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## 2 hotels will rise at 10-West project

*6- and 4-story facilities are proposed*

**Dennis Godfrey**

The Arizona Republic

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Work could begin as early as March on two new hotels in a 43-acre development called 10-West Corporate Center in Avondale.

Sunny Mobley, a consultant working with Parkland Developers, said the group plans a six-story and a four-story hotel at the site.

One will be an extended-stay hotel, she said.

The developer is not ready to announce the names of the hotel company, she said.

Avondale officials have high hopes for the West-10 development at 107th Avenue and McDowell Road.

Claudia Whitehead, the city's economic development director, cited the project when asked in a recent City Council meeting about upcoming developments.

"I think everybody is going to be really excited by West-10," she said.

The team that Oregon-based Parkland Development has assembled includes firms that worked on Kierland Commons in northeast Phoenix and Scottsdale, she added.

"I'm not saying that this is going to be Kierland Commons, but it is definitely going to be a great, quality project," Whitehead said.

Avondale is going from no hotels to several rather quickly.

Hilton Garden Inn at Avondale Boulevard and Interstate 10 is within weeks of opening.

A companion hotel at the same site, Homewood Suites by Hilton, is to open in March.

Phoenix-based Avalon Commercial Corp. plans to build a hotel across Avondale

Boulevard from the Hilton site.

Avondale has given notice that it intends to rebate sales tax to the Avalon development. Final council approval is set for March 5.

Vice Mayor Chuck Wolf served notice that incentives may be given to other hotel developers.

"We're going to need to make some investments to attract the higher-end hotels," he said. "Please don't believe we are trying to throw away the farm. The intent for this is trying to get some economic projects going."

Whitehead said Avondale is becoming attractive to hotel companies because of its proximity to University of Phoenix Stadium in Glendale and because of proposed spring training sites in Goodyear and southwest Phoenix on Glendale-owned land.

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