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Retail center hits bullseye, lands Target as its anchor

Jim Williams
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SOUTHWEST VALLEY - Target fans can rejoice.

The popular retailer will anchor a new shopping center in the southwest Valley. Pecan Promenade, at 99th Avenue and Lower Buckeye Road in Phoenix, will also boast more than 20 new businesses, including a Ross Dress for Less, Starbucks, Chase Bank and Cold Stone Creamery. Ross has already opened, and Target is slated to open Sunday.

Most of the remaining businesses should be open within a month.

The 330,000-square-foot center is being developed by Scottsdale-based Barclay Group and takes its name from the pecan groves in the area, said Bob Austin, senior vice president of operations.

"The pecan trees do have some historical significance in the area," Austin said. "The streets were lined with them at various times in the past. So we decided to call it Pecan Promenade and replant a variety of the pecan trees around the borders of the project and along the streetscape to keep that neighborhood feel."

And the neighborhood is growing.

The tremendous growth and new housing in the area were factors in the placement of the new center, especially as it related to landing Target, which Austin said does extensive research before it commits to a location.

"We have a long-term relationship with Target, and this was an area that we presented to them and they took a liking to. . . . They look at a lot of different things: spacing, not cannibalizing from an existing store, income levels and what the future population is going to be within the 3-5-10 mile radius (around the store)," Austin said. "This site had all those things going for it."

Target also played a role in determining the retail mix for the new development.

"There is always a certain group of retailers that like to be around Target," Austin said. "So you try to make sure that this is also a good fit for them."

According to Target spokesman Joshua Thomas, the company clearly saw this area as desirable.

"We spend a lot of time looking at communities that we want to grow in," Thomas said.

While this is the 41st Target store in Arizona and one of more than 1,400 nationwide, each location takes on the flavor and personality of the community it serves.

"We are a big store and understand that, but we like to have the feel of a community store," Thomas said. "We work very hard to build those partnerships and relationships with the local area. It's our top priority to be a member of the community and not just a another store."

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