

Town Square hotel has a name and big plans

The Cloudveil, on Center Street, plans to welcome first guests in May.

By Jennifer Dorsey 8 hrs ago 0



The Cloudveil will open on Center Street in the spring. The hotel, a Crystal Creek Capital project, was designed by interior designers TruexCullins and architectural firms CLB and the IBI Group. This rendering shows how the lobby will look in a few months.

Jackson has a Cloudveil up high in the Tetons and soon we'll have another one on Town Square.

The Cloudveil is the name of the hotel being built on Center Street between Deloney and Gill avenues.

Jackson's newest hotel (formally named The Cloudveil, an Autograph Collection hotel) will begin taking reservations at the end of November and welcome its first guests in May at rates starting at \$450 a night.

"It's definitely a luxury hotel," said Jamie Yarrow, who heads the hospitality arm of Crystal Creek Capital, the company behind the project.

The restaurant will be on the street level facing Center Street and will have some patio seating. Gavin Fine of Fine Dining Restaurant Group will, in the words of a press release, "helm all of the culinary offerings of the hotel, bringing a refined bistro menu and an expansive raw bar" to the locale.

The hotel's owners have tried to make the hotel feel like a place for locals, not just out-of-towners. A large entrance to the new restaurant, for example, will directly connect to the lobby, which seats 54. People will be able to sit there and have drinks and appetizers while they're waiting for a table.

The rooftop terrace will have lighting, comfortable seating, fire pits, garden features, and, for bad weather, a system of canopies.