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Moxy Hotel planned for fast-growing West Valley district



NCG Hospitality wants to develop a new 7-story hotel in Glendale's sports and entertainment district.

PK ARCHITECTS VIA CITY OF GLENDALE DOCUMENTS



By [Audrey Jensen](#) – Reporter, Phoenix Business Journal

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Wisconsin-based NCG Hospitality is embarking on its fourth hotel in Glendale's sports and entertainment district.

The developer plans to build a seven-story Moxy Hotel by Marriott at the northwest corner of 95th and Maryland avenues, adjacent to its three existing hotels in Westgate.

The Moxy will feature 209 rooms with modern amenities and designs focused on experiences including an outdoor patio, a resort-style pool, bars and more.

Andy Inman, chief development officer for NCG Hospitality, said the hotel activation will start in the parking lot with art and music exhibits, as well as landscaping.

"Guests can start to experience the Moxy brand before they even get to the hotel building itself," he told the Business Journal.

The 95,587-square-foot hotel will feature an "outdoor living room" that guests can walk through to access the main lobby before checking in at the main bar. The lobby of the hotel will then open up to the pool deck with cabana suites on the first and second floors overlooking the pool.

"Then the rooftop will have one of the things that is lacking in the Westgate area — rooftop bars or restaurants," Inman said. "The rooftop will give both guests at the hotel and locals alike the opportunity to view the West Valley from that elevated position."

NCG has not finalized which restaurant will operate in the hotel but said it is open to conversations with Valley restaurateurs.

Moxy-Marriott site work could start in early 2025

Site work for the hotel could start early next year with vertical construction expected by the summer of 2025, followed by an opening in late 2026. A general contractor has not been selected for the project. The hotel was designed by Tempe-based PK Architects.

The Moxy brand, which is under the Marriott International Inc. umbrella, focuses on experiences and modern offerings targeted at a younger audience — a brand Inman said will complement Westgate.

"We looked for the right brand to put on that site, and the Moxy is a very unique experiential brand and really caters to what they call fun seekers," Inman said.

Westgate and the surrounding area in the city's entertainment district has been expanding with more entertainment and food options while hosting major concerts, sporting events and more. Inman said Westgate has been a "vibrant" entertainment district, especially since the Covid-19 pandemic.

"Throughout that time period when places like California were shut down, people could still come to Westgate and be outdoors and enjoy dining and other sorts of activities," Inman said. "Westgate itself is really the driver and what we're most excited about."

The hotel will be located along the Loop 101 in close proximity to the State Farm Stadium and Desert Diamond Arena. NCG Hospitality acquired the hotel site from YAM Properties for \$1.1 million in an all-cash deal in 2023, Maricopa County records show.

Inman declined to provide details about the cost of construction for the hotel.

The three other hotels adjacent to the site are the Tru by Hilton, Hampton Inn & Suites and the Home2 Suites by Hilton. The city's sports and entertainment district currently has about a dozen hotels.

NCG Hospitality also operates two other Moxy hotels across the U.S. It acquired a Moxy hotel in Omaha and recently opened a Moxy hotel in Madison, Wisconsin.

This is the third Moxy hotel in metro Phoenix. The [Moxy Phoenix Downtown hotel recently opened](#) in the historic Luhrs Building. Another Moxy is located in Tempe, but this could be [replaced by student housing](#).