

ARIZONA BUSINESS GAZETTE

Goodyear shoppers upbeat about power-center plans

by **Elias C. Arnold** - Oct. 16, 2008 12:00 AM
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Two shopping centers are opening this month and next month in Goodyear, helping meet the demand for retail options in the growing city.

- Canyon Trails Towne Center, northeast of Cotton Lane and Yuma Road, will open its first stores next month. Super Target is expected to open this month, followed by PetSmart and OfficeMax.
- Old Navy opened Sept. 18 at the Market at Estrella Falls, a power center northeast of PebbleCreek Parkway and McDowell Road. T.J. Maxx, HomeGoods and Petco opened this month.

That means more choices for shoppers such as 28-year-old Monika Turkiewicz of Goodyear.

"This is more convenient," Turkiewicz said outside Goodyear's first Old Navy store. Area shoppers previously had to drive to 99th Avenue and McDowell Road in Avondale for the closest Old Navy.

The new centers are opening amid economic uncertainty. U.S. Department of Commerce figures released this month suggest retail sales slowed in August, despite back-to-school shopping.

But Vestar Development Co., developer of Canyon Trails Towne Center, and Westcor, developer of the Market at Estrella Falls, expect their projects to do well.

"The market is really underserved for this scale of retail," said Garrett Newland, Westcor's vice president for development.

In contrast, mom-and-pop shops may have to wait for the economy to turn around before opening, said Barbara Coffee, senior retail-development manager for Goodyear.

A small strip center northeast of Estrella Parkway and Maricopa County 85, for example, has only one tenant, Coffee said. The pizza parlor has yet to open and a "coming soon" sign has been up for months.

"(Small businesses) need lending and it's hard to get that right now," she said.