



Arcadia Cove, 44th and Oak streets, is being constructed at the site of the old Gerard Catholic High School. An artist's rendering shows what the luxury apartments will look like.



Above right is the interior of one of the luxury apartments at The Ingleside, 46th Street and Indian School Road. The Ingleside complex emphasizes the historic past of the area.

Luxury apartments going up in east Phoenix

By Gail Tabor
Staff writer

PHOENIX — The construction of two luxury apartment complexes in east Phoenix is attributable to that old real estate maxim: Location, location, location.

It's somewhat of a surprise when the locations in question have for years been considered marginal. They are in older neighborhoods where the fear of blight afflicts neighborhoods like a skin rash, irritating but not deadly.

The Ingleside, at 46th Street and Indian School Road, emphasizes the historic past of the area: The Ingleside Inn, one of Phoenix's first winter resorts, was built not too far away in 1918.

Arcadia Cove, 44th and Oak streets, is the site of the old Gerard Catholic High School, and the surrounding neighborhood once echoed with rousing band tunes and cheers during football games.

George Bosworth, vice president of development for Evans Withycombe, creator of The Ingleside, said the property's proximity to Arcadia and its location within the Scottsdale Unified School District are proving irresistible to renters. Of the 120-unit total, 87 are rented, and 61 of those are occupied.

"It has a lot of the things that made The Palms (44th Street near Camelback Road) so popular," Bosworth said. "It has access via good transportation routes to the Camelback Corridor, to the airport, to shopping, recreation — to everything."

"We tried — and I think it's working — to develop the idea that this is part of Arcadia, and we used Arcadia history for it. We tried to give it a place in history, if you will."

Reproductions of long-ago pic-

tures of the Ingleside Inn, showing a pristine desert with an unscarred Camelback Mountain in the background, are in the office lobby and the clubhouse.

The link is intentional, Bosworth said, because even city officials hope that this project will boost its profile to more closely resemble its upscale neighbor to the north and perhaps give incentives to the entire area to re-establish itself.

"When other businesses feel their property is protected and enhanced, they tend to clean themselves up," Phoenix planner Mark Steele said.

At Arcadia Cove, two swimming pools, a fitness center, a clubhouse with a mini-theater and 432 luxury rental units cover the former Gerard High School gymnasium, football field and classroom sites.

Wende Bartolomeo, manager of the complex, said Picerne Development Corp. chose this site because it realized the demand for such housing in the 44th Street corridor.

Even though model apartments won't be ready for viewing until late December, Bartolomeo said more than 500 people have signed up to be prospective tenants. More than 20 people signed leases even without seeing models and are to move in before Christmas.

At Arcadia Cove, rents, without amenities, range from \$670 to \$995 monthly. The Ingleside basic rents, without added amenities, are from \$710 to \$1,030. Water, sewer and trash pickup are included.

Tenants at the two sites are similar. Most are young professionals who work on the east side of town, or in areas accessed by freeways. Some are older couples

whose children are grown and who are tired of yard work and being nickled and dimed to death by a home.

Now, Bartolomeo said, they can feel secure and let other fingers do the working. They're going to relax.



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