

Pavilion Lane project fills gap in high traffic area

Fort Collins hotel, retail, office spaces break ground soon

FORT COLLINS — Start with the traffic counts in order to understand why Fort Collins real estate broker Dave Pettigrew and his Spirit Hospitality partners, Bill Albrecht and Rob Unruh, have such grand plans for a three-plus-acre parcel on the city's south side.

Anyone who has negotiated streets in the sector northeast of Harmony Road's intersection with College Avenue knows those counts

are rising, but numbers appearing in promotional materials for The Plaza at Pavilion Lane, as the partnership's project is known, are startling.

Fed by traffic flows to and from the King Soopers-anchored Harmony Marketplace, the Home Depot just east, and nearby retail draws like Circuit City and Linens-N-Things, daily counts on Harmony Road both east and westbound top 36,000 vehicles, according to city measures taken nearly two years ago.

The strategy that takes advantage of all that traffic begins with a new, 84-room



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extended-stay Candlewood Suites Hotel that Spirit Hospitality will build. Three other buildings, marketed to professional offices, retailers and a high-profile restaurant, will build around the hospitality core.

"The attraction really is the anchor," Pettigrew said. "These retail franchisers are very conscious of where they want to be. People are kind of cooped up in their hotel rooms, so they're looking for the kinds of amenities, like a great coffee shop and a quality restaurant, that will locate there."

Pettigrew and partners are staying ultra-flexible in presenting options for prospective users of the space. They will build to lease. They will build to suit. They'll provide core and shell with tenant finish. They sell pad sites outright. Anything the market might bear, they'll provide.

For instance, a prominent downtown Fort Collins restaurant owner is considering expansion in south Fort Collins, and he and Pettigrew are talking.

"With our setup there, with pad sites for sale, he can own the dirt and the building both, and that's how he prefers to operate," Pettigrew said.

Located on the northwest corner of John F. Kennedy Parkway and Pavilion Lane, a thoroughfare that is becoming an increasingly popular option for drivers seeking to avoid the clog at Harmony and College, the Plaza project offers speedy access from either of the major routes.

Spirit's Albrecht said he and his partners will break ground on the \$6 million hotel in August, and intend to have it open



Courtesy Spirit Hospitality

INFILL OPPORTUNITY — An 84-room Candlewood Suites extended-stay hotel, plus at least 18,000 square feet of office, retail and restaurant space, will occupy a prime infill parcel in southeast Fort Collins under the name The Plaza at Pavilion Lane.

in April 2009.

"The key is we're in a specific niche that's being underserved at this point," Albrecht said. "We differ from the Residence Inn concept in that we're lower priced. We still will offer full kitchens, free laundry and will make it feel more like a home than just being on the road somewhere."

Albrecht said room rates would be keyed to the per diem figure offered by government agencies, about \$80 nightly, compared with Residence Inn's \$135

room rate.

The partnership plans a total of three Candlewood Suites projects in Northern Colorado, with another hotel under construction at the Crossroads Business Park in Loveland, and land ready to build in Greeley near the intersection of 35th Avenue and 29th Street.

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