



HERON HOTEL

How Interstate Logistics Elevated a Historic Hotel Project to New Heights

In the heart of Old Town Alexandria, the Heron Hotel was ready for a bold reinvention. The Aparium Hotel Group, in partnership with design leaders Antonovich Associates and Streetsense, envisioned a sophisticated boutique destination that honored the building's historic roots while embracing modern luxury. However, bringing that vision to life came with an unexpected logistical challenge: the building's structure.

CHALLENGES

With two buildings, eight floors, and 134 guest rooms, the Heron's original elevators and narrow stairwells couldn't accommodate many of the large furnishings chosen for the redesign. Oversized sofas, tall wardrobes, and delicate art pieces had no clear path into the building, and timelines were tight.

That's when Neil Locke & Associates turned to Interstate Logistics to solve what others might have seen as impossible.



OBJECTIVES

Interstate began with precision at the warehouse, where every item was received, shipped, and stored with care before installation. Using its proprietary iList™ system, the team inspected and cataloged each piece to ensure full control and accountability throughout the project. But the real challenge came next, getting those oversized items into the hotel.

Working in closely with crane operators, riggers, and forklift technicians, sofas were craned to the rooftop and moved into place. Forty-two tall wardrobes were lifted through third-story windows with exacting care.

Every piece was prepared, secured, and placed with the utmost attention to detail, and Interstate's team remained on-site each day to oversee installation, complete touch-ups, manage debris, and file damage claims when needed.



CONCLUSION

Despite the complexity, the project stayed on track. Every room, every common area, and the rooftop were installed exactly as envisioned. When the Heron Hotel reopened, it stood as more than just a beautifully restored landmark, but as a showcase of what's possible when expert logistics meet complex challenges with creativity and precision.

For Interstate, this project wasn't just about moving furniture, it was about lifting a vision off the ground and delivering excellence, every step of the way.