



LA QUINTA® INNS & SUITES URBAN PROTOTYPE DESIGN

Courtesy illustration This artist's rendering is a glimpse into what Wichita Falls residents will see pop up on the corner of Maplewood Avenue and Montgomery Place in the next six to eight months. Apollo Hospitality Firm, in Ardmore, Okla., anticipated construction to begin by the end of May.

Construction will begin by the end of May on a new four-story, 80-room La Quinta Inn & Suites in Wichita Falls, an official with Apollo Hospitality Firm said Friday morning.

Mitesh Patel, vice president and chief financial officer for the Ardmore, Okla.-based company, said they closed the real estate deal with a local investment group Thursday and will build the hotel at the corner of Maplewood Avenue and Montgomery Place. Before the first spade of dirt can be turned, he said there are a few steps that need to be taken before the six- to eight-month project begins.

This is Apollo Hospitality's first venture into North Texas. The Wichita Falls hotel will feature 19 rooms with kitchenettes, 19 suites, indoor swimming pool, exercise room, hot tub, sauna, meeting room, guest laundry,

business center and a patio with an area to cook out.

It will be the fifth dirt-to-roof build for Apollo Hospitality and the sixth hotel overall, Patel said. Other properties include La Quinta Inn & Suites Ardmore Central, La Quinta Inn Ardmore North, Candlewood Suites Ardmore, Holiday Inn Express Duncan in Duncan, Okla., and La Quinta Inn Bartlesville in Bartlesville, Okla.

“We try to find markets that are good markets and are close to Ardmore,” he said. “Wichita Falls is right down the road.”

He later said, “Wichita Falls is a nice community. It has quite a bit going for itself,” citing specifically Sheppard Air Force Base, Midwestern State University and its proximity to Ardmore.

Patel said this should be a straightforward build, because he won’t have to build infrastructure as he has had to do in the past. He said that included additional projects such as electricity and sewage.

“This project is one of my easier projects,” he said. “This one will be a straight build and that’s all I’ll have to do.”

Bobby Schaaf of Schaaf and Clark said the new hotel in that location will serve Wichita Falls well.

“It’s just a wonderful addition to the hotel inventory on the south side of the city,” he said. “The Patel family will do a first-class job of developing this property.”

Schaaf and Clark represented the buyer and the local investment group selling the property.

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