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West Valley View

Business Briefcase

By Tom Scanlon, West Valley View Managing Editor
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Greenlight Communities plans a 336-unit apartment complex on Bullard Avenue at Van Buren Street in Goodyear.

Image courtesy Greenlight

An alert reader who saw the West Valley View story last week on **Greenlight Communities** breaking ground on **Cabana Encanto**, at 2323 N. 150th Drive in Goodyear, called to say we have a problem.

“That address is in PebbleCreek,” he said. Based on Google Maps, he sure looked to be right But, said a Greenlight spokesman, “this is apparently a Google glitch,” and the address listed in the story (as well as Greenlight’s website) is correct.

In any case, it’s near Harkins Theatres Estrella Falls 16 (which has a West McDowell Road address) and Goodyear’s new Civic Square project, which will be built in phases over the next several years. Civic Square will include a library, city hall and park space.

Meanwhile, Greenlight announced another Goodyear “multifamily development catering to individuals and families looking for quality housing at attractive monthly rents.”

Scottsdale-based Greenlight Communities will build 336 units on 10 acres at Bullard Avenue and Van Buren Street, near the “farm-to-warehouse” boom area.

Greenlight plans to break ground on the new project in the spring.

“The city of Goodyear has been a tremendous partner to work with, and we are excited to be building a second Cabana property in the community,” said Patricia Watts, principal of Greenlight Communities. “Goodyear is an ideal location for the kind of high-quality yet attainable housing that is at the core of our mission at Greenlight Communities. We are looking forward to making this project a reality and providing more housing options for Goodyear individuals and families.”

Greenlight's **Cabana Bullard** is a joint venture between Greenlight and **American Realty Advisors**. Greenlight is in the process of building more than 3,000 new Cabana units in the Valley.

The company says its mission is "to create communities with reasonable rent rates."

"We have been very pleased with the momentum we have seen for the Cabana properties across the Valley," said **Dan Richards**, principal at Greenlight Communities. "There's such a clear need for a product designed to be attainable for people who work in a broad spectrum of industries and are looking for a comfortable and welcoming living environment at a reasonable cost."

If you haven't rented for a while, this might raise your eyebrows: At other Cabana communities in Phoenix, apartment rent starts at \$934 per month—for a studio.

That being considered "affordable" shows how much rents have increased in the last decade around the Valley.

