

**T**he Rocking K master-planned community, envisioned for decades, is now a thriving reality including robust home sales! Rocking K is Tucson's newest foothills community, located at the base of the Rincon Mountains and abutting Saguaro National Park East. Tucson is surrounded by five mountain ranges, creating dramatic backdrops for our region's most sought-after residential neighborhoods. Diamond Ventures assembled the 4,800 acres and planned Rocking K for approximately 6,700 homes, knowing that residents would never tire of the stunning views of the Rincon Mountains. The Rocking K development philosophy is to create a master-planned community set within the natural desert, driving the overall brand for the community, "Designed by Nature."

In partnership with Pima County, Diamond Ventures completed the new three-mile extension of Valencia Road connects Houghton Road to Old Spanish Trail, providing convenient access to employment, shopping at Houghton Town Center and a variety of services. Rocking K is located less than 10 miles from the 1,300-acre Tech Park Arizona and less than 20 miles from Raytheon, the region's largest employer. Northwest Medical Center Houghton will open at Houghton and Old Spanish Trail in 2022 and Tucson Medical Center plans to open a new hospital at Drexel and Houghton in 2023. Pima County is developing the Southeast Employment and Logistics Center on Houghton Road, and of course, Rocking K is located within the nationally recognized Vail Unified School District, which is consistently ranked among the top school districts in Arizona. Tucson's southeast side has been and is experiencing tremendous growth in major employment and population. HomeGoods Distribution Center, the Amazon Fulfillment Center, Becton, Dickinson and Company, ComSovereign Holding Corporation, Edmund Optics and TuSimple are only a few examples.

Based upon the demand from homebuilders, Rocking K's development schedule is accelerated and all of the Partners at Diamond Ventures Inc., the Manager of Rocking K Development, are engaged in its success: David Goldstein, President; Chad Kolodisner, Executive Vice-President, Mark Weinberg, Senior Vice-President, Bill Kelley, Chief Financial Officer and Priscilla Storm, Vice-President. Robert Tucker, Civil Engineer, Diamond Ventures' Partner and Rocking K Project Manager leads the Rocking K team. "Rocking K is located on some of the most beautiful acreage in the Southwestern United States. Top experts in every field have contributed to its planning, design and construction. Our builder, government, local business and community partners have made it a reality. We are enormously proud of what we have created at Rocking K," said David Goldstein, President. "Diamond Ventures is pleased to have partnered with more than twenty local companies in the opening of Rocking K."

The first phase opened in late 2020 and consisted of four builders including Pulte Homes, Lennar, KB Homes and Richmond American homes with a total of 811 lots. As of early 2022, there have been 212 sales and 93 closings. Richmond American Homes recently began preselling their Sky Village neighborhood at Rocking K. Targeting the move-up buyer, these four Rocking K builders have ten model homes and offer six different lot sizes in Rocking K's first four neighborhoods. Home sizes range from 1,383 sq. ft. to 3,615 sq. ft. The average home price to date is \$365,992 with home prices ranging from the high \$200Ks to the low \$600Ks to accommodate a variety of potential homebuyers.

2021 has been busy preparing to open Rocking K's next phases with expansion of infrastructure and amenities as the popularity of Rocking K continues and both builder and homebuyer interest remains strong.



In 2021, Forestar closed on 135 acres, accessed off Camino Loma Alta. Moderne, which will offer homes for rent, closed on 17 acres. Del Webb closed on 323 acres planned for a new active adult community, and Lennar closed on its second neighborhood, adding Wildflower Estates with 65' x 130' lots to its Silver Ridge gated offering. In addition to the 2021 closings, 2022 begins with additional Rocking K neighborhood subdivisions in escrow. For years, we were busy planning Rocking K and now we are even busier keeping up with demand to build and live here.

In response to this level of activity, Rocking K Development is excited to begin the 8-acre second phase of the 20-acre private Diamond Community Park which will include a dog park, an expansion of the waterpark, more playscape equipment and the addition of more sports fields and courts. Vail Unified School District has initiated planning for the K-8 school that will be located within the Rocking K master plan, with hopes for the new school to open its doors by 2024. With 93 occupied homes, 2022 will mark the beginning a calendar of events and activities offered by the Rocking K South Homeowners Association.

Rocking K is also close to many of Pima County's most popular outdoor attractions. Rancho del Lago's 18-hole golf course, Colossal Cave Mountain Park, Saguaro National Park East and the Pima County Fairgrounds are minutes from Rocking K. In addition, via I-10, Rocking K can easily access national historic and ecotourist landmarks located in southern Arizona. These include Karchner Caverns State Park, the historic towns of Benson and Bisbee, the Chiricahua National Monument, the San Pedro Riparian National Conservation Area and the Amerind Museum to name a few. And closer to home, every Saturday, residents can enjoy the local Rincon Valley Farmers and Artisan's Market, located just 1.6 miles from Rocking K.

When Rocking K was first envisioned as a master-planned community more than 30 years ago, the idea of a planned community in this southeast locale was forward-thinking. Between the time that Pima County Board of Supervisors approved the Rocking K master plan and when the first phase opened in 2020, the desirability and quality of life in this area had been well established. Rocking K is in the Rincon Valley Census Designated Place (CDP), adjacent to the Vail CDP. Combined, the population of these two established communities is approximately 20,000 and poised for continued growth. In the Rincon Valley community, more than 53% of the population has a bachelor's degree or higher and the 2019 Median Household Income is \$119,345. Rocking K is a member of the Rincon Valley Fire District and is served by the Pima County Sheriff Vail Substation. To date, about 25% of the buyers at Rocking K are from out-of-state.

Rocking K is well-positioned to supply builders with residential lots for years to come, and to offer homebuyers a variety of lot sizes and home

**R**esidential and commercial growth in Marana is booming, reflecting the exponential population growth that the Town has seen over the last decade.

More people moving to Marana means more housing needs to be available. Despite anticipated market trends at the beginning of the COVID-19 pandemic, Marana's residential growth had a record-breaking year with the most single-family home permits issued in a single year in 2021. In December 2021 alone, almost 100 permits were issued, totaling over 1,200 permits for the calendar year. The months of June and September reflected the highest overall growth in Marana, with around 150 total permits issued in each month, and September and October reflected the highest growth in a single region, reaching almost 80 permits each month in Northwest Marana alone.

Northeast Marana is where most of the constant pressure exists for growth. Utilities have now been expanded to the east side of Interstate 10, which will allow for development in that area. Interest has already increased for both residential and commercial development.

We project this increased growth to continue this coming year due to the pace of development. Major growth is expected in the existing Dove Mountain area, as well as Gladden Farms, Saguaro Bloom, and the Twin Peaks corridor area. Over 600 new lots have already been completed or are currently under construction in Dove Mountain, with more planned. Gladden Farms II is almost halfway through the construction of over 2,600 lots with multiple builders selling homes, and similarly, of the 2,500 units planned in the Saguaro Bloom neighborhood, over half have already completed construction by D.R. Horton.

Additional subdivisions in Northwest Marana that are under construction include Barnett Village by DR Horton with 251 lots, and Rancho Marana West with 209 lots by Meritage Homes, opening soon. The following subdivisions are still in the planning stages: 550 lots at Monarch (formerly Vanderbilt Farms), 1,100 lots at Mandarin, 550 lots at Stonegate (formerly Tortolita Shadows and now including Rancho Marana East and

neighboring area parcels), Payson Farms, and Villages at Tortolita.

Southern Marana has seen consistent growth and will see over 400 lots available in Linda Vista Village in the near future, and the Summerstone subdivision will include 150 lots available soon by Mattamy Homes and Lazy K Bar Ranch by Pulte Homes has almost completely sold out its 178 lots; and KB Homes' 265 lot Colina de Anza community has model homes under construction.

Along the Twin Peaks Corridor, Lennar Homes added 190 lots with fast paced sales at the Preserve at Twin Peaks, Meritage Homes in now selling 62 lots at Retreats at Twin Peaks, and 80 lots are under development by Mattamy Homes at Tavira at Twin Peaks Estates. An HSL Encantada Apartment community will also break ground soon at Marana Center, providing 272 units of multi-family housing.

Multi-family development continues on the south side of Marana with several apartment communities in all phases of development, totaling over 1,000 units. These new projects include Album Apartments, The Place at Silverbell Gateway Apartments, Alexander Apartments, and Soltice Apartments.

For those who are interested in any current or proposed development in Marana, we have an [online interactive tool](#) where residents can see what's coming to their area.

Jason Angell is the Development Services Director for the Town of Marana and has over 20 years of experience in the development field. Prior to arriving in Marana in 2018, he spent 15+ years working with communities in Wisconsin and Minnesota in various development capacities with local municipalities. He can be reached at [jangell@MARANAAZ.GOV](mailto:jangell@MARANAAZ.GOV).



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styles to appeal to every stage of life and budget. Helaine Diamond Levy shared, "My parents, especially my Dad, would be so pleased with Rocking K, it's nice to see his dream become a community reality. We look forward to

sharing more exciting news as all the elements expected in a master planned community continue to unfold. Rocking K's future is bright, and we hope families will enjoy living there for generations to come."

Robert Tucker, a licensed civil engineer, is responsible for project management of Diamond Ventures' residential and commercial development projects including preliminary due diligence, acquisition, entitlement, design and construction. Robert is Project Manager for the Rocking K master-planned community located in southeast Tucson in the community of Vail AZ. He can be reached at [rtucker@diamondven.com](mailto:rtucker@diamondven.com).



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