



**WESTMARC**

**2020**

# ROAD TO PROSPERITY

**WESTMARC and regional leaders help West Valley  
evolve into an economic powerhouse**

*Photo by Dicklyon*



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# GROWTH

**Over the last decade, the West Valley has created an environment of diverse industries and built the talented workforce they need**

By ERIN THORBURN

**R**emember the lyrics from Janet Jackson's "Love Would Never Do (Without You)?"

"They said it wouldn't last. We had to prove them wrong ... There's no easy explanation for it. But whenever there's a problem, we always work it out somehow."

If the West Valley could sing, she would likely select this tune (and maybe sing the praises of regional economic developers, too).

After all, not everyone may have anticipated the kind of growth the West Valley has experienced — currently with upwards of 1.6 million residents, a population that is projected to rise to 2,094,824 by 2030.

And, unlike the lyric about "no easy explanation for it," there is.

WESTMARC has teamed up with city economic development leaders, organizations, educators, local businesses and community advocates to collectively commit to aggressively and comprehensively branding the West Valley's strengths. Even during times of economic stress and strife, they still manage to work it out.

## **Preparing for the sprint and marathon**

"Dealing with the economy is a team effort, not an individual sport," says Vic Narusis, senior vice president of business attraction at the Arizona Commerce Authority. "Not only is our current pipeline growing, but we're also continuing to bring new businesses into the West Valley."

The new businesses Narusis speaks of join the existing and expanding



# MODE

West Valley industries of healthcare, aerospace, financial services, advanced manufacturing, information technology, startups, and more.

Adding to the exponential growth and diversity of industries in the West Valley has been the arrival of unique entertainment and recreational opportunities, paired with luxury housing and highly rated K-12 and post-secondary education options.

“The interesting thing about the West Valley,” says Jeanine Jerkovic, economic development director for the City of Surprise, “is that we don’t have a fixed idea about what our industry growth will be, and there is tremendous power in that. We are not locked into showcasing one particular sector. We need great jobs and if a company is innovative and scalable, keeping that openness about us makes us a great host.”

Jerkovic has witnessed this first-hand in Suprise’s AZ TechCelerator, a 66,000-square-foot business incubator she helped create for innovative startups and entrepreneurs.

The TechCelerator is a microcosm of West Valley business diversity and ingenuity.

A mere sampling of occupants includes a nonprofit cybersecurity training company (Cyber Warfare Range); a company specializing in early-stage epilepsy detection (Korwave); and HealthBotsLab,

which helps encourage independent living for seniors, disabled individuals and injured veterans by equipping them with smart machines equipped with artificial intelligence.

## Globetrotting

While many of TechCelerator’s occupants are local, there are plenty of opportunities to not only attract scalable out-of-state businesses, but also global interest as well.

“After helping one of our international companies, we applied for and became the only certified soft-landing program in the state of Arizona (two years ago),” Jerkovich says. “We are one of just 31 organizations worldwide.”



**Randy Gibb**



**Sintra Hoffman**



**Jeanine Jerkovic**



**Vic Narusis**



**Frederick  
Van Den Abbeel**

The soft landing program helps international firms, as well as domestic companies headquartered outside the region, quickly adapt and connect with the local business community.

TechCelerator's MagQu, a company developing highly-sensitive, blood-based assays for the early detection of Alzheimer's and Parkinson's diseases, came to Surprise by way of Taiwan.

And, AZ TechCelerator is not alone in attracting new and innovative businesses from surprising places. Strategically located at 27th Avenue and Camelback Road, near Interstate-17, Canyon Ventures, a collaborative partnership of angel investors Canyon Angels and Grand Canyon University, is another burgeoning West Valley startup hub.

Canyon Ventures currently serves as home to 32 startups, including companies in red-hot industries such as MedTech, EdTech, FinTech, e-Transport, construction technology, and SaaS (software as a service). And, collectively, these startups employ nearly 100 Grand Canyon University students and recent graduates.

"Grand Canyon University and Canyon Ventures have strong relationships with a global network of partners who refer us to some of the most promising and exciting tech startups from around the world," explains Randy Gibb, dean of the Colangelo College of Business at Grand Canyon University.

Among its international residents are SignAll, a Hungarian startup

responsible for creating "the SignAll system," which uses leading-edge technology that translates and teaches American Sign Language.

Also in residence is ZorroSign, which based in Dubai, and was referred by Hank Marshall, economic development officer for the City of Phoenix, according to Gibb.

"When ZorroSign decided to move to the United States, they did an extensive search in California, the East Coast and other major cities, but ultimately selected Phoenix," Gibb says.

And closer to home, Canyon Ventures' first virtual startup in the incubation community is AlexMath, based out of Coronado, Calif., which is an educational technology company.

"We have and continue to invest in a workforce strategy that focuses on professional and tech-based companies," says Sintra Hoffman, president and CEO of WESTMARC.

And, as evidenced by Canyon Venture's first virtual startup, more and more companies and employees — those in California as a prime example — are seeking a home where like-minded tech hubs are planted. But, that's not the only reason they're coming to the West Valley.

"Two-thirds of remote workers are willing to leave the Bay Area for a more affordable place to live," says Frederick Van Den Abbeel, vice president of attraction at the Arizona Commerce Authority. "The West Valley is a lifestyle play for future business owners and entrepreneurs."

## Supplying the pipeline

While businesses and companies are successfully pulled into the tractor beam of the West Valley's plentiful offerings, the cities, educational organizations and communities who have arduously worked to get them here, don't stop there.

To help ensure the pipeline of talent remains strong and ready to fill the needs of these varied industries, there is a shared commitment to keep local graduates rooted.

Canyon Ventures helps foster this endeavor by making it a requirement for their companies in residence to hire GCU students as a condition of acceptance.

"Students work as W-2 or 1099 staff of the individual startups," Gibb says. "Canyon Ventures vets companies seeking space and mentors the businesses once set up in the center because the startup must be in revenue or have some funding source in order to hire students.

"The startup's success is critical to continuing to hire more students," he adds. "Startups have limited resources and must hire the right person with the right skills, so competition for these jobs is tough. With more and more companies joining Canyon Ventures, more students are able to be hired and, in turn, graduate with real-world experience."

"It's important now more than ever to train a talented workforce even more rapidly," Jerkovich says, "That's why the West Valley is so important. We are growing in development and people." **AB**



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## Recent economic development wins for the West Valley

In a year packed with significant economic development successes for the West Valley across a variety of industries, here are some of the game-changers that WESTMARC helped the region lock down last year:

### ADVANCE BUSINESS SERVICES

**Farmers Insurance:** In 2019, the company announced a 150,000-square-foot expansion at its operations center off I-17 and Happy Valley Road and will add more than 900 new jobs before 2023.

### AEROSPACE AND DEFENSE

**Parker Fasteners:** The company bought a Buckeye facility that will serve as its headquarters and manufacturing facility for fasteners used in aerospace, automotive, industrial, military and commercial applications.

### HEALTHCARE

**AKOS Medical Group:** Akos which debuted AI-powered, virtual medical clinics, is moving into a new, state-of-the-art medical office building campus in Avondale.

**Iora Health:** With 15 primary care practices in the East and West Valleys, Iora Health's latest Arizona practice opened in Avondale in 2019.

### MANUFACTURING AND LOGISTICS

**Ball Corporation and Red Bull:** Longtime partners Ball Corporation, Raich Fruit Juices and Red Bull announced a 700,000-square-foot distribution center expansion in Glendale. Construction began in early 2020 and the facility is expected to be operational in 2021.

**Daimler Trucks North America:** In 2019, the company opened its 10th parts distribution center in Goodyear. The 268,000 square-foot facility stocks more than 10,000 parts and serves over 130 DTNA dealers in the Southwest region.

**fairlife:** The company is building a new 300,000-square-foot production and distribution facility in Goodyear. The more than \$200-million plant will create more than 140 jobs and is slated to begin operations in late 2020.

**Taronis Fuels:** Taronis Fuels, a clean technology company and a worldwide producer of renewable fuel products, announced it will be locating its corporate headquarters and advanced manufacturing operations in Peoria, creating up to 500 new jobs.

**XPO Logistics:** The transportation and contract logistics company with facilities along the red-hot Loop 303 corridor is the 7th best-performing stock of the last decade on the Fortune 500.

### TECHNOLOGY

**Compass Datacenters:** The company has chosen to build its newest campus on 225 acres of land at the northwest corner of Bullard Avenue and Yuma Road in Goodyear, with future phases to include six additional data centers.

**Microsoft:** The technology giant announced in 2019 that it planned to construct three new "world-class" data center campuses in El Mirage and Goodyear and will be fully powered by renewable energy sources.

**Stack Infrastructure:** In June, the company announced plans to expand its North American footprint with a new 79-acre site in Avondale, which will add one million square feet of data center space.

**Stream Data Centers:** The company acquired a 418,000-square-foot facility on 157 acres of land in Goodyear, where it will establish a data center campus for hyperscale and enterprise customers.

**Vantage Data Centers:** The leading provider of wholesale data centers in North America chose Goodyear to build a 50-acre, mega-scale data center campus.

## WEST VALLEY'S HOT CORRIDORS

### Loop 101

**Planned uses:** Office employment, entertainment, retail

**Hot properties:** Desert Diamond Casino, Westgate Entertainment District, Topgolf, Park West

### Loop 202

**Planned uses:** Advanced manufacturing, future employment corridor

### Loop 303

**Planned uses:** Industrial, advanced manufacturing, distribution, retail, manufacturing, logistics

**Hot properties:** Ball Metal Beverage Container Corporation, Red Bull, Arizona Isotopes Corp., Daimler Trucks North America, XPO Logistics serving Boeing, SubZero, REI, Dicks Sporting Goods, 83 Marketplace, Prasada, Auto Show

### Interstate-10

**Planned uses:** Retail, healthcare, technology, industrial

**Hot properties:** Microsoft, Vantage, Compass, Stream, Cancer Treatment Centers of America, Abrazo West Campus, Adelante Healthcare, IMS, AKOS Medical Group, Iora Health, Copper Springs Hospital, IMS

### Interstate-17

**Planned uses:** Education, advance business services, financial services, industrial, retail

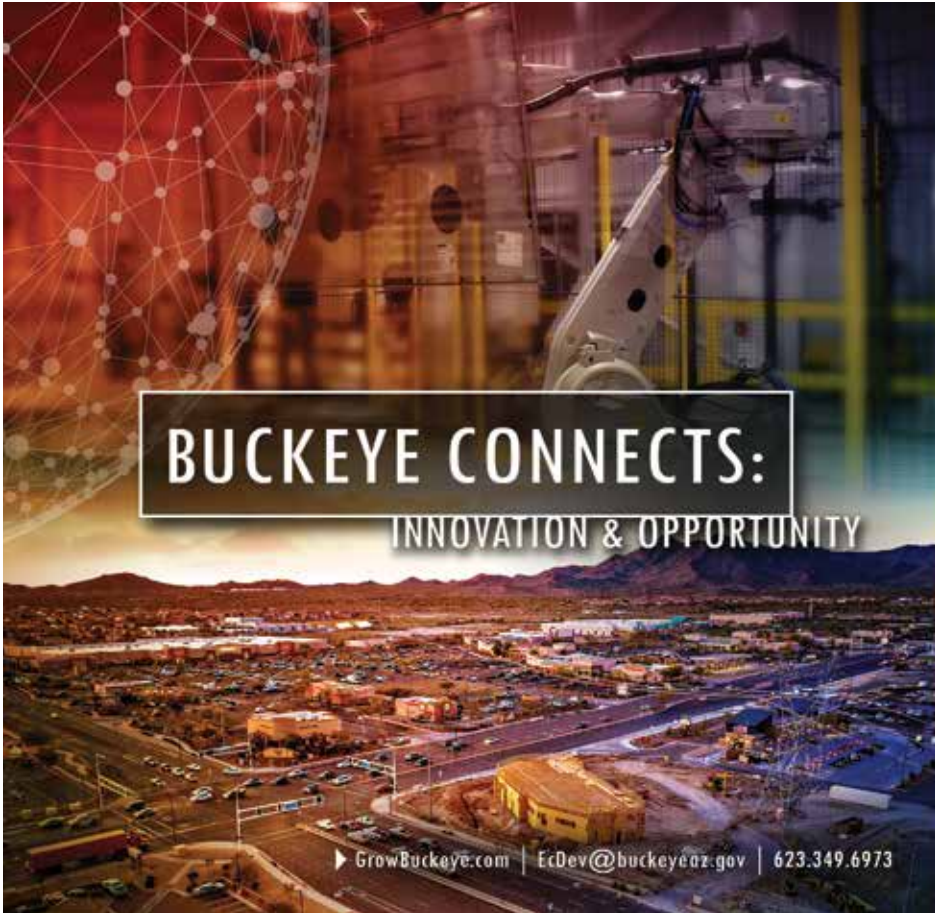
**Hot properties:** Farmers Insurance

### State Route 85

**Planned uses:** Industrial, gateway to Mexico trade opportunities, aerospace and defense

**Hot properties:** Parker Fasteners





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# BEST IN CLASS

**West Valley K-12 and post-secondary partnerships are prepared to meet the growing demands of current and new industry workforce needs**

By ERIN THORBURN

**T**ogether, James Watson and Francis Crick discovered the existence of the DNA double helix. Steve Jobs, Ed Catmull and John Lasseter catapulted Pixar into the powerhouse it is today. John Lennon and Paul McCartney brought us the Beatles. Partnerships encourage progress. Collaboration cultivates creativity. Great events, discoveries, and accomplishments are made when great minds mesh — this is the modus operandi of West Valley educators — and it shows.

As one of the fastest-growing regions in the nation, the West Valley has changed drastically over the past two decades, as has the educational landscape (both locally and nationally). With increasing

and constantly evolving demands placed on school districts, educators, parents, and communities, collaboration has become increasingly important.

West Valley educational leaders, community organizations and various industries and businesses have created a symbiotic infrastructure that starts with K-12 institutions and carries through to post-secondary and CTE programs. This collaborative pipeline continues to produce the talented workers needed to support the West Valley's rapidly expanding economy, while creating endless opportunities for local students and ensuring that area industry needs will be supplied with homegrown and highly skilled talent.





### Homegrown health talent, here to stay

The old narrative of, “Why choose the West Valley,” is gone. With 11 different K-12 school districts, many of which contain A-plus rated schools and nationally-recognized charter schools; upwards of 25 post-secondary education options; combined with increasing employment opportunities and an enriched quality of life; the narrative is now, “Why not choose the West Valley?”

“At Arizona College of Osteopathic Medicine (AZCOM), we have found that if a student from Arizona completes his

or her osteopathic medical training at Arizona College of Osteopathic Medicine and enters a residency in Arizona, there is a 97 percent likelihood that student will remain in Arizona to practice,” says Lori A. Kemper, dean Midwestern University’s Arizona College of Osteopathic Medicine. “Why not let that pipeline remain in the West Valley?”

And again, partnerships are part of what fuel the pipeline and change dated perceptions of the West Valley — something which Kemper knows well, as exemplified by Midwestern University’s

partnership with neighboring Abrazo Arrowhead Hospital.

“Students have been training at Arrowhead Hospital since the late 1990s,” Kemper says. “Additionally, we have many adjunct faculty who primarily practice there. As a result of some of our graduates ultimately practicing with Sound Physicians and other medical groups at Abrazo West, we have also developed clerkships in collaboration with Abrazo West Campus.”

In 2015, the Accreditation Council for Graduate Medical Education (ACGME) and the American Osteopathic Association (AOA) began to join all residencies under an ACGME single-accreditation system, an agreement that finally came to fruition this year, according to Kemper.

“About that same time, Abrazo, under the leadership of Bill Ellert, MD, really began moving forward in its due diligence to create a multi-year plan for new graduate medical education (residency) development,” Kemper adds.

This collaborative effort to churn out more talent in the healthcare sector

## BY THE NUMBERS

Here is a look at the educational attainment of West Valley residents:

**269,394**  
High school graduate  
or equal

**335,508**  
Some college or  
associate’s degree

**202,763**  
Bachelor’s degree  
or higher





**Greg Donovan**



**Lori A. Kemper**



**Maria Lacal**



**Paula Livingston**

*“The programs that have already been established and those that are continuing to be developed through this strong partnership are creating the workforce of the future and helping to build a stronger economy for the long-term,” — Maria Lacal*

is crucial, as this market continues to grow exponentially. Turn your attention to Goodyear, as an example, with The Goodyear Medical Innovation Corridor housing 200 medical-related businesses, including Abrazo West, Banner Health, Cancer Treatment Centers of America, Integrated Medical Service, Phoenix Spine Surgery Center, and many more.

“Healthcare, in general, is an essential service, whether it be delivered by physicians, graduating from the residency programs that Abrazo has to offer, or receiving care from pharmacists, podiatrists, physician assistants, physical therapists and occupational therapists training at Abrazo hospitals,” Kemper says.

### **Stewards of energy and talent**

“About seven or eight years ago Randy Edington, former chief nuclear officer of Palo Verde Generating Station, approached West-MEC about partnering with Estrella Mountain Community College and its energy program to start promoting the energy industry to an even younger group of students and better fill the energy pipeline of future employees,” explains Greg Donovan, superintendent of West-MEC.

Donovan went on to describe that the conversation around “real partnerships,” that would be truly committed and ongoing, with on-site and continuous

support and involvement by each partner.

“From there, the energy program was designed,” Donovan says, “built and implemented at West-MEC’s Southwest Campus, where each of the partners has a permanent presence and ongoing commitment to that industry.”

This hands-on collaboration has enabled students and industry professionals to interact on a regular basis, allowing students to see that industry professionals never cease to continue their education.

“The partnership between APS, West-MEC and EMCC has been a fantastic example of how we are preparing a strong pipeline of workers in support of the needs of our local businesses and communities,” says Maria Lacal, executive vice president and chief nuclear officer at APS’ Palo Verde Generating Station.

“The programs that have already been established and those that are continuing to be developed through this strong partnership are creating the workforce of the future and helping to build a stronger economy for the long-term,” Lacal adds.

In addition to feeding the pipeline and talent within the West Valley’s energy sector, this particular partnership also serves as a valuable template for other education-industry mashups.

“Another great component of the partnership,” says Paula Livingston, dean

of Estrella Mountain Community College, “is that Palo Verde donated equipment to the program.”

A donation, that according to Livingston, provides students with hands-on, real-time exposure to a decommissioned flow loop.

“Educational institutions are typically scraping for funding and resources, making it that much more difficult to fulfill equipment-related needs,” Livingston says. “To have a partner willing to provide this type of equipment is invaluable in establishing these kinds of partnerships.

And, because the programs yielded by these partnerships are offered in conjunction with Estrella Mountain Community College, high school students are co-enrolled and acquire up to one year of college credits as they complete their last two years of high school. Upon graduation, students can complete an additional year of college for an associate’s degree, or enter a four-year college program at the sophomore level.

Additionally, students involved with high school Career and technical education (CTE) programs have a much higher graduation rate than the average graduation rate in Arizona from a regular high school program. In fact, since the program began in the fall of 2016, all





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**RECORD ENROLLMENT:** Last school year, Ottawa University-Arizona (OUAZ) celebrated its largest student enrollment levels since opening its West Valley residential campus in fall 2017. The Surprise residential campus welcomed 819 graduate and undergraduate students for the fall 2019 semester, which is a 33-percent increase over the prior year, while the university's adult campus enrollment in Phoenix grew to 934 students, which marks a 25-percent increase over the prior year.

enrolled students have stayed in the program and graduated from high school.

### Onward and outward

As the West Valley continues to expand, so will the needs of its growing industries. To meet the anticipated employment demands and skills in areas such as healthcare, energy, technology and advanced manufacturing, partnerships continue to evolve and the West Valley education sector is poised to produce the talent.

"The growth ahead puts us in a wonderful position to see what's coming," Livingston says. "And, it's much easier to prepare than to retrofit after the fact. We are getting more industries interested in partnerships as economic development offices bring in more business."

"We have open land, good weather, and can provide energy and service that reach globally, as well as just locally," Donovan adds. "With the West Valley pro-business and pro-growth attitudes, it is ripe for all industry, but especially energy and the entire skilled workforce gamut. The West Valley is smart-growth and pro-growth, while keeping an eye on water and energy consumption for the future. Together, the future in the West Valley is bright." **AB**

## WEST VALLEY ADVANCED EDUCATIONAL INSTITUTIONS

### ◀ PUBLIC

- ↗ ASU West Campus
- ↗ NAU at Glendale
- ↗ NAU at Estrella Mountain
- ↗ NAU at North Valley
- ↗ Thunderbird School of Global Management

### ◀ COMMUNITY COLLEGES

- ↗ Buckeye Education Center
- ↗ Estrella Mountain Community College
- ↗ Glendale Community College
- ↗ Rio Salado Community College

### ◀ CTE/JTED

- ↗ West-MEC (Central Campus, Northeast Campus, Southwest Campus, Northwest Campus, Diesel Campus, Start@WEST-MEC)

### ◀ PRIVATE

- ↗ Arizona Automotive Institute
- ↗ Arizona College
- ↗ DeVry University
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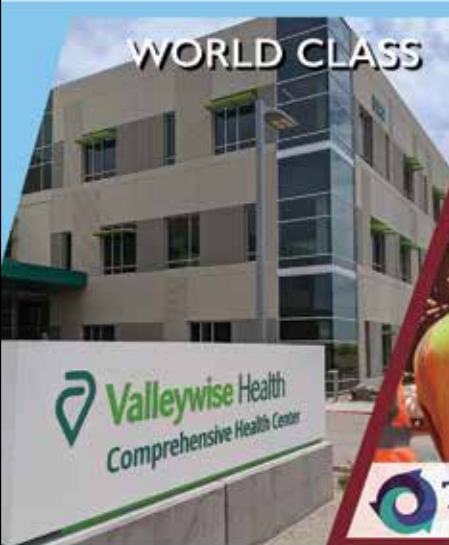


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# GREAT OFFICE VIEWS

**WESTMARC forum has developers buzzing about adding Class A office space in the West Valley**

By ERIN THORBURN

**D**espite the challenges and uncertainties ahead, West Valley economic leaders retain optimism for the future, by looking back in the past. Developers and West Valley city leaders gathered for the Class-A Office Forum sponsored by WESTMARC, Globe Corporation, John F. Long Properties, CBRE and LBA Realty.

The forum, met with collective positive feedback and increased interest, offered a unique platform for investors, developers, and participating West Valley cities.

“It provided a venue to tell a story that not many people may know,” said Ken Chapa, economic development director for the City of Avondale. “In the past, it was easy for investors to ignore that there was anything west of 75th Ave. It can’t be ignored any longer, especially when you see the data and the demographics. The Class-A Office Forum provides compelling real data and opportunities for development.”

In addition to Avondale, representatives from Goodyear, Phoenix and Surprise were also in attendance. During the forum, each city was granted a pitch session to

highlight their combined benefits and ready-made Class-A office opportunities.

“For us, it’s about continuing to develop our value proposition and communicating it effectively to investors and end-users,” Chapa said. “The worst compliment you can pay an economic development professional is that their community is a ‘Best kept secret.’”

## **West Valley buzz**

The buzz following the forum has been and continues to be, that not only is West Valley Class-A office space availability no longer a secret, the perks that come with it are more clear than ever. As part of a CBRE report delivered by Cathy Teeter, CBRE director of Advisory and Transaction Services for Phoenix, several heat maps displayed robust skilled employment density pools within the West Valley.

Trained and experienced office employees are ready and waiting.

And, best of all, the talent saturated in the West Valley (such as those with technology skills and back-office operations) is embedded along the

commute sheds of the 10, 101, 303, 202 and 17 interstates and highways.

“I truly believe when you look at market entry you have to assess both data and information,” said Stephanie Fogelson, vice president of project development for Venn Construction. “When the brokers and developers began to read the data, they were impressed and paused to say ‘hmm.’ That pause in assessment is a great first step but it won’t move the needle; we need to then bring the information of how great these communities are to overlay it with the data.”

And each city did exactly that, expanding on the areas of quality of life, entertainment and recreation opportunities, job availability and more.

In vetting the West Valley’s various assets, the success of existing office spec space was also highlighted including the fact that 67 percent of spec space since 2018 has been leased.

## **Dynamic demographics**

“The employment and demographic data speaks for itself now, and spec office is definitely an area of interest given the





West Valley growth. There's a growing belief among investors, developers and brokers that corporate employers can be pulled out of Scottsdale, Tempe and the East Valley," said Michael J. Olsen, chief financial officer for Globe Corporation and co-chair of WESTMARC's Class-A Office subcommittee. "This interest in other Class-A office alternatives has been exacerbated by the escalating office rents and traffic in those competing markets. We have a significant investment in Goodyear and have structured a great public/private partnership with the City of Goodyear on the Civic Square at Estrella Falls (Phase one completion scheduled for June 2022). Having the City's commitment to a 125,000 square-foot Class-A city hall and state-of-the-art public library, with a two-acre civic park providing a significant sense of arrival, it was easy to conclude that it's time for Class-A office in the West Valley."

In the short time following the forum, participating cities and WESTMARC received rave reviews, mixed with interest in potential new Class-A office additions. Those who didn't have an opportunity to

attend the last forum are lining up for the next event.

"It was the setup and the way West Valley Communities work together that made the forum a success," Chapa said. "Economic development is a contact sport and it can get pretty competitive between communities. The West Valley, however, is unlike most other regions—yes we compete for projects against each other, but there is a strong camaraderie as well. That comes through in these types of forums."

"This was a rapid-fire way to get the data out in front, share the information of these communities' quality of life, schools, amenities, housing and most importantly, the workforce that will drive the HR departments of the users to fuel their business," Fogelson added. "The cities truly delivered and the packed house of brokers and developers heard a very new message: the West Valley is no longer a sleepy little town, it is jam-packed with a quality workforce who would more than welcome working much closer to their half-a-million-dollar homes." **AB**



**Ken Chapa**



**Stephanie Fogelson**



**Michael J. Olsen**



**Cathy Teeter**



# LEVERAGING LUXURY

The increasing household incomes of West Valley residents drive demand for luxury, vibrant, and experiential residential options

By ERIN THORBURN

**W**ith the West Valley’s population anticipated to increase 40 percent by 2030, it’s time for more housing.

But it’s not simply the growth in the West Valley that has caught the eye and interest of residential real estate developers. With a solid and talented workforce, tremendous entertainment options, recreation opportunities, and splendid quality of life — think big-city opportunities meet small-town charm — there is more to attract home buyers to the West Valley than ever.

### What kind of residential homes?

Obviously, the need for residential housing expansion is clear — but what are buyers looking for? Economic developers and residential developers have keenly identified the answer. With an average household income of about \$65,000 (and likely rising over the next decade), more and more homebuyers are looking for luxury, dynamic and experiential, residential communities.

“There’s a ‘quiet wealth’ in the West Valley,” says Sintra Hoffman, president and

CEO of WESTMARC. “Almost every city is home to luxury housing communities. This is very different from 15 years ago, when West Valley leaders were trying to attract high-end home builders. Back then, they claimed the West Valley lacked the market for the luxury product. Those days have definitely changed.”

“We saw an expansive community where families had plenty of room to run, play and congregate for generations,” says John Bradley, president of Brookfield Properties Development Arizona.

The community for which Bradley refers is Alamar, an elegant and vibrant community, comprised of 3,500-plus homes spread across 1,127 acres in Avondale.

In close proximity to high-quality and highly rated K-12 schools, a regional park, and easy access to nearby I-10, South Loop 202 and the future SR 30, Alamar is the perfect example of what makes the West Valley positioned for unique and accessible housing opportunities.

“As a bonus, the views of the nearby Sierra Estrella Mountains are beautiful and provide hiking and recreational

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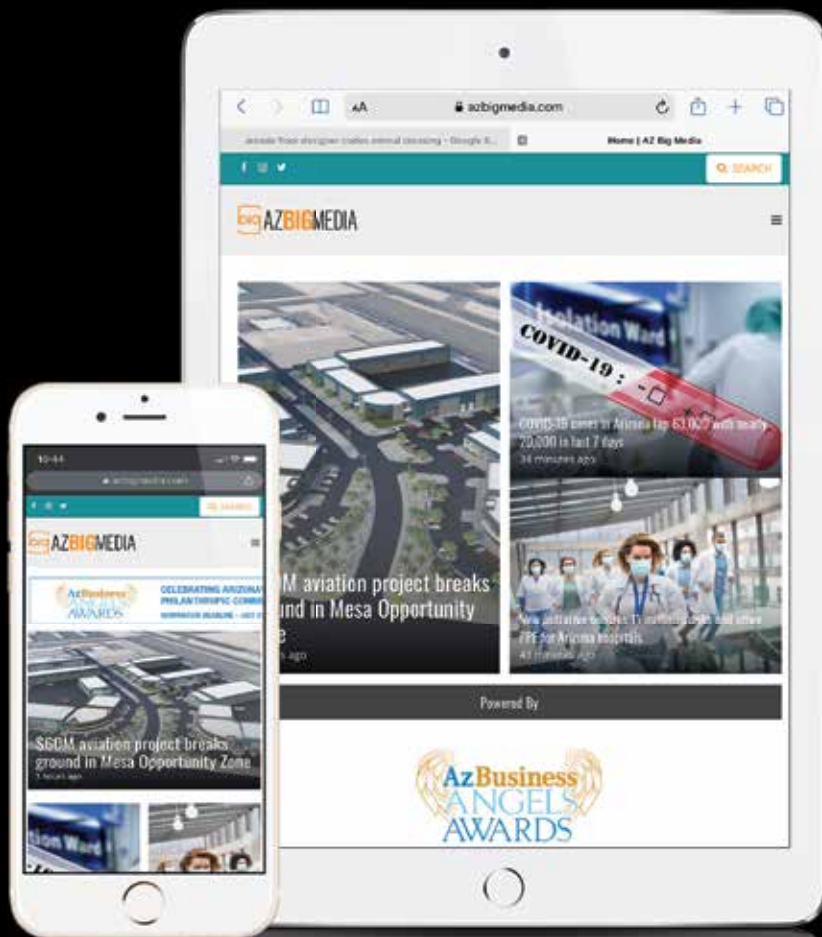
**HIGH-END HOUSING:** In January, Toll Brothers unveiled Phase One of Sterling Grove, a luxury 780-acre master-planned neighborhood west of Loop 303 in Surprise. (Provided photo)





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**RIISING IN THE WEST:** Verrado's neighborhoods in Buckeye are known for beautiful homes, shady tree-lined streets, ample front porches, and residents of all ages. (Provided photo)

opportunities that tie into our vision for healthy outdoor living,” Bradley adds.

**Housing history repeating and improving**

“The same team which introduced Eastmark to the East Valley, crafting it into Arizona’s best-selling community five years in a row, is also behind Alamar,” Bradley says. “Like Eastmark, Alamar is designed to raise the bar for master-planned communities and provide families with not only the best in modern home designs, but everything they find important in today’s new concepts of connected living.”

Master-planned luxury housing has historically flourished in the West Valley. Verrado, and sister development Victory, alongside Estrella Mountain Ranch and Vistancia, have remained lucrative residential hot spots. Housing in these communities starts in the upper \$300,000 range, with Vistancia closer to mid \$400,000 — a reinforcement of the rising average household income of buyers and

their desire for more upscale living and amenities.

“Many C-suite and high-wealth individuals live in the West Valley,” Hoffman says, “and, it’s great to see that luxury home builders are responding to this wealth and housing demand. Many communities in the West Valley are home to average-household income exceeding \$80,000 to \$100,000.”

And, when it comes to amenities, both the existing and new residential master plans are more than willing to deliver.

Sterling Grove, an age-qualified Toll Brothers 780-acre master-planned neighborhood, west of Loop 303 in Surprise, offers homeowners access to a private country club and 18-hole Jack Nicklaus-designed golf course. The one- and two-story homes range from approximately 1,500 square feet to upwards of 4,000 square feet, with 31 designs from which to choose. Starting prices span from the mid-\$300,000s to the mid-\$600,000s.



**John Bradley**



**Sintra Hoffman**

While many luxury-housing options have built-in golf courses, swim parks, dining options, and more, they are also in close proximity to retail, entertainment, recreation, and a robust transportation system. From Westgate and Arrowhead to the IMS Raceway and Gila River Arena, and from the White Tank and Estrella mountains and beyond, home for West Valley residents is where the heart and happenings are. **AB**



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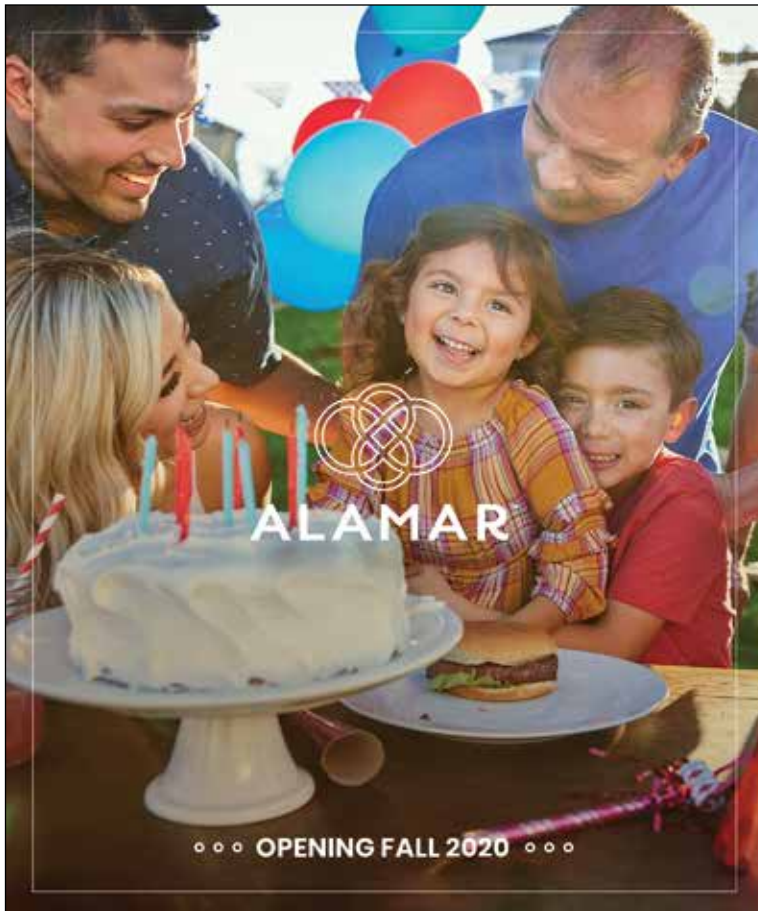


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