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High-end 'affordable' hotel planned for Uptown

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A high-end, non-luxury hotel is slated for a vacant lot across the street from the new Richards Group building in Uptown.

Neal Sleeper, president of developer Cityplace Co., said the planned 150-room hotel, the first addition to the Uptown hotel landscape in years, would aim to attract overnight guests looking for a "more affordable" option than the luxury hotels that populate Uptown.

"I think there are people who would like to stay in the Uptown area but may go outside of Uptown because there are not more affordable options," he said. "The Ritz, the ZaZa, the Crescent, I don't think any would fall into the category of what you think of as affordable. Those are more luxury."

Researchers such as STR, formerly Smith Travel Research, classify hotels according to attributes such as cost per night and amenities.

The 218-room Ritz-Carlton, Dallas, which opened in 2007; the 191-room Rosewood Crescent Hotel, which opened in the 1980s; and the 167-room Hotel ZaZa, which opened in 2002, fall into the "luxury" category, according to STR.

The price per night at each can easily top \$300.

Other nearby options, including Le Méridien Dallas, The Stoneleigh, offer rooms at lower prices.

The new hotel would be on Cityplace West, between Noble and Oak Grove avenues, and would have at least two adjacent restaurants, Sleeper said.

Sleeper said his company is in talks with a hotel brand, but he could not announce the name of the hotel yet.

He said he hopes "optimistically" to have construction underway by the third quarter of next year. Construction could take 12 to 14 months.

At least two other hotels have been discussed for Uptown and the area nearby.

McKinney Hotel Developers LLC has filed plans with the city of Dallas to build a 128-room hotel on a vacant lot on McKinney Avenue near Bowen Street.

The hotel, the first Dream Hotel in North Texas, is expected to open in the first quarter of 2016, a spokeswoman said Wednesday.

Florida-based Parmenter Realty Partners, owner of Dallas' Cityplace tower on North Central Expressway at Haskell Avenue, plans to build a mixed-use project surrounding the high-rise. That could include a hotel with up to 305 rooms.

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