



Gensler

Ken Reynolds

HOSPITALITY
Adaptive Reuse



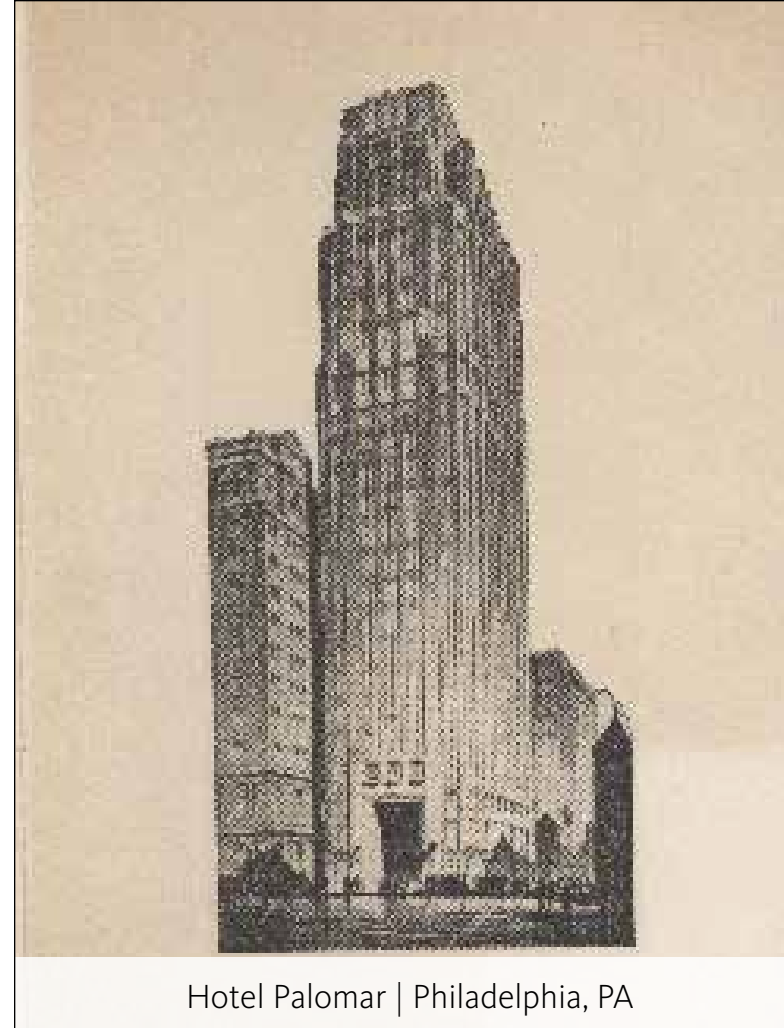
The Gray Hotel | Chicago, IL



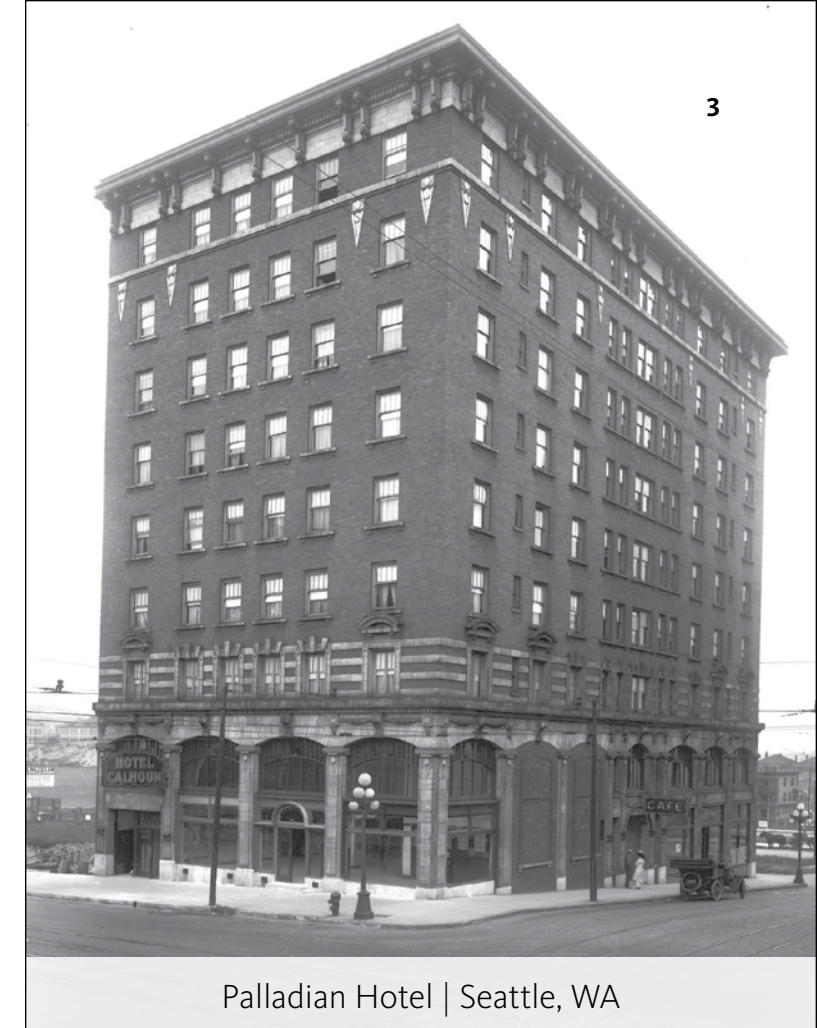
Hotel Monaco | Philadelphia, PA



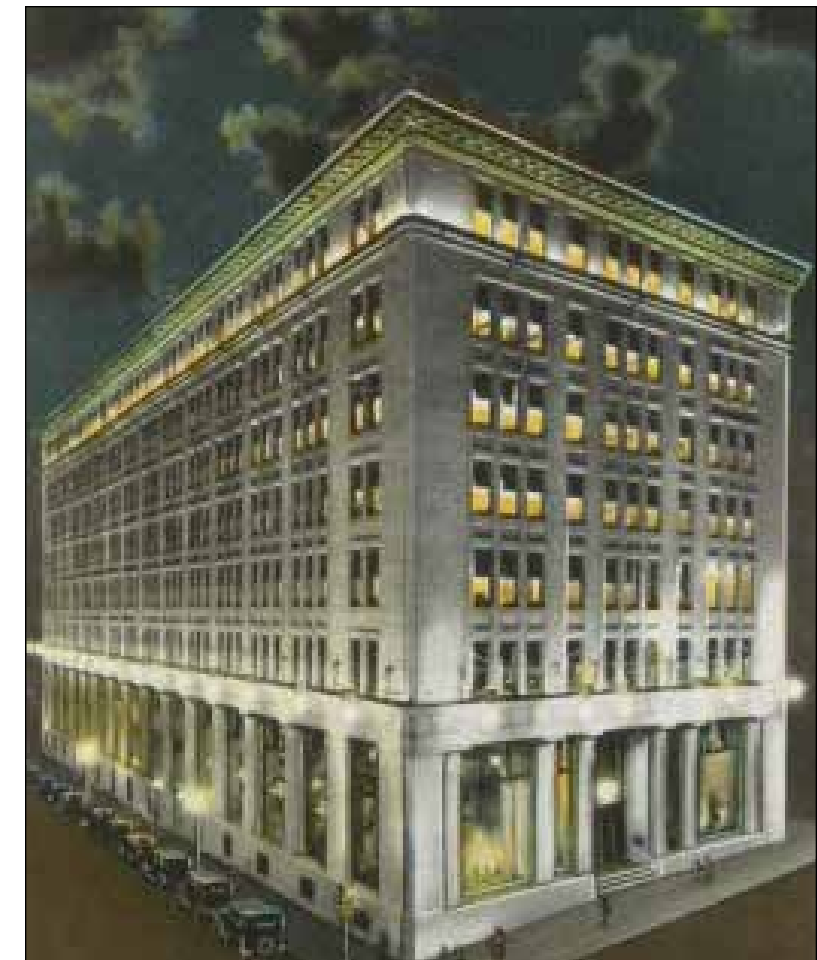
The Cardinal | Winston-Salem, NC



Hotel Palomar | Philadelphia, PA



Palladian Hotel | Seattle, WA



Hotel Monaco | Pittsburgh, PA

Much of the aging building stock that populates our skylines is falling in to obsolescence. But “adaptive reuse” allows owners to convert economically obsolete buildings to meet the needs of current generations. While changes are often substantial, adaptive reuse redevelops historic assets and preserves the unique identities of buildings that contribute important fabric within communities. Adaptive reuse allows us to preserve the past, not to erase it.

Potential new uses are abundant, and many buildings lend themselves well to conversion to hotels. When buildings were designed 100 years ago, access to light and air were design criteria born out of necessity and small floor plates allowed for this. Over time, and with the advent of “modern” mechanical systems, floor plates deepened providing for more efficient planning. But this contributed to older buildings becoming outmoded. Ironically these buildings are sometimes ideal for residential and hotel uses. Typical of the late 1800’s and early 1900’s, they often contain grand street level floors with volumes of space and period details that are ideal for adaptations. This elevates the overall guest experience, translating to travelers that are simply willing to pay more. Statistics show an increase in ADR and RevPAR in properties with this type of original heritage that are smartly reimaged.

From an economic perspective, adaptive reuse can be an effective strategy for revitalizing cities with struggling areas. It can offer greater environmental cost benefit than demolition and new construction. And when it comes to community impact, reinvesting in existing inventory has been shown to bolster both job and economic growth.

Critical to a successful repositioning is looking beyond the simple feasibility of a project. Gensler helps to facilitate the process by approaching reuse holistically—as an integrated architectural solution combining the best use of existing equity with the opportunities of strategic intervention. Investing in our current assets will not only keep them more viable today but will position them as competitive real estate in the future.



HOTEL MONACO



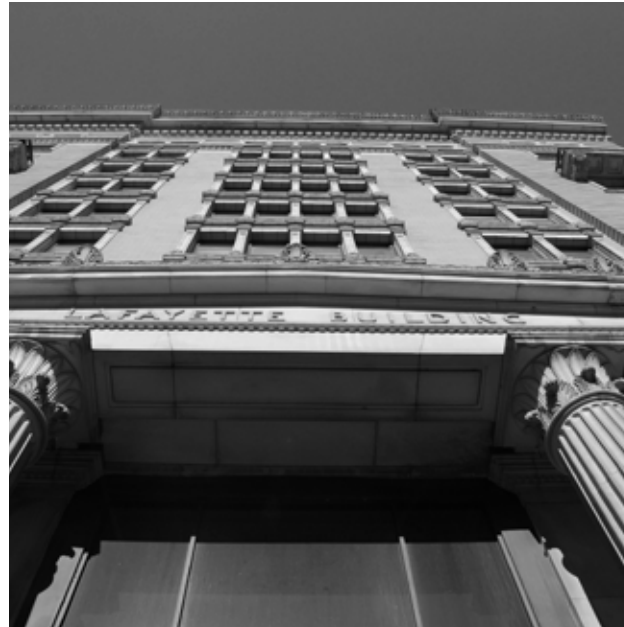
Hotel Monaco

Philadelphia, Pennsylvania

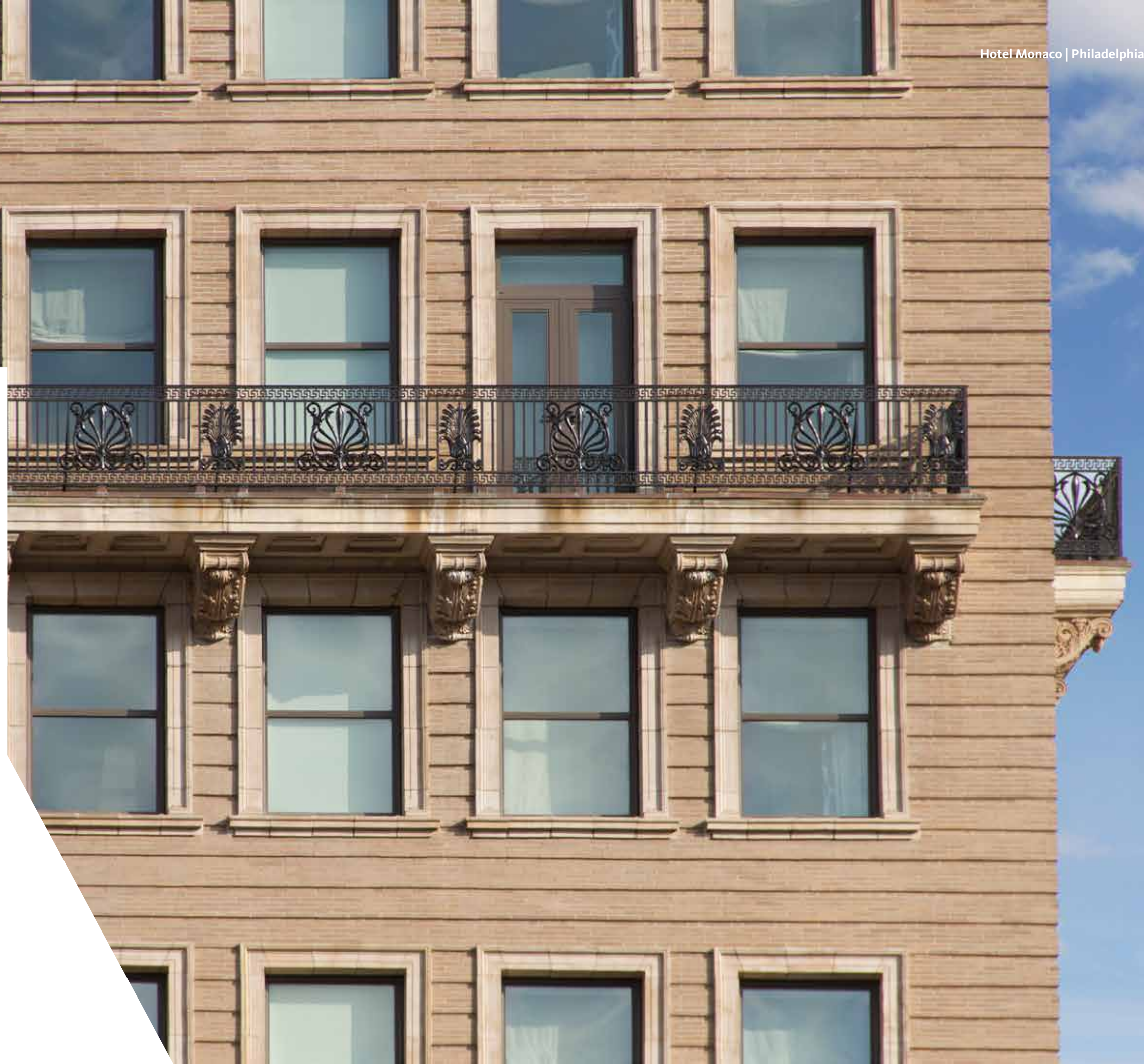
To the east of the Liberty Bell and overlooking the north side of Independence Mall sits the Lafayette Building, originally built in 1906 in one of the most historic neighborhoods in America, Old City, Philadelphia.

After acquiring the defunct office building in 2010, the Kimpton Hotel & Restaurant Group hired Gensler to transform the 11-story building into a 271-room boutique hotel featuring a chef-driven, three level restaurant and bar, 13,000-square-foot of ballroom and meeting space, and a dynamic indoor-outdoor rooftop lounge. Gensler used the building's existing exterior façade as a canvas to achieve a thoughtful rework that melds the building's distinguished Greek Revivalist character with Kimpton's high-end, luxurious standards. Following the two-year transformation, Hotel Monaco was named a four-star, LEED® Gold certified boutique hotel, a modern-day contribution to one of America's oldest cities.

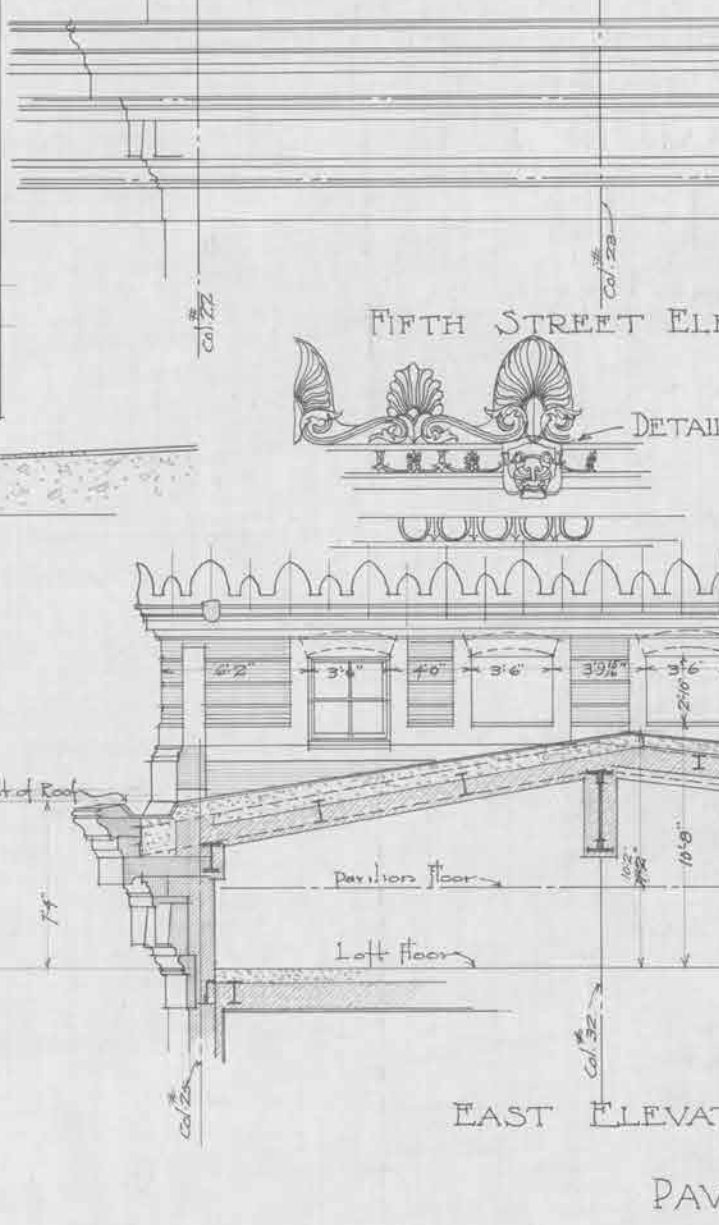
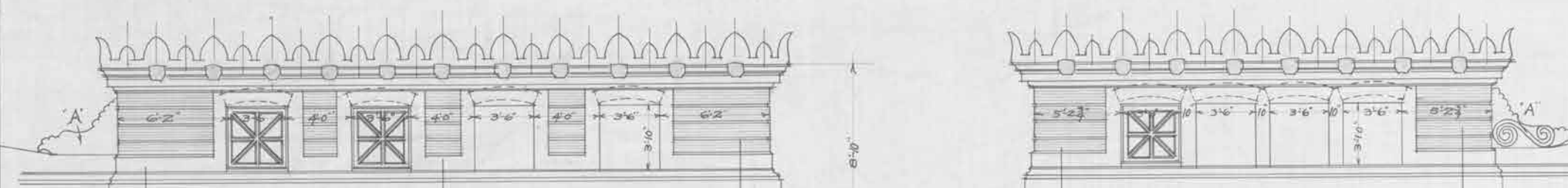
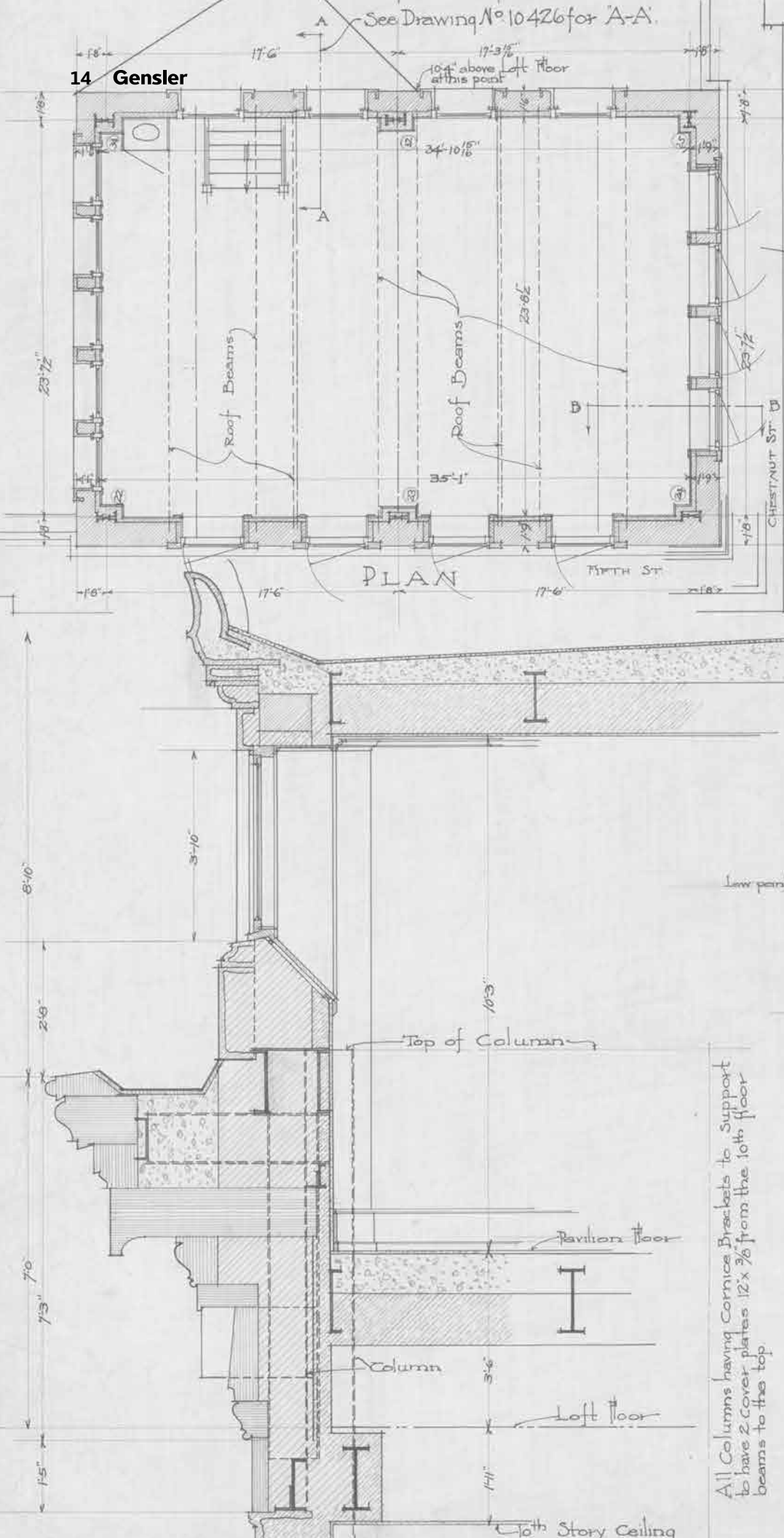
Kimpton/KHP - Project Executive











All Columns having Cornice Brackets to support to have 2 cover plates 12x 3/8 from the 10th floor beams to the top.

PHILA., PA.

Drawing No. 10427
 Scale 1/4"=1'-0" & 3/4"=1'-0"
 May 11-1907
 Size of this drawing 6 sq ft

James H. Windrim
 Architect.
 1501 Commonwealth Bldg.
 Phila., Pa.

Verify all measurements at the Building.
 For Window Sizes see Sheet No. 10845.



THE GRAY HOTEL



The Gray Hotel

Chicago, Illinois

Designed by William Le Baron Jenney, the “father of the skyscraper,” in 1893 as a corporate headquarters, the New York Life Building, now known as The Gray Hotel, was influential in Chicago’s development and was a premier example of Chicago School style.

Located in the heart of the city’s historical district on LaSalle Street, the structure provides a key link to Chicago’s storied role as the financial hub of the Midwest. Gensler was called on to convert the 14-story landmark property into a four-star, 293-key boutique hotel. Built in three phases over 10 years, the building presented challenging existing conditions that required intense exterior restoration, structural reconfiguration and interior repairs. The goal was to achieve Kimpton’s programmatic targets while preserving the existing fabric to accommodate stringent requirements of the city’s landmark commission and National Park Service, which generated more than \$15 million in historic tax credits.

Kimpton/KHP - Project Executive



interior design by others







interior design by others





interior design by others



interior design by others



interior design by others



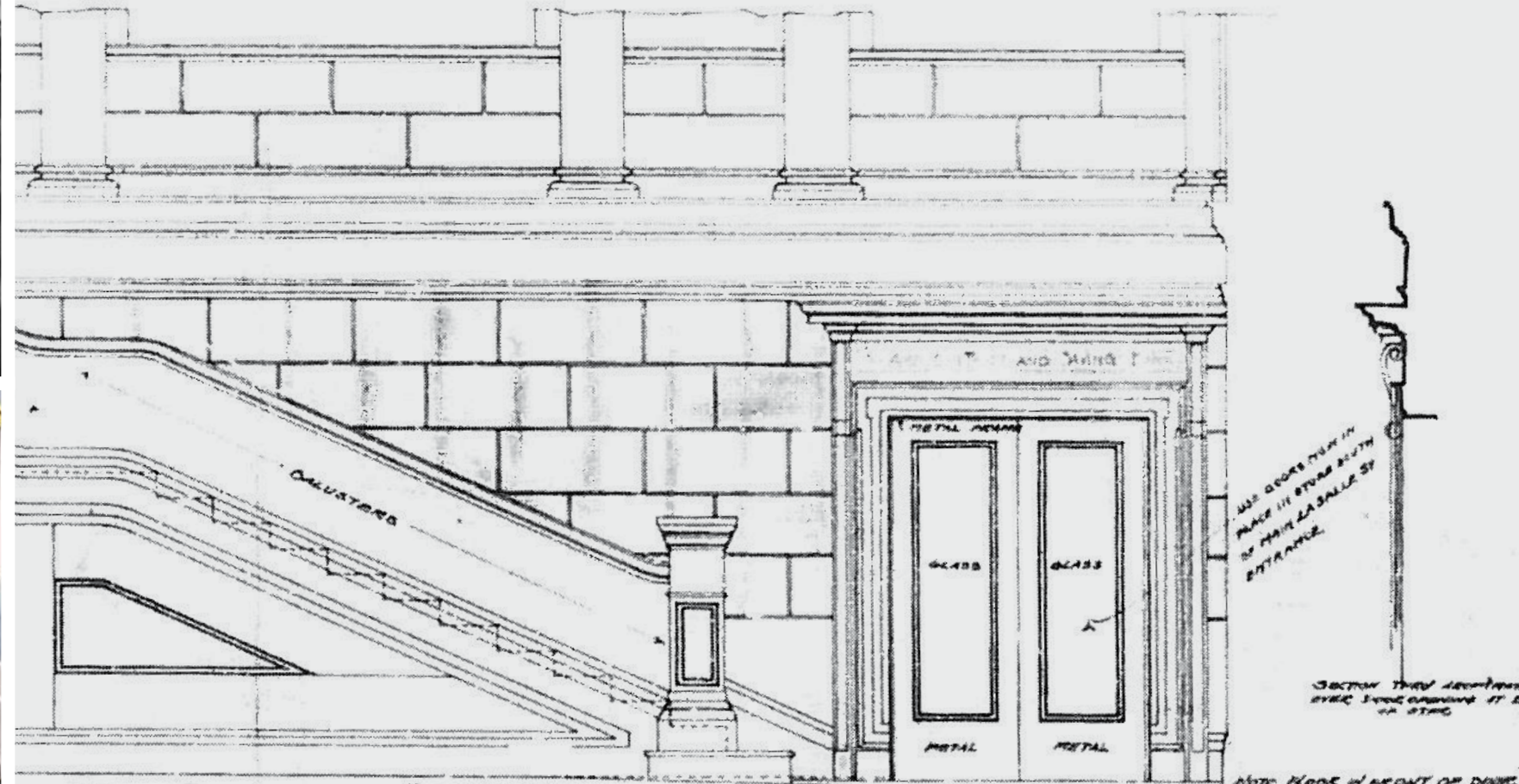
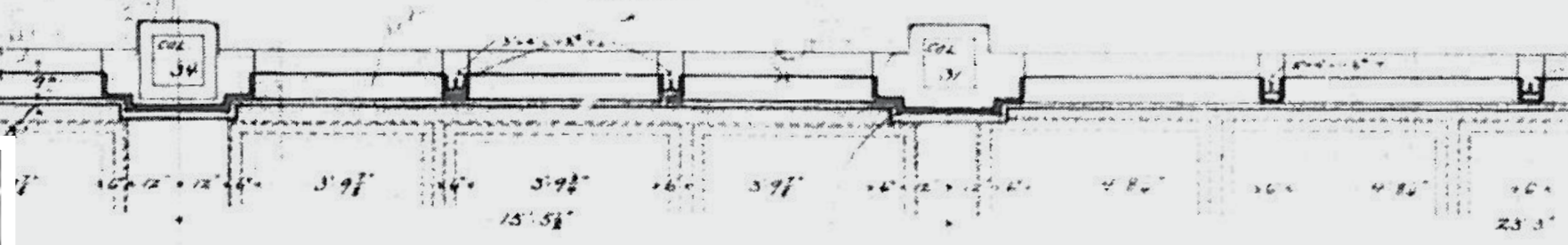
interior design by others



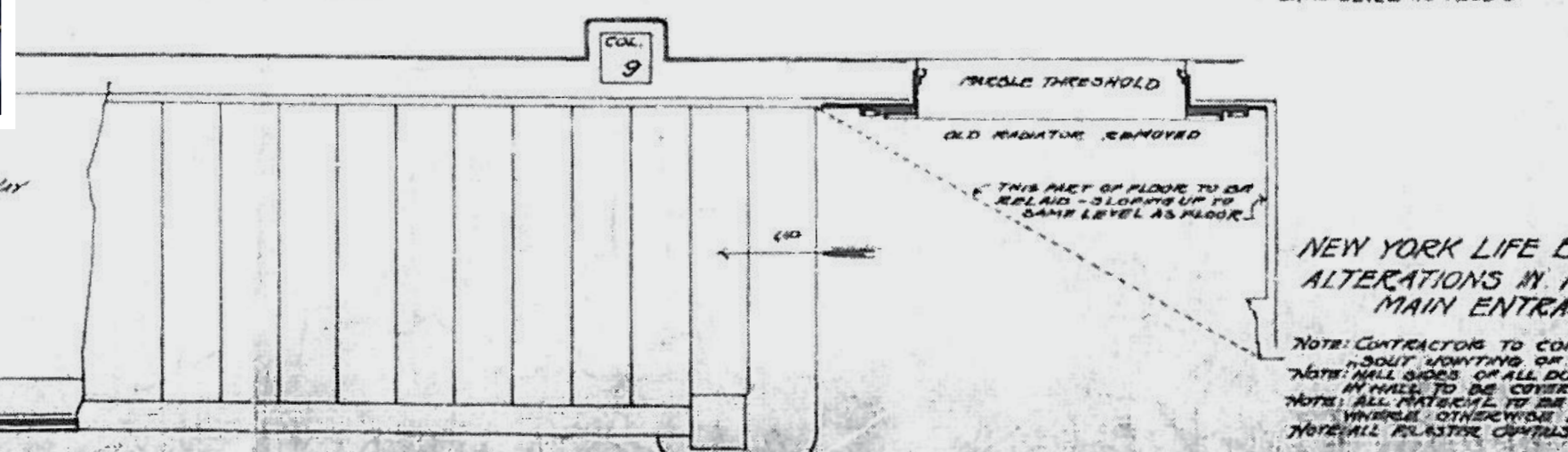
interior design by others

ELEVATION IN HALL - BETW. COL. 546 AND 21 - LOOKING SOUTH

LINE 1ST FLOOR LINE



IN HALL - WEST OF COL. 21



NOTE: FOR STAIRWAY STRUCTURE SEE FURTHER DETAIL

NEW YORK LIFE BLDG ALTERATIONS IN MAIN MAIN ENTRANCE

NOTE: CONTRACTOR TO CONSULT WITH ARCHITECT FOR SLOPE OF FLOOR IN HALL TO BE COVERED BY NEW MATERIAL TO BE RE-MADE UNLESS OTHERWISE SPECIFIED. NOTE: ALL PLASTER CONTIGUOUS TO...

NOTE: MAKE ALL NECESSARY CUTTING AND ALTERATIONS



CARDINAL HOTEL

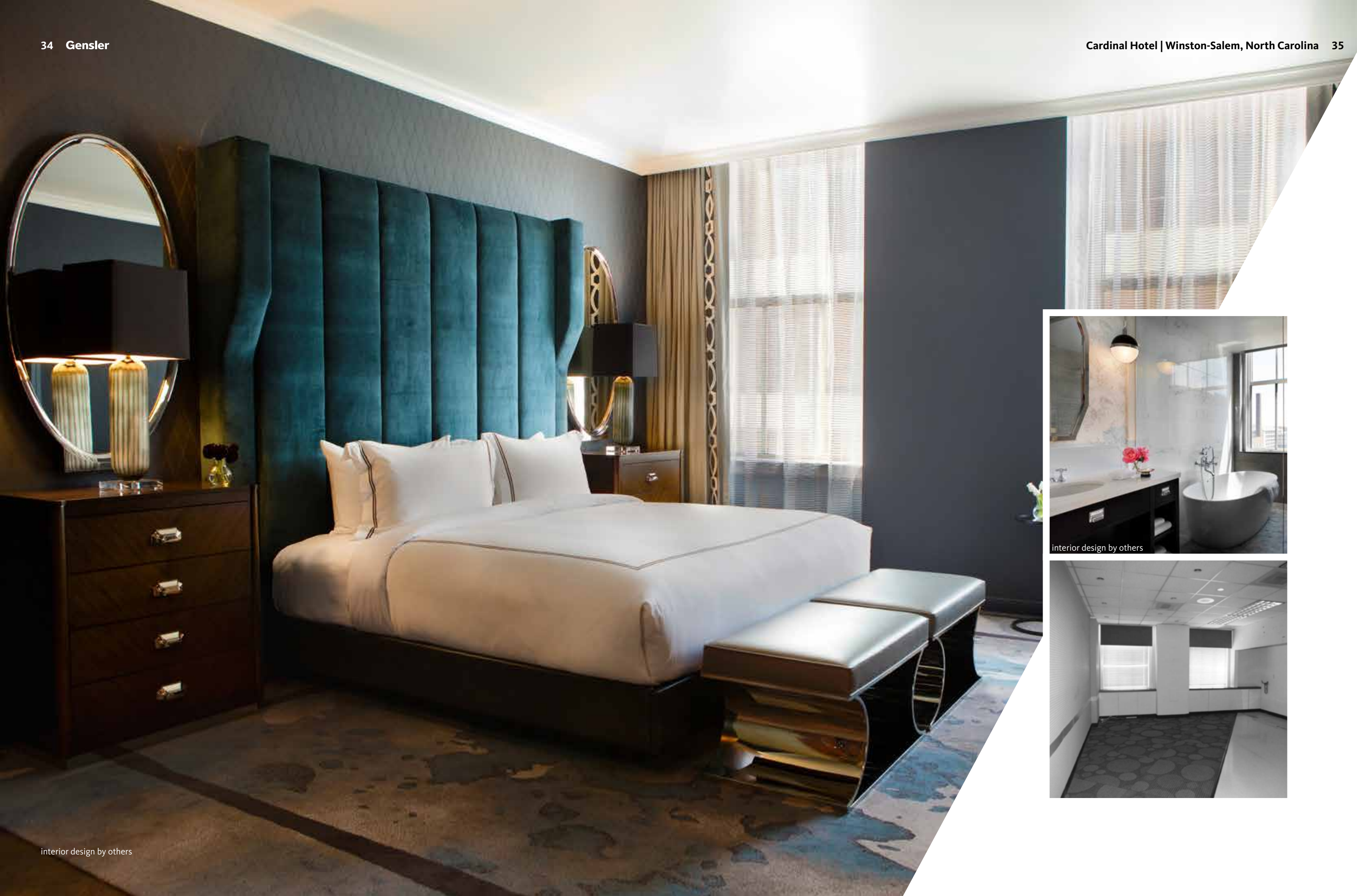


Cardinal Hotel

Winston-Salem, North Carolina

Opened in 1929 as the R.J. Reynolds Tobacco Company headquarters, the structure now known as the Cardinal Hotel located in the Winston-Salem Tobacco Historic District, was a precursor to the Empire State Building.

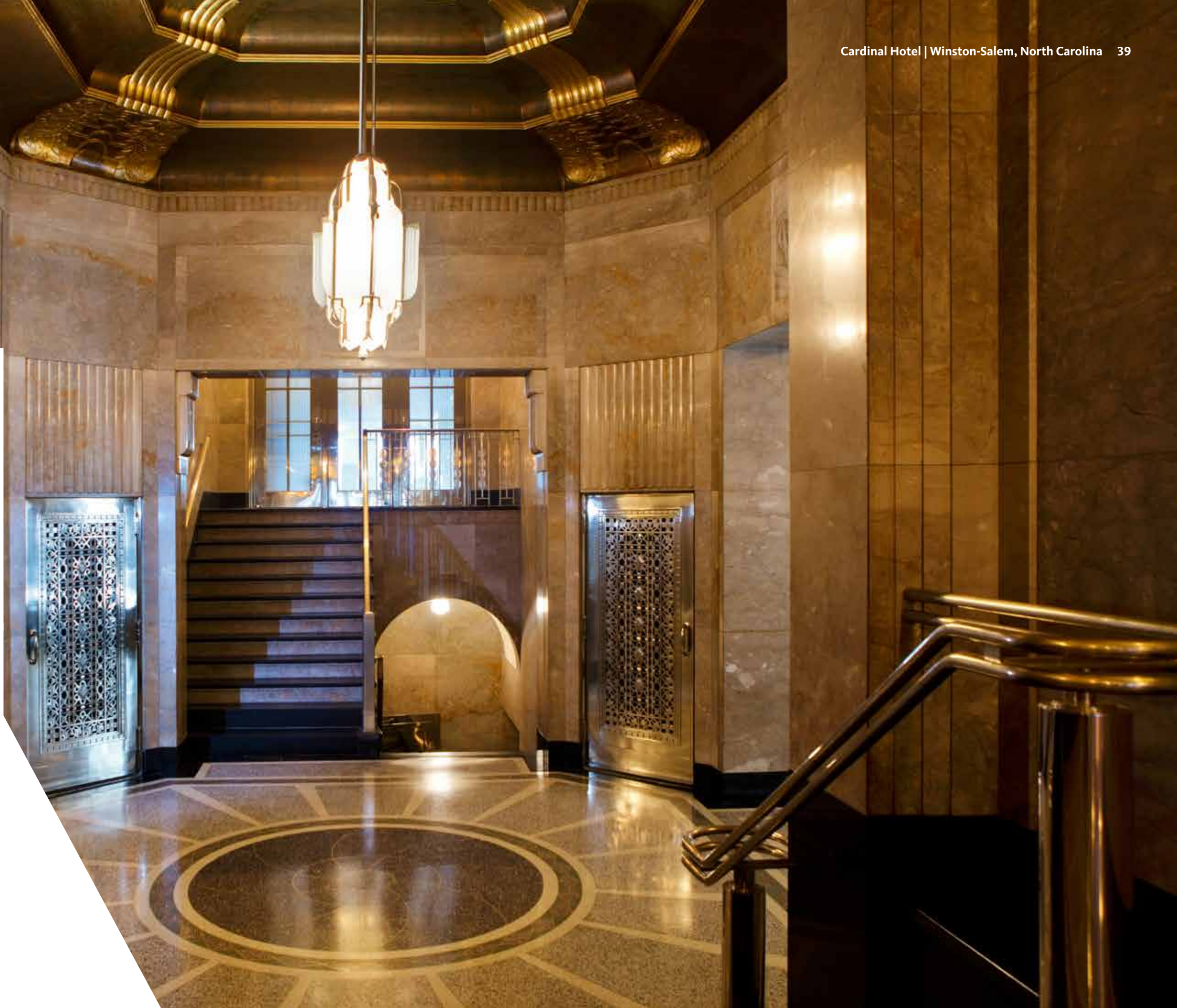
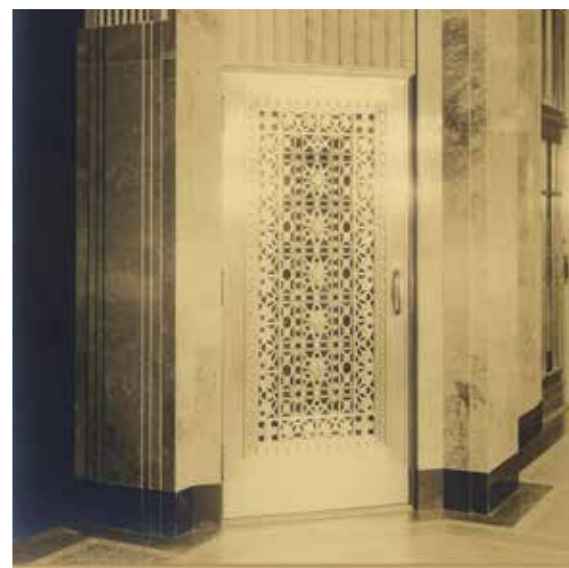
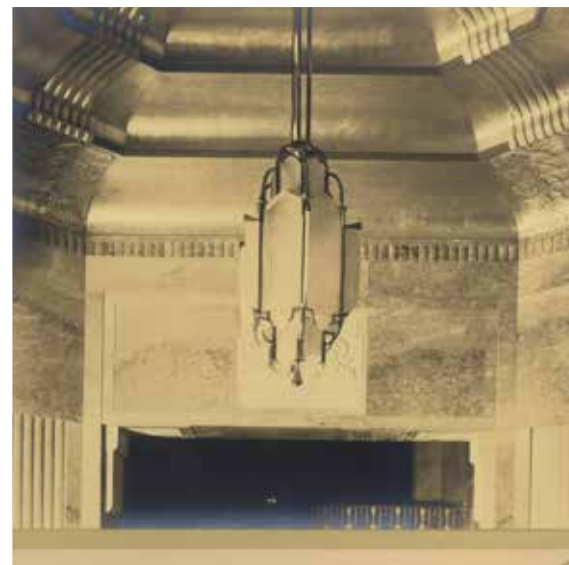
Once the center of the tobacco industry, the Art Deco-inspired edifice now houses a four-star hotel and restaurant (named after R.J. Reynolds' wife). Kimpton worked with Gensler to develop and implement a new program, insert a modern canopy at the entrance, and preserve the historic character of the building. The Cardinal Hotel now serves as a destination for locals and business travelers headed to Winston-Salem's burgeoning high tech industry in downtown.



interior design by others

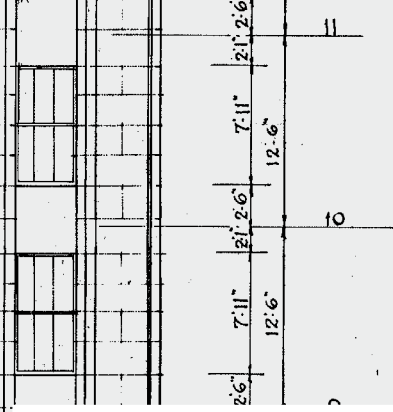
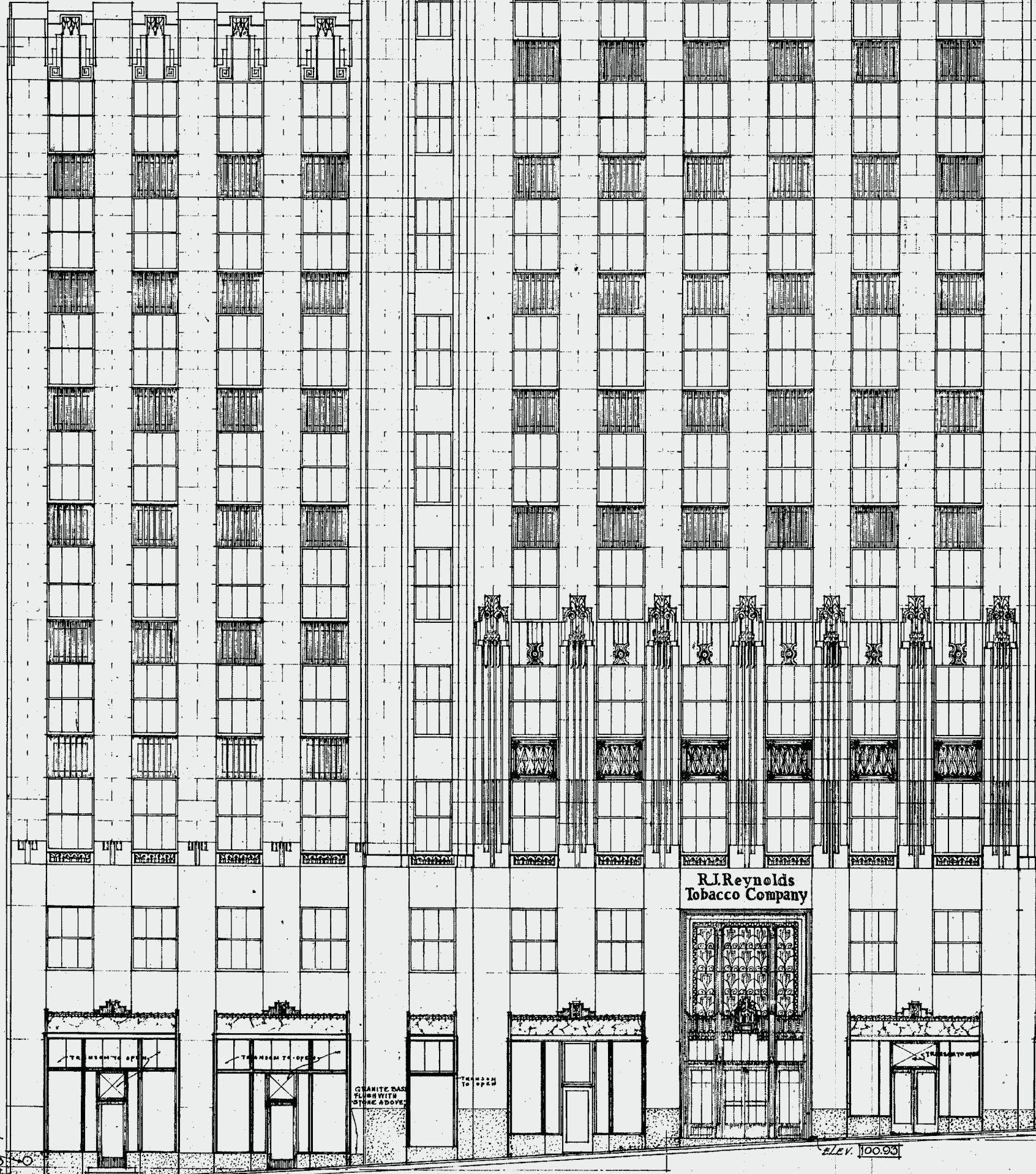




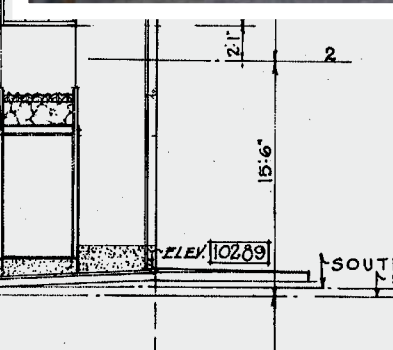




CONTRACT NO. 3 5-26-28 B3418
 J. BAIRD 3 6-2-28 A3416
 J. BAIRD 1 6-19-28 A3837
 J. BAIRD 6 6-21-28 A3780
 I. TROM 1 6-25-28 A3843



interior design by others

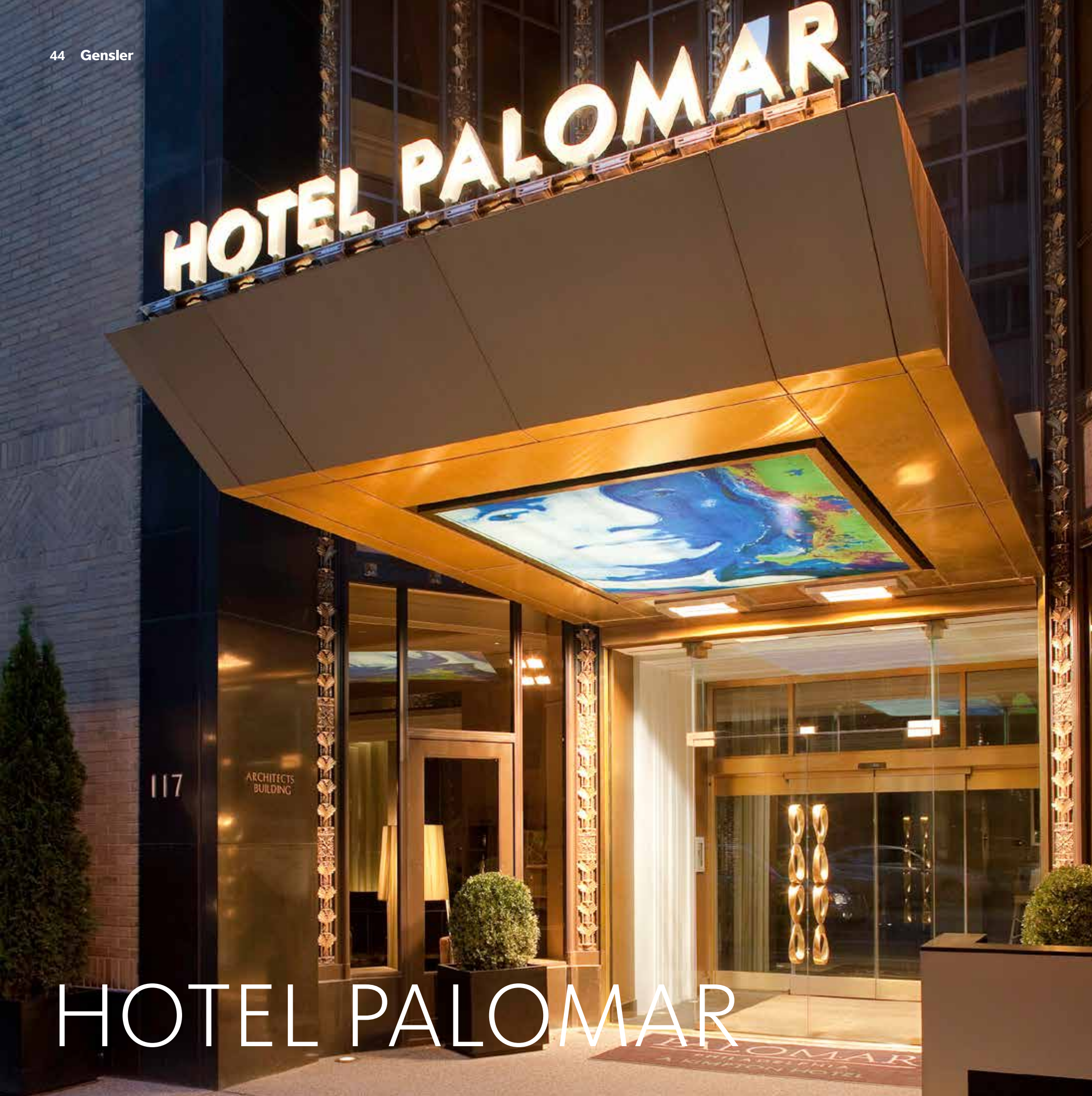


ELEV. 102.89
 SOUTH SHOP SPACE ELEV. 101.64
 ENTRANCE CORRIDOR ELEV. 101.0

2 1/2" HOLE FOR AIR INLET
 ELEV. 97.83
 ELEV. 95.99

CEMENT STEPS

AWY
 A.
 ION
 DRWG. NO.
 20-040
 C.H.D.



HOTEL PALOMAR



Hotel Palomar

Philadelphia, Pennsylvania

After purchasing the “Architects Building,” an office building designed by a consortium of prominent Philadelphia architects in the late 1920s, Kimpton asked Gensler to transform the distinctive 26-story art deco structure into a four-star boutique hotel.

The class “C” office building located in the Rittenhouse Square neighborhood and once home to the local AIA, Hotel Palomar became Philadelphia’s first highly-stylized, upscale boutique hotel and gathering spot. It features a signature restaurant, 230 guestrooms and suites, a penthouse ballroom, a prominent canopy entrance and a reconfigured lobby aptly called “The Living Room.” With an eye on environmentally-friendly design, Gensler and Kimpton’s adaptive re-use development strategy included multiple eco-conscious design and operations initiatives, from resource conservation to energy and water-use reduction. As a result, Hotel Palomar was Kimpton’s first LEED certified hotel.

Kimpton/KHP - Project Executive





Interior design by others



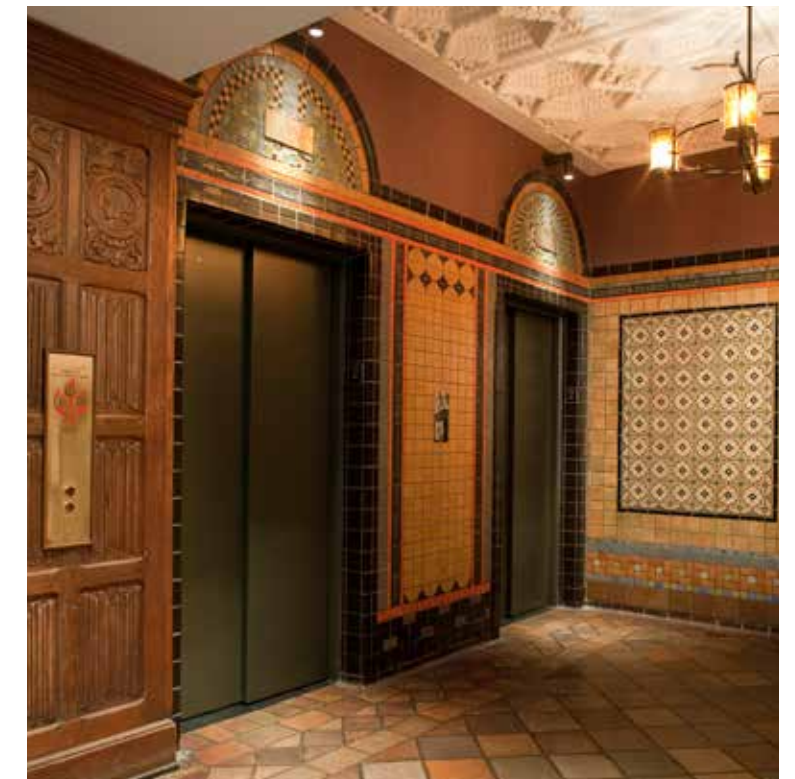
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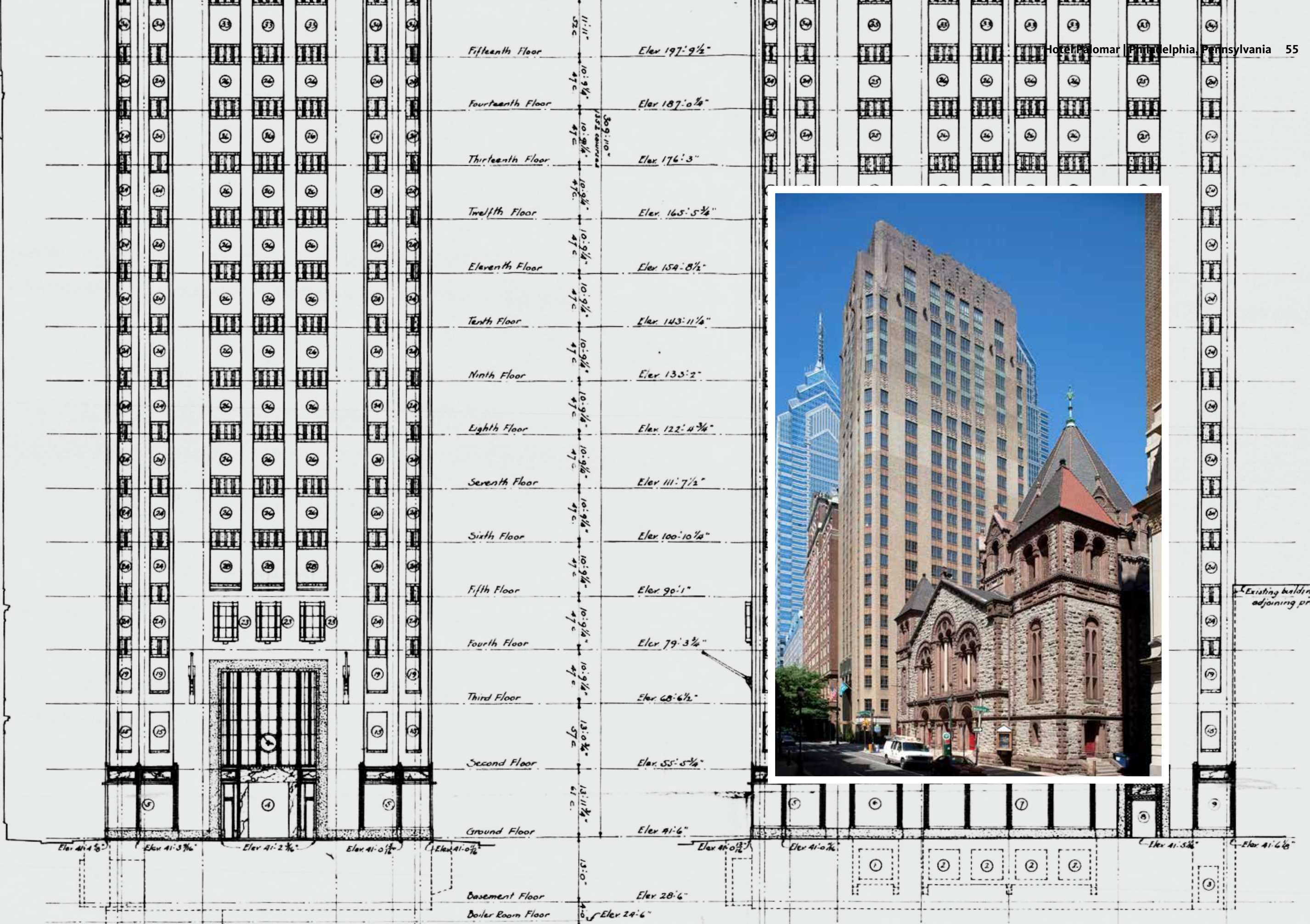
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interior design by others



Outline of Provident Trust Building





Palladian Hotel

Seattle, Washington

The Palladian Hotel is a historic nine-story building on the edge of Seattle's Belltown neighborhood, converted back to its original use as a four-star hotel after having most recently housed the Palladian Apartments.

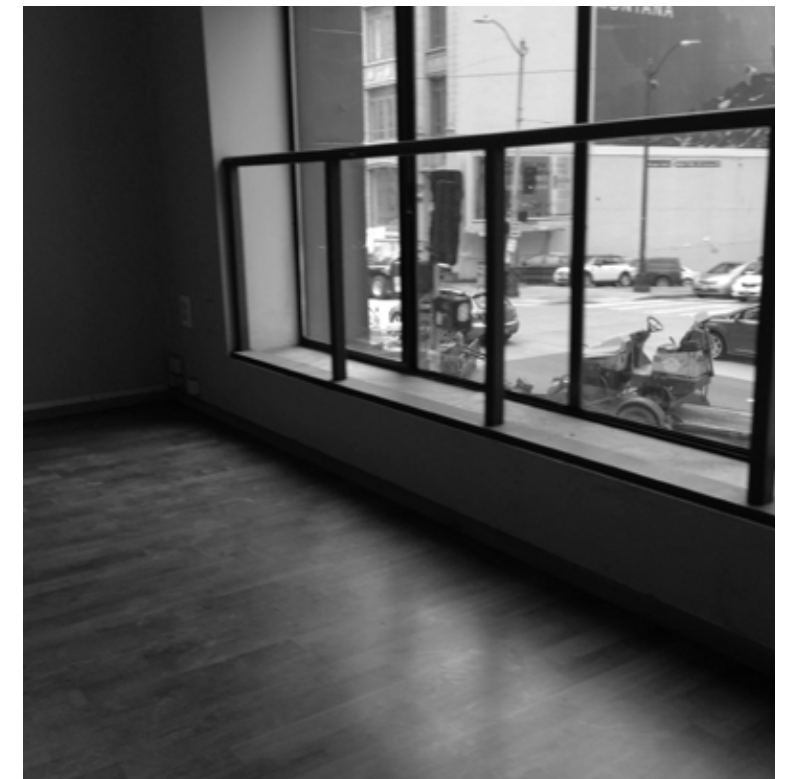
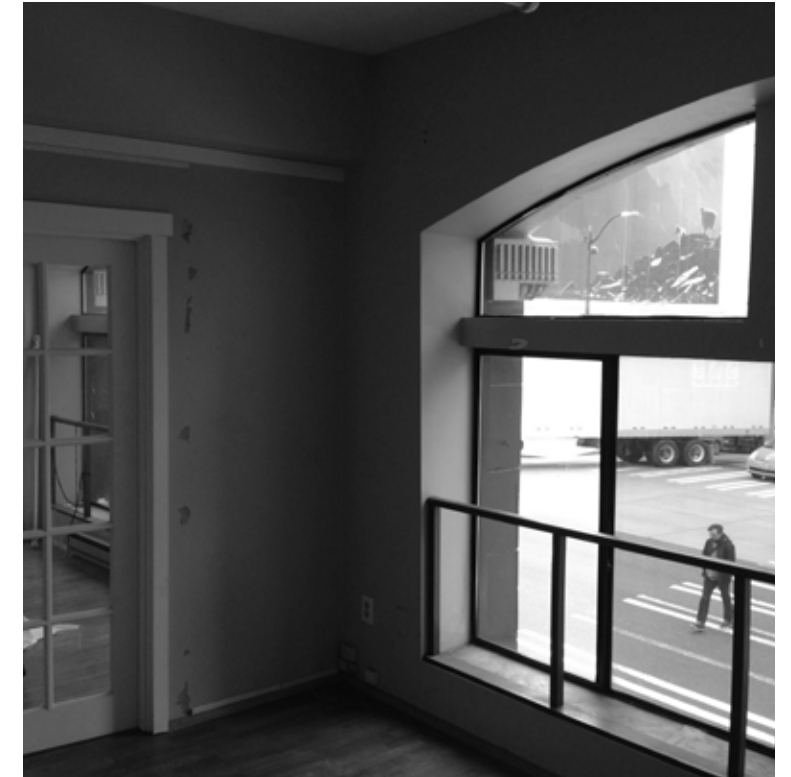
Gensler partnered with Shemiran Trade to make the 1909 Neoclassical Beaux Arts style mixed-use building a premier destination for both locals and tourists. The hotel's program was deftly planned for the tight building to accommodate 82 guest rooms, living room, lobby bar and signature restaurant. The main entrance features a custom designed entrance marquee, welcoming guests to the hotel. The historic facades were cleaned, repaired and a full replacement of windows and storefronts was undertaken. The project was designed and executed to meet historical rehabilitation requirements, allowing the owner to realize substantial historic tax credits.

Kimpton - Technical Services



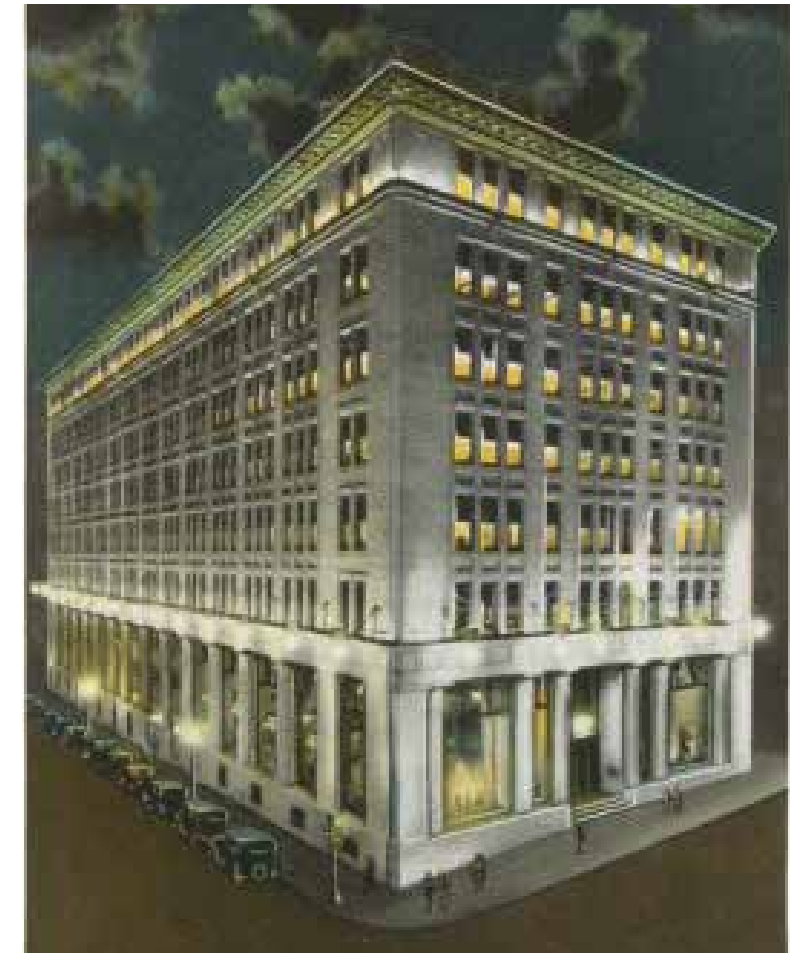








HOTEL MONACO



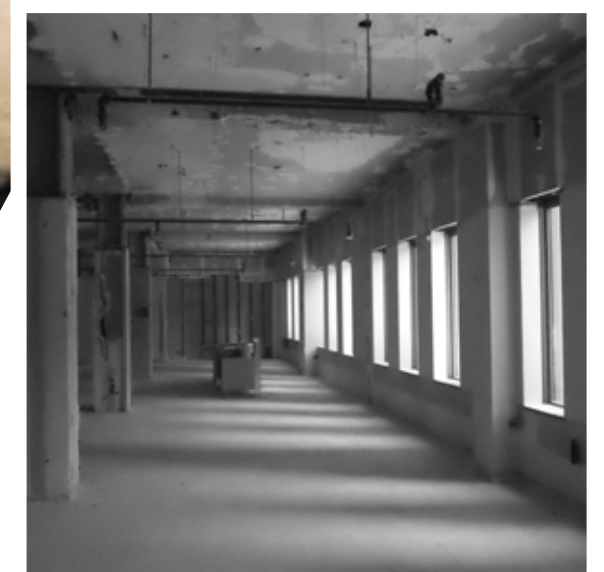
Hotel Monaco

Pittsburgh, Pennsylvania

Pittsburgh's Hotel Monaco, at the intersection of Sixth Avenue and William Penn Place, traces its roots to the late 1890s when it was built as an office building for the Duquesne Light Company.

The nine story building was most recently owned by a prominent law firm until Kimpton purchased it in collaboration with PMC Property Group and hired Gensler as the design architect. Gensler integrated the building's existing conditions with Kimpton's requirements to convert the property into a boutique hotel exemplary of their Monaco brand. Having been built in phases, the existing structure didn't fully match throughout, so Gensler employed creative planning to insert the hotel's new program that included 247 guest rooms a signature restaurant and rooftop beer garden. An 80's mezzanine insertion in the main hall was removed allowing the creation of two grand ballrooms in the historical space.

Kimpton/KHP - JV/Project Executive







EXIST. MECHANICAL PENTHOUSE ROOF - HIGH POINT ELEV. 197.39'

EXIST. MECHANICAL PENTHOUSE - FLOOR LINE ELEV. 183.33'

NINTH FLOOR ELEV. 177.253'

CLEAN EXIST. 1ST FLOOR

SECOND FLOOR

DASHED LINES OF EXIST. WOOD ZAILINGS & CATALINK REMOVED - PROVIDE NEW METAL IN ACCORD W/ O.S.H.A. REQS. SEE DETAIL SEE ALTERNATE NO. A-12

BACK UP EXIST. LOUVER OPENING - TOOTH NEW BACK INTO OLD MATCH COLORING

NEW MAKE-UP AIR INTAKE LOUVER SEE DWG. NO. H-10

REMOVE EXIST. WASH (2 OPENINGS) NEW FRAMES ETC. - UP EXIST. OPENINGS BACK INTO EXIST.

EXISTING PENTHOUSES TO BE PREPARED PAINTED - SEALS & GASKETS TO BE TOTALLY PAINTED - COLOR AS SELECTED BY ARCHITECT

NEW INSULATED METAL ENCLOSURE (I.M.E.) SEE H.V.A.C. DWG. FOR DETAILS. ALL ETC. ALL PAINTED COLOR AS SELECTED BY ARCHITECT

WINDOWS INDICATED BY HATCHING ARE FIRE DEPT. "EMERGED GLASS" ACCESS UNITS - EA. IDENTIFIED W/ DECALS BOTH SIDES (TYPICAL)

NINTH FLOOR ELEV. 177.253'

EIGHTH FLOOR ELEV. 151.67'

SEVENTH FLOOR ELEV. 139.67'

SIXTH FLOOR ELEV. 127.67' (SPANDREL ON TYP.)

FIFTH FLOOR ELEV. 115.67'

FOURTH FLOOR ELEV. 103.17'

THIRD FLOOR ELEV. 90.67'

CLEAN EXIST. GRANITE (TYP. 3/4" W/ 1/2" PENN WAY & PERPEND. ON)

MEZZANINE FLOOR ELEV. 77.410' (SPANDREL ON TYP. & FLOOR DEPT. 2" ON MEZZ.)

FIRST FLOOR ELEV. 65.7'

BASEMENT FLOOR ELEV. 49.5867'



REMOVE EXISTING IRON BAR GRILLES - STRIP PAINT... EXIST. RESTORE WHERE POSSIBLE - MISSING BRACKETING AS REQUIRED - PAINT (TYP. GR.)

GEN. CONTRACTOR TO REMOVE EXISTING DOUBLE HUNG WINDOWS CLOSE OPENINGS WITH CAST STONE TO MATCH EXIST. W/ 8" CONC. BLOCK BACK-UP SEE (13) (27)

RELOCATED LIGHT FIXTURE (PROPOSED) REMOVE EXISTING STONE TO FACILITATE INSTALLATION OF NEW ENTRANCE ASSEMBLY - TAKING CARE TO SAVE EXIST. CAST STONE OR RADUIS FOR RELIEF ON ADJACENT BAY

REMOVE AND RESTORE EXIST. LIGHT FIXTURE - MOUNT AT SAME LOCATION NEW BUILDING ENTRANCE SEE DETAILS DWG. NO. A-23 EXIST. SIDEWALK & CURBS - TO REMAIN - SEE ALTERNATE NO. A-10

NEW CAST GRANITE TO MATCH EXIST. TO LEFT OF COL. LINE 'J' (TYP. THIS ELEV. - 5/8" DIA.)



Gensler

www.gensler.com