

# Scottsdale lands one of world's first 'Edition' boutiques

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The Scottsdale-based developer of the proposed Ritz-Carlton, Paradise Valley Resort will build a high-end lifestyle boutique hotel just a diamond's throw away in Scottsdale.

Scottsdale this week was named among the first nine locations to debut a new boutique hotel brand called Edition, a collaboration between hotelier and real estate developer Ian Schrager and lodging giant Marriott International.

Other locations named were: Paris, Madrid, Costa Rica, Miami, Washington, Chicago, and two sites in Los Angeles. As many as 100 hotels worldwide eventually could carry the brand.

Five Star Development Group Inc. owns about 120 vacant acres northeast of Lincoln Drive and Scottsdale Road.

Most of the property is in Paradise Valley, while 18 acres of it is in Scottsdale.

The Ritz-Carlton, along with a mixed use of residences, would be built on the Paradise Valley portion.

The boutique hotel would anchor the land in Scottsdale.

## **Details about Edition backers**

Schrager and his late business partner, Steve Rubell, created Studio 54 and Palladium. They expanded into the hotel business and in 1984 opened Morgans Hotel, introducing the boutique hotel concept.

After leaving Morgans Hotel Group in 2005, the company he founded and created, Schrager started Ian Schrager Co. It owns, develops, manages and brands hotels, residential and mixed-use projects, according to its Web site.

Jerry Ayoub, president and CEO of Five Star Development, said the new hotel brand would cement Scottsdale's reputation as a destination for the international travelers.

"It's a big deal for Scottsdale to land this," Ayoub said.

## **Mayor Manross likes hotel plan**

Scottsdale Mayor Mary Manross said the new brand would be a perfect fit for the city.

"We're looking forward to welcoming the brand to Scottsdale and being among the first cities worldwide to debut this new hotel," Manross said.

Ayoub said the hotel would have between 150 to 225 rooms and would open in 2010. He added it would not compete with the proposed 225-room Ritz-Carlton resort and would cater to a hipper younger group.

While still in the initial planning stages, Scottsdale's General Plan already calls for resort use on the 18-acre Scottsdale portion of the property. Ayoub said construction would start as soon as the plans are submitted to the city for approval.

Five Star has received a recommendation of approval for the Ritz-Carlton project from the Paradise Valley Planning Commission. It now awaits Town Council approval.

Paradise Valley Mayor Ed Winkler said he received an e-mail Tuesday about Five Star's boutique hotel plans.

### **No wet bathing suits in the lobby**

Winkler said Schragger is the hottest name in the boutique-type business for the very wealthy.

"This will be my guess extremely high-end. They don't want to see people walking to the lobby in bathing suits. I mean, not that you would see that in the Ritz necessarily, but the Ritz is a resort. This is not a resort," he said.

Winkler said he believes the two hotels will co-exist. Both communities stand to receive millions in sales and bed tax revenues.

"It is not competitive. And if anything, I think it will add to the ambiance of the properties. Plural," the mayor said.

Winkler added that the full Town Council will be interested in the details. Council members in recent weeks have asked Five Star what it planned for the Scottsdale acreage. The information provided made no mention of a hotel project, though resort-related retail and condominiums were mentioned as possibilities.

The Town Council wants to work with Scottsdale on traffic and other issues that may face both projects.

"I'm sure they (Five Star) will be briefing us on the benefits of having this location next door," Winkler said.