

THE ARIZONA REPUBLIC

FIRESIDE LIKE 7 NEIGHBORHOODS IN ONE; CHOICES RANGE FROM APARTMENTS TO LUXURY HOMES

Michael Clancy, The Arizona Republic
August 8, 2007

SECTION: NORTHEAST PHOENIX REPUBLIC; Pg. 3

Fireside at Desert Ridge, going up on 270 acres west of Desert Ridge Marketplace, is more like seven neighborhoods.

On the northeastern corner are "maintenance-free" homes -- apartments and patio homes that will be sold to empty nesters and first-time home buyers. Near Deer Valley Drive in the center are the luxury line of homes -- large, with up to five bedrooms.

"We are speaking to a variety of lifestyles," said Eric Orpet, marketing manager for **Pulte** Homes and Del Webb, a subsidiary of **Pulte** that also has a **Fireside** community along Interstate 17. "We developed brand-new unique plans for the area."

Only 10 families or so have moved in, including Mark and Veronica Miller and their children, who moved in Monday, about seven months after signing their contract.

Several hundred homes have been sold, largely at the southern end of the development.

All told, 916 units will be put up eventually. Orpet says sales are rolling along better than expected.

Two large washes bisect the property, generally running northeast to southwest, adding open space to the property.

The homes range from 1,448 to 4,306 square feet with prices starting at \$359,900 and going up to \$794,900.

The Millers' new home features a casita separate from the main house, two garages, efficient windows and air-conditioning, a courtyard, high ceilings, a butler's pantry, granite countertops and upgraded appliances and cabinets.

The most popular homes so far are in the Monument Series, with sizes ranging from 3,334 to 4,049 square feet. The prices are in the high \$600,000s.

Those homes are similarly appointed to the Millers' new home.

The Millers found exactly what they were looking for.

The house is new, and they could make changes as desired. They upgraded the electrical system, adding more fixtures, and chose their own paint colors.

It's big, including four upstairs bedrooms, a casita with its own bathroom and an entry courtyard. That's just right for a growing family; the Millers have a baby and two toddlers.

It's also convenient. Mark can get to work at the P.F. Chang's in Peoria by scooting down Loop 101. He is a partner in the company.

Schools, shopping and recreation are nearby, as are some friends.

"We have a friend in Aviano" just to the north, "who is moving down here now," Mark said.

Veronica said she is looking forward to City North opening and additional developments in north Phoenix and Scottsdale.

Finally, Mark said, the price was right, less than \$200 a square foot.

"We got in early, so we got a premium lot," Mark said.

The house backs up to a wash and is across the road from a future school.

The yet to be completed community center and its amenities are within walking distance.

For now, the Millers will live amidst lots of construction. Their neighborhood is just months old, while others are almost all sold out, and still others have yet to be started.

For the Millers, the community is a good alternative to Scottsdale, where they lived in McCormick Ranch. "We just could not find the space there," Mark said.