

Scottsdale Waterfront

Creating a New Urban Lifestyle

Presentation to the National
League of Cities

December 2006



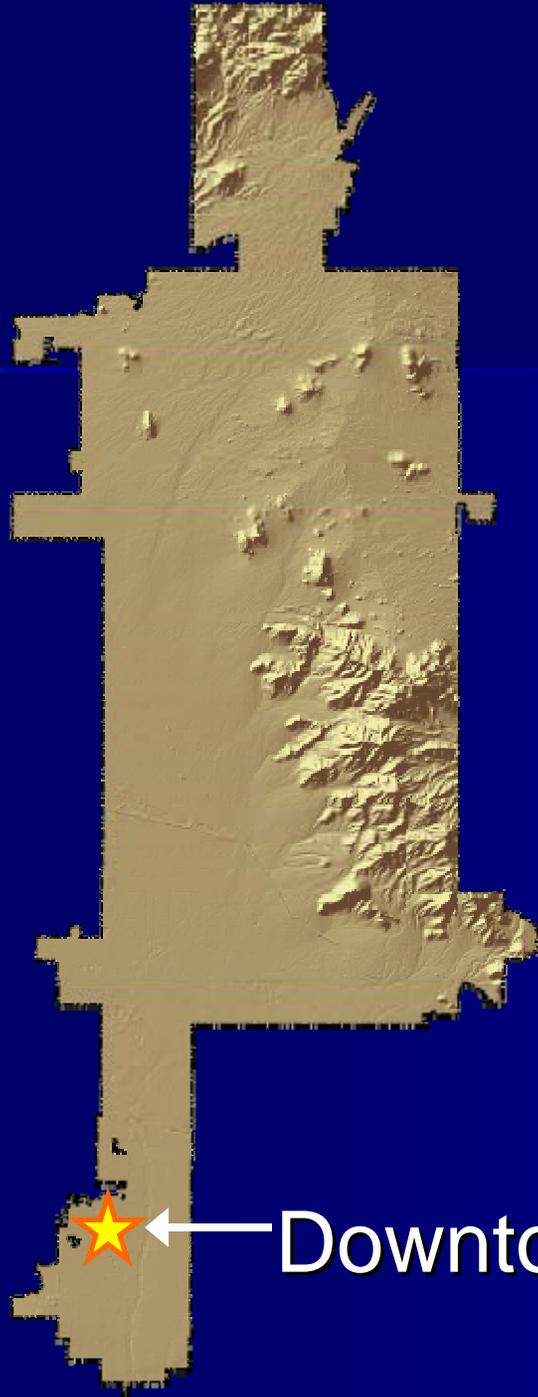
About Scottsdale

- Approx. 230,000 population (270k at build out)
- 185 square miles
 - 31 miles north to south
 - 30+ percent (within Preserve Boundary) to remain open space forever
- History of community involvement
 - “The West’s Most Western Town”
- Northern v. Southern Scottsdale
- Focus on Southern and Downtown revitalization





Map of Scottsdale



Downtown

Scottsdale Waterfront Achieving a Vision

The \$250M Scottsdale Waterfront project is bringing to reality the 20-year vision of a vibrant, active project focused on the canal, and is serving as one of the catalysts of the renaissance of downtown Scottsdale.

- Since 2003 -- more than \$1.6 billion in new projects announced for downtown Scottsdale.

Existing/Former Canal Banks



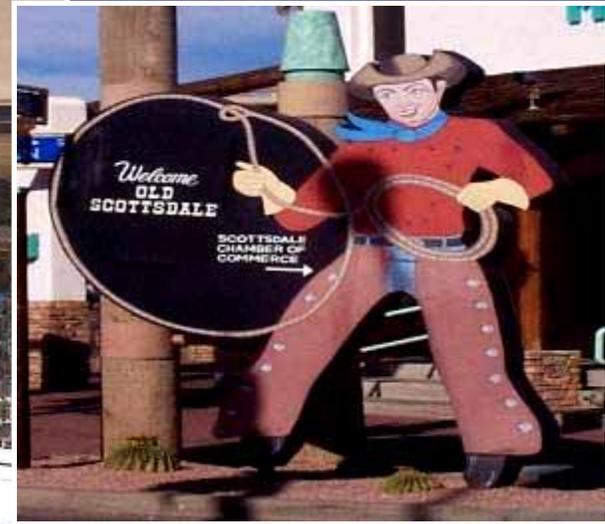
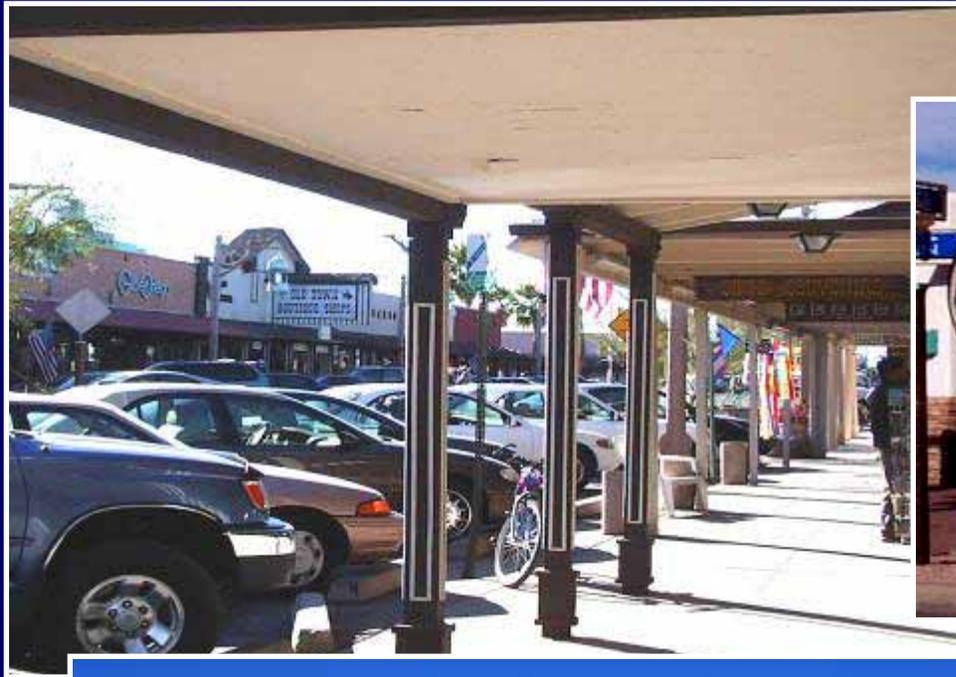
Scottsdale Waterfront Concept

- Can we use the Arizona Canal as a major amenity?
 - Similar to what San Antonio had done with the Riverwalk.
- How can we recreate an underused site?
 - Connection between Scottsdale Fashion Square Mall and the Fifth Ave. district.

Scottsdale Fashion Square Mall



Old Town Scottsdale



5th Avenue, Marshall Way



Nordstroms, Parking Garage



Waterfront Site

1960's - 1995



Waterfront Site

1995 - 2005



Waterfront Site

2005



Site Plan

- The approved plan is a mixed use development with significant residential along with office and retail components



Key Project Considerations

- Activate the Arizona Canal
- Connect downtown districts through land use and pedestrian retail experiences
- Incorporate urban design & architecture that embodies upscale, southwestern character
- Create a positive sense of place downtown and a 24/7 environment

Key Project Considerations

(cont.)

- Enhance mobility by supporting alternate modes of transportation (pedestrian/trolley)
- Use upscale, quality materials
- Create a major economic driver for downtown revitalization
- Meet the Downtown Vision Principles as adopted by the City Council

2003 Development Agreement

- Set out specific performance standards (timing, development standards, etc.)
- City's obligations totaled \$5.35 mil. for some infrastructure and public parking
- Developer provides 300 public spaces, space for Fiesta Bowl Museum, canal improvements and maintenance, new public amphitheater, extra public art, etc.
- City also used Infill Incentive District to allow for height variance of 135'

Retail and Office

- Approx. 225,000 sq.ft. of commercial
- Some of the signed tenants include:
 - Fiesta Bowl Headquarters and museum
 - PF Chang's China Bistro
 - Eddie V's Seafood Grill
 - Sur La Table
 - Border's Books
 - Waterfront Market
 - Olive & Ivy Restaurant



Activating the Canal



Connection to Downtown



Waterfront Residences

- Two 13-story buildings with 100 luxury condos in each building
- Units will range in size from 1,100 to 5,000 sq. ft.
- Larger penthouse units on the top floors
- Prices ranging from \$400,000 up to almost \$3 million
- Sales have far exceeded expectations

Residential



Progress

Phase 1

Retail, Office, Restaurant
Complete; Newly Open



Phase I



Progress

Phase 1

Retail, Office, Restaurant
Complete and Newly Open

Phase 2

Residential Towers
Under Construction
(Completion in Spring 2007)



Phase II



Progress

Phase 1

Retail, Office, Restaurant
Complete and Newly Open

Phase 2

Residential Towers
Under Construction
(Completion in Spring 2007)

Phase 3

Hotel, Residential, Office
Under Design/Review



Catalyst for Additional Investment Along the Canal Bank



-  Under Construction
-  Completed
-  Planned/Future
-  Public



Public Access, Trail, Amenities

Questions?

- More details about the Scottsdale Waterfront or Downtown Revitalization plans, process, schedule and/or outcomes, please feel free to call:

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