

COMMERCIAL EXECUTIVE

magazine

A photograph of four men in business attire. Three men are standing in the background, and one man is sitting on a stool in the foreground. They are all wearing blue shirts and dark trousers. The man on the left is wearing a checkered shirt, the man in the middle is wearing a solid blue shirt, and the man on the right is wearing a solid blue shirt with his arms crossed. The man sitting in the foreground is also wearing a solid blue shirt. They are standing in front of a building with large windows and some greenery.

JOHN F. LONG PROPERTIES THE ALTER GROUP

REINVIGORATING THE WEST VALLEY

SPECIAL SECTION
PROFILES IN PROPERTY
MANAGEMENT

Broker of the Month
HENDRICKS & PARTNERS

Company Profiles On:
JOHNSON CAPITAL
PLAZA COMPANIES

1955

Bill Alter forms Alter Realty, Inc. Chicago's first land brokerage firm specializing in residential and industrial development.

AN EXTRAORDINARY PARTNERSHIP

John F. Long Properties, The Alter Group
are reinvigorating the West Valley

BY DEBRA GELBART

**1950s**

Reviewing proposed designs for the four corners of 51st Avenue and Indian School Road.

It's a real estate partnership that's meant to be. One company has extensive experience and expertise in developing large commercial projects; the other company owns outright hundreds and hundreds of ideally located acreage destined to become the footprint for a premier employment corridor in the Valley. Both family-owned businesses have a rich history and similar values. And together, John F. Long Properties and The Alter Group are going to bring unparalleled economic opportunity to the West Valley.



1948

On March 5, 1948 John F. and Mary P. Long sold their first house, located at 7017 N. 23rd Avenue in Phoenix to Mr. and Mrs. Walter.

1997

The Alter Group establishes its second regional office in Phoenix; builds Desert Canyon Corporate Campus, a 350,000SF Class A office development in Phoenix.



① TOP LEFT: **COPPERWING® BUSINESS PARK**, UPPER MIDDLE: **ALDEA CENTER**, LOWER RIGHT: **ALGODÓN CENTER®**

② **ALDEA CENTER**: SITUATED ON 150 ACRES AT 99TH AVE. AND BETHANY HOME RD. PARK IS PLANNED FOR BACK OFFICE USERS.

③ **ALGODÓN CENTER®**: CLASS A BUSINESS PARK SITUATED DIRECTLY ACROSS THOMAS ROAD FROM BANNER ESTRELLA MEDICAL CENTER. ALGODON WILL TARGET CORPORATE RELOCATIONS AND HEADQUARTER FACILITIES AND THE ANCILLARY AMENITIES.

Getting to this point has been challenging and rewarding for both companies and their principals. John F. Long was an iconic homebuilder in mid-century Phoenix, who pioneered the concept of a family-oriented master-planned community. He hadn't planned on becoming a builder of affordable post-World War II single-family homes, but he was quite knowledgeable about construction, and in 1949 he started to build a first house for himself and his wife Mary. Before he could move into it, however, someone approached him and asked if the house was for sale. Five more times the same scenario occurred. After he had built six houses that were sold to others, he realized that a business was about to be born.

He built a subdivision with about 20 homes, by purchasing lots with revolving credit. But he envisioned a community with all of the amenities homeowners would want nearby—parks, retail, schools and religious congregations. In 1954, he established Maryvale, named after his wife. The community now stretches from about 35th Avenue west to 91st Avenue and from I-10 north to Camelback Road. Over nearly four decades, more than 30,000 homes were built in the community, many equipped with innovations ahead of their time, such as water-saving devices, manufactured roof trusses, and solar electric panels.

In 1960, John F. Long Homes expanded to other locations, with subdivisions in Moon Valley at 19th Avenue and Thunderbird, in Paradise Valley at 32nd Street and Shea and 40th Street and Thunderbird, all in Phoenix. At those locations, another 8,000 homes were built. In 1984, John was inducted into the National Housing Hall of Fame in Washington D.C.

It was a true family business. Son Jacob (Jake) and daughters Manya and Shirley all had some involvement in the business. “We were anxious and eager to be involved,” said Jake. “From the time we learned to walk, my dad had us doing something in the business,” he mused. Jake even appeared in television commercials for John F. Long Homes when he was about 10 years old. Right out of high school, he started working in the

business full-time, “and I haven’t stopped since,” he said. Today, he is the general partner for the company. His father passed away in 2008.

John F. Long Homes flourished for 40 years. In 1990, the company closed its homebuilding operation and focused on its retail and commercial projects in the West Valley.

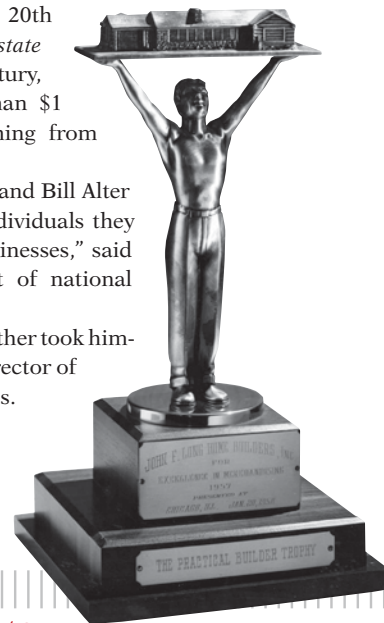
The Alter Group was founded by William Alter in 1955. The defining moment of Alter’s early career as a homebuilder came in suburban Markham, Ill., where he developed Kingston Green, the first residential community for middle-income minority buyers. Olympian Jesse Owens was his national spokesman, and Alter brought the American dream to families who previously had been excluded from home ownership. With his entrepreneurial

John F. Long

spirit, his business acumen made him one of the most influential people of the 20th century, according to *National Real Estate Investor* magazine. Over a half century, Alter’s company developed more than \$1 billion of space in markets stretching from California to Washington, D.C.

“The parallels between John Long and Bill Alter were most striking in the type of individuals they were and the way they ran their businesses,” said Kurt Rosene, senior vice president of national development for The Alter Group.

“They shared a lot of values and neither took himself too seriously,” said Jim Miller, director of real estate for John F. Long Properties.



1958

The Practical Builder Award for Excellence in Merchandising in 1957 was awarded on January 20, 1958 in Chicago.



4 **COPPERWING® BUSINESS PARK:** 300-ACRES SITUATED ON THE SOUTHEAST CORNER OF GLENDALE AND 115TH AVENUES, ADJACENT TO THE GLENDALE AIRPORT. THIS PROJECT WILL EVENTUALLY OFFER COMMERCIAL SPACE FOR MANUFACTURING AND LIGHT INDUSTRIAL USERS.



Alter became a leading urban-planning expert and pioneered innovative concepts in real estate, such as the design/build construction delivery method, the development of suburban office mixed-use campuses and the introduction of a trademarked concept of pre-designed, pre-specified office buildings. He also created an entire health care real estate affiliate. During the 1970s, The Alter Group began focusing on the advantages of providing single-source, turnkey development to corporate clients. As a result, the company became the Midwest's foremost build-to-suit developer.

The Alter Group entered the Phoenix market in 1997. Like John F. Long, Bill Alter passed away in 2008.

The sons of both companies' founders are now in charge. Michael Alter is the president of the Alter Group. Both Jake Long and Michael Alter value philanthropy, sustainability and innovation in the operation of their businesses. Their companies' partnership began almost ten years ago. "Bill often mentored me and told me that business wasn't the first priority the most important thing is building a relationship," Rosene said.

So now, a decade after that first meeting, the partnership between the two companies is going strong.

Long Properties and Alter have teamed up to develop three unique office and industrial parks designed to attract large employers offering high-quality jobs. John F. Long Properties owns the acreage and The Alter Group is developing it into the three distinct projects.

Aldea Centre is situated on 150 acres at the southwest corner of 99th Avenue and Bethany Home Road. Originally purchased from Dietz Crane in 1992, the park is being planned for back office users that require lower operating costs and higher parking ratios. Purchased a time when there was a downturn in residential development, it had originally been part of a master planned community development.

Algodón Center® is bisected by Loop 101 and stretches from Thomas Road to Campbell Avenue, just south of Camelback Road. The first phase of the 1,000-acre campus is Algodón Medical and Office Park, situated directly across Thomas Road from Banner Estrella Medical Center. Algodon will target corporate relocations and headquarter facilities and the ancillary amenities that those users require in a Class A business park.

The 300-acre Copperwing® Business Park is situated on the southeast corner of Glendale and 115th avenues, adjacent to the Glendale Airport. Copperwing was a long term hold investment, with one of its early uses was as a feedlot operation. This project will eventually offer commercial space for manufacturing and light industrial users.

The three business parks total almost 1,500 acres, with three miles of frontage on both sides of the Loop 101 freeway. Projections estimate up to 65,000 people being employed in these parks when they are fully built.

"If you look around the nation, the growth areas are closer to where people live and adjacent to the major freeways. The live, work, play environment that appeals to today's employee constitutes that they live close to their work," said Rosene. "The next wave of development in the Valley will

The Alter Group

see large users---major employers---moving to the west Loop 101 employment corridor to capture the that work force. These parcels happen to be perfectly positioned to accommodate that existing and expanding work force."

Currently and for the future, The West Valley cities that Long Properties and The Alter Group are focusing on include Phoenix, Glendale, Peoria, Avondale and Goodyear. "If people can change jobs to get closer to their home, they will," Miller said. "These developments will give thousands of Phoenix-area residents that opportunity."

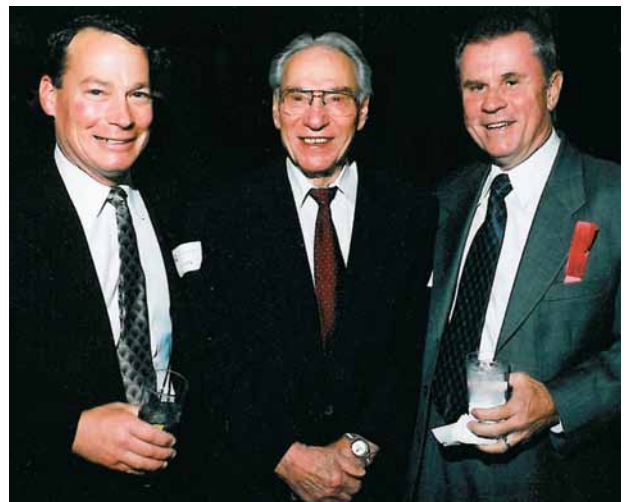
Employment, said Rosene and Miller, is what has been lacking in the West Valley---until now. "Developers have done a great job with residential communities, shopping, restaurants, parks and schools, but not employment," Miller said. "By 1998, most of the city councils for West Valley communities had adopted a philosophy of keeping the land along the Loop 101 reserved for an employment corridor. And yet, after 12 years, an employment corridor hadn't been built there." But now, that has changed.

"We at John F. Long Properties bring our land," Miller said, "and Alter brings expertise to help us master-plan, get entitlements and market to our end-users. "We've pulled our resources together for the benefit of both of us and especially, the business community." ●



2012

From L-R: Kurt W. Rosene, Sr. Vice President - National Development, The Alter Group; Justin J. Miller, Vice President, The Alter Group; James J. Miller, Director of Real Estate, John F. Long Properties; Jacob F. Long, General Partner, John F. Long Properties

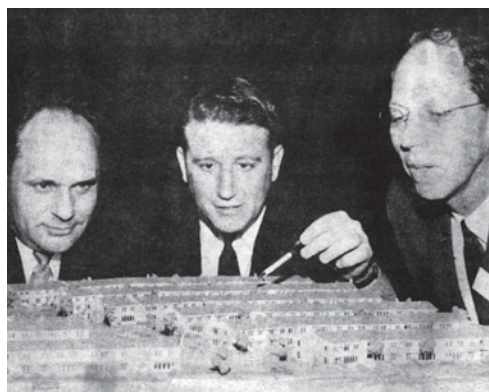


1982

(Top left) Bill Alter, Chairman of The Alter Group at the groundbreaking of their landmark built-to-suit project; the \$35 million Bell Labs office/R&D facility in Chicago.

1960

(Right) Alter Realty develops Kingston Green in Markham, IL, the nation's first housing community for middle-income minorities.



2001

Jim Miller joined John F. and Jake Long in celebrating at the AJC Awards dinner where Long was honored.