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\$15 MILLION RENOVATION UNDERWAY FOR DESERT RIDGE MARKETPLACE

PHOENIX (February 23, 2017) – Phoenix-based [Vestar](#) has commenced the renovation of its shopping center [Desert Ridge Marketplace](#) located off Loop 101 and Tatum Boulevard in north Phoenix. The \$15 million overhaul is being done with the community, residents and visitors to the area in mind.

First opened in 2001, Desert Ridge Marketplace served as the cornerstone in generating the Desert Ridge master plan, providing residents and families with a mixed-use, first-of-its-kind destination for shopping, dining and entertainment. The marketplace not only created a multitude of shopping options for residents, but it also introduced them to an array of different amenities and has been a focal point for the community.

Almost two decades later, Vestar’s plans to renovate flow from its original goal of growing with the community. The renovations will provide refreshing features that are tailored to adapt to the changing demographics, while also staying true to the families who have been there since the beginning.

“As the area has continued to grow and evolve throughout the last decade, so have we,” said David Larcher, president of Vestar. “We’re proud to belong to this community, and we’re committed to bringing in fresh and unique concepts to keep Desert Ridge Marketplace a destination you can’t find anywhere else. We’re making it home base for premier shopping, dining and entertainment.”

With renovations already taking place, the executions for the new vision are far from over. Over the next several months, Desert Ridge Marketplace will be rolling out an array of upgrades, including new furnishings and fixtures, an artistic landscape design, a new brand look and feel and a robust calendar of events.

“We are listening to the community and we’re responding to it,” said Kristina Rauscher, senior marketing director of Desert Ridge Marketplace. “We are offering more events and more interactive elements than ever before.”

Vestar is committed to bringing in additional tenants to complement the existing merchandise mix, including various chef-driven restaurant concepts, local boutiques and specialty retailers, along with a range of festivals and events held on the property.

The center will remain fully functional throughout the renovations, which are expected to reach completion in summer 2017.

Desert Ridge Marketplace is located at 21001 N. Tatum Blvd. in Phoenix. To keep up with social media updates on the renovations and changes that are underway, you can like the center on [Facebook](#) or visit shopdesertridge.com for more information.

About Desert Ridge Marketplace

As Arizona’s premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers; restaurants and entertainment venues spread over 120 acres. The center’s 1.2 million square feet of retail space – home to more than 100 retailers and restaurants – is a one-of-a-kind lifestyle destination you’ll want to come back to again and again. Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit www.shopdesertridge.com.

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