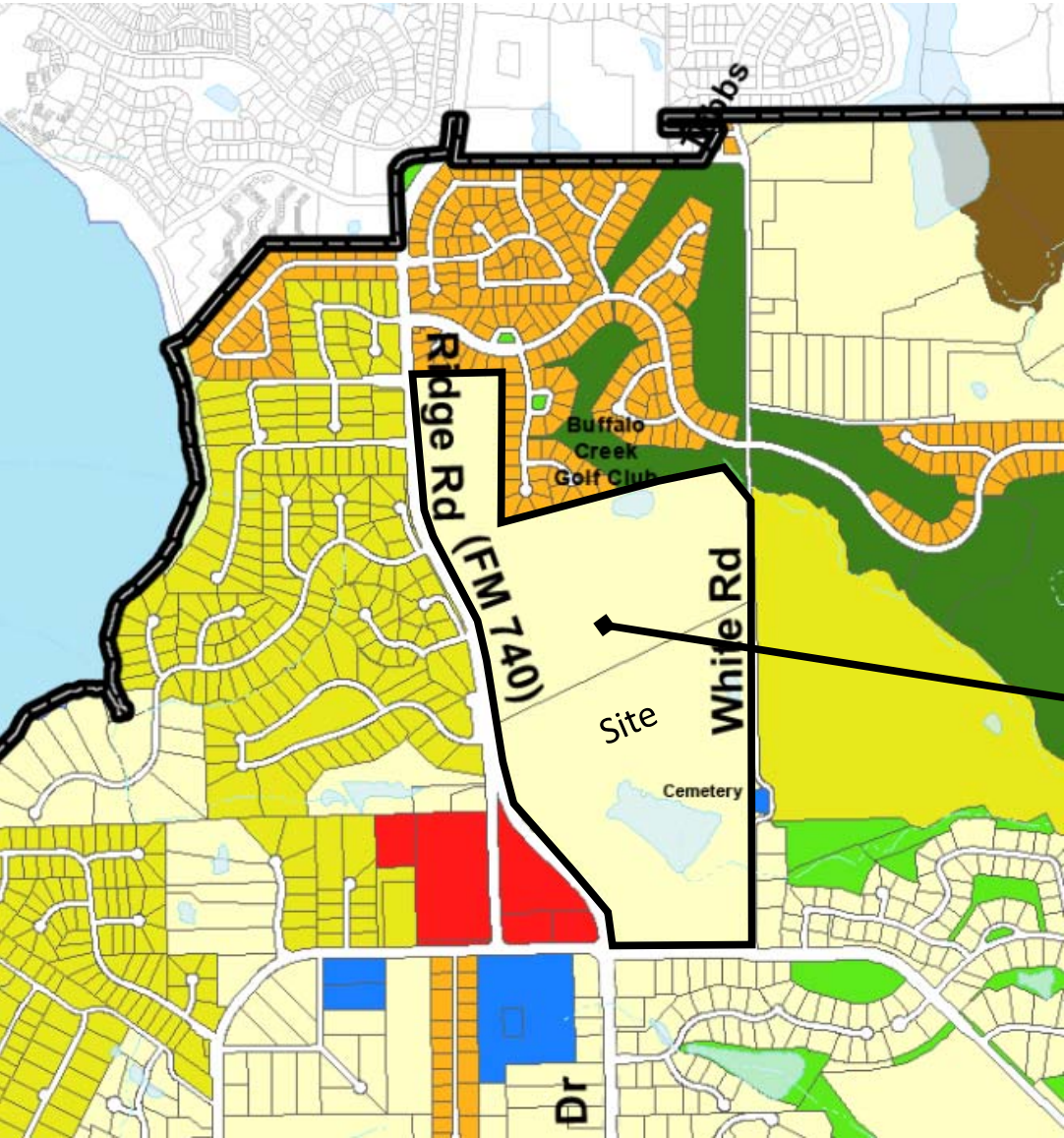
## EXTRAORDINARY CUSTOMER EXPERIENCE

- Always met with the professionalism & thoughtful attention
- Toll Brothers focuses on delivering an experience beyond compare that exceeds expectations at every turn

# Introduction to Project



# Proposed Project and the Master Plan







 Rural Estates

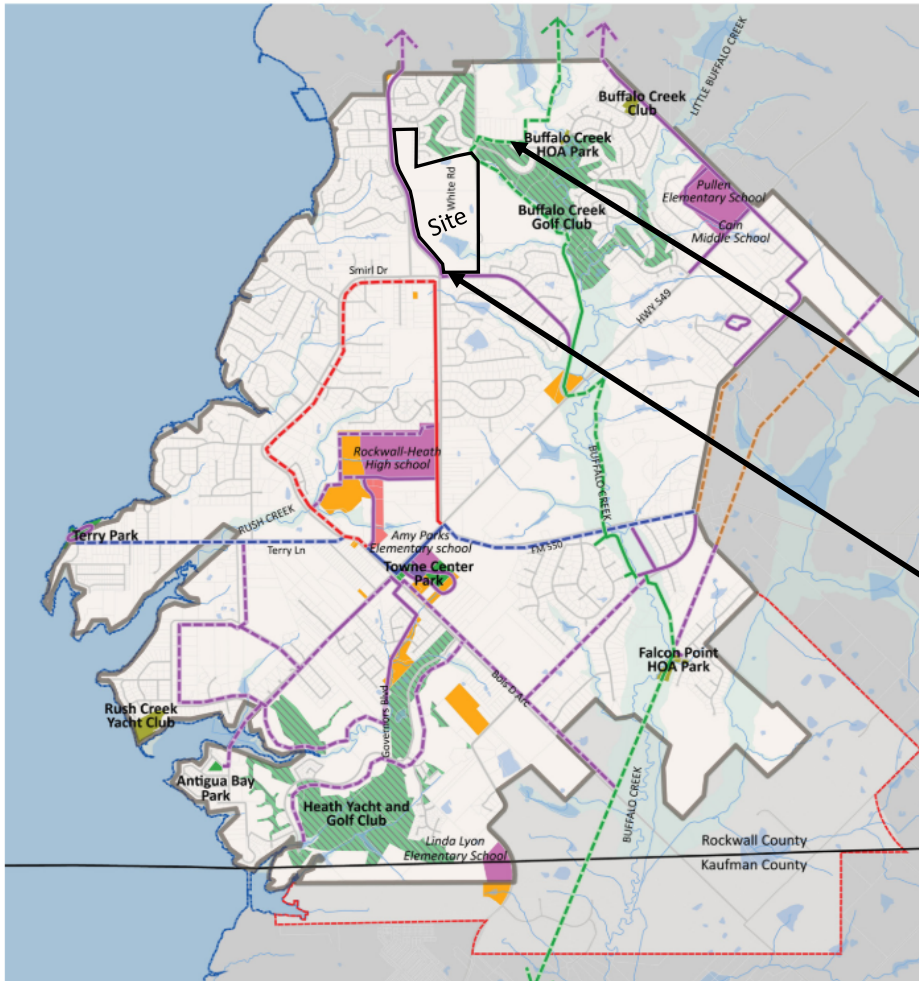
 Medium Density Residential

 High Density Residential

# Proposed Project and the Master Plan

| Land Use Type & Map Color  | Description   | Density                        | Corresponding Zoning District(s)                           | Example Image   |
|----------------------------|---|--------------------------------|--|---|
| Rural Estate               | Large-lot, single-family residential development    | Overall minimum of 1 acre lots | Agriculture, Proposed SF-3 (see Recommendation 4.5), SF-43 |    |
| Medium Density Residential | Medium-sized, single-family residential development | Minimum ½ acre lots            | SF-22  |    |
| High Density Residential   | Smaller-lot, single-family residential development  | Minimum ¼ acre lots            | SF-15  |   |
| Townhomes                  | Two-family residential development                  | Maximum of 8 units per acre    | Townhouse (TH), Duplex (D), Medium-density (MF-8)          |  |

# Proposed Project and the Master Plan



## LEGEND

Terry Lane Trail



Buffalo Creek Trail





City Center Trail



Heath Trails



City Parks   
City-Owned Land 



# Introduction to Project



Conceptual Site Plan - One Acre Lots  
PERRY TRACT - TOLL BROTHERS

## SITE KEY

- SITE BOUNDARY: ± 158.2 AC
- GROSS ACREAGE OF USE: ± 145.1 AC
- FLOODPLAIN: ± 9.2 AC
- 15' SANITARY SEWER EASEMENT
- PHASE LINE
- EXISTING PROTECTED TREES
- PROPOSED STREET TREES
- PROPOSED PARK TREES
- OPEN SPACE: ±14.2 AC (9%)
- EXCLUDES: ROW, LOTS, AND FLOODPLAIN

## 1 ACRE LOTS

- 1 ACRE LOTS: ± 115 LOTS
- ± 0.79 DU/AC
- HEATH ZONING REQUIREMENTS:
- EXISTING ZONING: AGRICULTURE (AG)
- PROPOSED ZONING: PLANNED DEVELOPMENT (PD)
- MAX LOT COVERAGE: 35%
- MAX HEIGHT: 35'
- MIN. FRONT YARD SETBACK: 50'
- MIN. SIDE YARD SETBACK: 15'
- MIN. SIDE YARD SETBACK (ADJACENT TO STREET): 30'
- MIN. REAR YARD SETBACK: 25'

# Proposed Project and the Master Plan










| Ordinance Requirement             | Perry Property - Option A<br>SF-43 District Standards | City of Heath Planned Development<br>District Standards |
|-----------------------------------|---|---|
| Minimum Lot Area                  | 1-Acre net of Flood Plain and public ROW              | 1-Acre net of Flood Plain and public ROW                |
| Maximum # of Dwelling Units / Lot | One (1)   | One (1)   |
| Minimum Lot Width                 | 100'  | 100'  |
| Minimum Lot Depth                 | 175'  | 175'  |
| Minimum Front Setback             | 50'   | 50'   |
| Minimum Side Setback              |   |   |
| Internal                          | 15'   | 15'   |
| Abutting Street                   | 30'   | 30'   |
| Maximum Height                    | 35'   | 35'   |
| Minimum Rear Yard Setback         | 25'   | 25'   |
| Minimum Area / Dwelling unit (SF) | 3,500 SF  | 3,200 SF  |
| Maximum Lot Coverage              | 35%   | 35%   |
| Minimum Exterior Masonry Content  | 100%  | 80%   |

# Introduction to Project



Conceptual Site Plan Alt. - Half Acre Lots  
PERRY TRACT - TOLL BROTHERS

## SITE KEY

-  **SITE BOUNDARY: ± 158.2 AC**
- GROSS ACREAGE OF USE: ± 145.1 AC**
-  **FLOODPLAIN: ± 9.2 AC**
-  **15' SANITARY SEWER EASEMENT**
-  **40' UTILITY/ACCESS EASEMENT**
-  **PHASE LINE**
-  **EXISTING PROTECTED TREES**
-  **PROPOSED STREET TREES**
-  **PROPOSED PARK TREES**
-  **OPEN SPACE: ±67.3 AC (42%)**
- EXCLUDES: ROW, LOTS, AND FLOODPLAIN**

## 0.5 ACRE LOTS

- 0.5 ACRE LOTS: ± 115 LOTS**
- ± 0.7 DU/AC**
- HEATH ZONING REQUIREMENTS:**
- EXISTING ZONING: AGRICULTURE (AG)**
- PROPOSED ZONING: PLANNED DEVELOPMENT (PD)**
- MAX LOT COVERAGE: 35%**
- MAX HEIGHT: 35'**
- MIN. FRONT YARD SETBACK: 30'**
- MIN. SIDE YARD SETBACK: 15'**
- MIN. SIDE YARD SETBACK (ADJACENT TO STREET): 30'**
- MIN. REAR YARD SETBACK: 25'**

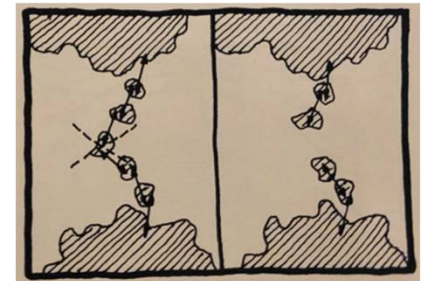
TOLL BROTHERS



# Proposed Project and the Master Plan

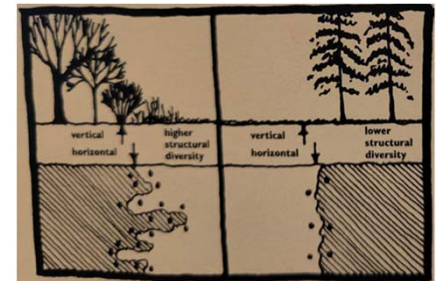
| Requirement                       | Perry Property - Option B<br>SF-43 District Standards | City of Heath Planned Development<br>District Standards |
|-----------------------------------|---|---|
| Minimum Lot Area                  | 1/2-Acre net of Flood Plain and Public ROW            | 1-Acre net of Flood Plain and Public ROW                |
| Maximum # of Dwelling Units / Lot | One (1)   | One (1)   |
| Minimum Lot Width                 | 100'  | 100'  |
| Minimum Lot Depth                 | 175'  | 175'  |
| Minimum Front Setback             | <b>30'</b>  | 50'   |
| Minimum Side Setback              |   |   |
| Internal                          | 15'   | 15'   |
| Abutting Street                   | 30'   | 30'   |
| Maximum Height                    | 35'   | 35'   |
| Minimum Rear Setback              | 25'   | 25'   |
| Minimum Area / Dwelling unit (SF) | 3,500 SF  | 3,200 SF  |
| Maximum Lot Coverage              | 35%   | 35%   |
| Minimum Exterior Masonry Content  | 100%  | 80%   |

# Proposed Project and the Master Plan



TOLL BROTHERS

# Proposed Project and the Master Plan



TOLL BROTHERS



# Proposed Project and the Master Plan

## Goals and Objectives

Goal 1 – Unique Development: Encourage long-term stability and reinvestment by ensuring that new development is unique.

Goal 2 – Community Image: Continue to enhance Heath's image as a community of excellence.

Goal 3 – Livable Community: Review local development standards to ensure that livability and sustainability concern are required.

Goal 4 – Bike and Pedestrian Connectivity: Ensure that the community's recreational systems meets of the current and projected population, is reflective of the quality and unique character of Heath, and allows for bike and pedestrian transportation.

Goal 5 – Identity: Maintain the City's quality, openness, and hometown atmosphere.

Goal 6 – Land Use Mix: Encourage a balance of land uses in order to serve the needs of citizens and to provide a more diversified local economic base.

Goal 7 – Resource Protection: Require future development to respect the environment.

Goal 8 – Lakefront: Facilitate the use of areas along Lake Ray Hubbard by both Community and private interests.

Goal 9 – Maintenance: Ensure that the community's roadway and trail systems are safe, well maintained, adequate to meet the needs of the current and projected population, and reflective of the quality and unique character of Heath.

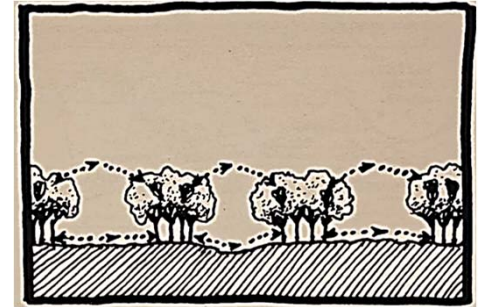
Goal 10 – Planning: Address roadway and trail systems needs according to the type of development or redevelopment that is anticipate to occur in the future. The objectives should be pursued in conjunction with the Transportation Plan and Park Master Plan.

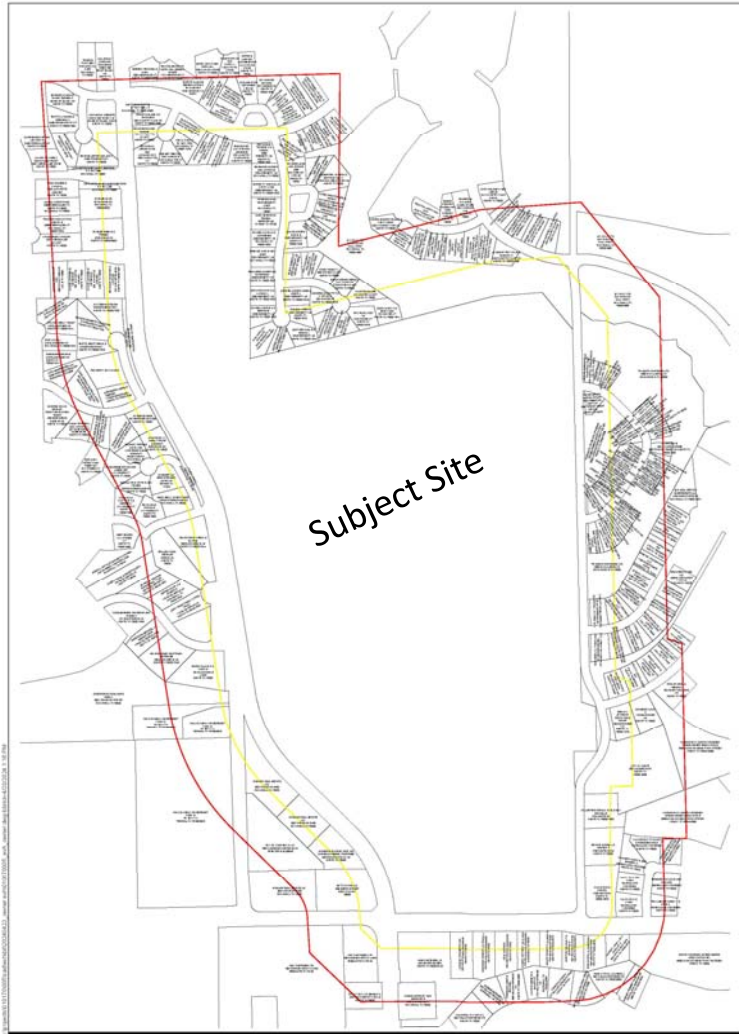
Goal 11 – Coordination: Work with adjacent cities and county and state governmental entities on effort to maintain ad/or expand the roadway and trails systems.

# Why am I here tonight?

## Community Guidelines

- 50' for 1-acre and 30' for ½-acre front-yard set-backs.
- Open fencing per Section 157 of Heath, Code of Ordinances.
- 15' for 1-acre and ½-acre side-yard set-back.
- 3,500 square foot minimum requirement on homes.
- 100% masonry to include use of fiber board / board and batten.
- Garage orientations: Traditional J swing, side entry or front facing configuration
- Five (5) – 4-inch caliper trees per lot.





# Why am I here tonight?

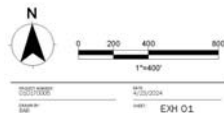
Community Meeting on May 22  
at Buffalo Creek Country Club.

**KFM**  
ENGINEERING & DESIGN  
3003 OLIVIERE BLVD  
SUITE 100  
THE WOODS, TEXAS 75075  
PHONE: (940) 899-4538  
WWW.KFMCD.COM  
TFC # 720821

TITLE  
**LANDOWNER EXHIBIT**

PROJECT  
HEATHLAND CROSSING  
HEATH, TEXAS

CLIENT  
ONE MARK ADVISORS



TOLL BROTHERS



# Why am I here tonight?

Community Meeting on May 22  
at Buffalo Creek Country Club.

## Community Feedback

- Like the Option B plan with increased open space.
- Like the trails and open space.
- Perimeter treatment, e.g. fences, amenities, trails, etc.
- Drainage Concerns (communication from residents).
- Lot specifics, e.g. sizes, setbacks, price-points, etc.
- Transportation requirements / access (to be covered with Traffic Impact Study).
- Miscellaneous, e.g. ADU's, gated, internet, is this a special district, cemetery, etc.

May 24, 2024

Mr. Mike Rowell  
Vice President, Land Development  
2555 SW Grapevine Parkway - Suite 100  
Grapevine, Texas 76051

Dear Mr. Rowell:

Thank you for your interesting presentation on the Perry Property at Buffalo Creek in Heath. As a homeowner of [REDACTED] adjacent to the Perry tract, I am very pleased with the two plans you presented Wednesday evening.

There are two issues very important to me, and the two neighbors that are down hill, south of my house. During heavy rains that we frequently experience, massive amounts of water enter my property from the Perry tract and flow through my neighbor's backyard. Our developer apparently realized this situation and graded the property at [REDACTED] to allow the water to flow to the driveway curb in an attempt to channel the water to the street. This has been proven to be unsatisfactory as the water flows over the curb to [REDACTED] and floods their land. This has been an ongoing reality for the past twenty-five years or so. Since water flows down hill, there is little I can do to stop the water from entering from the Perry property. When Toll Brothers grades the Perry tract in preparation for constructing lots, my hope is that this issue could be corrected so that the massive amount of water would be routed to continue draining on the Perry Land and not enter our lots. Your assistance and cooperation would be appreciated by all.

The second issue only concerns my lot at [REDACTED] however, [REDACTED] has their concerns. The Perry land has numerous trees that are immediately adjacent to [REDACTED] and of course, they enjoy the shade from the trees. Many of these trees have been marked for removal, however, there is one tree not marked, and I believe is on Perry's land that is very near my lot. I worry that it endangers my fence and structure covering an outdoor kitchen. It is about fifty feet tall and leans toward me and part of the top covers my property. If it fell, the damage could easily reach \$10,000. Several years ago, two trees on Perry's land did fall on my fence and shed. Perry would not accept any responsibility for the \$1,000 damage. I would greatly appreciate this tree removal or cut and remove the huge branch that overhangs my yard.



# Home Designs

TOLL BROTHERS

## Proposed Product Overview

|                      | <u>From</u>                          | <u>To</u> |
|----------------------|--------------------------------------|-----------|
| Square Foot (SF)     | 3,600                                | 6,200     |
| Delivered Price (\$) | \$1.6M                               | TBD       |
| Bedrooms/Bath (#)    | 4 / 3½                               | 5 / 5½    |
| Garage (#car/type)   | (3) Car, Tandem,<br>2/1- & 2/2-split |           |



# Hill Country

- Elegant Stone & Cedar Detailing
- Metal Roof Accents
- Welcoming Front Porches



# Modern Farmhouse

- Classic Board and Batten Facade
- Metal Roof Accents
- Dormers & Gabled Roofs Add Visual Interest





# Transitional

- o Elegant Stucco Facade
- o Modern Windows



# Mediterranean

- Elegant Stucco Façade
- Spanish-Style Barrel Tile Roofs
- Cedar Detailing











# Full Design Studio





# Full Design Studio



# Final thoughts and questions?



"After that research and paper were complete, as far as my wife and I were concerned, there was no other builder to consider. As such, my wife and I went on to purchase several additional Toll Brothers homes throughout our lives – 6 in total."

*Charles Vigilante – Toll Brothers Homeowner*



PRESTIGIOUS LOCATION

# AREA HIGHLIGHTS

## Education:

**School District:** Rockwall ISD

**School ranking – Overall Rating - A**

### Public schools

- Amy Parks-Heath Elementary
- Maurine Cain Middle School
- Rockwall-Heath High School

### Private schools

- Heritage Christian Academy
- Horizon Lighthouse
- The Fulton School

**Nearby Colleges:** Rockwall Campus of Collin College

**Community:** Zip code 75032  
Average Household Income: \$203,360  
Median New Home Price: \$612,000

## Nearby Cities:

30 minutes to Downtown Dallas

## Transit:

I-30 and Hwy-80

## Local Shopping and Dining:

Costco, Heath Town Center, Lowe's, Target, Standard Service, Gianni's

## Local Health and Fitness:

Texas Health Hospital – Rockwall Medical  
Baylor Scott & White Emergency Hospital-  
Rockwall  
Legends Gym, CrossFit Heath

## Local Entertainment:

Rockwall Harbor

## Recreation:

Lake Ray Hubbard, Rush Creek Yacht Club, 17 miles of Hike and Bike Trails, Towne Center Park, Terry Park

## Professional Sports Teams:

Dallas Cowboys, Dallas Stars, Dallas Mavericks, Texas Rangers

## Golf:

Buffalo Creek Golf Club, Heath Golf and Yacht Club, Rockwall Golf and Athletic Club

## Employers:

Independent Bank, Baylor Scott & White Medical Center, Texas Health Presbyterian Hospital, Rockwall ISD

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