

## SALUTE TO BRICKELL

## Hampton Inn to begin construction this year, finish in 2011

BY SCOTT E. PACHECO

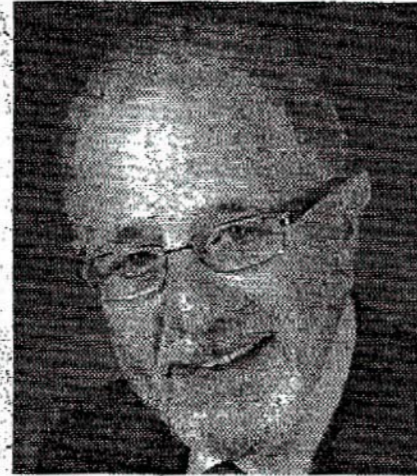
A mid-priced Hampton Inn & Suites is set to begin construction in Brickell around November with completion set for the end of 2011, says Bernard Wolfson, president of Hospitality Operations.

The 15-floor property will be Mr. Wolfson's fifth Hampton Inn entry in the South Florida market, including two in Miami-Dade and two in Broward.

The location was to be home to condo development Brickell View; however Mr. Wolfson bought the 50 SW 12th St. site for \$6.06 million in late 2007.

Tennessee-based Hospitality America Inc. is to manage the new property, as it does Hospitality Operations' other four South Florida Hampton Inns. About 100 jobs are expected to be created.

Since Mr. Wolfson bought the property, construction prices have plummeted and he said his company is looking anew at construction costs and financing.



*'We think there's a strong need for a moderately priced hotel.'*

**Bernard Wolfson**

"We are getting new prices on construction," he said. "Because we are local - we've been here a long time - the banks are interested in talking with us about the loan."

The entry of the 221-room,

15-story hotel could fill a niche in a market loaded with high-end hotels including the Four Seasons, Marriott and Mandarin Oriental. The project, designed by Miami Beach architect Israel Bigelman, is estimated to cost \$45 million.

"It's a dynamic location for a mid-priced hotel," Mr. Wolfson said, adding "We're excited about it. We think there's a strong need for a moderately priced hotel."

And while a shovel has yet to hit the dirt, the Brickell project is already receiving attention.

On April 16, Hilton Hotels Corp. presented Mr. Wolfson with the 2008 Hampton Inn Deal of the Year award, recognizing the effort that's gone into the Southwest 12th Street hotel.

"This new 221-room, 15-story Hampton Inn & Suites in a high-barrier-to-entry market in Miami's Brickell financial district, one block from Brickell Avenue. It is a tribute to (Mr. Wolfson's) perseverance and success," said Steve Crabill, vice president and managing di-



**RENDERING: A planned Hampton Inn & Suites won the chain's "Deal of the Year" in 2008, in part for breaking into a high-barrier market.**

rector, franchise development, for Hilton, in a news release.

The structure is to have 3,500 square feet of meeting space at lobby level and 10,000 square feet for third-party retail space at ground level.

Also, the hotel already has a sustainability initiative in place, with plans for everything from an east/west orientation of the

building to minimize sun penetration to construction of a 40,000-plus-gallon cistern to harvest rainwater for irrigation and exterior surface washing to use of solar heating panels to augment hot water heating, according to a written copy of the initiative.

The property is registered with the US Green Building Council for LEED certification.