PURE STALEY RESIDENTIAL DESIGN GUIDELINES

Master Draft

1. DEVELOPER RIGHTS AND DESIGN REVIEW AUTHORITY

During the development and buildout of Pure Staley, the Developer shall retain full authority over the interpretation, administration, modification, and enforcement of these Design Guidelines.

The Developer reserves the right to modify these guidelines, approve variances, revise architectural requirements, approve alternative products and materials, and establish additional neighborhood-specific standards.

The Developer reserves the right to revise, amend, supplement, reinterpret, or replace these guidelines during the development period without consent from property owners, builders, or other parties.

In the event of conflicts between specific guideline requirements and the overall design intent of the community, the Developer's interpretation and determination shall govern.

2. COMMUNITY VISION AND DESIGN PHILOSOPHY

Pure Staley is envisioned as a premier residential community in the Northland of Kansas City that builds upon the architectural precedent established within the Staley Farms Golf Course area while introducing a more refined, modern, and timeless residential identity.

The development shall consist of three distinct residential neighborhoods:
- Executive Collection
- Villa Collection
- Reserve Collection

Each neighborhood shall maintain its own architectural identity while remaining visually connected through coordinated roof forms, cohesive material palettes, unified landscape themes, and consistent streetscape quality.

3. EXECUTIVE COLLECTION STANDARDS

Neighborhood Intent:
The Executive Collection is intended to create a high-quality move-up residential neighborhood inspired by the established character of Staley Farms.

Lot Count:
• Approximately 110 Lots

Typical Lot Size:
• Approximately 70' x 125'
• Approximately 1/4 acre+

Homes within the Executive Collection are generally expected to fall within the following size ranges:
• Ranch: approximately 1,800 SF+
• Reverse 1.5 Story: approximately 2,200 SF+
• 1.5 Story: approximately 2,500 SF+
• 2 Story: approximately 2,800 SF+

Front elevations are expected to incorporate significant masonry materials, generally in the range of 25% or greater.

Executive homes are encouraged to incorporate:
• Complex roof compositions
• Enhanced trim detailing
• Strong entry elements
• 3-car garages
• Front or Side-load garages

4. VILLA COLLECTION STANDARDS

Neighborhood Intent:
The Villa Collection is intended to create a highly cohesive maintenance-free residential neighborhood with a refined and unified architectural identity.

Unlike the Executive and Reserve neighborhoods, the Villa Collection shall emphasize:
• Consistency
• Simplicity
• Organized streetscapes
• Low maintenance living
• Unified architectural character

Lot Count:
• Approximately 60 Lots

Typical Lot Size:
• Approximately 50' x 125'

The Villa neighborhood may utilize:
• Repeated floor plans

• Similar elevations
• Shared roof forms
• Consistent architectural vocabulary

The neighborhood shall achieve variation through controlled changes rather than fully custom architectural diversity.

Variation between adjacent homes is encouraged through:
• Material variation
• Color palette variation
• Entry variation
• Window variation
• Garage variation
• Roofline variation

Homes within the Villa Collection are generally expected to fall within the following size ranges:
• Ranch: approximately 1,500 SF+
• Reverse 1.5 Story: approximately 1,700 SF+

Front elevations are generally expected to incorporate masonry materials in the range of 15% or greater.

The DRC may establish pre-approved:
• Exterior colors
• Garage door styles
• Stone selections
• Roof colors
• Lighting fixtures
• Mailbox systems

The Villa landscape theme should reinforce the organized and cohesive neighborhood character through coordinated planting palettes and lower maintenance landscape materials.

5. RESERVE COLLECTION STANDARDS

Neighborhood Intent:
The Reserve Collection represents the premier luxury neighborhood within Pure Staley.

The neighborhood should feel:
• Exclusive
• Estate-like
• Architecturally significant
• Timeless
• Highly customized

Lot Count:
• Approximately 30 Lots

Typical Lot Size:
• Approximately 90' x 150'

Community Character:
• Gated entry
• Premium landscape environment
• Larger setbacks
• Signature architecture

Homes within the Reserve Collection are generally expected to fall within the following size ranges:
• Ranch: approximately 2,500 SF+
• 1.5 Story: approximately 3,200 SF+
• 2 Story: approximately 3,800 SF+

Front elevations are expected to incorporate substantial masonry materials, generally in the range of 35% or greater.

Reserve homes are encouraged to incorporate:
• Front or Side-load garages
• Courtyard entries
• Motor courts
• Luxury outdoor living areas
• Pools and water features
• Outdoor pavilions
• Large window compositions
• Premium exterior materials

6. ARCHITECTURAL REVIEW PROCESS

All homes and exterior improvements require DRC approval prior to construction.

Typical submittals may include:
• Site plan
• Floor plans
• Elevations
• Material board
• Exterior color palette
• Landscape plan
• Lighting plan
• Fence plan if applicable

The DRC reserves the right to reject designs that conflict with the overall architectural intent of Pure Staley.

7. PROHIBITED DESIGN ELEMENTS

The following are generally prohibited unless specifically approved:

- Vinyl siding
- Chain link fencing
- Reflective glass
- Bright colors
- Exposed unfinished concrete
- Portable sheds
- Excessive retaining walls
- RV parking visible from the street
- Flat builder-grade elevations

The intent of these guidelines is to establish a cohesive, timeless, and high-quality residential environment while preserving the flexibility necessary for the long-term success and evolution of Pure Staley.