

Developer updates complex plans

By **BRUCE ELLISON**

Staff writer *News Sun* 6/1/6

SUN CITY WEST — An Albuquerque company plans to build a 96-unit, three-story assisted living complex at the intersection of 138th Avenue and Sandridge Drive.

The 3-acre site, directly across from the PORA offices, stretches from the 138th Avenue wall to the post office.

Jerry C. Meyer, president of SunBridge Assisted Living Residences, said the planned Sun City West facility likely would be the first in a new chain of such operations. Others are in the planning stages in Atlanta, Denver and elsewhere, another SunBridge official said.

Sun Healthcare Inc. is the parent of SunBridge. Despite its name, Sun Healthcare, based in Albuquerque, has no connection with Sun Health Corp. of Sun City and its local operations, which include Boswell and Del E. Webb Memorial hospitals.

Meyer; Denny Ryerson, president of The Ryerson Co.; and Martin Fenton of Cypress Retirement Centers, showed off the plans to about 20 residents whose homes are near the planned development during a meeting in the Property Owners and Residents Association offices.

The assisted living complex will be part of a larger development previously announced by Ryerson, to include a 240-unit independent living rental complex of four 60-unit four-story buildings, and a nursing home.

The entire development wraps around the post office.

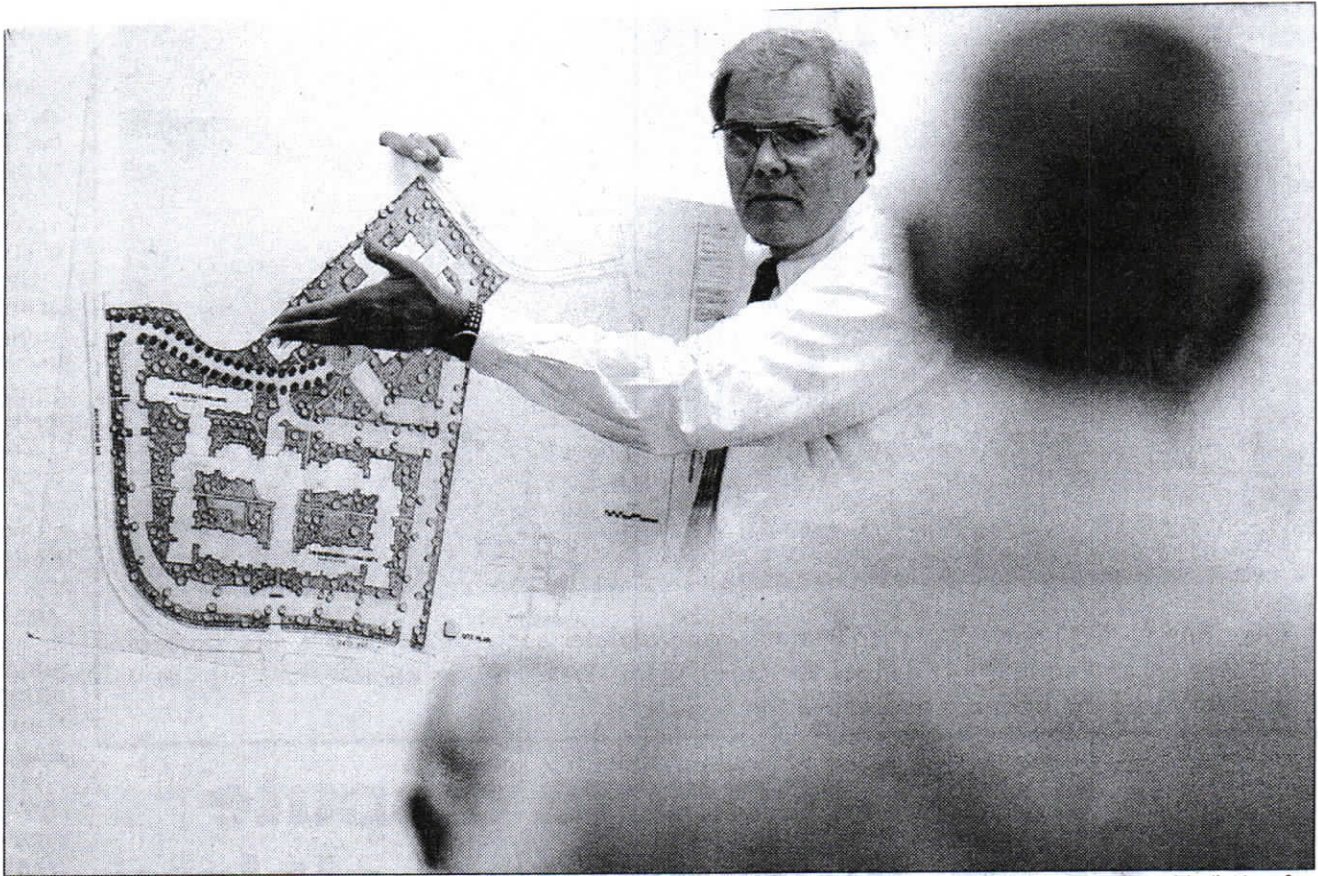
Ryerson said the nursing home will be built instead of the 40 or so "cottage apartments" he originally planned on part of a 17-acre site that McDonnell Douglas Realty Corp. bought last July.

McDonnell Douglas and Ryerson are working together on the complex.

Ryerson said his project was about two to three years away, but Meyers of SunBridge indicated that groundbreaking on his assisted living center could come before year end.

Fenton said his company, Cypress Retirement, would be the developer of the SunBridge assisted-living home. After it is completed and in operation, SunBridge would own it. Cypress has developed two similar projects in Mesa, Fenton said.

While the plans drew generally supportive comments from the residents, a few were worried about how the complex might affect their homes. A resident who lives at 18861 N. 138th Ave., just



Steve Cherek/Daily News-Sun

Developer Denny Ryerson answers a question for Sun City West resident Don Covert at a meeting Thursday.

across from the SunBridge complex, fretted that she never knew about plans for such a huge complex when she bought her home, one of the casitas that Webb built in the downtown core area starting two years ago.

But other residents in the audience said they were familiar with the plans, and Ryerson said all his plans, including the heights, uses and the entrances, had gone through public hearings with Maricopa County planning and zoning authorities.

The residential zoning on the SunBridge site allows for assisted living, Fenton said, though a special use permit will be needed.

Fenton put the cost of the SunBridge complex at about \$8 million. He indicated that the complex might rent for \$2,500 a month per unit.

Ryerson said there were no plans to negotiate with the Recreation Centers of Sun City West for resident use of recreation center facilities. The residents would be unlikely to want or need

centers access, he said.

All three men stressed that SunBridge's project would be a high-quality operation, well-screened from adjacent homes, quiet, clean and well-maintained.

Meyer said Sun Healthcare operates 132 nursing homes in the United States and abroad, as well as sub-acute care centers, rehabilitation medicine centers and 11 institutional pharmacies. It is listed on the New York Stock Exchange and had revenue last year of about \$1 billion.

Plans for the health-care campus originated three years ago with Sun City West residents, Ryerson told the group. When Webb reacquired the commercial core from its previous owner, and planned to convert it all to homes, some residents organized to be sure that adequate provision was made in the community for such rental units providing independent living and assisted living.

The Ryerson project was the result, he said.

Builder changes plan for SC West property

Staff report News Sun 4/29/7 1997

The Ryerson Company has abandoned plans to build a 100-unit upscale condominium complex on 8.6 acres it controls next to the Sundome in Sun City West.

Instead, Denny Ryerson said last week, the company now expects to build a 180-unit four-story rental retirement complex similar to the Heritage Palmeras project in Sun City that held its grand opening Friday.

Ryerson said the company already had secured the necessary zoning changes from Maricopa County to allow for the additional units on the site, which includes the dirt mound that overlooks Hillcrest Golf Course.

In September 1995, McDonnell Douglas Realty Co. bought the land and made it available to Ryerson. McDonnell Douglas has become the financial partner in several Ryerson projects, including Heritage Pal-

meras and the projected 288-unit congregate living community Ryerson plans to build on about 16 acres McDonnell also owns near the post office.

Denny Ryerson said the company "is studying" which of the two Sun City West projects it will construct first, and plans to reach a decision within about 60 days.

Including the Sun City project, the three Ryerson developments could represent an investment of about \$100 million.

Ryerson's original project for the Sundome site called for 90 condominium units, layered over three stories in a kind of V-shape intended to give each unit owner a view of the course — a view Sun City West creator Del Webb Corp. often used in advertising the community.

A 10-unit luxury home complex was at the bottom of the hill, abutting the golf course.

► See 3 story, A5

3-story complex to house 96 units

■ From A1 News Sun 4/29/7

Ryerson had made tentative arrangements with the Recreation Centers of Sun City West for owners to become centers members and have the privilege of using centers facilities.

Underground parking also was included in the original plan.

The 8.6 acres Ryerson controls do not reach all the way down the hill to R.H. Johnson Boulevard. Land fronting Johnson still is owned by Webb.

Meantime, an Albuquerque company, SunBridge Assisted Living Residences, may move ahead soon with its plans for a nursing home/assisted living complex on 3.65 acres in the commercial core that it controls.

Ryerson and SunBridge officials announced that project almost a year ago in a meeting with residents at the Property Owners and Residents Association building. Zoning is in place, and the company should start work this summer, officials have told PORA.

That project will see construction of a 96-unit, three-story complex, adjacent to the Ryerson post office project. SunBridge officials said last year that ground could be broken before the end of 1996, but the project was delayed.

Plans unveiled for Sun City West retirement complex

By TERI CARNICELLI
Sun Cities Independent

1/25 - 3/1/95
The much-anticipated plans for a senior residential living complex and assisted care facility on the vacant campus next to the Del Webb Hospital were unveiled Jan. 17 by the Freedom Group, Inc.

The preliminary \$50 million project design was presented to a variety of local community leaders along with residents who live in the immediately area of the project.

The complex generally met with favorable reviews in this first of several meetings planned with community members.

"As a resident and someone involved with the hospital, I'm very concerned about how the property is used, and I'm also looking forward as a possible resident of this facility as well," said Morey Jensen, a member of the Sun Health Executive Committee and president of the Del Webb Hospital Board of Directors.

"We feel very happy about this type of facility being used on the land — we think it's ideal."

Hal Lind, a Property Owners and Residents Association director, said, "I believe the Freedom Group

Residents influenced features

By TERI CARNICELLI
Sun Cities Independent

It's been nearly a year since the first tentative steps were made to bring a retirement complex and assisted care living facility to Sun City West, but the end is finally in sight.

Representatives from the Freedom Group, Inc. and Sun Health Properties, Inc. presented

their much-awaited proposal to the community Jan. 17.

Discussions first began between the developers of the Freedom Plaza Life-Care Retirement Community and Sun Health Properties in March regarding the possibility of building a retirement center in Sun City West.

Sun Health Properties owned

See ■ FEATURES, Page 10

and Sun Health together have done a very responsible job."

Mr. Lind was instrumental in forming PORA's Long-Term Healthcare Committee last year.

"I was somewhat concerned in the beginning, but my concerns have been going down as I learn more about it."

Just the facts

Seventeen acres of the campus owned by Sun Health Properties Inc. will be used for the complex. The area sits south of Granite Valley Drive, with the hospital located to the east, a fairway of the Grandview Golf Course located to the west and Grand Avenue to the

south.

The proposal consisted of a 288 independent-living apartment facility, featuring one-, four- and six-story sections comprising approximately 555,000 square feet.

Apartment sizes will range from 900 to 2,300 square feet and will be furnished with all necessary major appliances; 60 to 65 percent will have two bedrooms and two bathrooms.

Each apartment will also contain either a glass-enclosed "Arizona Room" or "Four Seasons Room."

Other features of the retirement center include 24-hour security

with state-of-the-art alarm systems and an on-call nurse or emergency medical technician.

The central, 4 1/2-storied portion will feature several amenities for residential use.

Entrance fees will range from around \$85,000 to \$250,000, depending on size, floor level and other factors.

A separate, two-storied assisted living/personal care and skilled-nursing facility, which will contain about 88 beds, will be placed between the hospital and the retirement complex to allow room for future expansion.

It will be constructed as a prototype by Sun Health concurrently with the adjacent retirement center.

Sun Health will own the health care center, and for about the first five years, the partnership entity between Sun Health and the Freedom Group which will operate the retirement center will operate the health care center as well.

Residents' concerns

Overall the plans were applauded, although some residents in attendance did express concerns.

Residents on the other side of the golf course feel the facility is located much too close — approximately 60 feet from the golf course at the building's closest point, which is the southwest corner of the southern wing.

"And it's a very narrow fairway," says resident Joan Farrow, who lives across the golf course southwest of the proposed parking structure.

Other residents to the east of the facility were angered about the height of the building, saying they bought their homes for the view of the White Tank Mountains, not another building.

At its highest point, the apartment complex will be 10 feet shorter than the hospital.

"The people to the east lose their view and we lose our peace and quiet," Mrs. Farrow said.

"We are trying to minimize the obstruction (of views)," said Tom Conner, executive director of the Freedom Plaza in Peoria and vice-president of the western region of Freedom Group.

Gary Turner, senior vice president and general manager of Sun Health Properties, pointed out that the campus was never destined to remain forever vacant.

He added at some point medical support buildings were and are still likely to be constructed there, similar to what happened to the once-vacant land next to Boswell Memorial Hospital in Sun City.

Of major concern was the affordability of the apartment units.

"You have to realize that this is probably only going to appeal to only about 6 percent of the total market," Mr. Conner said.

"It's not for everybody; not everybody's going to be able to afford it or want it."

Mr. Turner added, "We've tried to develop a worthwhile senior lifestyle for all those who have pension plans. If you have a pension plan, you can sell your house and live here."

Some residents were worried about the impact residents of the complex would have on the recreation centers. *SC added*

"Not everybody is going to be using the recreation centers, and 90 percent of everybody who moves in will already be members of the recreation centers, just coming out of the community," Mr. Conner pointed out.

A different concept

"We insist that when our residents come in they be able to maintain, as a minimum, the lifestyle that they have enjoyed while they were living in their single family home or wherever they came from," Mr. Conner said.

"We do not encourage people to come here, sit down and quit; nor do we want people to spend every nickel they have to get in and not be able to carry on with their lives. If they do that, they're in the wrong place and we're in the wrong business."

The concept of the assisted care facility, Mr. Conner added, is residential, not commercial.

"We believe that lifestyle is the most important thing no matter what level of care they may need." Therefore there will be no long hospital-type corridors, but several sitting nooks and common living room areas.

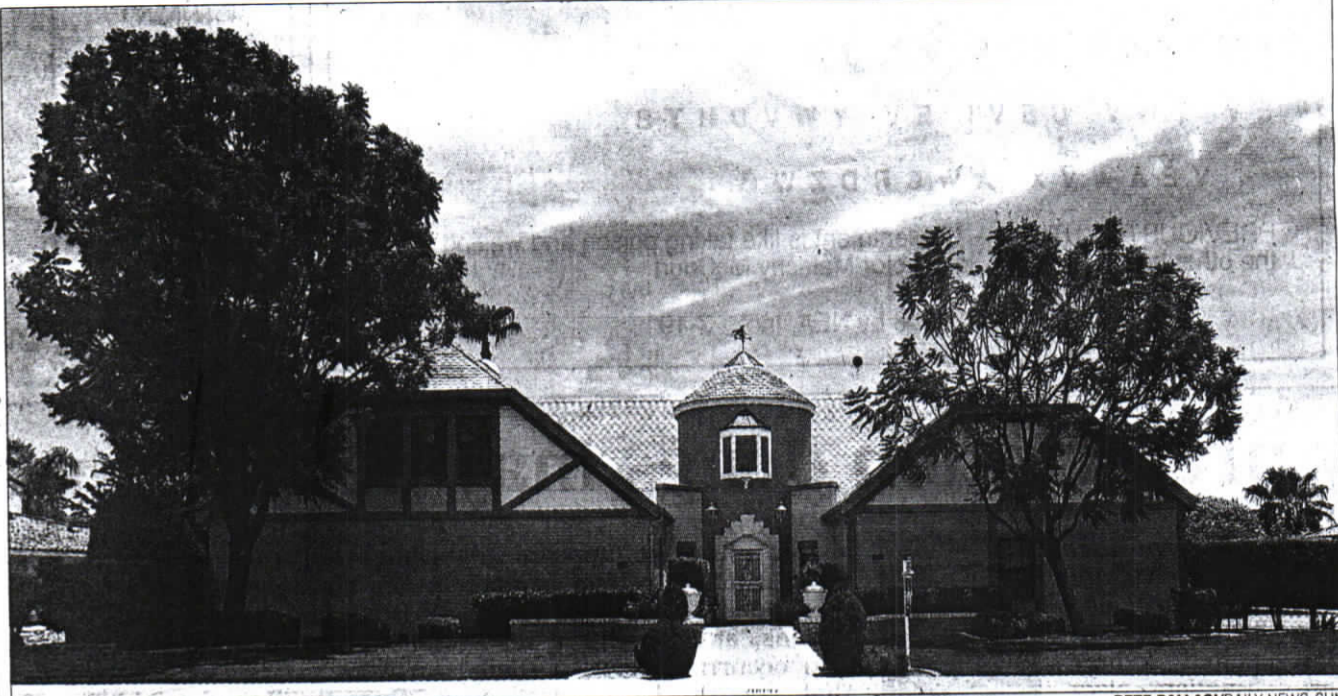
"Our residents are guaranteed that they will be cared for and have a place to live for the rest of their lives," Mr. Conner said.

Coming attractions

Currently it is a proposed or planned project, so there could be some changes, but "those will all stop when we start marketing and taking deposits," Mr. Conner explained.

Construction of the facilities will begin after 65 percent of the apartments are sold, beginning some time in early 1996. Construction time is estimated to be between 11 and 14 months.

Floor plans for the apartments will be available for inspection before the actual 4,000 square-foot model center/marketing office opens.



PETE PALLAGI/DAILY NEWS-SUN

This is the front elevation of a home known as "The Castle" in Sun City West. It is up for sale after the previous owner passed away this year.

Everything but a moat

'The Castle'
put on market
in Sun City West

ERIN TURNER
DAILY NEWS-SUN

Builder Del Webb knows a thing or two about resort-style retirement living. He proved with the largest home in Sun City West that he also has an eye for exceptional architecture and exquisite design.

The 5,400-square-foot home is one of two neighboring custom homes built by Webb in 1981 that boast about twice the area of the average home in the community. Appropriately nicknamed "The Castle," because of its Tudor styling, the three-bedroom, three-bath home located on Crown Ridge Drive on the Hillcrest Golf Course is now on the market.

ReMax agent Polly Brown is one of three Realtors showing the spacious house, which is on the market for \$885,000. The home features extraordinary architecture throughout and is perfect for hosting events and gatherings.

"This home is going to take a very unique buyer," she said. "This home has to have someone who loves to entertain. Someone who loves



PETE PALLAGI/DAILY NEWS-SUN

This is the view from the rear of "The Castle" in Sun City West. The home sits on Hillcrest Golf Course and features a pool, spa and covered patio.

the best. It's a great entertainment house."

Among the notable features of the home is a spiral staircase leading to a loft study area, a large raised bathtub, two walk-in closets and a dressing room in the master bathroom, a rotunda entry, Roman columns and archways in the combined living room and dining room, a butler's pantry and spacious kitchen. The house also features a pool and spa and covered patio area.

Owner Don Clark, a retired executive vice president of the Los Angeles Times, recently

passed away and his three sons are selling the property. Clark originally purchased the home in 1991 for \$550,000, his son, Gregory Clark said.

Clark said he loves "everything" about the home though he is especially fond of the way his parents decorated the home with many pieces from their travels throughout the world, he said. The myriad wall space and ceilings and crevices make for excellent framing of artwork.

"I like the whole house," he said. "It's very comfortable to live here. It always felt like

a vacation when we'd come here. There's a great view."

The home is built on about half an acre, which is a large lot for the community, Brown said. It also has a tiled two-car garage with a separate area for a golf car.

Brown has scheduled an open house for the general public from 9 to 11 a.m. on July 26.

For more information on "The Castle," Brown can be reached at 623-340-2461.

Erin Turner may be reached at 623-876-2522 or eturner@yourwestvalley.com.

Saturday, April 9, 1994

The Arizona Republic / The Phoenix Gazette

Steel vs. the 2-by-4

Metal-frame homes gain popularity
with builders and buyers

By Susan Doerfler

Staff writer

George Lutsch was bicycling near his Sun City West home when he saw several steel-frame homes under construction.

Having worked for General Motors in a steel-frame office building, he was intrigued, so much so that he and his wife, Cathy, sold their wood-frame home and bought one of the steel ones.

The Lutsches, who have been in their new home about a month, have joined the slowly growing number of people choosing steel framing over two-by-four or two-by-six wood construction.

Though contractors commonly use steel in commercial construction for offices, hospitals and schools, only about 3 percent of builders nationally use it for homes. That's up from 2 percent a year ago.

Manufacturers are making a concerted effort to get steel on the minds of builders. At the National Association of Home Builders convention in January, a steel-frame home was

open for touring in the parking lot of the Las Vegas Convention Center. There also were seminars and press conferences about steel framing.

The producers have big aspirations: They anticipate that 75,000 homes will be built using steel framing in 1994, up from about 20,000 last year. In 1997, they would like 25 percent of new homes to use steel construction, said John D. Ewing, one of the speakers at the builders' convention.

Steel framing is not new to metro Phoenix. It has been used in some custom homes, and a few production builders, including Del Webb and Coventry Homes, are offering steel as an alternative to wood.

In Sun City West, Del Webb is building three steel-frame homes in an average week. The company offers interested customers a video on steel framing and has developed a brochure on the material.

Del Martenson, who oversees the framing as vice president and general manager of Del Webb's Contracting Services Inc., expects that number to grow.

— See **STEEL-FRAME**, page AH2

A carpenter puts plywood sheathing on a steel-frame Del Webb home in Sun City West, where Del Webb Corp. builds three steel-frame houses in an average week, compared with 25 traditional wood-frame homes.

Steel-frame homes gain popularity with builders, buyers

— STEEL-FRAME, from page AH1

More and more potential buyers are showing an interest in steel because of its durability and straightness, he said.

"Lumber has a tendency to twist and curl, and shrink a bit," he said.

Ewing, managing director of business development at United States Steel, a Pittsburgh manufacturer, cited other advantages of steel: "It doesn't burn, and termites find it very distasteful. It doesn't rot, warp, split or crack.

"You have the opportunity to have perfectly square, plumb homes if you build them right."

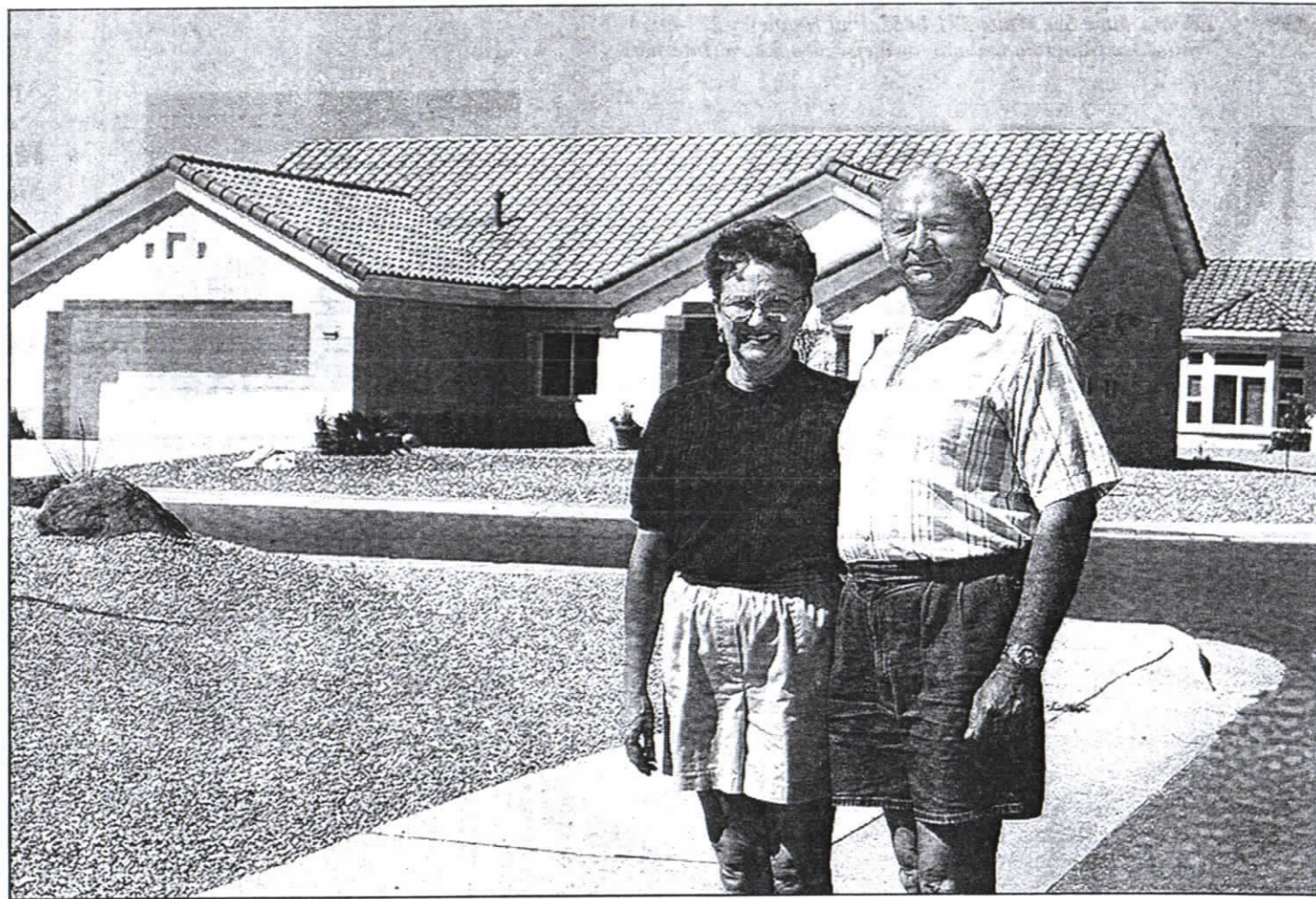
With all these advantages, Lutsch, who particularly likes the straightness of steel framing, commented, "I would say it's about time they're doing it. What took them so long?"

Steel has lagged behind wood framing for a variety of reasons.

One is that it has not been as recognized as a viable residential building product.

"Our members have been better-known for production of cars," said Andrew Sharkey, who spoke at the convention. He is president of the American Iron and Steel Institute, a trade group for steel producers.

Steel also has not been as readily available as wood. The industry has not yet developed an efficient distribution system to serve the building industry. Such a system, similar to those for wood products, will take



John Samora/Staff photographer

some time to establish, Ewing said.

Also, few builders have crews trained to use the material, which requires different framing techniques from those for wood studs.

"It takes three houses before the

trades (framers) really know what they're doing," said Kenneth R. Vought, marketing manager for USS-Posco Industries in Pittsburgh, which makes a galvanized-steel product that is supplied to steel manufacturers.

Steel studs require screws, which take longer to install than the nails used in wood framing. The industry is trying to shorten the time factor. Innovations, such as screws imbedded in plastic strips, have been developed

to make the installation easier, Ewing said.

'A logical choice'

Once builders become more familiar with steel framing and more crews

are trained, the steel industry is hopeful that steel-frame home construction will accelerate.

A few outside forces have been working to steel's advantage. One is environmental concerns.

"Any scrap at the construction site can be recycled," Ewing said. "It doesn't have to go to a landfill." Plus, about two-thirds of the steel used in manufacturing studs is recycled.

"Home builders . . . need to know there are several recycled cars in that house instead of trees," Sharkey said.

Environmental reasons prompted Jim Sauve and his wife, Katherine Guffey, to buy a steel-frame home at Coventry's Cholla Canyon subdivision in the Foothills master-planned development.

"It seemed like a logical choice," Sauve said. He had seen steel used in commercial construction but had not been familiar with it as a home-building material until he found the Coventry homes.

Besides concern for the environment, price stability is another factor working in steel's favor.

Lumber prices have been fluctuating and have added several thousand dollars to the price of a typical new home in the past year. After a low of less than \$250 per 1,000 board feet at the beginning of 1992, it reached a high of \$510 on Dec. 30. As of March 18, the price was \$443, according to the *Random Length Index*, a lumber industry newsletter.

Because steel prices are set on a quarterly basis, builders can better plan their projects, Ewing said.

Cathy and George Lutsch of Sun City West have been in their new steel-frame home about a month. George particularly likes the straightness of steel framing.

SCM

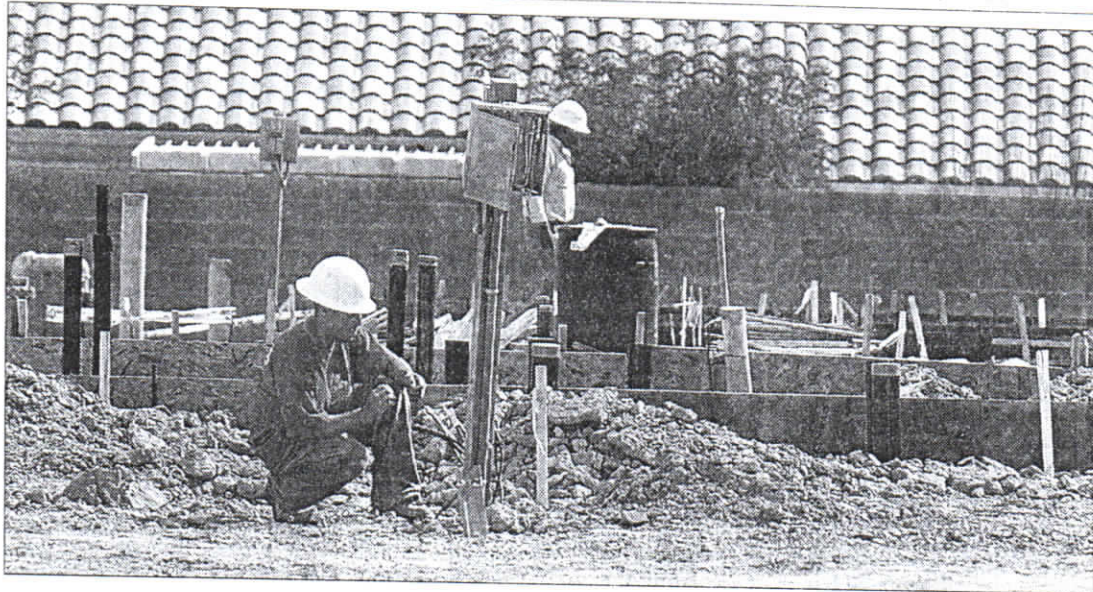
The last new homes in Sun City West

BY DIANE HOLLOWAY

How many times have we heard that the key to selling a home is "Location, location, location!" Fitzpatrick Ranch understands that and knows that Sun City West is as good a location as it gets for seniors. They are building and selling the last 45 new homes on Veterans' Drive, just off Deer Valley Road near the Prince of Peace Catholic Church. Just when you thought there were no more new homes in Sun City West, Fitzpatrick Ranch (managed by Granite Crest Homes) came up with the perfect solution to upgrade and be a first owner. Keep your friends, your activities, but stretch out and enjoy new amenities.

Homes start at \$440,000, with three car garages, or two car garages and a guest casita. Granite counter tops, raised panel maple cabinets, energy efficient features, and several house plans are attractive features. Naturally, all residents will be members of the Recreation Centers of Sun City West. Typical homes include the Stanford at 2600 square feet with a great room, formal dining room, two bedrooms, a home office, two bathrooms, formal dining room, gourmet kitchen with island, breakfast bar, spacious nook, fabulous master suite, and covered patio. The Princeton at 3085 square feet has a great room, family room, formal dining room, 3 bedrooms, a home office, two bathrooms, gourmet kitchen with double islands, breakfast nook, split three car garage, private courtyard and impressive covered entry.

Stop by and tour the homes. The sales office is open daily from 10 a.m. to 6 p.m. For more information, call (623) 214-8414 or (602)-569-0994.



STEVE CHERNEK/DAILY NEWS-SUN

Construction has begun on the Deer Valley Garden Apartments, Deer Valley Drive and 151st Avenue in Sun City West.

Apartment construction generates interest among SCW residents

KATY O'GRADY
DAILY NEWS-SUN

Interest appears high in the new apartment complex planned in Sun City West.

PORA officials have logged the names of about two dozen people so far who are interested in Deer Valley Garden Apartments, even though construction has just begun, said PORA President Chuck Ullman.

"They expect to have the first building, which is a two-story building in the middle, completed in August," Ullman said. "They're pouring footings and the lumber is sitting on plats."

Steadfast Companies is building 164 units on about 7.8 acres at the southeast corner of Deer Valley Drive and 151st Avenue.

The rest of the project is slated to be complete by the end of the year, "which is quite

fast," Ullman said.

The rental prices will average about \$612 per month for one-bedroom units and \$725 for two-bedroom units, Ullman said. Those prices will depend on the locations of the units and other variables. Layouts of the four floor plans are available at the PORA office, 13815 Camino del Sol.

Part of the reason interest has been so high, particularly among singles who are looking to downsize, is that there are few age-restricted apartment complexes in the Northwest Valley. The closest to Sun City West was the complex in Sun City Grand, but those have been turned into condominiums, Ullman said.

To be placed on a list to obtain more information about the rentals, call PORA at 584-4288 or Steadfast Companies at 362-9100.

Edythe Tarno and her husband, Ed, love their Sun City West model home, particularly the Italian tiled master bath.



MOLLIE HOPPES/DAILY NEWS-SUN

Spared no expense

'Super house' goes on block in Sun City West

ERIN REEP
DAILY NEWS-SUN

As a former general contractor and real estate broker, Ed Tarno appreciates unique features in a home. He and his wife Edythe were fascinated by the Sun City West home they purchased in 1994; they loved the varying ceiling elevations, hand-carved doors, the quaint cupola and the master bathroom's huge hydro spa.

The Tarnos' 4,100-square-foot home at 20043 N. Crown Ridge Drive is one of two so-called "super houses" built in 1981 by Del Webb in which the builders "spared no expense." Construction of the homes was personally supervised by then-Webb board chairman John Meeker. Both houses are on Crown Ridge and face Hillcrest Golf Course.

Now Ed and Edythe are selling the home for \$795,000, said Dolores Wrbelis of Ken Meade Realty.

The larger home at 20047 N. Crown Ridge Drive is known in Sun City West as "the castle." Don and Mary Ellen Clark purchased their 5,300-square-foot house in 1991.

Ed Tarno said his contracting background sold him on the house pretty quickly. "When I look at a home, I look at it as a builder (would)," he said while giving a tour of the house. He pointed to the sloping ceilings of the front living room. Every room in the house has different ceiling elevations — a feature of wealthy homes, he said.

"If you look in every single room, you'll see tremendous variations in elevations," he said.

As you walk up the sidewalk and into the front courtyard, there

is a cupola and an intricately carved mahogany door. The door alone is worth \$2,000-\$2,500, Tarno said. Look up, and a 6-foot by 4-foot, handmade copper chandelier hangs from the ceiling.

"This home still flabbergasts me," Tarno said. "The detail that they have in this chandelier!"

The bathroom in the master bedroom is perhaps one of the home's most interesting rooms. It boasts pink and white Italian tile, hand-laid by specialists from Italy. A \$2,200 gathered white Austrian curtain covers the windows, which have adjustable mini-blinds inside the glass, allowing bathers to adjust the light while relaxing in the hydro-spa that holds four people.

Ed and Edythe pointed out the "environmental room," a cabinet-like structure with a glass window built into the wall of the bathroom. Ed Tarno explained how people can relax under sun lamps, then enjoy tropical "rains" pounding down, be soothed by jungle mists, and then be blasted by 100-degree winds to blow their bodies dry. "About that time, you're sleeping," he joked.

"That's a \$30,000 item right there."

The master suite is 32½-feet long, with a sitting room. He pointed out the mini-kitchen hidden behind closet doors, complete with a range and refrigerator.

The main kitchen features a Sub-zero refrigerator, Sub-zero freezer, Thermador double oven, Jenn-Air grill and range set on an island in the center of the room, and a warming oven.

With the flick of a switch, soft classical music played on a radio in the kitchen. A radio and intercom system runs throughout the

house, Tarno said.

One of Edythe Tarno's favorite rooms is her photography room that features small and large photos she has taken over the years as the Tarnos have traveled to Norway, France, Nova Scotia and throughout the United States.

The Tarnos hail from Michigan. They were high school sweethearts who have been married for 54 years.

Ed was an Assemblies of God pastor at one time and the couple say they use their house often for entertaining friends from church, sometimes hosting 30-40 person dinner parties. "It's a house for entertaining, really," he said.

The Tarnos are selling their house because of health issues. Ed has had three operations in the past year, and Edythe recently had knee-replacement surgery. They plan to buy a smaller house in the area.

The sheer size of the house and the lot, in addition to the rare features of the home, drew the Clarks to purchase their house.

"For one thing, it was totally different — totally different and unique from any other home in Sun City West," said Clark, a former executive vice president of the Los Angeles Times and former president of the local Ex-PRESS Club.

He said it was very large but also "very liveable," with "lots of open space."

The Clarks also love their view. "It has a spectacular view of Hillcrest Golf Course," Clark said. The home also has a cupola and has a slate roof — a rarity in Sun City West.

Erin Reep can be reached at 876-2532 or at ereep@aztrib.com

ERA ENDS

After 20 years, Webb sells last houses in SC West

By **BRUCE ELLISON**
Staff writer

Sun City West is finished. Late last week, buyers signed contracts on the last two homes left in the Del Webb retirement community, letting Irene Engel retire in peace.

Engel, who was profiled on the front page on Aug. 17, was in on the beginning of the community, selling one of the first five houses — and now almost the last, to folks from California who plan to move in soon, she said. In total, she sold Sun City West homes worth some \$75 million.

Engel was to be honored by colleagues at a retirement breakfast this morning in the new Sun City Grand in Surprise.

"It's all done," she said before the breakfast. "It's the end of an era, for Webb and for me. But I feel great."

Although he didn't attend the breakfast, Webb chairman Phil Dion said this morning that "it was very fitting that Irene, a genuine legend in our company and in our industry, was there to complete the community" for us.

Since the first residents moved in on Oct. 16, 1978, Sun City West has seen construction of 16,830 new

homes by Del Webb Corp. It now is home to about 31,000 people. Total value of those homes is more than \$2 billion, company officials estimate. Curiously, they kept no actual tally of the total dollar amounts.

Webb also built all the infrastructure: the streets, electric lights, sewer and water lines. It built the downtown commercial area, the Palomar rental complex, Hillcrest Golf Course, all the recreation centers and the Sundome Center for the Performing Arts. It helped spur the construction of Sun Health's Del E. Webb Memorial Hospital campus, donated land and money for quarters for the Sheriff's Posse of Sun City West, the Lending Hands building, and many other local charitable and social services organizations.

"Very few companies have achieved the success record that would allow them to complete a 20-year development," Dion said this morning.

"We are very proud of our achievement and of Sun City West, and of the new opportunity it gave to people in our company and the homebuyers who chose to live there."

Since the company owned

► See Webb completes, A5

Webb completes Sun City West

◀ From A1

all the land in the master-planned community, it guided all development, from churches to shopping to golf to the post office.

It added the expansion area west of the original Deer Valley Drive in the early 1990s. It was in the northwest corner of the expansion area that the last homes were sold.

Knowing the community was almost complete, Webb built speculative homes on the few dozen remaining lots, and sold them off complete, rather than built from models.

There are two residential

lots that remain unsold — and which may remain unused. They are at the site where the original Deer Valley Drive leaves Sun City West. The lots provide access to other lands beyond the wall that may be cut off from road access by the planned construction of Loop 303.

The matter of whether Webb can build on the lots or must leave them empty as access to the acreage beyond is now in court, officials said.

Daily News-Sun, Sun City, Ariz. Wednesday, April 8, 1998

Sun City West nears final new-home sale

By **BRUCE ELLISON**
Staff writer

By the end of June, Del Webb Corp. expects to have completed Sun City West, the 7,100-acre community it opened in late 1978.

On Tuesday, there were just 32 homes left to be sold — out of 16,832 which were planned for sale in the community over the last 20 years.

No residential lots remain; they all contain homes now.

Sale of those homes generated more than \$1 billion in revenue to Del Webb Corp., and, the company said, had a significant impact on the state and local economy.

In the first year it was open, Sun City West racked up sales of 1,587 new homes — about 500 more than Sun City Grand in Surprise sold in its first year.

But that performance was exceeded in the second year when sales almost doubled, to 2,748 homes.

Even the recession of the early 1980s hardly slowed development in Sun City West, said Chuck Roach, senior vice president and general manager of Del Webb's Sun Cities-Phoenix Division.

A study done by Arizona State University found that residences in Sun City West had the highest appreciation rate of any area of Greater Phoenix during the 1980s, Webb officials said.

Over the course of 20 years, Sun City West offered 26 different models in six separate model home sales areas. The last major model home complex and sales pavilion was torn down last year to make way for ad-

ditional homes on or near Hillcrest Golf Course.

The last homes available are all within a few blocks of one another in the western fringe of the expansion area. Only three models are offered, and the company has special incentives for buyers so it can complete its operations there. Prices run from \$94,900 to \$107,900, the company said.

The current population of Sun City West is now estimated at 31,000.

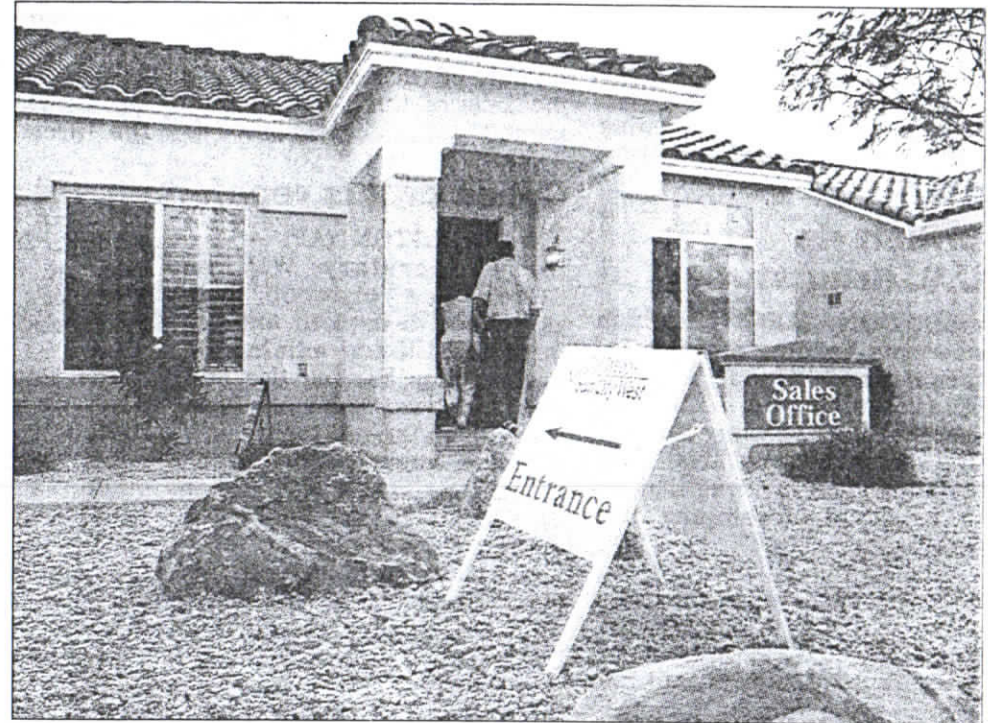
Although Webb expects to have nothing to sell in Sun City West by summer, it is maintaining its Sun Cities operations office on Meeker Boulevard. It will use that office for construction management, design and customer service for Sun City Grand in Surprise.

Through the years, Roach said, traffic at the model homes complexes remained steady and strong, averaging more than 140,000 visitors a year into the late 1990s.

Sun City West includes nine 18-hole golf courses, seven of them operated by the resident-owned Recreation Centers of Sun City West, plus a private country club and the public Hillcrest Golf Course now owned by Jacobs Golf Schools.

Like other Sun City communities, Sun City West includes recreation centers which all owners are required to join. There are four in Sun City West, offering all manner of clubs, athletic activities, theaters, workshops and workrooms and organized activities.

The community also includes the 7,100-seat Sundome, the largest per-



Steve Chermek/Daily News-Sun

The Sun City West model home sales office is itself a model home waiting to be sold. Del Webb Corp. is about to sell the last homes to be built in Sun City West.

forming arts venue in the nation all on one floor. Webb built the Sundome and later donated it to Arizona State University.

There are four commercial areas, 100 service-related businesses, a 203-bed hospital, more than a dozen churches, a synagogue and a variety of restaurants. Several new care centers are under construction.

Sun City West was the successor to the original Sun City, conceived in 1959 by Del Webb, the man who

founded the company with his name, and opened to the public in January 1960.

As that community reached sell-out, Del Webb Corp. expanded to Sun City West, across the Agua Fria River, then added the so-called Sun City West expansion area to that community when additional land became available on the north.

Sun City Grand in Surprise, opened in October 1996, is the local successor to Sun City West.

Newest models prove popular

Del Webb presents lower-priced plans

By BRUCE ELLISON
Staff writer

SUN CITY WEST — Del Webb Corp.'s three newest model homes — the Catalina, the Prescott and the Havasu — already have become the developer's biggest sellers, said Webb spokesman John Waldron.

Collectively called The Casual Collection, the model homes had their official grand opening last weekend. They actually have been available for walk-through visitors at the Meeker Boulevard Model Home Center since late last year.

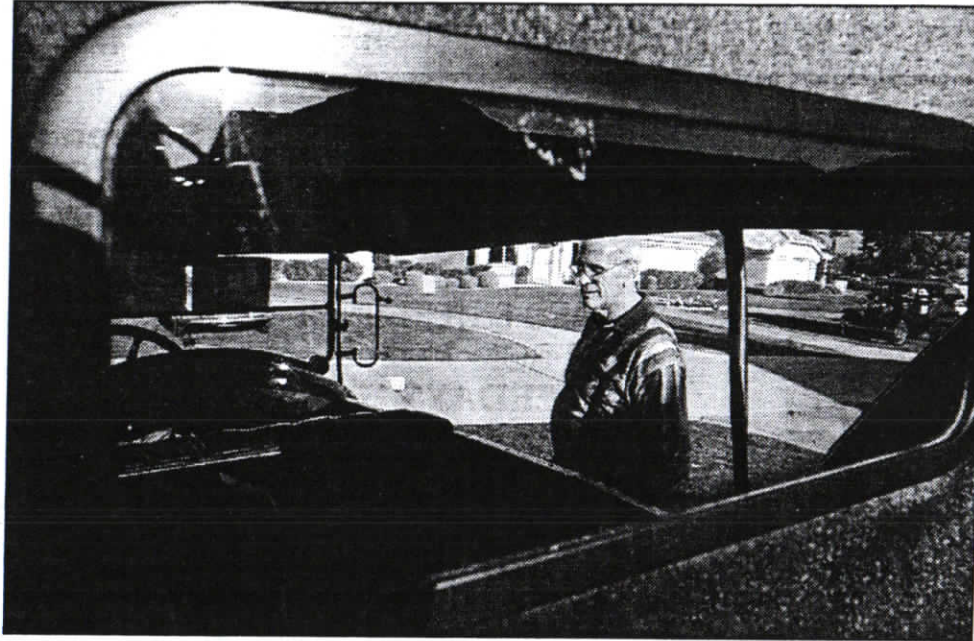
They represent what Webb calls "value pricing," and offer fewer features than the 21 other homes Webb still offers in Sun City West.

With sizes from 1,532 square feet to 2,019 square feet, their price tags are \$112,900 to \$135,900, the low end of Sun City West prices.

It's the change in features makes the homes cost less, one point boosting their popularity, Waldron said.

Among the changes — one ceiling height, rather than varied elevations; fewer boxed windows and more plain windows; a "Great Room" rather than separate living and dining areas, and fewer options.

Although Webb will be closing down its Sun City West model home center by year end, it still plans to add another two models to its line this spring — offering latecomers to Sun City West a total of 26 styles, with prices ranging from casitas at about \$93,000 to the top-of-the-line Scottsdale estate plan at about \$245,000.



Rick D'Elia/Daily News-Sun

Robert Hunter of Sun City peers into a 1922 Gardner on the grounds of the Del Webb Model Home center during the grand opening of new model homes in Sun City West. One of the homes is reflected in the car's rear window.

Add-ons to the more expensive homes can boost their total price to as much as \$325,000.

The two new homes — for which construction will start within weeks — will run from 1,750 square feet to 2,250 square feet, and carry pricetags in the \$120,000 to \$140,000 range, Waldron said.

Webb still has some 900 vacant lots in the community, and another 200 with unsold homes already on them.

Remaining lots will be sold from a sales pavilion at Sun City Grand after 1996, Waldron said.

"We think the pricing on the latest models will help us to a sellout," he added. Webb's market research has found that in most master-planned communities, homes priced at \$115,000 to \$150,000 sell best.

Traditionally, Waldron said, "any home builder seems to start out with one of two models and over time add more and more features to them.

"But at some point you cross a line with the public, and the models just have more than what they want. That's when you go back to the more basic structures," he said.

This Home is a Steel!

Story & Photo,
Ed Troch

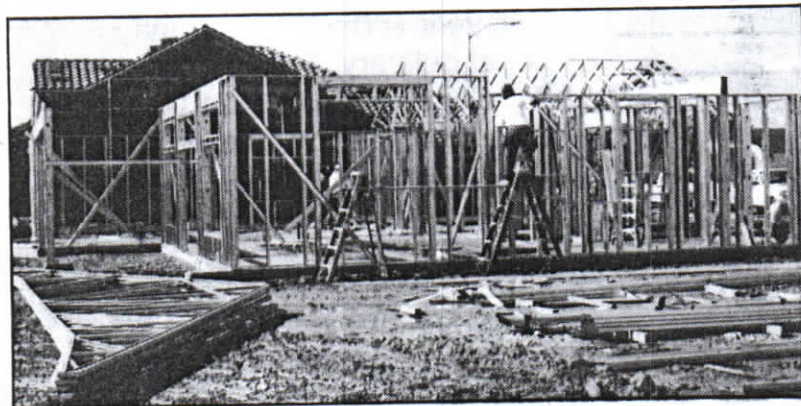
Neighbors in the vicinity of 133rd Drive and Meeker had to look twice at a new home being built by Del Webb. It is just west of the Model Home Center. This house had a certain glow to it. Upon closer examination it was found that the studs, joists, in fact the entire frame of the house, is made of galvanized steel!

It is an experiment by the Del Webb Corporation of course. The first of its kind here in SCW. We spoke to two of the workers who were assembling some trusses, and learned that they come from Riverside, CA. They are working with the Webb contractors to teach them the method of assembly. John Maciel and his partner Dave Miller are known as steel framing consultants. Their company, the Western Metal Lath Company, which is based in California, made arrangements with Webb for their expertise.

With the cost of lumber going up every day, and the added feature of a termite-free home, this could very well be the home of the future.



Metal trusses and studs are put in place for the new experimental SCW home.



The Arizona Republic/THE PHOENIX GAZETTE Mon., Mar. 15, 1993

House of steel aims to stand by June

Rising lumber prices spur test

By Lori Baker
Staff writer

SUN CITY WEST — The first steel frame house in this retirement community is taking shape.

Del Webb Corp. is building the house as an experiment to see if steel works as well as lumber.

"The cost of lumber has risen 60 percent in the last year," Del Webb official Del Martenson said.

Lumber costs are at a record high because of supply problems stemming from reduced log cutting in the Pacific Northwest federal forests and the rain-soaked South.

Webb's steel house, which is expected to be finished by June, is at 133rd Drive, just west of Webb's model home center on Meeker Boulevard.

Steel is being used in place of the traditional lumber studs for

framing and roof trusses. The steel skeleton will be covered with traditional building materials, including stucco.

"This home will look like a wood-framed home once it has been completed," Webb spokeswoman Martha Moyer said.

The company selected the 1,761-square-foot Chandler model as its steel prototype.

"We will build several more on a specialized basis, modifying where necessary, before launching into a full production mode," Moyer said.

Moyer said a steel-framed house was built in Sun City Las Vegas in 1992. Another is being built by Webb's subsidiary Conventry Homes in the Foothills subdivision at South Mountain.

According to *California Builder* magazine, steel framing provides several benefits:



Russell Gates / Staff photographer

A construction crew lifts a truss into position on the first steel frame house being built in Sun City West.

Steel is termite- and vermin-proof; all waste can be recycled; it does not warp, shrink, bow, slip or swell; it is non-combustible; it's

lighter and stronger than wood.

Webb has 18 models in its complex at 13001 Meeker Boulevard.

SCW

Webb selling models

By BRUCE ELLISON
Staff writer

SUN CITY WEST — If you've always wanted to own one of those exquisitely furnished model homes here that each year attract thousands of visitors, tourists and the merely curious — now's your chance.

Del Webb Corp., which closes out Sun City West this year, has put all 26 of its model homes up for sale.

Each comes as is, fully furnished and decorated by professionals, landscaping included.

Of course, said Webb spokesman John Waldron "we will build the streets that are missing" from the model home complex off Meeker Boulevard, "and put in driveways in front of the garages rather than grass."

The developer also will connect water lines and handle other routine chores to put the homes in operable condition.

The homes will be sold with a limited one-year warranty, Waldron said.

But you get the bruises, bumps and scrapes that come from thousands of people having trooped through what could be your living room.

The furniture may be scratched, the cushions not quite clean. You may find a thin spot in the carpeting. A tile or two may have cracked.

And you need to be warned that the large-screen TV, the stereo and the computers that grace some of the models aren't real — they're dummies.

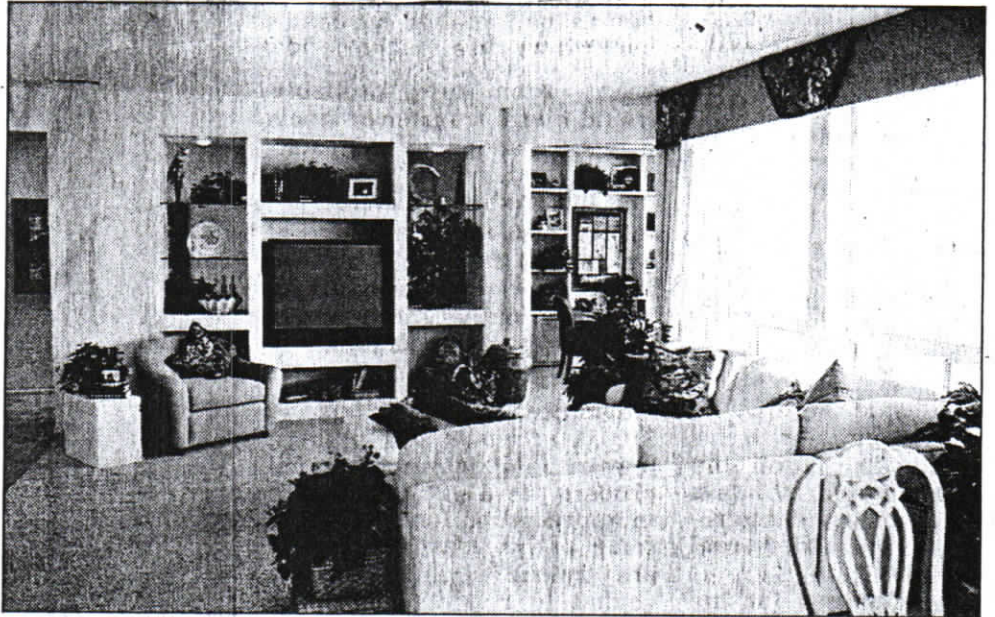
Several of the homes front directly on Hillcrest golf course.

Webb expects enough people to want the homes to have organized a kind of selection-by-lot from among those who indicate their interest in the purchase.

Prospective buyers should visit the model home sales center and register for a purchase with sales representatives there.

The sign-up period ends July 2, at which time names will be drawn if more than one buyer wants each model.

Those selected who live in Arizona will get 48 hours to sign purchase



Steve Chermek/Daily News-Sun

This is the interior of the Flagstaff, one of Del Webb's Sun City West model homes up for sale, fully furnished.

The price for the place

Del Webb Corp. has put all 26 of its Sun City West model homes on sale.

Model name	Net Sales Price	Model name	Net Sales Price
The LaPaz	\$123,568.60	The Sedona	\$256,109.55
The Paradise	\$138,069.90	The Truxton	\$271,772.68
The Alpine	\$148,945.35	The San Carlos	\$272,155.46
The Rio Verde	\$152,232.82	The Clifton	\$214,210.47
The Payson	\$167,584.40	The Lakeside	\$263,963.54
The Carefree	\$179,594.66	The Havasu	\$164,980.88
The Cameron	\$151,659.20	The Prescott	\$212,485.06
The Winslow	\$165,483.92	The Catalina	\$208,778.98
The Safford	\$165,994.54	The Flagstaff	\$219,953.72
The Chandler	\$177,455.91	The Phoenix	\$226,691.26
The Ventana	\$323,538.76	The Avondale	\$319,589.10
The Pinetop	\$309,631.29	The Scottsdale	\$440,609.13
The Cottonwood	\$342,157.96	The Somerton	\$330,665.00

contracts and put up earnest money, or the home will go to another person on the list.

Out-of-state buyers get 24 hours to put up earnest money, and five days to get the paperwork done.

But you won't be able to move in until November or December, Webb said.

Another 101 undeveloped lots, immediately adjacent to the model homes and sales center, also will go on the market. Some of those lots also face Hillcrest. Webb will build one of its models, unfurnished, on the lot you choose, Waldron said. Those homes might be available as early as late October, and be sold out by January.

But, as they say on TV: Don't delay. Act now while the choice is still

wide.

By year end, the sales center, a rather permanent-looking large structure that almost ought to be the clubhouse at Hillcrest, will be bulldozed into rubble. Both it and the large parking lot near it will become some of those 101 lots Webb wants to sell.

In January, when its model home sales center is open in Sun City Grand in Surprise, Webb will sell the balance of its Sun City West products from there.

With the exception of a few casitas downtown, almost all lots and homes offered, other those near the existing model home center, will be in Units 58 and 58A, the area north and west of 151st Avenue and Deer Valley Drive near Desert Trails golf course.

Del Webb offers 3 new models

Seeks to spur SCW sales

By Barbara Deters
Staff writer

12-20-95

SUN CITY WEST — Del Webb Corp., committed to closing its sales center in Sun City West by the end of 1996, has found the solution to sagging sales.

The Phoenix builder, whose sales of retirement homes were unusually slow this summer, has rebounded with the opening in October of three new models.

Del Webb said home sales were off about 20 percent for a normal summer.

However, strong sales since September have made up for the fall, Del Webb spokesman John Waldron said. "In December, we're back on budget for the fiscal year."

The company has averaged sales of 800 to 900 homes annually since opening in 1978. It expects to sell 950 this fiscal year, which ends June 30.

Del Webb, which sold its first Sun City West home 17 years ago, has 1,200 lots remaining in the community. Of those, 180 already have speculative homes built on them.

The company expects to have about 500 lots still unsold when it withdraws from Sun City West at the end of 1996 to open a sales center in its newest development, Sun City Grand, at Meeker Boulevard and Grand Avenue.

The Sun City West lots will then be marketed by the Sun City Grand sales staff.

"It's not unusual to build new models at the end to generate new excitement," Waldron said.

"We are very interested in opening Sun City Grand with the least amount of lots possible left here, so for the next 12 months, we want to encourage people to buy," he said.

Webb, which now offers 24 models, will be celebrating the official grand opening of the three new models next month. It also redesigned 10 of its existing models and will start construction on two more models to open in the spring, before the end of the peak buying season.

The three models just opened and the two to be built beginning in January are designed to attract buyers interested in value pricing, Waldron said.

The three models opened in October, called the Casual Collection, range in size from 1,532 to 2,019 square feet and in price from \$112,900 to \$135,900. That's on the lower end of the price range for Sun City West. Prices start at \$92,900 for casitas and go as high as \$240,000 for the largest home. The average price of a Sun City West home is \$140,000.

"We've worked on getting the most value per square foot," he

said. "We've broken down the necessities of what this customer wants." This means a nice home with plenty of amenities but not the little extras that are expensive, such as multi-paned view windows, vaulted ceilings and decorative cutouts, he said.

Exteriors on the new models look similar but inside, "we've done away with rooms that just aren't useful," Waldron said.

For example, the builder has combined the formal dining room with the family room to make for a larger, more useful living area.

The two models that will start construction in January will range in size from 1,700 to 2,200 square feet and in price from \$115,000 to \$140,000.

"We have to keep updating the look because of the years we've been here," Waldron said. "This community is built on a really active, contemporary feel to it. The buildings need to reflect that as well."

SCW

OSHA regulations could boost prices of new SCW homes

By **TERI CARNICELLI**
Sun Cities Independent

Future residents of Sun City West and Sun City Grand could see a dramatic increase in the price of homes because of new government regulations which take effect next month.

The Occupational Safety and Health Administration regulations were updated to provide construction workers with increased protection from falls.

The revised fall protection regulations took effect nationally in February, but Arizona and Nevada successfully petitioned to be granted a waiver until Aug. 2.

The Del Webb Corp. began construction in June on a house in the 14000 block of West Via Tercero which will be built entirely in compliance with the new OSHA regulations.

"The new regulations could have

a very radical impact on (the price of a home)," says John Waldron, public and community relations manager for Del Webb's Sun City West.

The Home Builders Association of Central Arizona estimates that compliance with the revised fall protection regulations may increase the cost of building a new home by as much as 20 percent.

Future residents will essentially be buying the same homes which have been built in the past but paying a larger amount because of the increase in construction costs.

Likewise companies like the Del Webb Corp. will be paying more to hire outside contractors who have to charge the firm more to cover their individual costs so they can take further safety measures.

Mr. Waldron says the revised regulation will impact nine major

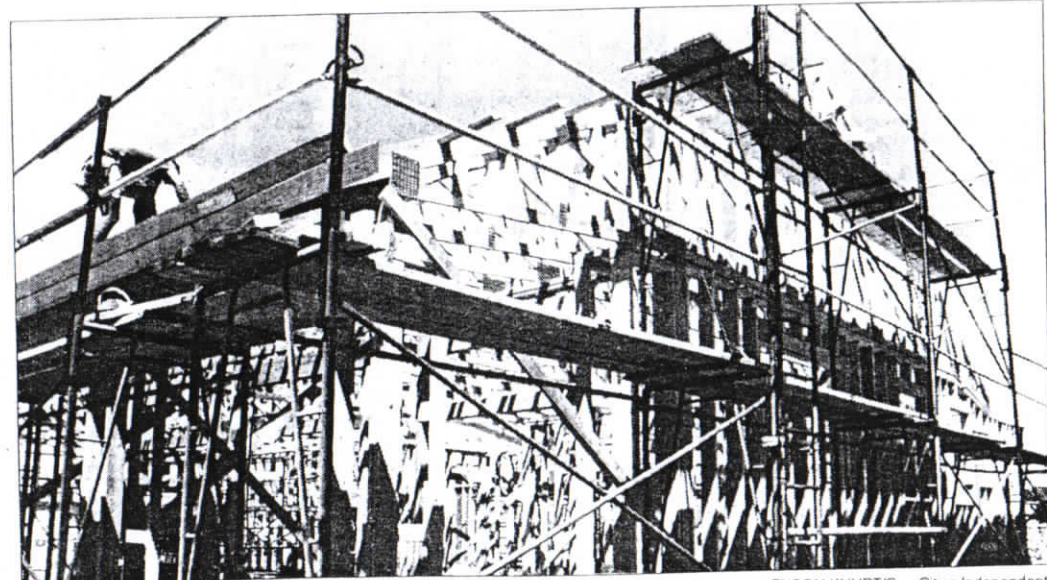


Photo by TYSON KUHR/T/Sun Cities Independent

This home under construction in Sun City West's expansion area is being built in compliance with new Occupational Safety and Health Administration regulations designed to provide construction workers with increased protection from falls. Officials estimate that compliance with the revised fall protection regulations could increase the cost of a new home by as much as 20 percent.

See ■ BUILDING, Page 3

trades associated with home building, including framing, roofing, heating and cooling, wiring, insulation, drywall, stucco and painting.

Del Webb Corp. officials are carefully documenting costs associated with building this first home under the new regulations to better anticipate what effect the cost of compliance will have on future home prices.

The Chandler model, a 1,761-square-foot home, has been built

several hundred times under past regulations at a price of about \$130,000.

Because of the revised regulations, the cost of that home could increase by as much as \$26,000.

What new residents will be paying for are extra safety precautions, such as harnesses and scaffolding, for construction company employees who work at heights of six feet or more.

"There are a staggering number of accidents due to falls during construction of a home," Mr. Waldron explains.

But he says many home builders don't comply with even the basic standards of safety and it is primarily employees of those builders who suffer the most on-the-job injuries.

Mr. Waldron says while the other 48 states are supposedly in compliance with the revised regulations, the reality is probably quite different.

"I think there's a lot of talk that people are doing it, but OSHA isn't really sending anyone out to check on whether or not that's the case," he points out.

The Del Webb Corp., in contrast, would probably rate very high in complying with the safety standards, he says.

But the company wants to take it one step further and set the standard for construction companies in

the United States to follow.

"What we're doing now locally is going to have a huge impact on a national level," Mr. Waldron says.

But it's the local impact that may have some future home buyers anx-

iously checking their pocketbooks. And that impact won't be fully known until the flagship home is completed some time in mid-September.

Model pavilion to make way for homes

By Chris Sundheim
Staff writer

SUN CITY WEST — For the third time since 1978, Del Webb Corp. plans to tear down a model home pavilion to make way for one of the final developments in Sun City West.

As Del Webb shifts its focus to Sun City Grand, the company will demolish its \$3 million model home facility, which has been the main showcase for houses since it was built in 1991. The 19,000-square-foot building probably will come down sometime in the fall of 1996, said John Waldron, spokesman for Del Webb.

Model home pavilions have served as shopping areas for prospective Sun City West residents in each phase of the city's development. There they may talk with a Del Webb representative, look over the community's activities and services, and tour more than 20

house models.

Several more model homes will be added to the site by December, and other houses will follow after the pavilion is taken down. Eventually more than 100 homes will occupy the land north of the golf course.

This last pavilion, at 130001 Meeker Blvd., is an elaborate building with displays about the construction and history of Del Webb's retirement communities. It's expensively decorated and opens onto the Hillcrest golf course.

Del Webb had not considered making the pavilion into a meeting center or other facility because it was designed as a sales center, Waldron said.

"It would take massive remodeling to turn it into a clubhouse or something because this was designed to show the models," Waldron said.

Some of the model homes and homes yet to be built on the site of the pavilion will sell with a \$35,000-\$40,000 premium because they overlook the golf course, Waldron said.

The cost of building and then demolishing the pavilion will be paid easily with money from the sale of the model homes and other new houses, Waldron said.

Sun City West, which opened in 1978, has about 1,600 home lots left and expects to sell about 900 houses next year.

The closing of the Sun City West model home pavilion should be timed to coincide with the opening of a new sales center in Sun City Grand, Del Webb's latest project in the retirement-housing market.

Sun City Grand is under construction on 4,000 acres bounded by Grand Avenue, Bell Road, Bullard Avenue and the Beardsley Canal.

The first model home center for Sun City Grand will be built west of R.H. Johnson Boulevard on a rise overlooking the community, so prospective residents may view the city against a backdrop of the surrounding desert and the White Tank Mountains.

Outdoor pools will be shaped like lakes, and deck tile will be painted to resemble desert sand. Houses will be shaped and painted to blend into the mountains and the desert landscape.

Del Webb officials expect many of the first residents of Sun City Grand will be Sun City West residents who have decided to move into new homes, Waldron said. The first residents should move in early in 1997, Waldron said.

When its last building phase is complete in 18 years, Sun City Grand will have roughly 9,200 homes and about 16,500 residents.

SCW

Life-care model center develops

By J.J. McCORMACK
Staff writer

SUN CITY WEST — Construction is slated to begin this week on the model center for a 288-unit life-care retirement community adjacent to Del E. Webb Memorial Hospital.

The construction go-ahead for "Grandview Terrace" followed approval of a limited partnership agreement between the developer, Freedom Group, and the landowner, Sun Health Properties.

Construction of the community is to begin when at least 65 percent of the units are sold, said Tom Conner, western region vice president for Freedom Group, a Florida-based developer of life-care communities including Freedom Plaza in Peoria.

Conner said he expects construction to begin no later than January and be completed by early 1997.

The model center, which will feature a 1,539 square-foot, mid-size apartment, a scale replica of the six-story building and renderings of the entire 17-acre Webb hospital complex, is expected to open in early July.



Submitted drawing

Sun Health Properties and Freedom Group have released this plan for "Grandview Terrace."

Center visitors may review floor-plan and design options before choosing which apartment to purchase, Conner said.

► See Model debuts, A5

Model debuts in July

■ From A1

"We do have a lot of people who have expressed an interest and need for it (care facility) in the community," Conner said. He defined the life-care concept as offering retirees "optimal lifestyle no matter what their level of functionality."

Planned amenities at Grandview Terrace, which overlooks Grandview Golf Course, include a heated swimming pool, multipurpose auditorium, an indoor walking track, a general store and covered parking.

Life-care community residents purchase their apartments, but the property reverts back to the developer when the resident dies.

In addition to a life-care center, Freedom Group is building a 44-unit long-term care center on the hospital grounds. The center will provide assisted living and skil-

led nursing services.

"The care center will be constructed and completed at least by the time the retirement center's done. There's a good possibility that we'll build it out ahead of time," Conner said.

Leland W. Peterson, president of Sun Health Properties, said development of Grandview Terrace on the Webb hospital campus is consistent with the mission of the Sun Health system of health-care services. That is, "to meet local health-care needs and to enhance the lifestyle of area residents."

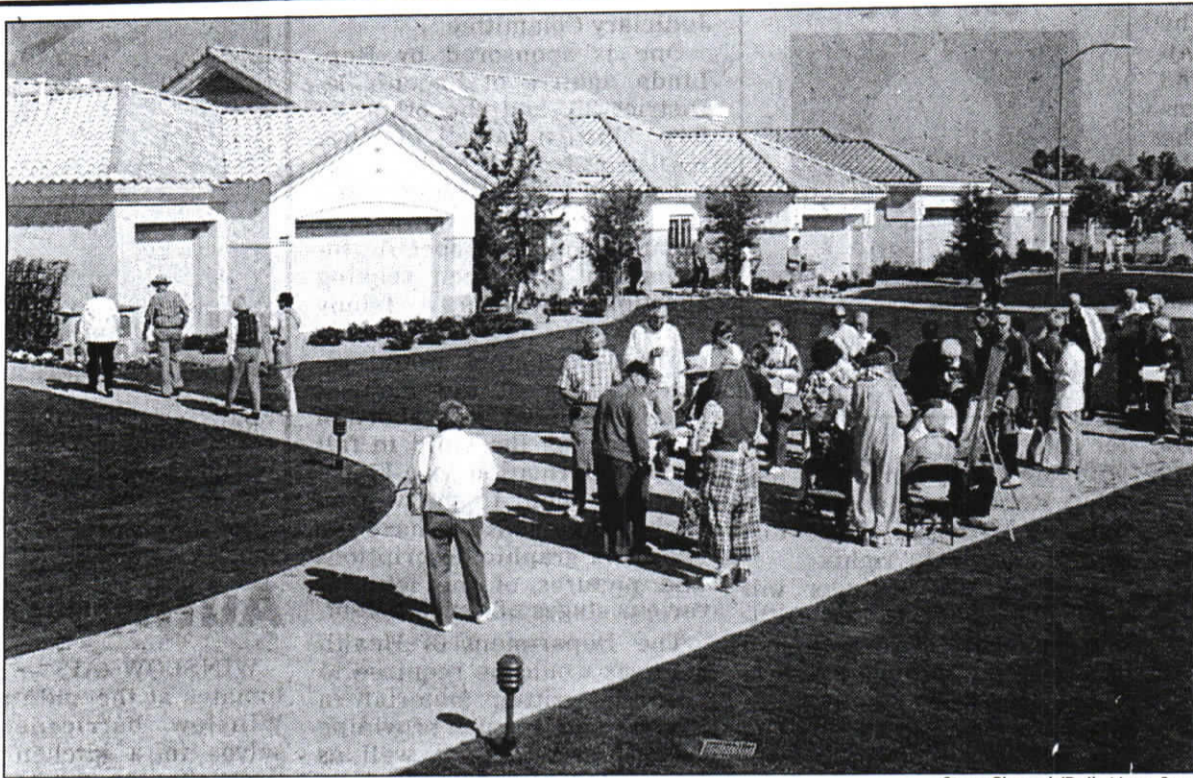
Sun Health Properties is a non-profit organization that develops and manages health-care-related real estate property. Proceeds of the organization's business ventures provide capital funding for Webb and Walter O. Boswell Memorial Hospital in Sun City and other local health-care

services provided by Sun Health.

Revenues from the Grandview Terrace project are earmarked for expanding local health-care services and purchasing medical equipment, said Linda Tyler, Sun Health spokeswoman.

Conner said Grandview Terrace will share some architectural features with Freedom Plaza, the seven-story life-care community near 91st Avenue and Thunderbird Road.

However, he said, the Sun City West facility will be six instead of seven stories and have four instead of five residential wings. The color schemes and decor will be different to blend in with the residential community. And, the dining rooms and kitchen will occupy a separate but attached building on the ground level.



Steve Chernel/Daily News-Sun

At right, visitors come and go during the grand opening of six models at the Del Webb Model Home Center in Sun City West Saturday. Below, Betty Nash of Roberts Catering hands a carnation to Ruth Henkin of Sun City West at the opening.

Models attract crowd

Webb unveils 6 new homes

By CHRISTINE A. GOW
Daily News-Sun staff

SUN CITY WEST — The smell of popcorn filled the air as clowns made balloons into poodles, a reggae band played under a canopy and people lined up to have their caricature drawn. But it wasn't a carnival or fair.

The main attraction Saturday for more than 10,000 people was the grand opening of six model homes, bringing the total to 21 for developer Del Webb Corp.

While some folks crowded into the models, others enjoyed entertainment by a mime and juggler and an array of food from soft pretzels to cookies and apples.

"I think Del Webb does a very nice job," said Sun City West resident Lynn Hurley, who recently bought a new home with her husband, Thomas. "I think they put on a good little party to show off their homes."

And in a city known for its links, golf cars were a natural to shuttle folks around the sales center.

Weather, too, played a role.

"The festivities were nice but the weather was just gorgeous," said Dick Faytinger, who with his wife, Lolly, found the main parking lot full by 10:30.

"Everything is going great," said Connie Watson, public relations associate for Webb, as she perused the crowd, most of which headed



straight for the new models.

"I think it's wonderful," said Ruth Henkin. "The whole layout is just amazing. The models are beautiful. The layout and the landscape is beautiful."

Henkin had her eye on Somerton — a 2,497 square foot home starting at \$199,900. The home comes with a separate 339 square foot guest house.

"It's spacious. I like all the tile. I like everything about it. And the extra guest house is nice," Henkin said.

Merle Holbrook also favored the Somerton model.

"I'm just looking, but I might want to buy a new home. Who

knows?" he said.

Sun City resident Mary Raasch said what impressed her the most was the interior decorating in the model homes.

"I think it's lovely. Whoever does the designing and drapery did an excellent job. I love the color tones," she said.

More than 26,000 people live in Sun City West, which Webb opened in 1978.

Del Webb has about 2,000 lots remaining to build on in the retirement community. When Webb completes construction next year it is expected that 32,000 people will reside in Sun City West.

New home sales soar in Sun City West

Economic growth hailed by Webb

By JULIE LARSON
Daily News-Sun staff

SUN CITY WEST — Del Webb Corp. sold 385 new homes in Sun City West in the first three months of the year — the most sales during that period since 1979 and a 43 percent increase over the same quarter last year.

"We have enjoyed a combination of all the right elements: a growing economy, a beautiful winter, great

home designs and an unsurpassed lifestyle in Sun City West," said Rich Vandermeer, Del Webb's Sun City West associate general manager.

The company also recorded 284 new home closings during January through March, a 36 percent increase over the same quarter a year ago. New home sales from January through March last year in Sun City West were 269, and new home closings in that period numbered 208.

The difference between sales and closings indicates a lag in delivery times for new homes.

Sun City West also was the leader in Del Webb's overall new home sales, new home closings and homes under contract from July through March.

The company sold 897 new homes in that period in Sun City West, compared to 684 during the same time a year ago.

From July through March, Del Webb recorded 855 new home closings in Sun City West, compared to 607 in the same period a year ago. Del Webb had 707 homes under contract in the nine-month period in

Sun City West, with 561 during that time last year.

Whether the home sales in Sun City West will continue to increase is difficult to determine, said Martha Moyer, public relations manager of Del Webb's Sun City West.

"I think there are a lot of changes that are coming in our economy," Moyer said. "Increases in interest rates may have an effect, but it's very hard to tell at this point. We don't know yet what kind of impact that will have, but we are optimistic."

Moyer said Del Webb should be

done selling new homes in Sun City West by late 1996.

"In the meantime, we are going to be starting our development work in Surprise on our new active adult community there," Moyer said. "We don't have an official date yet for the groundbreaking, but we're looking at this summer. There probably will be a one-year overlap when we'll be selling in Sun City West and also in Surprise."

Sun City West is home to about 24,000 residents.

SCW leads Webb sales

Daily News-Sun staff

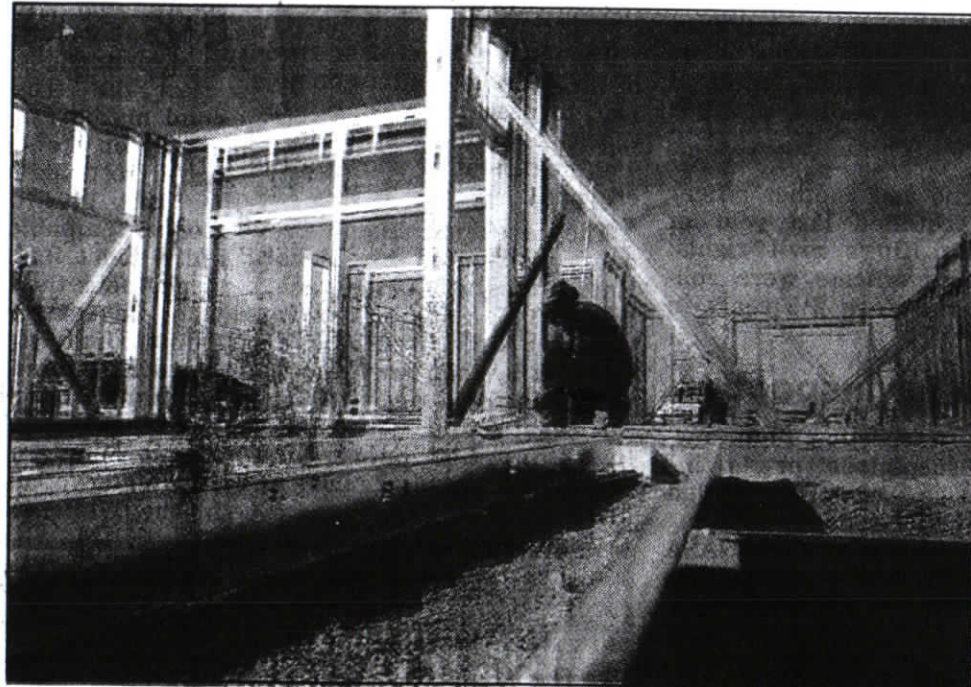
Del Webb Corp. sold 1,235 new homes during the first quarter in a continuing expansion of its home-building operations.

Sun City West was the leader in the company's new home sales and new home closings during those three months. The total included sales in Del Webb's Sun City Tucson, Sun City Las Vegas, Sun City Palm Springs, Terravita and Coventry Homes.

Del Webb's total for new home sales during the three-month period increased 58 percent over the same time last year, when the company sold 781 new homes.

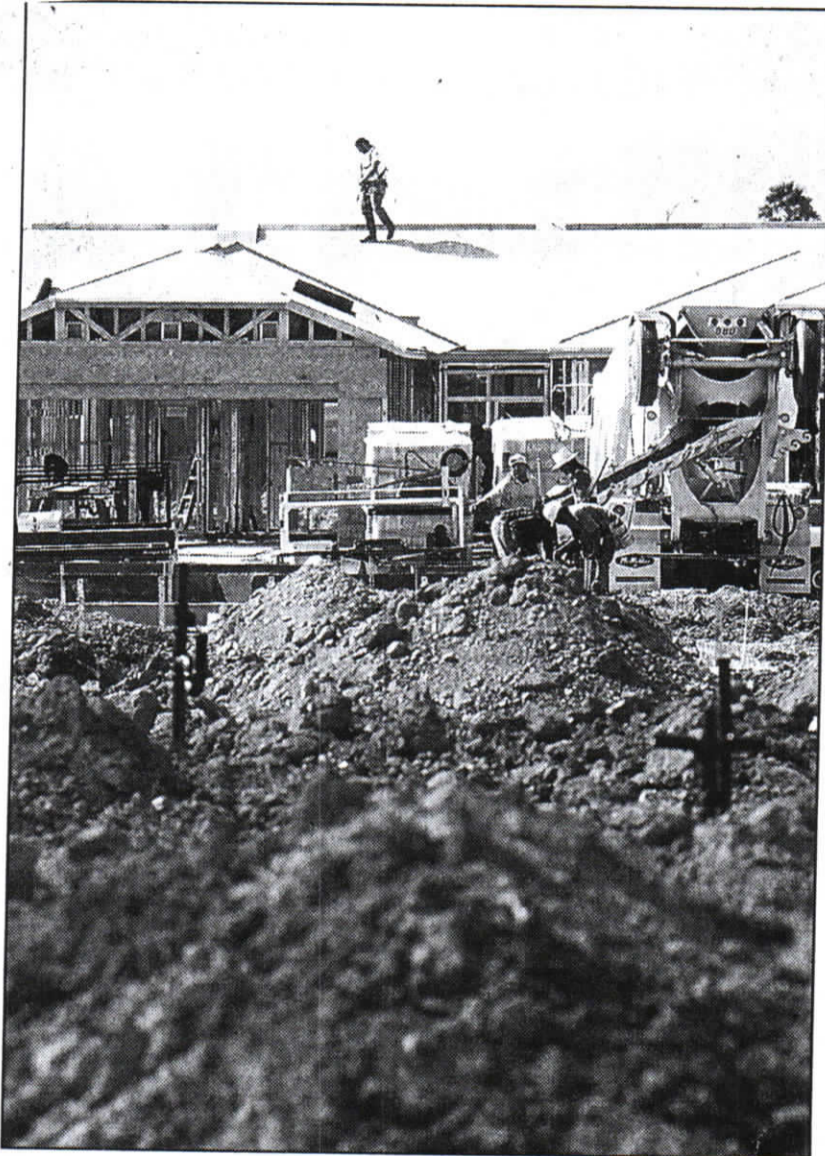
The number of new home closings during January through March also increased this year to 834, compared to last year's 639.

In a nine-month period ending March 31, Del Webb sold 2,854 new homes, compared to 2,122 in the



Daily News-Sun photo

Construction crews at Del Webb Corp. are using aluminum framing in some home construction in Sun City West to combat the soaring prices of wood. The company reported a robust first quarter this year, selling



Nancy Engebretson / Staff photographer
About 90 casitas have been built this year by Del Webb Corp. in the original phase of Sun City West.

Vacant Sun City West triangle is disappearing

By Connie Cone Sexton
Staff writer

SUN CITY WEST — The vacant triangle of land that sat empty for 15 years in the hub of the community is narrowing each day as new homes replace dirt lots.

Construction crews are working on The Casitas, a Del Webb Corp. development of 171 homes. About 90 units have been built this year.

Webb spokeswoman Connie Watson said the Casitas project is one of the last for Webb in the original phase of the community.

When Sun City West opened in 1980, it stretched from Grand Avenue to Deer Valley Road. Webb has since expanded north of Deer Valley Road.

Over the years, 50 acres in the center of the community — bounded by Camino Del Sol and

R.H. Johnson and Meeker boulevards — sat empty. The land was sold by Webb, but the acres remained in limbo as the property owner couldn't turn it into a commercial development. So Webb bought back the property.

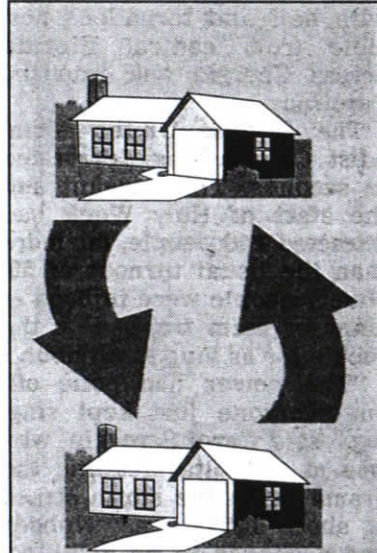
"We felt it was good for the community to have that land developed," Watson said.

Of the 50 acres, 30 are designated for The Casitas, five have been developed for a main post office and 15 will become a long-term care facility to be built by The Ryerson Co. and Ken Meade of Ken Meade Realty.

The first house in The Casitas development should be finished by early April, Watson said.

The Casitas models offer between 1,069 and 1,352 square feet. Home prices are from the low \$90,000s to \$105,900.

Housing exchange suits senior couples to a T



Home exchange

The Rotary International Home Exchange Fellowship is one of more than 30 international fellowship programs for Rotarians and their families.

For information on how to participate, contact a Rotary Club president.

By IAN MITCHELL
Daily News-Sun staff
SUN CITY WEST — Bob and Chris Snyder have been replaced.

The Snyders leave this retirement community today and complete strangers take their place.

The strangers will live in the couple's home, drive their car and play golf with their friends.

It's no sinister plot. As participants in the Rotary International Home Exchange Fellowship, the Snyders have traded houses for two months with Tony and Jean London of Colchester, England.

To welcome their guests, the Snyders hosted a coffee at their home Saturday. About 35 people came to say hello and invite the Londons to golf, tea and lunch.

"I think Bob should have given out name badges," said Jean London, struggling to remember who's who.

"Everybody's so friendly," she said.

During their two months in the retirement community, the Londons plan on doing a little sightseeing.

"We, probably won't travel very far out of Arizona," Tony London said. "There's so much to see."

The Grand Canyon, Mon-



Rick D'Elia/Daily News-Sun-

Bob and Chris Snyder, left, of Sun City West traded homes with Tony and Jean London of Colchester, England, for two months.

ument Valley, Las Vegas, Sedona and Mexico are on the "things to see" list.

"Time's going to be divided between people and sports and sightseeing," London said, adding that he and Jean both golf and have already set up a few four-somes.

"We might have to miss Grand Canyon," he said with a smile.

The Londons said they would also spend a little time looking at houses.

"We've seen very little of Sun City, but just from driv-

See Rotary sets, A5

Rotary sets up exchange

—From A1

ing through it, we like the ambiance," London said.

"At 62, it's nice to be a youngster again."

In honor of the Londons, Bob Snyder built a wooden bridge in the back yard and christened it with the obvious moniker.

The Snyders and their guests gathered outside for a few photos as Jean cut the ribbon for "London Bridge."

Standing on the patio, Hal Olson said he was intrigued by the idea of trading houses.

"Maybe I should get with my Kiwanis and see if they have a similar program," the Sun City West resident said.

Jean London said she spoke with a woman from Minnesota

who wanted to trade houses. But Minnesota's too cold, she said, laughing.

It wasn't all that sunny in Sun City West Saturday; a light rain fell intermittently and the skies were overcast.

"This is to get Bob acclimated to England," Jean London said. "Monday when he gets to the airport, this is going."

The Londons' Colchester home is about 30 miles from Chelmsford, where Bob Snyder was stationed with the U.S. Army Air Force in World War II.

Chris Snyder was looking forward to visiting England for the first time.

"I've read a lot of English history," she said. "I'm ex-

cited to see all these places I've read about."

"We'll make a great team," Bob Snyder said. "She'll give me all the history of these places, and I'll tell her how to get there."

The couples had never met before last week. Bob Snyder, a member and past president of the Sun City Del Sol Rotary Club, wrote to nine Rotarians in England who were listed in the home exchange program, and one of them passed his letter along to Tony London.

Both pairs said the house-swapping arrangement couldn't have worked out better.

"He'll even fit my sweaters," Tony London said.

Home alone

Couple only residents of subdivision

By Lori Baker
Staff writer

Sun City West

Buying houses is nothing new to Harold and Eileen Haber.

They've owned 10 homes during their 51 years of marriage, including four in the Sun Cities.

Their latest is the most special, they say.

Never have the Habers been the first occupants of a subdivision.

On Aug. 17, the Habers moved into their version of the Safford model — one of 18 home models that Del Webb Corp. is selling at its Sun City West expansion area near Deer Valley Drive and 135th Avenue.

"It's exciting to watch all the homes under construction around us," Eileen Haber said. "It doesn't bother us because our house is so well insulated. We don't hear the trucks going down the streets or the construction workers working."

Nearly 300 homes have been sold, and

eventually the area will have 6,400 residents, Del Webb spokeswoman Martha Moyer said.

The Habers' newest two bedroom, two bath home is three blocks from their former one in Sun City West. It took four days to sell that house, which they bought new nine years ago.

Why move again?

"We wanted a larger house with an open, free-flowing layout," Eileen Haber said.

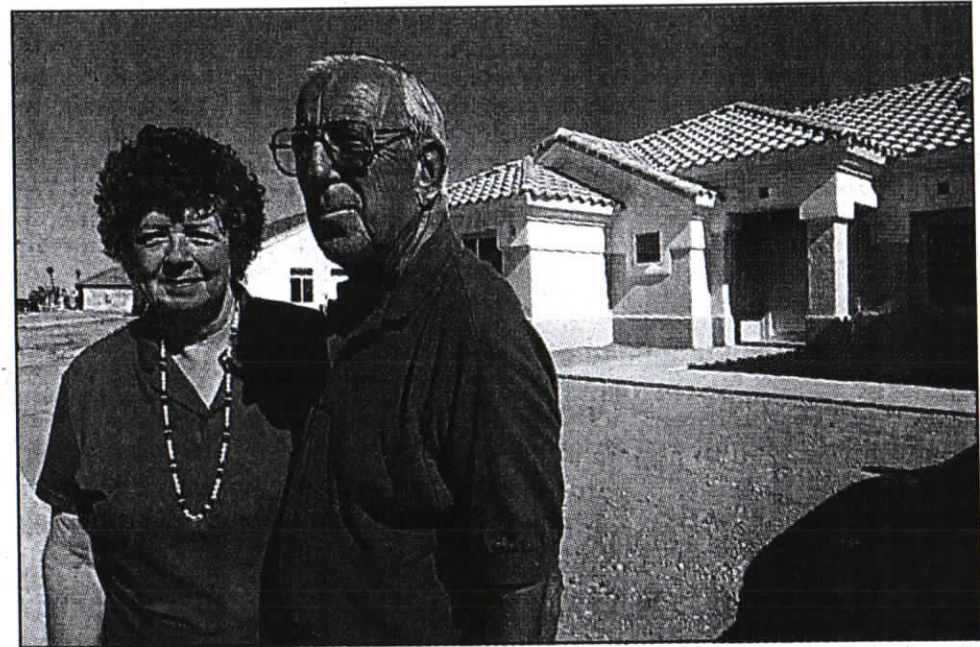
The old house had a closed off kitchen so Eileen Haber couldn't see people in the dining room or living room.

"I wanted to be able to carry on conversations while preparing food during parties," Eileen Haber said.

The new house also has a tile roof that the couple wanted.

The Habers had two homes in Sun City.

The couple, both 73 years old, said they
See COUPLE, Page 4



Community
Eileen and Harold Haber stand in front of their Del Webb model home near Deer Valley Drive and 135th Avenue.

COUPLE

From Page 1

enjoy the retirement community lifestyle.

They moved to Sun City in 1979 from Kettering, Ohio, where their three daughters and seven grandchildren live.

Harold Haber retired after 37 years as an engineer. But he started a second career in Sun City West. He works full time as manager of golf operations for the Star Dust Golf Course. Eileen Haber last year gave up her full-time job as a secretary.

Although most of their boxes are unpacked, Eileen Haber says she has more work to do. She has yet to select window coverings or choose a landscaper.

She also would like to enlarge the patio in the back yard.

Besides all the home building, construction in the expansion area



James Garcia / Staff photographer

The \$6.4 million Palm Ridge Recreation Center will open in the spring in Del Webb Corp.'s Sun City West expansion area.

includes the \$6 million 18-hole Deer Valley Golf Course, which will be open by Jan. 1, and the \$6.4 million Palm Ridge Recreation

Center, which will open in the spring. A second golf course is planned, but no date has been set for construction.



James Garcia / Staff photographer

“It’s exciting to watch all the homes under construction around us. It doesn’t bother us because our house is so well insulated. We don’t hear the trucks going down the streets or the construction workers working.”

Eileen Haber

Construction work continues on homes that Del Webb Corp. is selling at its Sun City West expansion area. Del Webb anticipates 6,400 residents in the expansion area.

SCW couple make history with move

By ROSA De SIMONE
Daily News-Sun staff

SUN CITY WEST — Harold and Eileen Haber didn't dress up when they became a part of history Tuesday and opened a new chapter in the story of the expansion of retirement communities throughout the Northwest Valley.

Careful not to soil their almost-white carpeting before Del Webb Corp.'s quality controlman completed his inspection, the shoeless Habers enthusiastically showed off their home, the first house to be occupied in the community's northern expansion area.

"We think we've got the ideal house," Eileen said with an expansive gesture taking in the shiny new kitchen.

By tonight, the Habers expect to have their furniture and their first houseguests in place.

"My brother and his wife are coming," Eileen said. "They can help move furniture. And she can cook while I arrange the pictures."

Retirement living bodes well with the Habers.

After living in Kettering, Ohio, for 59 years, followed by a one-year stint in Colorado Springs, Colo., they moved to Sun City in 1979.

During their five years in Sun City, Harold worked for the Recreation Centers of Sun City, but moved to Sun City West nine years ago when he went to work for the recreation



Mollie J. Hoppes/Daily News-Sun

Eileen and Harold Haber walk out of their home in Sun City West. Tuesday morning the Habers became the first residents to move into the area.

centers here.

The Habers sold their Sun City West home in four days, she said.

"We like things when they're new," Eileen said, grinning.

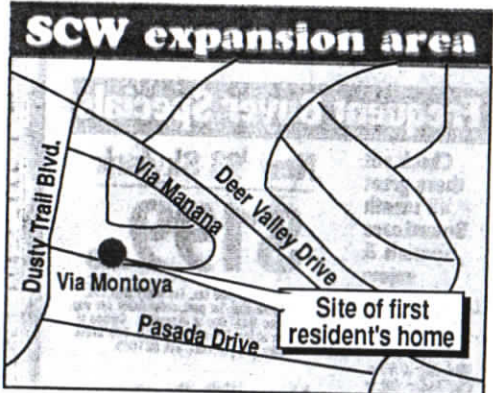
"But this is it," Harold announced. The Habers said their decision to

move was based on several factors; a larger house with an interesting architectural design, attractive amenities close by and a mindset open to change.

But Eileen confessed the real reason: "sports."

Is there a sports team based here we all don't know about?

"See, he loves sports and I don't," Eileen explained. "And we needed to have two major places to watch TV."



Jonathan Dalton/Daily News-Sun graphic

Neighborhoods taking shape quickly

By ROSA De SIMONE
Daily News-Sun staff

SUN CITY WEST — Harold and Eileen Haber won't be alone for long.

The first residents to move into the northern expansion area should feel right neighborly in no time.

Several home closings are scheduled for later this week, said Martha Moyer, manager of public and community relations for Del Webb

Corp.'s Sun City West.

In Unit 51, the first subdivision Webb began in the expansion area north of Deer Valley Drive between 135th and 151st avenues, 288 homes have been sold, Moyer said.

Unit 51 has 457 lots.

Sales for the next development, Unit 52, have also begun. So far, 11 of the 600-plus lots have been sold.

"Sales have been very strong," Moyer said. "We had an unusually

active spring and so far an active summer."

Moyer credits low interest rates for the sales activity.

"It allows people to sell homes in California and back in the Midwest for a move out here," she said.

Mother Nature has also cooperated.

"We've been very fortunate this summer to have very little rain. Typ-

See Strong sales, See A5

Strong sales

reported

—From A1
ically with the monsoon, we have rain delays, but we haven't experienced that this year," Moyer said.

The Deer Valley Golf Course, a championship 18-hole course, is nearing completion, she said.

"Then it will go into a growing phase and we'll monitor the course (for proper drainage and equipment operation)," Moyer said.

No date has been set for turning the course over to the Recreation Centers of Sun City West, she said.

The Recreation Centers will determine when the course opens for play, Moyer said.

Deer Valley Golf Course should open between Dec. 1 and Jan. 1, said Steve O'Donnell, general manager of the recreation centers.

A second golf course is planned for the area. Webb officials expect to break ground for it in early- to mid-1994.

SCW

HOUSING DIGEST

Retirees offered multilevel homes

Del Webb is bucking tradition in the retirement-housing market by offering multilevel floor plans.

The prevailing thought has been that "two-story homes for seniors are taboo," Del Webb spokesman Ken Plonski said.

"For so long, the attitude was, 'They don't want to negotiate those stairs,'" said Martha Moyer, Sun City West spokeswoman.

In late March, the company opened two new models — one a two-story and the other a trilevel — at its complex in Sun City West.

The homes are there on a trial basis, Moyer said. If they sell well, they'll be added to the permanent model collection, and perhaps more multilevel plans will be developed. So far, five of each plan have been sold, she said.

Why start offering the plans?

"It's a younger retiree now," said Shonna James, the company's public-relations assistant.

THE WESTER

July 23-29, 1992

100,000 Visit Model Homes

Story & Photos,
Mildred Baker

After six months, the 14 new Sun City West homes look as inviting as they did in January, when the \$3 million sales pavilion, single family homes, classics and casitas were unveiled by the Del Webb Corporation at 13001 Meeker Blvd. Interiors are still light and open, pastels, cream and spice making a harmonious statement.

Of the 100,000 plus people who have visited, "Up to 31 percent of sales and 20 percent of first time visitors have been from one state...California," reveals Martha Moyer, manager of Public and Community Relations of the Webb Company.

On a typically hot Sunday afternoon in July, 48 cars were in the parking lot, the majority from Arizona. The greatest number of out-of-state licenses were from California, with Kansas, Oregon, Minnesota, Virginia, Florida and Utah represented by one or more. The Damicos and Thomases of Alexandria, Virginia, "Are seriously considering retirement".

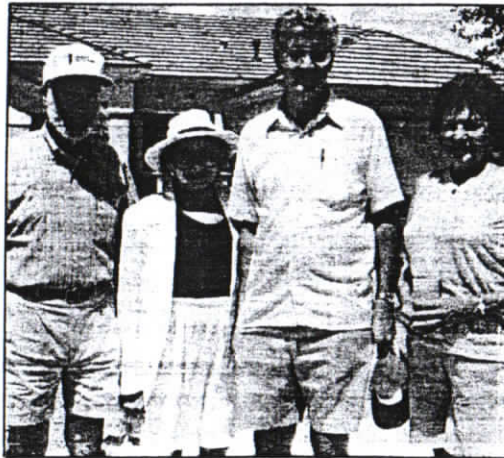
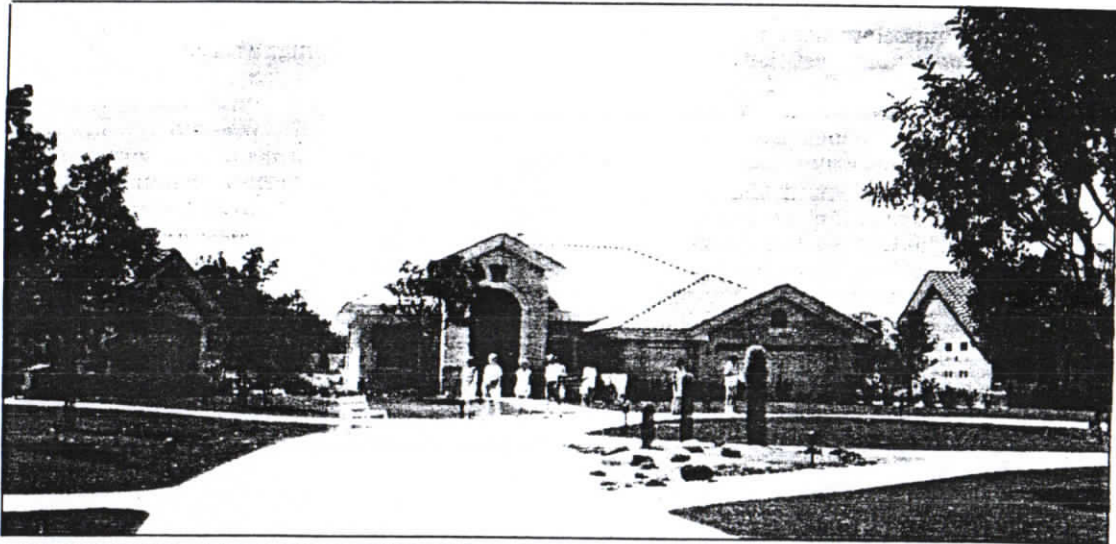
Brian Nagle, sales associate this afternoon says, "The quantity of traffic goes down in the middle of summer, but the quality goes up. It's more than just vacationing".

One change from the original is that classics may now be purchased detached as a single family unit as well as the original Homeowners Association arrangement with the \$73 monthly fee.

In the welcome coolness of the pavilion, Armstrong floor coverings attract a group planning kitchens. Several couples watch the nine-minute movie of Sun City West amenities or take advantage of conversation-arranged seating to discuss it all.

According to Nathan Jacobus, speaking in the absence of Richard Vandermeer, vice-president of sales and marketing, the video of Sun City West amenities is most popular with first time visitors. Those who have been here before go to the map of the area. When residents

MODEL HOMES
Continued on Page B6



New Models Impress Many!

Visitors, many from California, are dwarfed by this gorgeous model. The Damico's & the Thomas' (l.) from Alexandria, Virginia enjoyed their July sojourn through the homes while Westers Dorothy & Gerhardt Adler and Ginny & John Marek remarked, "We just hadn't gotten over here 'til today."

OVER

Model Homes Continued from Page B1

bring in friends or relatives, they point out "where I live".

"Some come in summer to see if they can stand the heat," said Jacobus. He agrees with Nagle that a larger percentage of visitors now have a serious intention than in February.

The water fountain near the models is frequented more now.

Jacobus remarks that 22 percent of current sales come from Sun City and Sun City West residents. "Perhaps they bought a small home originally and now choose to sell it and upscale. Or they like the 2 inch by 6 inch studs

on these models that allow an extra two inches of insulation in sidewalls".

Visitors show interest in the three replicas of Arizona natural wonders: the Sonoran Desert, Petrified Forest and Havasu Falls. Showy pink, purple and white flowers of Lisianthus...which thrive in summer's soaring temperatures...replace more delicate spring plantings and bring a cool feeling to the surroundings.

SCW

MODEL HOME REVIEW

Sun City West

Builder: Del Webb.

Where: 13001 Meeker Blvd. Take Interstate 17 to Bell Road. Go west to R.H. Johnson Boulevard. North to Meeker, and east to the model complex.

Amenities: Two-bedroom homes, ranging from 1,102 to 2,903 square feet.

Price: \$71,900 to \$203,500.

Architecture: Iverson-Wilkinson Architects of Irvine, Calif., and Richardson Nagy Martin of Newport Beach, Calif.

Interior design: Designworks, Denver, and Design One of Los Angeles.

Hours: Models open 8 a.m. to 5 p.m. daily. Sales office: 975-2270.

Sun City West standardizes home options

By Susan Doerfler
The Arizona Republic

Buying a home in Sun City West is similar to buying a car: The model you purchase determines which features are included.

If you choose the Chandler floor plan, it comes with Feature Group B (paneled cabinets and vinyl flooring in the foyer, among other features). The Ventana plan comes with the upgraded features of Group C, including oak cabinet doors and tile foyer. With 48 more square feet than the Chandler, it costs about \$14,000 more.

Del Webb, the developer, chose to offer four levels of features, said Rich Vandemeer, vice president of sales and marketing for the company.

In most communities, the same features are available in all the homes, and the upgraded features and options cost extra.

But the Sun City West homes allow buyers to determine whether they want the upgraded

— See **DEL WEBB**, page S19



Cheryl Evans/Special for The Arizona Republic

Del Webb's Chandler floor plan in Sun City West comes with paneled cabinets and vinyl flooring in the foyer, and an open living room, which will hold Grandma's antiques and more.

Ingenuity rings changes in Sun City West

The new models at Sun City West offer 15 variations on the theme of the two-bedroom home.

Buyers can content themselves with a "casita" for a bit more than \$70,000 or go for an "estate" at \$200,000-plus.

PAGE/S10

Del Webb standardizes home options

— DEL WEBB, from page S1

features included as standard, or whether they want a basic home, Vandemeer said.

In addition to the new features groupings, Del Webb also has a new floor-plan approach: Several of the plans include great rooms, rather than separate living and family rooms.

"The idea was to create a house to fit Grandma's antiques, so she doesn't have to get rid of anything," Vandemeer said. The larger rooms also accommodate television sets and entertainment systems.

Some of the plans have great rooms in lieu of formal dining areas. If the owners desire, part of the room can house the dining table and chairs. If a larger living area is preferred, the breakfast nook can be used as the main dining area.

"Flexibility in floor plans means a lot to our customers," he said.

The company has taken other new approaches at its model complex, which is Del Webb's sixth.

In the new complex, there are no streets: In their place is a walkway flanked by grass and lush landscaping. "We tried to put a lot into the aesthetics, like walking through a park rather than a street scene," Vandemeer said.

Incorporated into the walk are what Vandemeer calls "little tidbits of Arizona": a display of petrified wood, like what would be found at the Petrified Forest, and a cactus garden, to name two.

"The idea is to promote Arizona and not just Sun City West," he said.

That theme is carried further to the models: All have Arizona place names. The largest and most expensive home is the Scottsdale. Among other names are Carefree, Safford, Picacho and Pinetop.

Del Webb also paid special attention to homes' interiors.

Unlike in most model homes, there are no stickers announcing standard and optional features. Instead, Del Webb installed a touch-button system. When potential buyers press a button, it activates a laser disc that describes the features in the home, room or development. There are 26 buttons in the 14 homes.

"So far, we've had 550 pushes a day," Vandemeer said. "The most popular one is 'Golf Information.'"

SCW

Variations on 2 bedrooms give buyers 15 choices

By Susan Doerfler
The Arizona Republic

The new models at Sun City West are an example of how to make a two-bedroom home 15 different ways.

Considering the target market, two bedrooms generally are all that is needed by retirees and "empty nesters," whose children have moved out on their own. Guests can stay in the second bedroom, which in many of the models is a second master bedroom with an adjacent bathroom.

"We've found that our buyers like guest suites," said Rich Vandemeer, vice president of sales and marketing for Del Webb, Sun City West's developer.

Often the suites are down a hall, which offers privacy. The rooms can also be closed off or used for other purposes, such as hobbies.

Four types of homes are offered at Sun City West:

- The Estates — The top of the line in single-family homes, priced from \$187,900 to \$203,500; 2,662 to 2,903 square feet. Lot sizes begin at 87 by 115 feet.

- The Premieres — Single-family homes with 1,295 to 2,164 square feet, priced from \$89,400 to \$145,600. Lot size is 75 by 115 feet.

- The Classics — Single-family homes with front-and-back landscaping, \$98,000 to \$115,500, 1,320 to 1,788 square feet. Lot sizes average 66 by 115 feet.

- The Casitas — Patio homes with front-yard landscaping, \$71,900 to \$79,800, 1,102 to 1,330 square feet. Lot sizes average 38 by 75 feet.

Exterior appearance

The stuccoed exteriors are painted in three colors, which makes for a stunning change from the typical one or two colors usually used on homes.

"It's called Color Tone Blocking," Vandemeer said of the eight three-color choices available to buyers. Southern Californian Miriam Tate came to Sun City West and looked at the colors of the desert before coming up with the combinations. "She concentrates on what she calls 'the rhythm of color in neighborhoods.'"

Standard features

The Estates come with concrete-tile roofs, ceramic tile in the foyers and on kitchen counter tops, self-cleaning ovens, microwaves, rounded drywall corners, 8-foot double entry doors, fireplaces, whirlpool tubs, garage-door openers and golf-cart electrical outlets in the garages.

The Premieres and Classics have fiberglass shingle roofs, self-cleaning

ovens, microwaves, rounded drywall corners, vinyl flooring, laminated counter tops and garage-door openers. Three of the seven homes in the Premieres series — the more expensive ones — also come with oak kitchen-cabinet doors, ceramic tiling in the foyers and choice of ceiling light fixtures.

Energy-efficiency features in the Estates, Premieres and Classics are two-by-six framing, R-23 exterior wall insulation and R-38 ceiling insulation.

The Casitas come with fiberglass shingle roofs, vinyl flooring, laminated counter tops and self-cleaning ovens. They have R-19 wall insulation and R-30 ceiling insulation.

All homes have gas furnaces and water heaters, as well as tinted and insulated windows.

Sales brochure

The brochure has drawings of floor plans and exterior elevations, prices and standard features, as well as a description of the community. A detailed map of nearby services and shopping would be helpful.

The Avondale, Plan E2608 (Estates series)

Price: \$187,900. Square footage: 2,662.

Pluses:

- This is a great home for entertaining. The large kitchen lends itself to

group activities.

- The guest suite is self-contained and on the other side of the house from the master suite.

- The master suite has coffered ceilings in the bedroom, adjacent sitting room and bathroom.

The Ventana, Plan P2605 (Premieres series)

Price: \$121,000 to \$127,100, depending upon the exterior elevation chosen. Square footage: 1,809.

Pluses:

- The kitchen, family room and breakfast nook are combined, making for a spacious, open room.

The kitchen contains a large center island, which doubles as a media center. It has a built-in shelf for a television set and shelves for other entertainment units.

- The home contains many cutout designs in the walls, which create special architectural detailing.

- There are two master suites, each with its own bathroom and linen area.

The Cottonwood, Plan 2607 (Premieres series)

Price: \$139,600 to \$145,600. Square footage: 2,164.

Pluses:

— See VARIATIONS, page S11

Same song, 15 variations tune up 2-bedroom models

— VARIATIONS, from page S10

- There are two master suites.
- The kitchen, with a center island, is combined with a large family room and breakfast nook.
- The laundry room is large enough to be turned into a computer room, as shown in the model. The washer and dryer are then moved to the garage.

Minuses:

- The dining room and kitchen are not near each other. The table is about 16 steps from the stove, which would make it difficult to carry soups and other hot dishes and liquids.
- The effect of rounded rather than right-angle walls is wasted on the closet of the guest suite and the hall closet.

The Chandler, Plan P2604 (Premieres series)

Price: \$106,700 to \$107,400.
Square footage: 1,761.

Pluses:

- The cutout designs in the walls provide interesting architectural detailing.
- The master suite contains his-and-hers closets.

Minuses:

- The 30-foot-long great room is too long for a living room.

In the model, the room is shown as a combined living and dining room. There is not much that can be done to decorate the space between the two areas. A sliding door to the patio prohibits putting furniture in front, as does the foyer at the other side of the room.

The Payson, Plan S2672 (Classics series)

Price: \$104,400 to \$104,900.
Square footage: 1,528.

Pluses:

- The large front porch would be perfect for relaxing.
- Although similar to the Chan-

dlers', the floor plan is more workable. There are no sliding doors to limit furniture placement.

The San Manuel, Plan C2663 (Casitas series)

Price: \$79,800. Square footage: 1,330.

Pluses:

- Off the kitchen is a large laundry room, with space for an ironing board.
- The house wraps around an interior patio, which could also be used as an atrium. This is an unusual feature in a home of this size.

Minuses:

- As the house is decorated, there are three eating areas, which is too many for a 1,300-square-foot home.
- The floor plan would be more practical if the breakfast nook were removed, the patio moved into its place, and the living room enlarged.

Information roundup

There must be one homeowner who is 55 or older in each household.

The other Estates model is the Scottsdale, 2,903 square feet, \$203,500.

The other models in the Premieres series are: The Cameron, 1,295 square feet, \$89,400 to \$89,900; the Winslow, 1,405 square feet, \$95,400 to \$95,700; the Safford, 1,643 square feet, \$101,900 to \$102,100; and the Pine-top, 1,999 square feet, \$129,900 to \$135,900.

The 1,320-square-foot Rio Verde, priced from \$98,000 to \$98,300, and the 1,788-square-foot Carefree, priced at \$115,000 to \$115,500, are the other Classics models.

There are two other Casitas. The Picacho, \$71,900 to \$72,400, has 1,102 square feet. The Mesa, with 1,164 square feet, is priced at \$76,500.

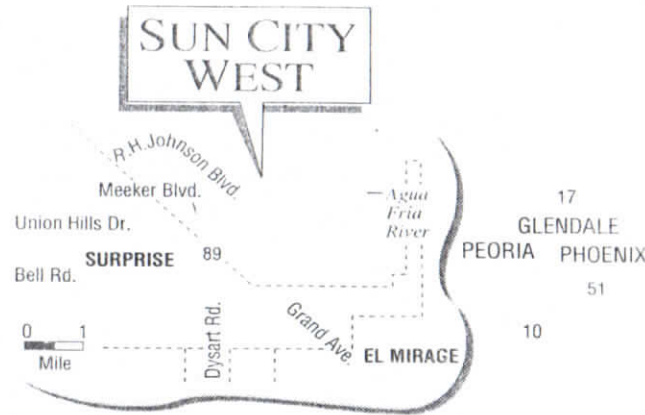
Use of the recreation centers costs \$110 per person annually.

SUN LIVING

Ingenuity rings changes in Sun City West

The new models at Sun City West offer 15 variations on the theme of the two-bedroom home. Buyers can content themselves with a "casita" for a bit more than \$70,000 or go for an "estate" at \$200,000-plus.

PAGE/S10



MODEL HOME REVIEW

Sun City West

Builder: Del Webb.

Where: 13001 Meeker Blvd. Take Interstate 17 to Bell Road. Go west to R.H. Johnson Boulevard. North to Meeker, and east to the model complex.

Amenities: Two-bedroom homes, ranging from 1,102 to 2,903 square feet.

Price: \$71,900 to \$203,500.

Architecture: Iverson-Wilkinson Architects of Irvine, Calif., and Richardson Nagy Martin of Newport Beach, Calif.

Interior design: Designworks, Denver, and Design One of Los Angeles.

Hours: Models open 8 a.m. to 5 p.m. daily. Sales office: 975-2270.

Sun City West standardizes home options

By Susan Doerfler
The Arizona Republic

Buying a home in Sun City West is similar to buying a car: The model you purchase determines which features are included.

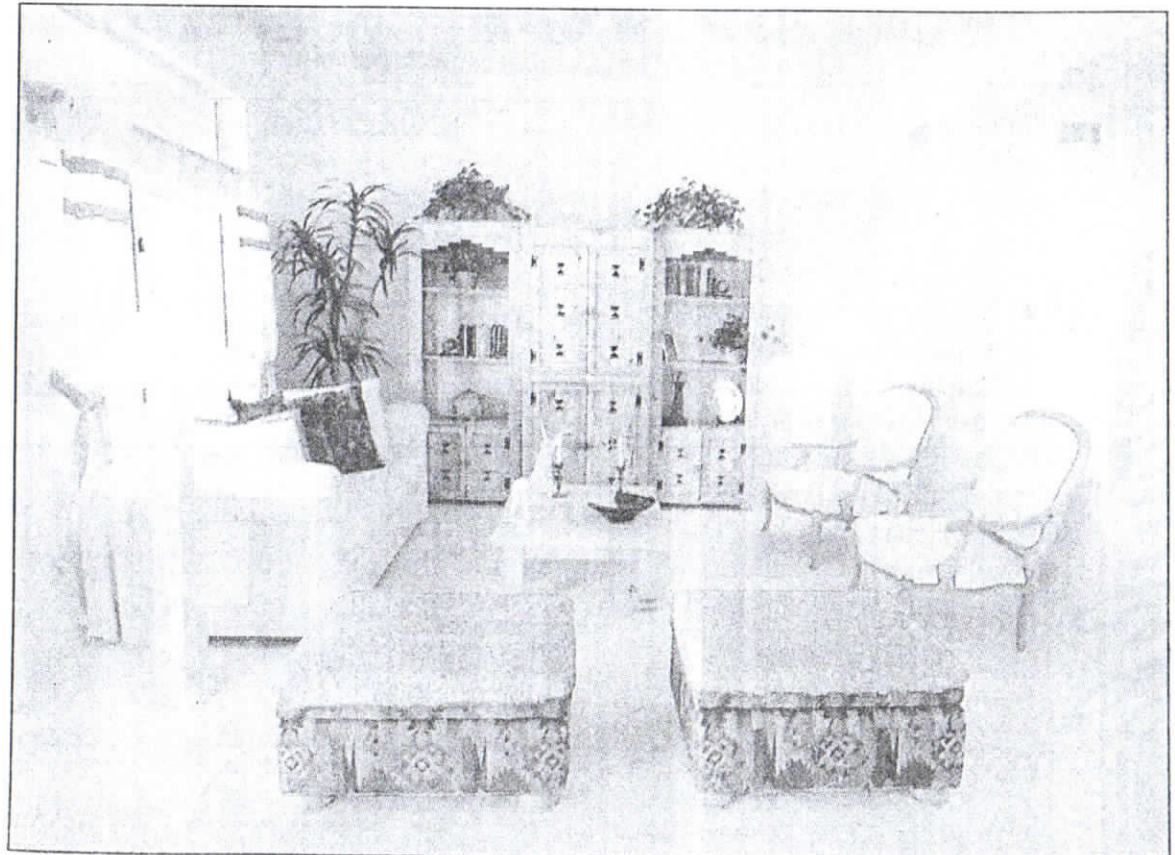
If you choose the Chandler floor plan, it comes with Feature Group B (paneled cabinets and vinyl flooring in the foyer, among other features). The Ventana plan comes with the upgraded features of Group C, including oak cabinet doors and tile foyer. With 48 more square feet than the Chandler, it costs about \$14,000 more.

Del Webb, the developer, chose to offer four levels of features, said Rich Vandemeer, vice president of sales and marketing for the company.

In most communities, the same features are available in all the homes, and the upgraded features and options cost extra.

But the Sun City West homes allow buyers to determine whether they want the upgraded

— See DEL WEBB



Del Webb's Chandler floor plan in Sun City West comes with paneled cabinets and vinyl flooring in the foyer, and an open living room, which will hold Grandma's antiques and more.

Cheryl Evans/Special for The Arizona Republic

JUER

The Arizona Republic

SUN LIVING

SUNDAY
MARCH 22, 1992

Del Webb standardizes home options

— DEL WEBB

features included as standard, or whether they want a basic home, Vandemeer said.

In addition to the new features groupings, Del Webb also has a new floor-plan approach: Several of the plans include great rooms, rather than separate living and family rooms.

"The idea was to create a house to fit Grandma's antiques, so she doesn't have to get rid of anything," Vandemeer said. The larger rooms also accommodate television sets and entertainment systems.

Some of the plans have great rooms in lieu of formal dining areas. If the owners desire, part of the room can house the dining table and chairs. If a larger living area is preferred, the breakfast nook can be used as the main dining area.

"Flexibility in floor plans means a lot to our customers," he said.

The company has taken other new approaches at its model complex, which is Del Webb's sixth.

In the new complex, there are no streets: In their place is a walkway flanked by grass and lush landscaping. "We tried to put a lot into the aesthetics, like walking through a park rather than a street scene," Vandemeer said.

Incorporated into the walk are what Vandemeer calls "little tidbits of Arizona": a display of petrified wood, like what would be found at the Petrified Forest, and a cactus garden, to name two.

"The idea is to promote Arizona and not just Sun City West," he said.

That theme is carried further to the models: All have Arizona place names. The largest and most expensive home is the Scottsdale. Among other names are Carefree, Safford, Picacho and Pinetop.

Del Webb also paid special attention to homes' interiors.

Unlike in most model homes, there are no stickers announcing standard and optional features. Instead, Del Webb installed a touch-button system. When potential buyers press a button, it activates a laser disc that describes the features in the home, room or development. There are 26 buttons in the 14 homes.

"So far, we've had 550 pushes a day," Vandemeer said. "The most popular one is 'Golf Information.'"

210-unit Sun City West subdivision approved

By Lori Baker
Staff writer

SUN CITY WEST — The county Planning and Zoning Commission has given its blessing to a 210-unit subdivision in Sun City West.

If the Board of Supervisors approves the proposal at its April 6 meeting, there will be only one plat left to be considered for development in the first phase of Sun City West, said Martha Moyer, manager of public and community relations for Del Webb Corp., developer of Sun City West.

The Planning and Zoning Commission on Thursday approved 210 single-family homes and "casita" dwellings in Unit 50, located in the northwestern corner of Sun City West bordered by Grand Avenue south of Deer Valley Drive. Casita owners own the land under their homes and the side yards, but the front yards are owned by a com-

mon association that charges fees for landscape maintenance.

The county has yet to consider an application for 30 lots in Unit 50 for Webb's Classics homes. Under this plan, home buyers pay homeowners association fees for landscape maintenance of front and back yards. That is the last area to be developed in Sun City West's first phase.

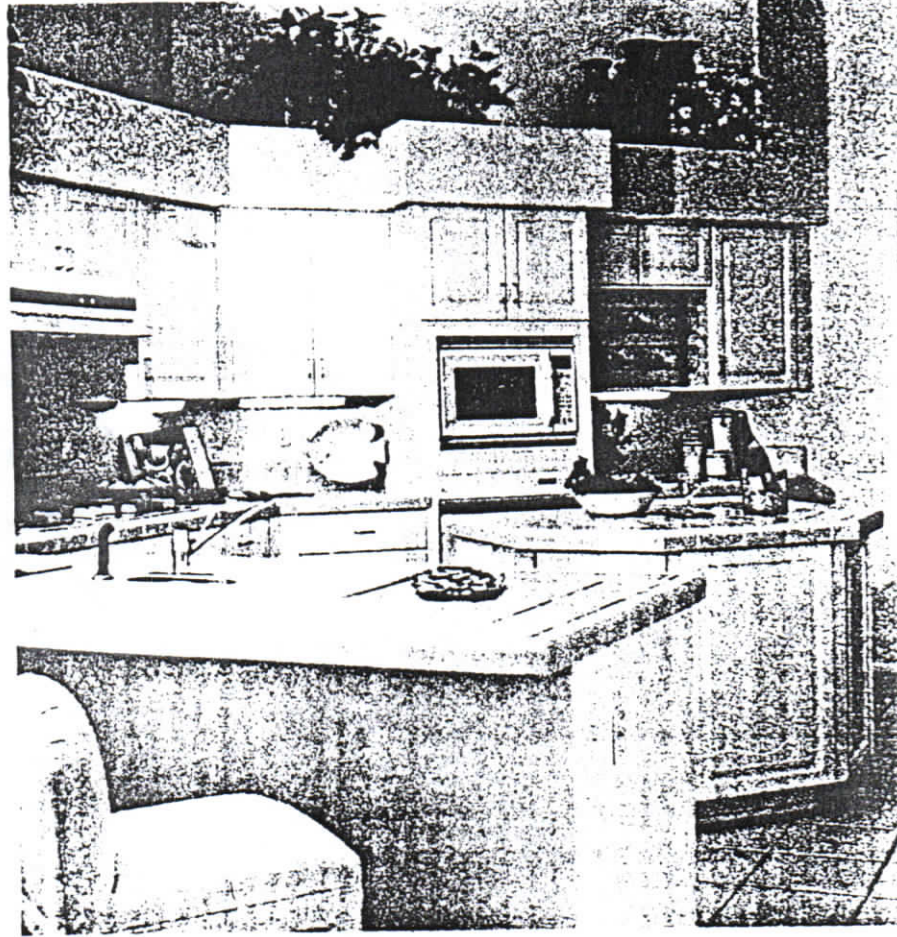
About 11,000 homes have been sold in Sun City West, Moyer said.

Meanwhile, construction is expected to start in June on Sun City West's second phase, where 2,400 homes are planned on 895 acres located north of Deer Valley Drive between 135th and 151st avenues.

Webb opened a new, \$3 million sales pavilion and 14 model homes Feb. 1 at 13323 Meeker Blvd.

Homes range from \$71,900 for a 1,102-square-foot model to \$203,500 for 2,903 square feet.

Architectural accents, such as pot shelves, are found throughout the new models. Most plans offer microwave ovens and dishwashers as standard features.



One Valley homebuilder is taking no chances in guessing what its prospective homebuyers want. Before the first foundation was poured, Del Webb had invested 15 months in the design of 14 new models in Sun City West. Drafted by two California architectural firms, the plans were subject to scrutiny of market focus groups and an internal task force.

And the research paid off. Martha Moyer, Del Webb's public and communications manager, said one floor plan that didn't receive a favorable response in the focus groups was eliminated.

The plans were shown to four 10- to 14-person market focus groups in Phoenix and Irvine, Calif.

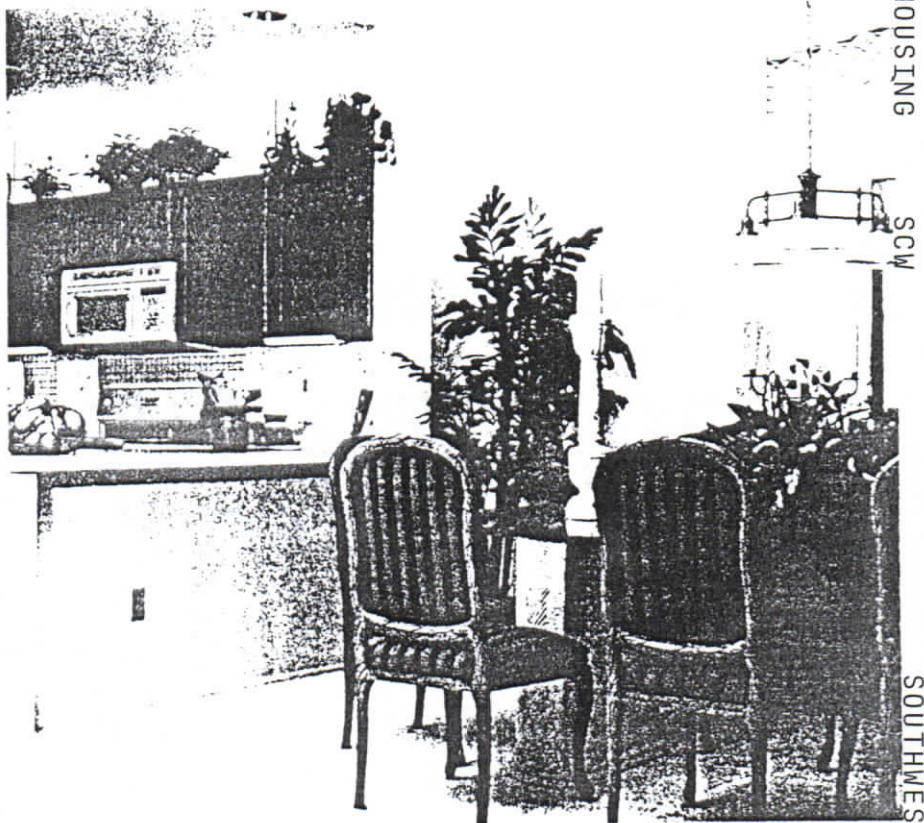
The plans were shown to four 10- to 14-person market focus groups in Phoenix and Irvine, Calif. In addition to expressing what they liked about the floor plan, the group also talked about what architectural features they wanted in a

home. Del Webb learned that the people in its target market, active adults 55 and older, wanted decorative niches in the walls, glass block windows, dual sinks in the bathrooms, canister lights and guest suites.

Richard Vandermeer, Del Webb's vice president of sales and marketing, said gathering information from prospective buyers is not new to the company. Del

continued on B11

Some floor plans include space for a formal dining area and a breakfast nook.



continued from B9

Webb routinely gathers information from people walking through its model homes. In 1991, more than 135,000 people visited the company's sales pavilion.

In addition to consumer information, the developer also established a New Product Taskforce, a committee made up of 10 employees from various departments. The committee made several suggestions, such as using four foot widths between the vanity and the wall in the bathroom and using glass block liberally, that were incorporated into the designs.

After the people at Del Webb know what their client wants, they take great pains in presenting the product correctly. Moyer said the company built a \$3 million, 20,000-square-foot sales pavilion for the models. Inside the pavilion is a room for clients to view a videotape about Sun City West, a design center where homebuyers choose their cabinets, window treatments, carpeting, etc., a model of Sun City West, and offices. Once the community is built out, the pavilion is leveled.

Vandermeer said homebuyers prefer to walk through models alone, rather than take a sales tour. Del Webb designed its models with this in mind.

Vandermeer said a new information system called Voice Star was included in the models. Looking similar to a wall intercom, clients need only to push a button and Voice Star will describe different features about the house. Outside the models is an information booth should a client need additional details.

More than 6,000 people visited the models during its opening weekend Feb. 1.

Looking similar to a wall intercom, clients need only to push a button and Voice Star, an information system, will describe features about a house.

Seven of the new models, called "Premieres," range from 1,295 to 2,160 square feet. The single-family homes sit on 75 x 115-foot lots and range in price from \$89,900 to \$145,600.

Two other models, the "Estates," are designed for more economically successful, highly motivated buyers. The homes have 87 x 115-foot lots and are priced between \$187,900 and \$203,500.

The "Classics," ranging from 1,320 to 1,788 square feet, sit on 65 x 115-foot lots. Prices vary from \$98,000 to \$115,000.

Del Webb's smaller product line is the "Casitas." Sitting on 38 x 75-foot lots, the detached homes vary in size, from 1,102 to 1,330 square feet, and price, from \$71,900 to \$79,800.

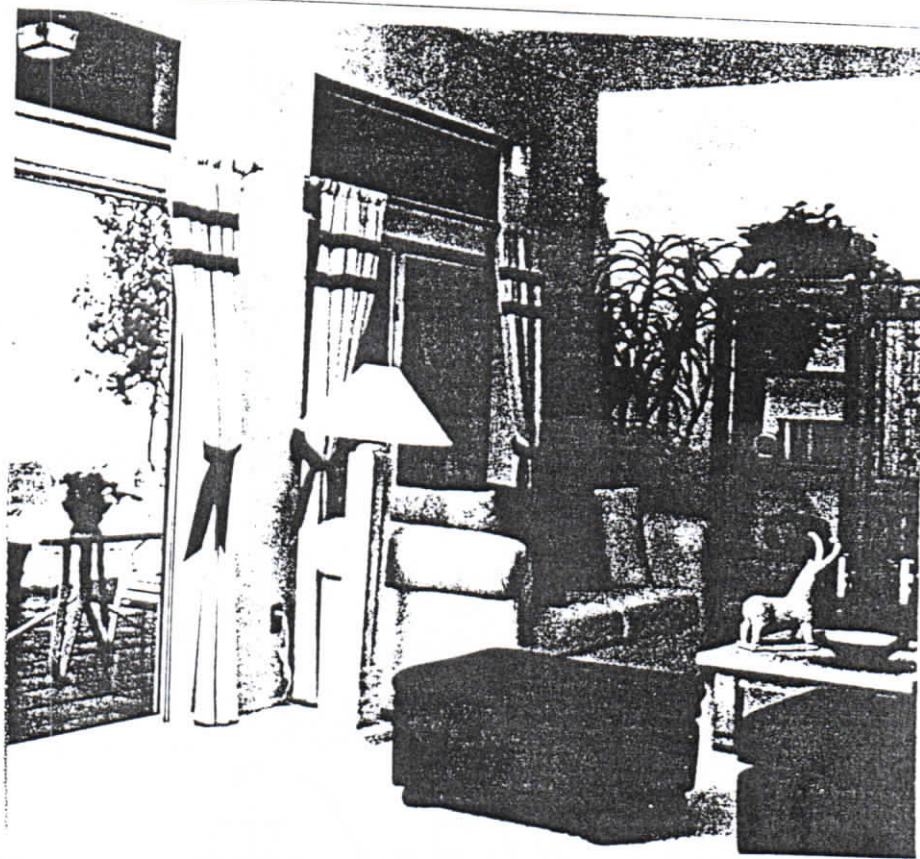
The new floor plans will be used in an 895-acre expansion of 2,400 homes. Moyer said 11 of the floor plans are completely new, while three other designs are enhanced best-sellers.

The layout of the homes are somewhat different. The floor plans are flexible and spacious.

Many rooms are designed for double uses. Vandermeer said extra bedrooms can be made into dens or exercise rooms. Buyers have the option to put their washers and dryers in a traditional utility

continued on B13

Main living areas face the rear, which provides a scenic view of the backyard or golf course. Glass is used to create a spacious feeling.



continued from B11

room or place the appliances in the garage and use the room as an office or hobby room.

All the homes have two bedrooms. Some contain a guest suite, a bedroom with an attached bath. Vandermeer said the floor plan is ideal for people who often have overnight guests.

David George, an associate and managing director at Richardson Nagy Martin, Newport Beach, Calif., said the floor plans are more contemporary. Richardson Nagy Martin designed three of the new plans. George said the room relationships are more open to create an informal atmosphere.

Lee Iverson, principal of Iverson-Wilkinson Architects, Irvine, Calif., said his firm designed eight of the models. In the floor plans, the architect tried to provide formal and informal living areas in all but the smallest of homes.

George said architectural features, such as pot shelves and bridges, are used to separate living areas.

Instead of using vaulted ceilings on a standard eight-foot wall, Iverson-Wilkinson opted to use 9- and 10-foot-high flat ceilings in the major spaces. Combined with high stacked glass and high covered

outdoor areas, the design adds light and gives a spacious feeling.

George agrees that the use of glass is one of the keys to creating these open designs. Because of concern over energy efficiency, his firm reduced some of the windows. However, George said the homes weren't designed for minimum glazing. Skylights and glass block windows help bring in natural light. Tinted, insulated glass windows bring in the rest of the light.

To isolate outstanding exterior architectural elements, the architects chose to color-block the homes. While the technique is popular in California, it's new in Arizona.

The homes are built with energy efficiency in mind. George said houses are built with 2x6s, rather than standard 2x4s. Several plans have R-23 wall insulation and R-38 ceiling insulation.

All homes have a high-efficiency air conditioner, gas heat and hot water.

While the architects paid attention to detail on the inside, exterior architectural features were not forgotten. To isolate outstanding architectural elements, the architects chose to color-block the homes.

Miriam Tate Co., Irvine, Calif., was chosen as color-blocking consultant. Miriam Tate, principal, explained that color blocking has been popular in California for several years; however, the technique is relatively new in Arizona.

Tate said she chose three colors to use on the exterior stucco. White was used to animate architectural elements. A darker hue was used along the base to give the look of a wainscot. A medium tone is used throughout. Buyers can choose which color palette to use. The desert hues complement each other and provide an inconspicuous and pleasing effect.

Del Webb's new models have made their mark with prospective buyers. Moyer said the homes are selling better than the previous series.

the Webb *Spinner*

SCW

VOLUME FORTY SIX • NUMBER ONE

MARCH 1992

SUN CITY WEST ON THE GROW -- AGAIN!



March 1992

THE WEBB SPINNER

During the two-day grand opening celebration, approximately 6,000 visitors toured the exciting new model complex at Sun City West.

NEW MODELS AND SALES PAVILION OPEN AT SUN CITY WEST

Del Webb's Sun City West unveiled 14 new model homes and a \$3 million sales pavilion to the public during a weekend celebration in February. Ranging from 1,102 to 2,903 square feet, the models are named after Arizona cities.

Designed by a team designated the "New Product Task Force" (NPTF), this model series, the sixth for SCW, was started in the summer of 1990. NPTF worked with southern California architects *Iverson-Wilkinson* and *Richardson-Nagy-Martin* to design the homes and *Designworks, Inc.* of Denver and *Design 1 Interiors* of Los Angeles for the interiors.

Increased energy efficiency is one selling point of the new series. Improvements include dual pane glass windows, higher efficiency air conditioning units, walls and ceilings more resistant to heat conductivity, and a positive ridge venting system on tile roofs. Homes were designed within the energy efficiency guidelines of utility companies.

Other new features include 2" X 6" wood framed wall construction, 8' doors on the larger models, canister lighting, increased natural lighting with windows and skylights, higher ceilings, exterior detailing, enclosed stucco eaves and overhangs, and standard double entry doors in some of the larger models.

Forbes Company, a Phoenix based film and video firm, was selected to install its VoiceStar interactive electronic communications system in the new model homes. It is the first time this system has been used anywhere in the country. Selecting buttons on VoiceStar panels provides potential buyers with information on standard features and options in rooms, golf course and recreation fees, volunteer opportunities and details about the home. VoiceStar records the number of times the system is used and how often each separate message is accessed.

The new sales pavilion was designed by *James Barg and Associates* of Tucson, and *Habitat, Inc.* of Tempe designed the interior furnishings. The casual, yet elegant Southwestern interior of the sales pavilion was created using vibrant jewel colors and many dramatic features.

Connie Watson, SCW
[See related story page 6]

NEW SALES PAVILION SETS TONE

Serving as the gateway to the 14 new model homes, Sun City West's new \$2 million sales pavilion is an elegant sight to see.

Designed by James Barg and Associates of Tucson, Arizona, the building features clerestory windows, a massive tower, and a dramatic coffered ceiling with skylight. Interior designers Habitat, Inc. of Tempe, Arizona complimented the architecture with massive original oil paintings.

Vibrant jewel tones of teal, persimmon, coral and periwinkle blue are dramatized against cream and spice, creating a casual, yet elegant Southwestern interior. French limestone accenting the Indian-red granite greet the visitors at the entrance. Vivid teal and coral carpeting and the wall coverings, reminiscent of aged adobe, were made especially for Del Webb.

For many, this may be their first exposure to the Del Webb product. "We want to ensure they instantly recognize our commitment to marketing excellence and a quality product," said Chuck Roach, vice president and general manager.

Connie Watson, SCW



The new sales pavilion at Sun City West sets the tone for the buyers' experience with its interior and architectural treatments.

SCW

Webb opens new pavilion, 14 model homes

New styles reflect needs, desires of future retirees

The Del Webb Corporation is hoping months of intense research into the wants and desires of future retirees results in the sale of new homes in Sun City West.

Last week the company opened its new multi-million dollar sales pavilion and 14 new model homes. The entire project, say company officials, was "market driven" and reflects a considerable amount of research and study into satisfying the demands of future customers.

"Research is the key to success," says Chuck Roach, Del Webb vice president and Sun City West general manager.

The company is coming off a successful year. More than 700 new home sales were recorded in Sun City West last year and the com-

pany hopes the new models will drive those numbers up even more.

The \$3 million sales pavilion, located at 13323 Meeker Blvd., was designed by James Barg and Associates of Tucson, Ariz., and the interior furnishings were designed by Habitat, Inc. of Tempe, Ariz.

"For many, this will be their first exposure to a Del Webb product," says Mr. Roach.

"We want to ensure they instantly recognize our commitment to marketing excellence and a quality product."

In designing its newest model homes, the company looked closely at the "functional needs and emotional tendencies" of its potential buyers. Potential buyers were interviewed and focus-group

sessions were conducted to discuss design features, pricing, architectural layouts, exterior detailing, roofing materials and landscaping.

"With more than 135,000 visitors annually to our model home pavilion, we have potential buyers from all walks of life," says Mr. Roach.

The new model homes range from 1,100 square feet to more than 2,900 square feet with pricing from the low \$70's to more than \$200,000.

An internal committee, known as the New Product Task Force, was assembled from the various departments of Del Webb. The



Photo by TYSON KUHRT/Sun Cities Independent

Visitors get a first-hand look at the new "Scottsdale," one of 14 new model homes introduced to Sun City West last week. A \$3 million sales pavilion has been opened at 13323 Meeker Blvd.

■ See HOMES, Page 3

(only end of sentence)

SCW

Selling a lifestyle

Del Webb opens new model home complex in Sun City West

By Lori Baker
Staff writer

SUN CITY WEST — Del Webb is selling more than homes at its new sales pavilion and model home complex. It is marketing the lifestyle of Sun City West and Arizona.

Color photos adorn the walls, showing Sun City West residents involved in sports, recreation, entertainment and volunteer work.

Visitors can use headphones to listen to the sounds of the Sun Cities Symphony Orchestra, community theater and sports. A continuously running videotape highlights Sun City West activities.

Not only are picturesque spots in Arizona showcased in the sales pavilion, but replicas of the state's points of interest are displayed around the model complex. They include the Petrified Forest, Havasu Falls and the Sonoran Desert. Model homes are named after Arizona cities.

About one-third of Sun City West residents hail from California, but there are residents from every state and several foreign countries, said Richard Vandermeer, vice president of sales and marketing for Del Webb's Sun City West.

A large color map hangs on the wall in the sales pavilion office, with tallies of Sun City West residents shown in each state.

"The average buyer is 62 years old. They describe Sun City West as a utopia or Shangri-La," Vandermeer said. "They can use multi-million-dollar recreational amenities for \$110 a year."

Sun City West Recreation Centers Inc. has three recreation centers and five 18-hole golf courses in Sun City West. Another recreation center and 18-hole golf course are planned.

About 1,500 people daily are visiting the new sales pavilion and 14 models at 13001 Meeker Blvd. that opened Jan. 21 adjacent to the Hillcrest Golf Course, which is owned by Webb, company officials said. Grand opening festivities were last weekend.

During the first week, 70 homes were sold, Vandermeer said.

"We sold 30 homes prior to the models being done. We're selling five to eight homes a day," Van-



Peter Schwepker / Staff photographer
Larry and Ruth Swaggert of Sun City West look at one of the 14 model homes in the new sales pavilion for Sun City West at 13001 W. Meeker Blvd.

dermeer said.

By the end of March, people will be moving into their homes. About 2,500 homes are expected to be sold in the next three to four years.

Since 1978, Webb has sold about 10,000 homes in Sun City West. More than 700 new-home sales were recorded in 1991, Webb officials said.

Sun City West has about 20,000 residents, and another 10,000 are expected during the next eight years, Webb officials said.

At the old sales pavilion to the west on Meeker Boulevard, Webb was greeting about 135,000 visitors annually.

New homes range from \$71,900 for a 1,102-square-foot model to \$203,500 for a 2,903-square-foot model.

"Our buyers are considered empty-nesters; their children are grown and have left home," said Del Webb Vice President and Sun City West General Manager Chuck Roach, who led the development of the 14 model homes.

With that in mind, nearly all of the floor plans have two bedrooms and two baths, but the larger models have libraries that can be used as a third bedroom.

The models focus on energy efficiency and include 2- by 6-inch

West

**“The average
buyer is 62 years
old. They
describe Sun City
West as a utopia
or Shangri-La.
They can use
multimillion-
dollar
recreational
amenities for
\$110 a year.”**

Richard Vandermeer
Vice president,
sales and marketing
Del Webb's Sun City West

framing instead of the standard two-by-fours. There also are higher-quality insulation, more efficient air-conditioning units and dual-pane windows, Roach said.

Ten-foot ceilings and rounded drywall corners are standard in most models.

Hundreds of options are available, such as fireplaces, French doors, bay windows, skylights, tile roofs, ceiling fans and intercom systems.

There is a design center in the sales pavilion where home buyers can choose floor coverings, draperies and appliances.

To live in Sun City West, one household occupant must be at least 55 years old and no one younger than 19 years old may live in the community for more than three months.

Grandchildren may visit, and there are even special hours at some of the recreation centers to accommodate the younger crowd.



Visitors leave the Avondale, one of the largest models on display at the new design center in Sun City West.

Stephen Cherek/Daily News-Sun

Tours showcase Arizona lifestyle

By MIKE GARRETT
Daily News-Sun staff

SUN CITY WEST — The word is already out about Del Webb Communities' \$3 million sales pavilion and 14 new model homes.

Since opening unofficially Jan. 21, the pavilion and model homes have attracted nearly 1,500 people daily, said Martha Moyer, Webb manager of public and community relations.

Grand opening festivities Saturday and Sunday at the complex, 13001 Mecker Blvd., will feature a number of local variety and entertainment acts.

"We've already sold more than 70 of the new models, averaging

about five to eight sales a day," said Richard L. Vandermeer, Webb vice president of sales and marketing. "We had more than 20 pre-sales based on our plans before the sales center opened."

Webb officials estimate sales at between 2,000 to 2,500 homes during the next three years in the mostly northwest section of Sun City West Phase I and in the 895-acre expansion area northwest of Deer Valley Road, which is expected to open next year.

Many of the buyers who purchased their homes within the past month will be able to move in by the end of March; it takes about four months to build a

home, Vandermeer said.

Webb allows most visitors to tour the model homes by themselves. To help them along, Webb has provided an outside manned information booth and electronic recorded messages inside the homes describing standard and optional features for each model.

The sales pavilion features enlarged lifestyle photos of the community and state. A nine-minute movie relates Del Webb's role in developing Sun City West.

A sight-and-sound display area offers the latest in laser disc technology, Vandermeer said. By

pressing a button, a visitor can hear a brief synopsis on the Sun Cities Symphony, the Stardust Theatre, area sports activities, the Arizona lifestyle experience, even information on the community's annual Monte Carlo Night.

In addition to the models, special display areas feature a replica of Havasupai Falls found on the Havasupai Indian Reservation west of the Grand Canyon, a petrified wood display in front of one of the models and a landscaped Sonoran Desert museum-like patch of ground to show visitors Arizona's large variety of desert plants.

Webb debuts 14 new homes

By MIKE GARRETT
Daily News-Sun staff

SUN CITY WEST — Many of the hundreds of visitors who toured Del Webb Communities' 14 model homes at the new Model Home Center Tuesday were talking about how much they liked the color schemes and the flow of the spacious floorplans.

With homes ranging in size from 1,100 square feet to 2,900 square feet and priced from the low \$70s to \$203,500, Webb officials say they are confident those features and other less noticeable amenities will help generate 2,000 to 2,500 home sales from the new models over the next three years.

Webb reported more than 700 new home sales in Sun City West in 1991.

Conducting a tour of the new models on the north border of Hillcrest Golf Course at 13001 Mecker Blvd. were Chuck Roach, Sun City West general manager and Webb executive vice president; Rich Vandermeer, Webb vice president of sales and marketing; Martha Moyer, Webb manager of community and public relations; Steve Carder, chairman of Webb's New Product Task Force; and Del Martenson, vice president of Webb construction operations.

They pointed out a number of new features, noting that architects and interior designers put primary focus on innovative interior and exterior designs and improved energy efficiency.

Webb officials described just what went into the new designs and features.

"The color palate is designed to accentuate the architecture of the home to essentially make it more aesthetically pleasing to the eye," said Roach. "The colors we used were specially selected on the basis of compatibility with the surrounding area.

Higher 10-foot ceilings and

Events set for opening

Del Webb Communities will feature numerous local entertainment acts under the big top tent at its new model home pavilion during the two-day grand opening ceremonies Saturday and Sunday.

Saturday:

10 a.m. — Sun Cities Poms.

11 a.m. — Music Makers.
Noon — Sun Cities Salon Ensemble.

1 p.m. — Sun City West Rhythm Tappers.

2 p.m. — Sun City West Nani Komohana Tutus.

3:15 p.m. — Sun City West Christopher Girls.

Sunday:

11 a.m. — Music Makers.
Noon — Christopher Girls.

12:45 p.m. — Mayflower Players.

1:30 p.m. — Sun Cities Salon Ensemble.

2:15 p.m. — Sun Cities Poms.

3 p.m. — Rhythm Tappers.

4 p.m. — Nani Komohana Tutus.

windows will allow natural light into the home without compromising privacy. "You can still look out and see the sky and the mountains. The homes also feel roomier because you get two feet of additional height in the ceiling," Roach said.

"When we were designing the homes, we as a new product task force sat down and came up with a typical couple that would live in each home, their background and hobbies," said Carder. "We then gave that to our interior designers who played off that in terms of accessorizing."

Sun City West's pavilion model homes nearly finished

By Lori Baker
Staff writer

SUN CITY WEST — A \$3 million sales pavilion and 14 model homes that will showcase Del Webb's Sun City West for the next decade are nearly completed.

The model home complex, slated to open Feb. 1, is east of the existing sales pavilion and 20 models at 13323 Meeker Blvd.

About 1,500 workers will have had a part in building the pavilion and model homes by the time the complex is finished, Webb officials said.

"We're really capitalizing on the Hillcrest Golf Course because our new sales pavilion has a glass wall overlooking the course," said Martha Moyer, manager of public and community relations for Del Webb's Sun City West. "It will be very impressive from a visitor's standpoint."

The old sales pavilion, which opened in 1985, will be dismantled to make room for houses to be built on the land. Also, Webb will build on lots facing the Webb-owned Hillcrest course, said Stephen Carder, vice president of finance and administration for Del Webb's Sun City.

The 20 model homes — complete with furnishings and interior decorator's special touches — have been sold. The price range was from \$90,000 for an 1,100-square-foot model to \$380,000 for a 2,700-square-foot model, Carder said.

When Sun City West was started in 1978, home sales were conducted out of

"We're really capitalizing on the Hillcrest Golf Course because our new sales pavilion has a glass wall overlooking the course."

Martha Moyer

Manager
Public and community relations
Del Webb's Sun City West

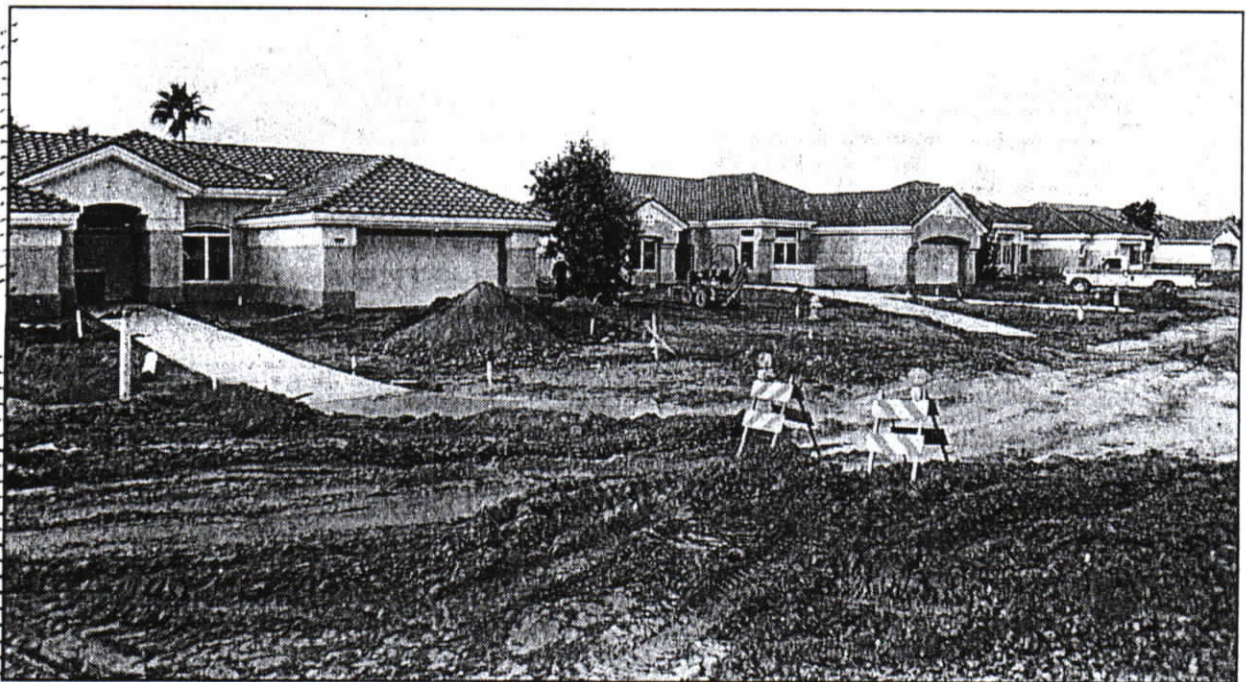
Webb's Sun City offices for seven years until the sales pavilion opened in Sun City West. Each year, about 135,000 people tour the model homes, Webb officials said.

About 11,000 homes have been sold so far and about 1,500 vacant lots remain in the original master-planned area, Moyer said.

With Webb's planned expansion of Sun City West, an additional 2,400 homes are planned on 895 acres north of Deer Valley Drive between 135th and 151st avenues. Webb is negotiating to acquire an additional 130 acres in adjacent land for about 500 homes.

Sun City West's expansion would be significantly larger if Webb is successful in acquiring 367 acres of state-owned land adjacent to the expansion area. The state land would accommodate about 1,100

See PAVILION, Page 2



Randy Reid / Staff photographer

Construction continues on a series of model homes being built in Sun City West to complement a new sales pavilion. Work is expected to be completed by Feb. 1.

homes, Moyer said.

Although the new 19,000-square-foot sales pavilion is not finished, sales associates are showing clients the new models.

"Because of the construction, clients must be accompanied by a sales representative," Moyer said.

The new models — which cost about \$3.5 million to build, furnish and landscaped — include some new floor plans as well as repeat layouts that have been top sellers. "The most popular size homes has been 1,800 square feet, and the models range from 1,300 to 2,905 square feet.

One of Webb's successful homes is the "casita." Casita owners own the land underneath their homes and the side yards, but the front and back yards are owned by a common association that charges fees for landscape maintenance.

"All our models are detached. We don't have any duplexes," Moyer said. "Our research shows that buyers do not want to share a common wall with anyone."

Elevations are different for the new models compared with the old. Also, more attention is paid to energy efficiency, said Luis Gonzales, Webb's construction operations manager.

"We really focus on being energy-efficient. We have two-by-six-inch walls instead of the standard two-by-four-inch walls that we've had in our other models," Gonzales said.

With the thicker walls, there is more insulation, and that will reduce energy costs, Gonzales said. More energy-efficient air-conditioning units also are being installed in the new homes.

Rounded wall edges are a new feature in the models as well as "bridges" in the drywall for plants and knickknacks.

In designing the new models, a task force of Webb officials focused on what the typical Sun City West family would like.

"We thought about the typical family, their hobbies and what they did before they retired," Carder said.

All the models have at least two bedrooms and two baths, and are single-story. Most models have bay windows in the kitchen and walk-in closets in the master bathrooms. Fireplaces, and skylights in the baths and kitchen are standard in larger models.

When touring the models, visitors learn about Arizona.

Replicas of state landmarks such as the Supai Falls, Petrified Forest and Sonoran Desert will be displayed outside the houses.

Models are named after Arizona cities or towns such as Scottsdale, Ventana, Carefree, Payson, Winslow, Mesa and Avondale.

More than 60 percent of the Sun City West home buyers pay cash, Moyer said. The rest arrange their own financing.

One of the home's occupants must be at least 55 years old, and no permanent resident may be younger than 19 years old. All residents are required to pay annual membership dues to the Sun City West Recreation Centers Inc.

Coast-to-coast Sun Cities envisioned by Webb officials

By Lori Baker
Staff writer

SUN CITIES — There soon could be Sun Cities from coast to coast.

Since building Sun City in 1960, Del Webb Corp. has gained a worldwide reputation as a haven for seniors. People from throughout the United States and dozens of foreign countries have made Sun City their home.

Demands for similar communities elsewhere in the country prompted Webb officials to look for locations for new Sun Cities.

"Research shows that only 10 percent of retirees are willing to live more than 200 miles from where they retired," said Martha Moyer, manager of public and community relations for Del Webb's Sun City West.

"We need to bring our product to the people," Moyer said at a December luncheon of the Sun Cities Areas Community Council.

Sun City West was started in 1978 as Webb's second Sun City. In the 1980s, other Sun Cities followed, including Sun City Tucson and Sun City Las Vegas.

About 73,000 people live in Del Webb's Sun Cities in Arizona and Nevada, Webb official said.

Sun City Palms Springs in California is slated to open in 1992 and is expected to be home to 10,000 residents at build-out.

Also in 1992, expansion of Sun City West will start. If Webb acquires all the land officials hope to, Sun City West's population may increase by 8,000 residents, bringing the total population to 33,000 when the new homes are completed.

Although the Sun Cities have been concentrated in the Southwest, Webb officials are looking at the mid-Atlantic states, including North Carolina, South Carolina and Virginia, Moyer said.

"We're also looking at Texas and an area near Sacramento," she added.

Even areas that do not have much sun — such as Seattle and Chicago — could possibly have Sun Cities some day, said Ken Plonski, director of public and community relations for Del Webb Corp.

"We are exploring the possibility of non-Sun Belt areas like Seattle and Chicago where there is a high concentration of seniors," Plonski said. "But that stuff is preliminary."

He said the company probably would stick with the Sun City name even if the new location is not very sunny.

"All of our communities have the Sun City name because of the reputation we have. People know they are buying quality if they buy Del Webb Sun City," Plonski said.

Before starting a Sun City

"All of our communities have the Sun City name because of the reputation we have. People know they are buying quality if they buy Del Webb Sun City."

Ken Plonski
Director of public and community relations
Del Webb Corp.

development, Webb does exhaustive marketing studies to determine whether it would be successful, Moyer said.

"The company makes a substantial monetary investment before it sells its first home," she said.

For example, before the first home is sold in Sun City Palm Springs, Webb will have spent about \$100 million for land acquisition; engineering and architectural services; building roads, water and sewer lines and other infrastructure; and building 13 model homes, sales pavilion and a 63,000-square foot community center.

All the Sun Cities built by Webb are based on an "active retirement lifestyle" and are designed as self-contained communities with different types of housing, recreation centers and golf courses, religious institutions, medical facilities and shopping centers, Moyer said.

At least one resident in a Sun City home must be 55 years old, and no permanent residents may be younger than 19 years old.

It's unlikely that the original 8,900-acre Sun City ever will be duplicated because it would be difficult to acquire so much land in one chunk, Moyer said.

Webb readies models

Sun City West offers 14 plans

By MIKE GARRETT
Daily News-Sun staff

SUN CITY WEST — Larger more energy-efficient homes with higher ceilings and double entrance doors are some of the features Sun City West buyers will find in the 14 new Del Webb Communities model homes under construction.

The new models, ranging from 1,102 to 2,892 square feet, are located at Webb's model home complex on Meeker Boulevard just north of Hillcrest Golf Course along the 10th fairway.

The nine single-family, three terrace and two casita models are expected to be completed for pre-sales by end of this year. Webb's new model grand opening is scheduled for Feb. 1, said Martha Moyer, Webb's Sun City West manager of public and community re-

lations.

Webb's existing 20 model homes near the new model complex will be sold completely furnished, Moyer said. The current sales pavilion will also be dismantled and replaced by a new \$3 million sales pavilion. Its foundation was recently poured.

Steve Carder, vice president of finance and administration and chairman of Webb's New Product Task Force, and Luiz Gonzales, Webb construction operations manager and task force member, outlined a number of features on the new models:

■ On the exterior, double 8-foot high doors will be standard on all models with some doors made out of fiberglass to give a greater visual impact at the main entrance and increase security, Carder said.

■ Webb will improve its energy efficiency ratings by using 2-foot by 6-foot wood exterior framing on all homes for the first time, replacing the 2-by-4 framing Webb previously used.

"That will allow room for more in-

sulation to increase the energy value from R-19 to R-23. The ceilings will also be raised from an R-30 rating to R-38," Carder said.

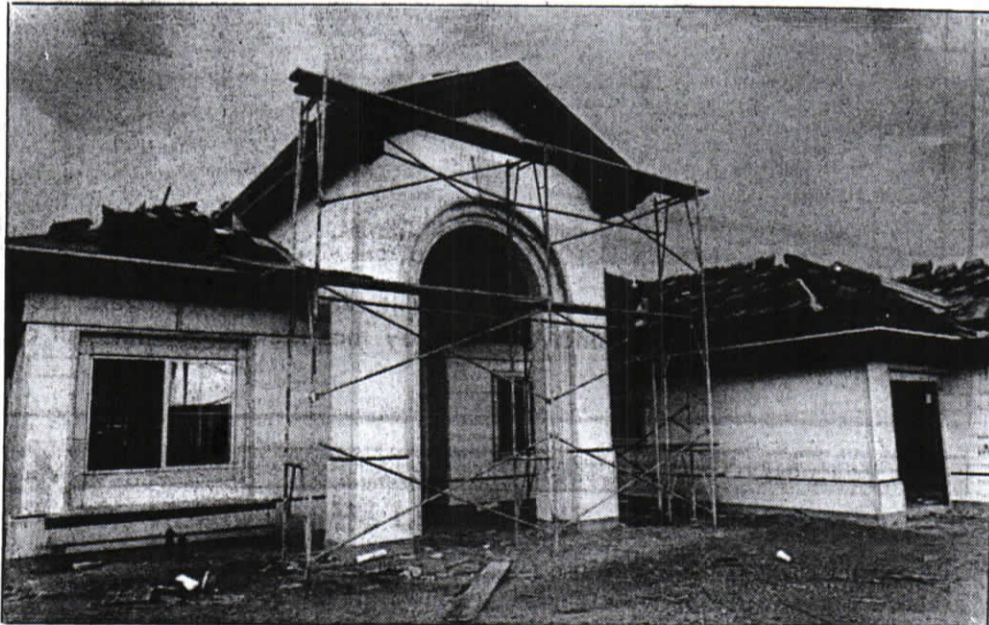
■ The tile and asphalt-shingled roofs will have a more angular eave configuration with stucco all the way to the roof, Carder said.

■ The models will continue the trend toward more interior archways, standard dual-pane windows and skylights to give the homes a more light, open airy look, he said.

"We've become more conscious we live in the desert," said Carder. Golf course homes will use more glass in the rear to give better views of Hillcrest and the White Tank Mountains.

■ Carder said ceilings on the single-family models will average about 2 feet higher up to a maximum of 12 feet.

Moyer said home buyers will also have more options to customize their homes than ever before, particularly on the more expensive models.



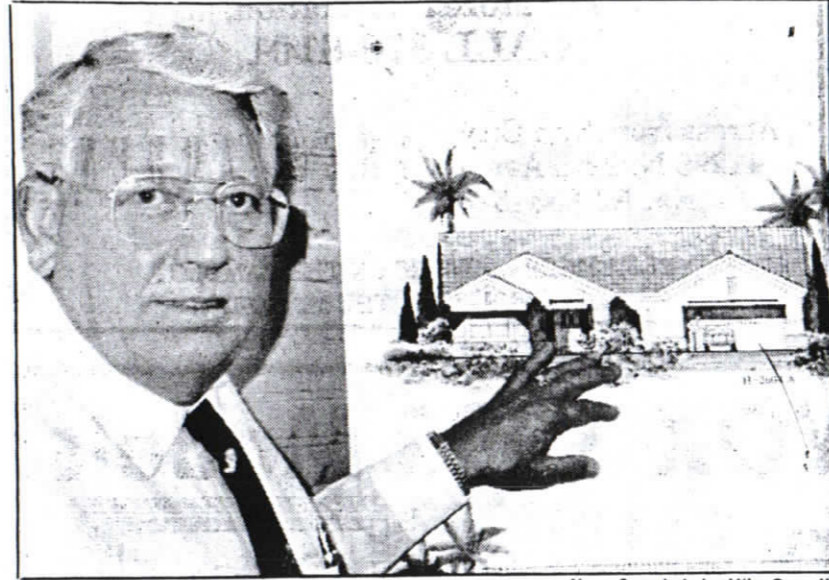
Stephen Chernenk/Daily News-Sun

One of the Del Webb Co.'s new models in Sun City West features a large arched entry.

Webb has not determined the prices for its new models, but Moyer and Carder said increases should be minimal. They said that while the cost of building materials has gone up, more efficient methods of building the homes

have kept overall costs down.

"We don't want to price ourselves out of the market," said Moyer. "Overall prices should be comparable to the homes we're offering on the market now."



News-Sun photo by Mike Garrett

KEEPING UP WITH THE TIMES — Del Martenson, Del Webb Communities vice president of construction, points to one of the new model designs being considered for Webb's model series that begins construction this month at Webb's Model Sales Pavilion in Sun City West.

New Webb designs reflect modern times

By MIKE GARRETT
Daily News-Sun staff

SUN CITY WEST — Del Webb just doesn't build homes like it used to.

If anyone should know, it's Del Martenson, vice president of construction operations for Del Webb Communities. He started with Webb in October 1959 and worked as an apprentice carpenter on the first Sun City Phase I model homes that sold

for \$10,000 in early 1960.

In the 32 years since that October, Martenson has played a role in designing all of Webb's retirement homes, including the newest models that materialized on the drawing boards in October 1990.

Construction on that series is expected to start this month in Sun City West at Webb's new \$3 million model home sales

See Plans, A6

Plans have options to tack on extras

—From A1

pavilion northwest of Hillcrest Golf Course on Meeker Boulevard and Beardsley Road. Expected completion date is January 1992.

Martenson said he thinks Webb has made significant improvements in model home design since the firm's early days.

He said Webb's newest homes are much larger, more energy efficient, have more dual-purpose rooms and are more functional than early Sun City designs.

"Flexibility is the word of the '90s," he said. "Every buyer now has a little different need or use for that home depending

on lifestyle. The interiors are more open with more natural light.

"Rounded or soft drywall corners is the big appeal for the '90s. Interior and exterior paint colors are also softer with more interior design flexibility."

Martenson said he spends several days a month visiting the competition's housing developments, both in the Valley and throughout the western United States.

"I've probably been in a minimum of 125 model complexes, just about every one in the metropolitan Phoenix area and many in Las Vegas, Tucson and southern California," he

said.

He also researches subcontractors and home suppliers to stay abreast of the newest products. He's on the advisory board of the Moen Corp., which makes faucets for kitchen and bathroom sinks.

This past weekend Martenson was in San Francisco for the Pacific Coast Builders Conference, where thousands of homebuilders and manufacturers displayed their new products.

"If you find a successful builder or manufacturer somewhere you try to see their good points and why they are successful. You also want to look at

failed projects to see why they failed."

Although Webb conducts 90-day customer surveys, Martinson said he likes to go directly to new Sun City West homeowners to ask what they like and dislike about their homes.

"It seems like people retiring today are putting a much greater emphasis on the care-free lifestyle," said Martha Moyer, Webb Communities manager of public and community relations. "For example, the landscape maintenance package and the ease of living we can build into homes simplify the task of taking care of

them.

"As a result, we have added casita and detached terrace models with maintenance packages to our current series to meet a new market niche."

Moyer said it's important for Webb to sell the sizzle that comes with the new options because Webb's chief competition remains the Sun Cities resale market.

Martenson said Webb has tried to address possible construction complaints before, not after the fact. Each new homeowner is given the opportunity during the construction cycle to

customize their house with a list of 50 change order items. That means adding or moving electrical outlets and lighting fixtures, changing a window location or installing a skylight.

He said his office oversees \$35 million worth of building construction a year and correcting mistakes after the homeowner has moved in are always costly.

Largest home in Sun

Cities sells

By J.J. McCORMACK
Daily News-Sun staff

SUN CITY WEST — Just because their new home has a sweeping view of the Hillcrest Golf Course doesn't mean Don and Mary Ellen Clark are avid golfers.

They don't even play.

And just because the living room in the Clark's new home is big enough (912 square feet) to display a baby grand piano, doesn't mean they are musicians.

Their children play piano.

It's just that the Clarks, while looking for a second home in the Valley, couldn't pass up the Tudor-style "castle" on Crown Drive in Sun City West.

The 5,200 square-foot luxury home is reportedly the largest in the Sun Cities.

And the Clarks have it.

The Clarks, residents of Glendale, Calif., purchased the furnished home from Virgil and Katherine Lininger for an undisclosed amount. Sarah Friesz, a luxury home specialist with O'Keefe Real Estate Better Homes and Gardens, was the agent.

The sale closed on Friday. The Clarks were in town Saturday to take possession.

"We saw this big home and became kind of intrigued with it," Don Clark said.

"I'll learn to play golf, maybe," he said.

The Clarks regularly visited Arizona, in part to hunt for Indian pottery and other Indian art for their growing collection.

"We thought this would be a good place to get away from the earthquakes and protect our pottery," said Don Clark, a retiring executive vice president of the Los Angeles Times.

The couple looked at homes in Scottsdale, Fountain Hills, Paradise Valley and Wickenburg before settling on the Sun City West mansion.

Nearby medical facilities, the Sundome and year-around rec-

reational opportunities were among the factors weighing in Sun City West's favor, Don Clark said.

Mary Ellen Clark, who recently sold off a group of diet food stores in Southern California, especially was interested in the recreational and cultural activities Sun City West offered, her husband said.

"I wanted to be here because there are people here," Mary Ellen Clark said.

The home value also was a draw. Don Clark said the couple's home in Southern California is about 2,200 square feet smaller and sits on a smaller lot, yet is worth the same (more than \$500,000) as their new home in Sun City West.

Clark's Sun City West home is one of two larger homes built by the Del Webb Corp. in 1981. Then Webb board chairman John Meeker personally supervised construction of the two "super houses," both of which are on Crown Ridge and face Hillcrest Golf Course.

At the time, according to Ethel Behnle, manager of the O'Keefe office in the Sundome Plaza, the homes were 2½ times bigger than anything else being built.

"Every piece of this house was custom-made," she said.

The Clarks, the new owners of the largest Sun Cities home, say they plan to make use of the space displaying their Indian art collection and hosting their three grown sons, two grandchildren and friends from California.

"A lot of people want to see the house," Don Clark said.

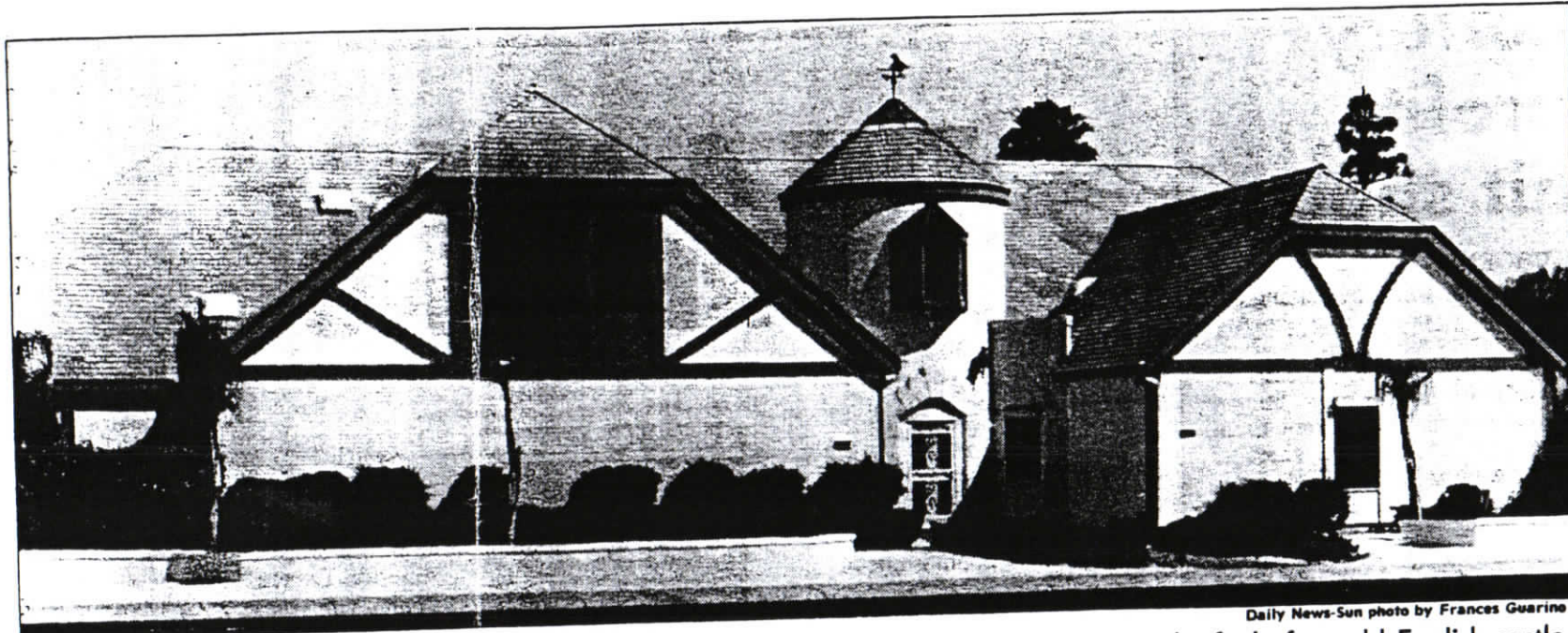
A tour of the house Saturday revealed a host of fine interior touches, including a spiral stair case leading to a study loft, a tiled garage floor, an exercise room, a butler's pantry, Roman bathtub in the master bedroom

suite, a cedar-lined walk-in closet and oak-plank floors. Roman columns line the entry to the living room, which combined with the formal and informal dining areas and Arizona room, becomes a "great" room.

Archways are prominent as room dividers and give the

home the feel of a true castle.

Each of the three bedroom suites has a private patio, every window in the house is secured with electronic shutters and a spacious back patio stretches to a colorfully-landscaped yard accented by a ceramic and tile fountain.



SOLD — The largest home in the Sun Cities has been sold to a family from Glendale, Calif. The exterior of the home is tudor-style. The interior is accented with arches and

Roman columns, giving it the feel of an old English castle. The 5,200 square-foot home is on Crown Ridge in Sun City West.



NEW NEIGHBORS — Sarah Friesz, left, a real estate agent with O'Keefe Real Estate Better Homes and Gardens, hands over the keys to the largest home in the Sun Cities to Don and Mary Ellen Clark and their grandson, Chris.

Team approach shapes Sun City West homes

Are home builders today really creating and delivering a product that is tailored to the needs of home buyers?

At the Del Webb Corp., which has been building homes for active adults since 1960, company officials will answer the question with a resounding YES.

In Sun City West, a Del Webb active adult community northwest of Phoenix, its current series of model homes offer variety and flexibility.

"These homes were designed after exhaustive research and consultation with the best architects and interior designers in the western United States," said Sun City West executive vice president and general manager Chuck Roach.

"They were designed via a team approach and the results are outstanding."

In its 1983 and 1985 series homes, Webb began to utilize direct buyer feedback in its designs. The company conducted focus group research, the results of which were incorporated into the home designs.

In its latest model home series, however, the scope of Webb's research has been greatly expanded.

"We researched these homes for more than a year and calling upon all the resources we have at our disposal," Roach said.

"When you increase the size of your research base, the result is a better defined product that meets buyers' expectations."

Not only did Webb research the needs of its prospective buyers this time, they also conducted sessions with their sales counsel-

ors, upper-level company management, Sun City West residents, buyer at other active adult communities, and winter visitors to the Phoenix area.

The company also closely examined the habits of its buyers. Researchers looked at statistics on pricing, home size, types of upgrades and the popularity of optional features.

But the research did not end there. Company management visited other active adult communities in New Jersey, Florida, California and the Carolinas. All of this information was then examined by specially selected task forces comprised of Webb executives.

"When you do this kind of in-depth research and combine it with the experience level of the key decision-makers at our company, the end result is a product that truly represents what today's active adults are looking for in a home," Roach said.

The Webb executive also recognizes the caliber of talent serving the home building industry today. For that reason, Webb interviewed more than 20 architectural and interior design firms in the western United States before selecting four different firms to assist Webb planners with the designs.

For its single-family homes, Webb selected Dorius Architects of Corona Del Mar, Calif. Single-family interiors were designed by Carol Eichen Interiors of Santa Ana, Calif.

Its duplexes were designed by Danielian & Associates of Irvine, Calif., with interiors by Creative Design Consultants of Costa Mesa, Calif.

"Southern California is rich with

outstanding architects and designers," Roach said. "The group we selected complements one another with important characteristics. Dorius was very responsive to our needs and we quickly established a very good rapport. Danielian gave us a very new creative look architecturally. We have worked with Carol Eichen before and admire her work and reputation. And finally, Creative Design Consultants gave us the fresh approach we were looking for in our duplex and villa interiors," he said.

Webb applied a team approach to the design process. By bringing in the interior designers concepts. Creating a pedestal or short wall helped to define the flooring lines or determine furniture placements. Roach said the result was better blend of architecture and lifestyle considerations.

The research uncovered some strong preferences. Energy efficiency and functional features rated high among all segments of the people interviewed. Low maintenance, luxury features and architecture were also important considerations that Webb examined.

Energy-saving features on Sun City West homes include:

- ▶ R-19 insulation in exterior wall, R-30 in ceilings.
- ▶ Insulated front door.
- ▶ Fluorescent lighting in baths, kitchen and utility room.
- ▶ High efficiency air conditioning and gas furnace.
- ▶ Weatherstripping on all exterior doors.
- ▶ Positive attic ventilation with eave and gable vents.
- ▶ Insulated garage doors.

Addressing the functional nature of the home, Webb included:

- ▶ Standard garages with opener

and large covered patios.

- ▶ Semi-gloss interior paint for ease of maintenance.
- ▶ Large wardrobe closets.
- ▶ Epoxy-coated wire rack shelving.
- ▶ Ample built-in cabinets and shelving.
- ▶ Luminous switches in baths, halls and bedrooms.
- ▶ Open kitchens, breakfast areas and Arizona rooms.

"We've worked hard to identify those features that are meaningful to our buyers," Roach said. "They buyers are looking for value in the home and we have to make sure

that every dollar is spent on the right feature at the right place."

Roach said the team approach is an important factor in designing homes with the buyer in mind. "There is good balance and important exchanges in this process. We recognize everyone's ability and experience and put those characteristics to work for the buyer."

"We're assembling a team of consultants that understand the design process and will take us into the next century with the innovation that has become a hallmark of Del Webb."

Northwest Valley feedlot transformed into world-class retirement community

By LAURIE HURD-MOORE
Sun Cities Independent

Dick Mastin had the unique opportunity of being present when the rustic feedlot known as Lizard Acres, was transformed into the internationally-known retirement community of Sun City West.

Dick Mastin -- now Del Webb's vice president in charge of land development -- was in his early 20s, when he began working for the corporation.

Mr. Mastin was transferred out to Sun City in June, 1972 from Webb's corporate office.

"Then, we were still over in Sun City. We were just getting ready to cross Bell Road and begin work in the Willowcreek area.

"I was 23 years old then. I was full of vim and vigor and ready to go and tackle the world."

He says one of the very first days he began working in Sun City, the community of Sun City West was already being discussed. "This was something for me to really get excited about."

Mr. Mastin says in 1973, Webb started to construct the "Bell housing components yard," on the northwest corner of Bell and Dysart Roads. The components yard would become operational in late 1974. The main building on the site no longer exists, but the concrete pad is still visible.

Building trusses, wall panels and bathroom components were manufactured at the yard near the Sun City West site. Initially, all the components were shipped by railroad back for use in Sun City.

The first time Mr. Mastin says he began working on the Sun City West project, he met with owner J.C. "Charlie" Wetzler and foreman Mark Gemmill, (now a Sun City resident), of Lizard Acres.

Mr. Gemmill, along with his wife, Gloria and their two sons lived in a house on Lizard Acres for 30 years.

Lizard Acres, officially, the Circle 1 Livestock Co., was purchased by the Webb Corp. in 1971. Circle 1 was located in the southeast corner of Sun City West. The cattle feedlot was part of a 11,000-acre package purchased by the corporation.

The men met over a large table in a feedlot scale house, recalls Mr. Mastin.

"We were working out ways to get the ditches rearranged so that they (Lizard Acres) could get their water and we could take care of the golf course. Those were exciting days that I remember," says Mr. Mastin.

The vice president of land development says, he can still recall J. C. Wetzler pulling up in a new Thunderbird and getting out of the car wearing cowboy boots, spurs and jeans. "You'd look in the car and see cow manure about this high on the floor of the car," he says, gesturing with his hands.

Mr. Mastin says one of the best experiences he had in those early days of Sun City West, was meeting Mr. Wetzler and Mr. Gemmill.

Webb began preparing the property for construction of Sun City West early, he says.

These first construction workers out at the desert site, met with dozens of rattlesnakes. "It seems like every time we went to tear out some old irrigation structures, there would be two or three rattlesnakes. No one was ever bitten, but we sure had some spooky surveyors."

The work crews plotted the land, checked section corners and tested the wells out at the Sun City West site.

Mr. Mastin says the Arab Oil Embargo, which hit the United States in 1973 (The ban on oil exports to the U.S. was lifted March 18, 1974) and the subsequent decline in the economy, forced Webb to "suck their horns back in and put Sun City West on the back burner for awhile."

The corporation, he says, returned to Sun City and just tried to "keep things going," there until the economy improved.

The U.S. economy was back on the upswing by 1976 and the Webb Corp., returned to fully developing Sun City West.

"We completed our planning and put our master plan together. We submitted it to Maricopa County and it went through the approval process. Sun City West was approved and it was beginning to be reality in late 1977," he says.

Webb began moving dirt at the site the third week in January 1978. The actual ground breaking for the project was February 15, 1978.

"In the beginning core area, we had 2.5 million cubic yards of dirt for the Hillcrest Golf Course, the Sundome Center for the Performing Arts, the Crestview (and the Vacation Special Headquarters) our models and the recreation center. This whole area was around 400 acres or so."

The rec center, the restaurant and the model homes were the first buildings constructed by Webb, says Mr. Mastin.

"These buildings were almost all being done at the same time in June, though I think the rec center was started a little earlier than the model homes."

Hillcrest Golf Course was opened in the fall of 1978, he explains. The rec center was opened in July, 1979.

Construction of the Sundome would not be done until 1979-80. "This construction was not done with the first facilities," he says.

The first model homes would be located west of the present model homes, along Crown Ridge Drive.

Webb would begin selling the Sun City West lifestyle in the spring of 1978. The first Sun City West residents would move into the community in October 1978.

"The first move-ins over here were Sun City houses. We did not have the first Sun City West models done, so we could not begin to push those models," he says.

"At the height of our construction," says Mr. Mastin, "we had 30 some scrapers moving some 45,000 cubic yards of dirt a day, which is a few shovelfuls."

Some of this dirt and rubble was generated from the demolition of Lizard Acres.

"That was all done in 1978. It was phased in. As we were expanding, we'd go back in there (Lizard Acres). But I think we worked on tearing it down for four or five months," he explains.

As the first residential unit was built south of main core area he says, it cut into a portion of Lizard Acres.

"Really, when we got serious on this, is when we brought in R.H. Johnson Boulevard, because it went right up through the pens of the feedlot and some silage pits," says Mr. Mastin.

Half of R.H. Johnson Boulevard was opened in the fall of 1978.

The only road into Sun City West, before R.H. Johnson Boulevard was constructed, was an old road connected to Dysart Road, that wound around the feedlot. He says visitors often drove up the road through the cattle pens and got lost or in the dirt. "It was a really mess the first few months before we had R.H. Johnson."

He adds, that at the same time that construction workers took down the cattle pens, the Gemmill home was demolished.

Mr. Mastin says this demolition was personally uncomfortable for him, because he comes from a farming background. "I've been around my parents and all my relatives in farming. I know how much work went into building a facility like that."

Shortly after this, the mill was torn down.

"They also had a big, tremendous ... it was almost like a bunker they would use in wartime, but they had this big v-shaped underground grain-storage bin. It was all concrete and had a system of elevators. Really, it was a very involved design and well-built.

"We had a heck of a time tearing it out. I think we used dynamite. We drilled down and set some charges and blew this thing out, he explains.

The Lizard Acres water tank, which was located in the center of the feedlot, was left standing for awhile, he says, because the water was used by several nearby homes.

Webb construction crews also had to be on the outlook for septic tanks which were buried throughout the property.

"Even after we did our grading, and tried to locate all the septic tanks, we couldn't. Several times when we'd be building a house, someone would call and say we found another hole in the ground and we'd have to go out and fill another cesspool."

Despite these occasional discoveries, Sun City West homes were being built at a record pace, says Mr. Mastin.

"In 1978, we were building 10 to 15 homes a day. We even got up to 20 homes in 1979, which is incredible."

The first commercial activity in Sun City West was in 1979, and involved several banks and the Sundome Plaza Shopping Center, at the southwest corner of Camino del Sol and R.H. Johnson Boulevard, he adds.

Asked if he could recall any projects that were initially planned for the community but did not come into being he says, a facility between Crestview Restaurant and the Sundome was discussed, but never finalized.

"We had several ideas. We thought about constructing some kind of social-type thing and this never did come to pass. I don't know if we really ever did focus in on what we were looking for ... some kind of fancy restaurant or social or cultural-type facility. It does have a tremendous view of the golf course," says the vice president.

Pointing to a series of maps, he says, "By 1979, Sun City West was pretty well a thriving community. If you look across at the progression there, you can see that there are a lot of homes.

"There were a lot of changes if you looked at it from 1978. When we started, Lizard Acres was still intact.

"It's been an exciting place to work. There was just so much going on. I've enjoyed every minute of it," says Mr. Mastin.

Gals Show Versatility In Home Component Production

ACTIVITY IN SUN CITY WEST PLUMBING COMPONENT DEPARTMENT

1980

WEB SPINNER



Zoi Benton



Pam Hill

HOUSING



Marlene Shockley



Tracy Poston

SCW

VF

SUN CITY WEST ELECTRICAL PRODUCTION



Toby Polson



Kathy Woehler, left, and Beverly Sanders



Pam Sage, left, and Lynn Proctor



ROOFING of homes in Sun City West follows field assembly of components, and includes mother and daughter employees of Sun City Roofing Co., Vicki, left and Threasa Jean. RIGHT — Shirley Jones is a Webb carpenter production worker.

Sun City West Geared To Produce Components For 21 Homes Daily

The Del E. Webb Development Co. at Sun City West is succeeding in its plan to produce home components in a central location.

Top production to date has been 21 homes a day, including electrical and plumbing units, roof trusses and wall panels.

Agreement has been reached with carpenter, electrical and plumber unions, an area which is sometimes in dispute in similar operations.

General manager of the Bell Housing Components plant is Tom Rittenhouse, who predicts the type of production he directs will have greater impact in the future, and that a better home interior can be built in a factory than in the field.

Webb entered the field of home component construction in 1971 when it teamed with General Electric to build bathrooms and kitchens as modules.

One facet of inside component work is ability of women to handle jobs generally associated with men. Some of these production tasks are pictured on these facing pages.



SCW

Del Webb considering new model home site

By Jeff Nelson
Special to Community

SUN CITY WEST — Pending a decision on a proposal to expand the community, Del Webb Corp. has halted plans to build 15 new model homes at R.H. Johnson Boulevard and 151st Avenue, a spokeswoman said.

Another location, on the southwest corner of Meeker Boulevard and Beardsley Road, is being considered as a site for the models, said Del Webb spokeswoman Martha Moyer. Some of the models would face the Hillcrest Golf Course, she said.

"That area is undeveloped right now," Moyer said. "That area is looking like the most likely place where we'll put them."

She said the location of the models will depend on the company's decision whether to expand the retirement community to an area north of its current boundaries.

Del Webb Corp. was scheduled to ask for rezoning on the original model home location at a hearing Dec. 6, but now that has been put off to a yet-to-be-determined date, said Jill Herberg of the county planning and zoning department. "Proba-

"To the best of my knowledge they put in some very nice homes. They landscape them and maintain them very well."

Morey Jensen
President of Property Owners
and Residents Association

bly until they decide what they're going to do with their expansion plans," she said.

Del Webb is considering plans to expand Sun City West by as many as 3,000

residences on up to 1,200 acres.

The proposed expansion could bring as many as 6,000 more people to Sun City West.

Sun City West, which encompasses 5,705 acres, has about 11,000 houses. About 2,000 lots remain unsold.

The company had planned to have Sun City West development completed by 1993.

Moyer said the company favors placing the models on Beardsley because they would be more centrally located for potential home buyers interested in the existing unsold lots in the northwest

portion of the community and those interested in the proposed northward expansion.

Morey Jensen, president of the Property Owners and Residents Association, the largest homeowners' association in the community, said he has no problem with the possible relocation.

"I see no problem with it," he said. "To the best of my knowledge they put in some very nice homes. They landscape them and maintain them very well."

"I'd rather see the model homes there than a commercial development."

See SITE, Page 4

SITE

From Page 1

A northward expansion would involve 600 to 1,200 acres and add 1,500 to 3,000 houses to Sun City West, said Chuck Roach, executive vice president and general manager of the company's Sun City West project.

If the expansion is undertaken, construction would start by early 1992, with sales starting later that year or by early 1993, the general manager said. The expansion would be completed in three to six years, he said.

Del Webb is negotiating to buy a 640-acre parcel of county land north of Deer Valley Drive between 135th and 151st avenues,

allowing for construction of about 1,500 houses, Roach said.

The rest of the land is adjacent to the property and is broken into smaller parcels and held by a number of different owners, he said.

Roach said steady sales of houses — 600 to 700 homes a year — led to the consideration of expanding Sun City West.

No decisions have been made on expansion, and a decision won't be made until about mid-February, Moyer said.

Ground was broken for Sun City West in early 1978, with the first residents moving in that fall.

Adding up to 3,000 homes to Sun City West weighed

By Pamela Manson
The Arizona Republic

The Del Webb Corp. is considering expanding Sun City West by as many as 3,000 homes on up to 1,200 acres north of the retirement community's current boundaries.

The expansion could bring as many as 6,000 more people to Sun City West, which the company had planned to close out in three years at a population of about 25,000.

Sun City West, which encompasses 5,705 acres, has about 19,000 residents, with 2,000 lots still to be sold.

For the past two years, Del Webb has been looking at possible sites for developments in Maricopa County, said Chuck Roach, executive vice

president and general manager of the company's Sun City West project.

A northward expansion would involve 600 to 1,200 acres and add 1,500 to 3,000 homes to Sun City West, Roach said.

Del Webb is negotiating to buy a 640-acre parcel from one owner, Roach said. The rest of the land is broken into smaller parcels and held by multiple owners, he said.

Del Webb on Monday mailed letters to 10,200 households to let Sun City West residents know what the company is considering.

"While this is not something we have committed ourselves to, we want to share something that may be

a viable alternative for residents of Sun City West," the letter says about the possible expansion.

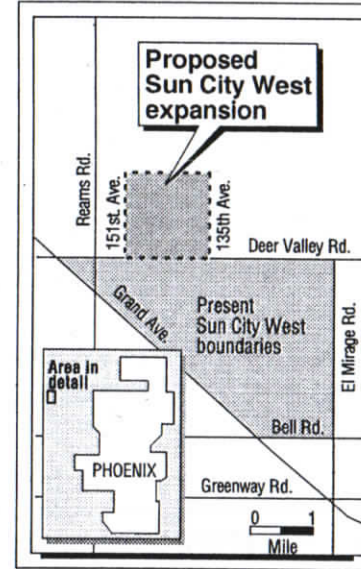
A forum will be held Nov. 19 at 9 a.m. at the Sundome Center to hear residents' reactions.

Roach said no definite decisions have been made about expansion.

"They will not be made without the complete input from the community," he said.

Roach also said that if the expansion was undertaken, "Del Webb would commit to building new facilities or expanding existing ones," referring to the community's heavily used recreation centers.

An expansion would keep Del Webb in Sun City West for three to



The Arizona Republic

six years past its original estimate of 1993. Del Webb sells 600 to 700 homes there each year.

Ground was broken for Sun City West in early 1978, with the first residents moving in that fall.

Sun City West construction slowed by rains

By RICK GONZALEZ
Sun Cities Independent

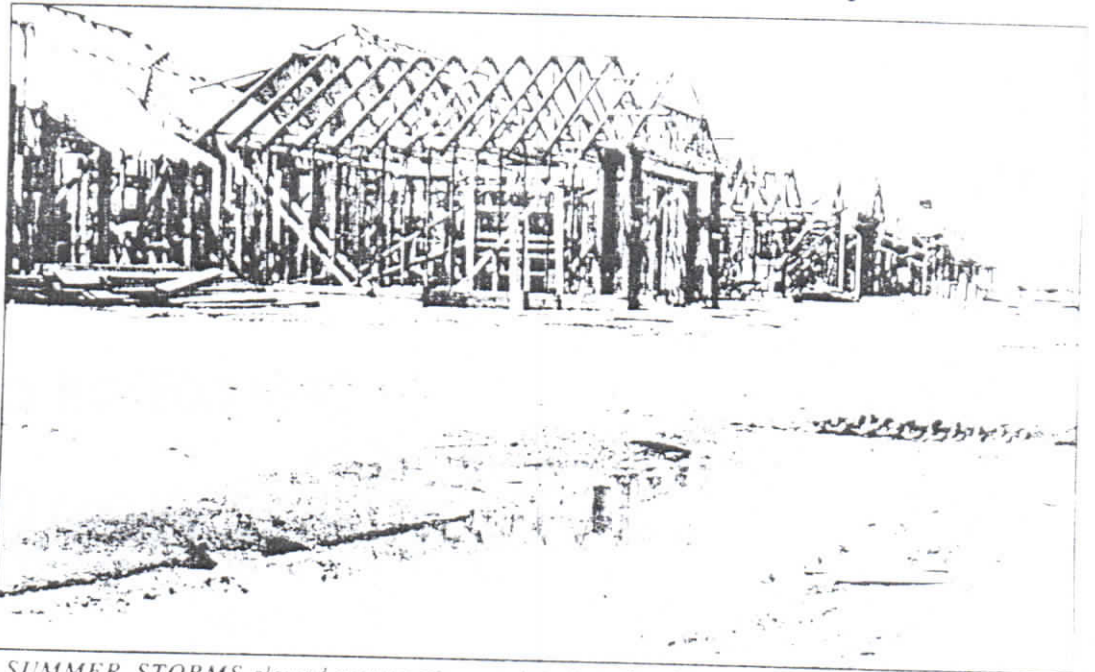
The recent torrential rains may have created some big headaches for Sun Cities area residents, but the Del Webb Corp. also had a pretty big run-in with nature's wrath.

According to Martha Moyer, manager of public and community relations for Del Webb's Sun City West, the Webb Corporation lost two days of construction work due to the severe downpours.

Ms. Moyer says there are currently about 330 homes under construction in Sun City West and, between all the trades represented on the construction sites, carpenters, roofers and concrete crews, there were about 4,000 labor-hours lost.

"It's going to take us about

See RAIN, page 9



SUMMER STORMS slowed construction work in Sun City West. This building is in the U shape near the Kuentz Recreation Center.

two to three months to make up for that time lost," she says.

Ms. Moyer says all of the houses under construction are being inspected for damage but she is unaware of any significant damage to any of them.

Some homes, though, did suffer minor drywall damage but have been repaired.

The time it takes to build a single residence, Ms. Moyer explains, is about four

months. The current schedule of construction for Webb has four houses started per day, with an additional two custom units started per day, as well.

Although construction has been delayed, Ms. Moyer stresses that Webb will make up the time. "The crews will probably be working Saturdays and delivery dates of the homes will still be real close" to the planned dates.

It will only be a one- or two-day delay on delivery.

Daily News-Sun Saturday, Feb. 17, 1990

Webb model homes attract buyers

By BRITT KENNERLY
Daily News-Sun staff

SUN CITY WEST — Del Webb's philosophy was "concrete, steel and lumber make the buildings ... but people make the community."

A tour of Webb's Sun City West Home Show and Sales Pavilion unveils five new model homes. These latest models bring to 21 the number of home models available in the retirement community.

The new home styles, which went on display last month, include three casitas, which are small homes, one new executive villa and one new single-family dwelling.

"The Broadmor, a new kind of single-family dwelling for Sun City West, features dual master suites which each has its own large bath," said Linda Hanford, Webb marketing coordinator for Sun City West sales. "It might be particularly attractive to

potential residents who live with an elderly parent. It might also be effective for two widowed sisters living together, or perhaps a brother and sister."

In addition to the twin bedroom suites with baths, the 2,074-square-foot Broadmor includes a great room, a half-bath and a breakfast nook. Price for the Broadmor begins at \$136,900.

The smaller casita styles include the Mojave, the Conquistador and the Fiesta. Each casita features two bedrooms, two baths, a dining area and a garage, with garage size dependent on the home style chosen by the buyer.

Casitas also have covered patios or lanais, which are porches furnished for use as living areas. As in the case of garage sizes, the patio or lanai style will depend on the chosen home plan.

The Mojave, at \$68,500, contains 1,102 square feet and features a one and one-half car garage and a covered

patio.

The Conquistador has a double garage and a lanai, employs 1,319 square feet and has a base price of \$75,500. The Fiesta, which includes a double garage and a covered patio, is comprised of 1,390 square feet and is priced at \$79,500.

"We have seven home styles which can be semi-customized, as long as the customization falls within building codes and parameters," said Hanford.

Hanford added, "We can install fireplaces and skylights or move walls. A trophy room or a powder room might be created. We employ a staff of people who can tailor blueprints to a customer's liking."

Hanford stressed that casita styles are cost-efficient and are true values for their prices. "They satisfy the needs of a single person or a couple, and make good use of available space," she said.

According to Hanford, sales projections show that the Sun City West development will sell out in the mid-1990s, with sales now running at a rate of around 638 units per year.

"Our staff of designers can also assist with choices of floor coverings, carpeting, light fixtures, roofing and appliances," said Hanford. "All of these purchases can be made through our Home Show and Sales Pavilion. It's like a one-stop shopping center, with good values."

From January until April, around 700 people pass through the Sales Pavilion each weekday, with weekend totals climbing upwards of 1,000 per day.

Potential customers touring the model homes this past week seemed impressed with what they had experienced.

Barbara Martin of Glendale said, "I come out here every once in a while to check out the decorating. I'm rapidly

approaching that age where a clean, quiet neighborhood looks really nice."

Martin's guest, Beverly Frazier, lives in Seattle. "I wouldn't mind living here," Frazier said. "It's very well planned."

Maxine and Howard Poff of Weldon, Ill., toured the homes with Ken and Phyllis Merriman of Rockford, Ill.

"We're worn out," said Maxine Poff. "We've looked at them all. It's beautiful, and we like to visit and vacation here."

Ken Merriman said, "Whenever we come out here, we get all excited and decide to move here. Then we get home and end up changing our minds."

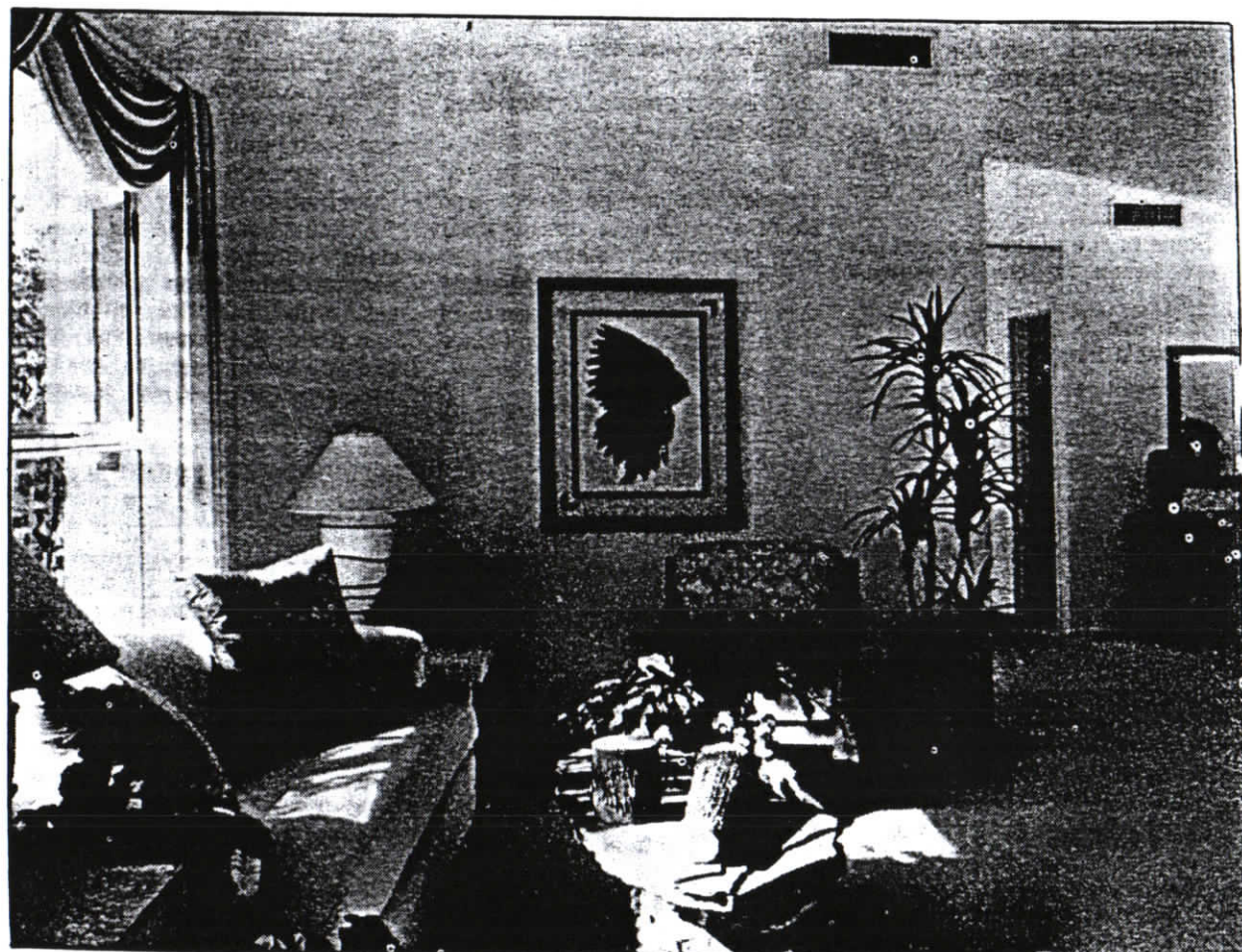
Richard Faytinger of Pittsburgh stood outside the Conquistador model home while his wife checked out the home's interior. "We'll look at all of the homes," he said. "We really like the community atmosphere and we like the desert, too!"

SCW



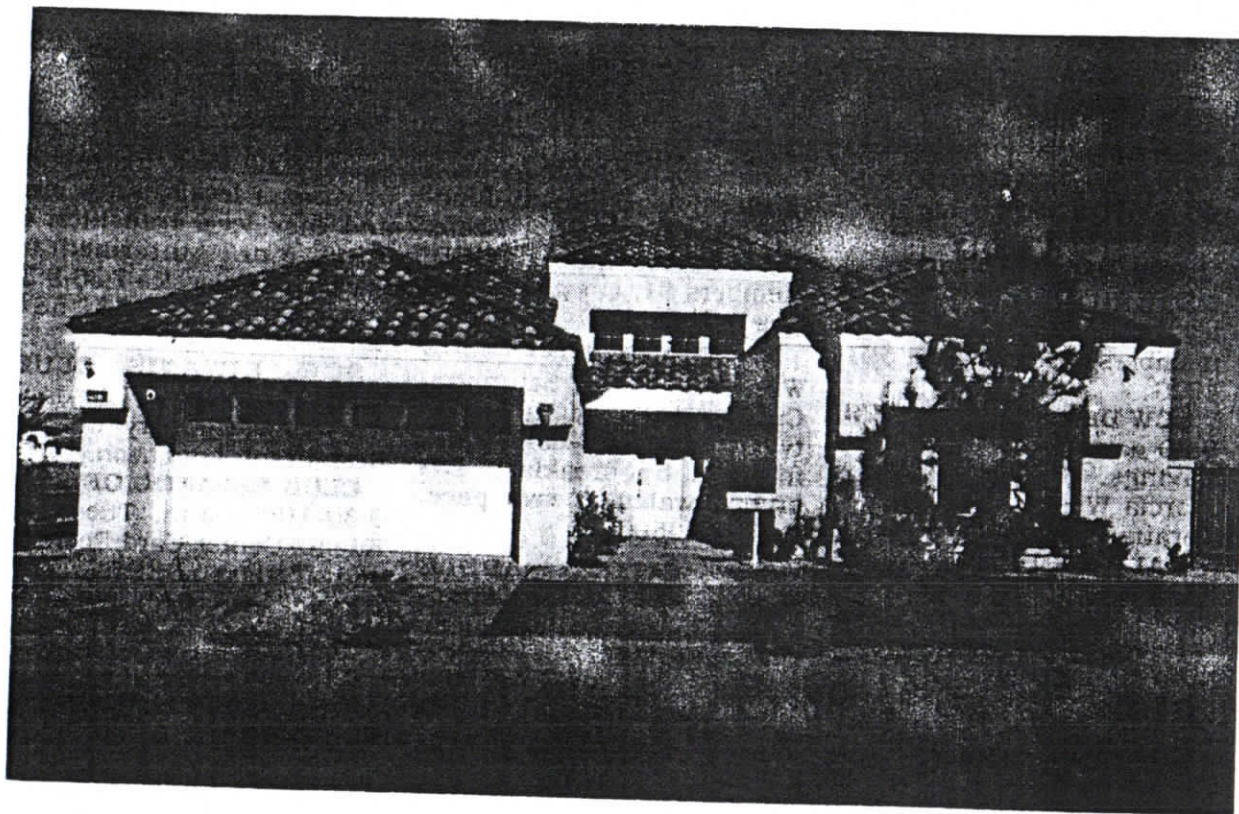
Daily News-Sun photo by Mollie J. Hoppes

LIGHT AND AIRY — Strategically placed windows in the Broadmor's kitchen and breakfast nook lend a feeling of openness.



Daily News-Sun photo by Mollie J. Hoppes

AMPLE ROOM — The Fiesta's 1,390 square feet are efficiently employed, with the living room blending smoothly into the dining area.



THE MARTINIQUE in Sun City West, 1,863 square feet, features two bedrooms, two baths and a great room.

Note - Newspaper held on to the news release & photo for five months before running.

Webb Corp. unveils five new model homes

Del Webb has unveiled five new model homes in Sun City West, bringing the total number of available models to 21.

The new floorplans are available for viewing at the Model Home and Sales Pavilion, 13323 Mecker Blvd.

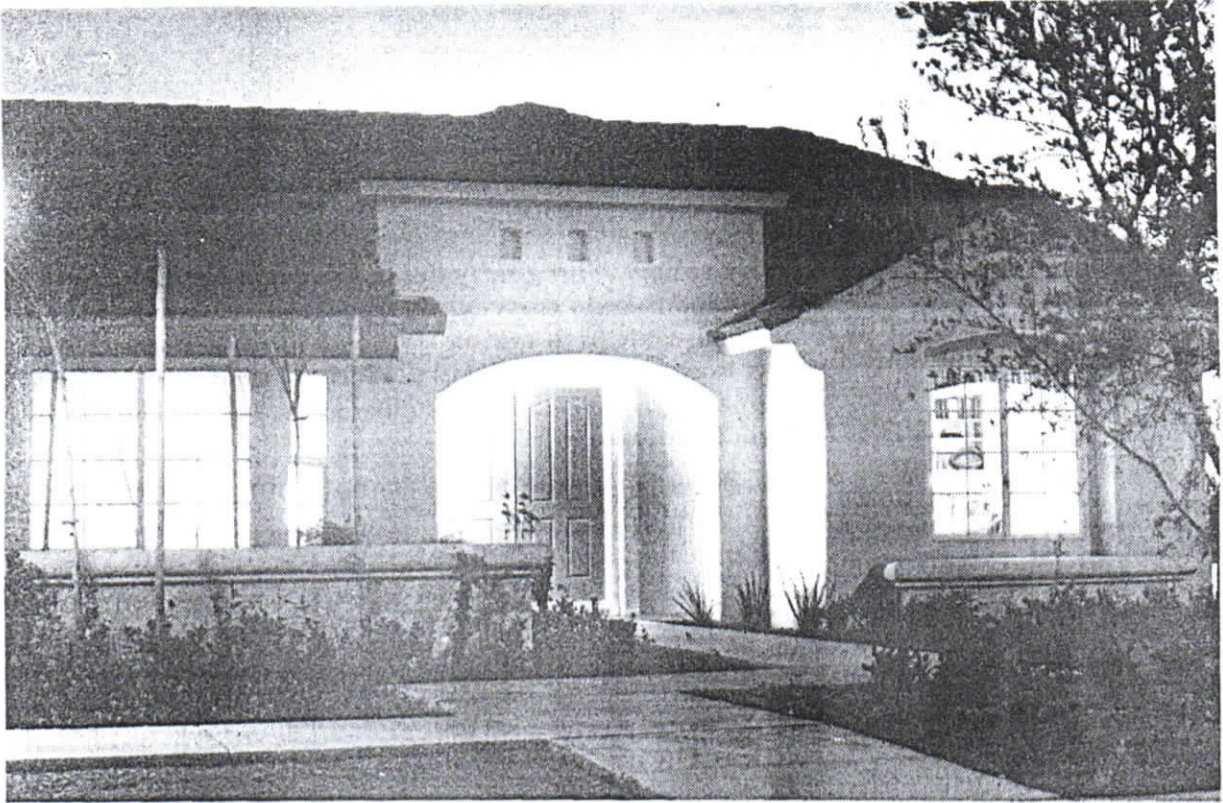
Featured among the new offerings are three casita models. The smaller detached homes replace the garden villas, an attached

product, that were previously available in the community.

"The demand for housing that shares a common wall, as did the garden villas, has declined due to the costs associated with marrying several units together," says Bill Parks, architecture manager for Webb.

"These casita were designed with affordability in mind."

The new units will be offered at a starting price of \$68,000. They range in size from 1,100 to 1,390 square feet.



Webb Unveils Models



Bay windows are a popular feature in many of the models.
(Photo by K.R. Urano)

by K.R. Urano
Editor

Del Webb Corporation opens 16 new model homes, Saturday, Nov. 5 in Sun City West. Paul Tatz, Executive Vice President said, "These homes are the best ever in the history of the Sun Cities spanning 30 years."

These new homes are

priced from the high \$60's to \$192,000 with living space from 1,038 square feet to the most spacious model with 2,790 square feet.

Tatz went on to say, "Del Webb must remain the innovator in today's active adult market."

The Del Webb Cor-

poration selected four different firms to aid in the planning and design of this new series. For the single family homes, Dorius Architects of California were picked with interiors designed by Carol Eichen also of California. The executive villas and duplexes were Danielian & Associates of Irvine, CA with their interiors designed by Creative Design Consultants of Costa Mesa, CA.

Energy Saving Homes

For the first time since the mid-sixties, home buyers have a choice of electric or natural gas or dual energy for their new homes. Energy saving features include:

- R-19 insulation in exterior walls, R-30 in ceilings.
- Insulated front doors, & Insulated garage doors.
- Fluorescent lighting in baths, kitchens and util-

Continued on Page 4

OVER

New Models

Continued from Page 1

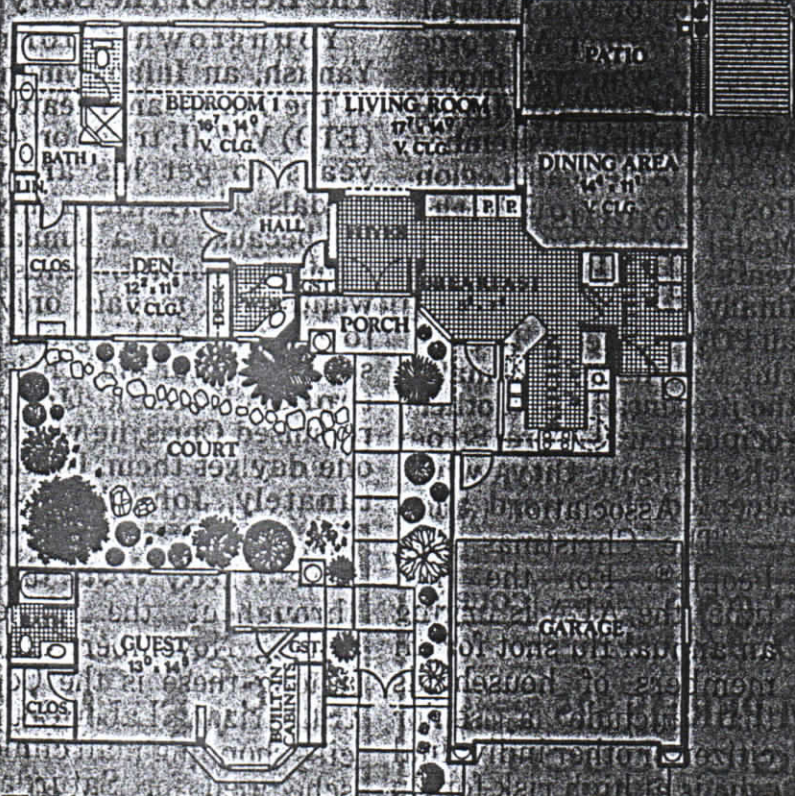
ity rooms.

• High efficiency air conditioning & gas furnace.

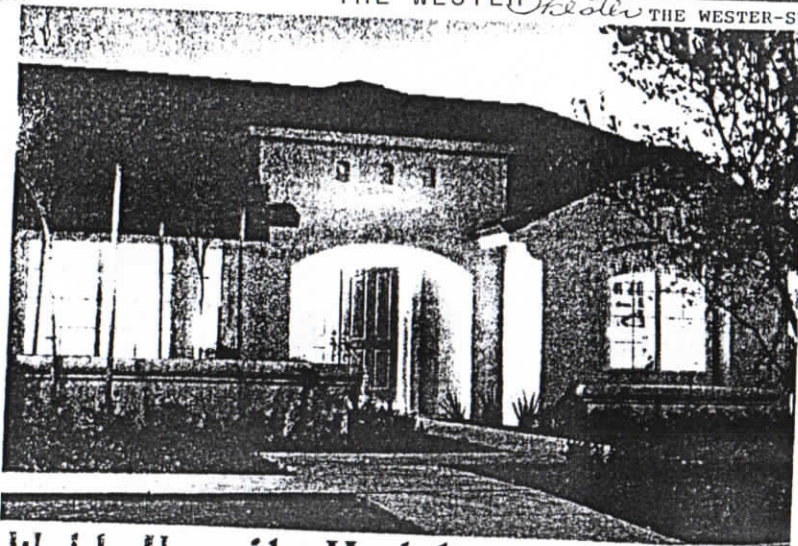
• Weatherstripping on all exterior doors.

Bill Parks, Director of Product Research & Design, said, "We tried to engineer standard features into the homes and keep the prices down." Many models feature a 2½ car garage, luminous light switches, over-sized closets, large covered patios and much more.

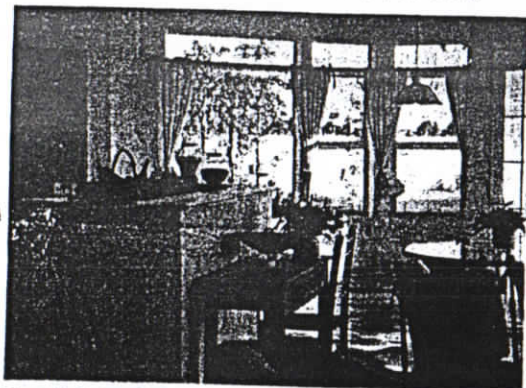
Two For The Price Of One



This innovative design features a completely separate and self-contained guest house. Large window areas open to a spacious courtyard, allowing the outside into the home. Designed for frequent guests, a common occurrence in Sun City West, the home contains 2,019 sq. ft. priced at \$132,100.



Webb Unveils Models



Bay windows are a popular feature in many of the models.

(Photo by K.R. Urano)

by K.R. Urano
Editor

Del Webb Corporation opens 16 new model homes, Saturday, Nov. 5 in Sun City West. Paul Tatz, Executive Vice President said, "These homes are the best ever in the history of the Sun Cities spanning 30 years."

These new homes are

priced from the high \$60's to \$192,000 with living space from 1,038 square feet to the most spacious model with 2,790 square feet.

Tatz went on to say, "Del Webb must remain the innovator in today's active adult market."

The Del Webb Cor-

poration selected four different firms to aid in the planning and design of this new series. For the single family homes, Dorius Architects of California were picked with interiors designed by Carol Eichen also of California. The executive villas and duplexes were Danielian & Associates of Irvine, CA with their interiors designed by Creative Design Consultants of Costa Mesa, CA.

Energy Saving Homes

For the first time since the mid-sixties, home buyers have a choice of electric or natural gas or dual energy for their new homes. Energy saving features include:

- R-19 insulation in exterior walls, R-30 in ceilings.
- Insulated front doors, & Insulated garage doors.
- Fluorescent lighting in baths, kitchens and util-

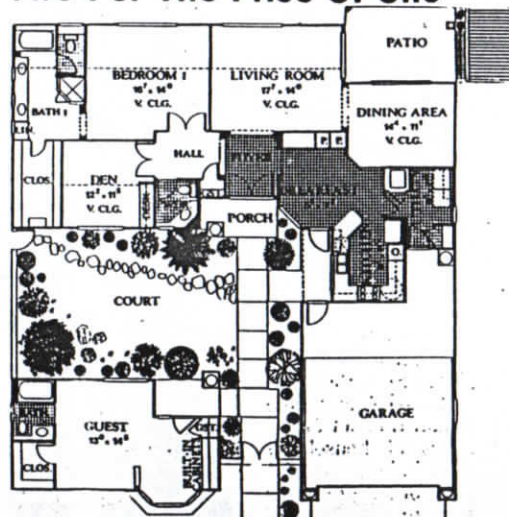
Continued on Page 4

ity rooms.

- High efficiency air conditioning & gas furnace.
- Weatherstripping on all exterior doors.

Bill Parks, Director Product Research & Design said, "We tried to engineer standard features into the homes and keep the prices down." Many models feature a 2½ car garage; luminous light switches, over-sized closets, large covered patios and much more.

Two For The Price Of One



This innovative design features a completely separate and self-contained guest house. Large window areas open to a spacious courtyard, allowing the outside into the home. Designed for frequent guests, a common occurrence in Sun City West, the home contains 2,019 sq. ft. priced at \$132,100.

Mansion for sale: \$700,000

By MIKE GARRETT
News-Sun staff

SUN CITY WEST — It's not the Taj Mahal and it would likely be just another mansion in Scottsdale or Paradise Valley. But there is no other home like it in the Sun Cities.

The largest home in square footage ever built by Del Webb in the two retirement communities is on the market and the asking price is \$700,000.

According to lister-sales agent Bebe Lovitt, a Realtor with O'Keefe Real Estate/Better Homes and Gardens, it's the highest price ever asked for a Sun Cities home.

The one-of-a-kind 5,230 square-foot three-bedroom model home overlooking the 16th green at Hillcrest Golf Course on Crown Ridge Drive originally was purchased by Virgil and Katherine Lininger in 1981 at a cost of \$450,000.

Virgil Lininger said he has since spent nearly \$200,000 in upgrades and improvements, including the addition of a 500 square-foot sun room enclosing the patio-porch area, doubling shelf space and computerizing the ventilation system.

The home is state of the art in almost every respect. It has three separate computer-controlled heating and cooling

systems and an Arizona Public Service energy management wrought iron doors and an aerie over the library and reached by a quaint wooden spiral staircase.

The Tudor-designed house was built for entertaining large groups and the Liningers say that's why they bought it.

At a special Halloween party Oct. 15, the Liningers entertained 130 people, all of whom were dressed in clowns outfits. They have had as many as 600 people on the grounds before for a Sun City Symphony benefit.

"My wife is an artist and I'm a musician so that's why we use the house — for the two arts," said Lininger.

The house was built in 1981 as a one-of-a-kind model home. It already was partially furnished by Webb when the Liningers moved in during December 1981 as the original owners.

It features solid oak plank floors, forest green carpet, eight skylights, indirect lighting throughout, roll-away shades, an intercom and security system, coffered ceilings, custom hardware, fireplace, Jacuzzi tub, exercise room, gourmet kitchen with every conceivable appliance, maid's quarters, security See Unique, C3



TO THE LIBRARY — The spiral staircase leading to a quiet midway area situated over the library on the second floor is not for everyone. It's used as an artists studio and storage room.

—From C1

Lovitt said more luxury model homes like the Liningers weren't built at the time because Webb didn't want to compete with resort communities like Palm Springs in the luxury home market.

Why would they want to leave such a showcase?

Lininger said his asthmatic wife still wants to do most of the housework herself, although a maid comes in once a week.

"We really love the house. But it's getting to be too much work for her," he said. "If she didn't have this continuing asthma condition, we wouldn't leave at all."

If the house sells, Katherine Lininger said they would probably move into a smaller Sun City West house. Virgil noted his wife's asthma is much better here than it was in their previous home in Denver.

Maintenance costs have not been a factor. Lininger said his monthly utility bill averages less than \$300 over a year and his highest summer bill is around \$325.

A five-ton Carrier air-conditioning unit is the main heating and cooling source. The home's hot-air, cold-air return system circulates cold air from ducts six feet under the floors

through the furnace and into warm air coming out of the top ceiling vents.

Lininger claims it's the only house in the Sun Cities he knows of that has this kind of system. It's designed to also remove all pollens and dust from the air.

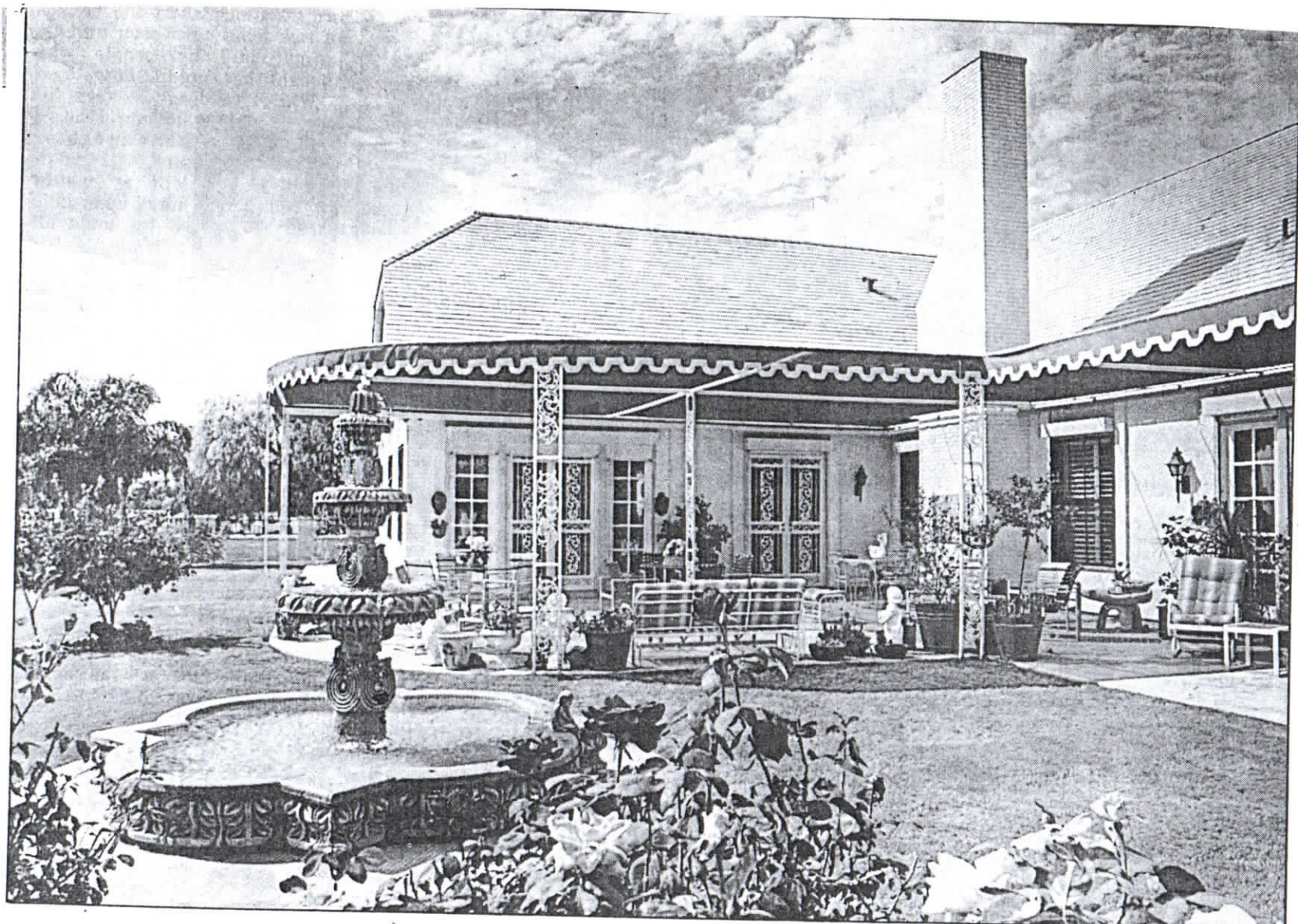
The Liningers first retired to a Dawn Lake home in Sun City in 1980 before moving to their current address. He was a corporate real estate lawyer in Denver for 33 years but decided to retire two years early because of Katherine's asthmatic condition.

Lininger indicated there was no urgency in selling the house but Lovitt said she doesn't anticipate any problems.

"We're first going to go to the Scottsdale market and agents, because for the money, this is a super buy in comparison with what's there," said Lovitt.

"And of course we're going to go to the Better Homes and Gardens national network, wherever we have offices.

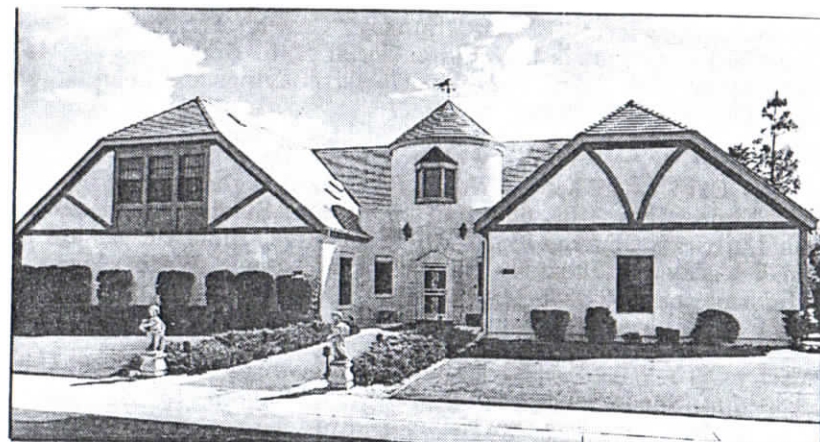
"With something like this, it could go tomorrow or it could be on the market for a couple of months. The luxury home market in Phoenix is getting a little bit better and this is luxury without that big Scottsdale price tag."



BIG BACKYARD — The extended patio in back bordering Hillcrest Golf Course has a fountain, roses, Queen Palms, grass, fenced rear yard and fruit trees. It was used to

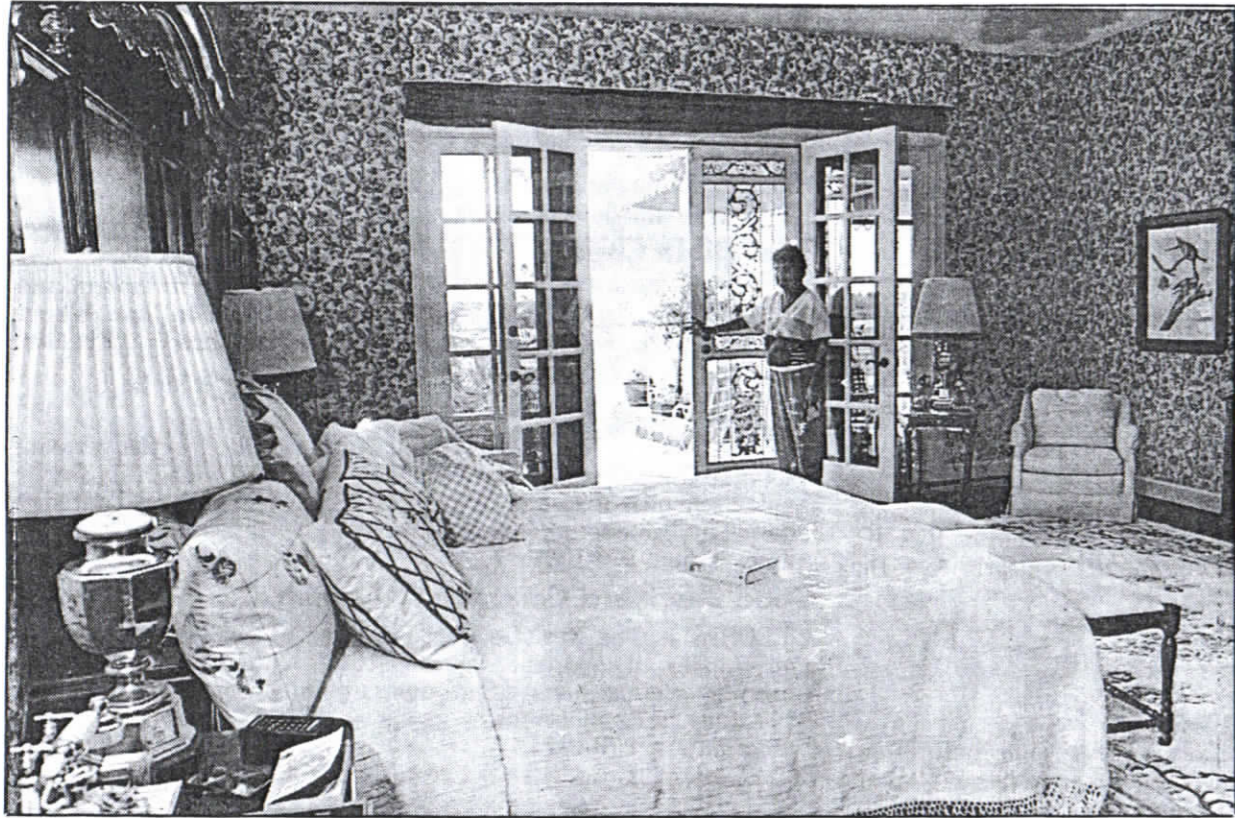
accommodate 130 guests dressed as clowns for the Lininger's annual party.

News-Sun photos by Stephen Cherek

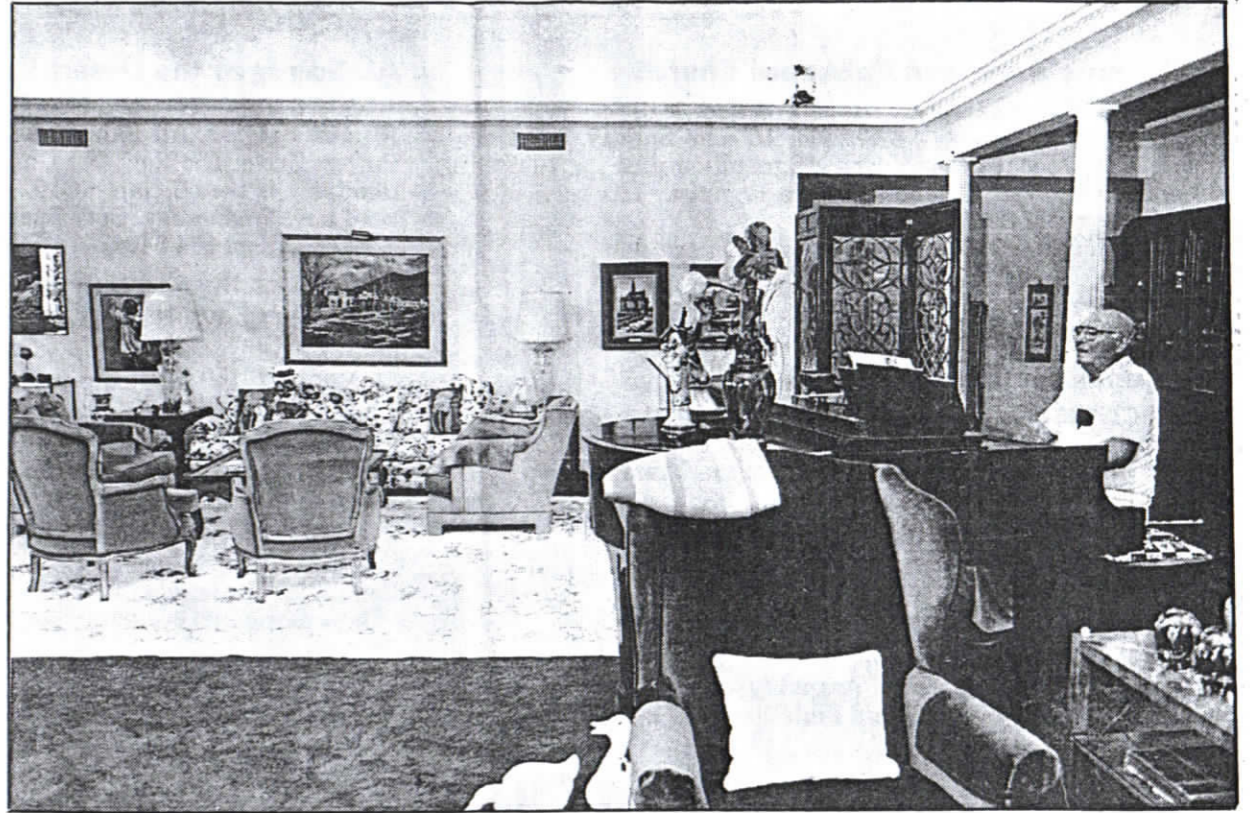


News-Sun photos by Stephen Cherek

UNIQUE HOME — The one-of-a-kind Lininger home at 20047 Crown Ridge Drive in Sun City West is the largest home built by Del Webb in either of the two Sun Cities at 5,230 square feet. It's on Hillcrest Golf Course.

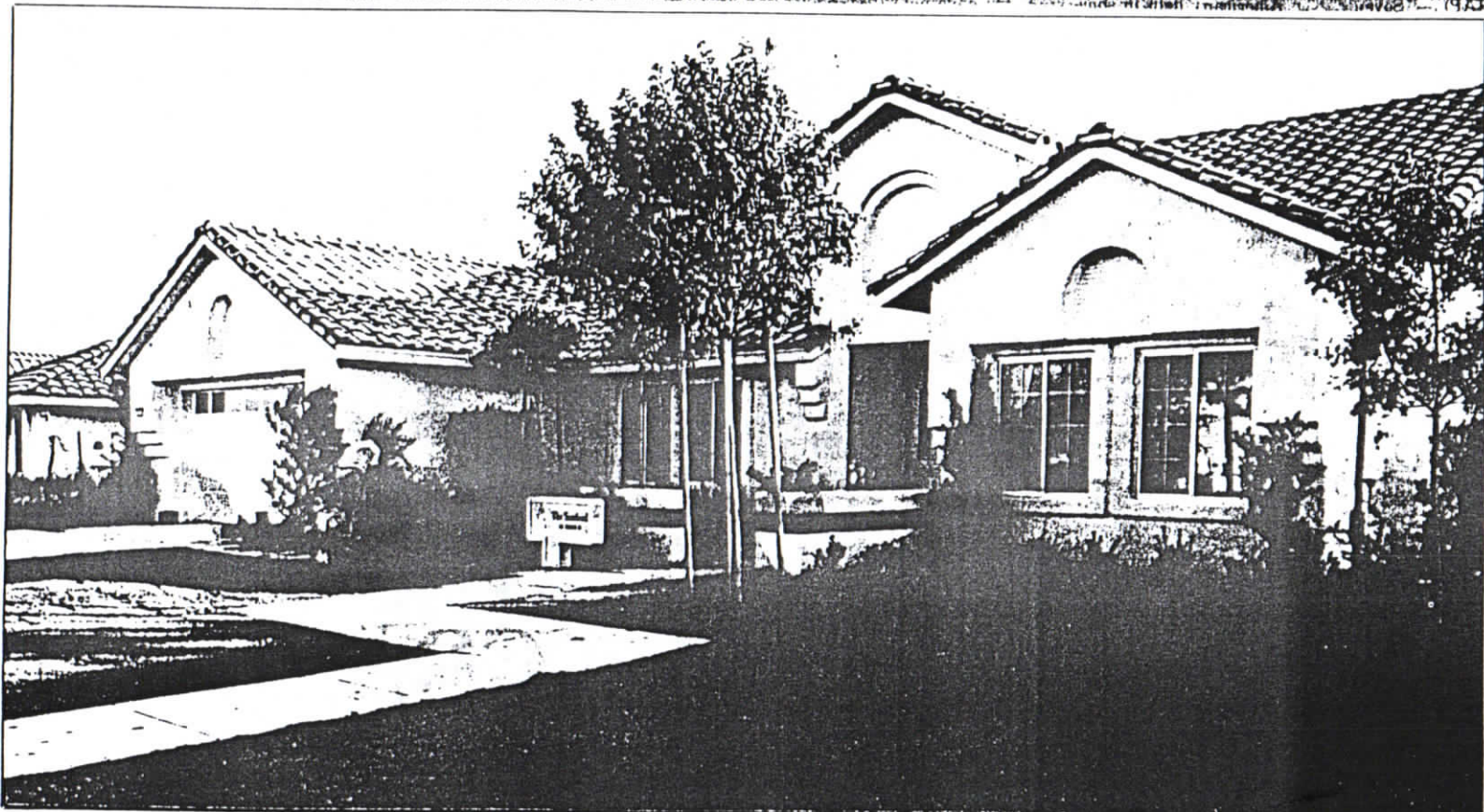


DOMED CEILING — Katherine Linger shows off the spacious master bedroom with its sculptured French doors, two walk-in closets and domed ceiling.



A HOME FOR ENTERTAINING — Virgil Linger, relaxing at the piano, is a retired real estate corporate lawyer. The couple bought the Sun City West home in 1981.

Sandoval — Del Webb offers the buyer a choice of options and elevations to satisfy the customizing needs of today's home buyer. Interior features may include bedroom linen cabinets, arched openings, and gas instead of electric appliances. Exterior amenities, energy-saving features, and security options also are available. Models range in price from \$68,000 to nearly \$200,000.



Webb to unveil 16 SCW models

By KAREN S. LEONARD
News-Sun staff

SUN CITY WEST — A home is only a home ... is not only a home ... a debate the folks at the Del Webb Corporation have discovered. With 16 new model homes to be unveiled on Nov. 5, they've had a busy year molding their ideas into structures.

New innovations include a choice of energy, a separate

guest house, eight-foot sliding glass doors and wall paint easier to keep clean.

Webb officials think they've succeeded in developing homes to fit the lifestyles and differing tastes of home owners.

"Since 1960, Del Webb has been unveiling new homes as often as the country has been electing new presidents," says Paul Tatz, Del Webb Corpora-

tion executive vice president.

And with 35,000 homes under Del Webb's belt, Tatz says these new models are the best ones ever introduced.

"As a corporation, we subscribe to the axiom — no substitute for experience," he says.

And from its experience, Tatz says, Del Webb has discovered that home buyers want the freedom to select the features they desire within their homes.

"To keep the price the same (as last year's homes), we're making a few things optional that used to be standard," says Bill Parks, Del Webb's director of product research and design.

Dishwashers and interior archways were two of the first items that had been considered standard. Del Webb has made both optional in its new models.

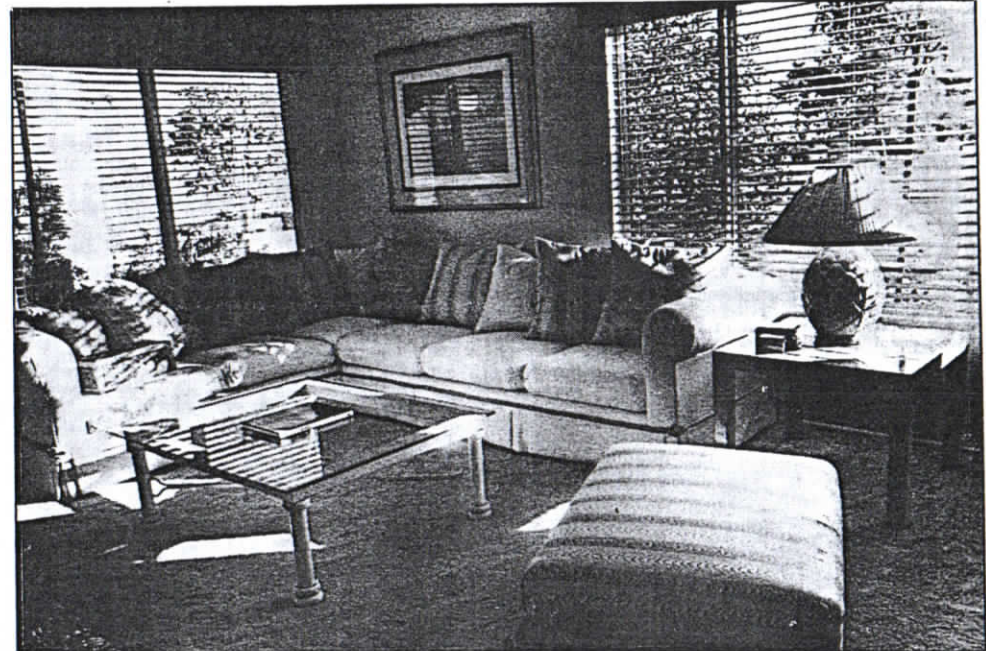
Sixteen new models include single-family homes, duplexes and villas with prices ranging from \$68,400 to \$192,000 until Dec. 31.

Parks says feedback from home buyers indicated they wanted automatic garage door openers, large patio covers and a choice of energy.

"This is the first time since Phase I that we've had (natural) gas available as an option," Tatz says. Phase I homes within Sun City were built in the early 1960s south of Grand Avenue.

Del Webb also found that homebuyers want storage areas and things like broom closets, Parks says. "Those are things that are very critical to our buyers."

Cooktops and wall ovens have replaced ranges within the new models. And semi-gloss paint has been used instead of flat-base for more ease in cleaning.



BARCELONA — This new Del Webb \$132,000 to \$138,000. The model also has a self-contained guest home.

buyer is looking for value and that's what we're giving him," Tatz says.

A 10-foot ceiling in some of the models allows for raised windows and eight-foot sliding glass doors, which add to the openness of the rooms.

Duplex owners who like gardening or putting around in their yards will be pleased with the opportunity to do so. There's a landscape easement agreement so homebuyers can personalize parts of their yards and the rest will be maintained by the Home Owners Association.

the living areas, Parks says, open up the rooms and foster communication between individuals.

The H-2507E model, for example, has a feature for homeowners who have frequent guests or family members who spend vacations with them. It is a self-contained guest house, which cannot be rented out, according to an agreement with Maricopa County.

Del Webb's model also has a large spa separating the guest house and main house. The 2,019 square foot home is priced at \$132,000.

part of the Monogram series, is 2,790 square feet, has two master suites and costs \$192,000.

Standard features within this model include a fireplace that is split between the living room and the dining room and a wet bar.

The H-2506B model has two bedrooms and a den that can be converted into an extra bedroom. It's a scaled down version of a 2,500 square foot model, Parks says. The 1,900 square foot home runs for \$115,000 to \$120,000. A tub and shower off the master bedroom is standard.

Models are located at 13323



HUDSONI — This two-bedroom model home costs \$68,400

Thursday, April 14, 1988

Palomar Apartments Sold

Del E. Webb Development Co. L.P. has sold the Palomar Apartments in Sun City, West to a California partnership. The terms of sale of the 162 units were not disclosed.

SCW Associates, a California Limited Partnership, doing business in Arizona as Palomar Apartments, is not expected to make any immediate operational changes at the rental units. "The tenants' leases will remain unaffected by the sale. The conditions of the sale also include provisions prohibiting the sale of the individual units for at least a five years and permanently bars a time share arrangement," said Paul Tatz, president of Del E. Webb Communities, Inc.

The sale of the Palomar Apartments is in keeping with Del Webb's decision to concentrate on land development and real estate ventures, divesting itself from its ancillary operations.

The Palomar Apartments are bound by Maricopa County senior citizen overlay zoning which mandates at least one apartment occupant be at least 50 years old. The apartments have experienced 100 percent occupancy rate for nearly two years.

Grandma's house changes with the times

When we used to go to Grandma's house, we would find a cookie-jar shaped woman standing in a home that was filled with knickknacks and enveloped by the smell of baked goods and moth balls.

Now, when we head over to her house, we find some trim woman in tennis togs, who informs us that she's off to play some sets and we can help ourselves to some low-fat yogurt from her refrigerator.

Older people have changed and their housing reflects that change, said Dan Brodsky, who has designed tract homes in Phoenix for 25 years. Brodsky worked on models for Del E. Webb's Sun City West and UDC's Westbrook Village, an "adult community."

With the increase in the number of adult communities — those with residents who are 40 years and older — senior housing is becoming less conservative and more luxurious, he said.

"We have people in these new communities who haven't retired yet. They want interesting homes with all the amenities like the master suites and the upscale bathrooms," he said.

Sun City West serves as a good example of how homes have evolved, he said.

Del Webb, which started building retirement homes more than 27 years ago, designed homes for people who were 55 years old and older. Webb's first offerings were no-nonsense, easy-to-maintain homes designed for people who didn't want to spend much time on their home's upkeep.

Now, a typical home in Sun City West, Webb's latest Valley retire-



Phoenix Gazette

Midwesterners flocked to Sun City in 1960 to see what Webb's "active adult community" was all about.

ment community, is about 2,100 square feet and is priced at about \$100,000.

The increase in size and price reflects the older buyer's desire for luxury and the ability to pay for it, Brodsky said.

One of the most popular Sun City West designs has been the Francisco, which features two master-bedroom suites at opposite ends of the home. The kitchen, breakfast area and Arizona rooms are located between the two suites.

"Our research shows that there's a lot of people who favor this type of arrangement, especially people who find themselves

single and who don't want to live alone," said William Parks, director of product research and design for Del Webb.

"We're really trying to make the effort to tailor the homes to our buyers' needs and special circumstances," he said.

The retirement-housing leader now emphasizes research and consumer tracking, says Parks. He estimates that Webb spent about 1,000 hours researching consumer tastes in preparing the new models.

In general, designing for older buyers meaning creating well-

lighted kitchens and baths. Light fixtures should be placed so that they don't give off glare.

There also should be plenty of storage areas because senior buyers usually have accumulated a lot of stuff.

Safety equipment such as grab bars in the showers and tubs also have been added to many homes in the senior market.

Smaller techniques such as raising electrical outlets several inches higher, installing luminous light switches in bedrooms, baths and hallways and designing wider doorways and halls also are used.

"I try to imagine what their needs are and picture what kind of home they want to live in," Brodsky said.

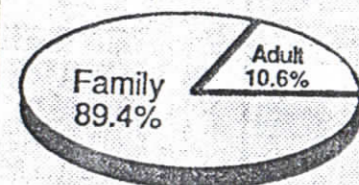
Most older people have problems with stairs, so you won't see many two-level homes, sunken living rooms or raised entryways, he said.

Despite that consideration, Brodsky says he would like to see senior housing to have more lofts, which could be used as guest bedrooms. The addition of the second-story loft would give the homes more drama, which would be appreciated by the "younger" older buyers, he said.

Brodsky dismisses the idea of the older buyer being more conservative. "When you think about how conservative can these people be? Here, they leave their homes and friends to come out to a place they have never lived in. These people are willing to accept changes."

Current housing sales

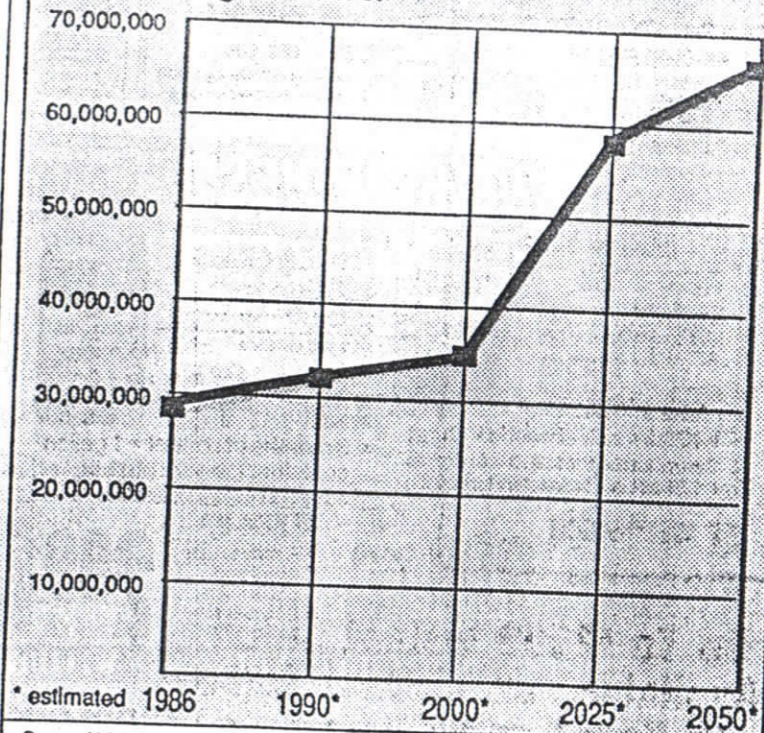
For Phoenix, 1987



Source: "The Sales Report" prepared by Home Builders Marketing, Inc.

U.S. senior population projections

65 years of age and older



Source: U.S. Bureau of Census

SUN LIVING/PART 3

Jumbo sampler

Smorgasbord of floor plans serves retiree

MODEL HOME REVIEW

Sun City West

Model complex east of 135th Avenue off Meeker Boulevard. Two-bedroom single-family, patio, garden and duplex homes by Del E. Webb Development Co. Priced from \$75,890 to \$236,000. Models open 9 a.m. to 5 p.m. daily.

By Susan Doerfler
The Arizona Republic

Wear a good pair of walking shoes if you plan to visit the 25 model homes at Sun City West.

And be prepared to see almost every type of home available for retirees.

At the two-block-long complex of models, east of 135th Avenue off Meeker Boulevard, the Del Webb Co. offers single-family and patio homes, duplexes and garden homes (the latter in units of four). And two models are outside the complex.

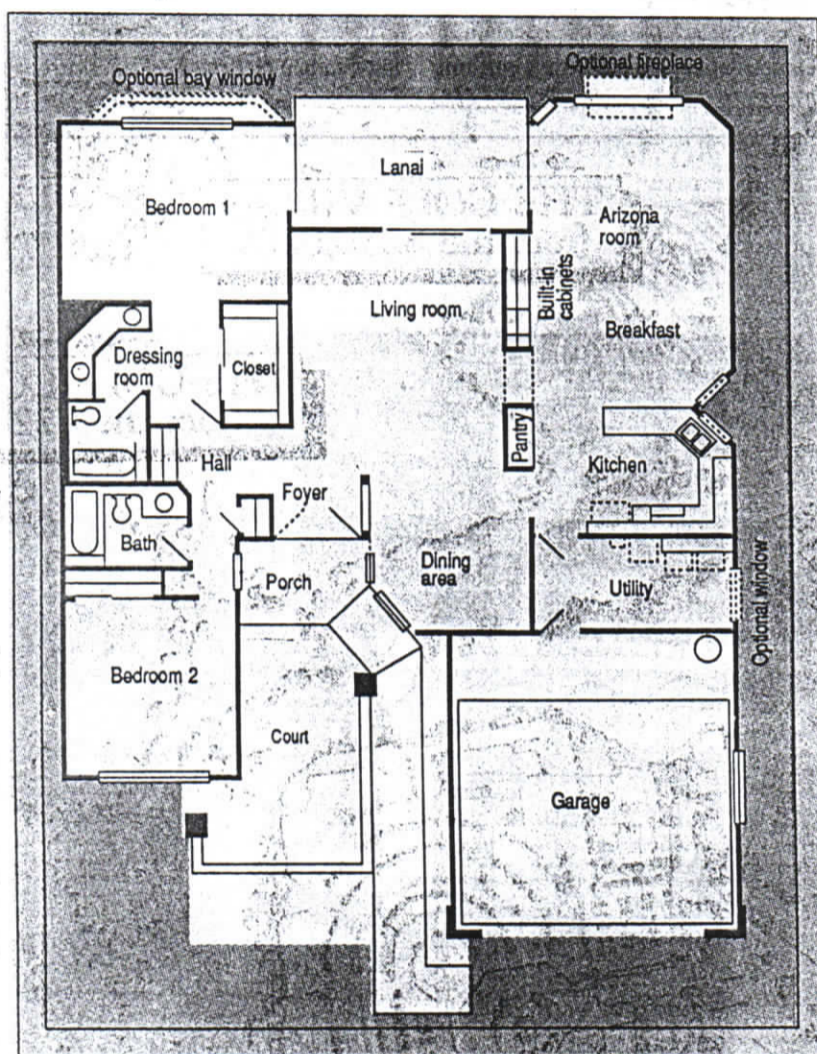
Most floor plans have two bedrooms and two baths. The exceptions are the lowest-price model (a garden home with one bedroom and bath, from \$75,800 to \$76,800) and three homes with two bedrooms and 2½ baths. One also has dual master suites.

The most expensive plan ranges in price from \$234,000 to \$236,000.

The homes have many features that benefit older residents. Among them are handles that push rather than turn, cultured marble vanities for easy cleaning, electrical outlets that are placed higher on walls so that people do not have to stoop, grab bars in the tubs and illuminated light switches. Which features are standard depends on the floor plan.

Among options, the most-preferred are: garages (if carports are standard),

The Aspen



The Arizona Republic

bay windows, tile roofs and utility-room windows and plumbing, said Del Webb spokesman Ken Plonski.

Reviews of four of the 25 models follow.

The Stratford (Plan H-8517A)

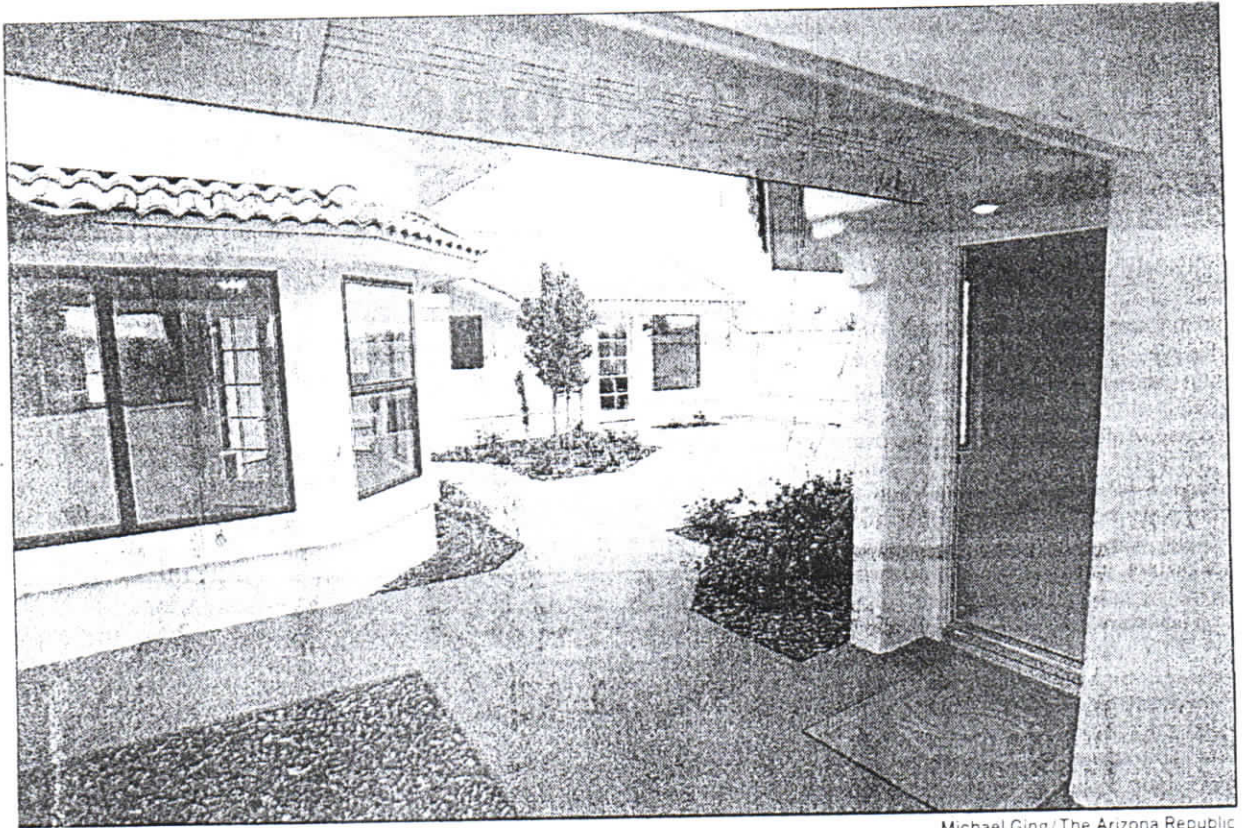
This is one of four new models

opened this year, and one of the two outside the complex. At \$134,000, it also is one of the most popular.

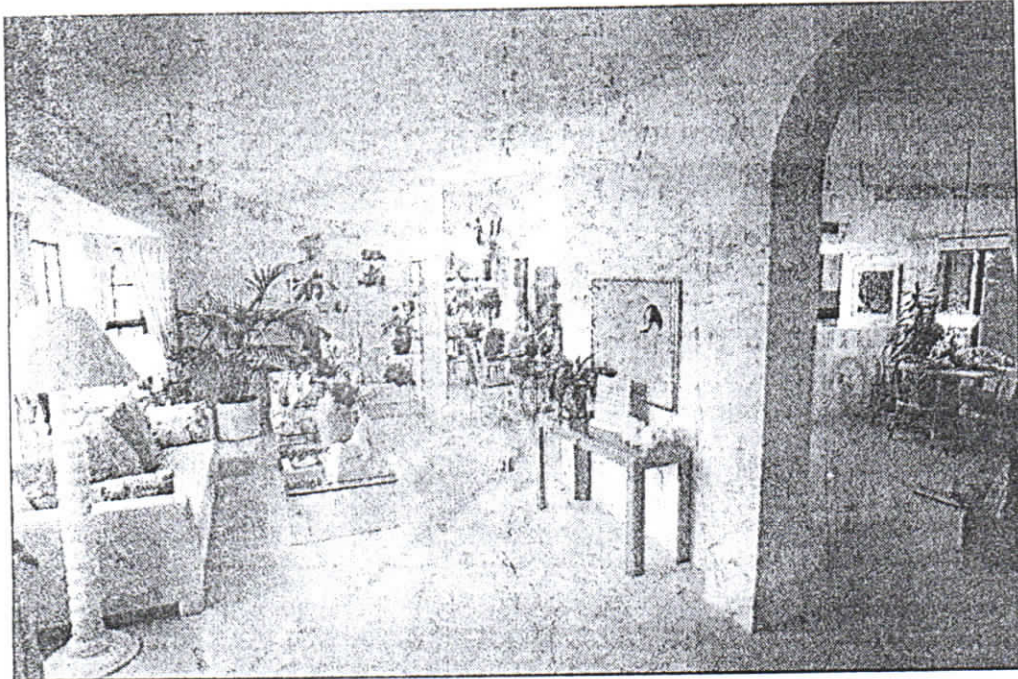
The 1,984-square-foot Stratford features a large, detached guest suite with a walk-in closet, bathroom and storage cabinet — ideal for retirees, said sales manager Ken Parker.

"There are a lot of people in Sun

OVER



Michael Ging/The Arizona Republic



The Stratford (above), one of the most popular models, at \$134,000, has a detached guest suite and large courtyard. The Pueblo (left), largest and most popular of three garden homes, is priced at \$95,800.

City West who bring their parents with them," he said. "And there are a lot of people who entertain."

The suite also could be used as an art studio or an office for someone still working as a consultant, he said.

The house sits behind the suite, wrapping around a large courtyard that is perfect for entertaining or

enjoying the weather.

The model's angled entryway opens into a large foyer with a display niche. The kitchen, off to one side, is spacious; it includes a desk, a pantry and a breakfast nook with a bay window overlooking the courtyard.

A formal dining area, around the corner from the kitchen, opens to a

large living room, which has a sliding glass door to a covered back patio. An archway leads from the living room back to the foyer.

The home also has a den with guest bathroom, and a large master suite with a walk-in closet. The master bath

— See Smorgasbord, page S34

Smorgasbord of homes shown at Sun City West

— Continued from S27

has a dressing area, double sinks, toilet, oval tub and separate shower and a door to the courtyard.

Next to the tub is a large window into the courtyard. The view is great; the privacy is not, because visitors pass through the courtyard to get to the front door. It would be better if the tub faced the back yard. Parker said he has heard several buyers comment about installing opaque glass or miniblinds.

The home also has a two-car garage with a lot of storage space and a utility room.

The Monterey II (Plan H-8509B)

Another single-family model is the Monterey II, which has 2,817 square feet. The most expensive of the homes, at \$236,000, it has double entry doors that open to combined living and dining areas with vaulted ceilings. A 9-foot wall separates the dining area from the family room, which contains a fireplace and wet bar.

The kitchen is spacious and has plenty of windows, a center island, two ovens and a pantry. The kitchen and breakfast nook are behind the family room at the back, at one side of the house.

Down a hallway from the entry to the family room are a den, second bedroom and second bathroom. The hall has a window seat looking out onto the front patio and courtyard, a perfect place to relax.

Across the house, next to the living room, are the master suite, a half-bath and a utility room. The master bedroom has a bay window and an archway into its bathroom, which has a huge walk-in closet, double sinks, shower and tub, linen area and toilet. The tub has a large window overlooking an outside garden.

The home also has a two-car garage with room for a golf cart.

The Aspen (Plan D-8523A)

The Aspen, with 1,882 square feet priced at \$124,800, is one of the three duplex models. (All three have outside courtyards.)

The home is filled with plant shelves: in the entry way, living room, master bedroom and master bath.

The foyer opens to a large living room, with a sliding door to a covered patio. There are no walls between the living and formal dining rooms, but the latter feels separate and does not cut into the living room's space.

A doorway from the dining area leads to the kitchen, which features a vaulted ceiling, plenty of cabinets and counter space and a pantry.

Behind the kitchen are a breakfast area and a family room that contains built-in cabinets and a desk, a great addition to the home.

On the common wall with the other duplex are the two bedrooms and bathrooms. The master suite is large, with a plant shelf so deep it would be hard to dust. The master bathroom has double sinks and a tub only, and a walk-in closet.

The home also has a two-car garage and large utility room.

The Pueblo (Plan G-8533A)

The 1,403-square-foot Pueblo, the largest and most popular of the three garden-home models, is priced at \$95,800.

Unlike the Aspen, it has a formal dining room that seems to crowd the already-small living room.

Next to the kitchen is a separate breakfast nook that also looks like a formal dining area and seems redundant. But Parker said buyers like the two eating areas. They want a separate formal dining area, no matter how small, and do not consider the nook formal because it is attached to the kitchen, he said.

The home also has a family room, with sliding doors to the covered patio in back. The bedrooms and bathrooms are at one side of the house, with the entry to the second bedroom and bath off the living room and the entry to the master suite off the family room.

The one-car garage is reached from a utility room off the kitchen.

Sun City West's model complex is about 33 miles from downtown Phoenix, about 12 miles from Glendale, eight miles from Peoria and four miles from Sun City. Residents have access to recreational facilities that offer crafts, swimming, lawn bowling, and other sports and activities.

Hours for the Sun City West models are 9 a.m. to 5 p.m. daily.

The model complex is almost too large: It is exhausting to go through all the homes and remember the features of each.

The complex is next to a golf course but is free of golf carts, something one would expect to see.

Golf carts would be helpful to the physically disabled or people with health problems. The complex does have wheelchairs, Plonski said; golf carts once were provided, but the liability insurance costs got to be too great, he said.

The model complex is easy to find by following the curve of Meeker Boulevard, but it could be better marked. The two homes outside the complex also need better identification.

The entrance to the complex is hard to miss: It is one of the few places in Sun City West with grass.

The grass is "strictly for the marketing," Plonski said. The models, for the most part, have desert landscaping, as do most homes in the community.

"The reality is, (buyers) want maintenance-free landscaping," Plonski said. Some of the duplexes and garden homes do have grass, because landscaping is included as part of the package, he added.

EVENING OUTLOOK

SANTA MONICA, CA
DAILY 26,812SATURDAY
FEB 13 1988**BURRELLE'S**

646

30

New Model Homes Offer Unique Living Arrangements

1352A
Four new model homes, including innovative dual master suite and guest house designs, have been incorporated into the Sun City West Model Home Show in Sun City West, Arizona.

"Well over 1,000 hours of research and design have gone into these new floorplans," said Chuck Roach, executive vice president of Del E. Webb Committees Inc., and general manager of Sun City West. "The new models reflect not only exhaustive research and design, but also our 28 years of experience in building homes for the 50-plus market."

The dual master suite "Francisco," with 1,832 square feet, is designed for several different living arrangements. "Our research showed a demand for this plan, especially among two single people who want the economic benefit of sharing a single-family home, but still want equal privacy," Roach said.

Priced at \$116,800, the plan features two oversized master suites. The kitchen, breakfast area and Arizona rooms are

located between the two master suites. "This design allows one occupant to entertain guests while not disturbing the other," Roach said.

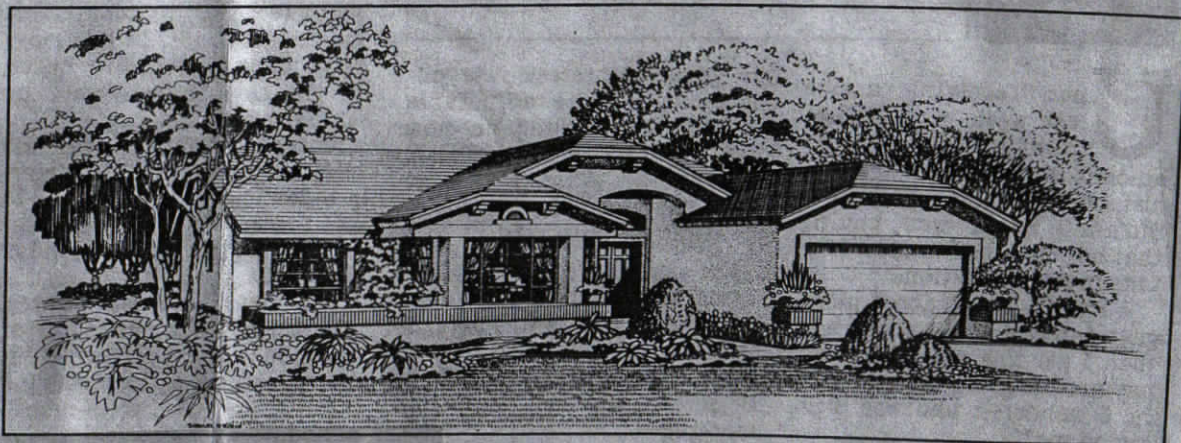
Another design ideal for out-of-town guests is the "Stratford," which offers a guest house separate from the main house. The floorplan features 1,984 square feet and is priced at \$132,800.

The main house includes an oversized master suite with bath, dressing area and walk-in closet, formal dining room, living room, kitchen, den, breakfast nook, powder room and outdoor covered patio.

The guest house features about 250 square feet, including sleeping quarters, a full bath, walk-in closet and wet bar.

The remaining floorplans include the "San Gabriel," a three-bedroom/den option, two-bath design priced at \$89,800; and the "La Salle," a 1,325 square foot design priced at \$82,800.

More than 30 of the new plans have been sold since early December, Roach said.



The Francisco Plan at Sun City West has two complete master suites separated by the home's other living areas. The plan, priced at \$116,800, is designed for two single people who want to share a home yet maintain individual privacy.

Del Webb Corporation unveils final series of

new SC West homes

When Del Webb opened Sun City to those very first few prospective buyers nearly 30 years ago, homes were about 1,000 square feet in size, did not include air conditioning, offered no special features and sold for about \$8,000.

Now, three decades and nearly 35,000 homes later, the Del Webb Corp. is preparing to unveil its final series of new models for the Sun Cities area.

And, as can be expected, the homes available to today's prospective buyers are considerably different than those first few prototypes.

Today, in Sun City West, the builder no longer uses the phrase, "retirement" and the most popular model is nearly three times the size of those original Sun City Phase One homes. Air conditioning is standard and popular features abound. The price tag today: about \$120,000.

Webb will open its newest model home series Nov. 5 at the company's model home complex, 13323 Meeker Blvd., Sun City West. Paul Tatz, executive vice president of the corporation, believes the new homes are the best designed in the Sun Cities' 30-year history.

"These homes were designed after exhaustive research and consultation with the best archi-

itects and interior designers in the western United States," says Mr. Tatz.

The company plans to unveil 16 new models, including single family homes, duplexes and executive villas. Prices will range from \$68,400 to \$192,000.

As in the past, Mr. Tatz feels the newest models reflect the present wishes and desires of today's retirees. He says Webb has always attempted to keep up with the changing tastes of the senior market.

The company's newest line of homes, he adds, "captures the dramatic 30-year evolution of adult housing."

"We've introduced new homes about as frequently as this country's been choosing presidents," he says.

The company's newest line of homes, he adds, "captures the dramatic 30-year evolution of adult housing."

And, since Webb is in the final stages of Sun City West's devel-

opment, the new series will, in all probability, be the last new homes introduced in the community.

"We may add a few new models and features but barring any major turn in the economy, this will be it," says Bill Parks, a member of the Webb sales team.

The evolution of the adult housing market, says Mr. Tatz, has been dictated by the ever-changing needs of the adult buyer. Their lifestyle, affluence and habits have shaped the industry over the years.

According to Mr. Tatz, when Webb first began building homes in Sun City, it was the lifestyle — not the home — that attracted homebuyers. And, as the company continued building Sun City, it was the lifestyle that was Webb's "true product."

Now, he says, the lifestyle is still "the key to success," but the design of the home has become much more important in an industry that has become much more competitive over the years.

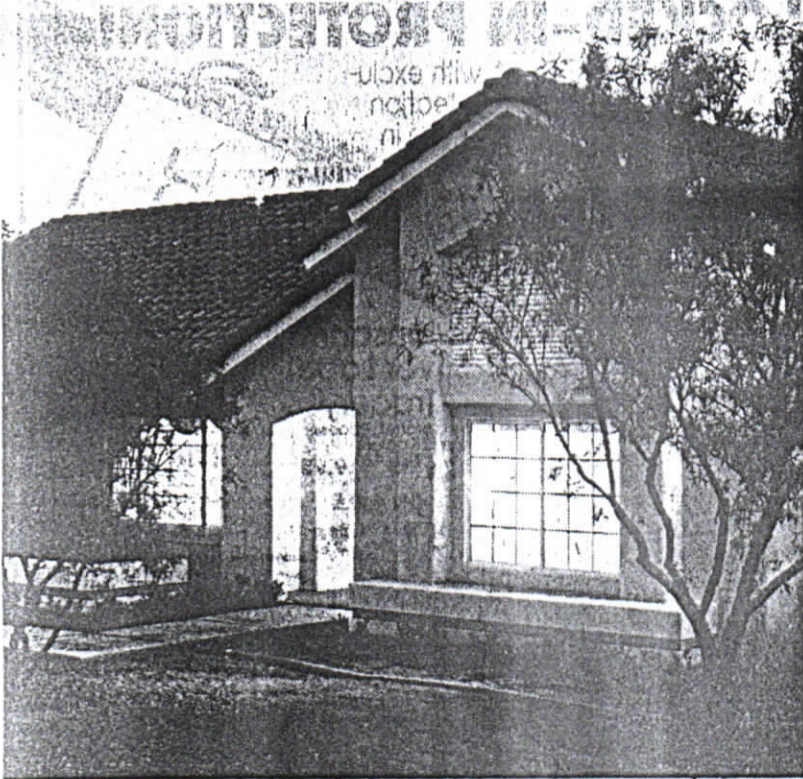
"As a result, we have had to become more innovative," says Mr. Tatz.

Webb began responding to the specific needs of its buyers soon after Sun City opened. With 1,300 sales by the end of 1960, the company and its architects began to consult its buyers and receive design recommendations from these early residents.

Contrary to the belief that retirees buy smaller homes, the size of the homes in the Sun Cities has been increasing steadily for 30 years. Tatz says the size of Sun City homes has been influenced by two factors.

"Over the years, buyers found they could afford a larger Sun City home with more luxury and convenience.

"Today, we're selling a large percentage of our homes to Cali-



NEW HOMES. Del Webb will introduce its newest Sun City West models Nov. 5. The homes range in price from \$68,000-120,000. The Ventura, a 1,659-square-foot home, sells for \$105,000-112,000.

fomians who are equity-rich. The ability to trade up and bank a nest egg is still very attractive to our buyers," he says.

The second factor influencing the size of the home was the need for additional space.

"Early buyers found the big dining room set wouldn't fit in a 1,000-square-foot home. They also found a constant stream of house guests, particularly in the winter months."

In addition, the design of Sun City homes has had to change in order to keep up with the community's reputation.

"When someone moves into the Sun Cities, they see it as a move up. They want a little more luxury, a little more space," says Mr. Tatz.

And what about the future of the adult housing market? What will the company's homes look like long after it leaves the Sun

Cities?

The next great segment of retirees will be the Baby Boomers and Webb has already begun research into what they will desire.

"The Baby Boom market is 80 million people strong. They are going to have a tremendous impact upon our society and the only way to remain successful is to begin preparing now for what their needs are going to be at retirement," he says.



The HEIGHTS represents Del E. Webb Development Co.'s first project in the luxury condominium line. Located adjacent to the Sundome Center for the Performing Arts, the HEIGHTS will capitalize on spectacular views of the

Bradshaw and White Tank Mountains. Priced from \$200,000 to \$500,000, the HEIGHTS offer 10 interior floorplans.

Luxurious condo's will overlook Hillcrest

OVER

Project was never developed

For the first time in its history, the Del E. Webb Development Co. (DEVCO) will introduce an exclusive line of luxury condominiums in Sun City West.

THE HEIGHTS luxury condominiums on the fairway in Sun City West will overlook Del Webb's Hillcrest Golf Club. The 90-unit complex, located adjacent to the Sundome Center for the Performing Arts, will feature penthouse suites, executive residences and single-level casita units.

Designed by the architectural firm of Peter A. Lendrum & Associates, THE HEIGHTS will capitalize on golf course scenery and vistas of the Bradshaw and White Tank Mountains. Prices of homes will range from about \$200,000 with four exclusive

penthouse suites offered at about \$500,000. All terraces and patios have two exposures.

A mission tile roof will highlight the Mediterranean architecture of THE HEIGHTS. Covered verandas, lush vegetation, fountains, streams and ponds will become an integral part of each condominium through the use of French doors, large window areas and spacious terraces.

Ten interior floorplans are available, ranging from 1,600 to 2,800 sq. ft. The homes will feature custom millwork, coffered dining room ceilings, tile floors and interior arches. Some plans feature a den/study. All plans offer two baths, and kitchens come complete with morning rooms.

THE HEIGHTS will be a self-contained complex with

its own recreational facilities. It will include a large center court pool with cabanas, spa and bar, exercise room, putting green and entertainment center. Residents will also have access to community facilities, including the \$14 million R.H. Johnson Recreation Center and five golf courses.

At the entrance, a gate house will control access and maintain the privacy of the homes. Underground parking for automobiles and golf carts is provided. Each residence also has additional storage space in the underground area.

THE HEIGHTS is within easy walking distance of recreational facilities, shopping, dining, banking and other services in Sun City West.

"THE HEIGHTS is an exciting new project for us," said Paul Tatz, DEVCO president. "This complex will represent the best in quality and luxury in the Sun Cities."

Tatz said the Sun Cities market has already expressed high interest in the project. "We have a pre-opening list of 300 individuals who have expressed interest in the units following our initial announcement of the project."

Construction is scheduled to begin in late 1985. The display headquarters and sales offices are located within the Crestview Restaurant complex at 19001 R.H. Johnson Blvd. in Sun City West. Additional information can be obtained by calling 975-2270, or visiting the Sun City West new home sales pavillion at 13323 Meeker Blvd. in Sun City West.

SCW

Silver Edition Home Show Opens in Sun City West

Thousands Tour in First Month

It was an exciting occasion and the Del E. Webb Development Company's fine staff stood ready to greet thousands of Sun Cities residents and visitors to the firm's opening of 17 new model homes at Sun City West.

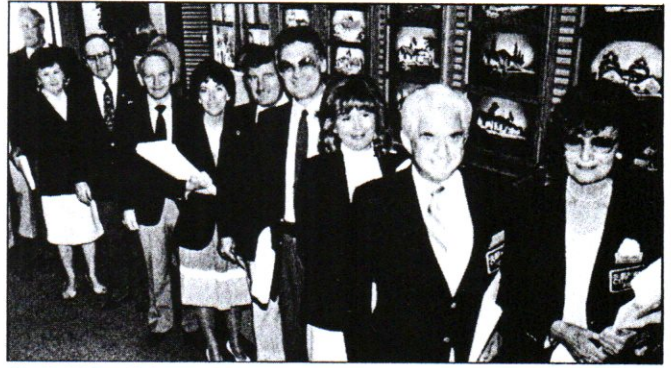
Introduction of the Silver Edition Home Show began in November with a one-day resident premiere. It attracted more than 4000 viewers of the nearly 32,000 people to tour the series in the first month.

Worthy of a tour itself is the Sales Pavilion that features large back-lit lifestyle photographs, a huge model of Sun City West's Phase I, a lighted display of home floor plans and elevations, and a spectacular film tour, the Seven Wonders of Arizona.

Sun Cities Life joined residents on that first day to find them strolling the Pavilion and models, discussing the decor and design, being served Grand Opening cake and coffee and getting their pictures taken by our *Life* photographer, David Campbell.

The general consensus—very positive, and sales were reported on the rise as the year 1984 drew to a close.

Photos by David Campbell



SALES COUNSELORS ready to welcome the throng.



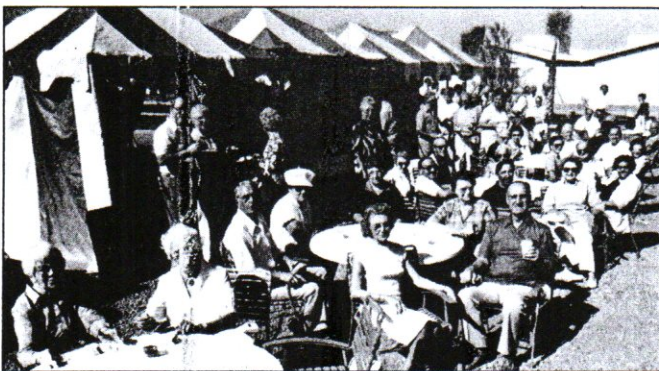
VISITORS VIEWED Sun City West model.



SUN CITIES RESIDENTS turned out for an opening day tour.



FEATURES AND OPTIONS were discussed.

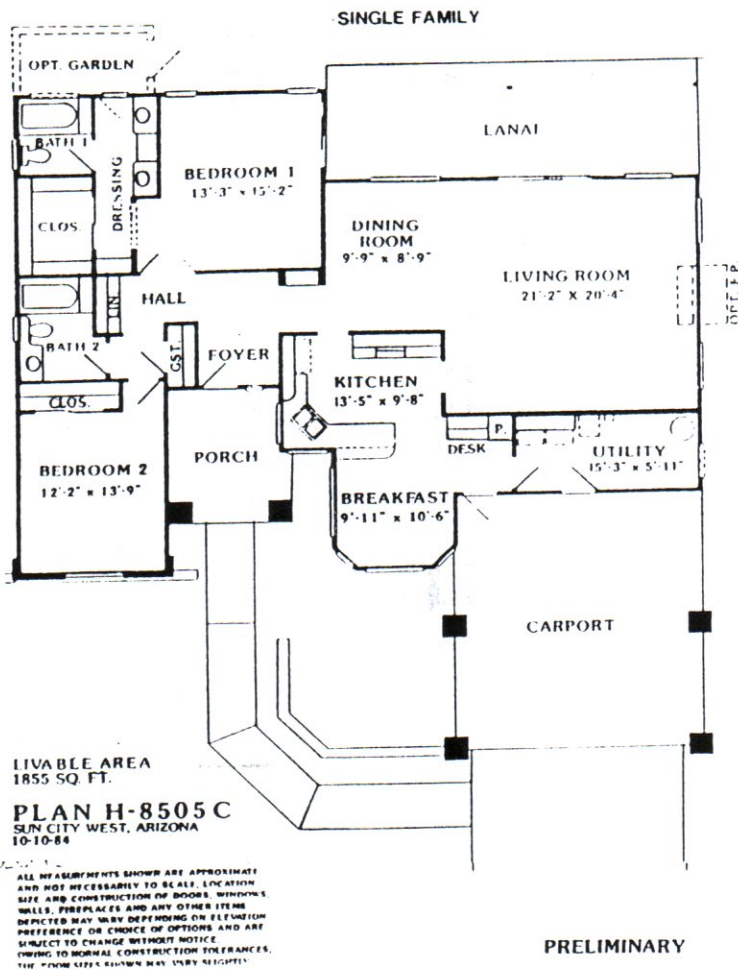


COFFEE, CAKE, SUNSHINE were plentiful.



TOUR COMPLETED, it was time to smile for the photographer.

Devco to unveil 17 models in SCW



By MIKE GARRETT Financial Editor

When Del E. Webb Development Co. (Devco) unveils its 17 new Silver Edition Sun City West model homes to the public Nov. 4 (and to Sun City-Sun City West residents Nov. 3) they will

represent the epitome of Devco's home building experiences over the past 25 years in the two Sun Cities.

It was evident from a recent press preview of the new models that Devco's designers, architects, construction, marketing and sales departments have done their homework on the latest adult-retirement home concept trends.

Any resemblance between these models and the homes Del Webb built in Sun City's Phase I is purely coincidental. Of course the prices reflect those design trends and advancements with one-bedroom garden apartments priced at around \$68,000 to \$198,000 for a luxurious, golf course view 3,000 square-foot single-family home.

DEVCO officials discussed some of the adult home-buying trends that led to the production of the new models, which took about a year from original concept to completion.

Devco President Paul Tatz noted that marketing studies have shown that the future of Arizona adult communities is bright because, "The American population is aging, creating an ever-larger market for the adult community way of life.

"Second, migratory trends indicate that an increasing percentage of those aging Americans will retire to the Sunbelt.

"AND THIRD, projected development of the Valley indicates a rapid growth in adult communities."

Tatz pointed to census bureau figures that estimated 28.8 million people over 65 will be living in the year 2000. That combined with retirees increased mobility and California's high cost of living leading to a mass migration from that state has led Devco to believe that Arizona will continue to attract more and more mobile adults. Even No. 1-ranked Florida lost 21 residents to Sun City West in 1983.

Tatz also noted that surveys show more than one million people will move to Arizona during the 1980s, a third of whom will be 45 or older.

"WE BELIEVE that the 330,000 people comprising this group will predominately come from about nine states—California, Illinois, Colorado, Wisconsin, Minnesota, New York, Michigan, Ohio and Iowa.

Tatz also pointed out the attractiveness of the Northwest Valley to developers of retirement-type projects, particularly surrounding the Sun Cities.

As for Sun City West, Tatz said Devco is projecting a completion of Phase I by 1989 or 1990, giving it a population of about 25,000. "It's very likely that we will begin work on the out-front amenities of Phase II before completion of Phase I."

TO STAY competitive in such a market, Tatz said Devco has had to expand and diversify its

product line from its original three modes. Patio homes, luxury condominiums and the new rental apartments are being added to satisfy demand.

Of the 17 Silver Edition homes, nine are single-family detached designs, two zero-lot-line detached patio homes, three duplex designs and three choices of garden apartments. All are predominantly Spanish in feeling though more traditional elevations are included in each series.

"We realize that in order to succeed, we must keep pace with the adult housing market," Tatz concluded. "We intend to keep this company at the head of this field."

OTHER FACTS and figures were given by Devco's four senior vice presidents: Don Tuffs, senior VP of marketing, Ken Parker, senior VP of sales, Tom Ryan, senior VP of planning and construction and Chuck Roach, senior VP of finance.

Daniel Brodsky of Brodsky, Architect & Associates also discussed the architectural concepts behind the new models and Trina Ripley of Design One talked about the models' new interior design concepts.

Tuffs explained the financial impact the Valley's senior citizens have had on the overall economy, noting that in the 1980-81 recession, the Valley was not as affected as other areas of the country.

"RETIREES don't take local jobs but they do spend a large amount of money," Tuffs said.

Noting the increased competition in the retiree home-buying market, Tuffs said Devco has formulated a marketing strategy designed to increase its percentage of that market based on recent resident surveys of likes and dislikes of the Sun Cities lifestyle.

"Research is a vital element to a successful marketing program," said Tuffs. "It allows us to capitalize on our strengths and eliminate our weaknesses."

Parker said a profile has been established of the typical Sun City West home buyer.

"THE TYPICAL Sun City West resident is 65.5 years old. Thirteen percent of our residents are under the age of 60, 32 percent are between the ages of 60 and 64, 36 percent are between 65 and 69 and 19 percent are 70 and older."

Other research showed that SCW residents are not strictly retirees, hence the new term adult market. "Our research has found that 6 percent of our residents are employed full-time and that 9 percent termed themselves semi-retired."

A full 84 percent of the people living in Sun City West termed themselves white collar workers during their employment career. More than a third came from the ranks of business as managers or owners.

AND 62 PERCENT of SCW residents own a General Motors automobile.

Roach expanded on the housing theme by noting that national statistics recently confirmed that the Phoenix metropolitan area is the No. 1 housing market in the country. "Housing starts in the first half of 1984 exceeded all other markets including the rapidly developing Dallas, Texas area."

But the escalation in home mortgage rates has led to a shift in home buyer habits, making creative home financing a more important factor in selling a home, according to Roach.

"ALTHOUGH 80 percent of our buyers pay cash for their home, an equal number of those people acquired that cash by selling their previous residence with some form of financing involved."

Roach noted that while Devco is pleased with the current rate of 70 units sold per month, that compares to a pre-recession level of about 150 units when mortgage rates were lower.

Ryan stressed that the quality of construction is uppermost in most Sun City West home buyers minds. "Because so many of our buyers are retired, they have the time to inspect the construction of their home in the field. In the conventional market, if you or I had a problem with the construction of our home, our only recourse would be to contact the project superintendent through our salesman.

"IN SUN CITY West, we've created a program that gives our buyers direct access to the people that are building their home." Ryan described the Quality Assurance Program that Devco implemented several months ago which allows a buyer to personally inspect their home while under construction and discuss any problem areas with a quality assurance representative.

Miss Ripley discussed the new sophistication and dreams the modern home buyer now expects to find in their homes and some daring changes that have captured the adult-retiree market.

"Design Interiors discovered from its own market research across the country that until very recently the 50's plus market has been both underestimated and stereotyped," she said.

"THEIR worldliness, taste, particular lifestyle, recreational and community needs have not been fully recognized and appealed to in product development and merchandised interiors."

Brodsky, who designed all 17 of the new models, added, "The theme is radically different from anything it (Devco) has ever offered in the past. We now have a product for the '80s."

Brodsky employed all his space enhancement techniques inside the new homes. Vaulted ceilings, sometimes reaching a height of 22 feet, more use of glass and skylights, lots of corner windows, windows that are pushed out to form window seats, windows over windows, larger garages, deeper closets, wider entries and hallways and new single-level angular floor plans that transform the house away from the traditional square and rectangular look are found in the new models.

Taliesin showhome planned for SCWest

6-18-84

By PAT KOSSAN
Emphasis Editor

Taliesin Associated Architects are designing a showcase single-family home for Del E. Webb Development Co. to be open in Sun City West by early 1985.

The trend-setting home, called an "Idea House," will be built in Devco's new model-home complex.

The new site, to hold 17 models, is scheduled to open in the fall just east of the present model home location on Meeker Blvd.

"IT'S NOT AN EXPERIMENTAL home," explained Ken Parker, Devco's senior vice-president for residential sales, "but it will incorporate new ideas available in the industry."

Unlike Ahwatukee's computerized "House of the Future," this "Idea House," said Parker, is more conventional in concept.

(A "House of the Future" spokeswoman said the 4-year-old home built by the Presley Corp. is closing to public tours this month and will be put on the residential market for just less than \$1 million.)

The "Idea House" embodies what Parker calls the "flavor of Southwest open living concept."

THE DESIGN, WHICH PARKER said is not completed, works to bring the outdoors into the home's interior.

The 1,600-square-foot home will be bright with natural light let in through large glass sliding doors, skylights and side lights. The last foot or two of the walls in some rooms, said Parker, will be glass.

Both the exterior and interior perimeter walls of the six-sided home will be of fired brick colored red or sandstone.

The home will be topped with a verdigreen

copper roof and sit on a standard-sized lot.

THREE DISTINCT SIDE YARDS, to include both grass and desert landscaping, are planned for the lot and will sit at oblique angles to neighboring homes.

An enclosed solarium will be designed for a private exercise or sunbathing area which could include a spa.

An aviary and birdbath with extensive plantings will decorate an arborium and a grand terrace will flow into the living room through sliding glass doors.

Partition walls will be covered with wood paneling to match the built-in furniture. The kind of wood to be used has not yet been decided, Parker said.

PARKER ADDED THAT TALIESIN also will help design the interior decor of the home.

Although traditional refrigeration will keep the home cool in summer, radiant heat generated from solar-heated water circulating in pipes under the floor will keep it warm in winter.

The mechanical and electrical workings of the home will be easily accessible under the channeled mosaic tile floor.

The home, said Parker, is primarily a marketing tool designed to draw perspective home buyers to the new model site.

"WE THINK IT'S SOMETHING different, something unusual that people will be interested in seeing. We doubt it will be a production house," explained Parker, who said features of the more than \$200,000 home, such as the fired brick, would be too expensive for most home buyers.

Parker said he expects that some of the popular features in the showpiece will be incorporated in future Devco production homes.

SCW

FINISHING TOUCHES

Designer streamlines final decisions for Sun City West new-home buyers

By MARY DUMOND
Staff Writer

Pat Wyler, interior designs specialist, put empathy first when she redid a sales wing in Sun City West for the Del E. Webb Development Co.

Her attitude: How do people really feel, just after they've bought a retirement home?

Her real title: Customer selection department manager.

HER DOMAIN: The customer selection department in Devco's circular sales rotunda in front of the model homes displayed for prospective Sun City Westers.

The wing houses all the standard floor, cabinet, light and carpet samples—as well as a huge wealth of extras for just about every part of a house.

The problem: Before Thanksgiving 1983, it did not have a "come on in" atmosphere to entice home buyers to stroll in and pick out a new look for a new home.

Miss Wyler noted that nothing—but nothing—invited anyone past narrow-looking, dark paneling that surrounded dark wooden doors (thrown open during business hours, of course).

INSIDE THE WING was 4,000 square feet of jumbled carpet and flooring samples—both standard and optional, a hodgepodge of light fixtures, a hard-to-find set of descriptions of all the model homes for sale, and a multitude of other things—all displayed under murky light.

Now, although finishing touches still are being applied, the wing invites visiting and relaxing while home owners finish off interior details.

First to go were the dark paneling and wooden doors.

They've been replaced by clear glass floor-to-ceiling panes and big arcadia glass doors, providing a clear and deceptively wide vista clear down to the end of the huge wing.

"**BUYING A** retirement

house," said Miss Wyler, "really is one of the biggest events in a person's life. You have birth and marriage and a big change of life that buying a retirement home represents."

Most Sun City West home buyers, she believes, are among "the most fortunate age of retirement people. They didn't have to live through a World War, a big depression or a lot of stress.

"These baby boom retirees are the healthiest, the best-educated, the wealthiest and the most fortunate people to face a life change," she added.

Yet, Miss Wyler said, "There's a lot of emotion involved in buying a home out here. And when people come in to this department, they've already decided what house they wanted and they've bought it."

USUALLY, SHE SAID, they're still filled with some anxiety, a lot of excitement and tend to be on emotional highs.

She wanted the customer selection department to reach out to the buyer with relaxing chairs and tables, with soothing curves in a long, long room.

She wanted the buyers to settle down and enjoy designing the interior of their homes.

Her department, she believes, provides that atmosphere now.

ADROITLY PLACED up-lighting (around the perimeter of the room) and down-lighting (recessed into the ceiling) even out illumination, which spreads onto softly textured walls (beige soft ribbed carpeting) and down onto an unobtrusive beige-carpeted floor.

Adding to the artificial light is a touch of real daylight through a skylight—soon to be joined by another one.

"The result," said Miss Wyler, "is that customers can see the real colors of the samples. We've tried to keep the lighting as close as possible to what

they'll find in their new home. It makes their choices easier."

Subtle carpeted column-cabinets divide the long room ("there's nothing harder to design for than an oblong") and potted trees add softness, as do the table arrangements in each "room" created by the mere suggestion of division.

ONE SUCH CABINET holds samples of hardwood flooring, parquet styles and tiles.

Circular tables are placed in these subtly sectioned areas with upholstered, softly hued rose or tan armchairs placed around them.

Miss Wyler ordered wrought-iron black-finished casters for the chairs, "so the people can see where the casters are.

"My first concern was for the customers' safety," she said.

HER STAFF HANDLES close to 100 buyers a day, particularly on Mondays and Fridays—a hefty load for any sales crew.

"We have two consultants in the room at all times," she said, "and more come in as they're needed."

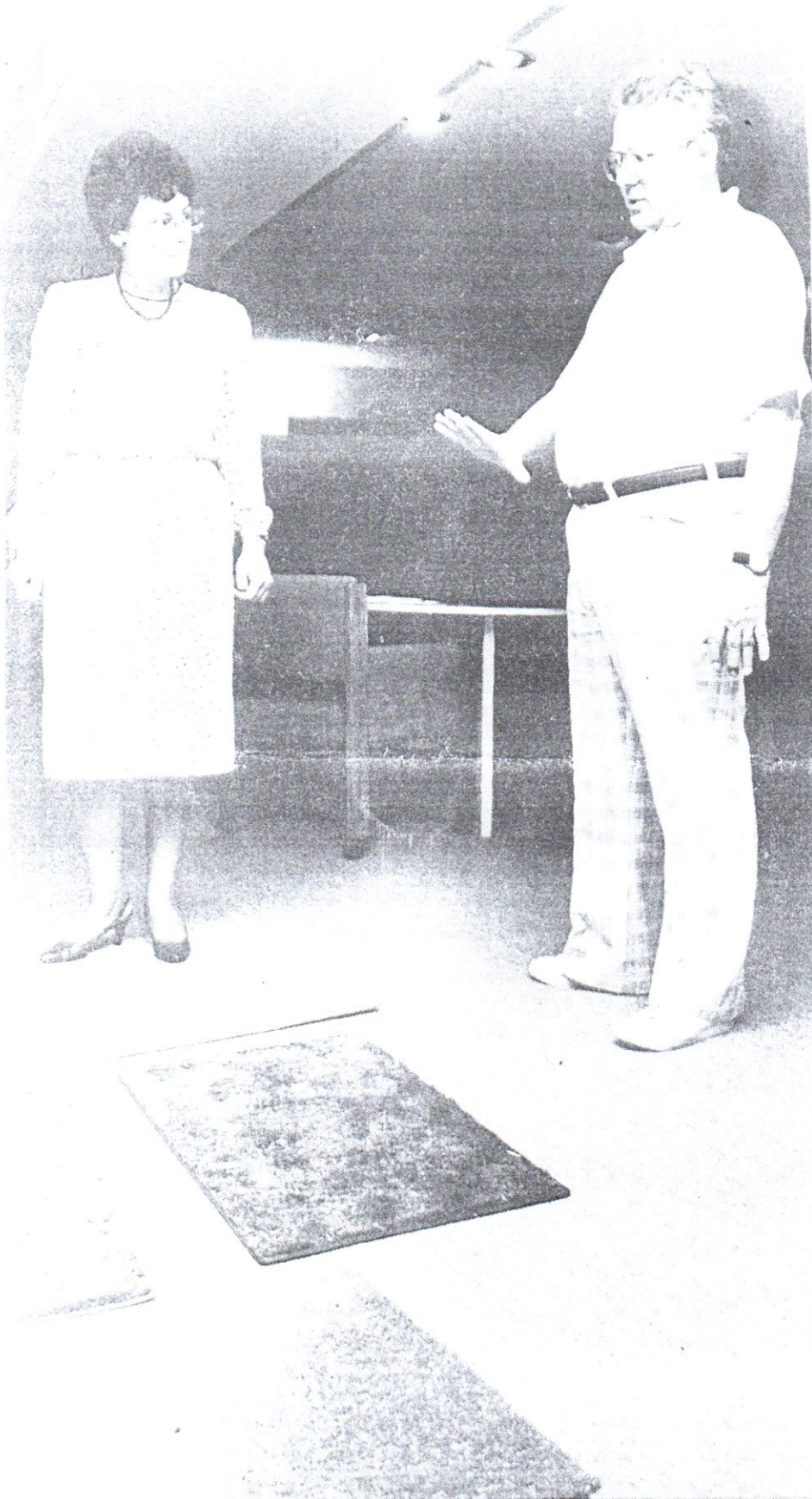
Samples, aids to buyers and sales personnel, now are neatly ranked in order.

"You have to anticipate all the questions to be asked about a home," said Miss Wyler, "from the customer to men out in the construction field. This will take about three months, really, to phase in completely."

NO LONGER ARE there racks of flopping carpeting and vinyl tile samples cluttering the floors.

The standard choices in tiles and carpets are neatly placed on one whole wall, together in slanted, viewable racks.

Also ranked together are the upgraded choices available in tiles, all in one spot, and carpet, in an adjoining section—again, all along the walls, within easy sight and reach, but out of the way.



Robert Bowden discusses carpeting for his new Sun City West home with Patricia Wyler.

(News-Sun photo by M.J. Hoppes)

3-15-84

Circular racks of other samples are placed for visibility without clutter. Even this required a change.

"THEY WERE BLACK," said Miss Wyler. "I had the shop paint them white."

Varieties of ceramic tile have been added to customers' choices, she said, "and we've done everything we can to minimize any influence of ours on the customer. We don't favor Italian or Mexican or any brand-name tile over anything else. We want them to make their own choices."

This is true throughout the vinyl floor tile and carpeting displays, as well as the wall of free-standing appliances, soon to be joined by upgraded cabinets in various finishes, so customers can get the impression of a finished kitchen.

The same holds for the firm's selection of upgraded light fixtures.

"SOME COUPLES FLY in, buy a house and come in to finish off the inside of their house, with a plane to meet in another couple of hours," said Miss Wyler.

The staff tries to hold open some extra holes in the schedule first thing in the morning (9 a.m.) and last thing in the afternoon (4 p.m.) for people in a rush.

"We encourage socializing," she said with a smile, "especially when we're dealing with a lot of people at once. While they're waiting, we introduce people to other people, so they can get acquainted until we can wait on them."

If buyers don't feel like talking, though, Miss Wyler has seen to it that they have plenty to look at while they take their turn.

"It's possible to do up a home inside in two hours," she said.

Thanks to her, that is.

By Tom Bauer
Republic Staff

The thought of building \$375,000 homes in Sun City West leaves Fred P. Kuentz at a loss for words.

The 62-year-old president of the Del E. Webb Development Co. throws his arms in the air and looks at the ceiling, turning to the Almighty as if to ask, "Why did we ever do that?"

It was not the best idea the Webb company, developer of Sun City and Sun City West, has had. The company, known in the retirement communities as Devco, built two colossal models hoping to launch a new line of homes with a price tags as high as \$400,000.

Devco eventually sold the models, but no others.

Kuentz received no divine answer, but he did say, "We got carried away with the grandeur. We lost the feeling of what Sun City or Sun City West was supposed to be."

Devco's nearly unsalable mansions were only one of several mistakes or occurrences in the late '70s and early '80s that led the development company, a subsidiary of the Del E. Webb Corp., to the brink of bankruptcy, paying off a \$75 million debt at 18 percent interest. During the same five years, Devco went through four presidents, and other developers began to make inroads into what was once an almost exclusive market.

That Devco and Sun City West are still operable is a feat. The fact that 1983 was as successful as it was is called by Kuentz "an absolute miracle."

Sun City West is a sister to Sun City, the so-called original active adult retirement community, born in 1960. Neighboring Youngtown, another community of retirees, was founded in 1957 but lacks the recreational facilities of Devco's communities. Transplants moving to Sun City were purchasing a lifestyle, not just a retirement home, Devco officials say, which created a virtual monopoly for the company because no other developer had quite the same offerings.

Sun City residents, who must be at least 50 years old, pay required annual fees (now about \$50) for use of the seven recreational facilities and their accompaniments. Additional fees are charged for bowling, golf (on 11 courses) and certain other activities.

In 1975, 15 years after the first Sun City resident moved in, the community's 8,900 acres were on the verge of being filled. At that time, Devco began planning the 11,100-acre Sun City West, a new and separate community 2½ miles

to the west across the Agua Fria River. Devco's reasoning was sound: The U.S. economy was strong, having just emerged from a downturn in 1974, and projections were that the older-than-65 age group would double in 25 years.

According to Ken Parker, Devco vice president of sales, the company put the finishing touches on Sun City and began sales in Sun City West in 1978. It recorded more than 3,000 sales in the two communities that year, mostly in the final phase of Sun City. The following year, in Sun City West alone, Devco sold 1,272 homes.

As interest rates skyrocketed in late '79 and '80, Devco's bubble burst. Ken Plonski, the company's public relations manager, said because 70 percent of Sun City and Sun City West buyers pay cash, it was a not a question of high interest rates in Arizona, but a problem with selling a paid-off home before moving.

"People were unable to sell their homes back East, especially in our 'feeder' states like Ohio and Michigan," Plonski said. "People wanting to move to Sun City West couldn't sell their homes."

Sales in the new retirement community dropped dramatically. From 1,272 in 1979, the company recorded 388 sales in 1980 and 239 in 1981. In 1982, sales increased slightly to 279, but 131 were vacation apartments, Plonski said. "We had a large inventory of spec homes and a large work force of more than 800 people."

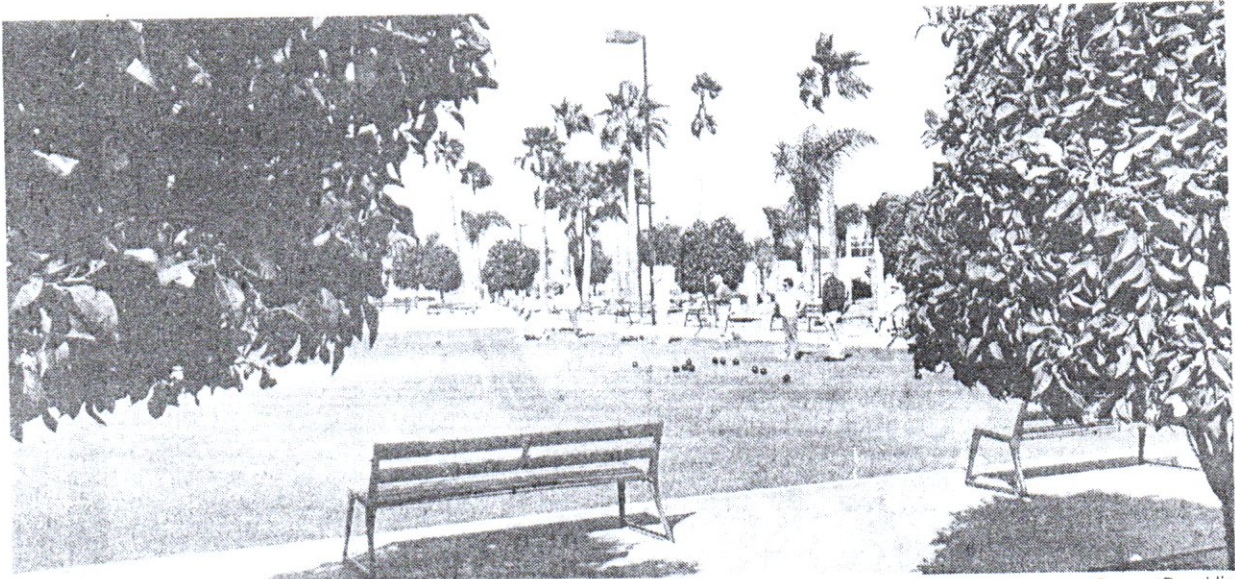
George Reeve, then president of Devco, trimmed the work force in half and began an aggressive campaign to alleviate the \$75 million debt. The company sold most of its holdings in Sun City, including the shopping centers, and made a number of land deals, including a large parcel to Western Savings.

The only holdings Devco now has in Sun City are the Sun Bowl (which is soon to be sold for \$1 to the community), the land on which Beverly Manor Convalescent Center is sitting and some billboard space along Grand Avenue.

The transactions, however beneficial for the company, produced a fear of abandonment in the residents, Kuentz recalled. "It started when we sold the shopping centers," he said. "People didn't realize that we have 14 or 15 more years to work here. We've made a lot of commitments."

In the midst of the downturn, Devco introduced its line of expensive homes, from the low end of about \$80,000 up to

— West, S16



Pete Peters / Republic

West

Continued from S1

the \$375,000 range. The move, which still has longtime employees shaking their heads, may have been the result of a lack of a marketing department, which began only last year.

"For a while, Sun City West had the characteristic of a wealthy adult community," Plonski said. "Home prices were skewed toward the more wealthy, and we had homes that were overpriced. The \$80,000 models weren't \$80,000 homes, and the \$375,000 ones were a mistake."

Kuentz won't say that the wealthy notion was deliberate on Devco's part, but he does admit that it wasn't reflective of either Sun City community.

"If we had continued building those, we could have ruined the general character of the community. They didn't fit," he said. "It's basically true that Sun City West is more affluent than Sun City, but the generations have changed in all those years. We reflect those changes."

Marketing blunders aside, the nation's economy turned around in 1983 and so did Devco's sales. Interest rates dropped and stabilized at about 13 percent, and the housing market in Arizona and Devco's feeder states picked up. Devco sold 816 units in Sun City West during 1983 and the community now boasts a population of more than 10,000.

"Within the last year, we have



Fred Kuentz

President, Del E. Webb Development Co.

had our first full-bore marketing plan," Plonski said. "For so many years, our success was built on the fact that we had little competition and we had cornered the market. Now there's competition. We are now doing research and planning."

The competition doesn't seem to concern Kuentz, however. "We've got competition and there are alternatives," he said. "The residents come here for the community and its amenities. But the others have different lifestyles. We don't think of the competition too much."

Lack of concern notwithstanding, Devco advertises its community nationally and recently has begun to put more money into local advertising, since studies have shown that most buyers already are living in Arizona, usually only a matter of months, when they purchase in Sun City West.

■ Devco boasts of the numerous amenities at Sun City West, including the 24 bowling lanes at the \$14 million R.H. Johnson Recreation Center, top.

■ Above, Johnson Recreation Center's exterior features include a different form of bowling.

SCW

Sun City West celebrates 10,000th residents

By HELEN ALLEN
Staff Writer

Several hundred Sun City Westers and top Del E. Webb Development Co. officials turned out at a block party Saturday to greet the community's 10,000th residents.

Comedian Milton Berle also made a brief appearance—leading the Clancy Wolf Band through a tune while holding a dead cigar in his left hand, cracking his usual jokes and welcoming John and Hazel Telin to Sun City West.

Telin, however, was not to be outdone by the comedian.

WHEN BERLE asked which one of the couple was the 10,000th resident, Telin came back with: "She must be. I always come in second."

Residents started arriving early for the 11 a.m. affair. Some walked, others came in their cars with hopes of getting a parking space close by and still others took the Devco-arranged double

tram from a parking site at Beardsley Road and 128th Avenue.

A large "Welcome Neighbor 10,000" sign decorated the carport of the Telin's home on 124th Drive with another sign on the side welcoming "Uncle Miltie." The second sign was later moved to the intersection of 124th and Allegro Drives.

THE CLANCY Wolf Band also started setting up early in front of the Telin home and members of the community's three Lions Club were warming hotdogs on two grills.

Traffic details were handled by the Sun City West Sheriff's Posse and parked nearby was a Rural Metro Fire Department Ambulance—just in case.

Among those arriving to greet the Telins were Devco President Fred Kuentz; Paul Tatz, Devco's executive vice president; and William Thomas, Property Owners and Residents Association presi-

dent.

BERLE, WHO was scheduled to perform at the Sundome Saturday evening and was staying at the Crestview, arrived by limousine at 12:20 p.m. and quickly drew a crowd.

There was the familiar greeting of "Hello, how are ya?" as the comedian emerged from the car.

Looking slightly pale and at-tired in a brown herringbone jacket with grey slacks, a yellow shirt and black shoes and tie, Berle kiddingly took off a ring before shaking hands with a resident. He then pressed through the crowd toward the Telin home while greeting others enroute.

AFTER "VISITING" for about 20 minutes, Berle asked to be excused, joking that he had to start putting on make-up for the evening performance.

This was a double celebration for the Telins. They became grandparents for the fifth time last week.



Comedian Milton Berle, right, quips with John and Hazel Telin at a Sun City West block party honoring the couple as the community's 10,000th residents. (News-Sun photo)

SCW

Devco honors 10,000th SCW residents

By HELEN ALLEN
Staff Writer

When informed they were Sun City West's 10,000th residents, Hazel Telin burst out laughing with the question: "What are you selling, siding, air conditioning?"

It took a few minutes, but Property Owners and Residents Association representative Douglas Morris finally convinced both John and Hazel Telin this was no joke and that he wasn't selling anything.

PORA was asked to handle the honors, according to Del E. Webb Development Co. spokesman Steve Tuttle.

CLOSING on the new Telin home, on 124th Drive, took place Jan. 10, the necessary pieces of newly purchased furniture were moved in Jan. 11, but since the electricity still wasn't on, the couple didn't take actual possession until Jan. 12.

"We brought nothing but clothes," remarked Mrs. Telin, a tiny, effervescent mother of three children and grandmother of four.

She explained the couple "had enough" of winter weather in Freeport, Ill., when temperatures on Christmas day registered 27 degrees below zero



John and Hazel Telin, Sun City West's 10,000th residents.

(News-Sun photo)

with a chill factor of minus 70.

"**WE PACKED** up the car a few days later and took the dog to stay with our daughter," she said. The couple then headed south, arriving in Sun City West on Jan. 4.

Mrs. Telin got her first glimpse of the couple's new home the next day and received a shock. The

home still wasn't finished.

"It was pouring rain and everything was a mess," Mrs. Telin declared. "I went back to the car and cried."

INSTEAD of moving into their new home immediately, as planned, the Telins moved into one of Devco's vacation apartments.

Seeing the home again,

2-1-84
had been discussing a move from Illinois since his retirement as a manager with Economy Fire & Casualty Insurance Co. in 1980. Then, on a dreary day last March, he added, "we said let's not talk about it, let's do it."

ANOTHER factor leading the couple to decide on a move, according to Mrs. Telin, was a change in their Freeport neighborhood.

"Young families were beginning to move in," she explained, "and we've reached a point where we want to be with people our own age."

Having heard about Sun City West from a friend, the Telins asked their son, James, an Arizona State University student, to send them information about the community and other parts of the Valley.

TELIN MADE a trip to Arizona last July and, with his son, toured the area and selected the Sun City West home he and his wife considered from floor plans sent by Devco.

The couple appears

pleased with the decision of selecting Sun City West as a second home.

"The people are very friendly and we couldn't be happier," Mrs. Telin commented.

"**IT'S SUCH** a warm friendly place," her husband added. "We feel we'll eventually sell our other house and stay here permanently."

Among the things the two are looking forward to is making new friends, "a whole new way of life," and joining some of the recreational activities offered by the community.

One recreational activity is being held in their honor as 10,000th residents this Saturday—a block party sponsored by PORA and Devco and including an appearance by comedian Milton Berle.

It might have been a touch of ESP, but Mrs. Telin jokingly commented to her husband, during their trip to Arizona: "Wouldn't it be something if we got a prize for being the millionth person or something like that?"



Mr. and Mrs. E. N. Thomas, visitors and prospective buyers from Hawaii, see their mirrored images in the living-dining area of the Cactus, another single-family dwelling, one of Devco's model homes in Sun City West, to be open to Sun Citians Thursday.

SPACIOUS, GRACIOUS

DEVCO's people-designed models open to Sun Citians on Thursday

By MARY DUMOND
Staff Writer

Six new "People-Designed Homes," with ideas taken from polls of visitors and residents, are in vogue in Sun City West this year.

All six new models, plus the standards already built in model form, will be on view to Sun Citians, come Thursday.

And the same area will be open to the public Oct. 30. Visiting hours are 9 a.m. to 4 p.m. seven days a week.

THE IDEAS for the new homes came from residents and buyers, said Ken Parker, vice president in charge of sales by Del E. Webb Development Co.

Sum-up of the ideas may be labeled "spacious" and "gracious" and they're seen in all six of the new models.

In each instance certain features will catch the eye of the visitor:

—Double doors, which give a visitor the feeling of making a grand entrance. Practicality lies under that smooth enamel; the doors are metal—fireproof, more secure and sliver- and split-proof, advantages in this hot, dry climate.

—PITCHED or vaulted ceilings, which builders are using to add a feeling of spaciousness to homes with smaller square footage.

—Defined entry-ways—both inside and out, depending upon the

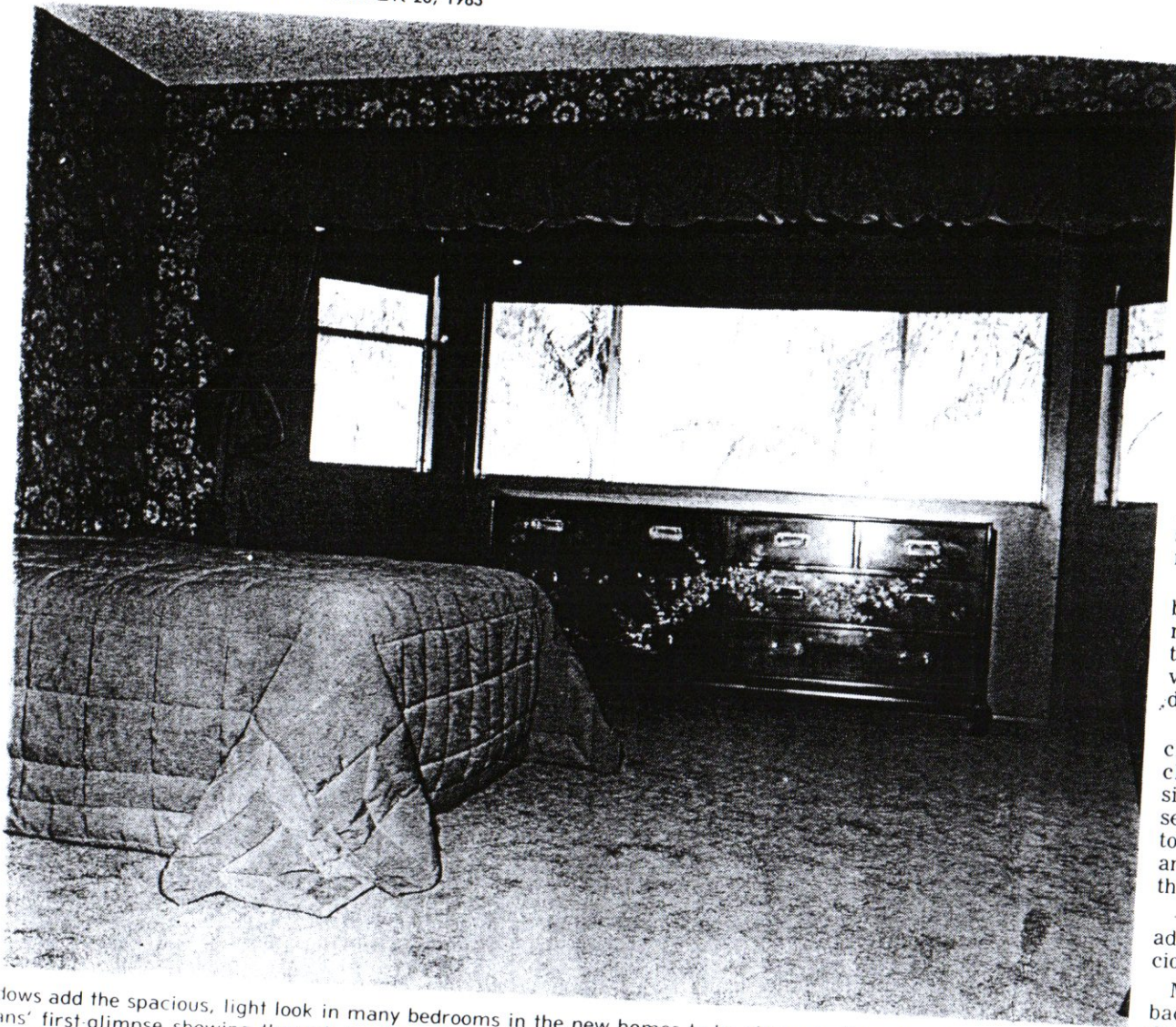
model. In one, an outdoor patio leads the visitor to double doors and an interior entry as well.

In another, just a slight, arched partition seemingly creates an entry around the front door, defines the dining area and living area, yet provides but a light barrier to the vision of wider spaces.

—WIDE-VISUAL spaces inside all the models, so that the viewer, even though he sees clearly defined use areas, also gets the impression of wide-open spaces.

—Wide visual spaces that invite the outdoors inside—bay windows, Arcadia doors onto patios or back

*: Models, C2



* Skylights, mirrors provide models with airy atmosphere

From C1

yards or more skylights, notably in bathrooms.

—Elegant use of space when it comes to master bedroom suites, even in the two-bedroom, two-bath garden homes.

Beside the large master bedroom itself, each apartment, home and duplex using this concept introduces the visitor to the suite through a dressing-area entry.

Such entries feature huge closets—sometimes a linen closet as well—often twin sinks in the dressing area, a separate room for shower and toilet and more closet space and indoor-outdoor views in the bedroom itself.

—Adroit use of mirrors to add light and an air of spaciousness.

Many designs have gone back to the bar-counter divider separating the kitchen and living areas, so the housewife may keep in contact with guests while she's cooking.

This year's color schemes feature combinations of mulberry and various hues of teal blue—especially in the larger models—and much green, yellow and white in the garden apartments. Decor in all models has been done by Freed's.

ALL THE prices include the building, standard lot, range, garbage disposal, hardwood kitchen cabinets, sheet vinyl in the kitchen and bath areas and all-electric heat pumps for winter and refrigerated air-conditioning.

Devco also has installed one example of the new, water-saving toilets in all the models. It's attractive, easier on those who clean and—it does save water.

The homes also feature wall-to-wall carpeting, screens on all windows and glass doors, smoke detectors, pre-wired telephone and TV outlets, roof-mounted antennae and luminous wall switches in bedrooms, baths and halls.

The new duplex is similar to one of Devco's popular existing models, except that this one boasts an Arizona room besides its standard two bedrooms and two baths. Price begins at \$82,900.

THREE garden homes give shoppers a variety of choices, both in elevations and in sizes. Almost 10 percent of Sun City West's buyers, Parker said, are interested primarily in a garden home. These examples range from a one-bedroom, one-bath model for \$49,000; a two-bedroom, two-bath model for \$66,900; and another that also has an Arizona room for \$73,000.

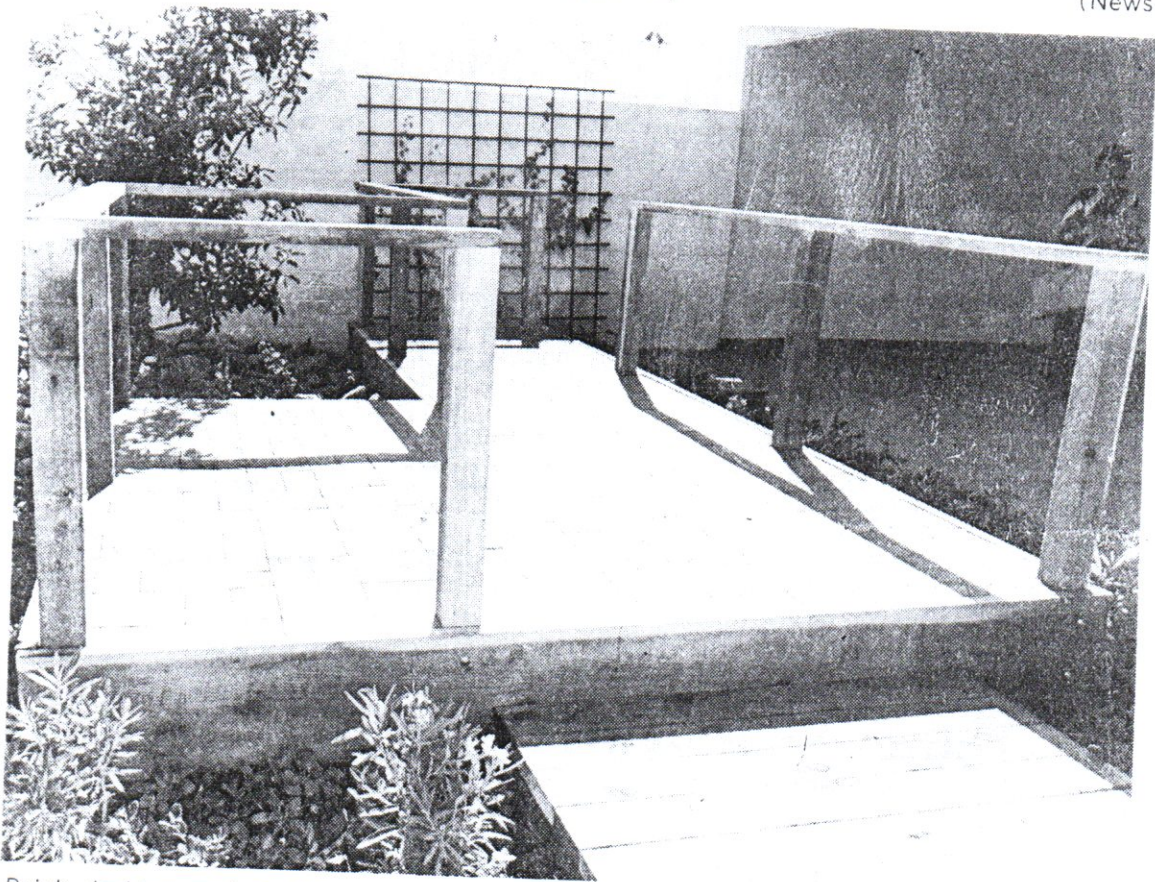
The new single-family homes is modeled after the Hopi design, although "variations of this plan have been successful out here for 15 years," said Parker.

New items in one version are a skylight and a shadow-glass window in the entry hall and large window areas throughout the home.

flows add the spacious, light look in many bedrooms in the new homes to be shown in Sun City West. After the homes' first glimpse showing through Sunday, the model home area on Meeker Boulevard will be open to the public from 9 a.m. to 4 p.m. seven days a week.



The Del E. Webb Development Co. has used one of its most popular, 15-year-old basic floorplans as a take-off point for one of its newest models in Sun City West. An adaptation features a bay window in front—the breakfast nook—and an optional bay window in the living room, facing the rear of the home. (News-Sun photos by M.J. Hoppes)



Brick decking and a spacious roofed patio are inviting features in one of Devco's new garden homes, one of three offered the home-shoppers looking at this year's market in Sun City West.

SCW

Home construction booming in SCW

By HELEN ALLEN
Staff Writer

Sun City West is beginning to look like the "boom town" Del E. Webb Development Co. officials have been hoping for.

A "bee hive" of activity describes the area both north and south of Beardsley Road with homes in all phases of construction—from workers getting ready to pour footings to putting in the finishing touches.

There are 343 housing units under construction and the aim is to complete five a week, starting in July, said Joe Sangster, Devco's vice president of operations.

SLIGHTLY more than 100 were finished since January.

"It's a pleasant change from

last year," Sangster commented in regard to the activity.

His reference was to the low number of new homes sold in Sun City West during 1982. The figure last year was 279, compared to 480 sold since the first of this year.

INCLUDED in the sales are single family homes, duplexes and garden apartments.

The 480 is just over half of what Devco expects to sell this year, according to Ken Parker, senior vice president of sales.

Going up with the homes ordered by buyers are inventory units, which won't go on the market until completed.

PARKER explained that new, completed homes traditionally represent about 10 percent of Devco's sales.

Because of this, Devco is trying to build up an inventory of 80 units after having let the figure slide down to zero during last year's housing slump.

The home building now is on a scattered basis to complete neighborhoods left with vacant lots.

LEROY HANNEMAN Jr., general manager of operations, said Devco found itself involved with "skip building" due to the recession.

"It's something we've never done before in Sun City or Sun City West," he remarked.

The recession, Hanneman explained, caused a number of buyers to back out—for a number of reasons including high interest
—Building, A2



Lynn Clements finishes the concrete of a sidewalk in front of a new Sun City West home. (News-Sun photo by Jim Painter)

Building boom . . .

6-15-83

—From Al rates and not being able to sell the home they had elsewhere.

BECAUSE OF this, several streets ended up with only a few scattered homes and, in some cases, only one.

Skip building is now being repeated to fill in the empty slots.

"It's more expensive to build this way, rather than going up one side of the street and down the other," Sangster said.

WHEN THE skip building is completed, Devco's plan is to re-

turn to standard methods in developing Units 10 and 19. One of the units is in the southeast corner of the community and the other is north of Stardust Golf Course.

Whereas Devco once did its own home building, all construction work now is farmed out to sub-contractors.

The developer has only 26 employees on its construction payroll. Their job is to do the final grading after a home is completed, make the house ready for moving in and haul

away any trash left on the site.

THE SUB-contractors, meantime, have more than 300 people on the job sites while operating out of Devco's construction yard off Bell Road.

Much of the actual building is even taking place in the construction yard instead of at the site.

Interior and exterior wall panels are assembled in the construction yard, then hauled out to the site and set up.

THE TWO most popu-

lar home models appear to be the San Franciscan and the Hopi, according to Sangster, with the price on each averaging about \$80,000.

Anyway, there are more of these two models going up than the others.

Major changes buyers ask for, Sangster said, are covered patios when none is included in original plans and garages if the models call for a carport.

"Fireplaces," he remarked, "are not a real hot item."



Sun City West home is topped by Oakwood Construction Co. workers, (News-Sun photo by Jim Painter)

Economy upturn boosts SCW sales

4-28-83

On the heels of its most successful four months since 1979, the Del E. Webb Development Co. says it has made the active adult lifestyle of Sun City West even more attractive to prospective home buyers.

The company, builder of Sun City, recently unveiled plans to finish construction in certain Sun City West neighborhoods while passing discounts of up to \$5,000 on selected homes to buyers.

"We want to keep the ball rolling in Sun City West," said Ken Parker, Devco's senior vice president of sales. "During the first four months of this year, we sold more than 400 homes. When I look back and see a total of 279 for the entire year of 1982, it tells me something."

THAT "something" Parker says is a new-found confidence in the economy, particularly among senior adults and buyer acceptance to its new line of "people-designed homes."

Parker said the pent-up demand for Sunbelt housing is now beginning to surface. He indicates that conversations with new buyers confirm his speculations.

"People from the northeast and midwest are telling me it's now a little easier for them to sell their homes and move to Sun City West," he said. "We fully expected this up-turn in the economy and its corresponding effect on the homebuilding industry."

WITH THAT anticipation, Devco revamped its marketing approach based upon some very extensive research. That research led to the redesign of Sun City West homes based upon resident inputs.

"The homes we're now offering fit the Arizona lifestyle perfectly," Parker said. "In fact, it's the lifestyle of Sun City West that makes this community so attractive to today's senior adults."



KEN PARKER

Before the recent upturn, Devco, like many other builders, found the sale of homes to be a very difficult proposition. So, during 1981 and 1982, the company utilized a technique known in the construction trade as "skip-building."

DURING slow construction periods, builders would construct a house wherever a buyer wanted. As a result, many lots were filled while the rest of the street remained vacant.

Now, Parker says, Devco wants to finish construction in these neighborhoods so residents

don't have to deal with the annoyances of periodic construction.

To "keep the ball rolling" and to finish these neighborhoods, Devco has discounted the prices on several of its most popular homes. This "neighborhood finishing sale" can save the home buyer more than \$10,000 in some instances.

DEVCO'S most popular home, the Hopi, has been discounted \$5,000. It now sells for \$82,900. In addition, anyone paying cash for a home will receive a 5 percent discount on the sale price.

And finally, premium "A" size and corner lots in selected neighborhoods will be available to early buyers, while they last, at no charge—an additional \$2,000 savings.

SCW

FINE TUNED

Devco's models cater to retirees

By PAT KOSSAN
Emphasis Editor

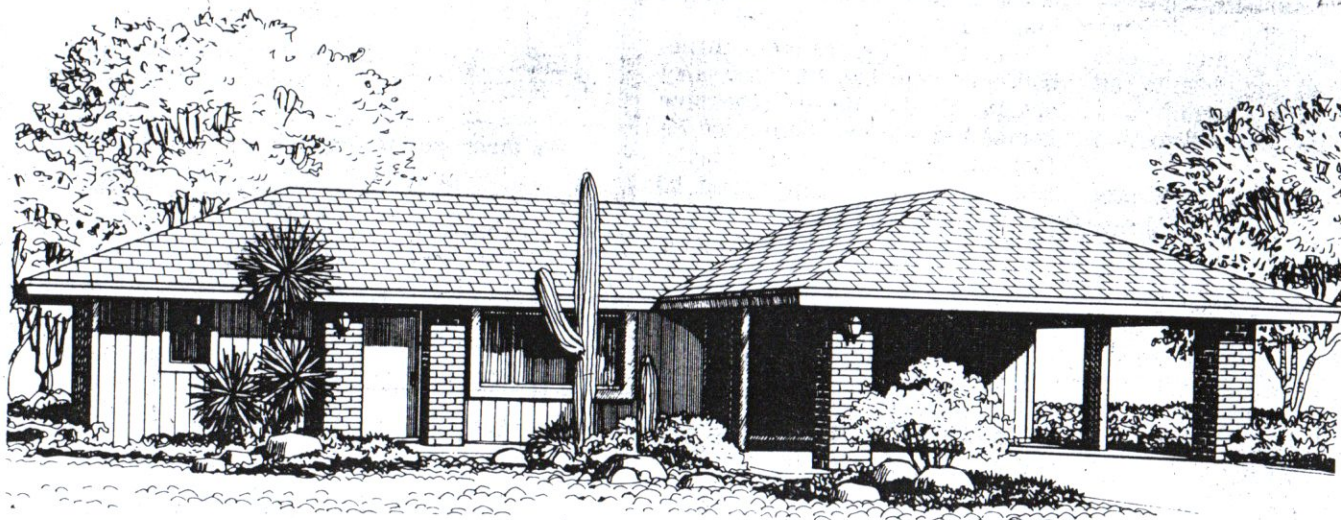
After 18 years' experience with Del E. Webb Development Co., new home sales manager Ken Parker and colleagues have fine-tuned their latest collection of model homes to the needs and wants of prospective Sun City Westers.

With the new offerings hot off the design board,

workmen in white overalls carrying paint cans and brushes still pass among the browsers, touching up woodwork here, a closet there.

The new houses begin with their top-of-the-line San Felipe at \$198,500 but it's their Moccasin, the tiny \$49,900 house, that Devco is shouting about from billboards all over the Valley.

—Fine tuned, b2



ABOVE: Affordability is this year's buzz word and Devco built the \$49,900 Moccasin to prove it.



The staco roof tile is standard on Devco's extravagant San Felipe.

Fine tuned ...

From b1—

Parker admitted last year's venture into \$500,000 estates was premature.

Although Parker expects Sun City West to be in competition with Palm Springs in the future, Devco's message in this economic era is affordability.

Tucked inside the 1,000-square-foot Moccasin are two baths, two bedrooms, and, like all of this round of Devco models, ample closet and cupboard space.

A VAULTED ceiling, also standard in all models, adds to the illusion of more space in the 19-foot by 12.6-foot livingroom.

The house comes with the same enclosed three-foot overhang found in the more expensive models.

It has a double carport and is set on a standard 75-foot by 116-foot lot.

ANOTHER NEW Devco product, tailored to the needs of retirees, is the split-bedroom \$72,500 Montezuma.

Parker explained that the home is built for two couples, two sisters, two cousins or two friends.

It offers two master bedrooms with two baths on opposite sides of the 14,000 square-foot home.

THERE IS A large, airy central livingroom and kitchen.

Airy, light, window-filled designs with walk-in closets large enough to house the grandkids highlight the new Devco homes.

The extravagant 2,884 square-foot San Felipe has a wet bar that could be mistaken for a kitchen—until you see the kitchen.

IT'S THE WALLS of solid oak cupboards and oak-rimmed inset ceiling lighting; the built-in grill and microwave oven; and the airy lift from walls of windows that make you want to linger.

The giant livingroom windows with additional skylights placed high in the wall and close to the ceiling could be a blessing or a curse depending on the direction they face.

A hardwood built-in bookcase

separates the livingroom from the hall and an optional fireplace graces a corner.

A WALL-SIZED window adds elegance to a bathroom of cultured marble counter-tops, sinks and bathtub with antique brass fixtures. Water-saving toilets and faucets are installed in all of Devco's new homes. Also standard are handlebars in the shower and bathtub area.

There is room for two cars and a golf cart in the 21-foot by 30-foot garage with a window and a large utility room.

THE ATTIC IS protected with R30 insulation and R19 insulates the exterior walls. There are two air conditioners and two water heaters and all homes are set up for optional piggy-back systems.

Unlike older Webb homes, solar units are optional not standard. Solar as a selling feature is waning, explained Parker. "After the oil glut, conservation and concern wasn't as strong as it was."

The 2,250 square-foot \$183,900 San Angelo has some of the finer features of the San Felipe with a refreshing 19-foot by 19-foot ceiling-high glass atrium in the heart of the house. Here Parker imagines a garden, spa or small pool.

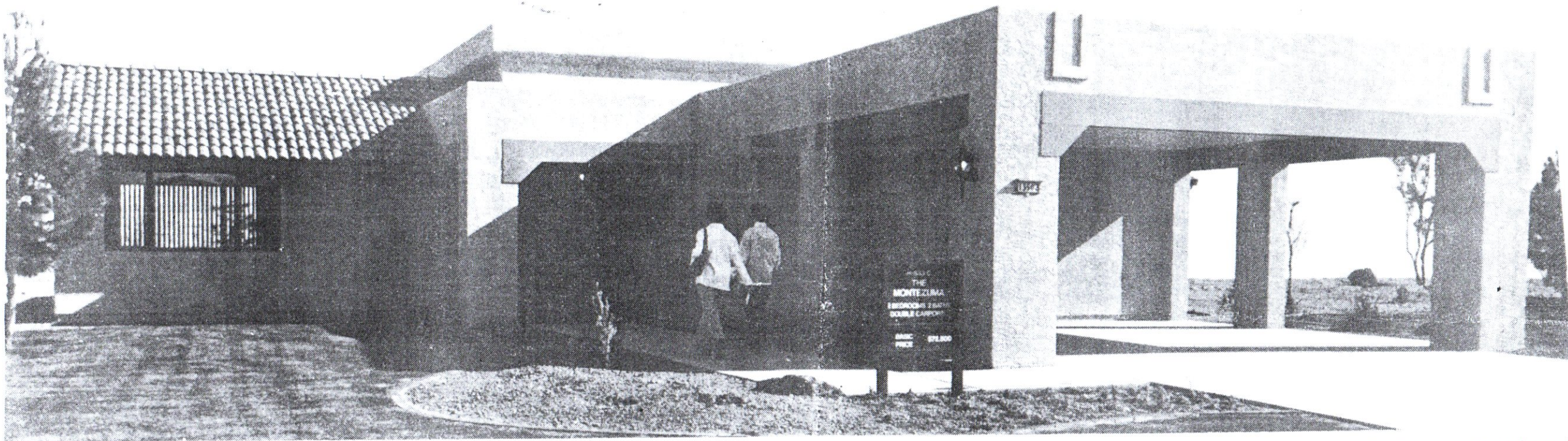
THE ARIZONA Room, breakfast nook, kitchen, formal dining and living room frame the atrium. "The idea was to allow you to see clear through the home," explained Parker.

The kitchen is angled to provide a view of the diningroom, breakfast nook and Arizona Room. This keeps the cook in touch with guests and family members in other parts of the house, explained Parker.

PARKER CALLS the San Franciscan, an updated version of the former top-of-the-line Sevilla, "a nuts and bolt house."

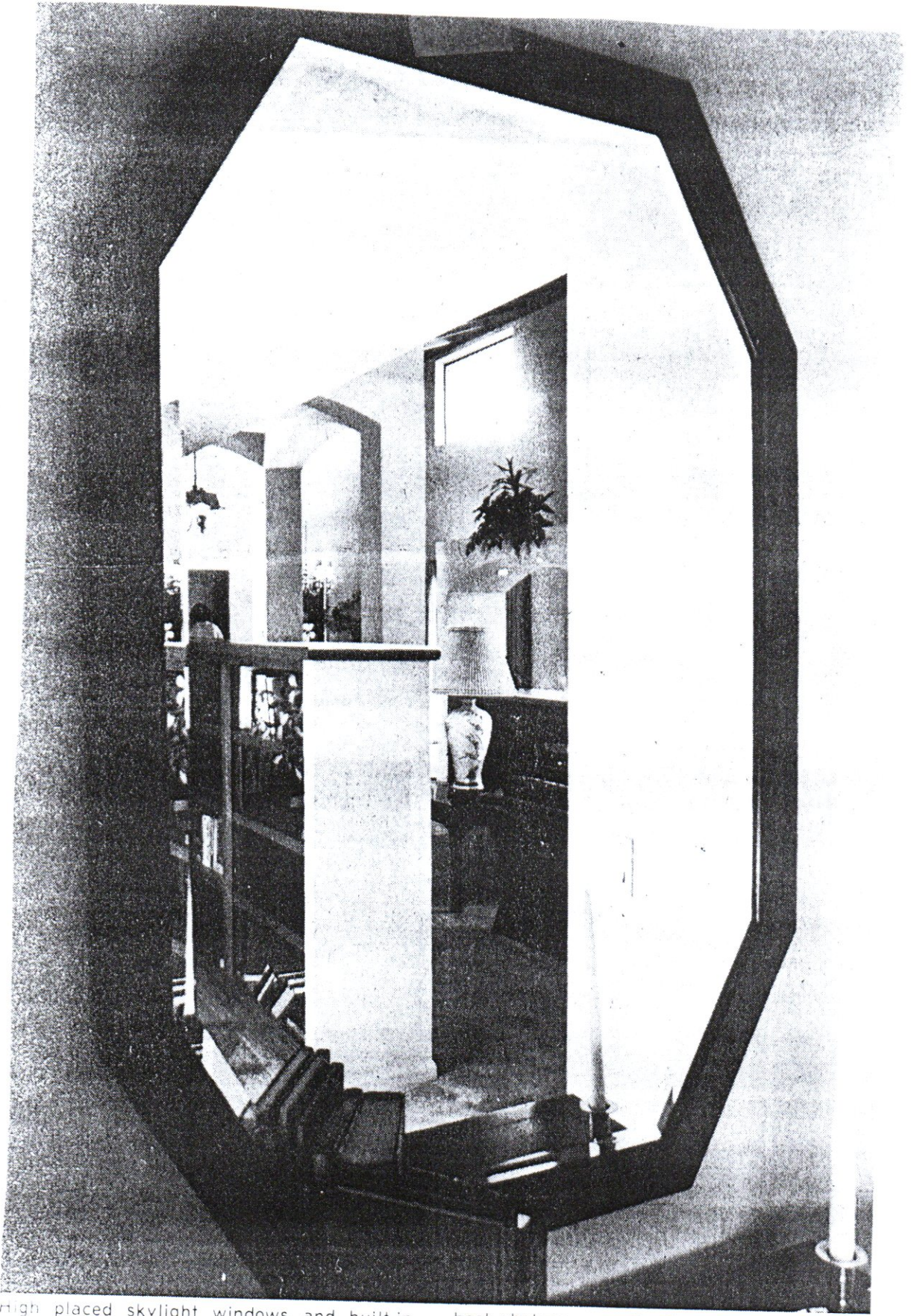
This 2,327 square-foot, three-bedroom offering has the airy design of the more expensive homes but sits on a standard 75-foot lot. The base price is \$115,900.





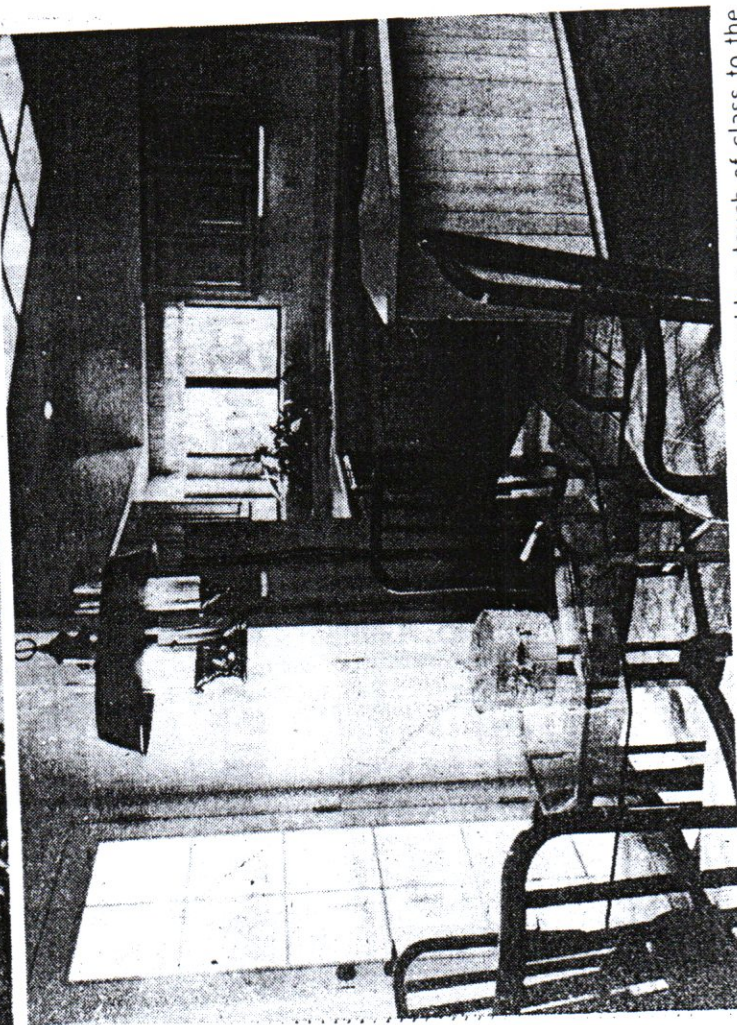
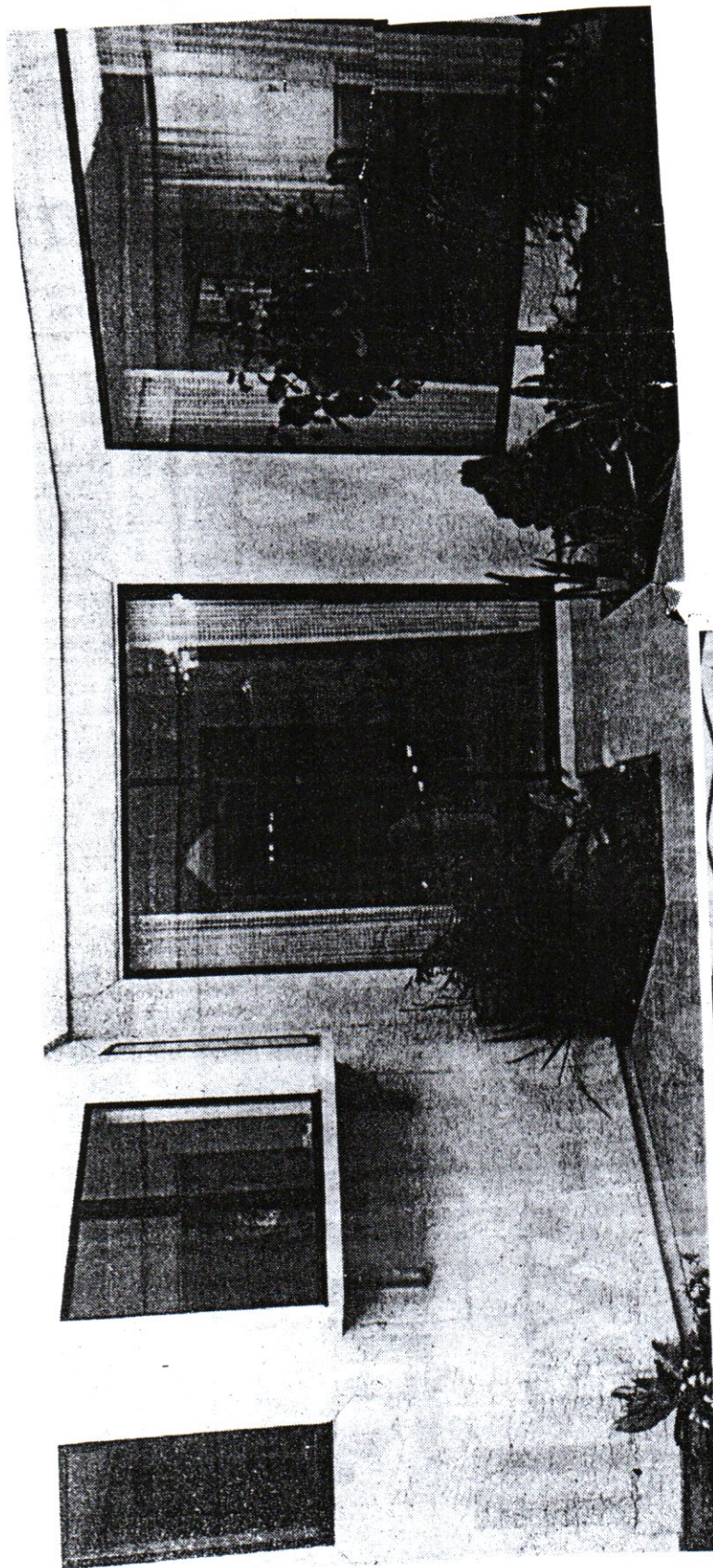
With two master bedrooms, Devco's Montezuma is tailored for two people or two couples who want to pool resources for a comfortable retirement.

(News-Sun Photos by M.J. Hoppes)



High placed skylight windows and built-in bookshelves grace the San Felipe.
(News-Sun Photos by M.J. Hoppes)

LEFT: An atrium is the heart of the San Angelo and provides a view through the entire living space.



French doors, luminous ceilings and a built-in planter adds a touch of class to the San Angelo.

SCW housing sales set year-end high

By CHERYL SWEET
Staff Writer

Home sales in Sun City West hit a record high in November and December, Del E. Webb Development Co. president George Reeve said Wednesday.

Devco sold 59 housing units in November and 48 in December, slightly less than half the total sold in 1982. Those year-end sales may have given an indication of what's in store this year, Reeve said, noting that 31 units were sold in the first 10 days of 1983.

Speaking at the Sun City Area Community Council's fourth annual luncheon meeting in the Crestview, Reeve outlined Webb's hopes for the Sun Cities.

SUN CITY WEST, he said, could benefit from "clean-air" industrial development, giving retirees work part-time and using their spare hours and expertise.

Reeve also referred to the possibility of a 150-room resort hotel between the Sundome and Crestview. Although the proposal has not received final approval from Webb officials, Reeve said he feels there is a need for the hotel. He expressed hope that the hotel, if approved, would be operational by the end of 1984.

In other business, Community Council President Chuck McKinis summarized the council's accomplishments the past year, citing completion of the Sun City Area Long-Term Care Survey; the implementation of the Volunteer Bureau of the Sun City Area and the Sun Cities Area Transit; and the start of a paper drive to raise money to construct a building to house local service organizations.

ED HEMPHILL, local chairman of the long-term care survey, said an 80-percent response rate was obtained on the survey, which was conducted in cooperation with the University of Arizona's Long-Term Care Gerontology Center.

In addition to the large response rate, 90 percent of respondents invited surveyors back for follow-up questions, he said. Hemphill attributed the survey's success to the persistence of surveyors.

Interviews with local residents explored health status, functional and recreational activities and attitudes toward long-term care services and housing alternatives. Data from the survey is intended to provide guidelines for health-care planning in the community.

SCW

'Shared house' concept begins

The first of the Del E. Webb Development Company's (DEVCO) "shared housing" model homes, designed in response to requests voiced by homeowners in a recent survey, has recently opened in Sun City West.

The Sequoia features two independent bedroom with bathroom suites, in addition to a combination living room/dining room, a breakfast nook overlooking a backyard and a double carport. The 1,450 sq. ft. home is priced at \$68,900.

The "shared housing" concept is new in Sun City West, according to George Reeve, DEVCO's president. "It also has advantages for married couples who entertain guests from back home, a common event in Sun City and Sun City West.

"But the 'shared housing' idea is one of many desires expressed by the homebuyers we talked to."

Extensive interviews were conducted by the community's developer early this spring when DEVCO began re-examining its existing inventory of model homes. "Today's economic climate makes it more difficult for anyone to buy a house," Reeve explains. "But those who are relocating have an especially difficult task. The homebuyer is looking for good value in a home, a well-constructed, low maintenance home priced to allow a comfortable living standard on a fixed income. That home also must be in a stable, secure community. We know we are providing the stable community, but we wanted to talk with (the) people to find out what they want in adult living."

DEVCO met with 75 sales counselors, homeowners of existing models, and potential buyers for 41 hours to poll their opinions and candid observations of what they liked — and didn't like — about Sun City West.

After research, the data was compiled, analyzed and the results turned over to Hawkins &

Lindsey Associates, a Phoenix-and Los Angeles-based architectural firm. They were directed to design new model homes incorporating the guidelines suggested by the various groups interviewed.

Hawkins & Lindsey has created 14 floor plans, including the Sequoia, all of which will be completed by the end of the year. The first model opened in July and ground has been broken on a \$49,900 model.

Present owners voiced strong opinions as to what features would appeal to prospective buyers. They all agreed that a home should be attractive, functional and easy to maintain. The majority felt that the number of bedrooms and bathrooms in a house is a critical factor. "You've got to have room for visitors," said one man, "particularly if you left your kids and their kids and all your friends two thousand miles behind you."

During discussions, the kitchen and bathroom received a lot of attention. More luxurious bathrooms and ceramic tile and handsome fixtures were preferred, as well as tubs and showers with easy access. "Make the medicine cabinets nice and big," was one homeowner's advice.

In the kitchen, maximum utilization of available space was the recommendation. Surprisingly, dishwashers proved not to be a "must" item and in fact many people stated that they would prefer additional cabinet space instead.

No real affection was expressed for the trusty trash compactor, but the microwave oven got lots of popularity votes. Homeowners stated that convenience was the most important consideration when planning counters, appliance placements and cupboards.

A recent buyer said, "Give them big stoves, shelves they can reach, lots of working area, and light switches they can find in the dark."

MESA TRIBUNE
MESA, ARIZ.

OCT 2 1982

SCW

\$300,000 homes planned for SCW

Rising interest rates and higher costs for new housing has pushed Del E. Webb Development Co. into building luxury homes in Sun City West which will sell for as much as \$300,000, a company spokesman said.

Jerry Svendsen, responding to an inquiry, said inflation has pushed the cost of new housing so high that almost the only buyers in today's markets are the very well-to-do.

"For the time being, the buyer in the lower and middle price ranges just isn't in the market to buy new housing," he said. "It's people in the upper brackets that are buying."

And, he indicated, buyers in the upper brackets are buying property at prices well above any now planned for Sun City West.

In other Valley planned communities, Svendsen said, some new houses are being sold for as much as \$1 million.

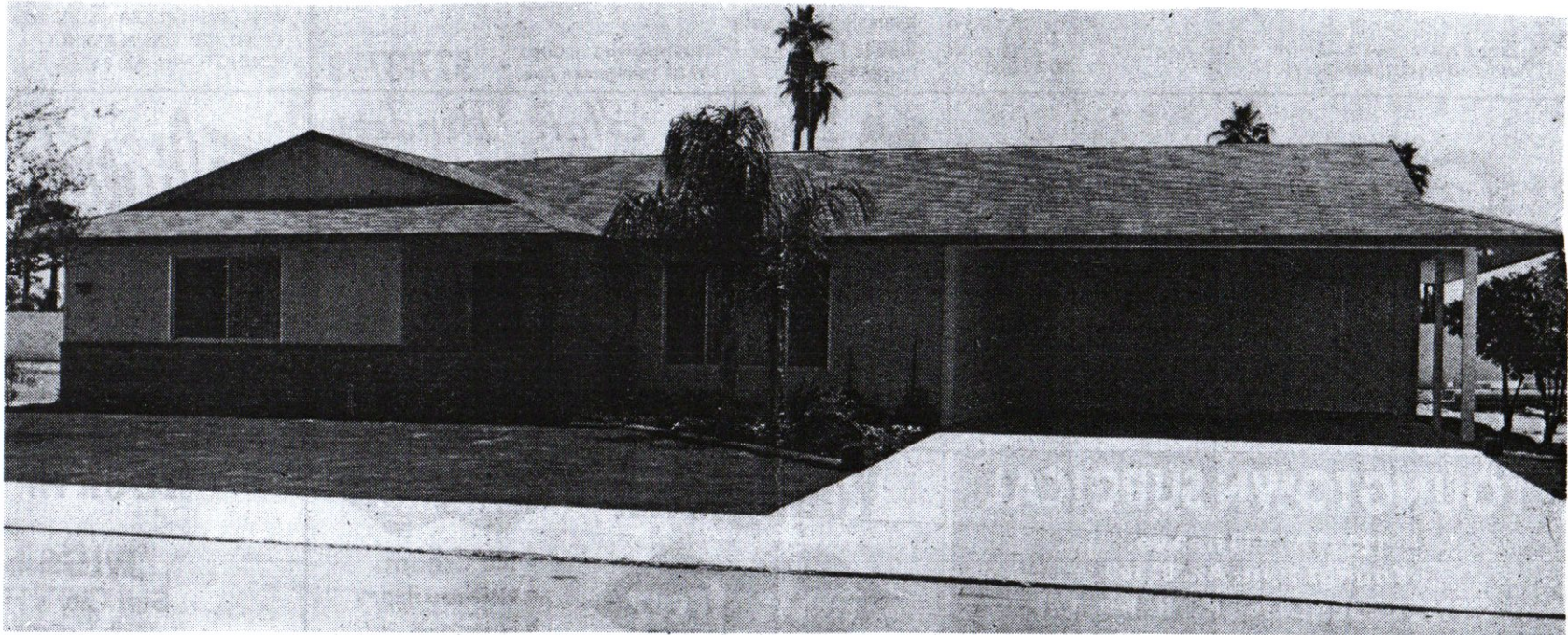
Webb's planned \$300,000 homes haven't been sold yet, he continued, but reservations have been taken for three of six planned homes in the \$300,000 price range which will border Briarwood Country Club golf course.

"There have been many who've expressed interest in them," he added.

The homes had been previously announced as "larger and substantially higher" in price than the current top of the Webb line, a three-bedroom, two-bath house that sells for \$126,990.

The \$300,000 homes will be part of a new line of seven house models and four townhouse models in what Svendsen called the "upper-middle to upper price range" that are to be offered for sale in January.

SCW



New Devco SCW model 7-2-82

The first of the Del E. Webb Development Company's new line of model homes is now open for viewing on Pyracantha Dr. and Meeker Blvd. in Sun City West. This two-bedroom, two-bath home called "The Banner," offers 1,164 square feet of living space and

a double carport for \$55,000. During the next six months, Devco plans to open an additional 16 model homes in the near future which have been specifically designed to attract the Sun City West home buyer.

Webb's Sun City West gears up construction

By Dan Wallach

Trying to sell homes in Sun City gives Del E. Webb Development Co. (DEVCO) the same problems other home builders experience in attracting buyers.

Breaking the logjam of high interest rates which stifle home sales is the goal of George Reeve, president and general manager of DEVCO.

Prospective home buyers in the retirement community of Sun City West are lined up on a waiting list. It is those buyers who are waiting for buyers of their own to take their houses off their hands to realize their full equity and pay cash for their retirement homes in the new community just west of the Agua Fria River.

"We've probably got 2,000 people on a waiting list but they're waiting until they can sell their homes so they can make that move," Reeve says. "They don't want to be worried about how they're going to make the mortgage payments.

"Most of the people doing the selling now have to take back a second mortgage and that doesn't cut it for a person who wants to retire," Reeve says.

Typically, Reeve says, the retiree wants all the cash he can get out of his house without resorting to the wraparounds or carry-backs so they don't have to worry about where the payments are going to come from.

"That's the key and we're working on that," he says.

Toward that end, Reeve is seeking aid from major lenders across the nation to help break the logjam. He has buyers but his buyers also need buyers in order to make the move.

"I've been told that this is one of the major problems and I want to prove whether it is or isn't."

The program DEVCO is studying may include "paying down some points" to lower the interest rate in order to qualify would-be buyers who otherwise do not have the income to qualify paying a 16 percent loan.

"Let's say you want to sell your house in the Midwest and move to Sun City West," Reeve says. "The problem, for a person to qualify for a loan that would cash you out, is they've only got a certain level of income. Now, some lenders will allow you to qualify if the first year the payments are paid down. So instead of 16 percent interest, it's 12 percent interest. That then would allow you to qualify for a loan.

"Now, what I'm saying is that we'll even look at the possibility of paying three or four points if that would help that person sell the house. Providing, of course, that the person will buy a house in Sun City West."

'We listened to what the people wanted.'

Lomas Nettleton Co., a national investment firm, devised an adjustable-rate mortgage for the duration of a typical 30-year mortgage which will allow home buyers to qualify at lower rates for the first two years.

The plan is tied to one-year Treasury bill rates currently at 13.5 percent. Adding an accrual rate of 2.625 percent yields 16 1/4 percent from which four points are subtracted, yielding 12 1/4 percent. That is a rate at which about half the possible buyers of homes can qualify, the company says. The buyer pays principle and interest at the 12 1/4 percent rate for two years. Beginning with the third year, the monthly payment rises by 7.5 percent as it will through the fourth and fifth years. In the sixth year, the loan is recast based on the Treasury index.

At the close of the fifth year, the accrual rate of 2.625 percent is added to the new index for the principle and interest of the 25-year loan.

"Our company to date has used \$725 million," says Fred Brunn, a Lomas

Nettleton investment executive. He says about \$18 million has been used in the Phoenix area.

Brunn says there is leeway in selecting the adjustable rate because any one of six indexes for the year may be used. He says the program got off the ground in January after a mid-December inauguration.

Following in the vein of negative amortization, or deferred interest, is the cash payment a home builder would make to a lender to push down the interest rate for a buyer.

DEVCO's special difficulty is that most of its home buyers are from places like the northern Midwest where loan money is tighter than ever and where unemployment is high.

Don Johnson, a Western Savings vice president for residential lending, says those who can qualify for a 16 percent loan represent only 2 percent of the home buying market.

"It's all in the pricing and financing today," he says.

"Home buyers who want to come to Sun City West, he says, may hesitate because they can't get their homes sold, they dislike the uncertainties connected with loans and they put off the move until things begin to clear up."

Johnson, who worked in Western's Sun City office during the downturn of 1974-75, says the retiree usually has a large equity in his home and typically doesn't get all the cash out he needs to make the move. Since that would require some sort of carry-back on the retiree's part, the home builder is faced with rescuing the sale.

That rescue, he says, comes when a builder puts money in a title or escrow company to help the buyer move his home and pay cash for a new home.

"The builders not only may pay up front in additional interest to lenders to knock down interest rates, they may also offer a subsidy for a monthly payment to keep the home buyer qualified," Johnson says.

Reeve hasn't committed DEVCO to any marketing strategy which would require such payments.

"We haven't done this yet but we're investigating," he says. "What we hope to do is make people aware of which lending institutions can help them without us getting involved. We advise our prospective purchasers and give them a list of lenders in their areas."

One marketing strategy which Reeve has launched is in the type of homes which DEVCO is offering for sale.

"We really listened to what the people wanted. They said they want openness, they want it to be airy, they want a really great room, they want the bedrooms to be separate."

This top-of-the-line house Reeve describes will list for \$195,000 and will be 2,800 square feet.

That house will be built right away, he says. At the latest Del E. Webb board of directors' meeting, Reeve says he got approval to go ahead with construction of homes to build up inventory in Sun City West in preparation for the autumn selling season. There are 750 improved lots in inventory at present but only eight constructed homes.

"We've really been successful in reducing our inventory," he says.

VF HOUSING

Phoenix Business Journal
June 28, 1982

Del Webb sells ^{West} 2 new luxury model homes

By Susan Martin
The Phoenix Gazette

The Del E. Webb Development Co. has sold its two new luxury model homes in Sun City West.

After almost three months of heavy traffic, but no buyers, DevCo abandoned its sales efforts and sold the models at the end of March, for an undisclosed price.

Company officials declined to say whether or not they took a loss on the project.

Thousands of "sightseers" toured the homes, base-priced at \$375,000 for the "Monterey" and \$395,000 for the "Tudor," between the time they were introduced and later sold. Most were from Sun City or Sun City West, DevCo spokesman Jerry Svendsen said.

The homes featured a minimum 4,200 square feet, high entrance towers, separate dining and breakfast areas, optional maid's rooms and environmental units, and many other extras.

DevCo also is selling its lower-priced Encore Series models after three years of sales in preparation of a new model line, Svendsen said. Several of the 20 Encore models already have been sold.

Details on the new models will be

released later this month, after a market research study is conducted, Svendsen said.

"It will be something different than what we offered in the Encore and Regency (luxury) homes," he added.

Although "it may have been a disappointment," Svendsen said about the lack of luxury home sales, the amount of traffic the higher-priced models attracted to the rest of the models was "quite exciting."

DevCo is optimistic about its future model-home plans, Svendsen said.

"Things are looking up. We're really looking ahead," he added.

The Encore models will be open until the end of the year, enabling buyers to order a home with extra amenities, or purchase the actual models.

The Regency models are closed, however, and the luxury homes no longer are available to order, Svendsen said. Those models will be released for occupancy later this year.

In a prepared release to the press concerning the models, Executive Vice President Joe Aubin responded to recent rumors and said that DevCo is not for sale and plans are to continue promotion of both Sun Cities, and aggressive ongoing development of Sun City West.

APR 7 1982
PHOENIX GAZETTE
PHOENIX, ARIZ.

Future SCW plans set for release

The Del E. Webb Development Co. reports it will announce future development plans for Sun City West later this month, including information about a new home product line.

In a prepared statement, Devco executive vice president Joseph Aubin said the company is conducting a market research study and will discuss details of the plan upon its completion.

Aubin, according to the statement, said the Encore Series Model Homes in Sun City West "are now available for purchase."

Senior vice president and sales manager Ken Parker, the statement continued, "indicated that activity has been substantial since the company put the models up for sale last month. Several have been sold, including the luxury homes, the Tudor and the Monterey."

"The models will be released for occupancy late in the year. In the meantime, the company will continue to show and sell the Encore Series."

The statement added that "Aubin emphasized that Devco is not for sale and plans to continue its promotion of both Sun Cities, and (its) aggressive ongoing planning and development of Sun City West."

SCW
PRICES START AT \$375,000

Most Only Gape At New Homes In Sun City West

By **PATRICK DODDS**
 Gazette Reporter

To see the crowds visiting the Del E. Webb Development Co.'s new luxury models in Sun City West over the past three weeks, you would think the structures had once housed Prince Charles and Princess "Di."

So far, an estimated 25,000 people have gaped.

That's probably all that 99 percent of them will ever do, said George Flagler, vice president and general manager of residential architecture for DevCo.

But the exposure doesn't hurt.

"YOU NEVER know where your next sale is coming from," Flagler said as he stood in the oversized living room of one of the homes. "Somebody might call up a rich uncle and tell him to come out for a look."

The models are DevCo.'s new top-of-the-line homes, base-priced at \$375,000 for the Spanish-style "Monterey" and \$395,000 for the English manor-style "Tudor."

If you include options and custom additions, the final price could reach \$500,000, Flagler said.

It is the first time DevCo. has offered such opulence. Previously, the firm's most expensive models have sold for \$126,000 — though Flagler said buyers have been adding more space and expensive amenities to standard homes during the past two years.

IN CHARGE of DevCo.'s residential designs for the past 11 years, Flagler said he does not see the luxury models signaling a new direction for the company. "We're still going to build the 1,000- or 1,800-square-foot houses. When the economy recovers, they will still make up most of our market."

But Flagler said DevCo. has long missed a good bet by not offering luxury homes to the more well-to-do who would like to live in Sun City West. The company will not sell many, he said, but it can offer a good sales pitch to the small percentage of people wealthy enough to afford them.

Unlike McCormick Ranch, Paradise Valley and other affluent Valley areas, Sun City West can boast some of the best recreational facilities in the world, he said. "They don't have the golf courses and the recreational facilities we have here, and all at a minimum charge."

Devco. plans to perch the luxury homes on the edge of the Briarwood Golf Course, north of the R.H. Johnson Recreation Center, on lots

twice the size of its standard 75-by-75-foot parcel. Eventually, the company plans to market other "intermediate" priced models — selling at about \$250,000 — in the same vicinity.

SOME OF Del Webb's, original Sun City homes would almost fit into the 900-square-foot "Great Room" of the Tudor, a 4,680-square-foot home featuring a library, an optional reading loft, maid's quarters, and an exercise room off the master bath. With its huge rooms, Flagler said, the Tudor is "made for entertaining."

The Monterey is slightly smaller — 4,200 square feet — and more "homey," as Flagler puts it. A maid's room is optional.

Both homes have high entrance towers, separate dining and breakfast areas, two bedrooms and large patios.

Visitors last week were visibly impressed by the master bathrooms, both almost the size of the bedrooms they accompany. Both have suitably enlarged bathtubs and dressing areas.

OPTIONAL IN both is an "environment unit," a sort of souped-up sauna built into the wall where a tired millionaire can lie down and dial any of five settings — "Baja sun," "tropic rain," "jungle steam," "spring showers" or "chinook winds."

With the problems of heating and cooling such expansive spaces in mind, Stagler paid attention to energy-saving details. The company has placed more insulation in the roofs and walls, installed energy-efficient cooling units, outside shutters which can be programmed to close when the sun strikes portions of the house, insulating glass, load-control devices and circulating hot water lines.

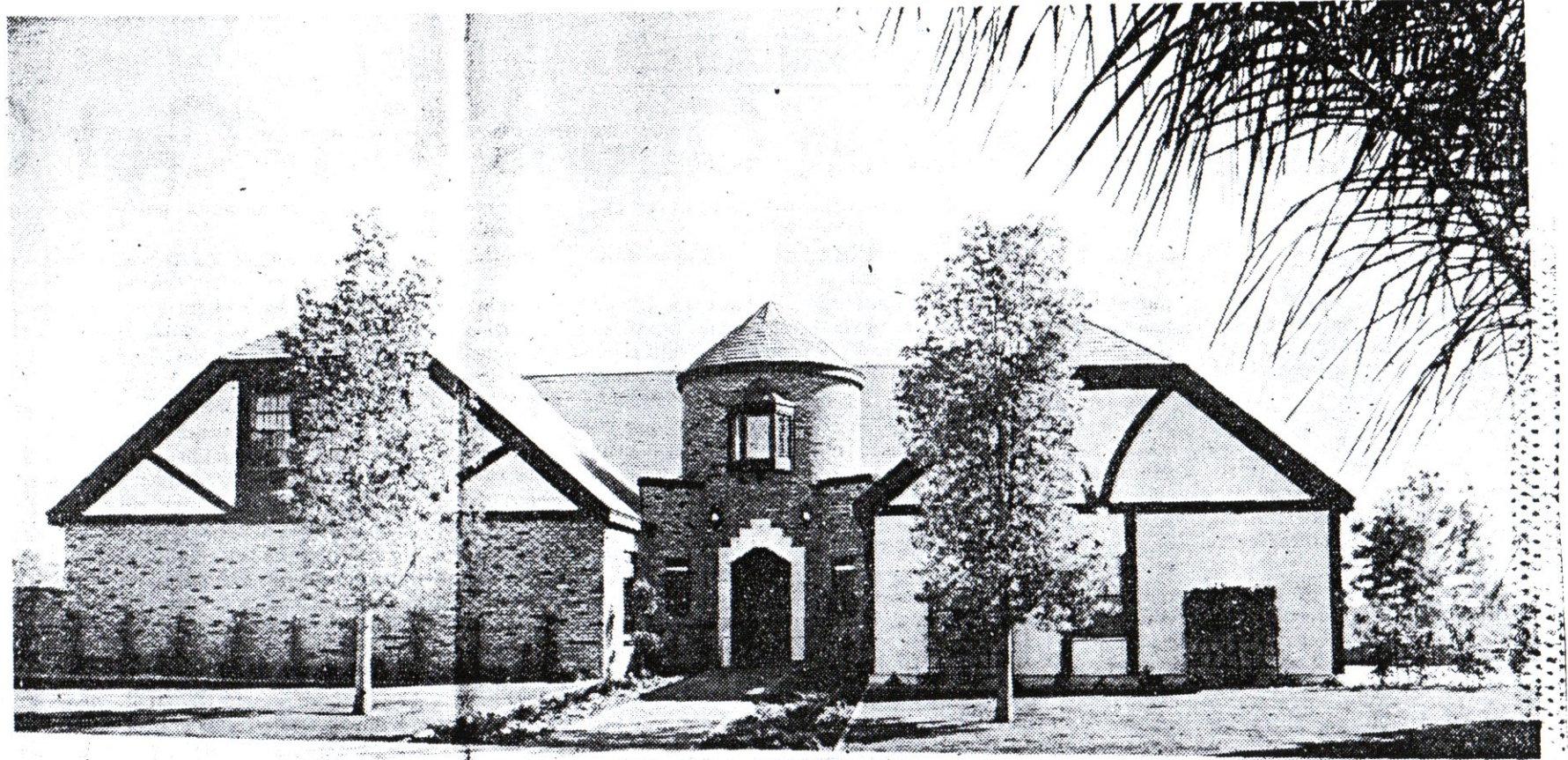
The thermostats can also be programmed to adjust the temperature at different times.

Designing luxury homes is not a new experience for Flagler, who has drawn up the plans for residences in Chicago's exclusive North Shore suburbs.

BUT HE SAID he has found it necessary to readjust his thinking after more than a decade of work on DevCo.'s standard models. "Before, I'd just make a rough sketch and throw it in the drafting room and the finished product would come out."

With the luxury models, he was involved in almost every detail from the door moldings down to the bathtubs. Moreover, he'll be working on each individual house as it is sold.

The models, Stagler said, were built to give customers an idea of the basic design of the homes.



Gazette Photos by Nancy Engebretson

Webb aims at luxury home market

By ROBERTA LANDMAN
Staff Writer

More than 25,000 of the curious walked through Del E. Webb Development Co.'s new luxury model homes in Sun City West in the space of a recent week.

Luxury. The Tudor and Monterey models of Devco's Regency Houses start at \$395,000 and \$375,000 respectively.

Displayed "fully loaded" with such luxury options as an executive bar in the Monterey's master bedroom and a library loft with spiral stairway in the Tudor, they carry price tags that approach the half million dollar mark, said the architect who designed them.

GEORGE FLAGLER, Devco manager of residential architecture, is optimistic about the marketability of the Hollywood-set homes in the depths of a depressed housing market.

There is a buying public among the browsers, Flagler indicated, and Devco is interested in that public.

Of buyers of luxury models, he said, "A substantial number of millionaires live in Sun City," Flagler said.

"HAD WE HAD this house before, they would have bought. They come out '100 percent will pay cash. That's one reason we're in this market."

THE NOTION of luxury homes for

Sun City West "came upon me three or four years ago," Flagler said.

"I felt for a long time we've been missing a more expensive market. We have lost a lot of people to the Scottsdale area.

"Our houses simply weren't large enough."

THE TUDOR has 4,680 square feet of living space. The Monterey has 4,200 square feet of decorator-plush space.

Not having luxury models available also left an untapped housing market in Devco's backyard.

That there was a more expensive market interested in settling in the retirement community made itself known in the sale of existing models.

"We were losing the lower-priced market and selling the more high-priced homes," Flagler said.

"OUR HOUSES were always a stock house," Flagler explained. "When the market started to change, we told people we can do anything you want us to do."

Increasingly, Flagler said, the top two models in the \$125-\$150,000 range received modifications that put them in the \$200,000 range.

"We were customizing," he said.

FLAGLER, who has worked for Devco for the past 11 years, designed all the models in Sun City West.

But the two latest models, he said, were the most exciting for him architecturally.

Conceived on the drawing board, the designs "were carried through basically to the ultimate.

"THERE'S NO reason it shouldn't take off," Flagler said of the luxury concept.

"There's a definite need for it." Kenneth Parker, Devco sales manager, agreed that the luxury models were designed to "tap a more affluent market" the company feels will purchase homes during what he called a housing market "down time."

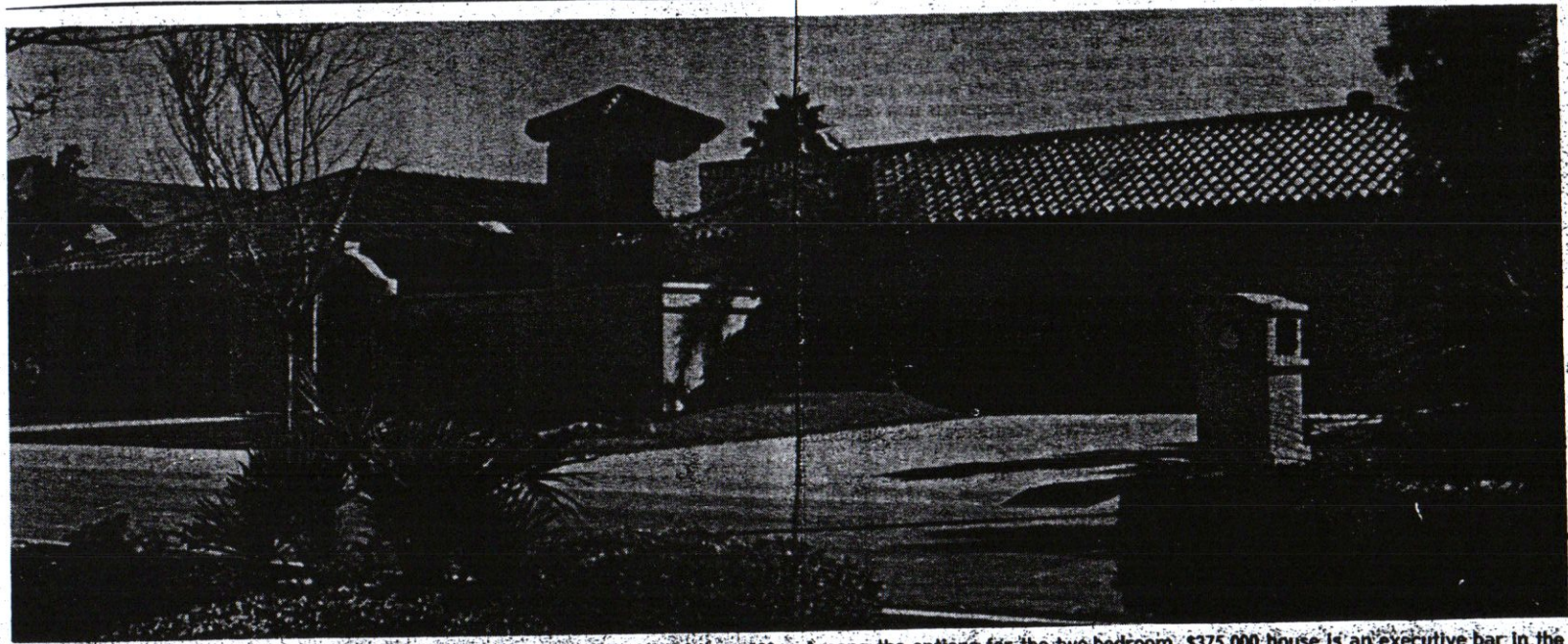
HOWEVER, PARKER said, "In a stagnant, totally depressed market, we're not hanging our hat on these homes."

"They were not designed to diminish our current philosophy of providing housing to the middle income group."

He described the Tudor and Monterey as "a desire to spread our marketing base ... never intended as a big seller."

THE HOMES, he said, were also created as competition for similar homes in Palm Springs. "It will take time to develop that market," Parker said. "You have to recognize that."

For now, he said, "If we sold eight or 10 a year, I would be happy with that."



Del. E. Webb Development Co. recently announced the grand opening of the 4,200 square-foot Monterey—one of the company's two new luxury model homes. Among the options for the two-bedroom, \$375,000 house is an executive bar in the master bedroom and maid's quarters. (News-Sun Photo)

SCW

Despite buyers, economy slows Webb construction ⁴⁻²⁹⁻⁸⁰

The overall economic downturn in the country has been reflected in Sun City West.

Construction and sale of new homes has fallen off by some 75 percent during the past year, the Del E. Webb Development Co. reported.

President John Meeker said the decline has forced the company to de-

crease its construction personnel from 5,000 to 2,000 on the Sun City West development since February 1979.

"The buyers are here, but due to the unsettled economic conditions, people are deferring the decision to buy," Meeker said.

Meeker said the Webb firm recognized early signs of a slumping econo-

my and adjusted by slowing construction and reducing staff.

Additional cutbacks in building or staff are not anticipated, Meeker said.

"The recession from 1973-75 created a similar situation," he added. "We are trying to be conservative and just wait it out. We plan to be selling houses here 20 more years."

New home sales dipped from 300 houses a month in early 1979 to 72 by March 1980, Meeker said. He added that company construction crews are starting about 10 houses a week now. That compares to 75 or 80 that were being started at the same time a year ago.

SCW

Sun City West gets underground cables

10-24-79

Mountain Bell began construction early in October in Sun City West on a \$68,500 underground cable expansion project that will provide for future telephone needs of the business community.

The conduits and manholes will be placed prior

to street paving to avoid future inconvenience to residents in the area.

"The project will provide future service to commercial, and ultimately residential areas in the fast-growing Sun City West," says Carol Gesell,

local manager for the company.

Underground cable will then be placed along Camino Del Sol from Meeker Blvd. into Sun City West. The project is scheduled for completion early in November.

SCW

Sun City West to get cable TV

An agreement signed today between representatives of Del. E. Webb Development Co. and Ira Lavin, president of Camelback Cablevision, will open the door for thousands of northwest residents to receive cable television.

"Among the services scheduled for Sun City West by the Camelback firm are all local channels, "Showtime" and "Home Box Office," Madison Square Garden Sports, Atlanta's Superstation WTBS, the Chicago superstation WGN, several religious stations and news and local access channels," Lavin said.

A Cablevision official said that cable facilities would go in first in Sun City West, "as some of their trenches for other utilities are already open and we can lay the cable right now.

"If you remember, about five years ago a cable company did come into Sun City," he said. "Right now we are negotiating with that firm to buy the cable. Of course, we'll serve Sun City."

The cable firm will build studios and

administrative offices in the area for production and broadcasting. Local origin programming will be directed by a review board of local residents, Lavin said.

Gene Wilson, president of the Property Owners and Residents Association in Sun City West said that residents would be interested in getting shows and programs from recreation facilities.

"We like the idea of seeing Sun City-Sun City West golf tournaments, baseball, fine arts, exhibits, hobby and craft instruction, travelogues, open forums and symphony on television originating from our community."

Wilson added that his SCW group also is interested in exploring the possibilities of incorporating a security system known as "panic button."

This instant alert system would provide contact with fire, sheriff, posse, medical providers and others.

The concept now is being tested by a Cablevision partner in the east.

The 24-hour newswire channels (listings of headlines over music on certain channels) will be improved for subscribers by the Arizona Republic and the Phoenix Gazette through techniques now being examined.

The newspapers will program up to three channels of the 35 available to northwest area subscribers.

Camelback Cablevision will install cable free of charge if subscribers sign up for the service during the initial period of installation in the subscriber area.

This means subscribers in Sun City West will receive basic cable television service for as little as \$5 a month.

Camelback Cablevision is owned by local businessmen-Lavin, Byron Paul and Dick Van Dyke, The Arizona Republic and the Phoenix Gazette, and Storer Broadcasting Co.

The Storer firm, majority stockholder in Camelback Cablevision, is ninth

11-16-79
largest among the top 50 CATV firms in the nation.

Storer serves Dobson Ranch and Mesa through Mesa Cable and offers varied cable programming to more than 310,000 homes in 16 states. This year Storer committed a quarter of a billion dollars to cable expansion, all over the nation.

Storer has divested itself of its interest in radio to concentrate on its television and cable development.

In 1974, Storer had a subscribing base of 135,000 homes—modest in comparison with giants today. However, its projected future includes enlarged facilities and subscribers.

The impact that cable will have on Sun City and on Sun City West, as well as the rest of the Valley of the Sun, will come partly from an influx of millions of dollars investments and partly from the innovative programming contemplated.

Sales slow as Webb ⁷⁻¹⁹⁻ ₁₉₇₉ cuts back

Sales for the Del E. Webb Development Co. for 1979 are projected at about 2,000 units, which is about two-thirds of sales for 1978.

But the sales years of 1977 and 1978 approached record highs of 3,485 in 1977 and 3,074 in 1978 so the apparent slowdown in home sales may represent a return to normalcy, Webb officials say.

With that normalcy, though, comes a reduction in the work force at Sun City West, where, up to now, 1,000 homes have been sold in 1979 with sales totaling \$92 million.

Statements attributed to Webb president John Meeker indicated that home construction will be cut to about 30 units per week, down from an average high of 70 per week earlier this year.

The slowdown is attributed to general economic conditions and though some workers would be transferred to other Webb projects in the Phoenix area, there still will be some layoffs. Figures on how many layoffs were unavailable.

Webb officials had been contemplating a four-day work week but decided instead to trim the work force and keep the remaining force at work five days a week in Sun City West. A statement attributed to Meeker said the slowdown would be short-term, or a matter of months.

The slowdown may parallel the mid-1970's recession after Webb sales in Sun City reached record highs of 2,300 units in 1973. In contrast, 1975 recession-era sales plummeted to 822.

SCM

Webb reports only 108 of completed homes unsold

Del E. Webb Development Co. has only 108 unsold homes already constructed in Sun City West, company officials said Tuesday. As of March 23, 1,282 homes had been completed there.

Webb president John Meeker joined other company officials in disputing a News-Sun story of Monday that put the number of unsold homes at 1,100 to 1,400.

At an average cost of \$60,000 per home, that would have put the unsold inventory at \$66 million to \$84 million if the figure were accurate. Meeker said the developer would have to shut down operations if it had that much money tied up in unsold inventory.

KEN PARKER, Webb sales manager,

said 148 Sun City West homes had "for sale" signs Tuesday. He said a few additional homes might be on the market, but said sellers probably would post signs if they wanted to sell their property.

A similar check a month ago found 151 "for sale" signs in Sun City West.

The 108 unsold new homes and the 148 resales would mean 256 homes on the market in Sun City West.

HOWEVER, that number does not include the market in sales of homes for future delivery. Webb, which has discouraged paper sales, considers those homes to be already sold because the firm has a purchaser of record.

Those 108 unsold homes are fewer than the 200-300 completed homes that the developer normally keeps in inventory, Meeker said.

Webb officials said a total of 1,000 homes on the market in Sun City and Sun City West combined could be correct.

WEBB HAS listed 239 resale homes in Sun City and 50 in Sun City West.

Based on historical data, the Webb officials said the firm normally gets 35-40 percent of the resale market. Extrapolation from that data would put 120-125 Sun City West homes on the market, a number somewhat lower than the actual sign count.

Meeker said 5-6 percent of Sun City homes normally are sold during a year, a turnover rate lower than in other communities where the average home sells once in seven years.

Webb has offered a price break to buyers who have purchased homes for future delivery if those buyers will accept already completed homes standing in Sun City West.

PARKER explained that the price break has been offered to buyers who signed letters of intent in January and March of 1978.

Those buyers may purchase homes from the Heritage Collection, also known as Series '76, already completed in Units

3 and 6. The completed homes originally were sold at August 1977 prices to buyers who now have backed out of the deal, and are offered to those "letter of intent" buyers at November 1977 prices.

The Webb firm also is considering an extension of that price break to buyers who signed letters of intent in September 1978. While no decision has been reached, Parker speculated that those September 1978 letter-of-intent buyers may be offered completed homes at January 1978 prices.

Meeker stressed that Webb has never, and will not, cut prices on homes for future delivery.

PCW

Sun City, Arizona

Monday, March 26, 1979

HOME INVENTORY GROWS**Webb cuts SCW prices**By DAN WALLACH
Staff Writer

Prices for Sun City West homes have been lowered by both the developer and speculative salesmen trying to recoup their investments.

A glut of homes purchased mostly by Sun City residents anticipating quick sales of Sun City West property are being sold for prices undercutting those of the Del Webb Development Co., says a Sun City realtor. As a result, the developer is having difficulty selling its inventory for the going rate.

In response to speculators bailing out their investments, and to weather conditions which kept scores of prospective buyers shut up in snow-bound northern cities, Webb has pushed back its prices for standing inventory homes for buyers who have already signed letters of intent to purchase a home not yet built in Sun City West.

JERRY SVENDSEN, Webb vice president for public relations, said the price cuts would be available to buyers who buy a Sun City West home in the future.

They agree to buy a standing home and pay the original price of the home. Since Webb traditionally increases its price every six months, said a realty source in Sun City, the savings realized by a letter-of-intent buyer for a standing inventory home may be about \$6,000.

Svensden said this applies only to the series '78' homes which opened for sale in late 1978.

THE IDEA, Svensden said, is to reduce the number of inventory homes already standing in Sun City West, rather than engage construction workers to build more homes while the rest remain unsold.

The amount of inventory standing in Sun City West has been put at between 1,100 and 1,400 homes by a realty source in Sun City. The source claimed that Webb resale departments have listed

about 900 homes while a half-dozen other realty firms have listed the remainder.

The realty source said he has sold Sun City West homes for disgruntled speculators for \$10,000 under Webb's price.

"**LOTS OF** people got stuck for the resales," the realtor said.

High speculation in Sun City West may have discouraged solid sales because whole neighborhoods with "for sale" signs scare them away, said the realtor.

Svensden, at Webb, said the media overplayed December and January's flooding in the Valley to mean that the whole Valley was inundated, rather than simply the river bottoms and floodplains. That kept winter visitors home in droves, in addition to the record snowfalls which prevented travel from many northern cities.

THE FACT that Sun City West still resembles a muddy western boom town tends to stifle sales, too, Svensden said in

a year's time, when Johnson Rec Center is completed, when landscaping is in place and is green, and roads and their borders are manicured, then sales will be stimulated.

"By January and February 1980, that place will be just beautiful," Svensden said.

Much of the slowdown is attributed to tight money and poor weather by Svensden.

Svensden said that in February, 1979, Webb sold 266 homes while March sales so far total 194.

A Webb publication, dated Feb. 15, 1979, claims that more than 1,200 homes have been built in Sun City West, adding that "some 900 persons call it home." Webb said the 326 vacation apartments, too, have been built.

At a rate of approximately two persons per home, the total sold would be about 450 residences, leaving vacancies of about 1,000 residential units.

Model homes feature variety

for Sun City West

By LYNN PYNE
Emphasis Editor

The Sun City West "Encore" Home Collection, unveiled Friday evening, offers a variety — both in design and in size.

Most of the designs are traditional, with 90-degree corners and such options as bay windows, but others have five and six-walled rooms with odd-angled corners.

Size varies from small to extra large ... from the little one-bedroom garden apartment to the huge LaSalle model, described by several open-mouthed tourists as a "party house."

THE COLLECTION includes 10 houses, four garden apartments, two patio apartments and four duplexes.

With the exception of the Sunrise house model, all have golf car storage. Double carports are standard on all house models, single garages on garden apartments, and double garages on patio apartments and all but one duplex, which has a single carport.

The dwellings are equipped with a combination electric heat pump, forced air heating and refrigerated air condi-

tioning unit and a separate evaporative cooling unit. Each has a solar water heater and double-paned windows. Reflective sun film, an energy saver, will be standard on windows with south and west exposure.

THE INTERIOR doors have push-levers instead of door knobs, a feature that would be a boon to retirees who have arthritic fingers.

Bath tubs are big and inviting, with grip bars and a spot to sit while showering. Bath and sink both have single-lever controls rather than round knobs ... again, an advantage to those who have difficulty gripping.

The bath rooms are equipped with fans and heater lights and vitreous china lavatories.

OTHER ROOMS have plenty of electric sockets ... I counted at least 10 in the master bedroom of the Sunrise, the smallest house. There also are pre-wired outlets for color television, with roof jack and antenna.

Kitchens are totally electric. Many models show dishwasher and trash compactor, which are options.

A greenhouse window for plants is another option shown in some kitchens. It is attractive and, judging by comments made Friday, will be a popular feature.

NYLON CARPET covers living rooms, formal dining rooms, bedrooms, dressing areas and halls and vinyl asbestos tile covers foyers, Arizona rooms, kitchens, breakfast areas and baths.

Bedroom closets are large; most are walk-in closets.

Other closet space is adequate throughout the models, with much more closet and cabinet storage in the larger houses than in the smaller ones. In particular, homes with airy Arizona rooms have a great deal of cabinet space.

CLOSETS generally are conveniently located, with the exception of a coat closet in the Archer that is quite a distance from the front door.

Some of the closets have sliding pocket doors to save space.

Windows are trimmed in bronze, and doors, door frames and baseboards are covered with vinyl. This vinyl wood-look covering is attractive but doesn't compare to real wood.

A BOUTIQUE sink with dressing table is standard in some models, particularly the larger ones. Some baths have skylights. Another option in some models is a large bay window, attractive from inside and out and reminiscent of other parts of the country. My only beef is the combination of bay window and Spanish arch on the home front, a clash rather than a blend of architectural styles.

Another aesthetic boo-boo is the location of the smoked glass bathroom windows in the entry walkways of the Archer and Afton. It isn't so noticeable when approach-

ing the Afton front door, but since visitors walk toward the windows to the Archer front entry, they are very evident there.

The Sunrise and Americana are very small. The Americana, Delton and Bradford living rooms have large front windows plus arcadia doors at the back, giving the rooms a light, open feeling.

LONG HALLWAYS waste space in several of the models.

The Bradford has a nice music room located through double doors from the living room.

The LaSalle base price (\$96,990) is huge and unusual and is very attractive. The master bedroom is very large and there is a large guest bedroom, too. The kitchen is big and located conveniently close to the spacious living room.

THE LIVING room area has room for several furniture groups for dining, sitting around the optional fireplace and other socializing. A wet bar is built off to one side. The basic six-sided room is attractive and the shape keeps the giant room from looking like an auditorium. Hallways are almost eliminated entirely.

The Sevilla, with three bedrooms and a \$99,990 price tag, is very large and the model has a Jacuzzi just outside the master bedroom arcadia door. It has a larger lanai than most of the other homes.

The bedrooms are at opposite ends of the house

with one bedroom arcadia door opening to the main entryway. The living room and dining room are separated also.

THE TINIEST apartment, with one bedroom and a price tag of \$53,490, has fewer windows and evokes a closed-in feeling. The apartment next door is

much larger and has two bedrooms. It has more windows and is much more comfortable.

Overall, the apartments get an "A" for effort, but none is really eye-catching.

The patio apartments have odd angles, such as a five-walled dinette area beside a basically triangular kitchen. The large rooms, such as living room and dining area, are liveable with the odd angles, but the idea doesn't translate well in the smaller rooms, such as kitchen.

IT IS surprising that this radical departure from traditional styles is being offered to retirement-age individuals who likely are more comfortable with rectangular kitchens.

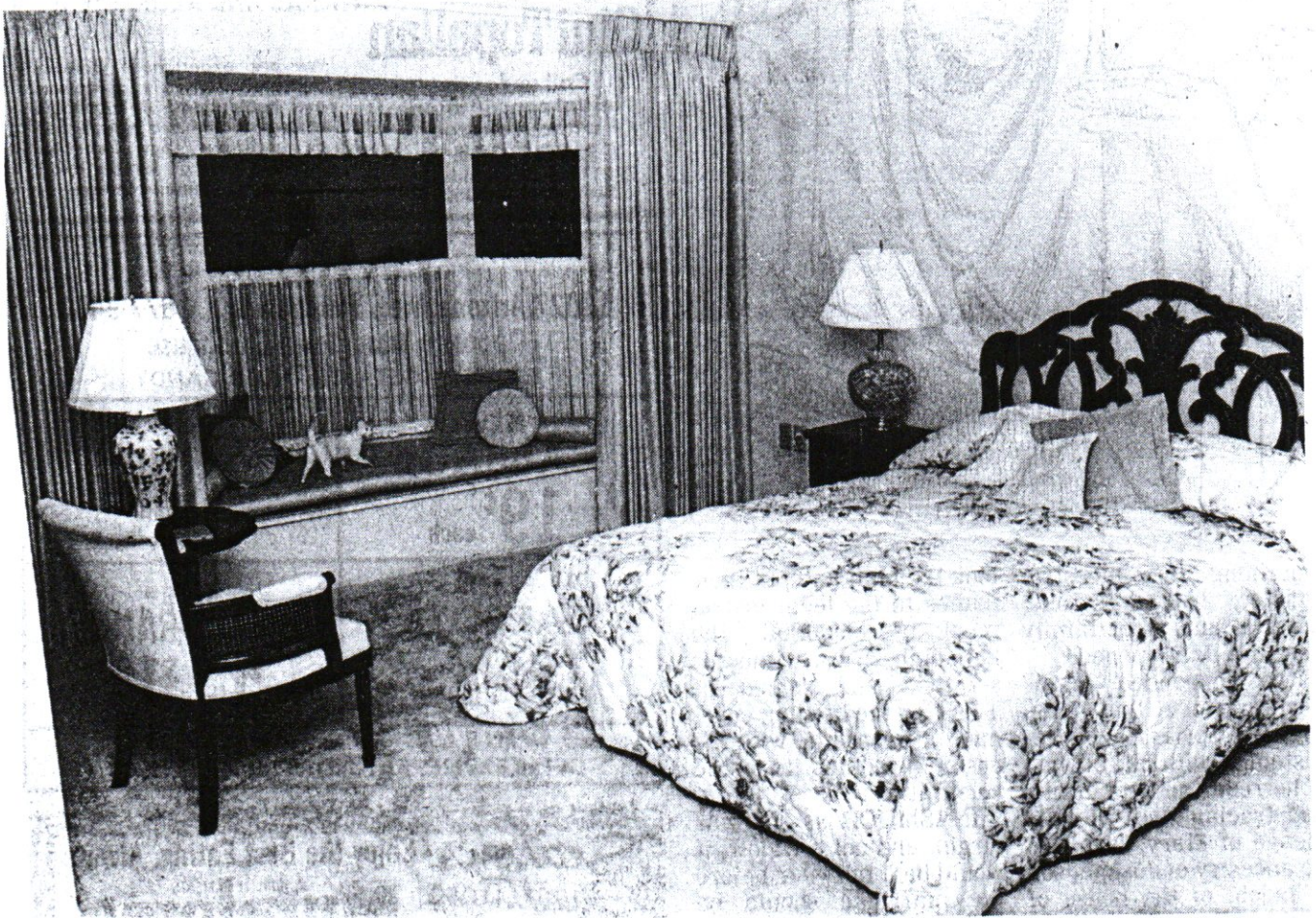
The least expensive duplex is disorienting, because of odd angles again, from the foyer, but it's fine and comfortable once you're further inside.

The duplex next door is very attractive, with 90-degree corners and a large dining-living room. It is comfortable, airy and convenient. It has two bedrooms and two baths.

THE OTHER two duplexes also are nice.

Overall, the Del E. Webb Development Co. has come up with a house collection that has great variety.

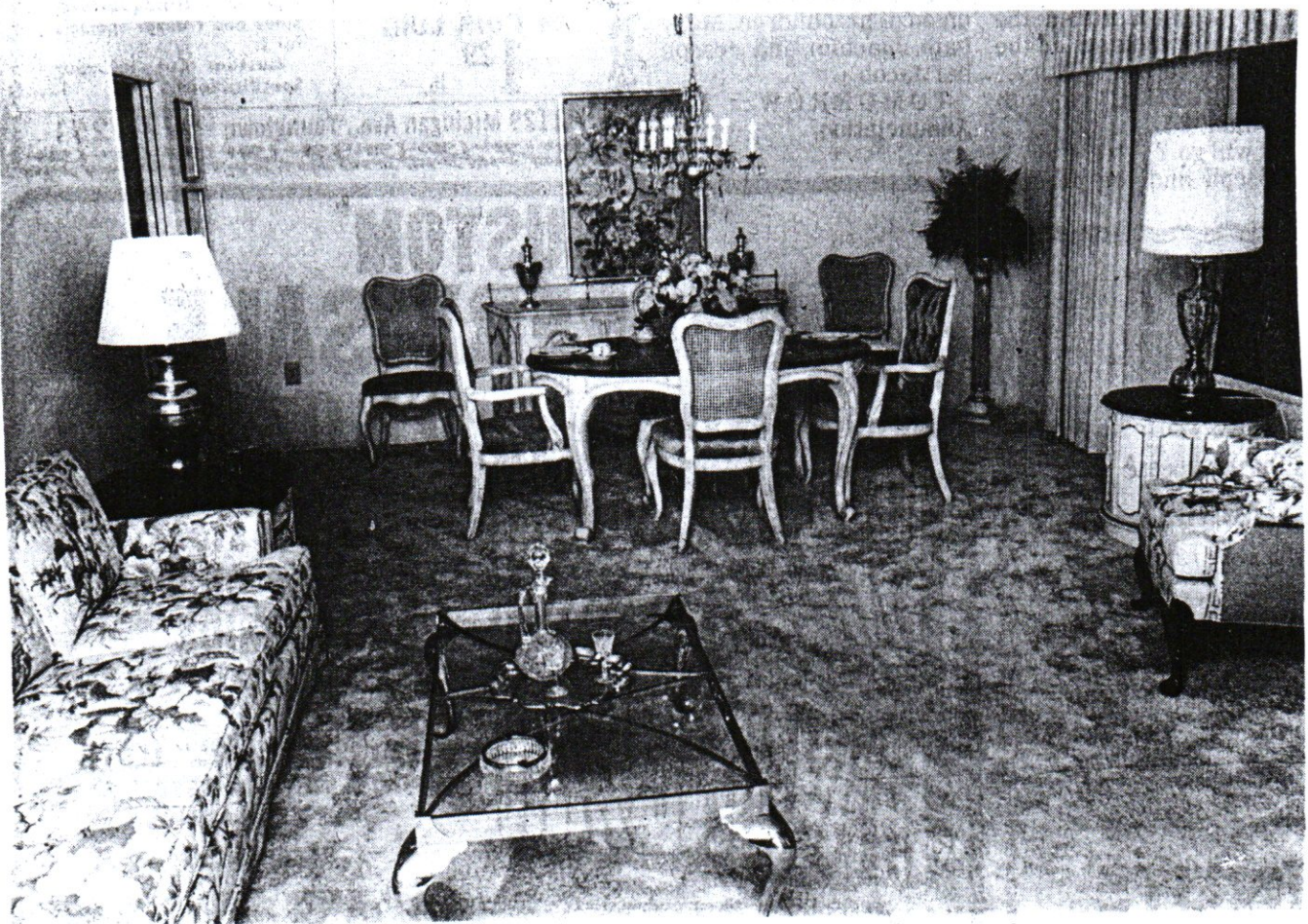
The models can be reached by taking Bell Road west to R.H. Johnson Boulevard to 20030 Meeker Blvd.



Bay window in the bedroom of this and several other models is an attractive option in the new Sun City West collection.

The Classic combines dining and living room areas in one room. It has a large airy Arizona room and kitchen with many cabinets.

(News-Sun Photos by Rick Smith)



WORK BEGINS THIS WEEK

Sun City West Plans 13,000-Acre Complex

By CHARLES RAYBURN
Gazette Business Reporter

Sun City West, representing nearly \$1 billion in housing alone, will begin construction this week on a 13,000-acre complex west of its twin community, 18-year-old Sun City. The site is 25 miles northwest of downtown Phoenix.

Giant earth-moving equipment in a few days will begin the huge task of carving out the new community's main and arterial streets and the first (core) area.

In the core area alone, an estimated 2.4 million yards of soil will be moved to make way for a sunken 18-hole golf course, a recreation center, commercial buildings, vacation special apartments, model homes and sales complex, plus a 7,000-seat theater.

THE MASTERPLAN on the first 5,700 acres (Phase I) of the new community has been completed and approved for development.

In an estimated seven to nine years, this first phase will house 32,500 retirees at an estimated construction cost of \$817 million. Features include 17,000 housing units with approximately 65 percent single-family dwellings and 35 percent condominiums; six 18-hole golf courses; three recreation centers, one main facility and two smaller satellites; a central shopping area; anchored by a major department store.

Also included will be three neighborhood shopping centers and six additional commercial sites designed principally for gas stations and financial institutions; a hospital, fire station, cemetery and at least 10 church sites; a complex for professional and medical offices; and an area for nursing home and extended care facilities. The first phase of the project will cover about half of the 13,000 acres of former ranch lands acquired for Sun City West.

JOHN W. MEEKER, president of Del E. Webb Development Co., pointed out that Sun City West will have great

economic impact on the Phoenix metropolitan area. During first phase construction, an impact estimated at \$662 million will be made on the construction trades and areas directly or indirectly affected.

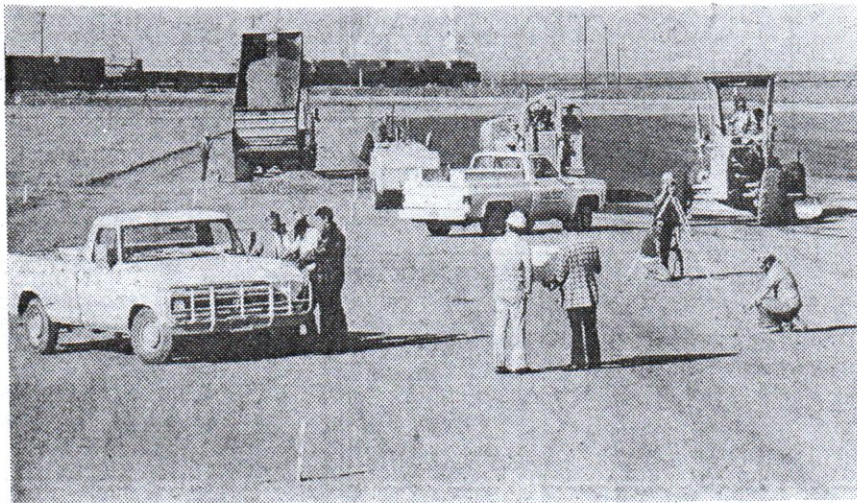
Construction and related areas will provide jobs for approximately 55,588 workers over the projected development period. In addition, a need for approximately 2,100 jobs in retail and service employment and another 350 in the administration and professional areas such as law, finance, health and medical fields will be created.

LIKE SUN CITY, the new community will mean millions of dollars in new taxable wealth to Arizona and Maricopa County, the spokesman noted. Total assessed valuation of the completed Phase I masterplan is conservatively estimated at \$101 million (in 1976 dollars) based on current assessing criteria and a development pattern as described in the masterplan report. In addition, an estimated 80 percent of Sun City West residents will come from other states.

The Webb company is best known as builder of America's largest resort retirement community, Sun City, on 8,900 acres northwest of Phoenix. Where lettuce and cotton once grew, a self-contained community has grown to 42,000 population.

Today, the state's seventh largest city boasts 10 golf courses, six recreation centers, six shopping centers, a 7,500-seat outdoor amphitheater that hosts name entertainment, a stadium that is winter home for the Milwaukee Brewers and one of the finest 250-bed hospitals in the Southwest.

IN 1977, 3,485 new home sales were recorded in Sun City, with a real estate value of \$168 million. With its present population, Sun City's economic impact on the county and state exceeds \$152 million annually in retail sales alone.



Preliminary site work at Sun City West, twin community to Sun City, is shown as trucks and scrapers prepare to start on main and arterial streets.

SCW

3,000 workers laid off in Sun City West

By Gail Reid
Northwest Valley Bureau

SUN CITY WEST — The sale and construction of houses here by the Del E. Webb Development Co. has dropped more than 66 percent during the past year, the company's president said.

Webb has been forced to lay off 3,000 construction workers as a result, according to John Meeker, Webb's president.

Real-estate salesman predict a similar slowdown in the resale of homes.

Meeker said sales have declined nearly 66 percent from 300 houses a month in early 1979 to 72 last month.

Construction of new homes has dropped nearly 75 percent.

The company is starting about 10 houses a week now, compared with 75 to 80 houses a week at the same time last year, Meeker said.

The company's construction staff has been reduced from 5,000 to 2,000, he added.

"The buyers are here, but due to the unsettled economic conditions, people are deferring the decision to

buy," Meeker said.

This year, the company probably will sell about 1,000 homes, compared to about 2,200 last year, he said.

Sun City Century 21 also has experienced a reduction in resales in the Sun City West area, a company spokesman said.

Last year, Century 21 handled sales of about 100 homes, while to date it has sold 18 to 20.

Meeker said his company recognized signs of the economic downturn early and has "adjusted for it

right along by slowing construction and reducing staff."

The company does not expect further cutbacks in building and employees, he said.

"We experienced a similar situation during the recession from 1973 to 1975," Meeker said.

Although the economic slowdown means a loss of revenue, Meeker said, it will not seriously hurt the company.

"We are trying to be conservative and just wait it out," Meeker said.

"We plan to be here 20 more years selling houses."

SCW



NEW DESIGN — The Broadmor home offers Sun City West buyers a new concept in single-family dwelling.

Daily News-Sun photo by Mollie J. Hoppes

Contact: Martha Moyer
(602) 468-6757 or 876-3455

Don Tuffs
(602) 468-6882

FOR IMMEDIATE RELEASE

RESEARCH, CONSULTANTS HELP SHAPE SUN CITY WEST HOME DESIGNS

Phoenix, AZ (Oct. 26, 1988) (WBB:NYSE/PSE) -- Are home builders today really creating and delivering a product that is tailored to the needs of homebuyers?

At the Del Webb Corporation, which has been building homes for active adults since 1960, company officials will answer the questions with a resounding YES.

Webb will open its newest model home series at Sun City West on Nov. 5. Paul Tatz, executive vice president of the Del Webb Corporation, believes the homes are the best designed in the 30-year history of the company. "These homes were designed after exhaustive research and consultation with the best architects and interior designers in the western United States," he said. "They were designed via a team approach and the results are outstanding."

In its 1983 and 1985 series homes, Webb began to utilize direct buyer feedback in its designs. The company conducted focus group research, the results of which were incorporated into the home designs.

In its latest model home series, however, the scope of Webb's research has been greatly expanded. "We have been researching these homes for more than a year and calling upon all the resources we have at our disposal," Tatz said.

"When you increase the size of your research base, the result is a better defined product that meets buyers' expectations."

Not only did Webb research the needs of its prospective buyers this time, they also conducted sessions with their sales counselors, upper-level company management, Sun City West residents, buyers at other active adult communities, and winter visitors to the Phoenix area.

The company also closely examined the habits of its buyers. Researchers looked at statistics on pricing, home size, types of upgrades and the popularity of optional features.

But the research did not end there. Company management visited other active adult communities in New Jersey, Florida, California and the Carolinas. All of this information was then examined by specially-selected task forces comprised of Webb executives.

"When you do this kind of in-depth research and combine it with the experience level of the key decision-makers at our company, the end result is a product that truly represents what today's active adults are looking for in a home," Tatz said.

The Webb executive also recognizes the caliber of talent serving the home building industry today. For that reason, Webb interviewed more than 20 architectural and interior design firms in the western United States before selecting four different firms to assist Webb planners with the designs.

For its single family homes, Webb selected Dorius Architects of Corona Del Mar, California. Single family interiors were designed by Carol Eichen Interiors of Santa Ana, California.

Its duplex and executive villa series were designed by Danielian & Associates of Irvine, California, with interiors by Creative Design Consultants of Costa Mesa, California.

"Southern California is rich with outstanding architects and designers," Tatz said. "The group we selected complements one another with important characteristics. Dorius was very responsive to our needs and we quickly established a very good rapport. Danielian gave us a very new and creative look architecturally. We have worked with Carol Eichen before and admire her work and reputation. And finally, Creative Design Consultants gave us the fresh approach we were looking for in our duplex and villa interiors," he said.

Webb applied a team approach to the design process. By bringing in the interior designers early, Webb and its architects were better able to apply creative design concepts. Creating a pedestal or short wall helped to define the flooring lines or determine furniture placements. Tatz said the result was a better blend of architecture and lifestyle considerations.

The research uncovered some strong preferences. Energy efficiency and functional features rated high among all segments of the people interviewed. Low maintenance, luxury features and architecture were also important considerations that Webb examined.

Energy saving features on Sun City West homes include:

- .. R-19 insulation in exterior wall, R-30 in ceilings.
- .. Insulated front entry door.
- .. Fluorescent lighting in baths, kitchen and utility room.
- .. High efficiency air conditioning and gas furnace.
- .. Weatherstripping on all exterior doors.
- .. Positive attic ventilation with eave and gable vents.
- .. Insulated garage doors.

Addressing the functional nature of the home, Webb included:

- .. Standard garages with opener and large covered patios.
- .. Semi-gloss interior paint for ease of maintenance.
- . Large wardrobe closets.
- .. Epoxy-coated wire rack shelving.
- .. Ample built-in cabinets and shelving.
- .. Luminous switches in baths, halls and bedrooms.
- .. Open kitchens, breakfast areas and Arizona rooms.

"We've worked hard to identify those features that re meaningful to our buyers," Tatz said. "The buyers are looking for value in the home and we have to make sure that every dollar is spent on the right feature at the right place."

Tatz said the team approach to design is an important factor in designing homes with the buyer in mind. "There is good balance and important exchanges in this process. We recognize everyone's ability and experience and put those characteristics to work for the buyer.

"We're assembling a team of consultants that understand the design process and will take us into the next century with the innovation that has become a hallmark of Del Webb."

Del Webb Corporation is a Phoenix-based company engaged in the management and development of active adult communities, real estate and leisure operations. It is presently divesting its leisure operation to concentrate on real estate activities.

Contact: Martha Moyer
(602) 468-6757 or 876-3455

Don Tuffs
(602) 468-6882

FOR IMMEDIATE RELEASE

VALUE AND CHOICE HIGHLIGHT NEW SUN CITY WEST MODEL HOMES

Phoenix, AZ (Oct. 26, 1988) (WBB:NYSE/PSE)--One of the challenges facing home builders today is how to appeal to the broadest possible market. It becomes even more of a challenge when the home builder is serving a very specific segment of the market -- active adults.

This is the challenge the Del Webb Corporation faced when designing its newest model home series for Sun City West. After more than a year of research and design, Webb will officially unveil its response Saturday, Nov. 5.

Paul Tatz, executive vice president of the Del Webb Corporation, hinted the response will be better directed to the specific needs of adult homebuyers than any previous model home series Webb has ever designed.

"What we've done with this new series is make the value of the product readily apparent to the buyer," Tatz said. "It may be an old marketing adage, but we've placed our emphasis on the benefits to the buyer. There are a lot of new features in these homes that our buyers will enjoy."

While making the value readily apparent, Webb has also decided to give its buyers more of a choice about what specific features they want in a home.

By allowing buyers to select the features they want, Webb has created a product that will appeal to the largest possible segment of the adult market.

A great deal of attention has been given to the exterior appearance of the homes as well. Rather than creating the architectural look through ornamentation, the functional structure of the home now predominates the design.

So, what does all this mean? A tour of the complex, located at 13323 Meeker Blvd. in Sun City West, answers all the questions. The 16 models include single family homes, duplexes and executive villas. Prices, in effect until Dec. 31, 1988, range from \$68,400 to \$192,000.

Webb has selected five different exterior designs for this model series, creating a variety of appearances. To the stucco Southwestern designs, Webb has introduced a Continental look, featuring added architectural relief, brick highlights, paneled doors and new exterior lighting selections. Additional detailing can be seen in its Traditional design.

The Mediterranean style, featuring a tile roof as standard, is complemented by a new Spanish Colonial design featuring leaded glass lights, ceramic tile, brick, concrete columns and additional relief and detailing.

"The architecture of these homes is very functional," Tatz said. "By creating deep inset windows, we've increased the amount of shading and the energy efficiency of the home."

Another means of increasing the energy efficiency of the home, in the minds of many buyers, is through the use of natural gas. This model series is the first in the history of Sun City and Sun City West that offers dual energy.

In keeping with its value theme, Webb has also made garages with automatic garage door openers, as well as large patio covers standard on all its homes. "We want our buyers to see and utilize the features that are important to them," Tatz said.

The interiors are where Webb's philosophy of value and choice become most apparent. In many cases, what has little perceived value is replaced by something that benefits buyers directly. A good example is Webb's use of a high quality semi-gloss paint rather than flat-base paint. "The semi-gloss is more costly, but it is more durable and easier to clean. It means less maintenance for the buyer," Tatz said.

By eliminating an interior archway or making a dishwasher an optional item, Webb feels it can deliver better value in the home. Optional dishwashers? Isn't it usually a standard item? Usually it is. But by studying the habits of its buyers, Webb has found that owners of smaller homes many times opt for additional cupboard space rather than the dishwasher. It's their choice.

Webb has also replaced ranges in the homes with cooktops and wall ovens. Wooden cabinet tops have replaced marble. Windows have become standard in utility rooms. Kitchen cabinets have been upgraded and wooden drawers have become standard.

Webb has also increased the use of built-in cabinets and shelving in many of its homes. Self-cleaning ovens are standard.

"Our experience with the adult market allows us to understand where they want the value," Tatz said. "We've really created homes that give the buyers what they want."

Open and airy interiors are a favorite of active adults. But rather than high vaulted ceilings, Webb has created an open atmosphere through the use of 10-foot exterior walls and less vaulting. "It allows our architects to become more creative," Tatz said. "We can use 8-foot sliding doors and add raised windows that allow more light into the home."

Another noticeable feature of the new Sun City West homes is the openness achieved by eliminating some walls. "We've found that a very open kitchen, breakfast area and Arizona room facilitate communication. This is the area where a couple spends most of their time, and without barriers, they can actually spend more time together," Tatz said.

With 16 models and three different modes, Webb has created a great deal of choice and flexibility in featurization. While automobile companies have offered compact, mid-size and luxury models for many years, Webb seems to have applied the principle to home building.

"We hope to have a product for everyone with this model series," Tatz said. "If they want a small home with little maintenance or a larger home to accommodate frequent guests or an even larger, more luxurious home, they can find it in Sun City West."

Webb's pricing structure supports Tatz's claim. Its 1,038 sq. ft., single family home sells for \$68,400. There are five other homes or duplexes priced under \$100,000. Eight other models are priced less than \$150,000, with two above that range.

"There are several featurization groups which offer buyers a wide variety of choices in the home," Tatz said. "Even in the less expensive homes, however, I think the quality of the features are much higher than any comparably priced home on the market. One thing our buyers demand is quality. I think our commitment to quality is one of the reasons Sun City West is the best selling active adult community in this country," he said.

By delivering more value and a greater choice for the buyer, Tatz believes these new models will prove to be the most popular homes in the community's 10-year history.

Del Webb Corporation is a Phoenix-based company engaged in the management and development of active adult communities, real estate and leisure operations. It is presently divesting its leisure operations to concentrate on real estate activities.