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GROWTH SPURT

Three properties showcase the power of secondary U.S. cities



While major urban hubs in the U.S. like New York, Miami, and Los Angeles naturally get the lion's share of attention, secondary cities have their own growing appeal. Take Austin, which continues to be the city of the moment. Big brands and developers have staked a claim in recent years, but the originator of Austin cool, Bunkhouse Group, endures with laidback properties that cement the Texas capital as a must-visit destination. On its heels are coastal settings like Charleston, South Carolina and Newport, Rhode Island. Each exudes an effortless charm that attracts hoteliers and designers alike. In these cities that are ripe for development, three inviting properties embrace both the community and their own rich history.



Austin's Hotel Magdalena nods to local lake culture with a pool in the center of the four-building complex

Photos by NICK SIMONITE

Hammetts Hotel Newport, Rhode Island

Newport's dual personalities as both a tony nautical hamlet and a working class industrial town come together in Main Street Hospitality Group's Hammetts Hotel on Newport Harbor. "The philosophical grounding for the project was to present something in Newport that honored the working history and the working waterfront," says Main Street Hospitality CEO Sarah Eustis. "It's like being on a ship. Everything has a lovely detailed purpose."

For the interiors, Warwick, Rhode Island-based DiLeonardo drew inspiration from the striking contrast of black manors with red doors found in the more storied corners of Newport. The palette—accentuated by a dramatic matte black color scheme—creates "a rich look and feel," says DiLeonardo managing partner James Lehouiller.

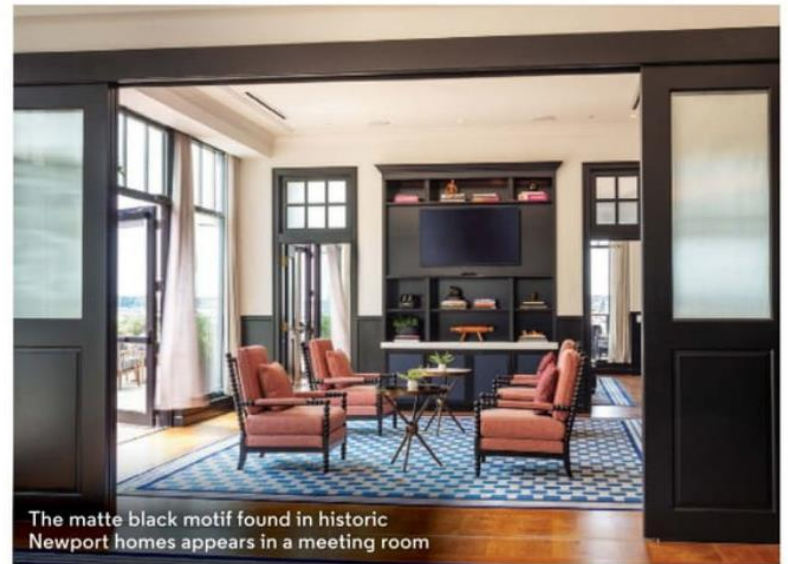
Location-specific details further echo the industrial heritage, including locally sourced photography in the 84 guestrooms that calls to mind the grittier parts of Newport and exposed timber in the hotel art gallery that

pays homage to the lumber mill that once occupied the site.

Led by local architecture firm Union Studio, the building itself is characterized by a public deck and courtyard, stepped terraces accented with greenery, and a central void linking the waterfront to a bustling avenue. "It needed to do so much more than function as a hotel," says Union Studio principal and managing partner Douglas Kallfelz. "There had to be a piece of this for the general public so anyone coming to visit could wander in, look up, and experience [it]."



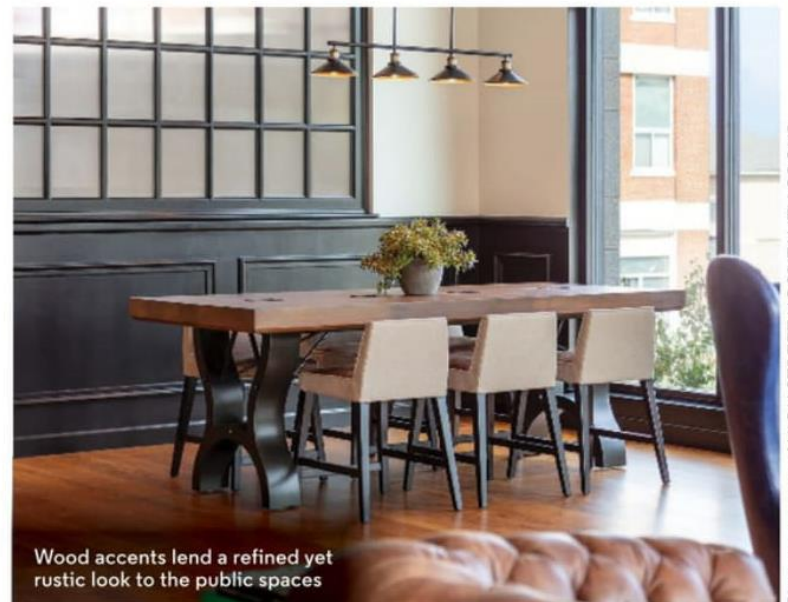
Guests take in waterfront and harbor views from the open deck



The matte black motif found in historic Newport homes appears in a meeting room



The lobby's industrial elements nod to the site's former life as a lumber mill



Wood accents lend a refined yet rustic look to the public spaces

Photos courtesy of HIGH STREET HOSPITALITY GROUP