



SUN CITY WEST'S SUCCESS...ITS PEOPLE!

Welcome to a glimpse of the very special life-style that is Sun City West. These photographs will tell you far more than whole volumes of descriptive copy. The story and fact sheet will reveal the phenomenal growth of Sun City West. There's no doubt about it. The formula of activity, companionship, year round sunshine and the amenities of the Valley of the Sun worked its magic. But what's the key ingredient? It's the people mix! Westers are socially oriented, purposeful. They came West to live. They found just what they wanted and a bonus...their kind

of people. They'll tell you they moved here for a number of reasons...security, community cleanliness, climate, elaborate and complete facilities. Then they'll tell you why they're so happy being at home in Sun City West. In fact, here are the exact words of a Wester that are echoed over and over again. "The facilities and activities here are the best. But more important are the terrific friendships we've established. Nothing more important than people." The Sun City West success story? It's people! We just had to wrap this added dimension around the hard facts.

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SUN CITY WEST

PROGRESS STORY

AUGUST, 1981

Sun City West

Twenty-one years ago, a place west of Phoenix, Arizona, called Sun City made active retirement a reality. For those mature adults who believed that retirement was not an "end," but a chance for a whole new beginning, Sun City was an answer to a life-long dream.

Here were outstandingly-well-designed homes, beautiful churches and an immaculately-kept self-contained community of recreation, shopping, services, worship and educational opportunities. Here, right in the middle of the dry, warm weather and scenic variety that is Arizona.

The residential development of Sun City is now complete, the community's 48,000 residents a testimony to its success. It is the seventh largest population center in Arizona.

And the Del E. Webb Development Co. is devoting its energy and expertise to Sun City's encore -- Sun City West. Like its predecessor two miles to the east, Sun City West will be a complete environment tailored to the needs and interests of persons 50 years of age and older.

Standing by its original conviction that active retirement lends immeasurable quality to the mature years, the Del E. Webb Development Co., a subsidiary of Del E. Webb Corporation, is creating in Sun City West a community abundant in cultural, creative and recreational opportunities.

The new community will encompass 13,000 acres, compared to Sun City's 9,000. The first phase of 5,700 acres will include six 18-hole golf courses, three recreation centers, three shopping centers and a reserve for a regional center, at least ten church sites, health care facilities, and a 7,000-seat entertainment/performing arts center.

Approximately 17,000 housing units are scheduled for the first phase, 65 percent single-family and the remainder multiple units such as duplexes. Estimated population of Phase I is 32,500 and, based on how Sun City grew, 80 percent of the residents will come from other states.

Sun City West welcomed those first residents in October, 1978 and its population now is in excess of 7,000.

The curving residential streets focus on the central hub of Sun City West which includes Hillcrest Golf Course, site of the 1980 and 1981 \$100,000 LPGA Sun City Classic; R.H. Johnson Recreation Center, largest private facility in the state for recreation and creative activities; the Sundome Center for the Performing Arts; Crestview Restaurant and Vacation Headquarters; the Model Home Sales Pavilion; Camino Del Sol Shopping Center and additional community, service and financial buildings.

Temporary headquarters are already established for the sheriff's posse, medical care facilities and a fire station.

HILLCREST GOLF COURSE, a sculptured, sunken 18-hole course with three lakes, sits in the very center of the community. In addition to the LPGA play, it is open to Sun City West vacation visitors, residents and the general public.

JOHNSON RECREATION CENTER, the \$6 million complex of ten buildings on 47 acres is highlighted by the:

Sports Pavilion with exercise room, therapy pools, indoor shuffleboard and billiards, 24 bowling lanes, racquetball courts, a penny arcade and a snack bar; Crafts Village with multi-purpose rooms, a free-standing dancing social-meeting hall, a lecture hall, plus equipment-stocked workshops for lapidary, silvercraft, sewing, painting and woodworking, along with a Village Store for craft sales by residents;

Library with shelf space for 40,000 volumes, plus reference and periodicals section, all in a free-standing building highlighted by a clock belltower which chimes by hand or electronically;

Outdoor facilities including a resort-sized swimming-diving pool with cabanas and jacuzzi, championship lawn bowling greens, bocce courts, an 18-hole miniature golf course, eight platform tennis courts and 15 regulation tennis courts, a 1/4 mile "cushioned" running track and exercise par course. Additionally, the recreation center operates two resident-only golf courses, the 18-hole Pebblebrook and the executive Stardust Course. And just outside the center complex, overlooking Hillcrest Golf Course, is Viewpoint Mountain park, complete with ramadas and walkways. There is also a secured recreational vehicle parking compound and agricultural area for individual residents to "farm."

SUNDOME CENTER FOR THE PERFORMING ARTS, which opened in September, 1980 and scheduled more than 100 celebrity and entertainment-arts programs in its first season, seats its potential 7,169 patrons in air-conditioned comfort. State-of-the-art acoustical technology brings sound to every seat like that in front-row-center. Seating area is ramped for easy access and wheelchair seating plus aid for hearing-impaired persons is intrinsic in the auditorium design. The elegant foyer with chandeliers leads out to a Spanish-style courtyard patio. Bob Hope, Pearl Bailey, Lawrence Welk, Steve Allen were first season celebrities; George Burns, Ella Fitzgerald, Vikki Carr, Lawrence Welk, Glen Campbell and Sergio Franchi highlight the 1981-82 celebrity series. The new season also includes President Gerald Ford, Beverly Sills, Andre Previn and the Pittsburgh Symphony, the Coldstream Guards, Los Angeles Ballet, Walter Cronkite and Art Linkletter in its programming. And the Sundome is the new home of the Sun City Symphony Orchestra starting its 14th season this fall.

CRESTVIEW RESTAURANT & VACATION HEADQUARTERS is primarily an elaborate dining room and banquet-hall facility, but also is the check-in lobby for the Del E. Webb Development Company's long-standing tradition, the Vacation Special Program. Through national advertising, couples are offered a one-week vacation (two weeks during the summer) in a full-furnished one-bedroom apartment with patio for \$300 (the rate is higher for second-time-visits and one of the couple must be over 50 years). The package includes a guest activity card for use of all the Johnson Center facilities, two rounds of golf on Hillcrest and a get-acquainted breakfast.

CAMINO DEL SOL SHOPPING CENTER, anchored with supermarket and drug store, also contains a Del Webb Resale Office, women's fashion store, shoe store, salad restaurant, florist, travel agency, swim and patio store, optical store, two beauty salons, barber shop, a lock and key shop and Sun City West utilities.

THE MODEL HOME PAVILION, just around the corner from Johnson Center, features a scale model of the community, a multi-image color presentation, a pictorial display of the Sun City-Sun City West lifestyle and a presentation of complete model homes, which border Hillcrest Golf Course. On display are 18 different floor plans featuring three distinctive modes of living. These include single-family homes, duplexes, and garden apartments. Basic prices for living units (subject to change without notice) range from \$65,990 to \$130,490. A new line of homes is expected to be unveiled by early 1982.

THE SUN CITY WEST MEDICAL BUILDING is well staffed and is expanding services rapidly. A cardiologist, a gastroenterologist, several internal medicine specialists and two pulmonary specialists are holding office hours on a rotating basis. Additional physicians expected soon include an orthopedic surgeon, an ophthalmologist and a dermatologist.

THE 75 MEMBER SHERIFF'S POSSE is presently headquartered in a portable housing unit. The posse serves as the eyes and ears of the Maricopa County Sheriff's Department. Primary duties include traffic control, patrolling streets and vacation watch.

Completion of Sun City West's Phase I was initially estimated at seven to nine years, but the high cost of money and a sluggish economy make such pinpoint targeting more difficult.

The community's impact economically on the Phoenix metropolitan area, however, is not difficult to estimate. Including all facilities, construction costs of Phase I will easily be in excess of \$1 billion.

And the new community will mean hundreds of millions of dollars in new taxable wealth to Arizona and Maricopa County.

John W. Meeker, president of the community-based Del E. Webb Development Co., summarizes: "The positive impact of Sun City West will be of large magnitude in all sectors of the local economy."

NOTE: All economic data was extracted from the Maricopa County Approved Sun City West Master Plan prepared in 1977.

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SUN CITY WEST

FACT SHEET

August, 1981

1. GENERAL INFORMATION:

Sun City West is a 13,000-acre retirement community located 14 miles northwest of Phoenix, Arizona, and about two miles west of Sun City.

The first phase of the new community has been masterplanned and approved for development.

Phase I, a 5,697-acre tract, will include approximately 17,000 housing units, 65 percent of them single-family houses, 35 percent multiple units.

Upon completion, Phase I population is expected to be 32,500, with 80 percent of the residents coming from other states. The new community welcomed its first residents October 16, 1978, and its population has passed the 7,500 mark.

It is anticipated that construction costs of Phase I, including all facilities, will be more than \$1 billion. It is estimated that completion of Phase I will be in excess of ten years.

II. FACILITIES:

Sun City West's first phase will be a self-contained community that is projected to include:

A. Six 18-hole golf courses: three in use are Hillcrest, which will host the third annual LPGA Sun City Classic March 1-7, 1982, Pebblebrook and Stardust.

B. Three recreation centers: one main facility is completed and two smaller satellites are planned. R. H. Johnson Recreation Center, completed in mid-1979, is the largest private facility for recreational and creative activities in the state.

- C. A central shopping area: Camino del Sol Shopping Center, which features a Safeway supermarket and Walgreen's Drug Store among its tenants. Other merchants serving West customers include a restaurant, barber shop, 2 beauty shops, lock and key shop, swim and patio store, shoe store, travel agency, women's fashion shop, florist, optical shop, Sun City West Utilities, and a Webb Resale Office.
- D. Three neighborhood shopping centers.
- E. A fire station: a Rural Metro Fire Fighting Unit is located in Sun City West.
- F. At least 10 churches.
- G. A complex for professional and medical offices: Sun City West has a temporary Medical Building staffed by several doctors as well as a Paramedic Team.
- H. An area for a nursing home and extended-care facilities.
- I. Property Owners and Residents Association: the community civic group is now in its own building.
- J. Sheriff's Posse: currently in temporary headquarters will eventually have permanent facilities. This volunteer organization assures excellent community security.

The focal point of the new community is a central core area that includes:

- A. A sunken 18-hole golf course; Hillcrest, which opened for play in February, 1979.
- B. Johnson Recreation Center, the largest in Phase I.
- C. The Sundome, a 7,169-seat indoor theater in which the acoustical system provides every seat in the house the same sound presence as front row center. Its size makes it 700 seats larger than Radio City Music Hall.

D. A dining and social club that seats 400, with a theater stage, dance floor, stage-view cocktail lounge and 350-seat ballroom. (scheduled for future completion.)

E. A restaurant with 300-seat banquet room and 250-seat coffee shop.

F. A library with stack space for 40,000 volumes and a complete periodicals section. The library also sponsors a weekly film series.

G. Vacation Special Apartments. These luxurious apartments are where vacationers stay while they sample the Sun City West life-style.

H. A model homes, sales and information office complex. On display are 18 different floor plans featuring three distinctive modes of living. These include single-family homes, duplexes, and garden apartments. Basic prices for living units (subject to change without notice) range from \$65,990 to \$130,490. A new line of homes is expected to be unveiled by early 1982.

I. Viewpoint Mountain Park features benches and picnic tables mingled among the walkways and easy stairs that wind to the top where visitors enjoy a birds-eye view of the Hillcrest course. Nearby, down a winding path in a secluded corner is The Dog Park, featuring benches, replica fire hydrants and special trash containers.

J. A secured recreational vehicle parking compound.

K. An agricultural area where garden plots are available for individual residents to "farm."

R. H. Johnson Recreation Center includes:

A. A swimming pool, with diving area, and an adjoining jacuzzi

B. Therapy pools

- C. A multi-purpose exercise room, which features a Universal Gym weight machine and a large variety of exercise equipment.
- D. Shuffleboard courts, located inside the Sports Pavilion for all-weather play. Instruction available.
- E. Lawn bowling greens, four of them ready for championship play. Instruction available.
- F. Twenty-four bowling lanes, all featuring the new synthetic surface.
- G. A billiard room, with 25 tables.
- H. An 18-hole miniature golf course, surrounded by palms and desert landscaping.
- I. A 1/4 mile running track.
- J. Adjoining the track is an 18-station Parcourse Fitness Circuit, which takes a person through a series of exercises that highlight flexibility and conditioning.
- K. Fifteen regulation tennis courts. Instruction available.
- L. Eight platform tennis courts.
- M. Handball, racquetball and squash courts. Instruction available.
- N. Croquet and badminton areas.
- O. Arts and crafts rooms. Whether its ceramics, lapidary, woodworking, weaving, painting, silvercraft or sewing, there's a club and a full-equipped room for it. Instruction in each available
- P. A Penny Arcade, offering a wide assortment of electronic games and pinball machines for only 5 cents per game.
- Q. Social Hall for ballroom and square dancing. There are already many clubs formed, and all offer expert instruction.
- R. Card-playing rooms
- S. Meeting rooms.

AT HOME IN SUN CITY WEST

When we talk about the Sun City West life-style, our thoughts most often turn to the Johnson Recreation Center, the golf courses, the Sundome Center for the Performing Arts, Rio Salado College and to the community's civic, church, cultural and service organizations. They all are important dimensions to the very special way of life residents enjoy. Thus they must be included in this feature that focuses on home and neighborhood in Sun City West. The majority of residents with whom we visited have vastly more activities away from home. So, where they live is where they relax.

It's the place to kick off ones shoes in front of the TV, just the spot to read, work crosswords and even to enjoy an occasional catnap. Home is his workshop, her sewing room and their study. Being home is a time to rejuvenate in sleep, take sustenance in shared meals and a time and place to communicate ideas, observations, feelings, events of the day. We rejoice in the calm and quiet comfort of home. This is the message Sun City Westers conveyed about where they live.

And home also is where they entertain friends for formal dinners, casual cookouts, card or pool parties and gatherings just to be together. Sun City Westers are enjoying a quality of life and we found friendship to be a key ingredient. They were drawn to Sun City West by the climate, facilities, security and community cleanliness. They're happy with these assets and delighted with the friendships they've established. They definitely have something in common. A sense of purpose. Many are in the midst of or are planning brand new activities, lessons and courses. Said one newcomer couple, "With all the lessons we're signed up for, people will wonder what we already know." They know they're in for adventure. Another resident added, "We

are using the knowledge and experiences of two-thirds of a lifetime to enjoy the present and best third to come. We make the future exciting."

Quite a number of the couples shared in nearly all their activities from household chores to golf to swimming, bicycling, tennis, walking, dancing, shopping and general socializing. In this regard, one couple said, "We went our separate ways so much during our working careers, that we now find it nice being together most of the time. And too, our interests are mutual," she added. And for levity, one couple observed: "We have to go places together. We have a tandem bike. Teamwork, though...I pedal, she steers."

While enjoying a quality of life themselves, these residents are finding ways to improve the quality of life for others in Sun City West and in the wider community. We found at least one of a couple giving time and skills to worthy groups or causes. Mentioned were service club membership, civic association committees, church or hospital fund raisings, reading for the blind, library work, and the Sheriff's Posse. By answering this call for help, these Westers are helping create a community strength of interdependence. And that's a comfortable feeling.

Of the residents employed, most work part time. The flexible work schedule helps maintain the great feeling of freedom. Said one resident, "Work? No sir. That would interfere with my golf." Said another of the transition from work to retirement, "It was the greatest experience in the world." And his wife added, "We didn't want to duplicate what we had back home. This is a brand new and different way of life and we love it."

While gathering information and ideas for this story, it was gratifying to find that Sun City West residents feel very much at home in their brand new city. The main reason for that satisfaction has been stated. It deserves emphasis as we share with you these concluding words of a friendship poem: "-- and the joys of this life, when you've summed it all up, are found in the making of friends."