

Friday, July 14, 2006

Talks underway with Starwood for Atlantic Station hotel

By Aisha I. Jefferson, Staff Reporter

ATLANTIC STATION execs are in talks with White Plains, N.Y.-based Starwood Hotels and Resorts Worldwide Inc. about putting a hotel at Atlantic Station, according to the mixed-use development's visionary Jim Jacoby.

Jacoby, chairman of Jacoby Development Inc., told attendees Thursday at a breakfast sponsored by Atlanta Jewish Life magazine that the hotel could possibly be Le Méridien.

While nothing is finalized, Jacoby said Atlantic Station aims to be home to 1,000 hotel rooms. Echoing his environmentally conscious attitude, Jacoby said that any new facility coming to Atlantic Station should be certified by the Leadership in Energy and Environmental Design Green Building Rating System, which evaluates a building's environmental performance.

Jacoby did provide any other details about the potential project.

Starwood currently has 10 hotels in metro Atlanta, including The Westin Peachtree Plaza downtown, the Sheraton Buckhead Hotel Atlanta and W Atlanta at Perimeter Center. A W hotel is slated to open in Midtown next year and another W may be constructed downtown as part of the Barry Real Estate Co.'s Ivan Allen Plaza complex.

Atlantic Station already is home to Twelve Hotels and Residences, which opened in February. Located at the far edge of Atlantic Station's commercial district, Twelve has 380 condo units and 101 suite-style hotel rooms. Novare Group constructed the high-rise condo and hotel tower.

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