

Historical Timeline

- 1986** Southern Land Company is founded in Chattanooga, Tennessee.
- 1986-1988** The company builds a number of single-family houses on single lots or as very small projects on in-fill suburban lots.
- 1988-1992** SLC breaks ground on its first planned communities including the 21-home *Preston Station*, located in Hixson, TN. These communities include the core elements of the SLC design philosophy. Homes elevations are varied and there are sidewalks, flower beds, and community amenities.
- 1992** Tim begins assembling a team of the area's best architects and planners in house, recruiting talent from the booming Atlanta residential market to support future growth and improve the architecture.
- 1992-1998** The company increases project size and raises price points while building substantially better amenities and streetscapes. New projects in this period included the 140-home *Ramsgate*, 45-home luxury *Legends* community, the 48-home upscale *Rosemere* project, and the 109-home *Laurel Cove*. The design esthetic began to include swimming pools, street trees, historic streetlights, hedgerows, stocked lakes, sidewalks and common area elements the would be staples of all future developments. Homes required side-loaded garages and very strong design details and materials standards.
- 1998** The Company believes the brand quality aligns better with the higher incomes and stronger growth markets of the suburban Nashville cities of Franklin and Brentwood, TN and begins acquiring uniquely beautiful properties there.
- 1999-2001** SLC's first Franklin-area projects are the upscale 140- home *Carronbridge*, the gated 82-home *Enclave at Carronbridge*, and the Luxury 600-acre / 311-home *Laurelbrooke* communities.
- 2001-to Date** SLC begins developing the 2,800-home *Westhaven* Community in Franklin, TN. The stringently-controlled and detailed master-planned community is 50% green spaces with exceptional amenities. The beautiful details make *Westhaven* an iconic example of quality traditional neighborhood development, garnishing the company broad recognition nationally. *Westhaven* includes a large commercial Town Center, a public school, fire house, golf course and miles of walking trails. At *Westhaven*, the company also hones its skills providing fulfilling lifestyle programming and community interactions. These efforts include events, wellness, education and performing arts. The development proves that lifestyle programming drives a substantial price premium compared to the market.
- 2002** SLC relocates from Chattanooga to Franklin, TN
- 2003-2004** The company makes the decision to expand into new geographic markets, starting with the Dallas metro, and also diversifies into commercial and mixed-use projects, including multi-family apartments, retail and office. They start assembling a top team of experienced commercial professionals and begin looking for sites.
- 2005** Their first mixed-use and apartment site is developed in Keller, TX. *Arthouse* is a 187-unit apartment complex anchored by 27,000 SF of retail in a public private partnership with the City of Keller. The project is approved for TIF funding.
- 2005** The master-planned *Tucker Hill* community begins in McKinney, TX. The community; scaled onto 350 acres for over 600 homes, mimics the design and other elements of the *Westhaven* Community.
- 2006** The luxury *Windstone* single-family development in Brentwood, TN is launched on one of the most visually stunning locations in the region. The 200-acre gated community has 110 luxury homes set among verdant hills.

- 2006** The Company also begins developing the massive, *McEwen* mixed-use development in the Cool Springs market of Franklin, TN. The project is to include very large-scale retail, multifamily, hotel, single family attached homes, office and entertainment businesses. The project plan is later reconfigured and staged due to the financial collapse in 2008, prior to having starting vertical construction. The 370-unit apartment project, *Dwell at McEwen*; the 175,000 SF office and retail *McEwen* building; and the 192,000 SF *Southside at McEwen* retail center are delivered independently through 2011.
- 2007** SLC opens a regional office in Dallas, TX. Expansion in Texas continues with the *Lofts at Waters Creek project in Allen, TX*. The 342 apartments and 49,500 SF of retail were delivered in two phases in 2008 and 2016.
- 2010** Planning begins in Nashville's famed West End neighborhood for *Elliston 23*. This is the first of many urban infill projects the company plans to develop. The property is a 6-story mixed-use community including 331 luxury apartments above 15,100 SF of retail and restaurant space.
- 2011** SLC continues to expand nationally into Raleigh, NC, building *Devon Four25*, a 261-unit apartment building that includes 13,000 SF of street-level retail and office space.
- 2012** Construction begins on *Junction 15*, a 279-unit apartment building with 7,700 SF of retail space, located in Old Downtown Plano, TX. *Junction 15* is another public-private partnership with the property providing Plano police new garage facilities and receives TIF funding.
- 2014** The company expands into the Northeast and opens a regional office in New York City, seeking sites in New York, Philadelphia and other locations. Planning for *3601 Market* in Philadelphia, PA begins. The 28-story, class AA community features 363 luxury apartments and 15,500 SF of retail and restaurant space. This is the first high-rise project for the company consistent with the strategy to pursue high-value and unique urban in-fill locations.
- 2015** The Company opens a Denver regional office, and then soon begins development of *Centric LoHi*, in Downtown Denver, CO. The 302-unit multi-tower apartment complex features 9,300 SF of restaurant space on the ground floor.
- 2016** SLC exceeds \$1 Billion in active construction development.
- 2016** SLC begins construction on Nashville's first true, mixed-use property: *Vertis Green Hills*. The stylish mixed-use community consists of an 18-story 310-unit residential tower and 85,500 SF of commercial office, restaurants, and retail space. *Vertis Green Hills* opened in 2018, and the company moved its headquarters there in 2019.
- 2017** Construction begins on *Morada Plano*, in Old Downtown Plano, TX. The four and five-story buildings include 189 upscale apartments and 15,000 SF of retail, and will be completed in late 2019.
- 2017** Site work begins on the *Bespoke* mixed-use project in the hip uptown district of Denver, CO. The luxury mid-rise development includes 316 multifamily units and 13,000 SF of retail space intended for restaurants and entertainment venues. Planned completion is in 2020.
- 2017** The company acquires approximately 400 acres for a new master-planned residential community in Erie, CO named *Westerly*. It is currently in the design and development phase. *Westerly* is situated just north of Denver and east of Boulder. *Westerly* will consist of approximately 1,100 homes with substantial natural and open spaces with premium amenities.
- 2018** Construction planning begins on the company's second Philly location on the last available parcel adjacent to the revered Rittenhouse Square, in Center City Philadelphia. *The Laurel* will be the tallest residential-only building in Philadelphia at 48 stories. The \$420 Million project will feature 63 ultra-luxury condos starting at \$2.5 MM, as well as 189 apartments and 44,000 SF of prime retail. SLC broke ground in June 2019 with the first units expected for delivery in 2021.
- 2018** Groundbreaking for the *Nove* multifamily project in the Knox-Henderson District near Uptown Dallas, TX. The 310-unit premium apartments include an array of great amenities in a stellar location. Completion in 2020.

- 2019** The spectacular location for the Reve mixed-use development in downtown Boulder, CO took several years to get approved. This approval once-again demonstrated the company's unique ability to gain outstanding approvals in particularly difficult environments. The 6-acre complex has a modern campus-style design, and includes 244 apartments, 135,000 SF of office and retail spaces, and is well-suited for dining and entertainment venues. This property features large open plazas and common areas. Target completion is 2021.
- 2019** Southern Land surpasses \$2 Billion of construction development pipeline.
- 2019** Located near the best of historic downtown Charleston, *Laurens & Society* is an elite luxury apartment community of 150 units, with construction starting in 2019. The 4-story buildings are sensitively designed to complement the historic aesthetics of the area.
- 2019** The *Auric* in Downtown Las Vegas' new Symphony Park area breaks ground. The cool upscale mixed-use project is adjacent to the park, and includes 322 units with 14,400 SF of retail space. The Opportunity Zoned site is just minutes from the strip and major employment centers. Expected completion is in 2021.
- 2019** The Haven at Wind Watch is a premium mid-rise, 150-unit multifamily property located in Hauppauge, NY (Long Island). Already under construction, the project is to be completed in 2021.
- 2019** The company acquires a site in Garden City, NY for 150 apartment units with covered parking and upscale amenities. The project is expected to commence construction in 2020.
- 2019** Planning and designs are almost complete for *901 Commerce Street*, in downtown Fort Worth, TX. The 26-story luxury high-rise will include 283 apartments and penthouses. The urban in-fill location will include 8 stories of above-ground parking. Construction to start in 2020.
- 2019** The company closed on a land parcel in the *Karls Farm* development in Northglenn, CO. This transit-orientated development will feature 375-unit garden apartments to be built by Southern Land Company. Planning and design are in process with a targeted 2020 construction start.
- 2020** Southern Land Company is selected by the Nimitz Group to redevelop the massive Mare Island naval shipyards in Vallejo, CA. 23 miles north of San Francisco. The former naval base has a rich history and is home to 110 businesses supporting 5,000 jobs in 3.6 million SF of leased commercial, industrial, manufacturing and office space. It is one of the largest master-planned projects in North America.

Background

Before founding Southern Land Company 33 years ago, Tim Downey had a passion for beautiful homes and neighborhoods beginning early in his life. He had observed that every town of a reasonable size had a "most-loved" neighborhood of beautiful homes; the place that local people would drive their out-of-town friends to tour and look at pretty houses when they visited. He began to understand that the lure of these places was relatively simple; Good architecture with rich landscaping elements.

Tim believed there was a market for many buyers seeking less stately homes that included these same premium design elements. He also believed they would pay more for architecturally beautiful houses of a more modest scale; if the community was also beautiful.

This belief was the spark that led him to research architecture and development and then launch Southern Land Company. He progressed rapidly from a small homebuilder into a notable community developer, and then expanded the company's capabilities to include commercial development as well. The company has achieved consistent growth and expansion.

Prior to 1986: Tim Downey had built a substantial commercial cleaning company that operated in the Chattanooga and Atlanta markets. Tim was an early adopter of new floor care technologies and machinery for maintaining very large retail facilities. This garnered him Galleria-branded malls and large department stores as customers and he experience rapid growth. But he yearned to build communities instead, and sold the business in order to launch Southern Land Company.