

## CRCA NEWSLETTER- JULY ISSUE

### **Developers Corner by David Craig**

Craig Ranch activity continues to mirror Dallas/Fort Worth's growth and economy with all segments of our mixed use development in high gear. Dirt is moving all over the development with new residential development underway, new builders in place and new buildings going up.

Here's an update on the residential activity. Over the last few months, we've sold land for neighborhoods that will eventually house over 2,800 new residents:

- 56 acres on Custer Road, just south of Silverado Trail for 142 home sites for future single family homes by Beazer Homes as well as luxury multifamily residences.
- Dirt is moving and walls are going up on 24 acres along Custer just north of Collin McKinney for single family luxury homes by Landon Homes in a neighborhood named The Fairways. They are now pre-selling the first phase of the 145 50' x 100' home sites. Prices are anticipated to start in the \$270s -\$290s for homes ranging in size from 2,200- 3,200 sq. feet. According to Tanya Smith with Landon Homes, they have sold 7 homes already out of their temporary sales office off Tour Drive and hope to have models late summer/early fall.
- 141 acres of beautiful wooded rolling land bordering the southern end of TPC Craig Ranch golf course and creek has been sold to two developers for a neighborhood named Southern Hills which will house 441 single family homes and 568 luxury multifamily residences.

This activity is spurring increased interest in retail and we expect to attract additional service, shopping and restaurants offering increased walkability in our master-planned community.

As you know McKinney continues to rank at the top of many surveys as a top place to live and work in Texas and the nation because of the wonderful lifestyle it offers and the historic McKinney downtown area. A thriving social scene is on the leading edge of Farm to Table cuisine and offers fine dining as well as comfort food and specialty menus that attract visitors to downtown McKinney from all over the region. Craig Ranch is especially appealing to relocating families and companies due to its health focus, Frisco ISD schools and the uncompromising quality and mix of amenities.

New accolades include:

- Craig Ranch and McKinney recently made the news in the Dallas Morning News' "Best Neighborhoods" section ranking high in many different facets of their survey.
- 17 Green was recently featured in the blogosphere on Candy's Dirt hosted by local legendary real estate blogger Candy Evans. Interviews of key Realtors and other stakeholders in Craig Ranch explained the success of the development.
- *On Magazine* featured Craig Ranch in its Homes issue this summer (June/July).
- Craig Ranch was awarded *Best Master-planned Community in DFW* by the Dallas Builders Association in April at the 2014 McSam Awards.

It takes “a village” to keep Craig Ranch and McKinney at the top of these rankings – from great city, economic development and chamber leadership to visionary developers, outstanding companies and great residents – so thanks to all who help make this such an award-winning place to live and work.

Enjoy your vacation and have a safe summer!