

SCOTTSDALE Airpark News

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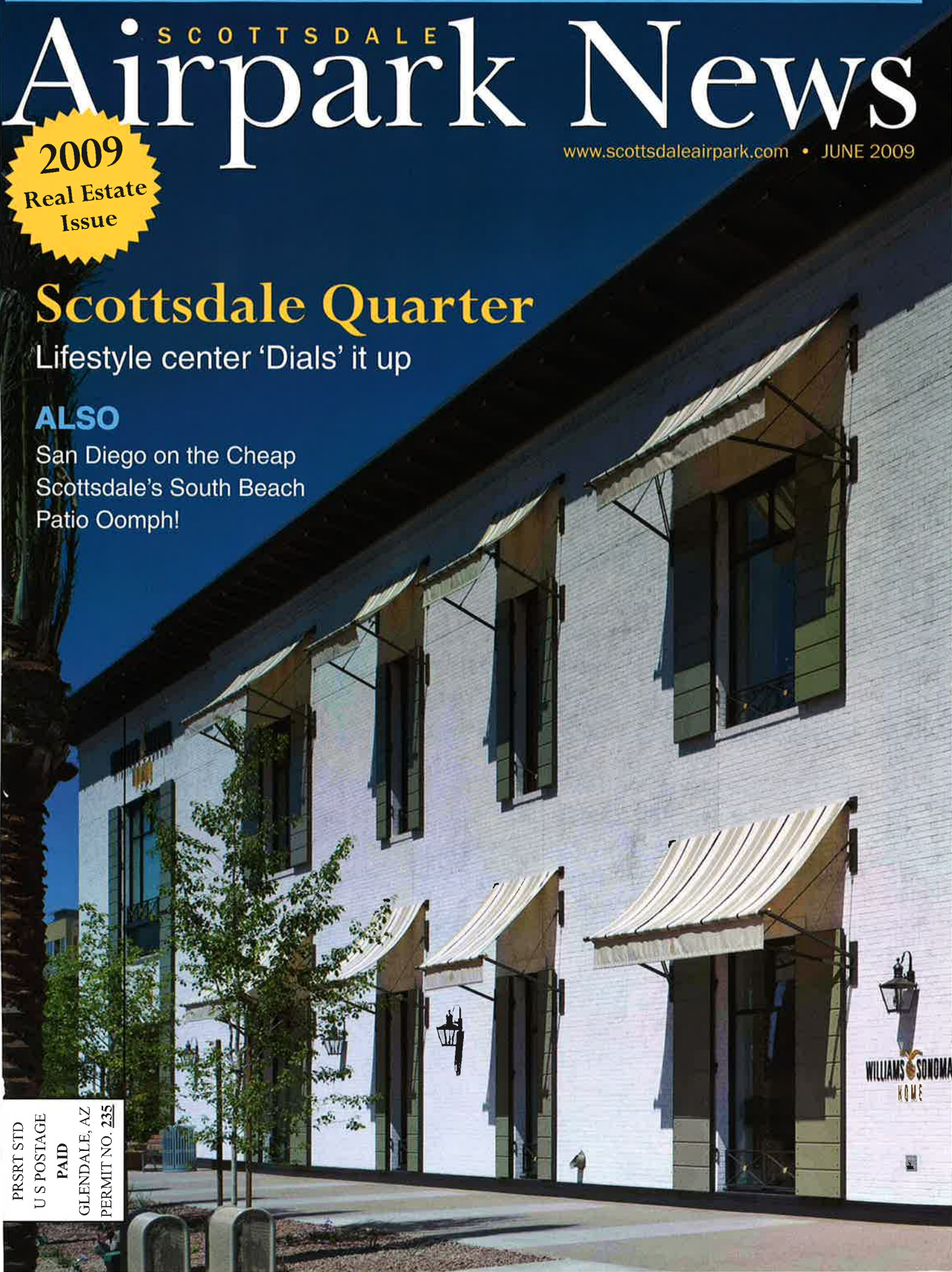
Scottsdale Quarter

Lifestyle center 'Dials' it up

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Change of Place

Scottsdale Quarter

By Kimberly Hundley



THE ECONOMY MAY have spun the Epicenter, CityNorth and One Scottsdale's retail phase into a holding pattern, but the handsome "open-air lifestyle center" across the street from Kierland Commons is moving on up: Scottsdale Quarter unveiled its first restaurant, Brio, a few weeks ago with three more tenants slated to join retail superstars West Elm and Williams-Sonoma Home before winter.

Sure, developers would have preferred to unveil more of the 28-acre Quarter project in one shiny swoop, but retailers and restaurants are shy about expanding in this financial climate, says Richard Hunt, general manager, Glimcher Realty Trust. "At the same time, we've been excited about what we've been able to do for laying a foundation for the future," he says. If that means giving prospective tenants a little leeway



to open shop in the Quarter, so be it. "As landlords, we just want to make sure it's successful for both parties, so we're willing to delay for a month or six, yeah. Being flexible is key in this environment."

The Quarter lies on the northeast corner of Scottsdale and Greenway roads, the former home of the Dial Research & Development building. Though the center directly faces Kierland, Hunt sees its successful neighbor as a synergistic partner rather than competition. "We really complement each other," he says, describing the Quarter as more entertainment-oriented with an emphasis on lounges, clubs, dining and a supper cinema.

Shopping Exclusives

Retail-selection strategy is no less important to the master plan. "We're bringing a lot of first-to-Arizona market retailers, which really distinguishes us from the competition and from the Valley in general," says Jenny Bassett, marketing director.

For example, contemporary furnishings store West Elm has a tremendous following on the Internet, but Scottsdale's bricks-and-mortar incarnation is the only one in the state. The Quarter is also the only place in Arizona to experience the opulent Williams-Sonoma showroom, two stories of decorated spaces adorned with raffia walls and

handcrafted trim.

Next up for shoppers this fall is H&M, known for "the latest fashions at the best possible prices," says Bassett. H&M has 1,700 stores worldwide, with a U.S. presence mainly along the East Coast, in California and Las Vegas. The Quarter will be the first to bring the store's constantly updated collections to Arizonans. Nike and Oakville Grocery have likewise confirmed a debut in the Quarter before next year.

Feel the Vibe

The word "energy" keeps popping up in conversations about the project's vision. If the Quarter gets it right, the energy of its shopping and lifestyle options will drive traffic back and forth between Kierland, says Hunt. Urban architecture that mixes metals, glass, stone and red rock adds to the atmosphere, as do misted walkways, exquisite public restrooms and garage murals of saguaro and agave. The quad area, scheduled to open in fall 2010, will feature 100 palm trees and a fountain with splash pad, appealing to Valley residents who prize all things lush and wet. With the completion of the second garage, patrons will have their pick of 2,400 spaces and three valet stations as well. "Shade is king," notes Hunt.

Since its May 6 opening, droves of diners have already discovered Brio Tuscan Grille, sumptuously arrayed



in draperies, porticos and gleaming woods. (Check out the \$2.95 Tuscan Tasters Bar menu, 3 p.m.-6 p.m., and 9 p.m.-close on weekdays.)

Other restaurants that have signed on the dotted line include Parc Central, a spin-off of the hip Hollywood lounge; Momenti Café, an arty coffee and sandwich venue; and downtown Scottsdale favorite StingRay.

Airpark Boost

As a mixed-use project, the Quarter includes plans for nearly 200,000 square feet of offices. Despite what experts say is

an oversaturated market, one-third of the 120,000 square feet completed in Phase I is spoken for, according to Hunt. The digs appeal to employers looking for pedestrian movement and retail and dining options, not to mention stunning views afforded by many of the second- through fourth-floor offices wrapped in glass.

In 2011, a hotel and residential component will be developed independently by The Wolff Co. and Vanguard City Home on one-third of the acreage.

Unlike Kierland, the Quarter is within the boundaries of Scottsdale, so the city will benefit from the tax revenue. It also sits smack within the Airpark “proper.” Jim Keeley, founding partner of Colliers International Scottsdale, applauds the project. “It’s a fabulous new investment in the Airpark,” he says. “It’s a mixed-use plan, which the Airpark has been growing toward for some years now. And I would say, as famous as Kierland is, this will add to the mystique and they will both benefit from each other.”

Hunt, too, is optimistic about the Quarter’s impact on the Airpark business community. “A normal retail location pulls people from a 5- to 10-mile radius, but we’ll be attracting people from a lot further—from the East Valley and all over—who might not be familiar with the Airpark. We’re hoping to boost the whole area in general, not just our location.” ■