

AVENUE REAL  
LIFE  
STYLE  
COMMUNITIES



### Portfolio Summary

Avenue Communities, LLC, designs and develops innovative urban living communities with a strong focus on unique lifestyle considerations. Headquartered in Tempe, Arizona, the company was established by principals Ken Losch, David Dewar and Jamie Dawson, who are behind the remarkably successful and highly noteworthy Third Avenue Lofts in downtown Scottsdale, VENU at Grayhawk and EDGE at Grayhawk in North Scottsdale, Centerpoint Condominiums in Tempe and the historic Hayden Flour Mill, one of the most iconic landmarks in the Southwest. The company also has projects in California and Utah.

Avenue Communities provides superior real.life.style® residential and recreational opportunities. real.life.style is a brand standard that uniquely characterizes an Avenue Communities’ residential property. At its essence, real.life.style provides residents with a multitude of amenities and services for vibrant and authentic living, and, as such, offers them a means of reclaiming a true sense of community.

Losch and Dewar have been business partners for over 18 years, with Dawson having joined them for the last 10 years. With over 55 years of combined real estate experience and \$1.8 billion in projects in Metropolitan Phoenix and the Southwest, Avenue Communities is a visionary force in developing vibrant, innovative environments for living.

For additional information, please visit the web site at [www.reallifestyle.com](http://www.reallifestyle.com).



## ARIZONA

### Third Avenue Lofts

7301 East Third Avenue, Scottsdale, Arizona | [www.thirdavenuelofts.com](http://www.thirdavenuelofts.com)

Third Avenue Lofts is a unique, innovative, five-story, urban community with an exceptional location. Featuring 84 distinctive homes, Third Avenue Lofts incorporates expansive windows, soaring ceilings and unparalleled amenities and is defined by the diversity, adaptability and individuality of its lofts and residents. Third Avenue Lofts has three exciting categories of homes which include: the Ultimate Penthouse on the elite fifth floor, Funky New York-Style Lofts on the exclusive fourth floor and Luxury Flats on floors one through three. The project was the leader in spurring residential redevelopment in downtown Scottsdale and, in recognition, was awarded the 2005 Gold Nugget Grand Award for “Best Loft Project,” as well as the Gold 2005 Best In American Living Award for “Best Attached Home,” cosponsored by *Professional Builder* magazine and NAHB.

### VENU at Grayhawk

19777 North 76th Street, Scottsdale, Arizona | [www.venuatgrayhawk.com](http://www.venuatgrayhawk.com)

VENU at Grayhawk is an innovative approach to experiencing a cosmopolitan lifestyle within the realm of community living. It is the first community in which Avenue Communities introduced its signature real.life.style program, an amenities-rich living experience. A ground-breaking advancement in residential development, VENU’s amenities include the Great Room at VENU, a luxurious lifestyle clubhouse that showcases a sophisticated pairing of culinary and wine while programming an array of social events and personal services. The Great Room features full-time Resident Chef Troy Thivierge, a professional demonstration kitchen, in-house spa, wine lounge, concierge, electronic lounge, a 20-seat theater and more. VENU’s Great Room opened in 2004, making VENU the first community in North America to offer this level of luxurious amenities with a focus on lifestyle.

VENU is a 388-home community featuring town homes, single-story residences and carriage homes. The real.life.style program at VENU has been highly successful, with more than 500 residents visiting the Great Room every week.

### EDGE at Grayhawk

20100 North 78th Place, Scottsdale, Arizona | [www.edgeatgrayhawk.com](http://www.edgeatgrayhawk.com)

EDGE, sister property to the highly successful VENU at Grayhawk development, provides its homeowners a more active living experience. EDGE offers social and physical activities with a focus on motion.energy.balance. The signature real.life.style amenities at EDGE include: a free-standing poolside gym; Game Room at EDGE, which includes such amenities as a sports lounge with flat screen televisions, race car simulators, poker table, billiards and darts, and a café and bar to host micro-brew event tastings and casual fare by EDGE’s Resident Chef; an outdoor Living Room, which offers plush seating around an open hearth; and an EDGE Activities Van that shuttles residents to concerts, and sporting and cultural events. EDGE was the first Avenue Communities development to introduce the pure.life.style program — a water playground at Bartlett Lake — to its residents.

EDGE has luxurious one-, two- and three-bedroom homes. With 447 units available, floor plans range from 785-square-feet to 1,292-square-feet with 10 different floor plan options featuring loft spaces, single-story flats and carriage homes.



## **pure.life.style**

Bartlett Lake in Northeast Phoenix | [www.purelifestyleboats.com](http://www.purelifestyleboats.com)

The company’s newest lifestyle concept is pure.life.style, a water playground designed exclusively for residents of Avenue Communities’ properties. pure.life.style is located just north of the Valley at Bartlett Lake. Situated in the Tonto National Forest, pure.life.style features several outdoor opportunities for enjoying recreation at the lake. Two all-pro tournament boats are available for water-skiing and wake-boarding, ranging from beginner to advanced outings. To explore the further reaches of the lake at a slower pace, a pontoon boat is conveniently on-hand. And, for the independent-minded, wave runners and jet skis are also available to crisscross the wakes. For sheer peacefulness, kayaks, rowing shells and canoes are also available. At dockside, grills are ready for a barbecue feast or for the catch-of-the-day.

To access pure.life.style, Avenue Communities’ residents may simply call their property concierge to schedule a day at the lake. Boat attendants are on-hand to assist everyone from novices to accomplished boaters. Each Avenue community boasts its own Activities Van, which is also available for shuttling residents to the lake.

## **Centerpoint Condominiums**

Corner of Sixth Street and Maple Avenue, Tempe, Arizona | [www.centerpointaz.com](http://www.centerpointaz.com)

The company’s newest endeavor is Centerpoint Condominiums in Tempe’s Mill District. Currently under construction, Centerpoint will feature one 22-story and three 30-story residential buildings. Incorporated into the design of the buildings is Avenue Communities’ signature real.life.style program, which will envelop the Seventh Level with over 23,000-square-feet. The Seventh Level is known as the “Back Yard” and will showcase a 40-seat professional demonstration kitchen featuring Avenue Communities’ full-time Resident Chef, Troy Thivierge; an intimate wine lounge; a spacious fitness center designated for free weights; stationary equipment; studios for yoga and Pilates classes; lavishly furnished men’s and women’s locker rooms complete with steam room and showers; an electronic lounge that will showcase popular game systems such as Xbox, PlayStation and Nintendo Wii™; two private theaters; an in-house spa; a business center and concierge services.

In addition, the ground level, or “Front Yard,” will feature a 23,150-square-foot public plaza and 20,000-square-feet of retail. The retail portion will include a signature Italian restaurant, Trattoria M, and a unique kitchen, market and cafe concept developed and operated in partnership with celebrity Chef Michael DeMaria and his business partner, Brandon Maxwell. The plaza will also feature a ground-breaking wine education and winemaking facility, PürVine, that is being developed in conjunction with famed Signorello Vineyards of Napa, California.

Upon completion, Centerpoint will feature over 800 condominium homes. The floor plans range from innovative studio-style plans averaging just under 500-square-feet, to three-bedroom, three-and-a-half bath homes with over 2,800-square-feet of living space. The first tower is expected to be completed in the spring of 2008, with the second tower scheduled to open approximately six months later.



## **Chef Michael DeMaria**

Joins Centerpoint

Celebrity Chef Michael DeMaria and his business partner, Brandon Maxwell, have entered into a partnership with Avenue Communities to bring Chef DeMaria’s signature Italian restaurant, Trattoria M, to Centerpoint, along with a unique kitchen, market and cafe concept. After ten years of operating Michael’s at the Citadel, his award-winning namesake restaurant in North Scottsdale, he will be moving this popular, highly successful business to Centerpoint Condominiums, adding a remarkable new dining experience to the Mill District.

The 6,500-square-foot Trattoria M will be located next door to the unique market and cafe on the plaza level at Centerpoint. The ambiance of Trattoria M will feature old-world Italian, juxtaposed with an urban-contemporary flair. Trattoria M will have a diversity of eclectic venues within the restaurant to cater to any desired experience, from casual Italian dining to social lounging. The main dining room will feature rustic wood-top tables with a blue, mustard and sage color design palette, and retro, upbeat music.

## **PürVine**

425 South 48th Street, Tempe, Arizona | [www.purvinewines.com](http://www.purvinewines.com)

Further expanding its richly innovative lifestyle offerings, Avenue Communities has partnered with Signorello Vineyards of Napa Valley to create a wine education and winemaking facility at Centerpoint Condominiums. Called PürVine, it will be the first winemaking facility and wine education program in the Phoenix Metropolitan area, and the first in the nation to be built within a residential community. PürVine will be located between the market and cafe and Trattoria M at Centerpoint’s plaza level. Virtually every aspect of the age-old winemaking process will take place at PürVine, from crushing the grapes and fermenting them in stainless steel tanks, to maceration, and ultimately to racking the wine in American or French oak barrels. PürVine participants will also custom-bottle their handmade vintages.

John Allen Burtner, a winemaking veteran with approximately 25 years of experience, will serve as winemaker and sommelier for the project. His profound knowledge of wine has afforded him the opportunity to work with some of the world’s most accomplished vineyards. John holds an Advanced Certificate from the Court of Master Sommeliers, and he graduated with honors from the California Culinary Academy. PürVine is a participant winemaking facility available to novices, wine lovers and connoisseurs alike.

## **Hayden Flour Mill**

In the fall of 2006, Avenue Communities was awarded the development rights to the historic Hayden Flour Mill, a project the Avenue Communities’ partners had been working on for more than two years. The Flour Mill is a Tempe icon and is the reason that the local area surrounding the Mill is known as “Mill District.” The project is still in the creative process; however, the original Mill building and its accompanying silos will remain on-site and will be incorporated into the new design. Preliminary ideas for the Mill building suggest that the space will be used for retail and restaurant components, as well as for office space.

The Hayden Flour Mill is an industrial landmark that was originally built in 1874. After several fires devastated the original construction, the Mill was re-built in 1918 and still stands today. Tempe’s founder, Charles Trumbull Hayden, owned and operated the Mill, which contributed to Tempe’s growth and success as a city. The Mill eventually wound down operations and closed its doors in 1997.



## CALIFORNIA

### VENU at Galleria

301 Gibson Drive, Roseville, California | [www.venuatgalleria.com](http://www.venuatgalleria.com)

VENU at Galleria is a 258-luxury-condominium and town home community located just northeast of Sacramento, in the charming city of Roseville, California. VENU at Galleria is the only residential community in northern California to offer Avenue Communities' signature real.life.style amenities program.

Going beyond traditional "bricks-and-sticks" development, the real.life.style program at VENU at Galleria will be showcased in the 3,665-square-foot Great Room. The Great Room raises the standard of conventional resort living by featuring amenities such as a café bar stocked daily with an expansive selection of Starbucks' flavors; an entertainment kitchen that will be the setting for appearances by guest chefs who will prepare an array of gourmet fare for residents as they sip local wines; a plush, lounge-style theater for movie nights; and concierge services on par with those of five-star resorts. For the younger residents or the young at heart, the electronic lounge offers a fully equipped game room complete with 10 flat-screen plasma televisions featuring PlayStation, Nintendo Wii™, Xbox and hundreds of other games.

There is also an in-house spa for massages and facials, a media and business center with complimentary Wi-Fi laptop computers, a newsstand, billiard table, state-of-the-art fitness center, resort-style pool and a Jacuzzi. VENU at Galleria offers 14 floor plans from studios to one-, two- and three-bedroom homes ranging from 600- to 1,700-square-feet.



### Solana Beach

Along the Pacific Coast Highway in Solana Beach, California | [www.gatewayolanabeach.com](http://www.gatewayolanabeach.com)

Avenue Communities' new design for the Gateway Solana Beach includes a boutique hotel concept that complements the community's rich, natural heritage and adds spectacular lifestyle amenities. The distinctive boutique hotel will comprise of 30 single-story cottages and will feature two room sizes, one with 850-square-feet and one with 1,200-square-feet. Two levels will be incorporated—a below-grade level complete with a wine storage wall and theater room area, and a main level with a seating and entertaining area. Both the below-grade and main interior levels will boast custom-designed Murphy beds along the wall that will enable the cottages to accommodate a range of guest scenarios, from a single guest up to a family.

The hotel cottages will be set amid abundant green space with lush native landscaping, and each will have a private Jacuzzi, along with a nearby swimming pool and many other features. Notably, Avenue Communities' signature Great Room will be incorporated into the design plans and will welcome guests and offer them a unique gathering place that breaks with traditional hotel design. The main attraction of the Great Room will be a professional demonstration kitchen, which will feature food service via creative cuisine and casual dining prepared by a full-time chef. The Great Room will also feature a charming in-house spa to enhance each guest's stay. The Great Room concept is unique to Avenue Communities and is a hallmark of the innovation and quality service brought to all of its projects. The Gateway Solana Beach is nestled on a triangle of vacant land that borders the Pacific Coast Highway overlooking the Pacific Ocean.



## UTAH

### Park City, Utah

573 Main Street, Park City, Utah

Recently, Avenue Communities joint-ventured with Robert McGarey of Southwest Retail Group to establish Germaine Partners, LLC. The company was formed to develop a mix of vibrant residential, restaurant and retail components that add to and enhance the opportunities and living experiences on Park City's famed Main Street.

One of Germaine Partners' first projects, the ClaimJumper Hotel, is a retail endeavor located in a 17,500-square-foot historical building. The former hotel will be converted into a fractional ownership destination point that will operate much like a resort. The building will feature five-star dining and nearly 10,000-square-feet of retail, restaurant and spa space on the building's first two levels. The second development site is a mixed-use townhouse development, with ground-floor retail and two residential units above. Each residential unit will be comprised of two stories, roof and deck.

Avenue Communities and McGarey also formed a unique business partnership with celebrity Chef Michael DeMaria and his business partner Brandon Maxwell, as well as hospitality executive Zachary Frangos, to create Six Spoons Hospitality, LLC. The formation of Six Spoons Hospitality, an entertainment and operations entity, showcases a commitment to creating leading-edge projects that contribute to the confluence of world-class entertainment, boutique shopping and dining, and unique recreational amenities.



## CORPORATE

### TRACares Foundation

230 West 5th Street, Tempe, Arizona | [www.tracares.org](http://www.tracares.org)

As a growing company of compassionate employees, Avenue Communities is tremendously proud of the commitment it's making through the TRACares Foundation, a 501(c)(3) nonprofit organization formed to support causes that empower community. Through this remarkable program, Avenue Communities actively supports a number of worthy causes locally, nationally and globally.

Funding for the TRACares Foundation is derived through several means—PūrVine will be an important source of support for this rapidly developing philanthropic program. Avenue Communities has pledged to donate all of its profits from the new PūrVine winemaking and education facility to the TRACares Foundation.

The global causes supported by the TRACares Foundation include the Kafakumba Development Fund in Zambia, Africa, which supports the economic and social development of sustainable business enterprises through business training and long-term visioning for local villagers. TRACares also supports Sister Josephine, who served in the Vatican under Pope John Paul II. Her projects in Zambia include seven remote feeding centers which provide one meal each day to approximately 3,200 orphans throughout the region of Ndola and Luanshya. TRACares also supports Sister Josephine's DaGama School for Handicapped Children, which provides room, board and education to 200 severely handicapped children.

Nationally, TRACares is aiding the Pejuta Huto Oyanka, a Lakota Sioux community on the Pine Ridge Reservation in South Dakota, notably the poorest community in the United States according to the Bureau of Indian Affairs. TRACares is currently working to extend American Indian projects locally as well, with such tribes as the Pima and Navajo.

Local organizations that TRACares supports include The Center of Habilitation (TCH), which trains and employs disabled individuals, and Childsplay, an award-winning professional theater company for young audiences. Avenue Communities' principals also support causes such as the Desert Botanical Garden, YMCA and the Boys & Girls Club.

TRACares is touching the lives of millions of people by working to create opportunities for them by strengthening their communities through individual successes. The outcome is certainly in keeping with TRACares' core values — "Empowering Community."





For additional information about Avenue Communities, LLC,  
please visit the website at [www.reallifestyle.com](http://www.reallifestyle.com) or call **480.294.6333**.