

Hotel Business

November/December 2016

DESIGN

The Business of Hospitality Style®

Covering All Angles

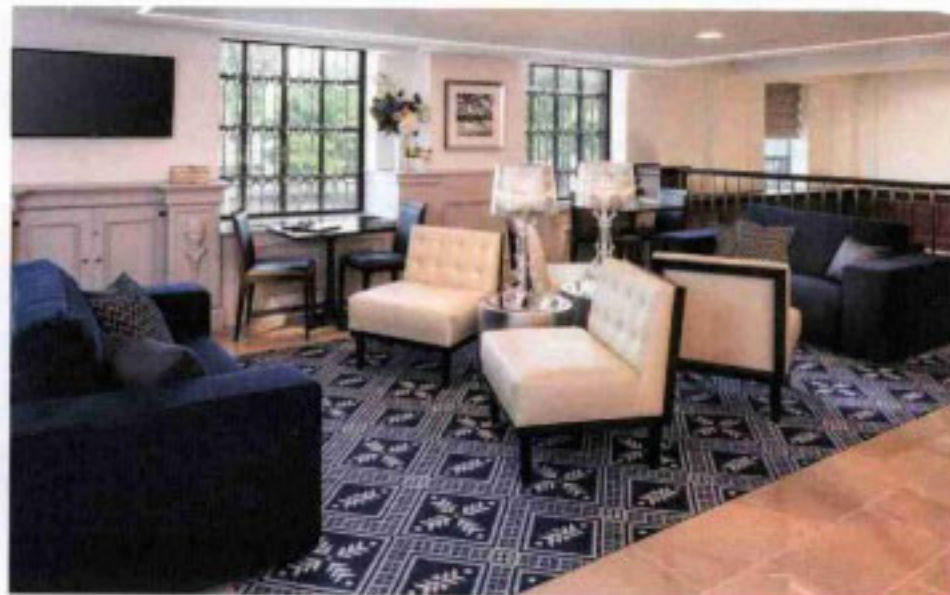
For the historic Hotel Figueróa,
it's all about the details

defining boutique

CREATING THE UNIQUE

garden variety

SOWING IDEAS FOR LANDSCAPE DESIGN



Phoenix Park Hotel

LOCATION Washington, DC
OWNER/OPERATOR Phoenix Park Hotel
MANAGEMENT COMPANY Crestline Hotels & Resorts, LLC
ARCHITECT Renovation //3877
INTERIOR DESIGNER //3877
PURCHASING FIRM Neil Locke
KEY SUPPLIERS **Lighting:** Circa Lighting; Robert Abbey; Arteriors **Carpet/flooring:** Tai Ping; Greenfront Furniture; Stark Carpets **Furniture:** Vaughn Benz; Samuelson Furniture; Restoration Hardware; Astoria Compass; Andreu World; Century Furniture **Bedding:** Simmons Bedding Company **Wallcoverings:** National Wallcovering; Wolf Gordon; Philip Jeffries **Fabrics/textiles:** Pollack; Romo; Applian Textiles; Biscornale; P. Kauffmann **Bath fixtures:** Grohe; Kohler **Bath tile:** Silestone; Porcelanosa; Guestrooms: Daltile **Drapery fabrication** Sutes; Drapery Designs **Artwork:** Wendover; Client's personal collection



Check out our video montage at video.hotelbusinessdesign.com

design, amenities and technology, we have created something that meets both the needs and expectations of today's traveler, be it corporate or leisure."

Originally developed by notable real estate developer Harry Wardman—known for his rowhouses, apartments and hotels in the 1920s—the historic building, which originally opened as The Commodore in 1922, was bought by Irish-American entrepreneur Daniel J. Coleman in 1982. He renamed the hotel after Dublin's 1,760-acre Phoenix Park.

"As a historic hotel, we wanted to retain some of our classic design features while introducing a crisp, contemporary style with a fresh, new color palette," Iheacho said.

Focused on high-end residential, multifamily, lodging and hospitality projects, //3877, a local boutique design firm, restored the property by striving to keep it classically rooted.

The property's last massive refurbishment was in 1997 (which included the addition of a nine-story wing). David Tracz, partner at //3877, said the design intent was to maintain a "pretty strong boutique feel" while also bringing the hotel "a little bit out of its age."

The hotel's guestrooms feature "very comfortable,

very beautiful" king and queen platform beds with pillow-top bedding. "Where we had the opportunity, we added a chair or a sofa; something, very plush and comfortable. It has a little bit of old texture; some of the leather components are in the mix. You still have a lot of familiarity with those materials," Tracz noted, articulating the concept. Hanging on the walls are traditional oil paintings and contemporary photography. The existing nightstands, he noted, were painted black, giving them "a whole new life just in doing that."

The lobby features "almost living room-esque" pillow styles and materials to give a "softer feel to the space" in an attempt to create a relaxing environment for guests who are looking to "maybe have a drink." Additional communal spaces were added, replacing the reception desk, which "took up almost two-thirds of the lobby when it was originally done, so we really opened up that space."

"The floor was intact, all of the trim and the perimeter were intact, so a lot of what we did was inserting light fixtures and painting, and just be very accepting of our environment. We tried not to draw away from it, and just added pieces that created life but didn't have a major impact in the space," Tracz

said. "All of the lobby pendants are very understated fixtures, and we kept the existing chandeliers where they were."

The //3877 team also made updates to an area called "the snug," essentially, a shared area used as a breakfast room for the hotel and an overflow seating and private dining space for the restaurant. Renovations made to the snug area included relocating the entrance, putting down a new floor, cleaning up and darkening the wood paneling, and adding more seating.

Custom-made furnishings and "deluxe" bathrooms fill out the hotel's suites, all of which have "very unique personalities," he said. Each suite includes a variety of additional amenities, including a separate dining room, study, gas fireplace and/or terrace.

"We spent a lot of time on the ninth floor, in particular, because it's all suites," he said. "They have a fairly substantial wedding and high-profile guest business. All of the suites can be connected, so you could effectively rent the entire ninth floor on the north end and be able to walk through all of the rooms without going out into the corridor. We spent a lot of time so that each suite felt unique but still felt in context with all of the others."