

# Hotel Business®

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**Key Themes and Categories:**

- Labor:** Schahet Hotels, SBP Management, Vestra Hospitality, Meyer Jahara Hotels, Aysa Hospitality, M&R Hotel Management, LBA Hospitality, IMIC Hotels, Marshall Hotels & Resorts, American Resort Management, American Liberty Hospitality, Hotel Equities, MMI Hotel Group, Providence Hospitality Partners, Hammock Worldwide Hotels & Resorts, Briad Group, 3H Group, CoralTree Hospitality, Peach State Hospitality, Janko Hospitality, MCR, First Hospitality Group, First Call Hospitality.
- Partners:** Sunridge Properties, Denihan Hospitality, Johnson Development Company, Northwest x Southern Hospitality, TPG Hotels & Resorts, Hospitality Ventures Management Company, Hotel Development and Management Company, Valencia Hotel Group, McNeill Hotel Company, Waterford Hotel Group, Chartwell Hospitality, OLS Hotels & Resorts, Pride Hospitality, Kokua Hospitality, Silverwest Hotels, United Capital Corp, HRI Lodging, Strand Hospitality, BayStar Hotel Group, Good Hospitality Services, Buffalo Lodging Associates, GF Management.
- Markets:** Chesapeake Hospitality, North Central Management, Encore Hospitality, Driftwood Hospitality, Stout Street Hospitality, Twenty Four Seven Hotels, Pacifica Hotels, Naples Hotel Group, OTO Development, Renascent Hospitality, Early Bird Night Owl, Radius Hospitality, Winegardner & Hammons Hotel Group, Pacifica Hotels, Naples Hotel Group, OTO Development, Renascent Hospitality, Early Bird Night Owl, Radius Hospitality, Winegardner & Hammons Hotel Group.
- Knowledge:** (Integrated into the central theme).
- Demand Generators:** (Integrated into the central theme).
- Supply Demand:** (Integrated into the central theme).
- Brands:** Aimbridge Hospitality, Interstate Hotels & Resorts, Crescent Hotels & Resorts, Pyramid Hotel Group, White Lodging Services Corporation, Atrium Hospitality, Remington, Sage Hospitality, Island Hospitality Management, Greenwood Hospitality Group, The Olympia Companies, Paramount Hotel Group, Emerald Hospitality Associates, Insignia Hospitality Group, Anderson Hospitality Group, Triune Organization, Wright Investments, Portfolio Hotels & Resorts, Elite Hospitality, Benchmark, Hospitality Management Corporation, HP Hotels, New Castle Hotels & Resorts, Hotel Investment Services, Packard Hospitality Management.
- Business:** Coakley & Williams Hotel Management Group, Millennium Hospitality Management Group, Davidson Hotels & Resorts, Sea Glass Hospitality Partners, Concord Hospitality Enterprises, AJS Hotels, Dally Seven, Regency Hotel Management, JVD Hotels, Essex Hotel Management, Prince Organization, Marcus Hotels & Resorts, Expotel Hospitality, PM Hotel Group, Chesterfield Hotels, Kineth Hospitality, Sand Hospitality, Anant Operations, Desai Hotel Group, Integral Hospitality Solutions, Access Hotel & Resorts, Prestige Hospitality Group, Focus Hospitality Management, Rockgate Management Company, Hospitality America, Bright Management, Alliance Hospitality, Dimension Development, Crestline Hotels & Resorts, Potentially.
- Potential:** (Integrated into the central theme).
- Visitors:** (Integrated into the central theme).
- Leisure:** (Integrated into the central theme).
- Research:** (Integrated into the central theme).
- Demographics:** RHW Management, Urgo Hotels & Resorts, WNW Management, TPI Hospitality, Global Hotel Group, New Century Hotels, Panache Management, Trust Hospitality, Spire Hospitality, The Generation Companies, StepStone Hospitality, Hotel Managers Group, Commonwealth Hotels, Linchris Hotel Corp, Highgate, Rockgate Management Company, Focus Hospitality Management, Prestige Hospitality Group, Rockgate Management Company, Focus Hospitality Management, Prestige Hospitality Group.



# Hotel Business®

## DESIGN RENOVATIONS



## Vintage Vibe

### Sonoma Valley hotel blends history and modernity

By Abby Elyssa  
Assistant Editor

Celebrating its historic 150th anniversary, MacArthur Place Hotel & Spa is embracing its farmhouse charm, debuting its \$20-million redesign. The project touched nearly all parts of the property from its 64 guestrooms and public spaces to its pool and spa—and even includes reimagined dining outlets.

Led by RDC Architecture and SFA Design, the renovation incorporated the property's natural surroundings and history.

"Properties like MacArthur Place are unique and rare in Sonoma Valley," said Michael Ross, principal, RDC Architecture. "Larger naturalistic estates like this are the memory of working farmsteads, which used to be common in the Valley—only a few still exist. MacArthur Place is an ensemble of historic and current buildings that are generously separated by open

space, light, air and gardens. My primary inspiration was to enhance one of the property's most compelling aspects—evoking clustered farm buildings in a garden landscape. My ambition for the architectural design was to reflect the past, update the facilities to contemporary hospitality standards and seamlessly integrate the buildings into a garden setting."

The idea was to transport guests into the heart of Sonoma from the moment they arrive, Ross said, informing them about its past and inspiring them at every turn. Because of the building's history—it's a 100-plus-year-old family estate, vineyard and working ranch—not much had to be done to its exterior.

At the front of the property is the Burris House—the private estate of miner, rancher and founder of Sonoma's first bank, David Burris, built in 1869—which informed a lot of the design. In 1997, the manor house was converted into a country inn.

interiors offer our own modern take on farmhouse design. We used many accents, such as sliding farm doors, white oak hardwood floors, hand-painted tiles and rough-hewn beams, which are all indicative of Sonoma's past and present."

The building's white picket fence was preserved and still stands today, but the design team was also focused on breathing new life into the space.

"The MacArthur Place of today is a completely new experience, inspired by and connected to the historic pedigree, natural bounty and physical beauty of MacArthur Place and Sonoma. Every moment, material and touchpoint...brings a fresh, elevated spin on classic farmhouse style to Sonoma," Bain said.

Other nods to its farmhouse roots are in the lobby, formerly the meeting rooms of the old "Barn," which is now adorned with oak wood floors, millwork and blackened steel accents.

"The focal point of the high-ceilinged space is a forged iron chandelier inspired by the spokes of a wagon wheel. This could often be found among the old Burris Estate and is a subtle nod to the history of the property as a working horse ranch that trained trotters used for transportation in this horse-and-buggy era," Ross said.

Custom-designed millwork also makes its way into the guest bathrooms with neutral limestone vanities and travertine floors. "Select guestrooms play host to refurbished wood-burning fireplaces—a classic and quintessential farmhouse detail," Ross said.

Adjacent to the Barn is the Coach House, which has three distinct meeting/event rooms. Also for events is the West Lawn, mainly for wedding ceremonies. It will be re-seeded and enhanced with a new wedding trellis/pavilion. The pool and spa are still in concept phase, with development

expected to begin this winter.

What is up and running, though, is the reimagined dining venue, Layla, a Mediterranean-inspired restaurant.

"The use of textures, such as faux concrete tabletops, custom wicker pendants, sconces made of rope, glass and steel, all reinforce the casual yet sophisticated feel," said Kara Smith, president, SFA Design. "The custom ban-

quettes and booths, composed of wood and upholstery, use plaids, stripes and leather to further embellish the space and add another layer of texture and pattern in juxtaposition with the white walls."

Layla also has an outdoor deck for alfresco dining and lights scattered throughout Chinese Pistache trees.

There's also the Bar at MacArthur, which blends the new and old through its copper bar face and wood top, juxtaposed by rich oakwood floors, polished plaster walls in dark green, with accents of teal, persimmon and green, and rough-hewn beams overhead, Smith said. The SFA design team also incorporated works from local vendors into the space like vintage rugs and custom light fixtures.

Keeping the antique appeal was important for the design team throughout the process, and in all aspects of the space, as it provided the foundation for the design.

"To balance the feel of a luxury hotel with the farmhouse charm Sonoma is known for, we kept traditional facets, such as the dark wood sliding barn doors, and added new ones like the stone inlay fireplace in the guestrooms. Our approach was to keep the iconic and historical influence that was the basis of the property; we then accented it with modern yet cozy elements," Smith said.

Part of the renovation was also weaving in aspects of the local community. A pedestrian gate was added to the entrance of the Burris House to foster connection.

"Originally the path of travel to the historic property was screened from view from the street by dense landscape plantings. We carefully altered the landscaping...creating views to the historic Burris House," Ross said.

Opening its doors to locals was also one of the driving forces behind The Porch, a coffee bar and marketplace.

"It's for locals to grab a bite, and it's also a gathering spot with patio seating," Bain noted. The space features screen-printed ceramic tiles from artist Marianne Smink of Smink Things, vintage-inspired brass lighting fixtures and large, mirrored hand-painted menus for added interior charm.

"The design solution needed to be fresh, timeless and natural," Ross said. "We believe the final [product] poetically weaves these attributes into the garden hotel experience." **HB**