



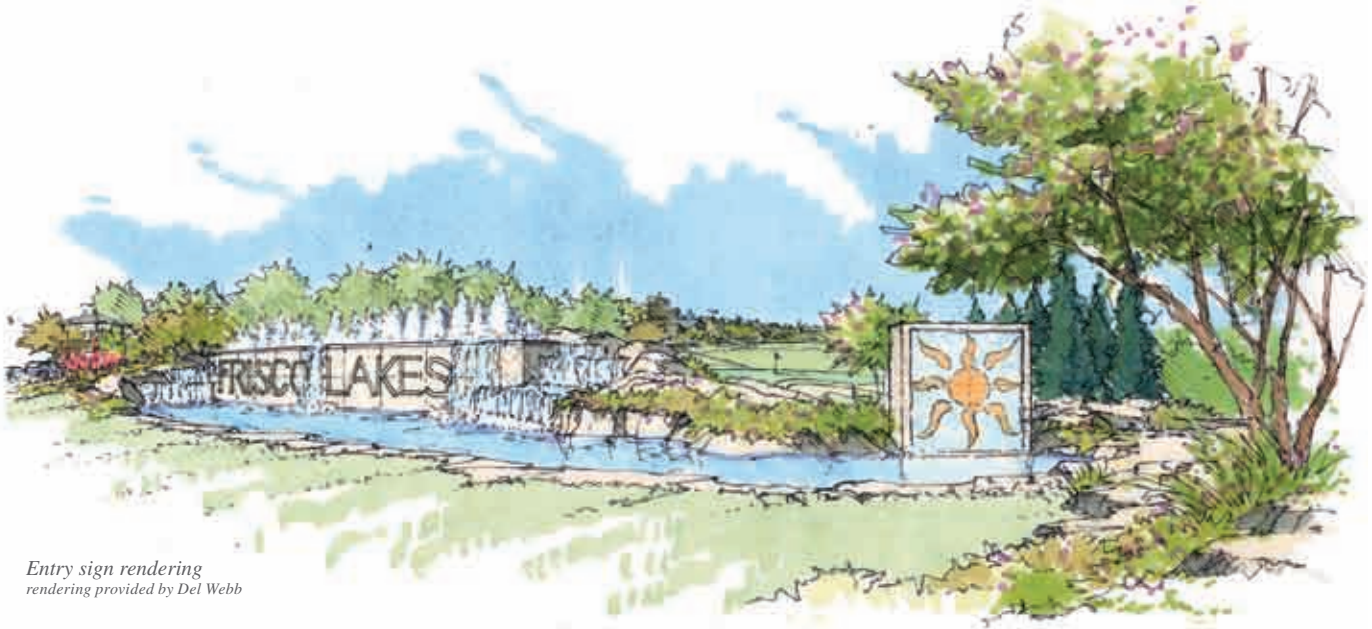
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Entry sign rendering
rendering provided by Del Webb

A Fresh Look at Retirement Living

By Jackie Beynaerts

FRISCO LAKES BY DEL WEBB, the metroplex's newest active-adult community, is making a splash upon entering prestigious Frisco. As more and more baby boomers are approaching retirement age, active-adult communities are on the rise. These developments feature age-restrictions that typically require at least one resident to be 55 years old or better, and restrict anyone younger than 19 from being a permanent resident.

Del Webb, who merged with Pulte Homes in 2001, has been the leader in active-adult living for more than 45 years, offering upscale communities that promote healthy, vibrant lifestyles for retirees and those looking to retire. Del Webb was set out to make Frisco Lakes unique to Texas. Brian Adams was contracted as the community's landscape architect, and he built the vision, a Main Street design rich in wrought iron details and entryways.

This premier community will feature an 18-hole golf course and 27,000 square feet filled with state-of-the-art amenities. The clubhouse features a large meeting space, a community activity room, resource center, and a 2-story world-class fitness center overlooking the pool and golf course. A second-story walking track offers an

indoor retreat, while the six-mile walking trail allows all residents and guests a picture-perfect view of the lake.

"It's going to be like a vacation, yet for everyday," said Patrick Vedra, vice president of operations for Frisco Lakes by Del Webb. "You're buying a lifestyle, and the house is just the ticket in."

"A 2005 Baby Boomer Survey concluded that Texas ranks fifth as a 'most popular place to retire.'"

For the 'big entrance', tall vertical monuments will form a portal, with a large clock tower as a focal point. The golf course, designed by Gary Stephenson, will be seen from FM 423 and will offer more of a view from the main road.

"We wanted to create a sense of arrival," said Vedra.

A 2005 Baby Boomer Survey concluded that Texas ranks 5th as a "most popular place to retire." Findings show that a high percentage of baby

boomers plan to retire in a different state in which they currently live. Conducted by Harris Interactive® on behalf of Pulte and it's Del Webb brand, the survey found factors such as affordable housing, better community lifestyle, warmer climate and family proximity play a leading role in deciding where to retire. This may explain why roughly half of the 5,000 people who have already inquired about information on Frisco Lakes currently live outside of Texas. Understanding the Baby Boomer generation's opinions about current or upcoming issues, including Social Security, finances, real estate, retirement lifestyle, and work habits, was the primary purpose of this survey. Beating out Texas were Florida, Arizona, North Carolina and California.

Negotiating the 1,600-acre development took about six months and somewhere around \$80 million. The projected 2400 homes are expected to open in early 2006 with a price tag ranging in the mid-\$100,000's to \$300,000.

After securing the prime real estate in Frisco, Frisco Lakes set its sights on helping to preserve the community. The Smith/Muse house located near Hackberry Road and FM 423 was built

over 100 years ago and was located on the desired property. The prairie-style home signifies the many changes Frisco has made from quaint rural community to thriving and sought-after suburbs for neighborhoods and retailers alike. In August, Frisco Lakes announced the donation and relocation of this historic house to Frisco's Heritage Village.

Built in 1905, the Smith/Muse family farm home belonged to Alfred Fletcher and Harriet Low-McKnight, grandparents to Betty Muse. The 300-acre farm offered a spacious setting to the 3,000 square foot, two story, Victorian-style house, with wrap-around front porch and screened-in back porch. After purchasing the home, it was donated to the Frisco Heritage Association where it will be restored to its original splendor and displayed as an integral part of Frisco's history.

"We're extremely pleased and honored to help preserve a piece of Frisco's history," Vedra stated.

"Del Webb's heritage over the last



Main entry rendering
rendering provided by Del Webb

70 years includes building some of this country's most recognized landmarks, including Madison Square Garden, renowned hotels in Las Vegas, and many facilities that were crucial to America's mobilization in World War II. That role in history makes us appreciate a key part of local history in Frisco. We want to be good stewards within the community and this is a perfect opportunity to do so," continued Vedra.

Aside from restoring the Smith/Muse house, Frisco Lakes replaced Hackberry Road with Stonebrook Parkway, a well

lit, four-lane street with a divided median, and dedicated it to the city.

Frisco Lakes also sought to assist the community with an eight-week fundraiser benefiting *Walk On*, a therapeutic Riding Center that provides services to children and young adults with disabilities, living primarily in the Frisco, McKinney and North Dallas area. Frisco Lakes has donated a riding corral and is relocating the corral and the

program to Willow Wood Ranch. The fundraising effort will help to pay for a new roof on the riding corral.

The grand opening of Frisco Lakes has been scheduled for February of 2006, with houses closing in late spring.

Retirement in Frisco has a new look developing over the next several years. Many baby boomers will be grateful they may not have to leave family and friends to enjoy their "golden years."

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