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Strong Start for Kennecott Land's Daybreak

Utahns are buying the state's first large-scale implementation of quality growth principles

SOUTH JORDAN, UTAH — (Monday, August 2, 2004) — Envision Utah and the state's Quality Growth Commission have touted quality growth principles for years, and now Kennecott Land is demonstrating Utahns will literally buy into them. Kennecott Land premiered their quality growth master-planned community, Daybreak, six weeks ago in South Jordan. If early home sales are any indication, the quality growth concept is working.

Homebuilders at the Daybreak project have sold more than 100 homes – one-third of the development's Phase I inventory – since the community's June 18 grand opening. In that same time period, more than 30,000 people have visited Daybreak's model home neighborhood.

According to Daybreak home buyer, Lori Maxfield, the idea of buying a home in a master-planned community that emphasizes quality growth was appealing to her family. "We were able to buy a home with the look and feel of a historic neighborhood but with the modern conveniences and energy saving benefits of a new house," said Maxfield.

Daybreak is a 4,200-acre residential, retail and office community being developed in South Jordan by Kennecott Land, a sister company to Kennecott Utah Copper. When built out to completion, the community will include more than 13,000 energy-efficient homes, 1,250 acres of water-wise parks and open space, a large recreational lake, active town and village centers, schools, churches and transportation alternatives.

Kennecott Land president Peter McMahon is optimistic Daybreak's early successes will continue. "People are telling us that Daybreak feels like a traditional Salt Lake neighborhood such as Sugarhouse, the Harvard/Yale area, and the Avenues," said McMahon. "That unique neighborhood feel will only get stronger with time as we build the amenities that make Daybreak a walkable, workable, livable community."

Daybreak's home buyers won't have to wait long for amenities.

- Last week, Jordan School District awarded the construction contract for Daybreak's first school: a combined elementary school-community center scheduled to open fall, 2005.
- Before winter, landscape architects will install over 26,000 trees, shrubs and perennials throughout the 73 acres of open space in Phase I of Daybreak.
- Next summer, engineers will begin filling Oquirrh Lake. Several miles of trails surrounding the lake will be built soon thereafter.
- Planning continues for the Mid-Jordan Line—a light rail extension that will connect Daybreak to the existing north-south Trax line.

Daybreak will see more potential homebuyers next month during the Parade of Homes. Eight of Daybreak's 23 model homes will be featured in the Parade, although all 23 will be open to the public. For more information about Daybreak, log on to www.daybreakutah.com.

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