



LAKEFRONT

at Scottsdale

DINING • VIEWS • MOMENTS

AN ENVIRONMENT WORTHY OF HERITAGE.

SCOTTSDALE, ARIZONA

Located along Scottsdale Road, Lakefront at Scottsdale is a ±100,000 square foot mixed-use destination composed of curated restaurant, retail, and office space—defined by one of the most rare offerings in the market: a true lakefront setting with unobstructed views of Camelback Mountain.

Conceived as a legacy, placemaking-driven environment, the project prioritizes experience over traditional retail. Signature restaurants, experiential ground-floor retail, and walkable public spaces are thoughtfully arranged to activate the waterfront from day to evening—creating a rhythm of energy, discovery, and lingering presence.

A newly integrated marina with Duffy boat access further enhances the resort-style character of the property, introducing a level of lifestyle rarely found within a retail setting.

Arrival is equally considered. New roundabouts and a dedicated valet sequence create a seamless and elevated point of entry—setting the tone from the moment of approach.

Positioned within one of Scottsdale's most affluent and supply-constrained corridors, supported by luxury hospitality and strong tourism, Lakefront is designed to attract best-in-class brands, achieve premium rents, and establish itself as a long-term landmark destination.



±100,000 SF
CURATED MIXED-USE



LAKEFRONT SETTING
CAMELBACK VIEWS



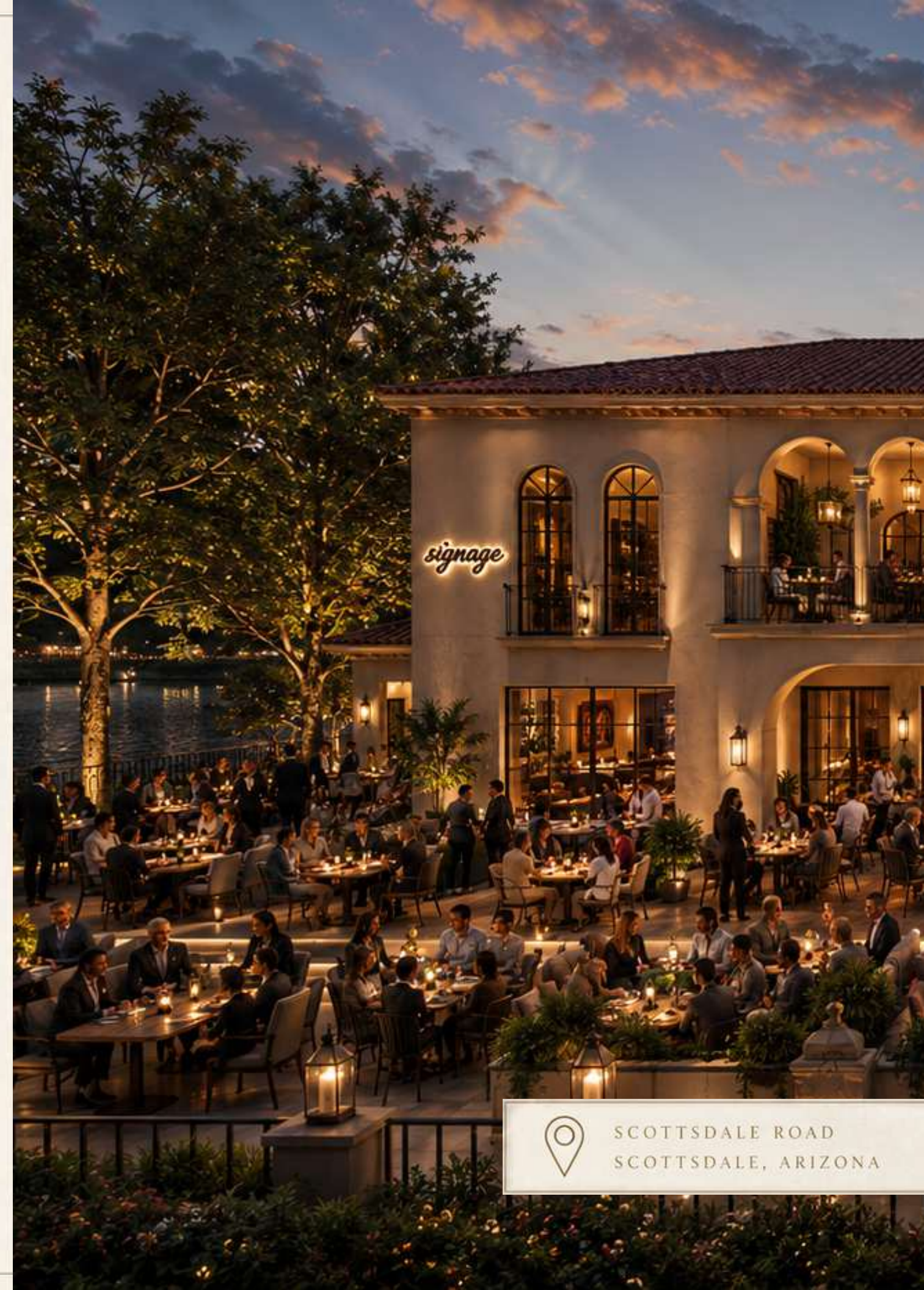
MARINA & DUFFY
BOAT RENTALS



DEDICATED VALET
ARRIVAL EXPERIENCE



RESORT CORRIDOR
SCOTTSDALE ROAD



SCOTTSDALE ROAD
SCOTTSDALE, ARIZONA



FOREVER LANE



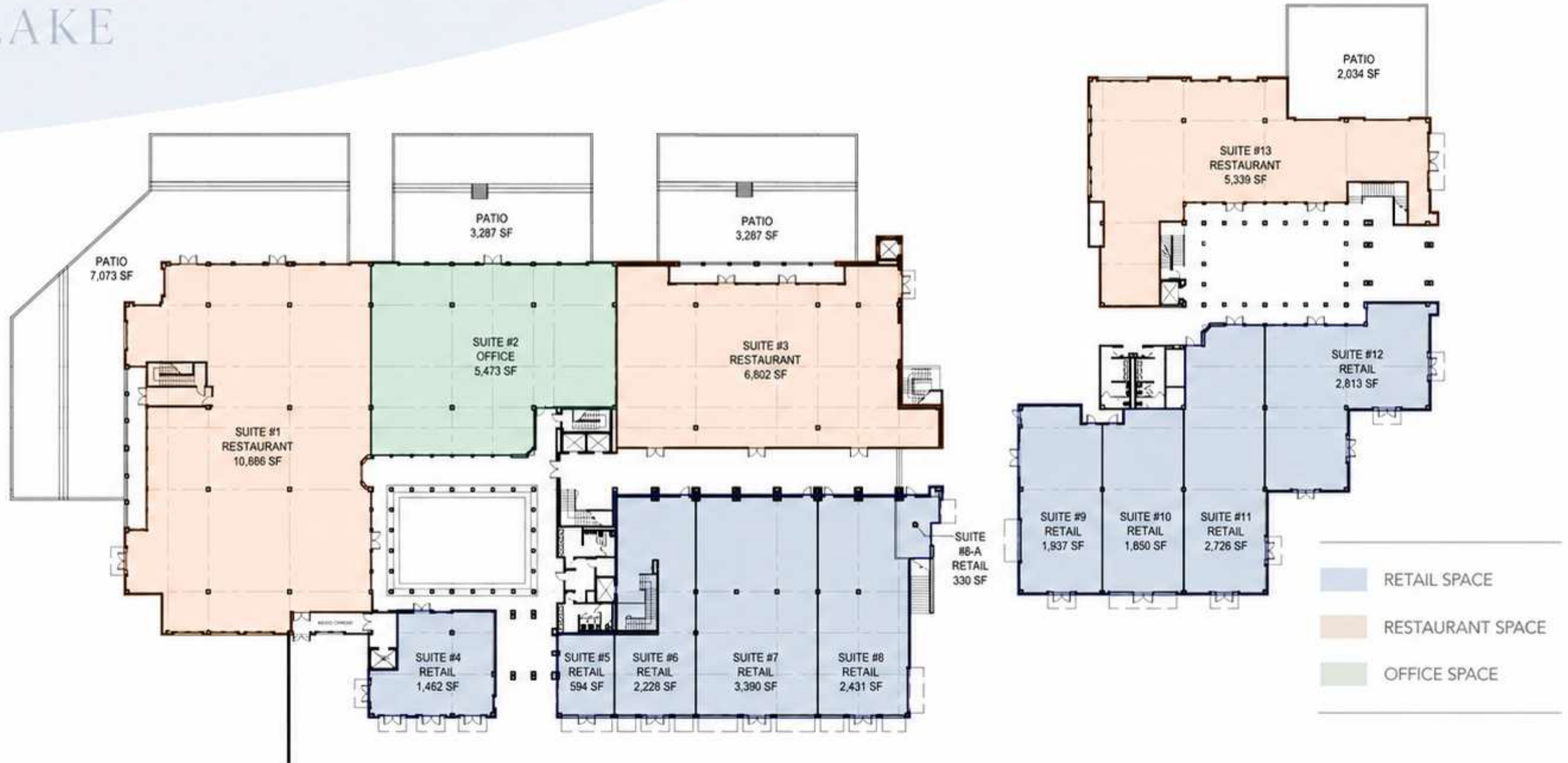
The Lakefront now features a dedicated valet arrival experience, designed to create a seamless, high-end first impression from the moment guests enter the property. This addition enhances convenience while reinforcing the project's luxury positioning, making every visit feel curated, effortless, and destination-worthy. It also establishes a true hospitality-style entry sequence, guiding guests smoothly from arrival to dining, retail, and the courtyard experience. The valet creates a sense of occasion at the front door, signaling that The Lakefront is not just a place to visit, but a place designed to be experienced.





LAKEFRONT

LAKE



The information contained herein has been obtained from sources believed reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used for example only, and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial & legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine, to your satisfaction, the suitability of the property for your needs.

LAKE



FLOOR 1

RETAIL

GO TO THE WEBSITE DPCRE.COM

| | | |
|---------|--|------------------------------|
| Suite 2 | | 8,531 SF |
| Suite 3 | | 1,508 SF |
| Suite 5 | | 1,200 - 4,430 SF (demisable) |
| Suite 6 | | 1,200 - 5,629 SF (demisable) |
| Suite 7 | | 3,517 SF |

The retail spaces are predominantly oriented east, facing the parking lot to provide direct visibility and convenient customer access.





TENANT

TENANT

TENANT

TENANT

VAVANT

EXIT ONLY

LAKE



FLOOR 1

RESTAURANT

GO TO THE WEBSITE DPCRE.COM

| | |
|---------|---------------------------------|
| Suite 1 | 8,531 SF (4,000 SF patio) |
| Suite 2 | 8,531 SF |
| Suite 4 | 6,998 SF (up to 4,000 SF patio) |
| Suite 8 | 5,478 SF (up to 3,000 SF patio) |

Restaurant spaces occupy the South and West side, all lakeside, offering direct views of Camelback Mountain.





signage

TENANT

LAKEFRONT AMENITY

BOAT CHECK-IN

Positioned at the heart of The Lakefront near the valet drop-off and directly in front of a stand-alone tenant, the boat check-in offers a seamless arrival experience for guests coming from the water. Its central location ensures effortless access while enhancing convenience and reinforcing the elevated hospitality experience that defines The Lakefront.



CENTRAL LOCATION
AT THE HEART OF
THE LAKEFRONT



STEPS FROM
VALET DROP-OFF



DIRECT ACCESS
TO THE LAKE



FRONT AND CENTER
IN FRONT OF A
STAND-ALONE TENANT



SEAMLESS ARRIVAL
FROM WATER TO
EXPERIENCE

At the center of it all.
Where every arrival
feels *effortless*.





tenant

BOAT CHECK-IN

The Corridor Experience

RETAIL ON ONE SIDE.
RESTAURANT ON THE OTHER.
Connection in every step.

This interior corridor is conceived as a refined, hospitality-driven passage that connects curated retail on one side with signature restaurant experiences on the other. Floor-to-ceiling glass storefronts create transparency and energy, allowing movement, light, and activity to flow naturally between spaces.

Rather than a traditional hallway, the corridor functions as an experiential spine—guiding guests through the building while encouraging exploration, pause, and interaction. Retail becomes part of the journey to dining, and dining becomes visible from retail, creating a constant rhythm of engagement.

Warm materials, layered lighting, and architectural detailing elevate the space to feel more like a boutique hotel or European arcade than a commercial environment. The result is a highly connected, walkable experience that supports cross-traffic between uses and enhances overall dwell time.



CURATED
RETAIL



SIGNATURE
DINING



SEAMLESS
FLOW

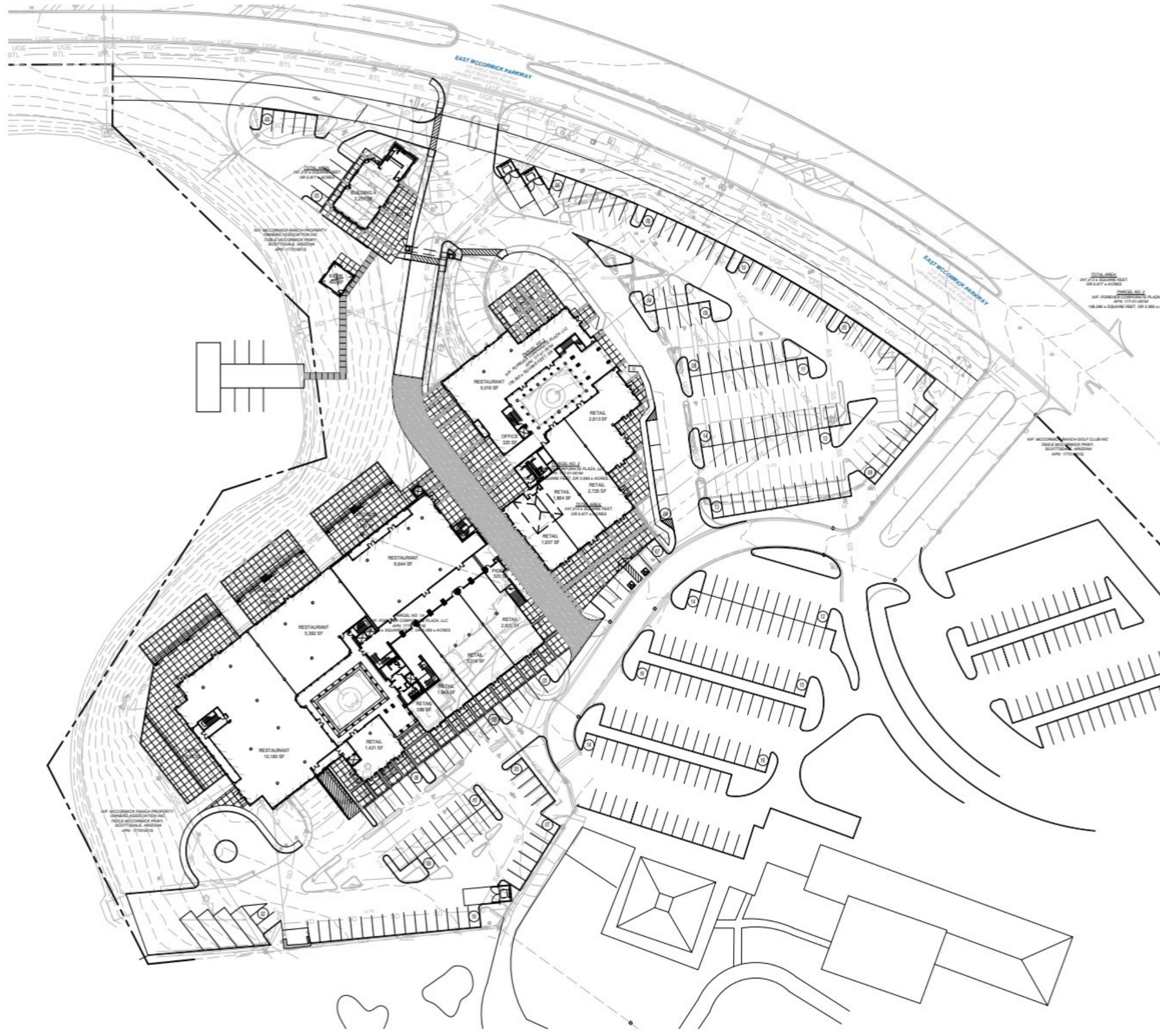


VISIBILITY &
ENGAGEMENT



A DESTINATION
EXPERIENCE

LAKEFRONT
AT SCOTTSDALE



SITE DATA:

SCOPE OF WORK:

THIS PROJECT WILL CONSIST OF THE REMODEL OF THE EXISTING FOREVER LIVING HQ INTO A MIXED USE PROJECT, WITH OFFICE, RETAIL AND RESTAURANTS.
 THE DEVELOPMENT WOULD INCLUDE THE RECONFIGURATION OF THE BUILDING AND PARKING FIELD, WHERE THE FIRST FLOOR WOULD CREATE THE SUBSTANTIAL AMOUNT OF REMODEL, AND THE 2ND FLOOR WOULD MAINTAIN THE EXISTING OFFICE USE.

BUILDING ADDRESS: 7501 E. McCORMICK DRIVE
PARCEL NUMBER: (EXISTING) 177-01-001E, 177-01-001M, 177-01-001S
LOT AREA: 89,459 S.F. + 149,846 S.F. + 65,995 S.F. = 305,300 S.F.
 7.01 ACRES (305,300 S.F.)
ZONING: C-1 (COMMERCIAL ZONE)
PROPOSED USE: MIXED USE (RETAIL/RESTAURANT/OFFICE)

MAX. BUILDING HEIGHT (ALLOWED): 35'-0"
BUILDING HEIGHT (PROPOSED): 36'-0" (TOP OF ROOF)
SETBACK:
 FRONT: 0'-0"
 SIDE: 0'-0"
 REAR: 0'-0"
 ADJ. TO RESIDENTIAL: 10'-0"

BUILDING AREA:
 OFFICE (1ST & 2ND FLOORS): 13,806 S.F.
 RETAIL: 19,731 S.F.
 RESTAURANT: 50,028 S.F.
 PATIO: 18,529 S.F.
 COURTYARD: 10,593 S.F.
TOTAL BUILDING SQ. FT.: 131,687 S.F.

PARKING REQUIRED:
 OFFICE (1/1000): 46 SPACES
 RETAIL (1/250): 79 SPACES
 RESTAURANT (1/50 - 50% S.F.): 500 SPACES
 RESTAURANT PATIO (1/200): 93 SPACES
TOTAL SPACES REQUIRED: 718 SPACES

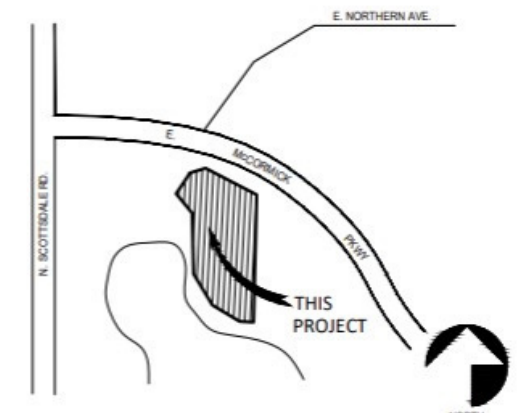
PARKING PROVIDED:
 BASEMENT PARKING: 214 SPACES
 SURFACE PARKING: 289 SPACES
TOTAL SPACES PROVIDED: 503 SPACES

CODES INFORMATION:

- 2018 INTERNATIONAL BUILDING CODE (IBC)
- 2018 INTERNATIONAL ENERGY CONSERVATION CODE (IECC)
- 2018 INTERNATIONAL MECHANICAL CODE (IMC)
- 2017 NATIONAL ELECTRICAL CODE (NEC)
- 2018 INTERNATIONAL PLUMBING CODE (IPC)
- 2018 INTERNATIONAL FIRE CODE (IFC)
- 2018 INTERNATIONAL SWIMMING POOL & SPA CODE (ISPSA)
- 2010 ADA STANDARDS FOR ACCEPTABLE DESIGN

* ALL CONSTRUCTION SHALL COMPLY WITH THE BUILDING CODES AND AMENDMENTS ADOPTED BY THE CITY OF SCOTTSDALE.

VICINITY MAP:



STEWART + REINDERSMA ARCHITECTURE, PLLC
 8145 E. Indian Bend Rd.
 Scottsdale, Arizona 85250
 480.515.5123
 www.sra360.com

NOT FOR CONSTRUCTION

NOT FOR CONSTRUCTION

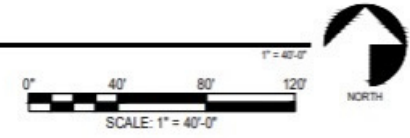
OWNER: DIVERSIFIED PARTNERS, LLC
 7501 E. McCORMICK DRIVE
 SCOTTSDALE, ARIZONA 85250
 CONTACT: WALTER BARKER, P.E.
 T: (480) 283-8190

PROJECT: LAKEFRONT - (FOREVER LIVING)
 7501 E. McCORMICK PARKWAY
 SCOTTSDALE, AZ 85258

| | |
|---------------|---|
| Date: | 05/05/26 |
| Issued for: | CONCEPT DESIGN |
| revision no.: | date: |
| job no.: | 26-009 |
| sheet title: | OVERALL ARCHITECTURAL SITE PLAN (OPT 3) |
| sheet no.: | |

AS.1

1 PRELIMINARY SITE PLAN (OPTION 5) w/ EXISTING BUILDING OVERLAY



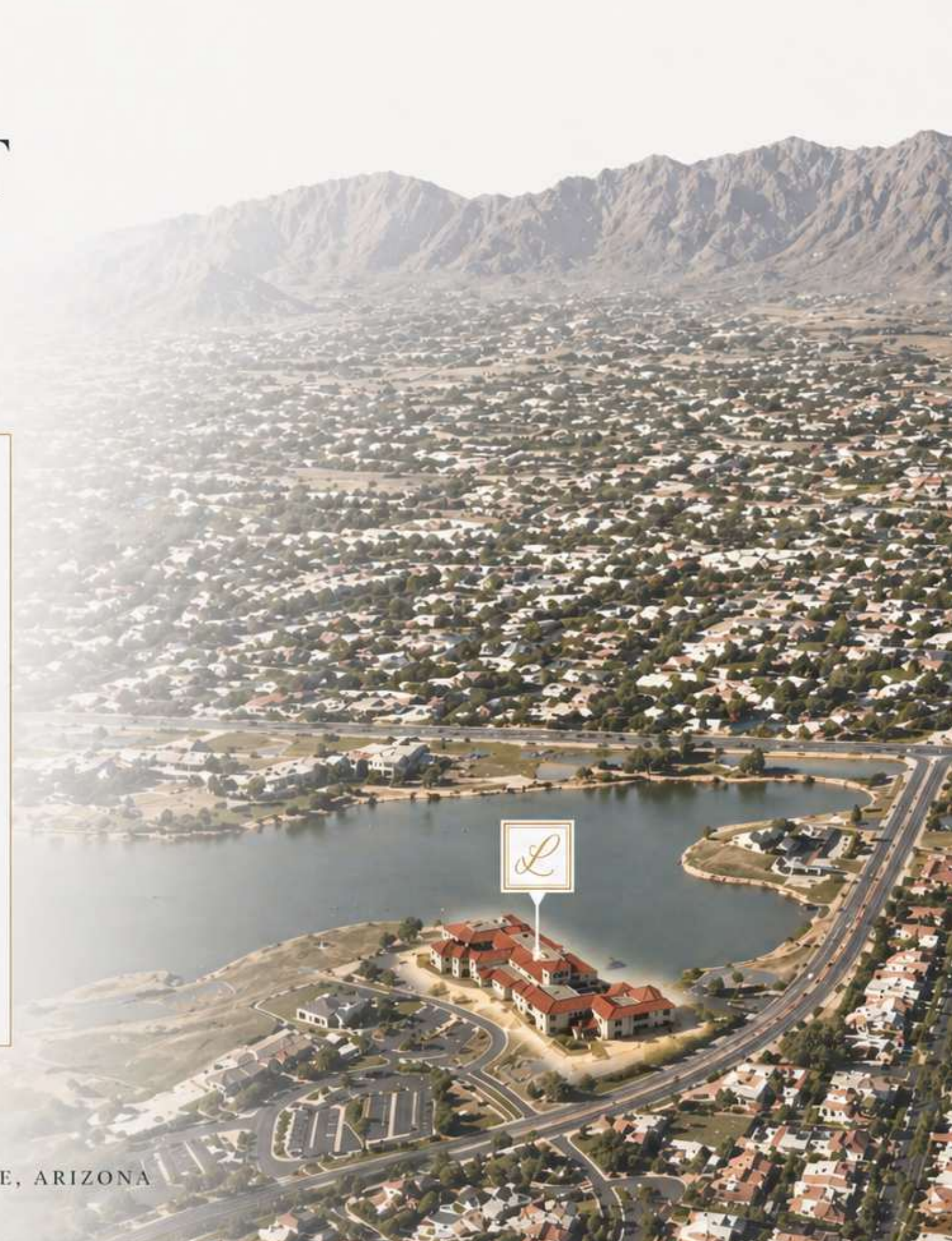
S:\2026\26009 - Diversified Partners - Lakefront - Forever Living HO\04 Concept Design\005 - 26-009 - AS.1.0 Site Plan (opt 5).dwg May 1, 2026-12:49pm JZamarrpa



A REFINED MARKET CONTEXT

*Positioned within one of Scottsdale's most affluent
and design-conscious corridors.*

| | 1 MILE | 3 MILE | 5 MILE |
|------------------------------------|-----------|-----------|-----------|
| POPULATION WITHIN REACH | 5,446 | 56,444 | 163,948 |
| HOUSEHOLDS IN IMMEDIATE TRADE AREA | 2,678 | 28,072 | 79,919 |
| AVERAGE HOUSEHOLD INCOME | \$214,331 | \$205,882 | \$195,128 |
| MEDIAN AGE | 55 | 49.5 | 46 |
| DAYTIME PRESENCE | 6,350 | 79,606 | 213,048 |
| TOTAL BUSINESSES | 573 | 7,712 | 20,761 |



L LAKEFRONT



CONTACTS



7339 E McDonald Dr, Scottsdale, AZ 85250



Austin Payne
480 322 4264
austin.payne@dpcr.com

Brandon Vasquez
480 620 4738
brandon.vasquez@dpcr.com

Matt Pergola
602 579 7655
mattp@dpcr.com

Wally Brown
480 768 7601
wb3@dpcr.com