

OLD TOWN LAND FOR SALE

SWC INDIAN SCHOOL ROAD & MARSHALL WAY



Investment Overview

The Artisan Scottsdale represents a rare opportunity to acquire a fully entitled, shovel-ready mixed-use development site in the heart of Old Town Scottsdale's coveted Arts District. Prominently situated on approximately ±0.81 acres at the signalized Southwest corner of Indian School Road and Marshall Way, the property benefits from exceptional visibility and direct access to one of Arizona's premier cultural and lifestyle destinations. The entitled plan calls for 81 luxury Multifamily units across two desert-contemporary buildings at 4 and 5 stories, along with approximately 5,000 square feet of ground-floor commercial space.

The two separate land parcels are divided by a public alleyway and are being offered both individually or together, allowing buyers to tailor the acquisition to their specific objectives. Beyond the current entitlements, alternative development strategies could potentially include condominium product, or retail and restaurant uses via a C-2 zoning reversion, all subject to City of Scottsdale approvals.

As one of the last remaining undeveloped sites in Old Town Scottsdale, defined by world-class dining, boutique shopping, and iconic destinations including Scottsdale Fashion Square and the Scottsdale Waterfront, this is an extremely rare trophy development opportunity with flexibility and untapped potential.



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Property Profile

Site Highlights

Property Address	7017-7041 E. Indian School Road Scottsdale, AZ 85251
Pricing	Best Offer & Terms (Sites Can Be Sold Separately)
Total Lot Size	±0.81 AC (±35,339 SF)
Zoning	D/DMU-2 PBD DO (Downtown/ Downtown Multiple Use Type- 2 Planned Block Development Downtown Overlay) D/DC-1 PBD DO (Downtown/ Downtown Core Type-1 Planned Block Development Downtown Overlay)
Parcel Numbers	130-12-031-B, 130-12-032-B, 130-12-033-B, 130-12-045, 130-12-046B, 130-12-047A
Property Links	View ALTA Survey View DRB Submittal View Conceptual Condo Plans



Fully Entitled Boutique Multifamily Development

- Approved 81 dwelling units across two buildings (4 and 5 stories)
- 5,000 SF retail space within the south building
- Prominent visibility fronting Indian School Road
- 3-level below-grade parking structure beneath both buildings
- Designated Opportunity Zone with long-term capital gains tax benefit

Alternative Development Opportunities

- **Zoning Flexibility** — The site was formerly zoned C-2, presenting a potential path for retail or restaurant development via zoning reversion with the City of Scottsdale.
- **Condominium Conversion Potential** — The multifamily development may offer an opportunity for conversion to residential condominiums, subject to consultation with zoning counsel and the City of Scottsdale.
- **Multiple Exit Strategies** — Alternative use cases provide buyers with added flexibility and potential upside beyond the current multifamily plan.

Irreplaceable Old Town Scottsdale Location

- One of Metro Phoenix's only true live-work-play neighborhoods with world class dining, shopping, and nightlife steps from your door
- Adjacent to Paradise Valley and Arcadia, two of the most sought-after
- One of the last remaining undeveloped sites in Old Town Scottsdale
- Old Town commands top-of-market rents & sale prices with historically strong occupancy

Site Overview

SOUTH SITE

Property Location	Northwest Corner of 1st Avenue & Marshall Way
South Lot Size	±0.38 AC (±16,713 SF)
Parcel Numbers	130-12-045 130-12-046B 130-12-047A



NORTH SITE

Property Location	Southwest Corner of Indian School Rd & Marshall Way
North Lot Size	±0.43 AC (±18,626 SF)
Parcel Numbers	130-12-031-B 130-12-032-B 130-12-033-B

Multifamily Entitlement Overview

NORTH SITE	
Number of Units	51
Square Footage	±50,706 SF
Building Height	64'7"

SOUTH SITE	
Number of Units	30
Square Footage	±33,559 SF
Building Height	48'

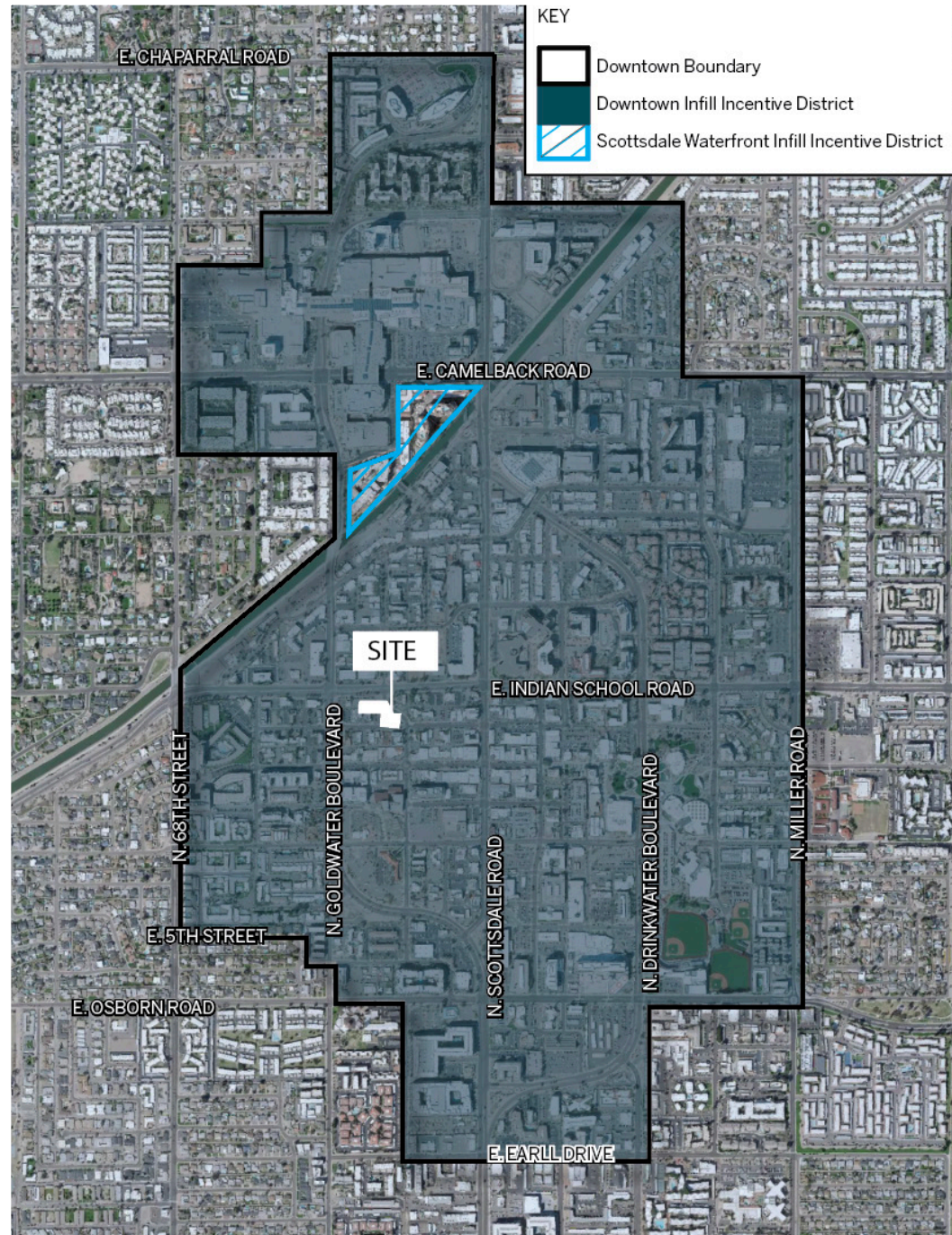


UNIT TYPE

Studio	8
One Bedroom	61
Two bedroom	12

Downtown Overlay

Area Overview



PURPOSE

One primary principle of the Downtown Character Area Plan (Downtown Plan) is that coordination between the public and private sectors will be necessary in order to carefully manage future Downtown land use considerations. The involvement of the private sector is pivotal to the successful implementation of the Downtown Plan. The flexible application of flexible development standards can be used to encourage the private sector to attain a high level of quality development while at the same time assisting in the provision of public amenities and benefits. Thus, establishing and utilizing a variety of tools for new development, redevelopment and infill development that strengthens Downtown's mix of land uses should be strongly encouraged.

GOALS AND OBJECTIVES

The primary guiding plans for the Downtown Infill Incentive District are the Scottsdale General Plan and the Downtown Plan, which are included as part of the Downtown Infill Incentive Plan by this reference. In addition, the goals and objectives contained within this Downtown Infill Incentive Plan are established to promote high quality new development, redevelopment and infill development within the district through the use of flexible development standards.



Demographics



243K 

POPULATION

Scottsdale's consistent population growth underscores its appeal as a prime destination for living, working, and leisure. Spanning 31 miles from north to south, Scottsdale covers 184.5 square miles, making it the seventh-largest city in Arizona.

+11M 

ANNUAL VISITORS

In 2023, visitors to Scottsdale generated an annual economic impact of \$3.5 billion through local spending, which directly and indirectly supported over 34,000 jobs in the hospitality industry and related sectors.

\$100,636 

MEDIAN INCOME

Scottsdale is renowned for its affluent population, with nearly half of its households earning over \$100,000 annually. This high income level contributes to the city's reputation for luxury living and upscale amenities.

\$540K 

MEDIAN HOUSING VALUE

Scottsdale tops the Valley's large cities with the highest median housing price. The city has a total of 134,918 residential units, with 55.9% are owner-occupied.




Scottsdale, Arizona, is a dynamic city renowned for its upscale lifestyle, thriving culinary scene, and breathtaking desert landscapes. The city is a haven for food enthusiasts, offering a diverse array of top-notch restaurants that range from gourmet dining to trendy eateries. Alongside its rich cultural heritage, Scottsdale boasts modern amenities, luxury resorts, golf courses, and vibrant shopping districts, all set against a backdrop of stunning natural beauty.

Amenity Highlights

 70 Hotels and 9,300 Hotel Rooms

 More than 600 Restaurants

 125 Scottsdale-area Golf Courses

 11 million people visit Scottsdale annually

 Close proximity to over 200+ retail amenities



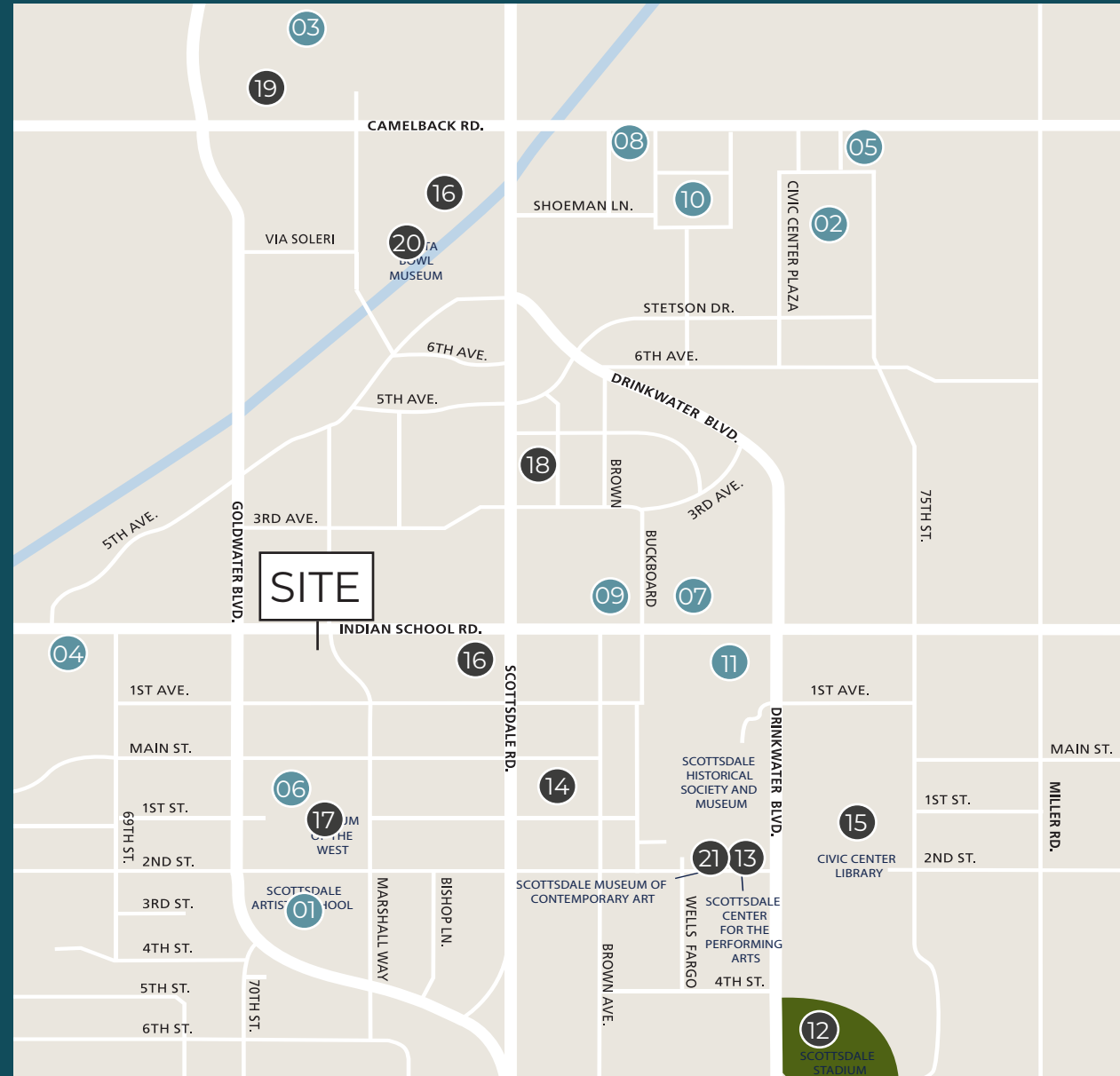
STAY

- 1 BeSpoke Inn Scottsdale
- 2 Aloft
- 3 Caesars Republic
- 4 Hotel Valley Ho
- 5 Senna House
- 6 Canopy
- 7 Hilton Garden Inn
- 8 W Scottsdale
- 9 Scottsdale Marriott Old Town
- 10 Maya Hotel
- 11 The Monarch



PLAY

- 12 Scottsdale Stadium
- 13 Scottsdale Center for Performing Arts
- 14 Lane Park
- 15 Civic Center Park
- 16 Scottsdale Waterfront
- 17 Western Spirit Museum
- 18 Rancher Hat Bar
- 19 Wonderspaces Arizona
- 20 Fiest Bowl Museum
- 21 Scottsdale Museum Contemporary Art



SHOP

- 1. Scottsdale Fashion Square
- All Saints
- Carolina Herrera
- Prada
- ALO
- Christian Louboutin
- Jimmy Choo
- Apple
- Saint Laurent
- Louis Vuitton
- Balenciaga
- Dior
- Lulu Lemon
- Bottega Veneta
- Dolce & Gabbana
- Marc Jacobs
- Breitling
- Ferragamo
- Montblanc
- Bulgari
- Gucci
- Neiman Marcus
- Burberry
- Hermes
- Omega
- Cartier
- Hublot
- Panerai



EAT & DRINK

- | | | | |
|-----------------------|------------------------|--------------------------------|---------------------|
| 2. Elephante | 12. SEVEN - Caesars | 22. Velvet Taco | 32. The Beverly |
| 3. Mastro's City Hall | 13. Moxies | 23. Cold Beers & Cheeseburgers | 33. Cafe Monarch |
| 4. Maple & Ash | 14. Catch | 24. Call Her Martina | 34. Grimaldis |
| 5. Ocean 44 | 15. Olive & Ivy | 25. Barrio Queen | 35. Sugar Bowl |
| 6. Din Tai Fung | 16. Culinary Dropout | 26. Bourbon & Bones | 36. Daily Dose |
| 7. Nobu | 17. The Herb Box | 27. Citizen Public House | 37. Shmooze |
| 8. Toca Madera | 18. FnB Restaurant | 28. The Montauk | 38. Chop Shop |
| 9. Tommy V's | 19. Farm & Craft | 29. Evo Old Town | 39. Morning Squeeze |
| 10. Zinque | 20. The Breakfast Club | 30. Malee's Thai Bisto | 40. Hulas |
| 11. Francine | 21. Wine Girl | 31. Arcadia Farms | 41. Kaleidoscope |

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