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Construction to begin in fall on Prasada Power Center

Initial plans for site include Super Target

Erin Zlomek

The Arizona Republic

Jul. 20, 2007 02:09 PM

Site plans are in for the first retail strip going up in Westcor's Prasada development.

Currently titled the Prasada Power Center, the plaza will rise along Cactus Road near Sarival Avenue and stretch toward Loop 303.

Site plans show a Super Target and a JCPenney anchoring the plaza, but developers said the illustrations are only conceptual and that the tenants may change.

Construction will begin this fall, said Christine Romero, Westcor and RED Development.

Project developers and their partners had hesitated to release a definitive building schedule for any of Prasada's residential or retail components, saying each piece's construction would be market-driven.

Construction on the power center will precede the building of Prasada's first residential component, called Prasada Lakes Village.

That portion of the 3,000-acre mixed-use Prasada project will span 640 acres near the corner of Waddell Road and Cotton Lane next summer.

The 303 Auto Show is another piece of the Prasada puzzle and will go up soon at Loop 303 and Cactus Road.

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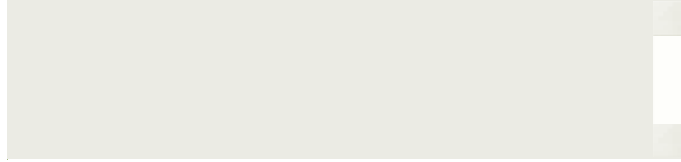
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"Project developers and their partners had hesitated to release a definitive building schedule for any of Prasada's residential or retail components, saying each piece's construction would be market-driven." Does this mean that if after they build a few pieces and no revenue is generated because the traffic is horrific and more trouble than its worth they wont finish it. Sounds like mercado, if Fyfe involved in this in anyway>

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