

EXHIBIT “B”

The reason and justification for the request and how the request would further the purpose and intent of the Payson City General and the land use and economic goals of the City Council.

1. Reasons and justification for the request;
 - a. Large lots are not economically feasible.
 - b. Excessive development costs are incurred when 80 ft. roadways are located around the perimeter of a subdivision.
 - c. Density and lot sizes are reduced when land is lost to the requirement of 80 ft. perimeter roadways.
 - d. Density and lot sizes are reduced when additional landscaping is included along the west side of 930 West which is necessary to enhance and beautify 930 West leading to the LDS Temple.
 - e. Smaller homes to the east and to the north of this project create significant obstacles that must be overcome through substantial investment in enhancing the project that would invite potential home buyers to consider larger, more executive type homes within the project.
 - f. The elevation of the ground on the north side of the Temple has been artificially raised, causing negative attributes to the ground on the south property line of the project. This will require additional costs to mitigate by building a substantial rock wall and adding an abundant amount of vegetation to retain the slope; this will beautify the slope and to turn a bad situation into a positive one.
 - g. While constructing the Temple, the LDS Church used artificial fill material on the southeastern portion of the project to build a staging area. This fill material must be removed and compacted throughout the site to insure solid ground to construct roadways and create a more cohesive elevation transition for home construction.

2. How will the request further the purpose and intent of the Payson City General and the land use and economic goals;
 - a. There is a unique opportunity to create an upscale development surrounding the LDS temple with “executive” style homes.
 - b. With over 30 years of residential development we believe our experience has proven that an upscale project is not necessarily achieved with large lots or large

homes. In order for a project to retain its quality and stand the test of time the most important factor implemented into the overall project is a theme which is carried throughout the project and accompanied by extensive landscaping and landscape maintenance. We intend to include an upscale housing product which will supplement a beautiful theme and picturesque landscaping that is carefully maintained. Thus providing a "gem" to complement the temple and its grounds.

- c. We appreciate the City's foresight to improve 930 West to the north of this location and it's our intention to take additional steps to increase the beauty and desirability of the area with a project that future home owners, the City and we, as the Developer, can all be proud of.
- d. It is our desire to set precedent with this project so that future development in the area would meet a standard that would ultimately be a showpiece for Payson and create an atmosphere of peace and serenity.
- e. In order to have a successful plan for development in a large area, it must include a number of factors. It must have increased retail establishments, office space opportunities, parks/open spaces, storm drain retention, sewer and water capacities and religious structures, etc., so as to insure its success. In the past we have researched, developed and built neighborhood shopping centers and a large number and variety of housing developments. Our intention will be to use this knowledge to assist the city with suggestions to input in the Cities long range master plan for the area.
- f. To meet these goals we must increase the population of Payson. This project will draw people to Payson and help with this growth and create a foundation of quality and excellence in the process.