

# Features

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## Glendale's booming commercial real estate market

BY ALICIA VENTER  
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As with the rest of the Phoenix Metro, Glendale is experiencing unprecedented commercial growth. All the proof needed is a drive along Loop 101, seeing the Westgate Entertainment Complex as developers finish VAI Resort and Mattel Amusement Park next to Tanger Outlets Phoenix and State Farm Stadium, or Arrowhead Towne Center, with more than 180 stores.

Those two destinations, visited by millions each year, do not tell the full story about the commercial real estate market in Glendale, however, Century 21 Northwest CEO John Crow said — and investors still have time to be part of the city's expansion.

"Glendale has had meteoric growth in the last four years, and it's been across a broad spectrum of industries: aerospace, health care, manufacturing, business services, entertainment, hospitality," Crow said.

Century 21 Commercial Real Estate is the only dedicated property management company in the Valley, Crow said. With offices in Glendale and Tempe, the Century 21 Commercial team specializes in all asset classes, including multi-family, office, industrial, retail and land development.

Alongside leading the company, Crow sits on the Planning and Zoning Commission for the city of Glendale. He is a fourth-generation Arizonan; his grandfather went to Glendale High School.

There are four major commercial real estate markets in Glendale. The first is along Loop 303, where industrial businesses have made their home, including Virgin Industrial Park, Amazon, Walmart and FedEx. All the land along this corridor has been annexed, Crow said.

Along Loop 101, the hospitality, retail and entertainment markets have claimed their space. The second industrial commercial real estate market is the Arrowhead Ranch area, Crow said, an established neighborhood with ample shopping alongside services for residents, including medical care and dentistry. The Westgate Entertainment Complex, the third major commercial real estate market in Glendale, has over 22 million visitors annually, driving

local growth and strengthening the city's economy through retail, dining and entertainment venues.

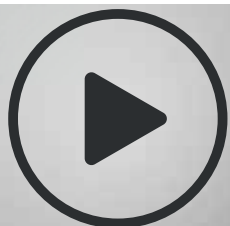
"It created the opportunity for the amazing things that are happening there now. It is one of the premier sports and entertainment districts in the entire state," Crow said. "It has got the arena and the stadium, but also, we're building VAI, a resort and entertainment venue. We had Top Golf come in, Andretti Kart Racing, Chicken N Pickle. You've got the movie theater there and the casino there. It's just become this great place that everybody wants to be. A similar thing happened up in the Arrowhead Ranch area."

Finally, residents cannot forget

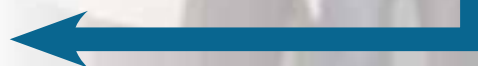
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Downtown Glendale, the heart of the city and a commercial real estate hub dating back to the city's foundation.

"In the first 100 years of Glendale, I think we built about 19 million square feet of industrial and warehouse space. In the past four years, we've built 22 million and have another 30 million coming out of the ground," Crow said.

The strength of Glendale, Crow said, is its government's active role in facilitating economic development. The mayor, council and all planning departments have an active role in Glendale's commercial future and will make the moves necessary for economic growth. One example in recent years, he said, is the partnership between the city and Red Bull North America, the latter opening a distribution center in 2021 that will be more than 700,000 square feet. Plus, the city has the infrastructure and workforce that these companies seek.

"Glendale's great employment. There are a lot of skilled workers that they need

for these types of expansions. It really had all the major benefits," Crow said.

Everyone is investing in Glendale, Crow said, but for those interested in exploring the commercial real estate business in the city, "you are not late to the party." They may just need to act soon.

"You still have time. It's a thriving community that's well positioned with employment. It's well positioned in terms of cost to develop. It's a great investment. It's an easy investment in terms of city support and municipal support," Crow said. "My advice is, don't miss out. There are just incredible things happening there." **GS**

For more information about Century 21 and the commercial real estate market in Glendale, check out [c21northwest.com](http://c21northwest.com), visit the Glendale office at 16040 N. 59th Avenue or call 623-280-0851.

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