



ALOFT

The mountain town of Asheville was founded in 1784. It is now the economic and social hub for Western Carolina and known as Land of the Sky. Important landmarks include Biltmore Estate (1890) and Grove Park Inn (1913), but the downtown area flourished in the 1920's, and now reflects a most eclectic collection of architectural styles, including the best assemblage of Art Deco north of Miami Beach. This new aloft hotel, of the International Style promoted by Starwood, settles comfortably into this very pedestrian city. Conceived as a mixed-use, multi-party development, the hotel shares space with a 412-space public parking garage, leased retail and restaurant space, future (air rights) condominiums and worker housing.

Due to the high priority in the City to quality of street life, the first floor spaces were reserved for leased restaurant and retail, and an arrival lobby for the hotel. The principle public hotel functions are positioned on the second floor. A 'statement' staircase and a pair of elevators support the transition of guests from the first to the second floor. On the second floor, the aloft has the Aloha (registration), Remix (lobby/lounge), W XYZ (bar) and Backyard (patio). Other amenities include Tactic (meeting), Refuel (food) and Refresh (fitness). On the third floor, over the parking below, is the Splash (pool), garden and outside bar – with breath-taking views of the mountains to the west. Five floors of guest rooms above include Kings, Double-Queens and special corner suites. The exterior prototype design was refined to compliment this unique, urban application, with consulting help from local architect PBC+L.

The hotel mass, both below and above grade, is intermingled with the public parking deck. The hotel will have preferred parking rights, but the deck will serve the many businesses, shops and restaurants in the area. The land seller has reserved the right to develop a 50-unit condominium over the deck and connected to the hotel, as well as a 24-unit apartment complex, to serve the work force in the area.



The structure is post-tensioned concrete in both the hotel and parking deck. PTAC's and split system are used for HVAC. Solar roof panels supplement the gas water heating. One fire protection system is shared by all uses in the development of this high-rise building. The compactor and transformer are both in the building, due to the zero lot line building positioning.

architecture

L

engineering

P

interiors

B

C

ASHEVILLE, NC

Units	147
Gross Square Foot	76,378
Construction Cost	\$14,000,000
Cost/Square Foot	\$183.30
Cost/Unit	\$95,238
Gross Square Foot/Unit	520
Acreage	0.98
Construction Start	August 2009
Construction Time	16 Months
Contractor	TBD
Owner	McKibbin Hotel Group

