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\$42M condominium project bringing 97 contemporary-styled homes priced to attract sophisticated, hip buyers to emerging 'SoSco' neighborhood

[Deco Communities](#) has chosen an emerging area just south of Old Town Scottsdale to debut its latest, exciting residential concept: Inspire. The \$42 million dollar project will offer contemporary-styled residences in a hip, up and coming area of Downtown Scottsdale.

[Inspire on Earll](#), to be located at 7300 E. Earll Drive, combines exceptional location with superior design and amenities, creating an urban sanctuary on the edge of vibrant Old Town Scottsdale. The complex will include 97 stylish condominiums offering fresh and luxurious common areas, with state-of-the-art fitness facility, central courtyard, pool, spa and Dog Park.

Drawing inspiration from everything from the sunrise atop Camelback Mountain, to Frank Lloyd Wright architecture, to local icons like Sandra Day O'Connor and Michael Crow, a cold Four Peaks beer enjoyed on a Friday in March at a Spring Training game, and even Charleen Badman's braised leeks dish revered by Food & Wine Magazine, Inspire on Earll is about community. Inspire on Earll is about authenticity. But most of all, Inspire on Earll is about people.

With Inspire, [Deco Communities](#) offers modern, yet timeless design from interior to exterior. Starting at \$299,000, Deco's latest condominium development will compliment their other developments - super-luxury Envy project set to be developed in the thumping heart of Scottsdale's Entertainment District and its urban relative, the hipster Edison Midtown project set for downtown's Central Corridor.

Once again, [Deco Communities](#) has assembled a team of top talent to construct its latest project. Daniel Gehman of LA-based Harley Ellis Devereaux, an award-winning architecture firm whose credits include a collection of high-profile designs across the US will lead the project's design. Private Label, a Valley-based interior design firm specializing in cultivating lifestyle experiences through strategic design will curate the interior and exterior spaces. Inspire combines bold, striking design with warmth and comfort.

With Scottsdale Healthcare Osborn Medical Center, Scottsdale Stadium and the Old Town Scottsdale Farmer's Market within walking distance, Inspire on Earll will appeal to homebuyers looking for the best urban lifestyle Scottsdale has to offer including easy access to world-class sports and recreation, outstanding arts and entertainment, premier shopping, nationally-renowned restaurants and nightlife and key Downtown services and amenities in the heart of the city's walkable, bikeable grid.

"There is significant demand for new construction multi-family in Scottsdale," said Rob Lyles, partner for [Deco Communities](#). "This new project will bring 97 brand new condominiums to an area of Scottsdale that has not seen new construction for quite a long time," he said. "We are thrilled to be the first to bring brand new, architecturally unique residences offering contemporary styling and modern amenities to exciting, emerging Downtown neighborhood that has its own identity unique from Old Town and the rest of Scottsdale," he said.

The property will offer several floor plans ranging from approximately 800 square foot one-bedroom units up to a 2100 square foot two-bedroom, split-master with den. The property will offer state-of-the-art amenities including a sprawling courtyard pool and spa, health-club inspired fitness facilities, WI-FI common areas, City of Scottsdale recycling, bicycle storage, electric car charging stations and secured underground parking.

Individual units will cater to the needs of today's high-end condominium buyer including expansive split master plans, grand 10' ceilings, open floor plans, gas appliances and modern finishes.

"This project appeals to the traditional Scottsdale buyer looking for an extremely high-quality new build product that delivers luxurious city living and an impeccable investment in the heart of Scottsdale's most buzzed about Downtwon neighborhood," Lyles said.

Inspire on Earll expected to break ground in April and be completed in late 2016.

Interested buyers can register for VIP Showings at [www. InspireCondos.com](http://www.InspireCondos.com) or call 480.947.7004.

Register Now at www.InspireCondos.com