

Scottsdale

URBAN NEWS

FEATURES:
Urban Developments
New Urban Taste
Urban Design
Dateline: Downtown
Upcoming Events

SPRING 2007

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Jane McCown and Dan Oditt.



Urban Developments

Box seat to Main Street Plaza
7 distinctive new addresses

Nestled in the heart of Scottsdale's downtown Arts District is the long-awaited condominium complex that will eventually comprise seven mid-rise, mixed-used buildings known as Main Street Plaza-Scottsdale.

This is no dense condominium development though, but rather a shade-filled urban neighborhood connected by an inviting pedestrian walkway to Scottsdale shops.

The first residents began moving in last October to 33 units in three of the seven buildings that will eventually encompass some 450,000 residential square feet along with 25,000 square feet of retail space.

Construction of the next building at 7007 E. 2nd St. with another 54 units is expected late spring or early summer. Prices for this section range from \$600,000 to \$3.5 million.

Each of the seven distinctive addresses reflects a leading architect's interpretation of the district's character, designed to become an integral part of the neighborhood's colorful tapestry with live entertainment, weddings and art fairs.

Inside, residents will revel in coffered ceilings, gleaming stone and tile surfaces and palatial windows with breathtaking views of Camelback Mountain and Piestewa Peak.

The external centerpiece, facing Main Street, is a graceful domed entrance revealing a decorative mosaic walkway weaving all parts of the plaza complex into an old world village

Just around the corner, gourmet foods, boutiques and fragrant cafés are expected to become a relished part of daily routines and shopping trips that begin with meetings at the dome.

Jason Horejs and Jeremy Williams have already relocated their fine art gallery, Xanadu, to the 7039 building on Main Street.

And the Su Vino winery has signed a lease for space in the 3801 N. Goldwater building for an expected March opening, making Main Street Plaza-Scottsdale home to the first winery in Scottsdale.

Pre-sales for future buildings planned for East Second Street and Marshall Way, will begin in 2008 with average home prices in the \$900,000 range.

The variety of condominium homes, penthouses and luxury townhomes offer urbanites a world of spacious terraces, waterfalls, private spas and evenings around a poolside cabana warmed by outside fireplaces.

New Urban Taste

ZuZu is American classic

Take your classic all-American 1950s restaurant — including a 17-seat counter with traditional soda fountain — add scenic indoor and outdoor poolside dining areas and dish up familiar favorites with a contemporary twist and handcrafted cocktails.

Voilà: Café ZuZu, located in the newly renovated historic Hotel Valley Ho.

The kitchen is presided over by nationally acclaimed chef Charles Wiley, most recently of the Sanctuary and before that, the Boulders Resort in Carefree. Wiley was chosen as one of America's ten best new chefs by Food & Wine Magazine and one of America's best hotel chefs by the James Beard Foundation,

Wiley's mission at Café ZuZu is to elevate classic American home-style cooking to a new level while also managing the day-to-day operation of the hotel's Polynesian-themed restaurant, the legendary Trader Vic's.

And what better place to call forth the American dream than a Wright-influenced resort that served as hangout for classic American celebrities such as Marilyn Monroe, Bing Crosby, Tony Curtis, Robert Wagner and Natalie Wood?

With its 91 seats, courtyard patio and swank lounge, there's plenty of room for hanging out. The lobby bar actually morphs into an espresso bar, then into a soda fountain and finally into a community table.

One wall of the café is floor-to-ceiling glass that disappears when the weather permits, bringing the outdoors inside, a la AZ88.

The dining room is designed to transition seamlessly from breakfast to lunch to dinner where the specialties include Beef Stroganoff, chicken and dumplings and braised short ribs. Everything is made from scratch.

Homemade pies as well as malts, shakes and ice cream specialties are served from the exhibition soda fountain.

Café Zuzu is located at 6850 E. Main St. in downtown Scottsdale.



Urban Design

Pearson & Co. —
Plantscaper extraordinaire

Specializing in everything other nurseries don't carry — big, tall, rare and interesting plants and containers — Craig Pearson's showroom in downtown Scottsdale is a wonderland of "plant art" along with a vast assortment of home and patio accessories and functional art.

Perfectly suited for the Valley's upscale overscale houses, the kind with 20-foot ceilings, the shop itself is a refreshing oasis on Main Street and a mainstay for ArtWalk enthusiasts.

Among the accessories are a variety of outdoor works by Valley artist Kevin Caron including innovative sculptures, fountains and garden bells along with hand-thrown ceramic containers by Steve Klinsky and dried floral art by Kate Favreau.

In addition to sales and installations, the company is known for their comprehensive maintenance contracts, servicing nearly 500 commercial and residential accounts per week.

Pearson is located at 7022 E. Main St.

