

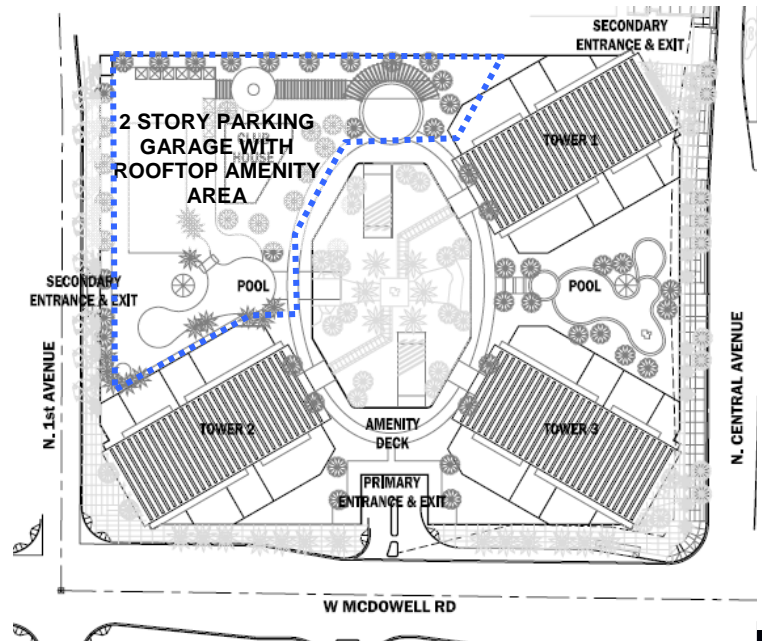
# One Phoenix

**The Developers:** Two highly respected, international Israeli-based companies with extensive experience in real estate development, Africa Israel and BSR Group, have teamed up to construct the One Phoenix project. These companies are active world-wide, with experience in everything from new neighborhood development, luxury high-rise residential buildings as well as state-of-the-art business and commercial centers. This knowledge base will be tapped to create the greatest residential development in Phoenix while strengthening both the Willo neighborhood and the Central Avenue corridor.

For additional information about the Developers and their diverse experience base, please visit Africa Israel at [www.africa-israel.com](http://www.africa-israel.com) and BSR Group at [www.BSR.co.il](http://www.BSR.co.il). For information on the architect, Kobi Karp, go to [www.kobikarp.com](http://www.kobikarp.com).

**The Site:** The project site is located at the southeastern edge of the Willo neighborhood, at the key intersection of Central Avenue and McDowell Road. This active corner is a few steps from the soon to be open Metro light rail station, providing immediate access to Downtown and the Central Area Corridor, as well as Sky Harbor Airport and Tempe. This location offers excellent freeway access, making the location ideal for busy professionals looking for a home close to everything Phoenix has to offer. Currently vacant and unutilized, this highly visible site also acts as the gateway into the Central Area Corridor; opportunity exists to provide a real visually excellent landmark for the neighborhood.

**The Vision:** The development team envisions a vibrant, uniquely Phoenix urban experience, providing the best in modern Phoenician living. In addition to a large dog park, residents will enjoy an exhaustive list of amenities that cater to modern city dwellers while project neighbors will enjoy the shopping provided by the ground level retail area. These shops will provide a new neighborhood gathering place that will complement the other businesses along McDowell Road, building on the retail renaissance of the area. Key to this vision is ensuring the vitality of the Willo Neighborhood – the final design must provide the best possible transition from the very intensive Central Corridor to this vibrant neighborhood oasis in the city.



**The Request:** In defining Phoenix living, most people will include the outdoors as a key component. For high-rise living, the open space and amenities need to relate to this important part of living in the Sonoran desert. To maximize open-space and reduce visual impacts, modern quality residential development is built upon a small floor plate design, resulting in narrow, slender buildings. These offer the advantage of intruding less upon the sky – better views and more sun & sky for neighboring properties while allowing more open space at the ground level. Older, large floor plate designs, while shorter, dominate their neighbors and often the end result is unattractive and provides fewer opportunities for good design.



Unfortunately, the existing zoning for the site is focused on the old large floor plate design. Currently, the site can be built with five towers and 1,300 residential units, or a mix of office and residential towers, subject to a 250 foot height limitation. The end result of these standards is a large, massive building with little open space and a sky dominating form. However, with City Council approval of additional height, the development team will be able to design a triad of lean, narrow towers that will actually result only 924 rather than 1,300 dwellings with no office component. To achieve the desired open space, neighborhood shopping opportunities and the highest quality in architectural design, this waiver for the height is needed; permission for up to 375 feet in height is necessary.

**The End Result.** The final project, while taller than what is currently allowed, will be of a design that complements the Willo neighborhood by providing a scaled transition; buildings along the major roadways of Central and McDowell, with parking and lower intensity uses located closest to the residential area along 1<sup>st</sup> Avenue. This will buffer and protect the single-family dwellings beyond the site while adding additional residents to the neighborhood to support a wider variety of retail than what is currently available. An additional benefit of the final design will be a more attractive, neighborhood integrated landmark in proximity to the Willo neighborhood, a place that will be a point of pride to the community. The end result will be the development of a vacant, unutilized parcel with three slender, narrow buildings reflecting the highest quality in residential design and that includes extensive amenities, such as a large dog run area, swimming pool courtyard space as well as entertaining rooms and many other features. In addition, BSR-AI intends to develop this project in a way that is environmentally responsible by incorporating LEED (Leadership in Energy and Environmental Design) green-building practices into the design and construction of this development.

**The Next Steps.** Please review the included conceptual site plan and elevations. The project team welcomes your comments and suggestions. The Willo Neighborhood Association Board has been kind enough to schedule a special meeting to discuss the proposal on September 25 at 7:00 pm at the Irish Cultural Center located at 1106 N. Central Avenue. If you have any questions, please contact Moses Eason at 602.382.6779 or meason@swlaw.com.

