



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



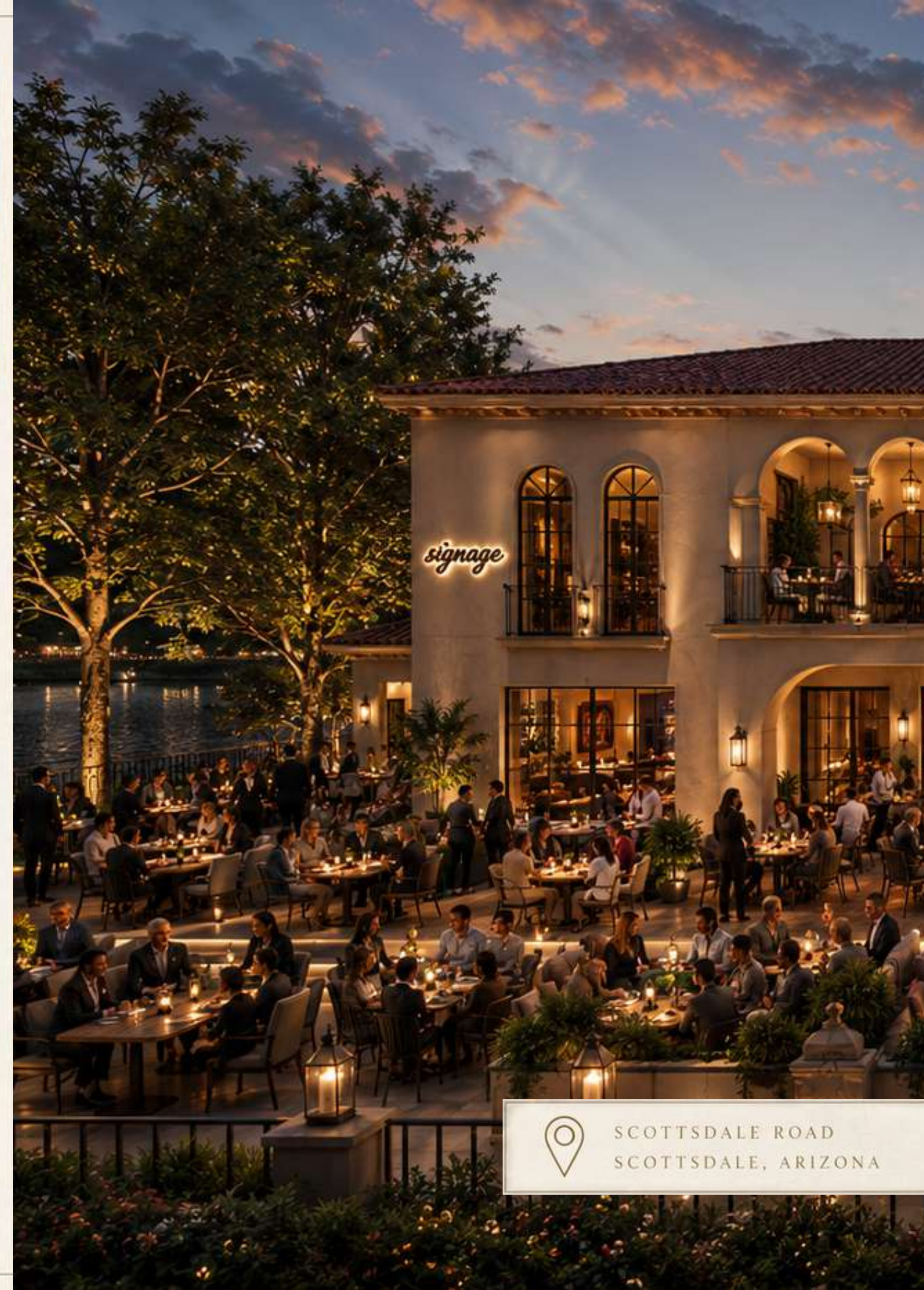
MARINA & DUFFY
BOAT RENTALS



DEDICATED VALET
ARRIVAL EXPERIENCE



RESORT CORRIDOR
SCOTTSDALE ROAD



SCOTTSDALE ROAD
SCOTTSDALE, ARIZONA



LAKEFRONT

FOREVER LANE



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.



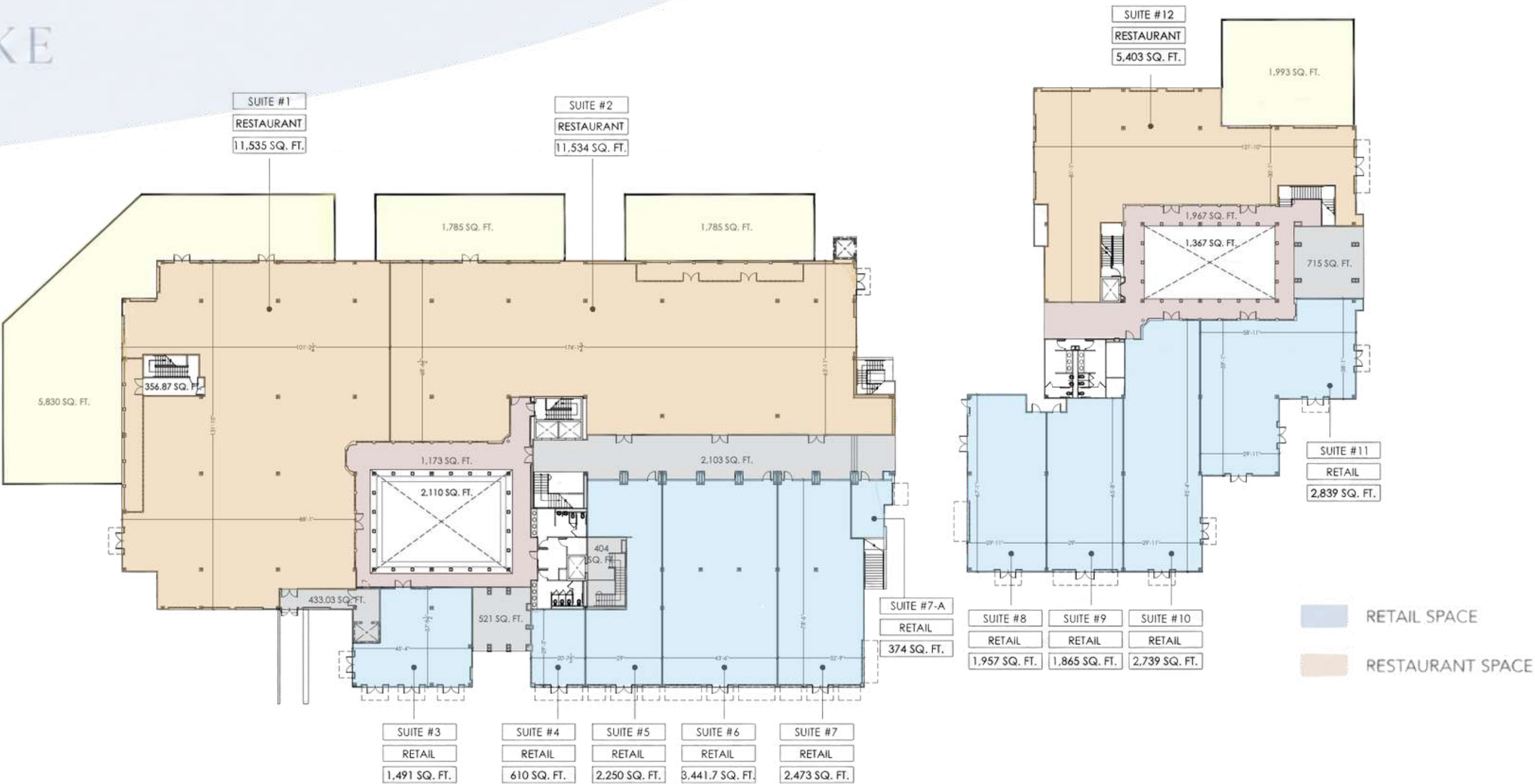
LAKEFRONT AT SCOTTSDALE

SCOTTSDALE, ARIZONA

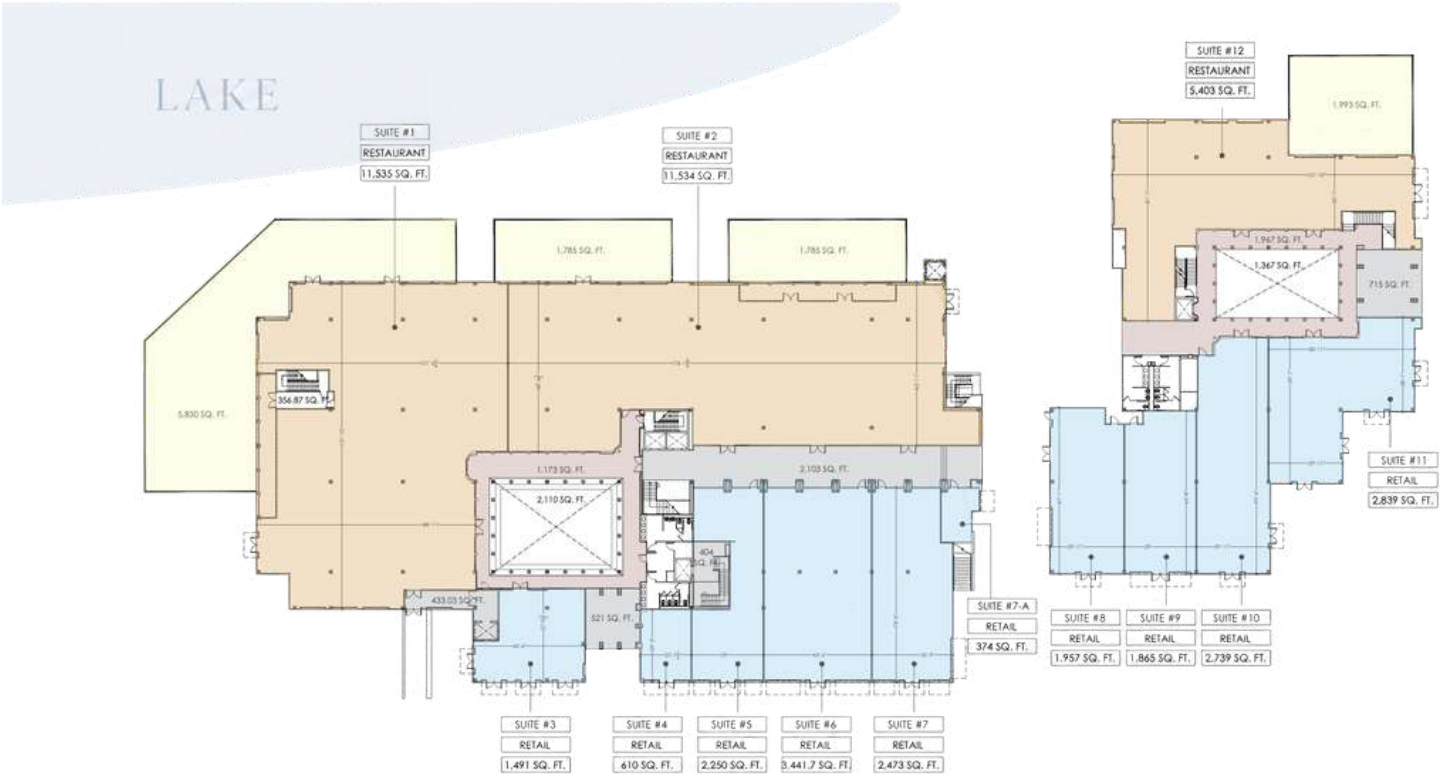
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LAKEFRONT

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



FLOOR 1

RETAIL

GO TO THE WEBSITE DPCRE.COM

Suite 3		1,491 SF	Suite 8		2,250 SF
Suite 4		610 SF	Suite 9		3,441.7 SF
Suite 5		2,250 SF	Suite 10		2,473 SF
Suite 6		3,441.7 SF	Suite 11		374 SF
Suite 7		2,473 SF			
Suite 7A		374 SF			

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





TENANT

TENANT

TENANT

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VAYANT
EXIT ONLY

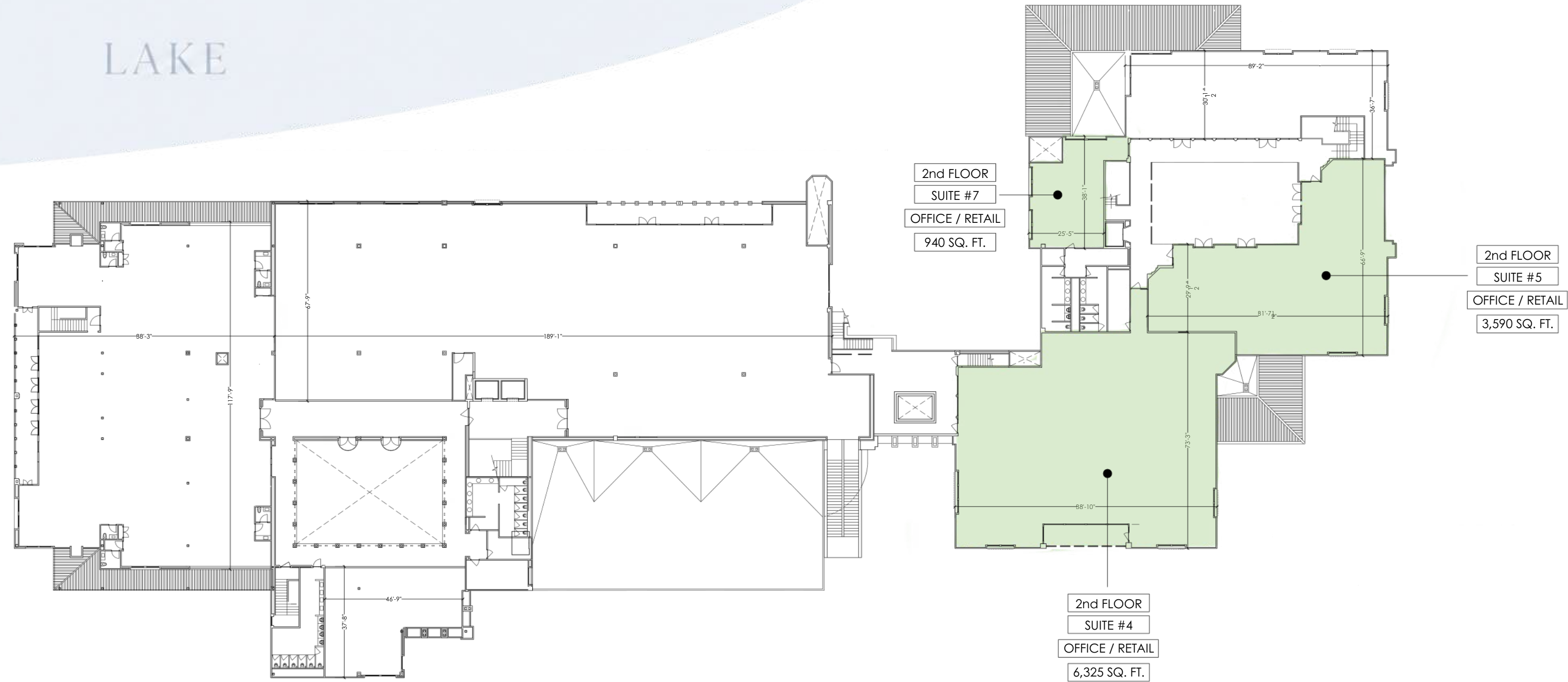


signage

TENANT

LAKEFRONT

LAKE



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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

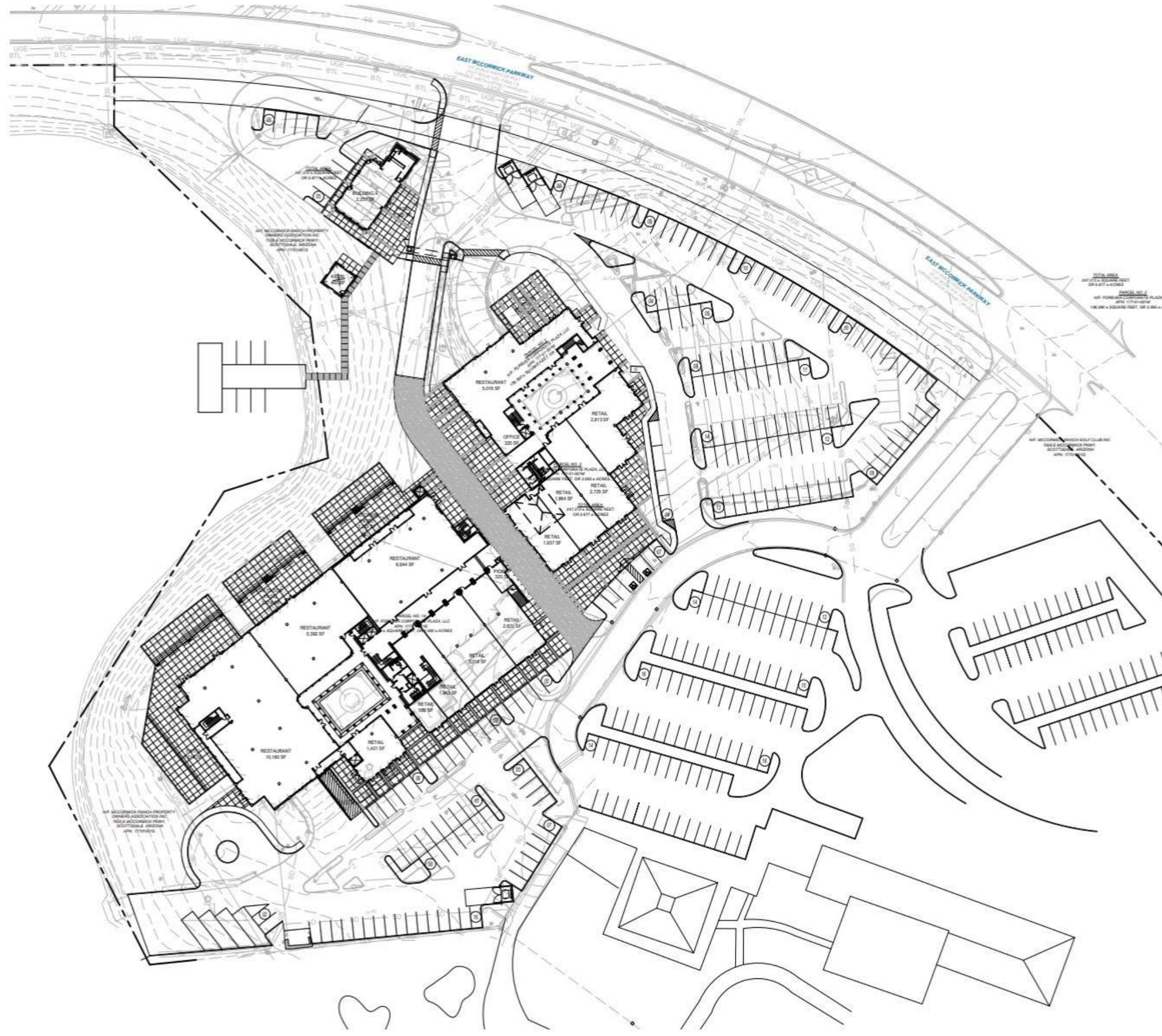


VISIBILITY &
ENGAGEMENT



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): 36'-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): 13,809 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.: 131,692 S.F.

PARKING REQUIRED: OFFICE (1/1000): 46 SPACES
RETAIL (1/250): 79 SPACES
RESTAURANT (1/150 - 50% S.F.): 500 SPACES
RESTAURANT PATIO (1/1000): 93 SPACES
TOTAL SPACES REQUIRED: 718 SPACES

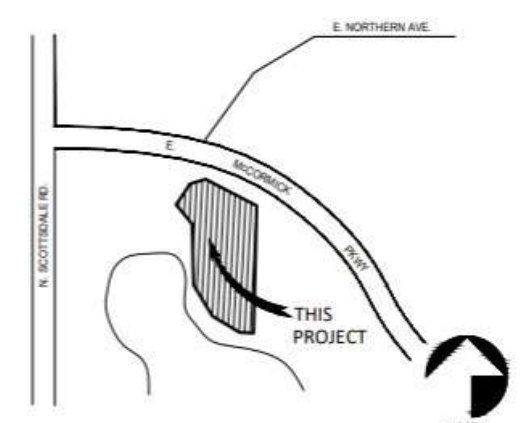
PARKING PROVIDED: BASEMENT PARKING: 214 SPACES
SURFACE PARKING: 289 SPACES
TOTAL SPACES PROVIDED: 503 SPACES

CODES INFORMATION:

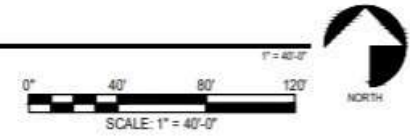
- 2018 INTERNATIONAL BUILDING CODE (IBC)
- 2018 INTERNATIONAL ENERGY CONSERVATION CODE (IECC)
- 2015 INTERNATIONAL MECHANICAL CODE (IMC)
- 2017 NATIONAL ELECTRICAL CODE (NEC)
- 2018 INTERNATIONAL PLUMBING CODE (IPC)
- 2018 INTERNATIONAL FIRE CODE (IFC)
- 2018 INTERNATIONAL SWIMMING POOL & SPA CODE (ISPS)
- 2010 ADA STANDARDS FOR ACCEPTABLE DESIGN

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

VICINITY MAP:



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



360
STEWART + REINDERSMA
ARCHITECTURE, PLLC
8145 E. Indian Bend Rd.
Scottsdale, Arizona 85250
480.515.5123
www.sra360.com

NOT FOR CONSTRUCTION

NOT FOR CONSTRUCTION

CONTRACT:
DIVERSIFIED PARTNERS, LLC
7501 E. MCCORMICK DRIVE
SCOTTSDALE, AZ 85258
CONTACT: NATHAN L. WATSON, AIA
T: (480) 283-8100

Project: LAKEFRONT - (FOREVER LIVING)
7501 E. MCCORMICK PARKWAY
SCOTTSDALE, AZ 85258

Date:	05/05/26
Issued For:	CONCEPT DESIGN
Revision no.:	date:
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Sheet Title: OVERALL
ARCHITECTURAL SITE PLAN
(OPT 3)
Sheet no.: AS.1



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



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LAKEFRONT



CONTACTS



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