



Beautification Committee Update

Many ABEVA members have questions about the Who? What? Why? When? and How? regarding the current BEAUTIFICATION PROJECT. The following is a detailed and accurate history of the project. We hope this clarifies any questions and illuminates any misunderstandings about this endeavor.

It all began with this:

ABEVA MISSION STATEMENT

ABEVA pledges aggressive leadership to nourish and enhance our Biltmore Lifestyle by preserving and protecting the ambiance and environment, and by maintaining standards which benefit all members of ABEVA.

Formed in Fall of 2020, the ABEVA Beautification Committee (BC) set sail on a deep exploration on how to elevate and add value to one of the most prestigious, historic, and perfectly located planned communities in the Valley: The Arizona Biltmore Estates.

The six Member Committee is comprised of experts from many disciplines including business, product start up, project development, commercial and residential real estate, architecture, entrepreneurship, professional athlete agency, and event management, to name a few.

Over many years, ABEVA has accumulated a \$1M surplus in its Reserve Fund, which is to say, funding over and above what our reserve study indicates will be needed. This surplus money needs to be reinvested into the community. The BC recommended to the ABEVA Board that the focus be on beautifying the four primary entrances into the community that set the tone and esthetics so revered of the Arizona Biltmore Estates. These are: 24th St. and Thunderbird, 24th St. and Biltmore Circle Dr., Lincoln and 32nd St., and 32nd St. and Colter.

Most members of the 18 sub-associations that make up the Biltmore Estates pass through or see these entryways, as do tens of millions of passers-by annually.

In late 2020, the BC authored a Request for Proposal (RFP) and distributed it to seven prestigious landscape architecture firms from across the country seeking design proposals.

The next step was to analyze the RFP responses received, which proposed costs to design and execute a plan to reimagine and elevate the four main entrances. Those proposals were then distilled down to three local firms. The BC then hosted interviews with these three firms at their offices in the early Spring of 2021.

After deep and careful consideration, the Scottsdale-based firm, Greedy Pickett (GP), was chosen, as they have a long and successful body of work here in Phoenix and seem to best understand the luxury and historical significance of the Arizona Biltmore Estates.

With GP engaged, the BC continued to refine our vision and decided on a hierarchy of focus and exploration to include:

- 1.) The existing \$1M surplus in our reserve fund.
- 2.) Our Board Pledge to nourish and enhance our Biltmore Lifestyle.

- 3.) The Arizona Biltmore Estates brand estimated to represent at least a billion dollars of home value.
- 4.) The long-established greenbelt, best reflected in the 36-hole Adobe Golf Course and our Architectural Guidelines.
- 5.) The Frank Lloyd Wright influence seen throughout elements in our community.
- 6.) The \$100M renovation at the Blackstone-owned Arizona Biltmore a Waldorf Astoria Resort.
- 7.) Our long-standing agreement with the Arizona Biltmore requiring them to maintain the 24th Street & Thunderbird Trail Entrance leading up to the hotel.
- 8.) The proposed \$30M renovation of the Golf Course by its owner JDM.

Eventually, Greedy Pickett submitted their design proposal and gave the BC an indication of what a 5-star, \$2M budget could achieve. The renderings of this design can be found on the abeva.com website under the Beautification Project tab. The hope was that the owners of both the hotel and the golf course would contribute the additional \$1M to elevate their interests as well. Unfortunately, both are 100% focused on their own renovations, and have at this juncture declined to participate financially beyond offering to pay for perfunctory signage.

Numerous Committee meetings were organized and hundreds of collective hours invested to evaluate our best options. Many action items and recommendations were presented to the ABEVA Board for approval.

The BC thoroughly explored all possibilities to raise the additional funds including: creating bonds, seeking private donations, special assessments and capital improvement loans from banks. All these options to raise the additional \$1M were ultimately dismissed, and the focus became reducing the scope of work to match the existing \$1M available for the project.

As of this writing, the BC is waiting for Greedy Pickett and SDL Contractors to pull elements from the current renderings and to reduce the Beautification Project to three of our highest impact entrances 24th Street and Thunderbird Trail, (sign update only on the 24th Street & Biltmore Circle Drive monument), Lincoln and Biltmore Circle Drive and 32nd Street and Colter, with a total budget to equal our \$1M reserve surplus.

During the exploration, it was discovered that the unsightly block building on the Northeast side of the 24th St. and Missouri entry point is a water boost station that the city is abandoning with demolition scheduled for January 2022. We are talking to the homeowners about their plan once the city releases the easement and the land reverts back to the homeowner as to whether or not a portion of the reclaimed land could be used for the ABEVA project. The BC met with the homeowner's attorney, along with our own attorney, Scott Carpenter, and we are awaiting information.

Your ABEVA Beautification Committee members are:

Bill McKay (Chair), Meridian, Wes Balmer Greens IV, Garnet Harding, Biltmore Greens, Will Hawking, Taliverde, John Lynch, Village On The Lakes, and Keith Mishkin, Taliverde.

