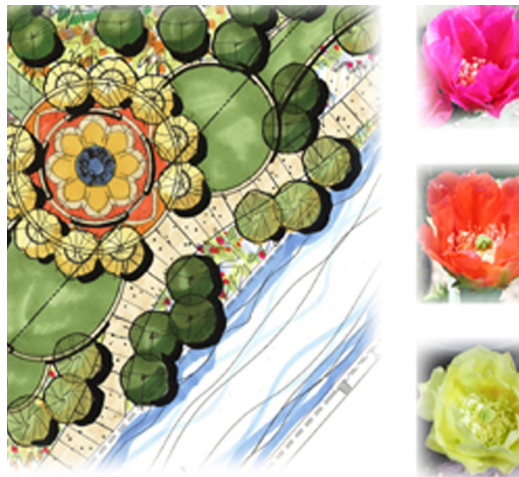


Floor Associates developed the overall site theme and image for Scottsdale Waterfront, a high-end, mixed-use project located in downtown Scottsdale at the SW corner of Scottsdale and Camelback Roads. Phase 1 includes the development of the mixed-use retail and office condominium components along Camelback Road and Marshall Way. Also included are the development of the perimeter streetscapes, the development of a public amphitheater on the edge of the Arizona Canal and coordination with the City of Scottsdale's Marshall Way bridge project.

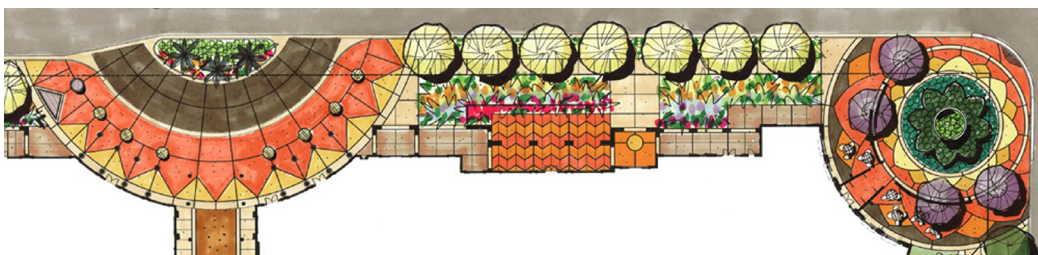
The master plan draws heavily from desert landscape imagery and the historical references of Scottsdale for inspiration. The concept incorporates the bold forms, colors and textures of native cacti and cactus flowers throughout the plazas and public spaces as an overall unifying theme. Strong chroma paving, sculptural walls, fabric shade structures and custom light fixtures create a unique sense of place while providing interest and texture.

All site elements are constructed over the underground parking structure. The design incorporates raised planting areas, utility and infrastructure requirements, water features and maintenance access for two private well sites and for SRP along the Arizona Canal.

The firm also worked closely with the Scottsdale Cultural Council to integrate two prominent additions to the City's permanent art collection - David Lipski's "The Doors" and Herb Mignery's "Passing the Legacy".



PRICKLY PEAR BLOSSOM PLAZA



Client

Opus West Residential
Golub & Company
Starwood Capital Group

Location

Scottsdale, Arizona

Design Team

Opus Architects SCB Design
H & S International
Drake & Associates
Floor Associates

Size

Phase 1 - 5.5 Acres
Residential towers - 8 Acres

Services

Landscape Architecture
Conceptual Master Plan
Hardscape Design
Water Feature Designs

Budget

Phase 1 - \$750,000
Residential Towers - \$750,000

Completion

Phase 1 - 2005
Residential Towers - 2007

Recognition

2008 AZ|RE RED Awards
-Best Multi-Family Project - Over 100,000 SF

2008 Valley Forward Association
-Environmental Excellence Award