



POCKET NEIGHBORHOOD. SPECIAL COMMUNITY. FOR LIFE.

# 2017 MEDIA KIT

# THE LUNA AZUL STORY

**M**y daughter Emma is a 17-year old young lady with a developmental disability, and over the last few years my wife and I have been focusing on where and how she will live when she leaves our home. I founded ECC to create the living environment we want for Emma but could not find.

Emma lived in the hospital's Special Care Nursery for 2 months after she was born, and we fed her through a tube for another 2 years after she came home. She has a rare genetic condition which impacts her physically, cognitively and emotionally, and parenting is still a daily challenge.

Lauren and I have been stubbornly working to cure Emma's condition since she was born. I received a degree in Biological Sciences before law school, and Lauren earned a Ph.D. in psychology. We thought we were as equipped as anyone, intellectually and financially, to facilitate some treatment or cure for Emma. I spent hours in the library of the local medical school, asked friends to help fund research and learned about orphan drugs and the FDA. Lauren teamed with other parents to create and operate a non-profit organization to fund international research on Emma's condition. And while we're both pleased about the important progress that's been made, we realized Emma is not likely to be cured soon. So, again, we got busy.

My investigation into group homes was haunting. There are many competent service providers and operators, and many knowledgeable and caring professionals ready to provide housing, habilitation and other supports for Emma. But the few group homes we found in the city were reliant on and constrained by government and charitable funding. Residents were stuck, indefinitely, with roommates chosen for them by others. We heard of terrific farm-like settings far out of town, and of parents sometimes grouping together to buy urban condos or houses for their adult children. But just like at the group homes scattered around the city, all these residents were isolated rather than integrated, and their social, recreational and vocational desires were entirely dependent on the price and schedules of an ever-changing roster of minimum wage workers. I was awake countless nights.

Admittedly challenging at times, Emma is also a delight. She shines most brightly when focused on a purpose she's chosen, and when she's hanging with her friends. She, like me, wants both independence and engagement; solitude and intimacy; ambition and leisure; structure and choice. And like all of us, Emma thrives when immersed in the comfort, frustrations, responsibilities and love of her family and the friends she's chosen for herself.

We knew Emma would struggle to realize many of these qualities living in the communities we discovered, qualities Lauren and I take for granted. Now, we've found something better for her. We are thrilled to see this project come to life, and more, relieved to know she will be safe, active and looked after long after we're gone.

- Mark Roth



## PROJECT OVERVIEW

The Luna Azul Community rezones approximately 4.73 gross acres of land located at the northwest corner of 16th Street and Wahalla Lane in Phoenix, Arizona. This inaugural residential development is designed to provide independent living to adults with life limitations such as intellectual, developmental, and acquired disabilities among others.

Luna Azul is a community where residents can live permanently, safely, and make lasting friendships; the community aims to provide convenient access to services, employment opportunities and urban amenities. The community is suitable for adults with disabilities providing them and others an atmosphere within which to live life safely, securely and on their own terms.

The proposed plan will create an intimate community designed to foster connections and caring relationships amongst other residents of Luna Azul.

Dominant themes among adults with disabilities are their desires for permanency, independence and self-determination. To be able to choose where, how and with whom they live, while receiving the services they need. The active rooms of the residential cottages, including front porches, face the commons instead of turning inward. By focusing neighboring houses around a shared garden courtyard, a “pocket neighborhood” such as Luna Azul provides the setting for neighbors to develop meaningful relationships beyond family and housemates.

The small size of cottages at Luna Azul encourages residents to enjoy the outdoor porch and common area where it’s easy to engage in conversations with neighbors and passersby. These casual conversations help foster caring relationships and a meaningful sense of community.

Luna Azul will be comprised of thirty (30) independently-owned cottages, platted as a condominium development. Unit size will range from approximately 1,100 to 1,700 square feet, and will include both 2- and 3-bedroom options. The community design will allow for spontaneity, encourage connections, and lay the foundation for caring relationships and neighborly assistance when a fellow resident needs a hand.

The HOA will offer a range of amenities to serve the targeted resident profile. There will be indoor and outdoor community gathering spaces, and a Center House. Qualified vendors, family and friends will orchestrate and provide individualized support services in residents’ homes. Proposed safety features may include a secured entrance and perimeter fence and around-the-clock staffing.

Priced from the high \$200Ks to high \$400Ks, Luna Azul is scheduled to break ground in Summer 2017, with the first models available in Spring 2018.

January 30, 2017

## FOR IMMEDIATE RELEASE

### NATION'S FIRST HIGH-END RESIDENTIAL COMMUNITY FOR ADULTS WITH DISABILITIES TO DEBUT IN PHOENIX IN 2017

**Phoenix, AZ – January 30, 2017** – Luna Azul, the nation's first high-end residential community for adults with disabilities, is scheduled to break ground in Summer 2017 at 16th Street and Beardsley Road in North Phoenix. The announcement was made today by Arizona native Mark Roth, CEO of ECC Management which will develop and build this exclusive cottage residential community.

For Roth, the project is a culmination of a dream to build residential housing for his 17 year-old daughter Emma who has a rare disability. "Luna Azul is a community where residents can live permanently, safely, and make lasting friendships," said Roth. "The community is designed to provide convenient access to services, employment opportunities and urban amenities suitable for adults with disabilities providing them and others an atmosphere within which to live life safely, securely and on their own terms."

The Luna Azul concept is built around the idea of 'pocket neighborhoods,' made famous by noted architect Ross Chapin from Langley, Washington. According to Chapin, "a pocket neighborhood provides the setting for neighbors to develop meaningful relationships beyond family and housemates."

Chapin works with developers and elected officials to spread the word of this type of "tiny living" and has been successful in creating over a dozen neighborhoods in the Northwest and Indiana. Luna Azul is the first community of its kind designed by Chapin.

Dominant themes among adults with disabilities are their desires for permanency, independence and self-determination. To be able to choose where, how and with whom they live, while receiving the services they need. The proposed plan will create an intimate community designed to foster connections and caring relationships amongst other residents there.

The community will offer a range of amenities to serve the targeted resident profile. There will be indoor and outdoor community gathering spaces, and a Center House. Qualified vendors, family and friends will orchestrate and provide individualized support services in residents' homes. Proposed safety features may include a secured entrance and perimeter fence with around-the-clock staffing.

Roth emphasized the exceptional environment of Luna Azul and the richness it will offer its residents. "This concept can be developed anywhere including urban areas. Rooms of the residential cottages, including front porches, face the commons instead of turning inward. Their scale encourages residents to enjoy the outdoor porch and common area where it's easy to engage in conversations with neighbors and passersby. These casual conversations help foster caring relationships and a meaningful sense of community."

Luna Azul will be comprised of thirty (30) independently-owned cottages, platted as a condominium development. Unit size will range from approximately 1,100 to 1,700 square feet, and will include both 2- and 3-bedroom options. The community design will allow for spontaneity, encourage connections, and lay the foundation for caring relationships and neighborly assistance when a fellow resident needs a hand.

Prices will be in the high \$200Ks to high \$400Ks; lots are now being reserved and formal pre-sales will begin in the Summer of 2017. The first units are expected to be occupied by early 2018. For more information on Luna Azul, visit [www.lunaphx.com](http://www.lunaphx.com) or call **Clyde Dinnell: 480-626-1963**.

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## FREQUENTLY ASKED QUESTIONS

Q What is the vision behind Luna Azul?

A My teenage daughter has a developmental disability. As an adult, I want her to live in a permanent, safe and supportive neighborhood; one where she can walk alone day or night, to a friend's home or with her dog, among both higher and lower functioning neighbors who know and look out for one another. I did not want her captive to rent increases, dependent on non-accountable caregivers, forced to live with roommates chosen for her, nor left out of neighborhood social events. I seek to create a community where like-minded adults and their friends and families feel safe, welcome and understood rather than just pitied or tolerated.

Q Where is it located?

A Luna Azul is being built on the corner of 16th Street and Wahalla Lane, just South of Beardsley Road, off the Loop 101 freeway in Phoenix..

Q How are these being priced?

A We don't yet have final prices, but we estimate that our 2- and 3-bedroom cottage homes will be priced from the high \$200Ks to high \$400Ks.

Q What are the unit plans and sizes being offered?

A There will be two 2-bedroom models, and two 3-bedroom models, ranging in size from about 1,100 square feet to nearly 1,700 square feet.

Q What makes this project different from other communities for adults with disabilities?

A First, by clustering neighboring houses around a shared garden courtyard, a pocket neighborhood provides the setting for neighbors to develop meaningful relationships beyond family and housemates. It is the physical basis for creating community with surrounding neighbors. Second, title to cottages in this urban neighborhood are being sold outright, creating a permanent, safe and cost-effective housing solution for individuals and families with a wide breadth of abilities and disabilities.

Q You speak of Pocket Neighborhoods. What is that concept all about?

A In many housing developments, family life is focused inside the home and in the walled backyard. In a pocket neighborhood, there is a collective sense of ownership that extends beyond the front yard gates and into the shared commons. The active rooms of cottages, including front porches, face the commons instead of turning inward, and their small scale has residents spilling out to the porch, where it's easy to engage in conversations with neighbors and passersby. These casual conversations can foster the development of caring relationships and a meaningful sense of community.

Q What are some of the unique features Luna Azul will have that are important to the community?

A Our pocket neighborhood will house up to 75 residents in thirty 2- and 3-bedroom fully functional and independent urban cottages, built around a large clubhouse. With a secured entry, 24/7 on-site staffing and a traffic-free environment, Luna Azul's design will allow for spontaneity, encourage connections, and lay the foundation for caring relationships and neighborly assistance when a fellow resident needs a hand.

Q Why for-sale housing?

A Dominant themes among adults with disabilities are their desires for permanency, independence and self-determination. To be able chose where, how and with whom they live, while receiving the services they need. We believe that home ownership in Luna Azul offers families and their adults with disabilities the greatest and most reliable degree of choice and freedom.

Q Why are there not more of these communities being built?

A Unknown. But we are confident there will be.

Q What about support services?

- A
- Through the Home Owners' Association, the community will organize and fund social and recreational activities; provide 24-hour community staffing; maintain the common areas; and provide other services meeting common needs of community residents. Activities will not be pre-determined for residents, but instead will be designed and revised in ongoing collaboration with residents and their families and the HOA.
  - Each family will be responsible for securing the support services required by their adult family member. Families will also be responsible for furnishing, maintaining and securing their homes.
  - Support services principally will be provided to individual residents by qualified service providers, funded by the State of Arizona under its ALTCS program for developmentally disabled adults.

Q Why was Arizona chosen for this first, ground-breaking project?

A Coupled with its fantastic climate, Arizona's relatively low land and construction costs help keep cottages affordable and attractive to both natives and retirees. Moreover, for the fifth year in a row Arizona again ranked #1 in the nation for providing the best Medicaid service system for individuals with intellectual and developmental disabilities.

Q How has the community around the planned Luna Azul reacted to this unique project?

A Neighbors have been very supportive.

Q How long will it take for the project to be completed?

A We anticipate breaking ground this summer, and finished homes in late 2017 or early 2018.

## DEVELOPMENT TEAM

### DEVELOPER

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## MARK ROTH

Mark Roth is a Manager of LA Management, LLC, the Company's Manager, and the Founder, Chief Executive Officer and Secretary of ECC Management, LLC. He is the father of a teenager with special needs, and has more than 25 years of business and legal experience in the private practice of law and in both privately-held and publicly traded financial services firms. He is President and Chief Compliance Officer for Claraphi Advisory Network, LLC, an SEC-registered investment adviser; and formerly was General Counsel and Chief Operating Officer for National Holdings Corporation, a diversified financial services company, and a Managing Member of the law firm Golbeck Roth, PLLC. He received a B.S. in Biological Sciences from the University of California, Irvine, and a J.D. from Pepperdine University School of Law. Mr. Roth retired from the practice of law, and focuses now on the development of housing options for adults with disabilities.



## ROSS CHAPIN

Ross Chapin, Project Architect. Ross Chapin, FAIA, is the leader in defining and designing pocket neighborhoods. His March 2011 book on the topic: *Pocket Neighborhoods: Creating Small-Scale Community in a Large-Scale World* (Taunton Press) has been featured in hundreds of news outlets from USA Today to Builder Magazine to The Wall Street Journal, where it made the bestseller list. Projects by his office have won numerous design awards including the 2005, 2007 and 2009 American Institute of Architects Housing Awards, and have been featured in *Residential Architect*, *Builder Magazine*, *Planning Magazine*, *The New York Times*, *The Wall Street Journal*, *Forbes*, and more than 35 books, including *Solving Sprawl*, *Superbia*, *Housing for Niche Markets*, and Sarah Susanka's *Not So Big House* series.



## WHAT PEOPLE ARE SAYING ABOUT LUNA AZUL

"Finding a place to live for our adult children who need a little extra support has long been one of our family's greatest challenges. After an exhaustive search and years of worry, we are so happy to have Luna Azul available to us. We wanted a home where our child could not only be safe and cared for, but a home she could be proud of and feel secure in. We have found that place in Luna Azul!"

- **RACHEL TUGON**, Louisville, Kentucky

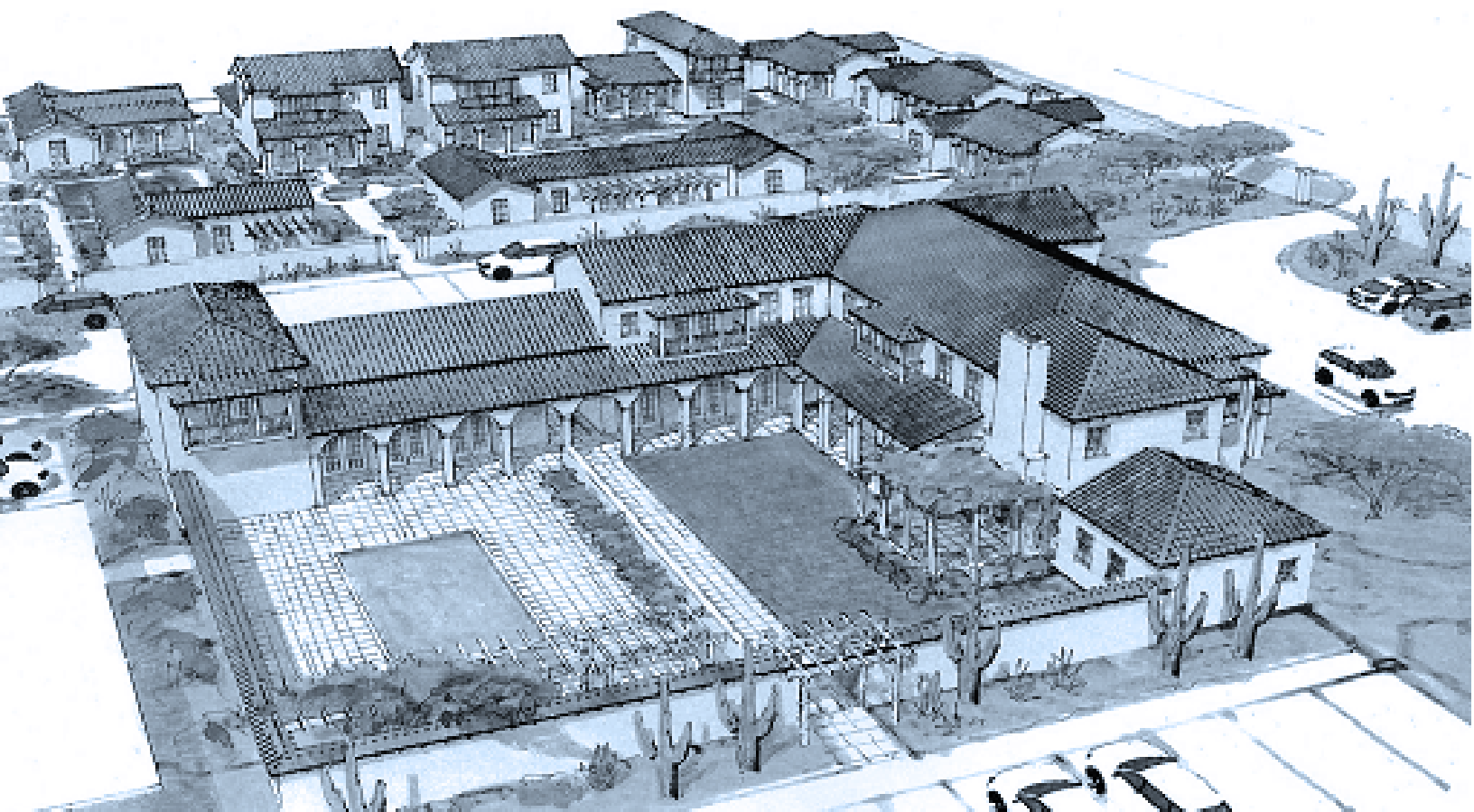
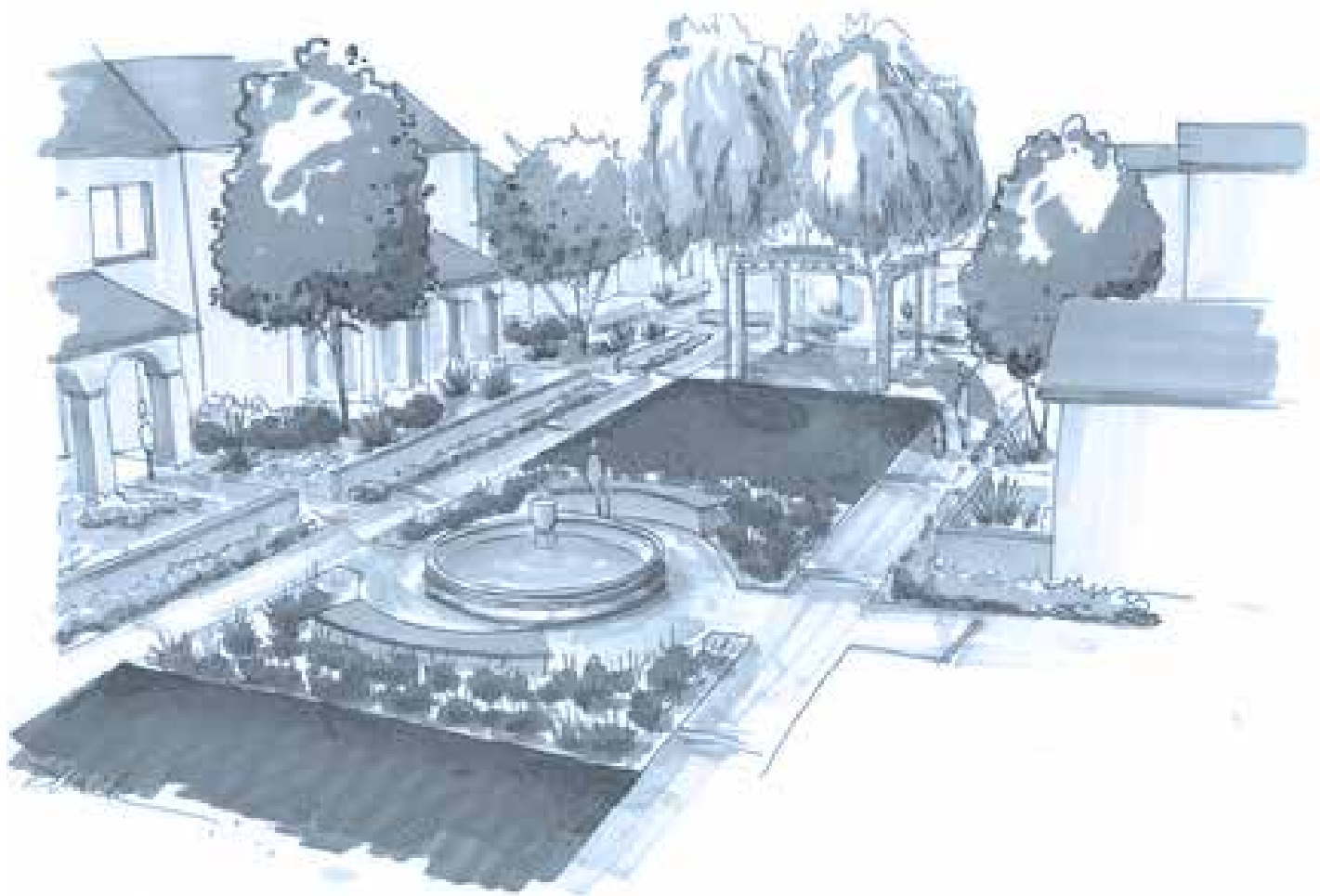
"Our son will be 21 years old on March 9th, and we have been worrying about where he will live as an adult for about 19 of those years. Seth has autism, and is pretty high functioning, but will always need some guidance and some help here and there. We want him safe, we want him to be happy, and most of all, we want him to be successfully independent. The minute I heard about Luna Azul, I felt a weight lifted off my shoulders...this is the answer to all of our worrying, and better yet, to all of our dreams!"

- **KATHY HOFFMAN**, Mother

"As a Rehabilitation Psychologist working with adults with disabilities for several decades, I have seen again and again the need for a housing community that can be adaptive to varying levels of need yet provide independence, and regular social/recreational opportunities with peers in a safe supportive community. Luna Azul hits the mark on every level.

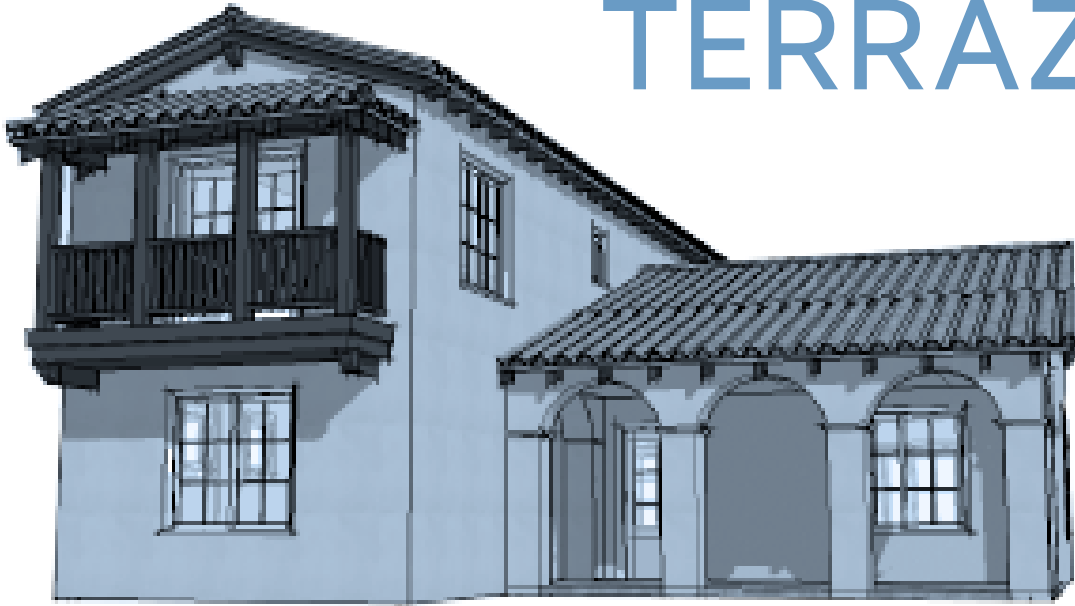
As a mother of a teenager with a developmental disability, it also seems like the perfect option for her and it is an incredible relief to know this will exist for her and her friends in the future."

- **LAUREN SCHWARTZ**, PhD, Department of  
Rehabilitation Medicine, University of Washington

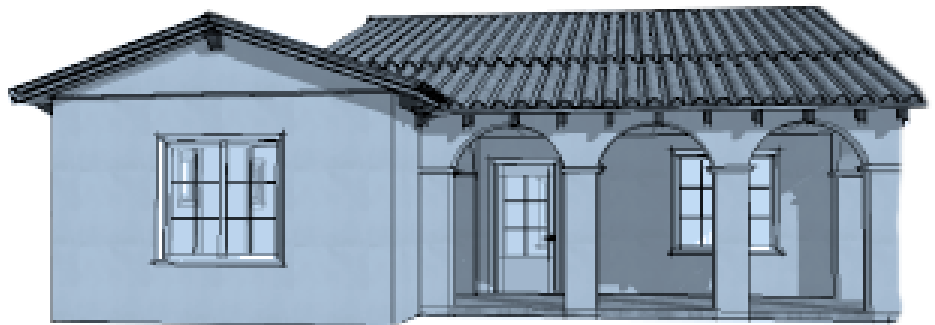
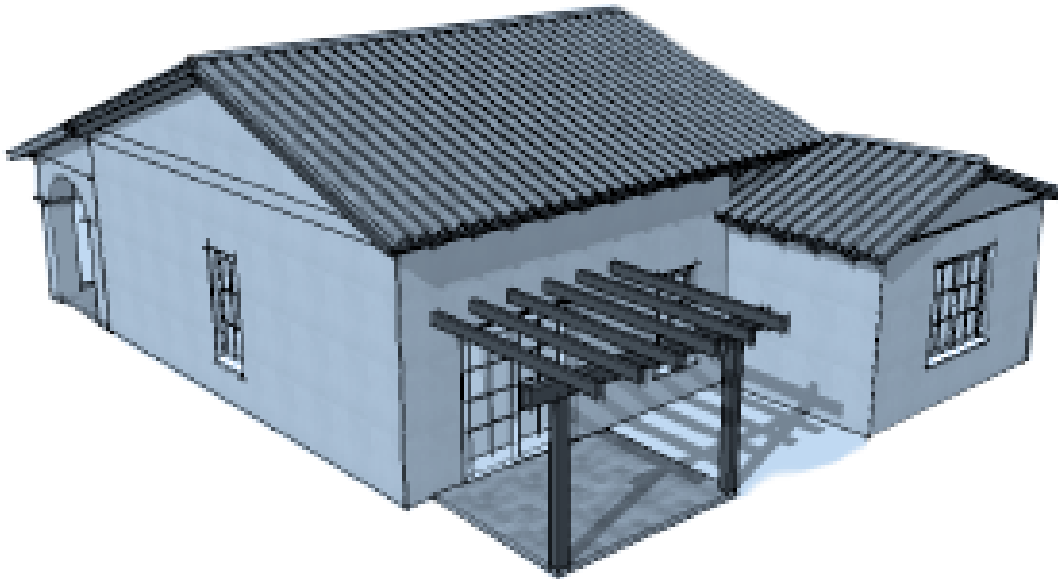




# CASA TERRAZA



# CASA VERANDA



# CASA GRANDE



# CASA ARCOS

