

SOUTHWEST VALLEY

Goodyear retail development looks to add hotel, more stores and restaurants



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A handful of new stores and restaurants are open at Canyon Trails Towne Center, as the developer prepares to build another phase of retail buildings and a hotel on the Goodyear site.

The center, which was once planned to be 100 acres of retail, began before the Great Recession. Because of the financial crash, only portions of the project got built, and the rest stalled, David Malin, president of Scottsdale Development Partners, a consultant working with the center's owner to lead the development, said.

The center, located at Cotton Lane and Yuma Road, is owned by Santa Cruz Seaside Company and managed by Vestar. Malin was the original developer of the project when he worked for Vestar, before the Great Recession halted progress. In 2018, he became the consultant to lead the new phases of the project.

New retailers and restaurants that have recently opened at the center include:

- Burlington

- Ulta
- Rack Room Shoes
- Ono Hawaiian BBQ
- O'Reilly Auto Parts
- Einstein Bros. Bagels
- America's Best Contacts & Eyeglasses
- Baskin Robbins
- Hello Sugar

Three others are still under construction, including Angry Chickz, a hot chicken restaurant, and locations for AT&T and Cox Communications, which will open soon, Malin said. The completed buildings in the center are fully leased, but the site still has significant room for more buildings.

Malin said the development team has space to build three or four more junior anchors, two more multi-tenant buildings to the “main street” retail and five more standalone pads.

The group is also moving ahead with plans for a hotel on the site and is in the process of hiring a broker to work with potential hotel brands for the project. The site is zoned to allow a 120-room hotel up to four stories tall, Malin said. The hotel would be in the “main street” portion of the project where smaller shops and restaurants are built facing each other to make a walkable area.

An apartment developer, Embrey Partners, bought 13 acres within the development and recently completed construction on a 284-unit apartment complex. Residents have already begun to live there, and it's about 75% leased, Malin said.

Goodyear industrial park: 63 acres of new retail, restaurants are coming

Adding a mix of uses, like apartments and hotels, can help bring life into sites that had been previously envisioned as large-scale retail, he said.

“The mixed-use concept, a lot of the time, is a solution to fix broken retail,” he said, using the redevelopment of [Paradise Valley Mall, now called PV](#), as an example. Functionally obsolete retail buildings, like indoor power centers, have been redeveloped to add new uses, especially apartments.

“At Canyon Trails, the problem we had to solve for was, when this project was planned before the 2008 recession, it was planned as 100 acres of retail,” he said. “Now, you probably don’t need all of that. I was part of solving for broken centers in other markets, and the solution I have seen work best is mixed-use.”

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