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3 questions for Michelle Barnet, president, Pineapple Hospitality Co.

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[Michelle Barnet](#), president of Pineapple Hospitality Co., announced plans for a \$70 million, 200-room hotel near Pike Place Market, at the southwest corner of Second and Virginia. Hotel Clare will be the Bellevue-based company's seventh hotel and its largest. It's a joint project with sister company Columbia West Properties, which Barnet owns with her parents, [Diane](#) and [Richard Foreman](#).

Market observers had been under the impression that Columbia West was working with Seattle developer the Justen Co. on a hotel/condo project where you're now planning Hotel Clare. What changed? I adore [William](#) [Justen]. A few years ago I asked him to go to the city to get a master-use permit for this site and he did. We talked about a joint venture, but I don't do JVs. I decided I'm going to just built a hotel on the site and do it on my own.

There's a shortage of new condos in Seattle. Why not include some in the project? That's not what I do. We do hotels, and we do them pretty well.

There are thousands of new hotel rooms planned for downtown Seattle. Does that worry you? We've done deep dives into analytics, and we know business is coming to Seattle. Downtown is land constrained, and there's not much left to develop. If the industry overreaches we'll drive tourism out of Seattle. As long as we in the tourism industry can keep working together we'll be fine.

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