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REVEGETATION OF SERENO CANYON TRANSFORMS DESERT IN NORTH SCOTTSDALE
Landscape installation in phase one nearly complete

SCOTTSDALE, Ariz. (May 28, 2009) –Sereno Canyon, one of the last custom [estate communities](#) in north Scottsdale, is being returned to its previous splendor after a fire destroyed much of the land more than 10 years ago. A significant community milestone, the revegetation of [Sereno Canyon](#) along Ranch Gate Road and throughout phase one is nearly complete.

Under the guidance of LVA Urban Design Studio nearly 260 trees and 10,000 indigenous plants have been placed along Ranch Gate Road, from 118th Street to the Sereno Canyon main entrance. In addition, 980 trees and 22,000 plants are currently being planted on the property’s natural areas of open space (NAOS), medians and cul-de-sac islands. Nearly 25 different types of indigenous plants, including palo verde, mesquite, ocotillo and saguaro, were thoughtfully selected to blend into the desert terrain and enhance the natural boulder outcroppings found throughout the community.

The fire’s biggest impact on the land was the loss of mature vegetation and special attention was given to this matter. Surviving plant life was undisturbed or relocated and voids were filled with fully developed trees and plants. All plants are indigenous to the area and water usage is minimal. Drip irrigation will be utilized until the plants are established and they will then rely on natural weather cycles for moisture.

“The developer and landscape architect felt it important to create an [Arizona gated community](#) that replicates the natural beauty of this area,” said Debbie Omundson director of sales for the community. “The extensive use of mature trees and indigenous plants in Sereno Canyon ensures that the community blends effortlessly into its surroundings.”

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2,2,2 Sereno Canyon revegetation

About Sereno Canyon:

Located at Ranch Gate Road and the 122nd Street alignment, Sereno Canyon features 128 custom [Arizona luxury homesites](#) that average 2.5 acres in size, with prices ranging from the low \$700,000s to \$2 million. More than 60 percent of the 350-acre community will be preserved for open space, protecting view corridors and maintaining spacious homesites.

Nestled at the base of the McDowell Mountains, Sereno Canyon is a prime piece of [Arizona real estate](#) because of its dramatic 360 degree views of the native desert, surrounding mountains, Tonto National Forest and Four Peaks. Surrounding mountains and federally-protected areas ensure the community will be minimally affected by city encroachment, while hiking trails accessible from the community allow residents access to secluded outdoor recreation. For more information on Sereno Canyon, visit www.serenocanyon.com or call 1-877-464-2418.

About Crown Community Development:

Crown Community Development is a division of Henry Crown Companies - one of the nation's largest privately held business organizations. Crown's diverse interests range from [real estate investments](#) such as Rockefeller Center in New York City; operating companies like Great Dane Trailer; and high profile recreation/resorts such as Aspen Ski Company and the Ojai Resort in Ojai California. Additionally, the Crown family holds significant stock positions and board memberships in General Dynamics, Chase/JP Morgan, and Sara Lee, as well as investment holdings in the New York Yankees and Chicago Bulls. Since 1973, Crown's mission has remained constant - to envision and create memorable high quality communities that meld naturally into their surroundings and generate long-term value for landowners, municipalities, builders, residents and neighbors.