

## Estrella at last to get a variety of stores in 2009

New shopping sites set to open in 2009

**Jessica Coomes**

The Arizona Republic

Feb. 8, 2008 09:25 AM

By next year, residents in Goodyear's Estrella community are expected to have more shopping options.

A 6-acre retail center is scheduled to open in 2009, Peoria-based Bade Cos. announced this week. That's also when a 22-acre shopping development anchored by a Bashas' supermarket will open.

Today, Estrella's 10,000 residents leave the master-planned community south of the Gila River to do most of their shopping, but a small convenience market is available for quick pickups.

Newland Communities took over Estrella in May 2005 and has been planning how to balance residential and commercial developments, said Greg Bielli, the company's Western region president.

"Over the past couple years we've been doing a lot on commercial development," Bielli said. ". . . We've been working on this as a step-by-step effort."

To date, Newland has announced the Bashas' development, the 6-acre center and a 29-acre commercial development with stores and offices. Other announcements will come later, Bielli said.

Resident Al Osorio said he has been told shopping centers would be coming to Estrella since he moved there five years ago.

"They've been heading in this direction for years," Osorio said. "I wish they'd do it and put it into action."

A roundtrip to the grocery store from Osorio's home totals 22 miles, and he said a supermarket and drugstore are needed most in Estrella.

"The West Valley's growing," he said. "You got to be optimistic about things like this expansion. If everything goes along well, I'm glad."

Goodyear officials recently have been encouraging Newland to get more retail projects in the community.

At a City Council meeting last month, Councilman Dick Sousa said residents need businesses closer to where they live.

"They have one little market, and that's the only facility they have for purchasing groceries and what have you. Otherwise they have to have to travel . . . to the shopping areas in our central area, and that's quite a distance," Sousa said. ". . . I would really plead with Newland to take this under consideration."

Councilman Frank Cavalier said he has heard from two groups of Estrella residents: those who do not

want commercial development in the community and those who do. He said the Bashas' shopping center will take care of residents' needs without being overwhelming.

"The way it's set up now, everyone knows the commercial is coming and everyone is satisfied with the way things are," Cavalier said. "They're happy with where they live and they seem to be very content to wait for it."

The 6-acre project at Elliot Road and San Miguel Drive calls for a 30,000-square-foot shopping center with restaurants and stores. Specific tenants have not been announced.

It will be near Estrella Mountain Elementary School and is expected to have an after-school program, said Landis Elliott, development director for Bade, which limits its projects to the West Valley.

A 29-acre project, also announced by Bade this week, will be on Willis Road near the proposed fire station. It is planned to include retailers, offices and storage space.

Bade will not develop this immediately, Elliott said.

"It's an underserved area, a high-end community and a beautiful area," Elliott said of Bade's decision to build in Estrella.

Construction on the 22-acre shopping center that will be anchored by Bashas' is expected to start at the beginning of April, said Jeff Allen, president of Kitchell Development Co. of Phoenix, which is partnering with Newland on the development.

Mountain Ranch Marketplace will be 170,000 square feet.

Other businesses expected to open at the center northwest of Estrella Parkway and Elliot Road include Walgreens, Chase [bank](#), Mini Skool child care center, a coffee shop, restaurants, a hardware store, a dentist, hair and nail salons and a realty office.