



Community News – Current Projects: Optima CamelView Village

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Life meets style at Optima Camelview

By Noelle Bowman

Having driven by the intersection of Highland Avenue and Scottsdale Road dozens of times since moving to Arizona last year and gawking at the seven-story buildings that make up Optima Camelview, my reaction to touring the property was like my son's when he goes to Castles and Coasters ("Cool!" Sigh.).

The 11 buildings that make up the property stand on the northwest corner of Highland Avenue and Scottsdale Road. They are connected by a series of walkways and sidewalks, and in the center is a promenade, which houses a fitness center, business center, concierge office, reflecting pools and commercial space.



Camelview's reflecting pools help cool the air during hot summers.

For people who seek true urban living, this property has a lot going for it: Location, architectural brilliance and convenience.

Where it's at

Susie and Bill Colova have lived at Camelview since December 2006. They moved from a large Anthem home to their three-bedroom condo just blocks from the sprawling Scottsdale Fashion Square.

"It's like my closet," Susie Colova said, laughing. "If I don't have something to wear, I can go right across the street."

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The property is within walking distance to downtown Scottsdale's shops and restaurants. Colova said during the Super Bowl festivities earlier this year, she and her husband walked to downtown Scottsdale and weren't plagued by parking problems.

"It's actually kind of like being at a resort," Colova said. "I wasn't sure I'd like it (city living), coming from a home my whole life."



With rooms for yoga, Pilates and fitness classes, the clubhouse also houses some of the best fitness equipment

Architectural smarts

My tour hosts, sales associate Wendy Holman and public relations director Jennifer Ziegler, said the property was designated as Scottsdale's first green building, and it was named the top architectural structure in the state by the Arizona Chapter of the American Institute of Architects in 2007.

Central to the property is a promenade with lower levels that house Camelview's fitness center, concierge office, retail/office spaces and reflecting pools with fountains.

Holman said the reflecting pools are not only for aesthetics. As air blows over the pools, the temperature cools the air breezing through common areas during hot summers.

"It was designed to be flowing through all the buildings," Holman said.

Holman explained that Optima Camelview is the 30th project by general contractor/ developer/ architect David Hovey, who has well-known projects in Illinois and Arizona.

The condo units themselves are where the brilliance really shows.

Each unit has rooftop gardens filled with lush plants and flowers (maintained by Optima staff), providing an eco-friendly environment, aesthetics and a little privacy.

In fact, those gardens and the large outdoor private spaces are what drew the Colovas to Camelview.

"It's more of an extension of our living area," she said.

Inside the units, Holman and Ziegler pointed out Hovey's dedication to high-performing buildings. Each home has auto shades, ultraviolet-protected glass and exterior stone panels, which provide shade and privacy from neighboring units while still allowing light to shine through the floor-to-ceiling windows.

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Easy living

For Roadrunners right-wing forward Sean O'Connor, life at Optima Camelview meets his style. Working out is a big part of his daily routine.

"It's the first time I've been at a place that has the kind of gym that isn't kind of like a fake gym," the hockey player said. "It's a real gym. Anyone of any strength can use it."

O'Connor and his fiance moved into a one-bedroom unit at Camelview last June. They thought they'd give city living a chance.

"It's been amazing," he said.

And the 24,000-square-foot fitness facility is impressive. It houses racquetball and basketball courts, top-line fitness equipment, a 25-meter regulation lap pool and two 12-person spas. Men's and women's locker rooms are fitted with steamers, lockers and showers.

(The fitness center had better be professional—O'Connor said Optima is home to several professional and semi-pro athletes.)

In addition to fitness options for people, Camelview caters to canines. It has its own fenced-in dog park—a 130-by-130-foot enclosed area where dogs are free to run.

"It's bigger than most back yards," Ziegler said.

At you service

Life at Optima Camelview is all about the resort-style amenities in an urban setting for people on the go.

Need tickets to a D'backs game? Shopping for a new car? No time to wait for deliveries?

No problem: A concierge is available 24 hours a day, seven days a week either onsite or by telephone service.

Colova said the couple uses Optima's concierge service for dinner reservations, theater and movie tickets, sporting events and car services.

Holman said the concierge has arranged for dealerships to bring in cars for a resident to test drive; he's helped the Colovas when furniture has been delivered; and he'll make sure out-of-towners come home to a full refrigerator.

"He'll do anything that's legal," Holman said of concierge manager Tim O'Connell of Southwest Concierge.

Coming soon

Holman and Ziegler said the first-floor commercial/ retail/ office space is intended to serve the needs of Camelview residents. Businesses will be open to

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the public, but they'll cater to residents in Camelview's 700-plus units.

One gourmet restaurant, Posh, is slated to take high-profile space on busy Scottsdale Road.

Other sought-after businesses include a dry cleaner, wine bar and store, coffee shop, convenience market and businesses that cater to urban dwellers.

"You could be a dentist living in this unit and walk downstairs to work," Holman said.

The third and final phase of Camelview is under construction and expected to finish at the end of 2009.

About Optima Camelview

Scottsdale Road at Highland, just north of Fashion Square
(480) 425-7177

www.OptimaCamelview.com

1-, 2-, and 3-bedroom and penthouse units available

From 800-3,354 square feet

From mid-\$500,000 to \$3.2 million

It is home to a 24,000-square-foot fitness center, retail and office spaces, two heated exterior pools and spas, one indoor pool and barbecue area. Units have garden terraces, and Camelview offers concierge services and walkability to downtown Scottsdale.

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Nov 2007 – Scottsdale
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Winter 2007 – Business
Journal Luxury Living

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Winter 2007 – Business
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Urban Living

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**The List – Luxury Urban
Condos Ranking:**

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**Arizona 18 Greatest
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