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'A real hip atmosphere' planned for new Ashwaubenon hotel

Facility will offer urban loft-style rooms

By Richard Ryman

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ASHWAUBENON — The aloft hotel now under construction near the Fox River in Ashwaubenon will bring something different to the Green Bay market.

Like its name — all lower-case letters is correct — the hotel strives to be different.

Jay Supple, chief executive officer of Supple Hospitality, said the 105-room hotel will have atmospheric public places designed to draw guests from their rooms to socialize and make friends.

"It's an urban feel, a real hip atmosphere," Supple said. "It's more of a social gathering place."

Supple Hospitality partnered with Ashwaubenon Boardwalk developers to form AB Hospitalities LLC, the hotel owner.

The hotel is under construction, but a ground-breaking celebration was Thursday at Fratellos Waterfront Restaurant, which is owned by Oshkosh-based Supple Restaurant Group.

The aloft brand is owned by Starwood Hotels & Resorts Worldwide of White Plains, N.Y. The only other Starwood properties in Wisconsin are Sheraton Hotels in Milwaukee and Madison, Supple said.

"This will be among the first 10 to open in the world. That's why I think it's pretty cool for Green Bay and Ashwaubenon," Supple said.

The design is more urban than normally seen in this area, with loft-style rooms that include 9-foot ceilings, big windows, oversized walk-in showers and the latest wireless and plug-and-play technological accessibility. Rooms will have flat-screen HDTVs to which devices may be connected.

"Loft style means a lot of exposed features. It's almost like the old warehouses or industrial buildings you'll see along a riverfront; that adaptive re-use," said Jim Perras, vice president of general contractor Consolidated Construction Co. of Appleton.

The \$10 million project is scheduled to be completed before the start of next year's football season, Perras said.

It is part of the Ashwaubenon Boardwalk development, which includes Fratellos and the office building that is home to Merrill Lynch and others.



The address is 465 Pilgrim Way, between Broadway and the Fox River. Perras said it will have good visibility from the river and from nearby Wisconsin 172.

Supple said rates will be competitive in the market, though on the higher end.

"You are paying (more) because amenities are more than you typically get," he said.

Supple said they chose the Green Bay market because of the waterfront availability, the Green Bay Packers and because the market is slightly larger than Appleton's.

He said Starwood has one of the best customer-reward programs available, so as the only Starwood product in the area it should be a regional draw.

"Packers weekend will be our little spike, and the Resch Center when they have big concerts, and (Packers) training camp," Supple said.

He said the target market is business travelers and families. The hotel provides children with gift bags and accepts pets.

The Ashwaubenon Boardwalk complex includes the office complex, Fratellos, the hotel and luxury condominiums.

Nearby is the separate Riverside Marina and Yacht Club.

Starwood Hotels & Resorts operates nearly 900 properties in more than 100 countries. Brands include St. Regis, The Luxury Collection, W, Westin, Le Meridien, Sheraton, Four Points by Sheraton, aloft and Element.

The Supples are also partners in the Hilton Garden Inn of Oshkosh and are expected to break ground on their second Oshkosh hotel, a Cambria Suites, in the Marion Road Redevelopment Area later this year. Supple also said the company has started to examine developing an aloft hotel and Fratellos restaurant in Madison.