

This Was Printed From Orlando Business Journal

## New hotel/office project slated for Sanford

Premium content from Orlando Business Journal - by Dan Ping, Staff Writer

Date: Monday, June 16, 2008, 12:00am EDT - Last Modified: Thursday, June 12, 2008, 10:11am EDT

### Related:

#### [Commercial Real Estate](#)

Hotel and Resort Investment LLC of Oviedo wants to build a 160-room hotel with an adjacent office building on 8 acres in Sanford.

The soonest construction could start on the 58,000-square-foot office building and 140,000-square-foot hotel is early 2009.

Hotel and Resort Investment is asking the city of Sanford to rezone the land so the project can be built at the corner of County Road 46A and Rinehart Road, property now zoned for agricultural purposes.

A hearing before the Sanford Planning and Zoning Commission hasn't been set.

If rezoning is granted, detailed site plans for the project still must be approved before construction can begin.

Hotel and Resort Investment owner Sameer Asfoor was traveling out of state and couldn't be reached for comment.

Some local experts question the need for the project, slated to be built east of Interstate 4, across from Heathrow and its fast-growing office submarket.

The area already has 4.5 million square feet of office space.

To be sure, it also has plenty of corporate travelers who generate room nights.

But that area also has seen an explosion in the number of new hotels, says hospitality expert Scott Smith.

In the last year, construction started on a 128-room Hyatt Place, a 119-room Residence Inn and a 250-room Westin. That's in addition to the existing 304-room Lake Mary Marriott, the 131-room Hampton Inn and Suites, and the 83-room Courtyard by Marriott.

"It's becoming a very competitive market," says Smith, a professor at the University of Central Florida's Rosen School of Hospitality Management. "Guests aren't just going to show up in your lobby -- you're going to have to go out and bring them in through a strong marketing and sales effort."

### New hotel/office complex

Developer: Hotel and Resort Investment LLC of Oviedo  
What: A 160-room, 140,000-square-foot hotel with an adjacent 58,000-square-foot office building  
Where: The corner of County Road 46A and Rinehart Road in Sanford  
Architect: Fugleberg Koch of Winter Park  
Engineer: [Florida Engineering Group](#)  
Contractor: Not chosen yet  
Cost: Not yet determined  
Contact: (407) 328-0055

---

Dan Ping can be reached at (407) 241-2895 or via e-mail at [dping@bizjournals.com](mailto:dping@bizjournals.com).