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P.B. Bell Opens Luxury Apartment Community in Iconic Melrose District

Featuring 204 Apartments, The Curve at Melrose Welcome Residents into Brand New Development This Month

PHOENIX (June 13, 2018) – The Curve at Melrose, developed, owned and managed by [P.B. Bell](#), recently opened in the center of midtown Phoenix’s vibrant, eclectic and urban Melrose District.

P.B. Bell, a leader in multifamily housing development, management and acquisitions, broke ground on the luxury apartment community in August 2016. The community provides residents with a host of amenities in an unparalleled location, a short distance from a number of museums, galleries and nightlife hotspots.

The Curve at Melrose, which offers 204 luxury apartment homes, is located at the northeast corner of Glenrosa Avenue and 6th Drive. The community offers residents a 24-hour state-of-the-art Tone Zone and Body Shop strength training facility including Synergy equipment and cardio studio, outdoor courtyard with gas barbecue grills and fire pit, heated pool with water features and spa equipped with an outdoor entertainment ramada with TVs and pool tables. The Curve also reveals a Think Tank conference center with video capabilities, electric vehicle charging stations, complimentary beach cruiser rentals, climate controlled interior corridors, controlled access underground parking as well as surface covered parking and more.

“The Curve on Melrose gives locals the ability to live where the action is,” said R. Chapin Bell, CEO of P.B. Bell. “Melrose District is known for its one-of-a-kind finds and loyal ‘shop local’ patrons, brimming with art galleries, vintage clothing and furniture boutiques, coffee houses and wine bars, all a short walk or bike ride away on 7th Avenue. We’re excited to offer Curve residents that luxury, unique lifestyle.”

The Melrose District, a historic neighborhood on 7th Avenue, has long been known for its eateries, galleries and shopping. The area has blossomed over the years as a premiere Phoenix nightlife destination.

The community’s studio, one-, and two-bedroom floorplans range in size from 694 square feet to 1,100 square feet, and features smart home ready units with smart light switches, smart thermostats. Each of Curve’s apartment homes is finished with plank flooring, nine-foot ceilings, oversized sliding patio doors, LED lighting, full-size washers and dryers, oversized tubs and a

gourmet kitchen that includes custom cabinets, granite countertops and a tile backsplash. Select floor plans feature a rustic barn door into the master bedroom, quartz kitchen table and dual vanities.

Featuring mid-century modern vibes throughout, The Curve worked with award winning interior design firm, Lawrence Lake Interiors, to create a functional space that is infused with style and comfort. Lawrence Lake Interiors has more than three decades of experience crafting unique interior spaces.

For more information about The Curve at Melrose, please visit www.curveatmelrose.com.

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About P.B. Bell

P.B. Bell specializes in the development, acquisition and management of apartment communities. Based in Scottsdale, Arizona, P.B. Bell remains family owned more than 40 years after Philip Bell founded the company in 1976, when he instilled in the organization a commitment to premium products and strategic growth. P.B. Bell is dedicated to creating exceptional living environments which feature forward-thinking, resort-style amenities. As a leader in the multifamily housing industry, P.B. Bell has earned multiple awards for its design, development and management services.

For more information, visit www.pbbell.com or call 480.951.2222.