

# CAMELBACK CORRIDOR

## Even Without Trump Name, Project Brings New Life to the Area

Phoenix leaders have done an about-face on the approval of Donald Trump and his development partner Bayrock Group to build a 140-foot, \$200 million condominium-hotel near 24th Street and Camelback Road. Even a scaled down, similar project will spur continued economic growth, jobs, tax revenue and quality development in the area. The Camelback Corridor has a magic combination of high-end retail, class-A office space, world renowned hotels and some of the city's finest restaurants.



BY BILL  
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The transformation of this once sleepy street into possibly the nicest, most vibrant corridor in Arizona did not come easy. Many people fought the development at 24th and Camelback, claiming it would mean the end of this great street. Even the Phoenician Resort, Scottsdale Fashion Square and many other incredible projects that have shaped the corridor over the years were originally strongly opposed, before realizing its value to the area.

A new condominium-hotel, with or without the Trump name attached to it, will help 24th Street and Camelback remain the crown jewel of the Camelback Corridor. Its completion will be one more step in the Camelback Corridor's evolution and will help it maintain its position as one of the premier destinations in the state, despite other areas of the Valley vying for this pedestal. Scottsdale Road has numerous new projects such as The Waterfront, The Valley Ho and The Camelview, with many more in the works. Tempe is another great example of the Valley's amazing develop-

ment community with projects such as Centerpoint, Northshore, and Hayden Ferry bringing new life to the community.

If we look to other cities with vibrant economic submarkets, they too have embraced high rise residential and commercial components. San Diego has built many residential units downtown causing the restaurants and support services to boom because of the rise in pedestrian activity it has created. Century City in Los Angeles is another great example, along with Wilshire Boulevard in Los Angeles and Portland's downtown district.

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The ideal concept of "live/work" environments, where people can walk from their homes to their offices to their favorite restaurants, requires greater density and higher building heights. Phoenicians need to embrace this movement and let go of the notion that taller buildings will simply create more car traffic. We need to focus on the fact that it will also create more foot traffic and a much more, well-rounded community will evolve.

The success of residential high rises along the Camelback Corridor will not mean the demise of the revitalization efforts in Downtown Phoenix as many opponents of the new Trump condominium-hotel have suggested, but instead

will complement the development of our growing city. Downtown Phoenix is going to be a tremendous success, but the redevelopment efforts there are not tied to the success of the Camelback Corridor. A city the size of Phoenix can have multiple "villages," each with its own personality and character.

Downtown Phoenix has an amazing infrastructure of office space, freeway access, cultural amenities, biotech investment, educational opportunities and its own emerging residential options. The difference between Downtown Phoenix's renovation and the development of the new Trump condominium-hotel is the personality of Downtown is—and always will be—very different from the Camelback Corridor. They each will present a very different live/work choice for potential residents. It's ludicrous to think that one community village will be all things to our overall community. We are better as a whole by allowing both subcommunities to develop into the best that they can be. And, we can no longer think that urban sprawl is the answer to Phoenix's growing population.

*Bill Hinz is the founding president, chairman and CEO of Western National Bank. Along with traditional savings and checking accounts for individuals, Western National Bank specializes in SBA 504 and 7(a) loans, provides mortgage loans, business lines of credit, home equity loans, internet banking, debit and credit cards, and a wide array of deposit products. Western National Bank is located at 2525 E. Camelback, Ste. 100, in the Esplanade at 24th Street and Camelback. For more information, call (602) 553-7444 or visit [www.wnbank.com](http://www.wnbank.com).*