



June 10, 2019

Sent Via Email

Jill Morgan, AICP, Planner
City of Aurora, Planning and Zoning Division
77 S. Broadway, 2nd Floor
Aurora, Illinois 60507

Re: **Laurelton Place – Building Elevation Follow Up**

Jill,

In your most recent review letter (dated May 23, 2019), Building and Signage Comment #5 requested that four of the proposed 16 front building elevations be improved prior to City Council approval. (Greenfield-HR1A, Hilltop-HR1C, Riverton-HR1A, Westchester-HR1C).

We appreciate and agree that the Laurelton Place product should meet or exceed the aesthetic qualities of the neighboring homes. While we feel that the product, as designed, accomplishes that goal without requiring additional masonry on the front elevation, we also acknowledge that the customers chosen color package can have an equally large impact on the aesthetics of the area.

A few years ago, Pulte Home Company made a deliberate and conscious effort to modernize our color options and now offer 46 distinct pre-determined color packages. These packages combine the color of siding, doors, trim, stone, brick and accent features into one cohesive color package. Based on the successes from our recent Deerbrook project, we have hand selected 14 color packages to be offered at Laurelton Place. These chosen color packages, together with the proposed front building elevations will ensure that our customers have a wide variety of aesthetically pleasing options and colors available as they customize their home.

I also feel it is appropriate to highlight a few aspects of the Laurelton Place development that will bring value to the neighborhood and the City of Aurora.

- A new homes base price is the price that the house is offered at before a buyer selects any options. Pulte typically sells \$30k-\$60k in options per home. The Laurelton Place base prices (before options) will be higher than the current resale price of the neighboring houses in Harbor Springs (per MLS).

Price Comparisons	Sale Price
Current MLS (Average)	\$ 307,000
Deerbrook (Hilltop)	\$ 340,990
Deerbrook (Riverton)	\$ 343,990
Deerbrook (Westchester)	\$ 355,990
Laurelton Place (Greenfield)	\$ 334,990
Laurelton Place (Hilltop)	\$ 344,990
Laurelton Place (Riverton)	\$ 359,990
Laurelton Place (Westchester)	\$ 364,990

- We have eliminated the 3 smallest models from our successful Deerbrook project (1,683 to 2,391 sf) in favor of the largest models (2,621 thru 3,300sf).
- In doing that we eliminated the 40-foot-wide product in favor of the 50-foot-wide product. This, in and of itself, creates a more substantial front elevation and enhanced curb appeal. For reference, the Harbor Springs subdivision to the north is a mix of 40' and 50' wide product.
- Each of the four models at Laurelton will offer an optional 3rd car garage.
- Finally, our experience is that by offering multiple elevations for each model we allow our buyers the option to choose where to spend their money on upgrades. In the residential market data suggests that a bathroom or kitchen upgrade has a greater impact on the future resale value than the addition of exterior masonry. That being said, most Deerbrook buyers upgraded from the base elevation anyway. For example, the base elevation was selected just 2 out of 9 times for the Hilltop model.

I have attached the proposed 14 color packages to this correspondence and request they be included with our Final Plan/Plat approval documents.

Thank you,

A handwritten signature in blue ink that reads "Matt Brolley". The signature is stylized and fluid.

Matt Brolley, P.E.
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