



Complementary, Yet Different

Golf

BigShots Golf represents the most innovative technology golf entertainment in the industry.

Parks and Trails

210 acres have been set aside for parks, trails and nature preserves that will provide options for activity seekers to engage in healthy and active lifestyles.

Sports Complex

Desert Color is working with local government and other developers to assess the viability of a sports complex to complement current sports offerings, and to also leverage the increasing interest of mountain biking, marathons and triathlons in order to grow the sport economy.

Water Recreation

A feature of appropriate size that can be used for swimming, paddle boarding/boating and other unmotorized water activities will be a significant differentiator for the St. George area.

Locally Driven Smart Growth

Desert Color is using Vision Dixie's 10 Growth Principles as a guide when making land-use decisions and maintaining a commitment to:

- Plan regionally, implement locally
- Conserve water and maintain air and water quality
- Guard signature scenic landscapes
- Provide rich, connected, natural recreation and open space
- Build balanced transportation
- Focus growth in walkable centers that include housing, jobs and services
- Direct growth inward
- Provide a broad range of housing types
- Reserve key areas for industry to grow the economic pie
- Engage in focused and strategic public-lands conversion

What Does SITLA Look for in a Development Partner?

SITLA has nine developments in Washington County, one of which is Desert Color. In selecting its development partners, SITLA looks for these five key elements:

- Community alignment
- Financial viability
- Product differentiation
- Natural resource sustainability
- Creativity

In the South Block area alone, SITLA has invested over \$29mm installing critical infrastructure and improvements to make the South Block one of the most attractive and resource-sustainable developments in the area. As our area continues to grow, SITLA is committed to help us develop smartly and sustainably.

To learn more about Desert Color, visit DesertColor.com.



MASTER-PLANNED COMMUNITY

Why a Master-Planned Community for St. George?

- Helps the community set predictable guidelines and standards that ensure quality growth.
- Helps the development and community address community needs and concerns upfront, while still looking at the larger vision.
- Ensures diversity of the product portfolio that avoids the "hodge-podge" approach to development.
- Helps the development and community work together to create a distinct "place."



What Should the Master-Planned Community Look Like?

This Is What St. George Residents Said:

Vibrant Lifestyle Center

A new town center that includes retail, commercial, hospitality, mixed use, neighborhood commercial and residential that will bring a "nightlife" to the area.

Variety of Community and Housing Types

A diverse inventory, including attainable housing, so people of varied backgrounds and incomes can live, work, play and grow in places they desire.

Connected and Open

A network of trails linking neighborhoods to parks, schools, commercial areas, open space and the St. George area via the regional trail system.

Public, Yet Private

Community features and amenities that have public and private access.

Conservation Development

Desert Color desires to be a conservation development, with a vision and commitment to be good stewards of our natural resources.



Desert Color will use

40% less

drinking water than other developments in Washington County



Land Use

Desert Color has multiple parks and recreational amenities to consolidate irrigated lands, rather than have large individual private yards.

Landscaping

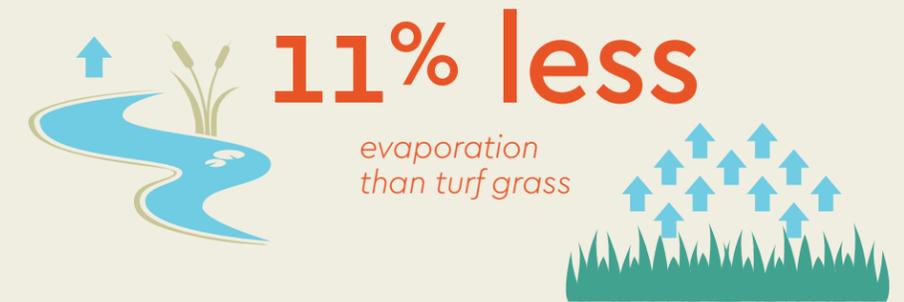
Desert Color is implementing development-wide xeriscaping standard.

Vegetation

Desert Color's water-wise vegetation plan includes soil amendments to facilitate effective drainage and to leach secondary "salty" water.

Secondary Water System

Desert Color will design and build a development-wide secondary water distribution system, the largest comprehensive secondary system for a private development in Washington County. Water authorities agree that there is an available supply of secondary/reuse water to charge the system.



11% less

evaporation than turf grass

Why a water feature?

Water features can be more efficient and environmentally friendly when it comes to chemicals and energy used in filtration, and can be used as a secondary water storage facility for the development.

Where is the water coming from?

Desert Color owns its own water shares. The water is "brackish" and not fit as culinary/drinking water, but can be processed and stored in a water retention system for multiple uses.

How much water will it use/lose in evaporation?

A 12-acre pond will hold 31 million gallons, and according to a study issued by the St. George Water Services Department, will evaporate 11 percent less water than if the same area were used as turf grass.

