



Steve Chernek/Daily News-Sun

two remaining model homes in Sun City West.

Beginning to end

With 2 models to go, sales associate closes out long career in Sun City West

By **BRUCE ELLISON**
Staff writer

When Del Webb Corp. opened its first Sun City West model homes to the public 18 years ago, Irene Engel was there.

As sales representative, she sat amid the dozen or so models, each exquisitely furnished, and watched the hoopla, talking to excited prospective buyers. She sold one of the community's first five homes.

As the community developed and new models were added, Irene Engel was there too — along with the bands, the lush landscaping, the golf cars which ferried visitors to and fro; along with the occasional marching band, the balloons, the tour buses, the free ice cream cones, the other excitement.

Now, 16,832 homes and \$2 billion later, Sun City West is virtually finished. Irene Engel is still there.

She had moved to Del Webb's Sun City in October 1976 from a job in Mesa.

After 21 years, 10 months and five days on the job, Irene Engel sits alone in a small casita-like home, one of only two Webb has left to sell in Sun City West.

It is an unfurnished home, with a small table, two chairs and a water cooler. No balloons, no marching bands, no ice cream cones, no golf car limousines, no associates — no tour buses, no excitement, few prospective buyers.

She uses a cell phone to reach sales managers now stationed in the new Sun City Grand.

Irene Engel sold a house on Wednesday, leaving only the two. She fully expects to sell those last two by the end of August, she said. Why not? She's already sold \$75 million worth of homes in Sun City West.

When those last two homes are gone, so will Irene Engel be gone, retiring from the company after earning her way into the President's Club for sales achievement in 14 of 15 years; winning membership in the Platinum Club in many of those years and dining more than once in Paradise Valley at the home of Phil Dion, the company's president, in recognition of her sales efforts.

Along the way, she raised five children through college as a single parent, became an active member of Our Lady of Lourdes

► See Sales rep, A5

11/16/01

Ken Meade

Home: 584-4077

Son Steve Meade current President of KMR 974-1888

Ken was originally a sales counselor for KMR. When SCW was announced, gave SC residents option to buy a SCW house. For \$500 down they were given a guaranteed price. Signed Letter of Intent with offer subject to lot selection. Many realtors signed up, too.

At one point, had 11,000 letters of intent! (Only 3-4,000 were exercised.) DEVCO started building on the basis of that demand. House prices went up and SC resident had \$500 down on a house that had increased several thousand in price.

Had a lot of rain that winter. Washed out Bell Rd bridge. Had to detour via Grand. RHJ was two lanes with mud on either side. Many prospective buyers turned around and left.

Others decided to put house up for sale to take advantage of increase in price. "For Sale" signs were everywhere! Some with homes in SC put both up for sale, letting sale decide where they would live.

DEVCO had a resale div. At the time and did not allow realtors to establish offices in SCW. (Same had been true of SC – KM wasn't able to negotiate an office there until final years of SC).

Unsold houses became "inventory houses" for immediate sale. Cabinetry and woodwork was complete, but new owner got to pick carpeting and flooring. Also, would enclose carport for \$1500.

KM left Webb in Spring '82 to manage Mull Realty. Did so well, owner told him he was making too much money. "So are you," he replied. "You just bought a big new Lincoln." Didn't like his answer and fired him.

Ken and wife went off to vacation in FL. Many of the Mull agents contacted him to set up his own business. Opened KMR in 198e. Started with 3 agents and soon had 15. Became #1 in market in 4-5 years. Now sell 45-50% of all homes sold in this area.

Opened KM office in SCW in 1986. O'Keefe Red Carpet was first to open office here, and biggest at the time. Due to family infighting, lost focus and today is mainly a rental office on Bell.

DAILY NEWS-SUN

WEDNESDAY, FEB. 9, 2005

Fitzpatrick Ranch land finally sold

KATY O'GRADY
DAILY NEWS-SUN

The third and final phase of a long-awaited Sun City West development appears secured with the property's sale now in escrow.

Fitzpatrick Ranch, being built by Granite Crest Homes at Deer Valley Road and Veterans Drive, has been more than 10 years in the making. It originally called for 60 homes on 20 acres, but various delays, ownership changes and other issues have delayed construction.

PORA Director Bill Hafeman said he received notice Monday evening of the pending sale.

"That's going to close a chapter in Fitzpatrick Ranch," he said. "We will no longer have that vacant land over there."

In 1994, Timothy Fitzpatrick was planning to build the 60 homes at the site, but in 1997, he sold 5 acres to Prince of Peace Catholic Church. He later received county approval to build 45 homes on 15 acres, but 5 acres were spun off to his ex-wife, Gail Ann Thomas, who put her property up for sale separately.

After several delays, Fitzpatrick sold his property in August to Granite Crest Homes, which finalized plans for development of 15 homes on the first 5 acres followed by an additional 15 homes on the second 5 acres.

Thomas tried to sell her land for \$900,000. She said this morning she could not disclose the sale price, but was happy a deal was worked out with Granite Crest Homes.

"I think they're going to be very successful, which is good for me and for the community," she said. "It think it's really a good idea that all three parcels are going to be built by the same developer."

Thomas said she is impressed with the floor plans as well.

"It really looks very nice," she said. "There's even some with an optional golf car garage."

Thomas was unsure when escrow might close.

Other developments in and around Sun City West also are bounding forward, Hafeman reported at Tuesday's PORA meeting.

Steadfast Companies, which is building Deer Valley Gardens Apartments at the southeast corner of 151st Avenue and Deer Valley Drive, expects to have the first phase of its complex completed by July.

The project will be built in six phases, with the final phase to be finished by the end of the year. In all, there will be 36 apartments in one-story buildings and 128 apartments in two-story buildings.

The first phase will include 12 apartments in three one-story buildings, along with a recreation center and a swimming pool.

By March 15, the company plans to have a phone number — 582-6400 — activated for people interested in the units, which will be available for move-in after mid-August.

More information on Deer Valley Gardens Apartments is available at www.deervalleygardens.com.

In other developments, Hafeman reported:

- Pulte Homes has submitted a preliminary plat for the third phase of its Corte Bella development, which will involve 299 homes on 83.3 acres contiguous to the Sun City West expansion area.

The third-phase density will be 3.59 units per acre, which is higher than the previous two phases. Phase one had 532 homes on 313.7 acres and phase two had 819 homes on 320.1 acres. Overall, though, the development's total density, at 2.3 units per acre, will be lower than Sun City West once Deer Valley Gardens Apartments and Fitzpatrick Ranch are completed.

- Developers of the Sundero subdivision located about one-third of a mile east of the northeast corner of Corte Bella have requested county approval of their final 68 homes on 19.82 acres. Access will be from the realigned El Mirage Road.

In addition to the residential portion, the developers are planning the Sundero Plaza commercial section on 20.2 acres on the other side of Trilby Wash. Medical, professional, real estate and small retail stores are planned in the commercial area.

Hafeman said the developers asked the cities of Surprise and Peoria to annex the property, but both municipalities declined.

"When you get turned down from Peoria and Surprise right now, you know they don't want you," he said. "Apparently, they don't want the obligation of providing (services)."

- Peoria last week annexed 979 acres that includes the proposed Tierra del Rio residential development near 107th Avenue between Happy Valley Road and Dynamite Boulevard.

The development is expected to bring an estimated 5,800 people living in 2,102 homes, and about 71 acres of commercial property. Construction is planned to begin late this year.

SUN CITIES INDEPENDENT

April 30, 2003

Big houses expensive mistake

By **Diana Shaughnessy**
Independent Newspapers

Sun City West visitors driving along Crown Ridge behind R.H. Johnson Recreation Center may be surprised to find two large houses among the smaller ones more commonly seen in the community.

The houses were actually expensive mistakes made by John W. Meeker Jr., former president of Del E. Webb Development Co., intended to attract wealthier people to Sun City West.

The houses were part of the Regency Models, created between the 1978 and 1982 model homes. These large models were opened for inspection in 1981.

At a time when other Sun City West homes were listing for \$66,000 to \$127,000, the Regency houses had list prices of \$375,000 and \$395,000.



Photo by Diana Shaughnessy/Independent Newspapers

The Regency models were created by John W. Meeker Jr. to attract wealthy individuals to Sun City West. With rising interest rates and a falling real estate market in the early 1980s, two model homes are the only ones remaining from the expensive experiment.

The smaller of the two is 4,200 square feet, while the other boasted 4,680 square feet.

Larger lots were made available near Briarwood Country Club to accommodate

these larger houses.

Many options were available with the Regency Models, including a library, reading loft, maid's quarters and an optional sauna room.

Both are two-bedroom homes, with master bathrooms almost as large as the master bedrooms.

There are many stories associated with the two houses, including a rumor that a movie star's mother lived in one, but none could be substantiated.

The houses remain as mute reminders of one of the few expensive housing mistakes made by Sun City West visionary John Meeker.

SUN CITIES INDEPENDENT

JAN. 23-29, 2002

Sun Cities property valuations rise less than county average

Sun City's values go up 5.9 percent; Sun City West increase is 10.5

By Mike Russo
Independent Newspapers

It is a case of good news, bad news for property owners in the Sun Cities.

Property valuations for 2003 will be going up 5.9 percent in Sun City and 10.5 percent in Sun City, Kevin Ross, Maricopa County assessor, announced last week. In Sun City Grand, located in the city of Surprise, the value will go up 13 percent.

The median sales price of homes in Sun City in 2001 was

\$97,000. In Sun City West, the median sales price was \$134,125, and in Sun City Grand it was \$170,437. The reason for the considerably higher sales price in Sun City Grand is the community is still selling new homes, whereas Sun City and Sun City West have only resale homes.

That is the bad news.

The good news, despite the increase, the valuation rise in

the Sun Cities is lower than the county average.

Countywide, property values will take an average 15.5 percent hike next year, according to Mr. Ross.

Sun Lake's, also a retirement community like Sun City and Sun City West, experienced the smallest appreciation in valuation, 0.9 percent, Mr. Ross said.

"Sun City assessments will remain low because there is such a large volume of sales and turnover in homes," Mr. Ross said. "You can drive down the street and see many homes with for sale signs out front."

"When you have a senior community, you limit your market of available buyers," the continued.

Mr. Ross also noted that Sun City lags behind the other two communities in the per capita number of building permits for remodeling projects.

"Remodeling going on in Sun

City is not as dramatic as other areas," Mr. Ross said.

Another reason for Sun City's smaller increase is the 1,874 households that have qualified to have their valuations frozen under terms of Proposition 104.

To qualify for the program, one of the property's owners, living in the house, must be at least 65 years of age, the house must be the primary residence and the owners must have lived in the home for at least two years. Annual income must not exceed \$25,440 for a single person or \$31,800 for couples. Residents would have to reapply for the exemption every three years — to determine if there has been a change in status.

In Sun City West, 643 households qualified to have valuations frozen, Mr. Ross noted.

"This was the first year of the program and we expect the number of qualifiers to double," Mr. Ross said.

See ■ VALUES, Page 9

Daily News-Sun • Wednesday, Jan. 23, 2002

County encourages senior citizens to apply for freeze on property values

ASSESSOR'S OFFICE: 2003 valuations are to be mailed to homeowners Feb. 7

MICHAEL MARESH
DAILY NEWS-SUN

With property valuations increasing for 2003, the Maricopa County Assessor's Office is encouraging qualifying Sun Citizens to apply for a freeze under the Senior Home Ownership Protection Act.

Sun City Grand's median sale price of homes was the highest among the three Sun City retirement communities, with a median 2001 sale price of \$170,437, followed by Sun City West at \$134,125 and Sun City at \$97,000, according to the 2003 valuations.

The median change for 2003 from 2001 in percentage figures for Sun City is 5.9 percent, Sun City West, 10.5 percent and Sun City Grand, 13 percent.

Valuations will be mailed to homeowners on Feb. 7.

Already taking advantage of the senior home ownership act are 1,874 Sun City homeowners and 643 Sun City West homeowners, said Maricopa County Deputy Assessor Jim Meulmans.

Meulmans said the assessor's office changes the property tax values of homes every two years.

"From a tax change, the largest would be from the county," he said, adding that exact dollar amounts and savings are not yet known. The exact figures will be released in

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February.

"Until the tax rates are set, we cannot say what the changes will be from this valuation," he said.

Meulmans said the assessor's office is expecting more seniors to apply for the valuation freeze for 2003. The deadline to apply is Oct. 1.

"We are still expecting more seniors to register for this as word of mouth gets out," he said. "There is an expectation to have more seniors apply."

Qualifying senior citizens across the state can apply to freeze their property

valuations if they meet the following criteria:

- They are older than 65.
- They have lived in their homes for more than three years.
- They make less than \$25,440 per year as an individual or less than \$31,800 as a couple.
- They do not sell their residences.

For more information, the Maricopa County Assessor's Office can be contacted at 602-506-7220.

Michael Mares can be reached at mmares@aztrib.com or at 623-876-2513.

See 2003 valuations, A5

Webb project wins approval

1ST FOR DEVELOPER:

Gated country club community caters to adults

MICHAEL MARESH
DAILY NEWS-SUN

Ground breaking on Del Webb's first active-adult country club community is scheduled for early next year after county supervisors gave the project the green light Wednesday, with stipulations.

Pleasant Valley Country Club, a gated community planned on 718 acres of the Bodine Orchard on Deer Valley Road, won Maricopa County Board of Supervisors' approval with the stipulation that the Williams Drive entrance to Sun City West would be used as an emergency access only. The Sun City West Fire District wants Williams Drive open to provide better emergency service to the development.

Additionally, the last 200 feet of the drive will be landscaped to give the appearance that the road is not an access or entrance. A gate also will be installed.

"As long as there is no ability in the future for it to



STEVE CHERNEK/DAILY NEWS-SUN

Randy Fuller, president of the Sun City West Property Owners and Residents Association, studies the agenda before speaking to the Maricopa County Board of Supervisors Wednesday about the Pleasant Valley Country Club project.

PLEASANT VALLEY AT A GLANCE

- 1,850 single-, double- and tri-level homes
- Private 18-hole championship golf course
- Clubhouse
- Dining facilities
- Fitness center
- Tennis courts

be a public access, we think it is probably wise (to leave it)," said Del Webb attorney Stephen Earl.

Williams Drive now comes

to a dead end at a wall, but when Del Webb Corp. built the expansion area of Sun

See Webb project, A5

Daily News-Sun • Thursday, Nov. 8, 2001



STEVE CHERNEK/DAILY NEWS-SUN

Randy Fuller, left, president of the Sun City West Property Owners and Residents Association, shakes hands with Stephen Earl, representing the Del Webb Group of Pulte Homes, developer of the Pleasant Valley Country Club northeast of Sun City West, after the project was approved Wednesday by the Maricopa County Board of Supervisors.

OVER

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City West, its designers believed Williams Drive someday would lead outside that community, so the roadway was paved as a five-lane through road.

Del Webb has since become the Del Webb Group of Pulte Homes.

The Williams Drive question concerned some Sun City West residents who believe leaving the road open would mean more traffic in their neighborhoods.

Sun City West Property Owners and Residents Association President Randy Fuller said he agrees with Williams Drive being used as an emergency access road — for now.

Fuller said when El Mirage Road is extended north to Loop 303, there will be easier access to the country club. But when the road is finished in 2004, the Williams Drive emergency access should be closed, he said.

"I am not in total agreement with the fire district," he said.

Opening of Williams Drive isn't in the best interests of Sun City West residents, he said. "Even if there is a crash gate, there are ways to get around it," Fuller said after the meeting. "We want the wall to be back up there."

Supervisors' Chairwoman Jan Brewer said when El Mirage Road is finished, the board will revisit the issue.

Another item of concern with Pleasant Valley was whether a second wall would be built where the new community meets Sun City West's wall. Sun City West organizations and Del Webb agreed the current Sun City West wall should suffice for

neighbors of the two communities to share, but all 32 residents who live on the east side of Sun City West along Williams Drive would have to sign off on this.

Earl said all 32 have agreed to let the developer use their wall for a small fee.

"We offered \$500 for the easements rights to the wall, and all 32 homeowners were in agreement," said John Waldron, Del Webb spokesman. "They all supported the single wall concept."

Pleasant Valley is slated to have 1,850 homes with 3,500 residents in single-, double- and tri-level homes. The community's country club, Pleasant Valley Ranch Club, calls for an 18-hole golf course and other recreational amenities.

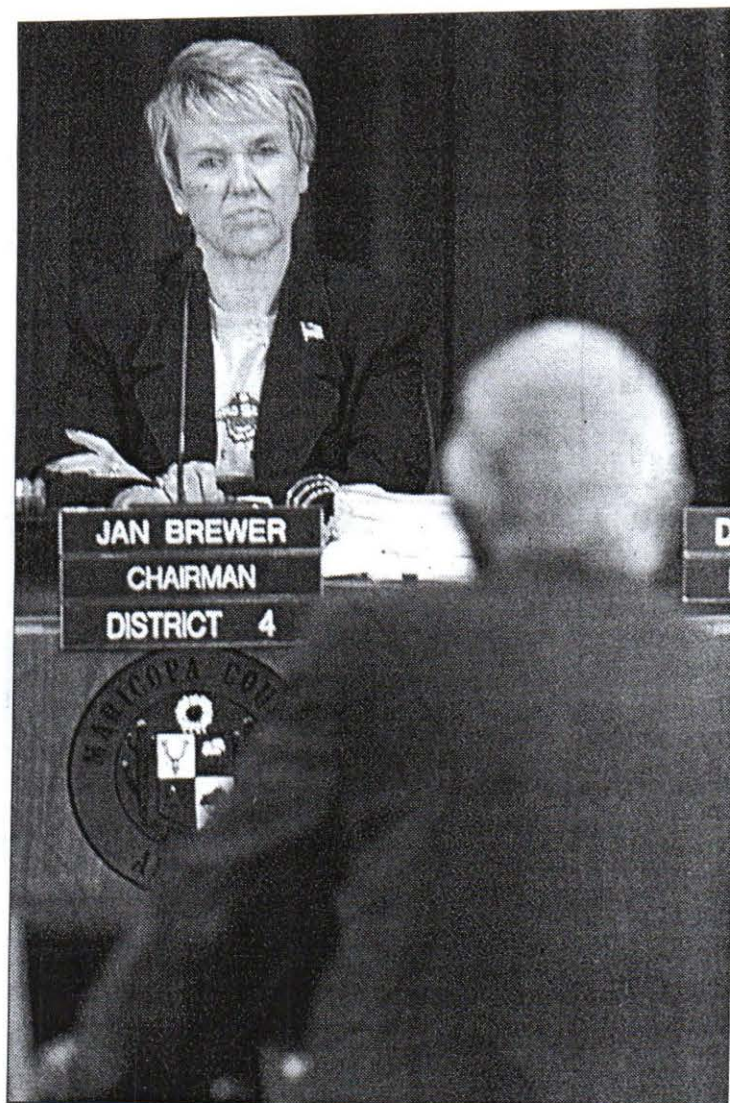
Pleasant Valley involves development of the Bodine Orchard with other surrounding land. Of the project's 1,850 homes 200 houses will be sold per year so there won't be one big influx of new residents at the same time.

Brewer said the Bodine property has been a big concern for some time as well as other such developments.

Earlier plans by Continental Homes to develop as many as 2,400 homes on Bodine's 638 acres drew considerable criticism from some Sun City West residents.

Opposition, led by the Sun City West Community Coalition, eventually prompted Continental to withdraw the plans, when Brewer said in August 1999 that she wouldn't vote to approve them.

Webb soon thereafter said it would look at the land, then decided its limited-time option didn't allow it enough time to properly plan



STEVE CHERNEK/DAILY NEWS-SUN

Jan Brewer, chairman of the Maricopa County Board of Supervisors, listens to Randy Fuller, president of the Sun City West Property Owners and Residents Association, express his concerns about access to Williams Drive and the Pleasant Valley Country Club project northeast of Sun City West.

something for the site. Webb backed out in March 2000.

But last year, Webb again confirmed it was talking with the Bodine interests about the land, adding that it was eyeing developing a country-club community there, and said it would take six months or more to mull the matter. It pledged that any project would be compatible with nearby Sun City West.

The density of the Continental project — the number of homes per acre — was part of what upset residents two

years ago. Webb's Pleasant Valley Country Club has about 2.5 homes per acre, similar to abutting parts of Sun City West. Continental's projected density was nearly four homes per acre.

"This is something we can go with today," Brewer said. "This is like a red-letter day for me. This property has been sitting out there for a long time."

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Sun City West residents prevail

DENSITY ISSUE:
County panel
rejects
Fitzpatrick's bid
for 60 homes

MICHAEL MARESH
DAILY NEWS-SUN

Sun City West residents won a victory Thursday when the county planning and zoning commission voted 4-3 in favor of a proposal to reduce the number of houses proposed for a subdivision near their community.

The plan for the proposed Fitzpatrick subdivision near Sun City West will be forwarded to the Maricopa County Board of Supervisors.

With 66 Sun City West residents in attendance, the Maricopa County Planning and Zoning Commission recommended the Maricopa County Board of Supervisors approve the development with the stipulation that 45 homes, not 60, be built on

the parcel. Commission Chairwoman and Sun City West resident Carole Hubbs voted with the majority.

The Recreation Centers of Sun City West, Sun City West Coalition and Property Owners and Residents Association of Sun City West have been pushing for the 45 homes instead of 60.

Tim Fitzpatrick's Senior Accessible Housing company was proposing 60 single-family units on 15 acres of land by Veterans Drive north of Deer Valley Road near Sun City West.

The Fitzpatrick family originally had 20 acres at the site and wanted to build 60 homes. But 5 acres were sold to Prince of Peace Catholic Church for a parking lot a few years ago, and Tim Fitzpatrick now wants to build 60 homes on the remaining 15 acres.

Fitzpatrick's attorney, Charles Ayers, said the property is intended for handicapped-accessible units, which would be beneficial to Sun City West.

The 60 homes has always been the plan, regardless of the size of the land, he said.

"What makes sense here?" Ayers asked. "Our lots will be the same size or smaller than surrounding (areas)."

The development, he said, had been approved in 1994, and that decision should stand.

Gail Fitzpatrick, wife of Tim Fitzpatrick, said she sold 5 acres for parking to Prince of Peace Catholic Church with the understanding she could proceed with 60 homes on the property.

"I didn't own 20," she said. "I owned 15." She said her brother and sister owned the 5 acres that were sold to the church, and they joined the project after selling the 5 acres.

"Fifteen times four equals 60," Gail Fitzpatrick said. "That is why we asked for 60."

Chuck Gameros, co-chairman of the Sun City West Community Coalition,

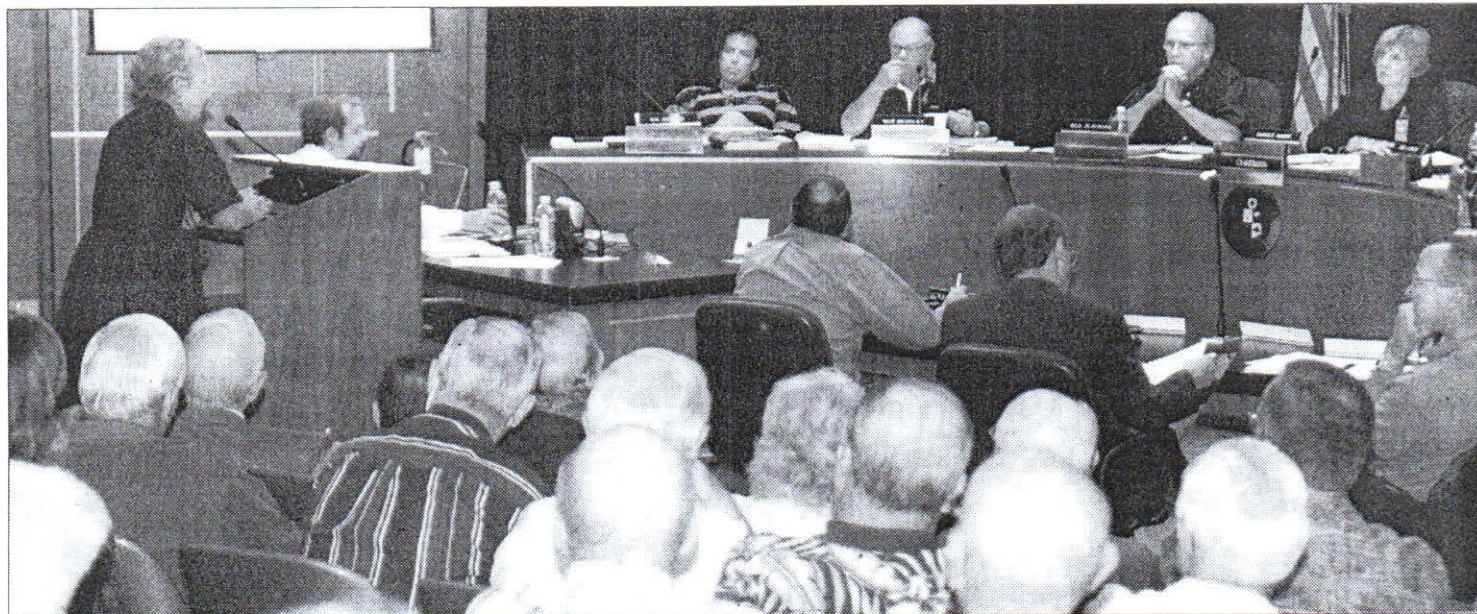
See Panel OKs, A5



JOY LAMBERT/DAILY NEWS-SUN

Sun City West residents listen to comments on the Fitzpatrick property density issue at the Maricopa County Planning and Zoning Commission hearing in Phoenix Thursday.

OVER



JOY LAMBERT/DAILY NEWS-SUN

Randy Fuller, president of the Sun City West Property Owners and Residents Association, addresses the county planning and zoning commission in Phoenix Thursday.

Panel OKs plan with stipulations

From A1

said Sun City West residents want the property to be consistent with what already is in place in the retirement community.

"I live close to this property," he said. "It does make a difference to us. We are set up for a certain size."

The proposed development, Gameros said, should be allowed to proceed, but only with 45 homes.

Recreation Centers of Sun City West President Dee Hjermstad voiced three concerns to the commission — no senior overlay is in place for the property, it may not be compatible with other Sun City West homes, and it's too dense.

The county cannot rule on senior overlay issues, Hubbs said, and therefore that issue was not discussed. Ayers said that issue can be ironed out.

"None of us has seen any rendering of what the homes look like," Hjermstad said. "It is important these have the same style and quality."

Past rulings about the number of homes should have no bearing on the commission's decision because things have changed since then, Hjermstad said.

Sun City West Property Owners and Residents Association President Randy Fuller, motioning to the crowd, told the commission those in attendance represented a small fraction of the residents who were concerned about certain stipulations on the property.

"Today, we truly speak here with one voice," he said. Fuller also pointed out PORA is not opposing the entire project, just some of its conditions.

Fuller said when the developer sold 25 percent of the property, he forfeited his right to build 20 homes, or 25 percent of the proposed 60. "Fifteen times three equals 45," he said.

Fuller told the commission PORA sent out 2,847 questionnaires and of the 717 that were returned, 98 percent wanted the density limited to 45 homes.

While the county has no control over age-overlay issues, Fuller said PORA wants the developer to abide by them.

"We strongly object to any homes in our boundaries that do not have an overlay," he said.

Fuller also said the red-tile roofs proposed for the homes is inconsistent with other

Sun City West residences.

"This is not acceptable," Fuller said.

Just as troubling, Fuller said, is whether the developer even has the funds to complete the project.

Ayers said the density even with 60 homes is lower than other nearby communities, but one commissioner didn't buy into that argument.

"You were granted 60," said Commissioner Sal DiCiccio. "If you sold off 15 acres, would you still want 60 homes? That's just a logical question in my brain. This is not that complicated of a case."

Gail Fitzpatrick countered by pointing out the agreement she made when the 5 acres were sold to the church.

"What we are concerned about is the land that (you have now)," responded Commissioner Abe Harris.

Gail Fitzpatrick said the commission wasn't looking at the whole picture.

"It seems like you are not comparing apples to apples," she said. "I feel double-crossed. I actually do."

She said when the sale was made to the church, there was an agreement it would not have an impact on

the number of homes she and her husband could build.

"But you sold 5 (acres)," Harris said.

Commissioner Mark Pugmire wanted to know if there was any prior wording that specifically mentioned the number of homes that could be placed on the property.

Pugmire, agreeing with the Fitzpatricks' argument, said the county standard limit is 3.6 homes per acre, not 3, which is what Sun City West residents are asking for.

"It seems to me we should be looking at our targets," he said. "I don't understand the logic."

Commissioner Robert Beckley, also agreeing with the Fitzpatricks, said if the lots are no smaller than neighboring lots, they should be considered.

After the commission voted to recommend the project to the supervisors with the stipulations, Ayers said he would ask the board to reconsider the commission's decision.

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Project's density fires debate

SUN CITY WEST: Developer, community groups lock horns

STAFF REPORT

Tensions escalated this week over a proposed housing project near Sun City West when developer Tim Fitzpatrick and PORA sprinkled the community with letters supporting contrary positions.

Fitzpatrick's plans to develop 60 homes on 15 acres don't bode well for the Property Owners and Residents

Association, nor the Sun City West Coalition and the Recreation Centers of Sun City West.

The letters are a precursor to a zoning hearing for the proposed Fitzpatrick Ranch project that has been postponed until the Maricopa County Planning and Zoning Commission's tentative Oct. 4 meeting. The meeting, originally scheduled for Sept. 6, will begin at 9 a.m. at 205 W. Jefferson St., Phoenix.

PORA is considering providing round-trip transportation to the meeting if enough residents show interest in attending. It also is

conducting a poll of residents to gauge their opinions on the situation.

Fitzpatrick is requesting approval from the county to develop 60 homes on 15 acres, or four homes per acre, on his land near Veterans Drive north of Deer Valley Road.

Fitzpatrick maintains he received county approval for the four homes per acre in 1994, but PORA is insisting he stick to three homes per acre, or a total of 45 homes on 15 acres.

The county approved a

See Debate rages, A4



DAILY NEWS-SUN FILE PHOTO

Property owned by Tim Fitzpatrick, completely surrounded by Sun City West boundaries, is being considered for rezoning. The Prince of Peace church is in the background.

OVER

Debate rages between SCW groups, developer

From A1

20-acre project in 1994, and Fitzpatrick said it doesn't matter that the land now has five fewer acres. The five acres were sold to the Diocese of Phoenix for parking at the Prince of Peace parish.

"I am the only one still around who knows what happened," Fitzpatrick said, adding that he believes PORA has overstepped its bounds.

Fitzpatrick began plans to develop the property in late 1997.

"The county tells you how many houses," he said. "It's four houses per acre — period. ... It's a done deal. The (county) has to do it, and PORA knows it. It's passed."

PORA President Randy Fuller, however, believes the community groups will convince the county otherwise.

"We are pretty firm in our belief that our position is well founded," he said. "Our position is: Density should be limited to 45 homes. We think planning and zoning will go with us."

Aside from the higher density that could cause a ripple effect with similar new developments getting approval near Sun City West, Fuller alleges PORA is concerned about Fitzpatrick's development not being age-restricted.

"Finally, there is definite doubt as to whether the developer will seek a senior citizens overlay from the county for this project," Fuller wrote in his community letter. "The absence of such an overlay may well end up allowing for the project to be multigenerational."

Fuller said concern about younger people being allowed to move in arose at an Aug. 7 meeting with the developer.

Fitzpatrick, however, says in his letter that the homes will be designed for seniors who no longer enjoy the recreation centers and are moving into their next phase in life when they may need some assisted-living services.

On July 1, the rec centers governing board increased the fee developers pay to gain membership from \$5,000 to \$8,000 per home, said Mauryne Hall, public relations coordinator for the centers. She said membership is "mandatory" for all homeowners in Sun City West. "Homeowners pay an annual assessment fee of \$170 per person," said Hall.

"PORA and the Sun City West Coalition want me to build 45 upscale trophy houses on the 15 acres, which would initially mean that the rec centers is going to get 90 new members excited about getting their money's worth out of the rec facilities," Fitzpatrick wrote. "As an alternative, I want to provide 60 existing Sun City West couples ... a chance to buy a new home designed for extended independent living with dual functioning features that disappear when not needed. A house designed to be caregiver friendly. ..."

In his letter, Fitzpatrick criticizes the Del Webb Corp., which he claims "sold out and left you all with a vacant lot in the middle of your neighborhood."

"Webb left but the county and I are still here," he wrote.

Fitzpatrick stated he "is

attempting to build an infill project on the vacant lot Webb left behind."

John Waldron, public relations spokesman for Del Webb Corp., said Webb supports PORA's stance on the Fitzpatrick subdivision — 45 homes on 15 acres as opposed to 60 homes on 15 acres.

Aside from requiring 80 percent of the homes be owned by people 55 and older, Fuller said PORA also wants to know what the homes will look like, their price range, and whether Fitzpatrick has the financial capability to complete the project.

"We've never been shown he's capable of completing the job," he said.

Fitzpatrick, in his letter, states the homes would start at \$170,000 for the 10 smallest, about 7,000 square feet.

Jan Brewer, chairwoman of the Maricopa County Board of Supervisors, said the supervisors will hear the case three weeks after planning and zoning makes a decision.

"I understand the controversies, but I don't have all the details to have an opinion," she said. "As always, we will be cognizant of neighborhoods and what is compatible with the Sun City West community."

"A lot of time, planning and zoning issues tend to be controversial. Residents want to make sure they have a voice," Brewer said. "There has been a great deal of controversy in Sun City West. We (supervisors) have listened and learned."

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FRIDAY, MAY 25, 2001

Webb plan earns cautious smile

Upscale homes, age restrictions praised

By Ashley Bach
The Arizona Republic

Sun City West leaders reacted with cautious but positive resolve this week to news that Del Webb will build a 850-home gated community on the northeastern edge of town.

Del Webb hasn't released any details on the upscale project, which is called Pleasant Valley Country Club and will cover 718 acres near Deer Valley Drive and El Mirage Road. But people like what they see so far.

"The plan itself is very

good," said Dee Hjermstad, president of the Recreation Centers of Sun City West. "It's typical Del Webb, a very well-planned community."

The leaders' reaction is a stark contrast to 1999, when a plan by Continental Homes to build 2,400 homes on the same site met with strong opposition from several community groups. Continental later backed out.

The reason for the support this time lies in the strength of the Webb proposal, which unlike the Continental plan includes low-density, upscale, age-restricted homes, the lead-

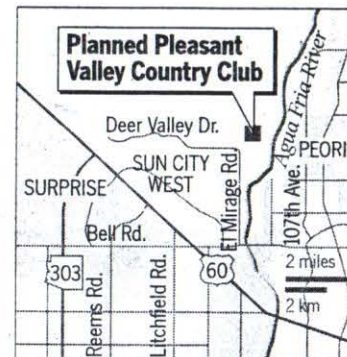
ers say.

"If they do what they've planned to do, it's a good use for the land," said Randy Fuller, president of the Sun City West Property Owners and Residents Association.

The density of the homes — and the age and income of the future residents — is just what those in Sun City West want, Hjermstad said.

"These are our kind of people," she said.

The project brings up one major concern, leaders say. A few thousand more people will no doubt bring more traffic and congestion to an already



Mark Waters/The Arizona Republic

growing area, they say.

This, they say, is particularly true at Williams Drive, where one of the three entrances to the community is tentatively planned. The intersection of Williams and Deer

Valley Drive and surrounding streets are already pushed to the breaking point, Hjermstad said.

With the Palm Ridge Recreation Center nearby, "the potential traffic problems are really, I think, rather severe," she said.

Fuller, who is examining several other potential subdivisions north and east of town, says the project is important but is rather small in the scheme of things. One possible development near Lone Mountain Road includes 9,300 homes on 3,100 acres, he said.

Reach the reporter at
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Daily News-Sun • Thursday, May 17, 2001

Webb unveils Bodine plan

PLEASANT VALLEY COUNTRY CLUB:
Gated,
1,850-home,
adult country-club
community
planned for 718
acres next to Sun
City West

JCE ELLISON
DAILY NEWS-SUN

Del Webb Corp. expects to
plans next week with Mari-
ona County to create a gated,
1,850-home, adult

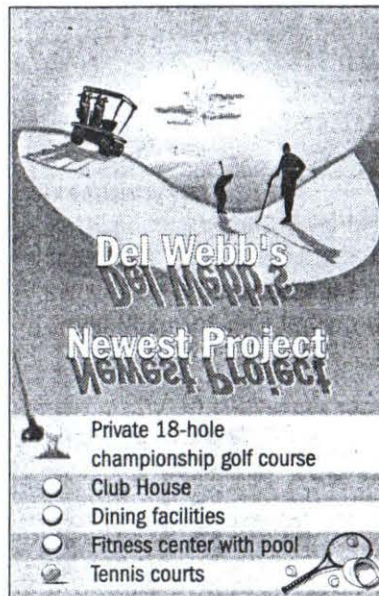
country-club community on
718 acres next to Sun City
West on Deer Valley Road.

The project will be called
Pleasant Valley Country Club,
after the citrus grove now on
the property owned by the
Bodine Co.

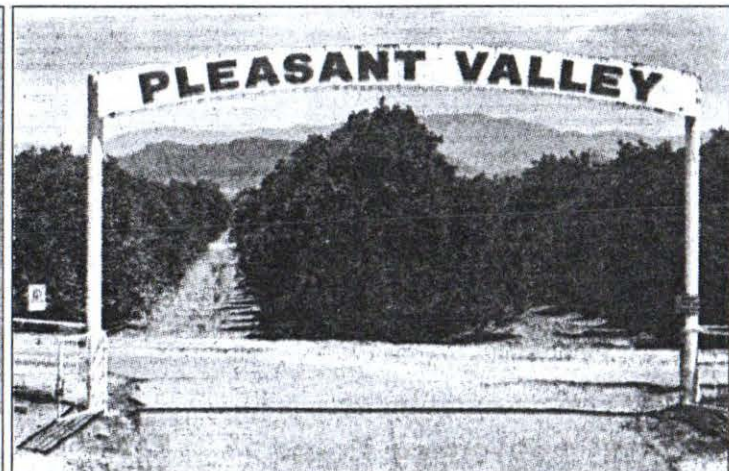
That Bodine property,
which Webb has in escrow, is
638 acres. Webb contemplates
buying an additional 80 acres,
essentially in the area west of
the north part of the Bodine
land — a triangular-shaped
piece between the current
north border of what is called
the Sun City West expansion
area and the proposed route
of Loop 303.

If all goes according to
plan, ground will be broken

See Home sales, A5



CHARLES WADE/DAILY NEWS-SUN



STEVE CHERNEK/DAILY NEWS-SUN

The Bodine Co. owns Pleasant Valley Ranch, a 638-acre tract
east of the Sun City West expansion area off Deer Valley Road
that Del Webb Corp. plans to develop, along with an adjacent
80 acres, into an 1,850-home adult country-club community.

sun

From A1

early next year, with sales beginning in the fall of 2002.

Webb officials on Wednesday briefed representatives of the Sun City West Property Owners and Residents Association, the Recreation Centers of Sun City West governing board and officials of the Sun City West Community Coalition on the plan. Public briefing sessions for residents are planned later, the Webb officials told those present.

Earlier plans by Continental Homes to develop as many as 2,400 homes on Bodine's 638 acres drew considerable criticism from some Sun City West residents. Opposition, led by the Coalition, eventually prompted Continental to withdraw the plans, when County Supervisor Jan Brewer said in August 1999 that she wouldn't vote to approve them.

Webb soon thereafter said it would look at the land, then decided its limited-time option didn't allow it enough time to properly plan something for the site. Webb backed out in March 2000.

But on Oct. 19, Webb again confirmed it was talking with the Bodine interests about the land, adding that it was eyeing developing a country-club community there, and said it would take six months or more to mull the matter. It pledged that any project would be compatible with nearby Sun City West.

The density of the Continental project — the number of homes per acre — was part of what upset residents two years ago. Webb's Pleasant Valley Country Club has about 2.5 homes per acre, similar to abutting parts of Sun City West. Continental's projected density was nearly four homes per acre.

RCSCW president Dee Hjermstad this morning said that she was generally pleased with the project Webb has in mind. Her only real concern, as well as that of the Coalition, is that the tentative plans show a connection between Williams Drive in Sun City West and the new community, albeit a gated connection. That potential access point also concerned the Coalition,

said co-chairman Chuck Gameros.

"If that access is used," Hjermstad said, "it would increase congestion in the area around Palm Ridge Recreation Center, where there already is heavy traffic."

Any decision on extending Williams Drive would lie with county planners, she said.

PORA President Randy Fuller declined comment on the development plans, but said the organization was glad to have been kept abreast of what Webb anticipates doing.

Gameros said the plans presented by Webb's Scott Peterson were impressive, "and far superior to what we first saw some two years ago, when Continental Homes proposed its development on the same property."

"I wouldn't say we were bowled over, but certainly the proposed community is compatible with the rest of Sun City West, and having Webb acquire the land and get it off the market will resolve a big uncertainty for many residents."

"If there is any issue of real

concern for us, it is whether the new plan will need to use Williams Drive," which now dead-ends at a wall separating Sun City West from the project land.

Spokesman John Waldron said Webb — the developer of Sun City, Sun City West and now Sun City Grand in Surprise — will provide additional details about the project within a week or so.

Peterson, the newly assigned Webb vice president responsible for Arizona developments, "was involved with much of the original planning for the north area of Sun City West (the expansion area)," Waldron said. "He knows the issues out there."

While specifics on the homes to be built weren't available, they likely will be similar to what Webb is building in its Anthem community in north Phoenix off Interstate 17, Waldron said. Homes there sell for \$170,000 to about \$400,000, and there is a country club for residents, he said.

Waldron said the active-adult country-club community would be a first for Webb.

Daily News-Sun • Saturday, Jan. 6, and Sunday, Jan. 7, 2001

Street-light improvement district becoming reality

DEL WEBB CORP.:

Several hundred petitions received, more expected by Tuesday deadline

BRUCE ELLISON
DAILY NEWS-SUN

Homeowners in the western part of the Sun City West expansion area have until Tuesday to sign a petition to be included in a new street-light improvement district.

Petitions were mailed Dec. 30, by Arizona Public Service Co., along with a letter explaining why the district is needed, and why immediate action is required.

By late Thursday, letters with several hundred petitions had been received, said

John Waldron, a spokesman for developer Del Webb Corp., which developed the area and is handling paperwork for the new district.

Immediate action is needed in order to form the district and give it taxing powers in time to have the taxes included on fall bills, officials have said.

Residents of the area, west of about Veterans Drive, haven't paid for street lights since their homes were built, an error caught last fall after other residents in the expansion area were billed extra for the lights in the west area.

The new district, coupled with back payments by Webb and APS, will allow for refunds to those who overpaid, and set up a system for the others to begin paying.

No back charges are involved.

SCW leaders review Webb's Bodine plans

CAUTIOUSLY OPTIMISTIC: Proposal for Pleasant Valley Ranch viewed as compatible

BRUCE ELLISON
DAILY NEWS-SUN

10-23-80

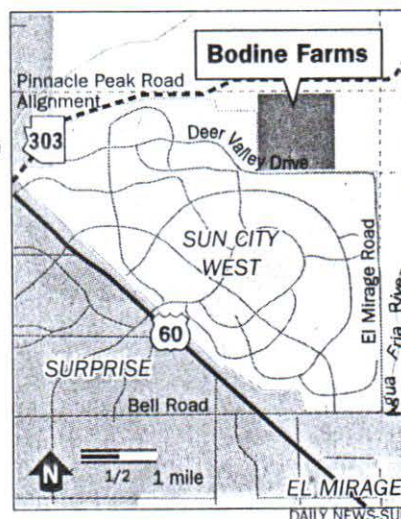
Community leaders in Sun City West said Thursday that Del Webb Corp.'s desire to turn Pleasant Valley Ranch into a country-club community is so far "hitting all the right buttons."

Webb said the 638-acre property at the Deer Valley Road entrance to Sun City West is in escrow, and the company is looking at turning it into a gated, upscale development community. That study is likely to take six months, Webb said.

Webb Vice President Chuck Roach called both Dick Catlin, president of the governing board at the Recreation Centers of Sun City West, and Chuck Gameros, a co-chairman of the Sun City West Community Coalition, with the news before informing the public.

Catlin and Gameros said the Webb plan, if carried through, would protect the community's northern flank by providing compatible development there.

"As he told me of his tentative plans, Chuck (Roach) was hitting all the right buttons" on density, compatibility and responsible development," Gameros said.



"We would get some peace of mind from knowing that an anchor for that entrance was in place, and I think the type of community being discussed would ensure that additional development in the area also would be compatible," Gameros said.

The coalition co-chairman said he called his counterpart, Bill Hafeman, in Utah, with the news, and that Hafeman, too, said he would be glad to see the situation resolved.

The Rec Centers' Catlin said that "until we see it all, it would be hard to say what the exact impact is."

But "without all the details, it does look as if it would offer protection to that corner of the

See SCW leaders, A5

From A1

community."

Unlike Webb's earlier look at the land, which it had thought of using as an actual addition to Sun City West, this project is separate, and gated, both Gameros and Catlin said.

Residents there would not have access to rec centers facilities, though, like anyone else, they could drive into the community to reach shopping, medical care or other services.

Randy Fuller, a vice president of the Sun City West Property

Owners and Residents Association, said he learned of the Webb study when a copy of the developer's press release was faxed to the PORA office Thursday morning.

"There have been a lot of rumors in recent months that something would happen to that property," Fuller said.

"At our last meeting, Phil (PORA President Phil Garner) said that someone would see a way to use it, and that such a plan might not be too far off."

But Fuller said PORA had had

no direct contact with Webb about its plans.

"When Continental Homes was looking at developing the property (two years ago), a lot of our residents did say that a community like those Webb builds would be a better choice there," he said.

Webb's current study, which does not involve an actual connection to Sun City West, might be more acceptable to residents than its earlier study, which involved using Sun City West facilities, he suggested.



Steve Chernek/Daily News-Sun

Irene Engel sits in one of the two remaining model homes in Sun City West.

Beginning to end

With 2 models to go, sales associate closes out long career in Sun City West

By **BRUCE ELLISON**
Staff writer

When Del Webb Corp. opened its first Sun City West model homes to the public 18 years ago, Irene Engel was there.

As sales representative, she sat amid the dozen or so models, each exquisitely furnished, and watched the hoopla, talking to excited prospective buyers. She sold one of the community's first five homes.

As the community developed and new models were added, Irene Engel was there too — along with the bands, the lush landscaping, the golf cars which ferried visitors to and fro; along with the occasional marching band, the balloons, the tour buses, the free ice cream cones, the other excitement.

Now, 16,832 homes and \$2 billion later, Sun City West is virtually finished. Irene Engel is still there.

She had moved to Del Webb's Sun City in October 1976 from a job in Mesa.

After 21 years, 10 months and five days on the job, Irene Engel sits alone in a small casita-like home, one of only two Webb has left to sell in Sun City West.

It is an unfurnished home, with a small table, two chairs and a water cooler. No balloons, no marching bands; no ice cream cones, no golf car limousines, no associates — no tour buses, no excitement, few prospective buyers.

She uses a cell phone to reach sales managers now stationed in the new Sun City Grand.

Irene Engel sold a house on Wednesday, leaving only the two. She fully expects to sell those last two by the end of August, she said. Why not? She's already sold \$75 million worth of homes in Sun City West.

When those last two homes are gone, so will Irene Engel be gone, retiring from the company after earning her way into the President's Club for sales achievement in 14 of 15 years; winning membership in the Platinum Club in many of those years and dining more than once in Paradise Valley at the home of Phil Dion, the company's president, in recognition of her sales efforts.

Along the way, she raised five children through college as a single parent, became an active member of Our Lady of Lourdes

► See Sales rep, A5

Sales rep ends career with Webb

◀ From A1

Catholic parish — and, for the first time in her seven years as a Sun City West resident, recently ventured into a swimming pool in a recreation center. It was the first time she had time, she said.

Now in her mid-70s, she had the opportunity to stay with Webb, selling in Sun City Grand, but she declined it.

"It's time," she said.

A company spokesman said that decision effectively cut her out of this year's sales awards, not because her performance slipped but because she had so little product to market.

"Yes, it is kind of sad to see it end," Engel said while waiting for customers in the small model on Sonora Lane that is marked by a red Open House sign.

"They're going on to bigger and better things across the road (in Surprise) but I'm not

going with them. It's come time for me to stop."

You can see the beginnings of a tear in her eye as she speaks. Then her face brightens. "Now I can live like everybody else out here," she says. "I can visit in Prescott, spend some time with the kids." Go on cruises, too, which she enjoys.

Engel said she had no idea how many homes she's sold, only that it's been an enjoyable 22 years with a fine company. "I could look it up, I suppose," she said. "I still have all the papers." But for some reason, she didn't really want to look it up. Too much nostalgia, maybe. Too many memories.

She also suspects that her colleagues at Webb are planning some sort of retirement party, though she really isn't certain. "I heard them talking about it. I'm not sure I want it, but we'll let somebody else make that decision," she said.

"I'll be leaving a lot of friends," she remarked. Some of them are colleagues in Webb, "though over the years they've tended to come and go." Others are her customers, the people whose new homes in most cases brought them the happiness they sought in retirement.

Asked for some specifics, she cited the case of "one elderly gentleman from somewhere back on the East Coast" who she said arrived in the area with his car packed with all his belongings, and just wanted a small place to settle.

"I found him a nice condo that he could afford and was just the right size, and it went very well," Engel said. "Pretty soon he had the neighborhood ladies calling on him, with cookies and casseroles and such. He was happy."

"We kept in touch," she said. "I always told my clients to call me if they had a problem, and one day I got a call

from him. He was in Boswell hospital, he said, and wanted to know if I'd do him a favor.

"Of course, I said yes."

"So he asked me to call Del Webb — the man, not the company offices."

She said he wanted Mr. Webb to call the hospital and talk to the doctors.

"They've got me in bed here and they think they're going to give me an enema," he said. "Have Mr. Webb tell them they better not try."

Although Engel met Del Webb, journeying to the Towne House hotel in downtown Phoenix which he once owned and managed, to hear him speak, she had no way of passing on the message to a man who died in 1974.

David Flagg, a sales supervisor in Sun City Grand, said being in on the start and the finish of such a major and successful project as Sun City West "is something joyful, a part of history in the making."

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.

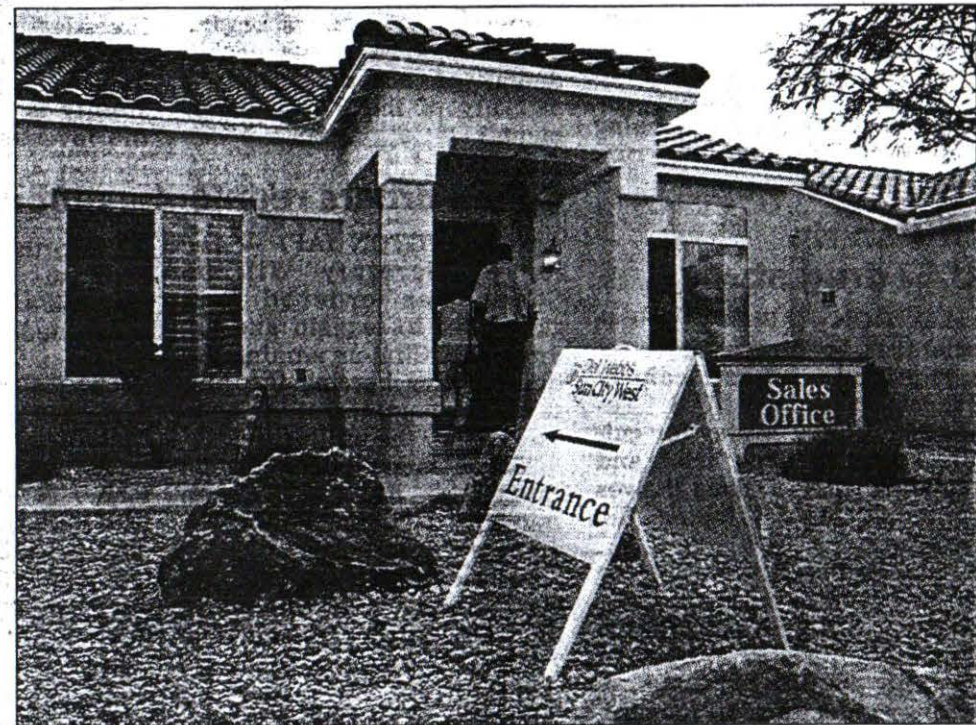
Although Webb expects to have nothing to sell in Sun City West by summer, it is maintaining its Sun Cities operations office on Meeker Boulevard. It will use that office for construction management, design and customer service for Sun City Grand in Surprise.

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 Chernek/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.

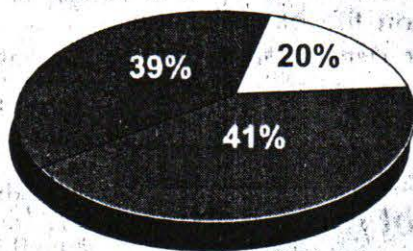
As that community reached sell-out, Del Webb Corp. expanded to Sun City West, across the Agua Fria River, then added the so-called Sun City West expansion area to that community when additional land became available on the north.

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

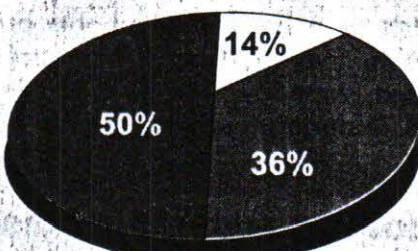
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VALLEY HOME SALES

Where houses are selling:



Valley population:

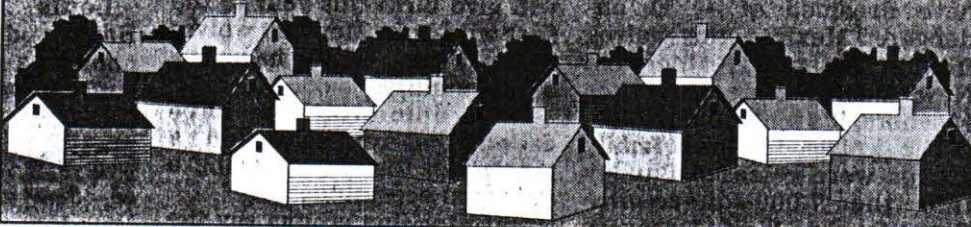


Northwest Valley East Valley Other

BY COMMUNITY

	HOMES SOLD	POPULATION
NW Valley		
El Mirage	46	5,770
Glendale	8,240	191,105
Peoria	4,181	83,505
Sun City	2,649	39,000
Sun City West	2,028	30,500
Surprise	1,997	14,275
East Valley		
Chandler	5,886	151,370
Gilbert	5,711	79,310
Mesa	12,086	350,555
Scottsdale	11,547	186,610
Tempe	3,582	158,135
Other		
Avondale	1,033	26,020
Buckeye	276	4,960
Cave Creek	1,066	3,470
Fountain Hills	1,071	16,275
Goodyear	824	12,205
Litchfield Park	206	3,800
Paradise Valley	740	12,990
Phoenix	32,326	1,205,235
Tolleson	139	4,505

All population and sales figures are from 1997, and population numbers are estimates.



Research: Tim Baxter/Daily News-Sun

Graphic: Kelly Sampson/Daily News-Sun

Sun City West ranks No. 1 in growth

Surprise is home to 3 on list of fastest-growing developments

By BRUCE ELLISON
Staff writer

With houses in the Northwest Valley popping up like wildflowers after a desert storm, it's not surprising to find communities here on a list of the top 25 fastest growing master-planned areas in the Valley.

A tabulation in The Business Journal, a weekly Phoenix newspaper, ranks Del Webb's Sun City West as No. 1 and lists 983 home starts in 1996 for that retirement community.

In Surprise, Kingswood Parke, developed by Shea Homes, is ranked the No. 12 planned community; Sun City Grand, Del Webb's newest retirement center, ranks No. 14, and Coyote Lakes, with several builders, is listed as No. 23.

At Kingswood Parke, just off Bell Road at Bullard Avenue, 359 homes were started in 1996. Prices in the four active subdivisions ranged from \$83,400 to \$120,400, and home sizes

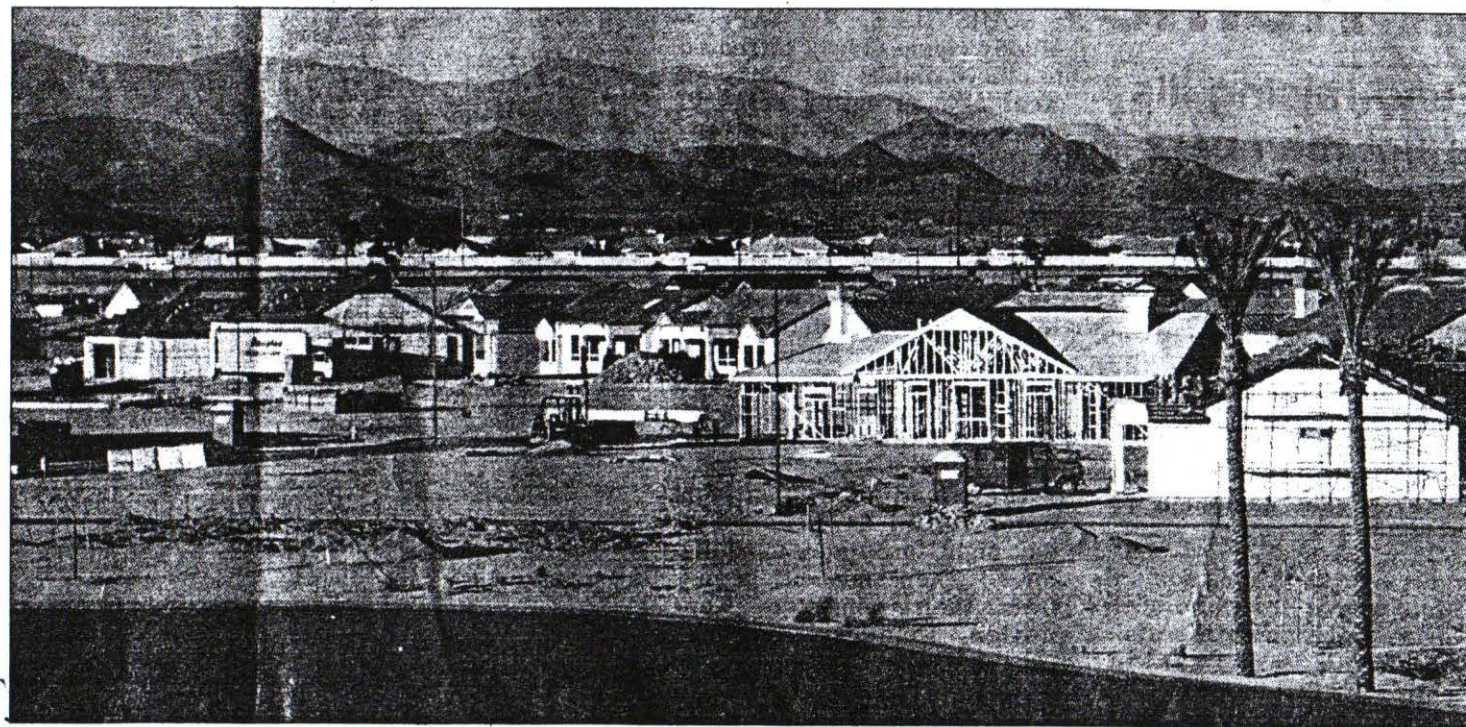
ran from about 1,100 square feet to 2,340 square feet. The community includes a park, greenbelts and a fountain or two.

Sun City Grand, which opened in October, reported 303 home starts in 1996. Its series of four home models range in price from \$89,000 to \$209,000, with floor space from 1,115 to 2,786 square feet. The Webb community, planned for active adults, includes golf courses, a spa and fitness center, recreation center, tennis courts, jogging trails, a restaurant and driving range.

Coyote Lakes, initially developed by a Baptist-related organization, reported 193 home starts in 1996. Pulte Homes is the principal builder, the magazine said, with homes of 930 to 2,461 square feet, and price tags ranging from \$75,000 to \$138,500.

Coyote Lakes, north of Bell Road at 117th Avenue (Coyote Lakes Parkway) includes a golf course,

► See Developers set, A5



Steve Chernek/Daily News-Sun

Sun City Grand is one of three Surprise residential projects on The Business Journal's list of the Valley's 25 fastest growing developments. The others are Kingswood Park, ranked 12th, and Coyote Lakes, ranked 23rd. A dozen other developers have announced major projects the city, which expects to see its population burgeon by sixfold in a few years. Current population is approximately 11,000.

Developers set sights on Surprise

■ From A1

recreation center, club house, greenbelt and tennis courts.

Other nearby communities that ranked high of the list in master-planned developments are Arrowhead Ranch, near 59th Avenue and Union Hills Drive in Glendale, ranked third; Westbrook Village, 91st Avenue at Union Hills in Peoria, 16th; and PebbleCreek and Palm Valley, off Litchfield Road in Goodyear, 22nd and 25th, respectively.

A dozen other developers have announced major projects in Surprise, a city that expects to see its population burgeon by sixfold in a few years. Current population is listed as 11,000.

Some of those developers already have work under way, while other developments will be started later this year.

One of the biggest, Surprise Farms, should be started in early 1998, its developers have said.

Ryerson to build condos

Homes overlook Hillcrest course

By BRUCE ELLISON
Staff writer

SUN CITY WEST — McDonnell Douglas Realty Co. Friday took title to about 8.6 acres next to the Sundome, making the land available to The Ryerson Co., which plans to build 100 luxury condominiums on the tract overlooking Hillcrest Golf Course.

The land had been owned by Standard Chartered Bank of Great Britain.

No price was disclosed, but the British bank had been asking \$1.4 million.

The Ryerson project will be called The Heights at Sun City West.

It joins Heritage Palmeras, a 191-unit full-service rental retirement community that Ryerson is developing in Sun City, and the Heritage at Sun City West, as Ryerson will call its other Sun City West project, which eventually should see 288 units of congregate living built on 20 acres which McDonnell Douglas bought in July near the post office.

Together the three projects will represent an investment of about \$100 million, said Denny Ryerson, president of The Ryerson Co.

They will be built sequentially, Ryerson said, over a period of about three years, with ground-breaking on Heritage Palmeras likely in November. That rental community at Boswell Boulevard and Palmeras Drive is close to 50 percent sold, the point at which construction can start, Ryerson said.

Construction should take 12 to 14 months, he said.

The Heights project will be built next, he said. Dale Wood of Ken Meade Realty in Sun City West already is accepting reservations on that project.

The Heritage at Sun City West, probably the biggest of the three, likely will be the

last to be built since it will take considerable pre-selling.

The Heights project will have three units atop the hill overlooking the Hillcrest Golf course, between the Sundome and Del Webb's Crestview, the building that serves as an introduction to Sun City West for Webb, the community's developer.

Each building will have three stories, with 10 units to a floor. They have been arranged in a V-fashion so that balconies on each will face the golf course.

"That's a beautiful view and a beautiful location," Ryerson said Monday. Indeed, photos of the golf course from that

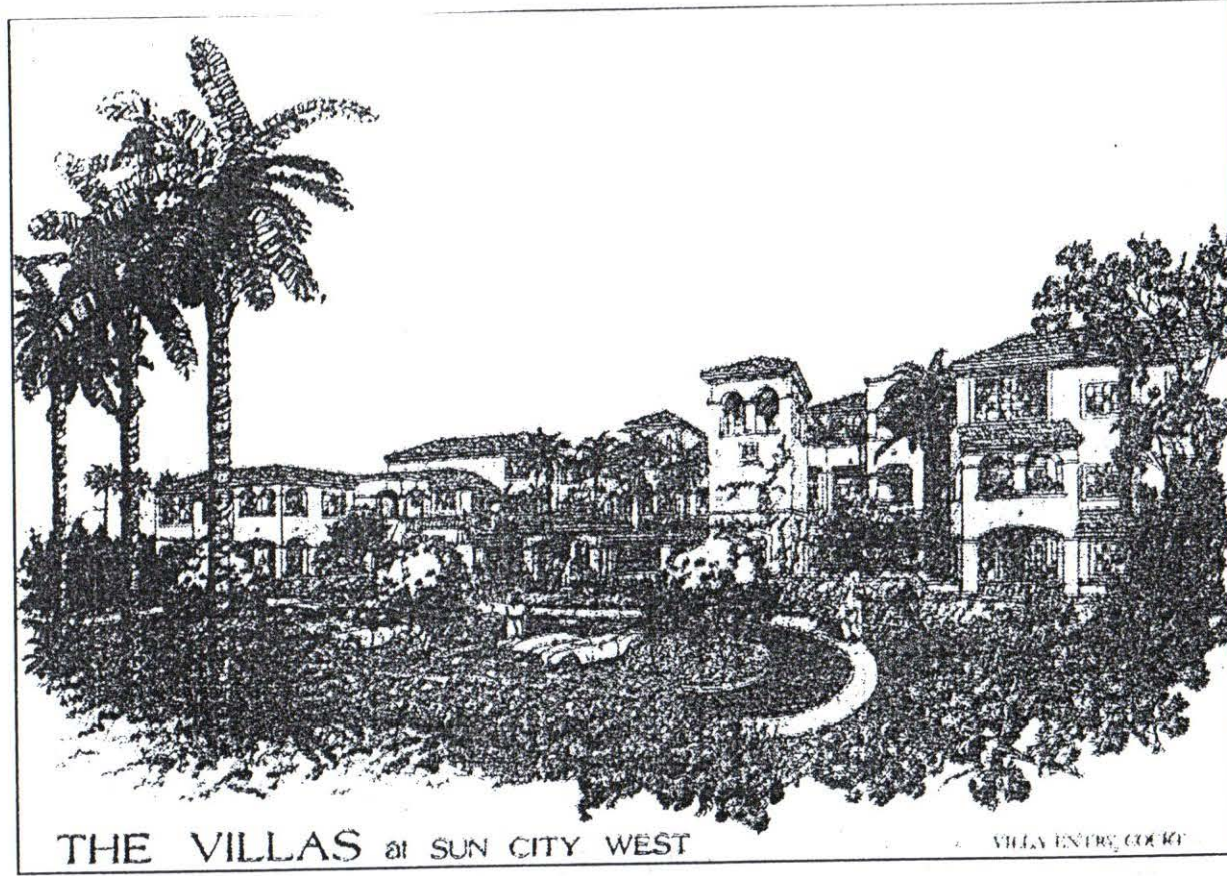
site often have been used by Webb in advertising Sun City West.

Underground parking will be provided by digging out the hill which now overlooks the golf course, and installing a garage, then refilling the area.

At the bottom of the hill, directly on the golf course, will be 10 luxury homes, separated from the golf course by a see-through wrought iron fence, according to preliminary sketches which Ryerson took to a Maricopa County Planning and Infrastructure Development Department hearing this spring.

The project does not reach

► See Ryerson project, A5



Ryerson project overlooks Hillcrest

■ From A1

to R.H. Johnson Boulevard. The lots fronting that thoroughfare still are owned by Webb. They now are used for Sundome and Crestview parking.

Condo prices likely will range from \$290,000 to about \$340,000, the documents said.

McDonnell Douglas Realty, which is a unit of the giant St. Louis-based aerospace firm McDonnell Douglas Corp., is the principal financial backer on all three projects, Ryerson said. It will provide both con-

struction financing and some longer-term money.

Ryerson also praised Ken Meade, owner of Ken Meade Realty, with whom he had worked earlier to secure options on the parcels involved while the plans were developed.

"Ken and I are good friends," Ryerson said. "He and I put up the capital to place these properties under contract."

The Ryerson Co. at one time owned the parcel adjacent to the Sundome, but gave it up it

in the real estate collapse of the late 1980s.

Ryerson also developed three Phoenix area condo complexes: The Heritage in Sun City, at 99th Avenue and Palmeras Drive; the Heritage in Phoenix at 31st Street and Indian School Road; and the Marquesa in Scottsdale.

Ryerson said the three Sun City-area projects are all that his company has under way now, but that he is looking at other Valley projects for mid-1996.

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.

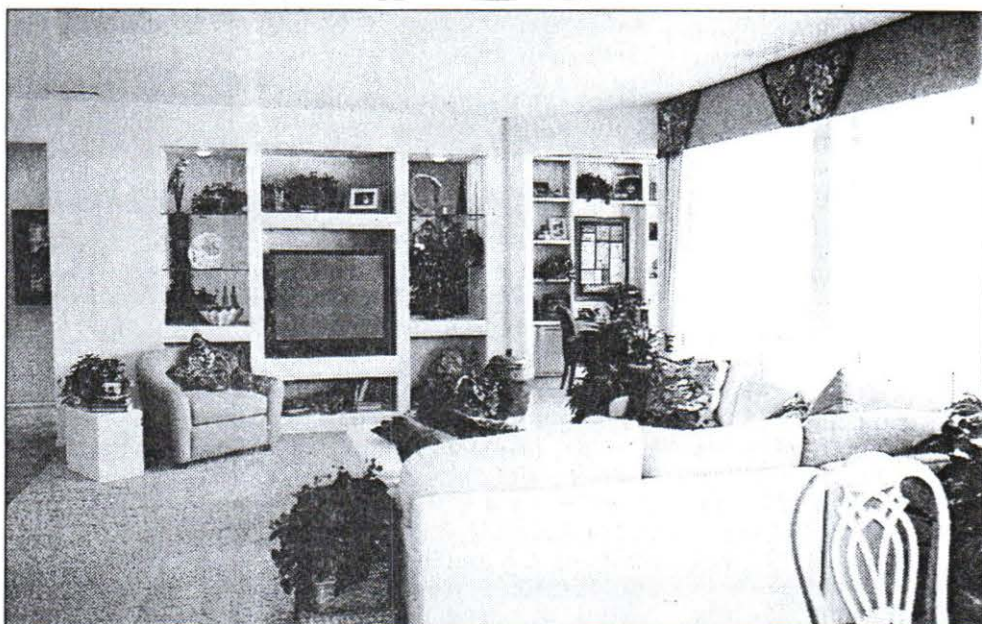
Several of the homes front directly on Hillcrest golf course.

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 Cherek/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.

Pioneer settlers

—INDEPENDENT— AUGUST 25-31, 1993

Couple become first to move into SCW expansion

By KATHLEEN WINSTEAD
Sun Cities Independent

Eileen and Harold Haber love to move.

Fourteen years ago, the couple moved to Sun City where they lived for five years before eventually moving to Sun City West.

"We've moved several times," Mrs. Haber says. "Every time Del Webb Corp. makes a new series, they upgrade the comfort factor."

The couple then found the new homes in the newest expansion area too attractive to pass up and purchased one — becoming the first homeowners in the area.

They moved into a 1,643-square-foot home, the "second smallest house" available in the Sun City West expansion area, Mrs. Haber says.

"I wanted a different layout and I chose this house because I'm very conscious of the architecture," Mrs. Haber says. "I like the balance of this house on the inside. We had a little smaller house than this and we wanted more space.

"... 288 homes
have been sold in
the expansion area
as of Aug. 18."

My husband loves to watch TV and sports and I don't like to watch sports."

The couple say this is their last move.

Martha Moyer, Del Webb's Community Relations Manager, says 288 homes had been sold in the expansion area as of Aug. 18.

In August 1992, Del Webb broke ground in the Sun City West expansion area between 135th and 151st avenues north of Deer Valley Drive. About 2,400 homes and 6,000 new residents will comprise the 1,320-acre expansion area, Ms. Moyer says.

Del Webb officials expect development in the expansion area to be completed some time in 1997.



Photo by KATHLEEN WINSTEAD/Sun Cities Independent

Eileen and Harold Haber, the first homeowners in the Sun City West expansion area, hold a "house" full of cookies presented to them by Del Webb Corp. officials.

B-2 Tues., Nov. 6, 1979

The Phoenix Gazette

Huge Flood Ditch Flows Right Into Lawsuit

By EDYTHE JENSEN
Gazette Courts Reporter

Assistant Attorney General Kathy Rand calls it a "monster."

The 1,350-foot, eight-foot deep storm drainage channel outside Sun City West may be more of a monster than anyone expected.

Ms. Rand has filed a \$5.7 million lawsuit in Maricopa County Superior Court against Del E. Webb Corporation and Sanner Contracting for building the thing across 31 acres of state-owned land.

THE SUIT accuses the defendants of blatantly disregarding the instructions of the state and constructing the ditch even though permission to do so was denied.

County Flood Control Hydrologist David Johnson said he evaluated plans for the ditch and described it as a good flood control measure. But he admits he didn't know who owned the land it was supposed to be built on.

Johnson added that if the two companies lose the suit and are forced to fill in the ditch, there may be disastrous implications for the small town of Surprise near Sun City.

Surprise residents, who have recently received lower federal flood insurance rates because of the new ditch, may again have to worry about the wrath of "Lizard Acres Wash" and its path to the Agua Fria River via Sun City West, Johnson said.

YET IF something isn't done about

the ditch and Del Webb's alleged act of trespassing, Ms. Rand said, the state's ability to use its 31 acres in a profitable way is severely hampered. And the state's profit from use of its land means tax savings for the consumer, the attorney added.

In the suit, the attorney acts on behalf of the State Land Department and accuses Del Webb and Sanner companies of "blatant disregard of property rights."

The action avows that the companies knew they weren't supposed to construct the ditch because they applied for a permit to do so with the State Land Department and were turned down. Evidence in court records show that the ditch was built before the companies received that denial.

In a letter filed with the suit, Del Webb Vice President Thomas Ryan corresponds with the state Land Department in March of this year. In that letter, Ryan admits that his company was trespassing, and gives his assurances that the ditch building would cease. It didn't, said Ms. Rand.

SUCH ACTIONS by big construction companies "happen all the time in Arizona," said Ms. Rand, "but this is the attorney general's office first big effort to try to stop it. We have two attorneys and nine million acres of land to oversee for the State Land De-

Turn to • DITCH, Page B-2

(Concluded from Page B-1)

partment. This kind of action has to stop somewhere."

The lawyer said that the ditch not only took away the state's ability to use its own land, but also removed topsoil and foliage from the property.

Although Johnson said he saw Del Webb's plan to channel flood waters and approved of it, he was not made aware of the fact that the company did not own the land. Ms. Rand said it is not the county's job to find out whose land such a system is on, only to evaluate the adequacy of its design.

The ditch, which runs along Bell Road between El Mirage and 112th avenues, is outside the confines of Sun City West. Johnson said it is designed to channel floodwaters out of the normally dry Lizard Acres Wash and serve as a direct outlet to the Agua Fria River.

Before the ditch was built, Sun City West was an undeveloped area, and some flood waters would periodically flow into Surprise. However, Johnson said that with all the construction in the area now, water flow would be more extensive and damage potentially more severe if the ditch had to be filled in.

AND, SINCE the residential retirement community is nearly completed based on plans for the ditch system, "it may be too late for on-site detection of flood waters," said Johnson, referring to an alternative water control idea.

The suit asks not only for money damages, but for a court order forcing Del Webb to fill in its ditch. Ms.

Rand said, however, that the state is attempting to work out a "reasonable settlement" and that she is aware of the potential problems that face the town of Surprise.

Why \$5.7 million? "Maybe \$20 million wouldn't be enough. We are asking for punishment . . . something that would deter Del Webb and other big companies from doing this kind of thing in the future. They flatly ignored the state, and they're not the only ones . . ."

Del Webb's legal counsel, Gerald Williams, was unavailable for comment.

OVER



Storm drainage channel which is the target of a \$5.7 million lawsuit cuts a wide swath through state land northwest of Phoenix. The picture was taken facing north, with 123rd Avenue, or El Mirage Road, on the left. Just beyond

Gazette Staff Photo By Bob Leiby

the wall on left new homes are being built for Sun City West. White area in far distance is concrete designed to break the flow of flood waters. The state brought the suit against Del E. Webb Corporation and Sanner Contracting.

Realtor sells SCW office

By **MIKE GARRETT**
Daily News-Sun staff

Once the largest real estate company in the Sun Cities, O'Keefe Real Estate/Better Homes and Gardens will soon be reduced to one office.

O'Keefe Real Estate sold its Sun City West office to Ken Meade Realty Monday and is negotiating with Jerry Jackson Realty to sell its Sun City office.

O'Keefe Realty owner-broker Theresa O'Keefe had informed employees by letter Friday that she intended to close both offices because they were not profitable. She said she would continue to operate the company's Peoria office at 9855 W. Peoria Ave. to manage rental homes, residential sales and commercial leasing.

Meade announced Tuesday he had purchased the former O'Keefe Sun City West office in the Sundome Plaza Shopping Center at 13517 Camino del Sol. Meade said he would retain Office Manager Dick Ritz Woller and his staff of 54 sales agents. Meade would not disclose the sale price.

Jackson said, Monday, he was still negotiating with O'Keefe to purchase the Sun City office in the Sun Shadow Square shopping center at 10032 W. Bell Road.

O'Keefe Office Manager Chuck Halldorson said his more than 50 sales agents "had a real

positive attitude" regarding the pending sale and planned to continue business as usual as the office remained open.

O'Keefe's former headquarters in the Village Tower at 12301 W. Bell Road closed in May and operations were moved to Sun City West, Ritz Woller said.

"Ken Meade Realty has purchased the building lease and the business effective Monday afternoon," Meade said.

"We feel like this (acquisition) will ensure our No. 1 (sales) position in the Sun Cities marketplace," Meade added.

Meade, who also has two Sun City offices, said he will also keep his other Sun City West office at 19052 R.H. Johnson Blvd., open for business and thinks Del Webb's planned expansion of Sun City West will provide enough business for both offices.

"Our feeling is both offices have great visibility. One office is in the center of town and the other is on the main thoroughfare," Meade said. "We see both offices coexisting and we'll keep both staffs intact."

Meade said one of the deciding factors in the purchase was that "all of the agents spoke very highly of Ritz Woller. That was very important for us because if you don't have somebody that the agents respect and want to work with, you don't have an office."

O'Keefe said Friday she had no comment to make on closing the two offices.

In a letter to employees, she said, "We will continue to receive commission checks at the Peoria office and write checks to the sales executives who still have open escrows. Sales executives may pick up their checks at the (Peoria) office after escrow has closed."

Reports of the impending closings have been circulating through the Sun Cities real estate community for several weeks, local Realtors said.

While Realtors confirmed the breakup of O'Keefe's business, nobody wanted to talk about reports of current and pending litigation between O'Keefe Real Estate and the Sun Cities Area Association of Realtors. O'Keefe and board officials would not comment on the nature of that litigation.

O'Keefe executive John Caldamone said Friday morning that O'Keefe Real Estate is appealing the verdict in a lawsuit filed against the Sun Cities real estate board. O'Keefe lost the suit in lower court and may file a multi-million-dollar lawsuit against the board in October, Caldamone said.

He refused to comment further on the matter.

Nancy Gray, executive officer



Mollie J. Hoppes/Daily News-Sun

Agent Chris Bloom, right, takes a break with an unidentified man in front of the O'Keefe Real Estate office, 13517 Camino Del Sol, Sun City West.

of the Sun Cities Area Association of Realtors, said Friday she had not heard officially from anybody at O'Keefe that the company was closing its two Sun Cities offices and could make no further comment.

"I'm very sorry to see it happen but beyond that I have no comment," said Ethel Behnle, the longest-tenured (18½ years)

O'Keefe manager.

Behnle left the company's Sun City West office earlier this year to manage Prudential Mull-Smith's Sun City West office and took many of O'Keefe's top-producing agents with her.

After founding the company in 1970, John O'Keefe built the company into the Northwest Valley's largest real estate firm

in the 1980s. At one time O'Keefe employed 350 sales agents and support staff in seven Northwest Valley offices.

In recent years after John O'Keefe retired to Bullhead City and left control of the company to his daughter. Many of O'Keefe's top producers and managers left for other Sun Cities real estate companies.

Childhood friends buy Del Webb rental division

By DAVE REUTER
Daily News-Sun staff

Two childhood chums who grew up in Iowa got back together a few weeks ago and bought one of the Northwest Valley's oldest and largest property management firms.

"I'm here because of my longtime friendship with Tom (Mallaro)," said Patrick Duffy, sitting in his new SunHome Rentals Inc. office in Sun City West. "We've kept in touch over the years and this whole thing began falling into place last October when I came to visit Tom."

Mallaro and Duffy completed their purchase of Del Webb's Rental Homes division July 1. The office in the Crestview Restaurant building at 19051 R.H. Johnson Blvd., specializes in renting homes in Sun City and Sun City West.

Mallaro, who owns the Crestview Restaurant, said SunHome Rentals will continue to service rental properties from its Sun City West office, although he has eyes on a possible expansion in the future.

"We'd like to look at opening an office in Sun City, but we'll have to see how everything goes," Mallaro said. "Maybe we would even look at Peoria."

"We believe there is tremendous potential in the rental business and we anticipate steady growth," Mallaro said.

Del Webb Corp., which had rental offices in Sun City and Sun City West for more than 20 years, decided to sell its rental division in order to focus more on its new home sales.

"The sale of Del Webb's Rental Homes division is in keeping with the company's plan to focus on

home sales, rather than the myriad of other operations the company had been involved with over the years," said Steve Carder, Webb's vice president of finance and administration in Sun City West.

"We have had a professional relationship with Tom Mallaro for several years as the Crestview Restaurant is located in a Del Webb-owned building. We know Tom and Pat will continue the operation in the Del Webb tradition of customer service."

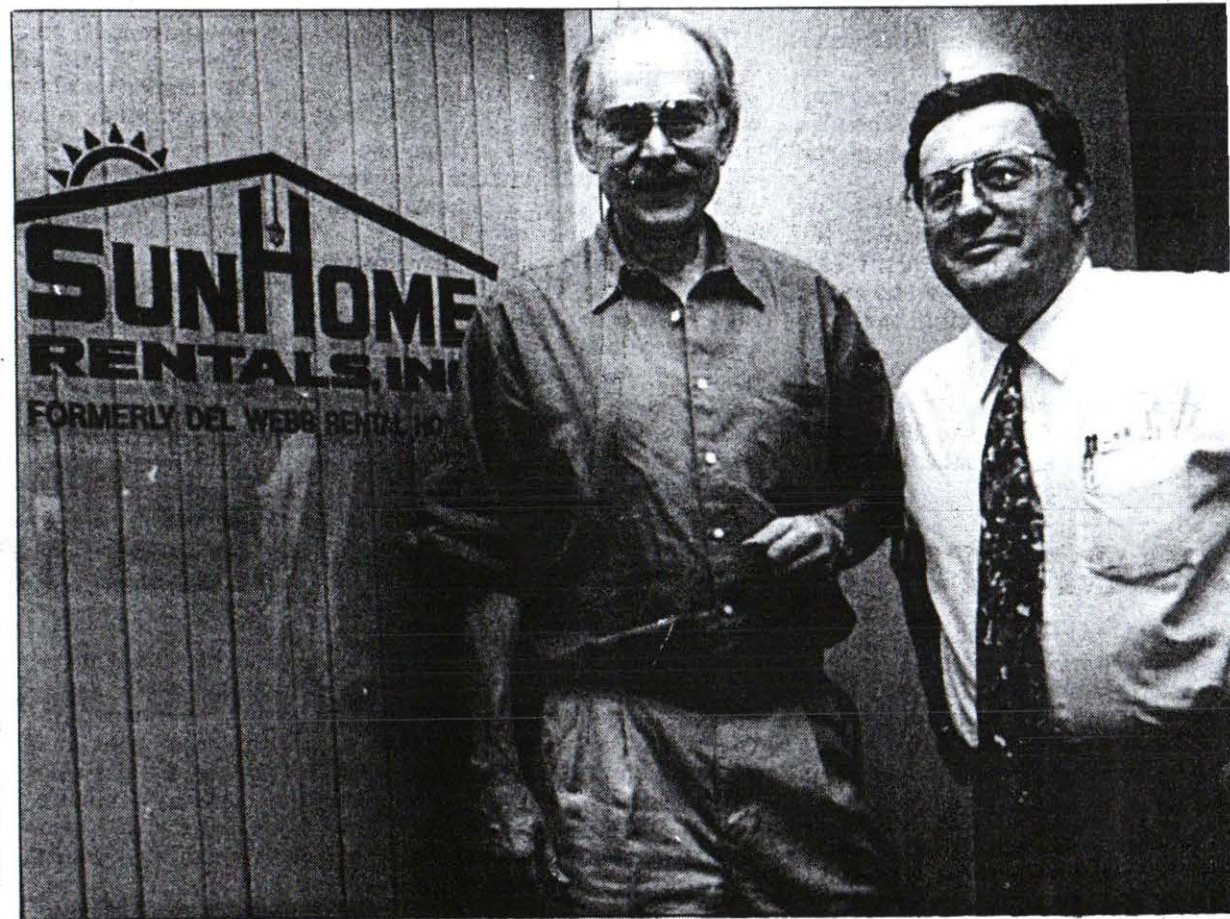
Webb is preparing to break ground later this month on its expansion area in Sun City West that will include 1,320 acres north of Deer Valley Road. When completed, the expansion will boost Sun City West's population to about 31,400. An estimated 21,000 people live within the community's present boundaries.

Duffy said SunHome Rentals provides one-stop shopping for property owners looking for professional management of their rental investments. "We do it all — from maintenance to leases, rent collections, advertising and follow-up."

Mallaro said SunHome Rentals manages "several hundred" homes in Sun City and Sun City West.

Roy Slezak and Joan Hanson, leasing agents for SunHome Rentals, are among the 10 employees working out of the firm's Sun City West office. Howard Miller is SunHome's vice president and designated broker, Mallaro said.

Sally Ferguson is rental coordinator and Char-mayne Rizzo is the SunHome office manager, Mallaro said.



Long-time friends Patrick Duffy, left, and Tom Mallaro, who purchased Del Webb's Rental Homes division, plan to continue to service rental properties from the Sun City West office.

Mollie J. Hoppes/Daily News-Sun

Local Realtors record high sales in '91

By MIKE GARRETT

Daily News-Sun staff

SUN CITY — What recession?

Sun Cities Realtors had one of their best years in 1991, possibly because the cost of living is so much higher and the recession is worse elsewhere, most national real estate figures indicate.

The number of homes (single-family and condominiums) sold in the Sun Cities Area Association of Realtors sales area hit an all-time high of 2,190 units in 1991, based on year-end SCAAR figures.

The increase was nearly 10 percent more than the 1,966 units sold in 1990.

Total sales volume of \$153,541,793 was not a record. But it was still up significantly over the \$135,696,819 registered in 1990, said SCAAR President Dom Lostumbo.

Most every other figure released by the board office was up in 1991 from 1990:

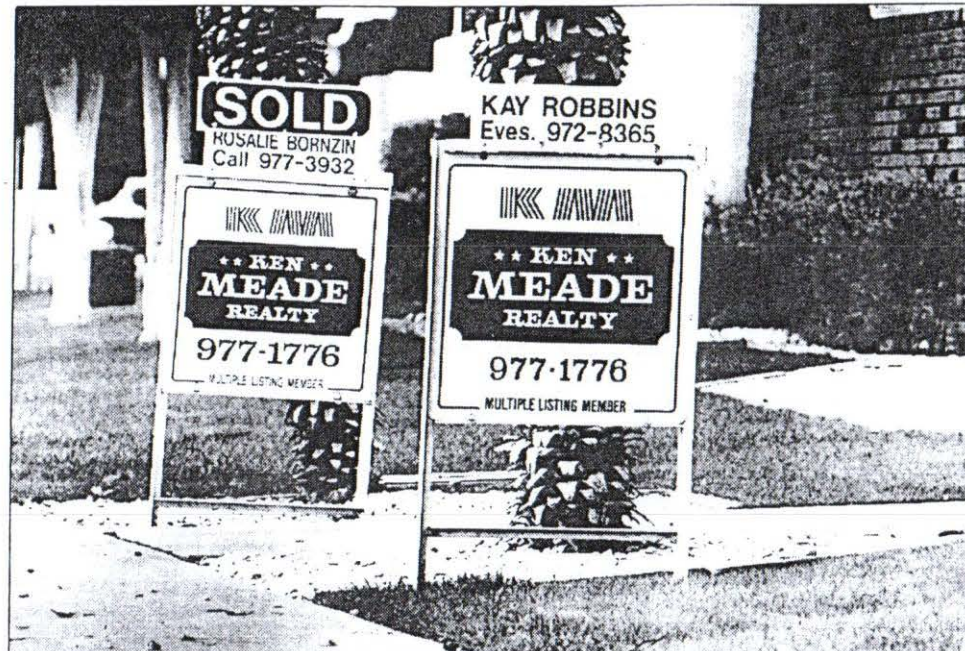
- Single-family home sales rose from 1,134 to 1,254.

- The percent of residential listings closed rose from 56 to 60.6 percent in 1991.

- The average residential sale price of all units sold increased from \$78,223 to \$79,242.

The figures were better in December, with the average Sun Cities home selling for \$85,650, compared to \$77,655 for December 1990.

Lostumbo said he thought that was probably a temporary aberration for the



Mollie J. Hoppes/Daily News-Sun

The Sun Cities Area Association of Realtors had their best year ever in terms of total units sold with 2,190.

month and not indicative of a trend. "The reason is that more higher priced homes sold during that one-month period of time. But that is not a true indication of what's happening to our marketplace.

"Our market is still relatively flat as far as selling prices are concerned," he said.

Lostumbo said several reasons could be responsible for the higher number of homes sold.

But mainly he said it was due to local Realtors and the Sun City Ambassadors doing a better job of marketing and advertising outside the communities and a large influx of California buyers selling

their more expensive homes, buying a cheaper but comparable home in Arizona and pocketing the difference.

Ambassadors President Mort Reed said the Sun City Visitors Center is averaging a little more than 15,000 visitors a year.

The Ambassadors also advertised Sun City in 12 California newspapers in October and had more than 200 calls from those ads the first three days after they appeared, Reed said. He added Sun City is a regular stop on most Valley tours, many originating from California.

Reed said the Ambassadors and Northwest Valley Chamber of Commerce also have been representing the Sun Cities in senior trade fairs. The most notable was a senior fair in the Minneapolis area in October that generated good response, he said.

Del Webb Communities has reported a similar upward trend of California buyers for the new home market in Sun City West.

"For whatever the reason they're bringing them in we're getting the after-effect of that because some buyers don't want new homes or the lead time (the time it takes to build a new home). They just want to buy something comparable to what they had in California."

Besides California, Lostumbo said Hawaii is another location where people are looking to cash in the equity on their high-priced homes.

SCW Realtor sold on selling homes

By MIKE GARRETT
Daily News-Sun staff

SUN CITY WEST — Five million dollars in annual home sales has traditionally qualified a Realtor as a superstar in the local marketplace. It is a sales plateau attained by only a handful of sales agents in the Sun Cities.

So it's noteworthy that Del Webb sales



Jones

counselor Mary J. Jones has sold \$5.4 million in new Sun City West homes, which translates into 40 house closings through June 30.

Jones said her previous high for an entire year was \$6.2 million in 1987. She hit \$5 million in 1986, her first year in the business.

Jones makes her success sound simple considering her non-real estate background.

Letting your enthusiasm show through, making your job fun, taking a genuine interest in each customer, always putting the customer's needs first and building up a solid referral network all help make \$5 million possible, Jones said.

"I really think living here is a distinct advantage to me. You can't sell what you don't like yourself. This lifestyle agrees with me," said the avid golfer who was good enough to win two city championships in her younger days.

"I've always been a very ambitious and goal-oriented person and like being in the winners circle," she said. "I also learned long ago that the first thing you have to do in sales is get next to the customer. The more you can make that person your friend at the beginning, the more you can guide and help them."

Jones, started her business career in the early 1970s with one bridal salon in Loveland, Colo., grossing \$60,000 the first year. She built her business up to four salons and \$380,000 gross sales before selling out.

But it wasn't until she earned a college degree from Western International University in

Phoenix in 1985 that she launched her second career.

With her degree, she started as a secretary in Del Webb's accounting department before deciding she wanted to try home sales. Once she obtained her Arizona real estate license, Jones was off to the races.

Like most successful area Realtors, Jones said she sells the lifestyle and tries to fulfill people's dreams rather than a particular home and the status it may bring.

"Out here we don't judge people by the size of their house or by the kind of job they had," said Jones. "Everybody is free to enjoy the same kind of lifestyle. We're selling dreams and benefits."

She said most retirees looking to buy a new home in Sun City West have reached a point in their lives where they no longer have family responsibilities and can start thinking what's best for them.

Jones said she uses a soft-sell approach, asks some basic questions on what they're looking for and then uses the entire community and its residents to help sell for her.

If the golfing privileges don't sell them, she tells the dentist he can get into lapidary to still use his hands. A retired doctor made his own stained glass windows. Another retiree needed room in his house for his model railroad hobby.

"You just encourage potential buyers to go out and talk to people. It's the residents who sell them.

"I tell them it's more important to me that they get out there and use the facilities, enjoy them and then tell me how they like them. But I have to warn them, beware of the residents. They'll work harder on them than I do."

Jones said she stresses the recreation centers, the benefits of regular exercise and how it rejuvenates people's health and uses her own experience as an example. "I ran my first 10K race after I moved to Sun City West."