

# Noria

ROBSON LUXURY APARTMENTS

**Media Contact:**  
Sabrina Leon  
[Sabrina@serendipitconsulting.com](mailto:Sabrina@serendipitconsulting.com)  
623.695.9411

## **New 237-Unit Luxury Apartment Community Now Open In Chandler** *Robson Multi-Family Opens Its First Luxury Apartment Community in Chandler*

**PHOENIX** (October xx, 2018) – Noria, a luxury multifamily housing community, recently opened in Chandler. This is the first luxury apartment community for Robson Multi-Family, a well-established developer of luxury, active adult communities in Arizona and Texas. Robson selected P.B. Bell, a leader in multifamily housing development, management and acquisitions, as the property management firm.

Located at 2177 S. McQueen, Noria offers 237 luxury apartment homes in 11 floor plans to the east-central Chandler area. The community hosts a plethora of amenities including a premium, sprawling clubhouse, access to a large, resort-style swimming pool encircled by chaise lounges, cabana beds and a whirlpool spa and modern fitness center. Noria also invites residents to enjoy its game room, yoga room, virtual fitness classes that utilize Wellbeats technology, Wi-Fi in community areas, its conference center, bark park and pet spa, parcel storage lockers and a bike repair station.

“Chandler is one of the top 10 cities with booming employment growth in the country and Noria now gives a new option for those looking to live close to work and experience all Chandler has to give,” Edward J. Robson, Robson’s Founder & Chairman, said. “Noria offers residents a walkability factor and a unique lifestyle choice in a city that is thriving.”

Noria’s one-, two-, and three-bedroom floor plans range from 734 square feet to 1,653 square feet, and each boasts a large patio. The community’s apartment homes include features such as plank flooring, nine-foot ceilings, oversized sliding patio doors, LED lighting, full-size washers and dryers, and a gourmet kitchen with custom cabinets, quartz countertops and a tile backsplash. Select floor plans include dual vanities and a barn door in the master bedroom, while energy-saving elements such as low-E, dual-pane windows and Energy Star-rated appliances are used throughout.

“We are so happy with our decision to bring P.B. Bell on as our property manager” said Steve Soriano, Executive Vice President of Robson Communities, Inc. “Our partnership brings together two luxury-minded companies who are excited to bring Noria to a flourishing market.”

Conscious of the area’s agricultural heritage, Robson brought in designer Whitneybell Perry, an architectural firm, to tie in this agricultural feel with the architecture of Noria. The community’s exterior fuses modern aesthetics with nostalgic touches to create a warm industrial feel that is flush with exposed steel, natural stone and oversized overhangs. Larry Lake Interiors finished the interiors of the amenity areas with a modern ranch feel.

Noria is conveniently located across the street from Chandler’s sprawling Tumbleweed Park, which offers family-friendly recreation opportunities including a tennis center, a recreation center, play

structures and group fitness classes. The community is also situated within the nine-square-mile Chandler Airpark, and is within the boundary for the Chandler Unified School District, which is home to a number of A+ Schools of Excellence.

###

### **About Robson Multi-Family**

Since 1972, the Phoenix-based Robson companies have been developing and building luxurious master-planned communities for active adults in Arizona & Texas. Today, more than 50,000 people call a Robson community home. Recognizing the Robson companies as a national leader in housing, the National Association of Homebuilders bestowed its coveted "55+ Builder of the Year" award to the Robson Resort Communities in 2017. Robson Multi-Family continues the commitment to providing the best housing and lifestyle experience in the luxury residential community market.

### **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](http://www.pbbell.com) or call 480.951.2222.