

W. Phoenix could get brand-name outlet center

by **Eugene Scott** - Aug. 19, 2008 12:21 PM

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A North Carolina-based shopping center company plans to open a brand-name outlet center in west Phoenix.

Tanger Factory Outlet Centers Inc. envisions a mall that will house at least 80 brand name stores in 330,000 square feet.

Developers said they hope to break ground next year and open in 2010.

The as-of-yet unnamed project will be on 30 acres in the southwest quadrant of the Loop 101 and Camelback Road in far west Phoenix.

"We're in the pre-leasing stage right now, so we're kind of gathering retailer interest in the project," said Mike Buescher, director of Marketing/Promotions for Tanger Outlet Centers.

Popular outlet stores at nearby centers in southern California include Coach Factory, Michael Kors, Liz Claiborne and Lucky Brand Jeans.

Officials said the location was picked because of its growth and proximity to some of the Valley's most well off neighborhoods and tourist attractions.

The open-air shopping center will feature landscaped courtyards and a park-like environment.

Developers said they hope to take advantage not only of neighboring residents' disposable income, but the tourists who come to the area.

The mall is less than 10 miles from the spring training facilities for several major league baseball teams.

The development also is very close to the University of Phoenix Stadium and Jobing.com, homes of the Arizona Cardinals football and the Phoenix Coyotes hockey teams.

Tanger Factory Outlet Centers, Inc. owns 31 shopping centers in 22 states, including southern California and northern Utah.