



Herland

PHOENIX / SCOTTSDALE,
ARIZONA

SITE SIZE: 730 acres

- PROJECT TYPE: Multiuse community
- LAND USES: Residential, resort, golf, commercial, retail, open space
- PARTNERS/CLIENT: The Herberger Interests
- PROJECT LAUNCHED: 1991
- SITE SALES COMPLETED: 2003



P R O J E C T D E S C R I P T I O N

Woodbine teamed with the Herberger Family of Phoenix/Scottsdale to create the Kierland community on a 730-acre site owned by the Herbergers since the 1950s. The master plan was unanimously approved in 1991 in the largest rezoning case in Phoenix's history. After an initial residential site sale in 1993, Woodbine developed the Kierland Golf Club, which opened in 1996. A steady pace of site sales followed, and in 2002 Woodbine opened the highly successful The Westin Kierland Resort & Spa on a site surrounded by the golf course. Woodbine has continued involvement in the community as manager of the master property owners association and majority owner of Kierland Commons, the 38-acre, award-winning mixed-use development that includes retail, dining, office and residential components.

Kierland's location in the Scottsdale Road resort corridor of northeast Phoenix offers dramatic views of the surrounding McDowell Mountains and Pinnacle Peak. A 3-mile hike-and-bike trail links residential, schools, retail and recreation within the development, which is bisected by the six-lane, landscaped Greenway Parkway.

L O C A T I O N / A C C E S S I B I L I T Y

Kierland is bounded on the east by Scottsdale Road and is bisected by Greenway Parkway.

- 30 minutes from Sky Harbor International Airport
- 30 minutes from downtown Phoenix
- 30 minutes from historic downtown Scottsdale

P R O J E C T H I G H L I G H T S

- 1993 Initial development begins with a sale of 444 acres to UDC Homes, which called for Woodbine's development of the 27-hole Kierland Golf Club.
- 1996 Kierland Golf Club opens.
- 1997 Woodbine chooses Westin as operator for a planned 750-room resort.
- 1999 Woodbine begins Phase I of Kierland Commons and adds Cook Inlet Region, Inc., of Alaska to its team of equity investors for The Westin Kierland Resort.
- 2000 Construction begins on The Westin Kierland Resort & Spa.
- 2002 Resort opens in November; Starwood Vacation Ownership buys 10 acres for its 102-unit Westin Kierland villas.
- 2006 Woodbine sells The Westin Kierland Resort & Spa, including Kierland Golf Club, to Host Hotels & Resorts.

L A N D U S E S (approximately)

	<i>Original plan</i>
<i>Resort hotel</i>	37 acres
<i>Clubhouse/Golf course</i>	225 acres
<i>Vacation ownership</i>	11 acres
<i>Single-family residential</i>	138 acres
<i>Multifamily residential</i>	78 acres
<i>Commercial/Retail</i>	69 acres
<i>Kierland Commons (specialty retail)</i>	38 acres
<i>Commercial/Office</i>	123 acres
<i>Parks/Open space</i>	11 acres
<i>Total</i>	<u>730 acres</u>

P L A N N I N G T E A M

CIVIL ENGINEER	Coe & Van Loo Consultants, Inc.	<i>Phoenix</i>
	Primas & Associates	<i>Phoenix</i>
COMMERCE PLANNER	John A. Kricensky (now JAK Architecture and Planning)	<i>Tiburon, California</i>
DEVELOPER/PROJECT MANAGER	Woodbine Development Corporation	<i>Dallas</i>
	Woodbine Southwest Corporation	<i>Phoenix</i>
HARDSCAPE ARCHITECT	Studio A.P.I.	<i>Phoenix</i>
LAND PLANNER	Larson, Voss Associates, Inc.	<i>Scottsdale, Arizona</i>
TRAFFIC ENGINEER	Kirkham, Michael & Associates	<i>Phoenix</i>
	Bolduc & Smiley	<i>Phoenix</i>
URBAN PLANNER	Sasaki Associates	<i>Watertown, Massachusetts</i>

M U N I C I P A L I T Y / T A X I N G J U R I S D I C T I O N S

City of Phoenix, City of Scottsdale (post office), Maricopa County, Paradise Valley School District

Z O N I N G

Multizoned; P.C.D.

U T I L I T I E S

WATER	City of Phoenix
SEWER	City of Phoenix
ELECTRICITY	Arizona Public Service
NATURAL GAS	Southwest Gas
TELEPHONE	Qwest

P R O J E C T O W N E R S H I P / S P O N S O R S H I P

PHXAZ, a joint development partnership between Woodbine Development Corporation of Dallas and the Herberger Interests of Phoenix/Scottsdale