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TUCSON, AZ – October 7, 2008 – Pomegranate Farms, an environmentally green master-planned community that will be built along Valencia Road near Ajo Road, has secured continued funding for development from IMH Real Estate Financiers of Scottsdale.

The Pomegranate Farms community will feature more than 200 acres of open space and neighborhood parks, miles of walking, biking and wash trails, and streets designed for pedestrians and cyclists as well as cars. The 645-acre development near Ryan Field will include up to 3,000 residential units ranging from one house per acre to 20 units per acre, with school, recreation, retail and other services in the neighborhood.

“In today’s volatile financial market, we believe it is crucial for lending institutions like ours to support long-term projects that address tomorrow’s needs in this rapidly growing region,” said Ann McCartney, Senior Vice President of IMH Real Estate Financiers.

The Pomegranate Farms master plan is designed to meet the residential guidelines for “green building” as outlined in Pima County Regional Residential Green Building Rating System. Commercial development will meet the national Leadership in Energy and Environmental Design (LEED) standards.

The unique cooperative planning process engaged county, tribal, state and federal agencies and private parties to create this master plan guided by the nature of the land, said Anne Warner, master planner and principal of Pomegranate Development.



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“This master plan includes housing choices that vary in size and character, from single-story homes to multi-story condominiums and live/work environments that meet the future needs of all income levels, household sizes and stages in the life cycle. We are clustering homes and growing vertically rather than horizontally to help preserve green spaces,” she said.

“We are designing livable neighborhoods, not sprawling subdivisions,” she said. “Retail and commercial centers will be built throughout the community so people can walk or bike no more than a half a mile for services. This master plan places a high value on the existing environment and a reduced value on accommodating the automobile. “

The Pomegranate Farms development will incorporate green technology and the principles of smart growth and sustainability. Highlights include conserving, harvesting and recycling water, installing solar-powered street lighting and roof-top collectors to generate alternative energy, choosing light-colored permeable paving materials to reduce reflected heat, planting native or drought-tolerant landscapes and directing water runoff into existing washes to restore riparian vegetation and replenish the aquifer. Retail, offices, employment and entertainment facilities will be located along “spine” roads to minimize traffic within the neighborhoods. Higher-density housing will be near mass transit or multi-modal transportation centers.

Warner said, “We believe this master plan will become the template for future sustainable development in Pima County.”

Still in the early stages of development, Pomegranate Farms plans to partner with several local and national homebuilders. Construction could begin in late 2010. For more information on Pomegranate Farms, visit www.pomegranatedevelopment.com or call 520-877-8444.

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*“The land will tell you how to work with it. You need to know how to listen.
That’s our philosophy. That’s our legacy.” – Pomegranate Development*



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