



Design Review Committee &
Staff Planning and Development Services City of Boise
150 North Capitol Boulevard
Boise, Idaho 83701

Re: Developer Letter for the Residence Inn Marriott
410 South Capitol Boulevard
Boise, Idaho

Dear Committee and Staff:

Pennbridge Lodging is thrilled to propose the development of a 176-room, 10 story Marriott Residence Inn Hotel to be located at 410 South Capitol Boulevard. After a year of effort to procure a terrific site and world-respected Marriott Residence Inn brand, we are proud to offer our development for review. In an effort to explain our development intentions, we will discuss our path to-date, our intended use of the space, and our anticipated timeline for development.

Our company is based in the Boise valley, specifically in Eagle. As a franchisee of Marriott hotels, we own and operate all of our hotels in the Northwest. This project will be our seventh owned hotel and our fifth hotel development. We have been evaluating the Boise market for the last four years and believe now is the time to introduce Marriott's most powerful brand into the downtown central business district. We will remain the owner/operator of this hotel for years to come, as we are looking at the project from a long-term perspective. We are not merely a developer looking to build a project and then move on; we are here to stay.

Being very specific in our site selection, we determined the Dunkley music parcel to be the best fit for the project. This location affords the hotel a prominent view along Capitol Boulevard, Myrtle Street, Broad Street, and even toward Front Street. The proximity of a short two-block walk from the front door of our hotel to the convention center benefits both the hotel and Boise Centre in attracting more conventions into the Boise area. The walkability of Broad Street, with local bars and restaurants, and the entrance leading directly into BODO are also very appealing aspects of the location.

Though there are other Marriott hotels within the area, none are located directly in the central business district of Boise and most of the Marriott product is of an older vintage. The Marriott name is known for consistency in quality and service. The Residence in brand is a powerhouse within the Marriott family designed for upscale business travelers to thrive during long stays. Each room is a spacious suite with its own kitchen, affording the comforts of home while also offering vibrant public spaces.

We have been very impressed with the assistance granted from the City of Boise Planning and Development Services staff and have appreciated their feedback in helping us evolve our design. Angela Brosious and Sarah Shafer have tediously and patiently worked to improve our design and help it meet the intent of the City Code and design guidelines. From the beginning we determined it essential to face the hotel toward Broad Street as it offers a quiet yet urban neighborhood feel, which will appeal to guests. As the Residence Inn brand strives to be a home away from home for travelers, we must offer appealing outdoor spaces within which guests can enjoy our complimentary breakfast, socialize during the day, or grab a drink in the evening to unwind.

Our first city submittal for internal review, more than two months ago, incorporated all these desires; however, the view from the corner of Capitol/Myrtle was that of only a parking garage. Through multiple meetings and helpful direction the city staff has helped us understand the essential need to enliven the Capitol/Myrtle corner. Thanks to their help we now have a very vibrant and attractive offering for that corner. We chose to incorporate a plaza with multiple seating options for pedestrians and guests, allowing a place in which to rest and enjoy a beautiful small garden atmosphere. We also added an additional building entrance at the Capitol/Myrtle corner that utilizes inviting architectural elements. Please refer to the architectural renderings of the plaza and entrance in the submittal. City staff helped us continue to progress the design to further enliven the corner. Through a major overhaul of the entire hotel design, we moved the pool/spa to the third floor and pushed it toward the Capitol/Myrtle corner. This change created a spacious outdoor roof deck offering a unique walkable area for the guests to enjoy the open-air in the middle of an urban setting. From the third floor overlook, guests will stand/sit under an outdoor trellis from which they will enjoy unobstructed views all the way south down Capitol Blvd. To the driver coming into the city north along Capitol or east along Myrtle, the corner's vibrancy created by the increased guest use from the roof deck above and the architecturally enhanced entrance at ground level will leave a very positive lasting impression.

In the spirit of balancing the hotel aesthetics, we placed the conference rooms on the corner of Broad/Capitol. The large conference space has walk-out balconies to the corners allowing guests an unobstructed view of the Capitol Building. The roof deck allows accessibility between both the conference space and the pool/spa area including guest amenities such as roof top fireplaces and outdoor seating under trellises -- all of which are surrounded by enriched planters with colorful foliage. Overall, we believe this new design gives a tremendous sense of vitality to the passerby traveling by car and to the pedestrian walking past the hotel.

The limited size and high cost of our site demands that we incorporate high-rise construction, building completely out of concrete/steel. This type of construction, though more expensive, will afford the city and our company an asset that will stand the test of time. Traditional wood-frame constructed hotels are typically forced to downgrade hotel brands after 20-25 years due to lack of longevity of such construction. Our proposed construction type will ensure the property's relevance as a hallmark building within the central downtown core for generations to come.

Our desire is to begin demolition of the current buildings this August; site/utility work following directly thereafter leading into full construction by early fall. This is an aggressive development schedule and we understand the importance of working with the City of Boise for a successful and

timely design review process. As evidenced by our willingness to be malleable with our design over the last few months, we believe we are now presenting a design that meets the intent of the City of Boise's design criteria and offers a tremendous hotel to the public. We look forward to working with the City of Boise as a true partner on this development.

Sincerely,

A handwritten signature in black ink, appearing to read "Jared S. Smith". The signature is fluid and cursive, with the first name "Jared" being the most prominent part.

Jared S. Smith
Pennbridge BODO, LLC
Managing Member



May 12, 2015

Design Review Committee and Staff
Planning and Development Services
City of Boise
150 North Capitol Boulevard
Boise, Idaho 83701

Re: Design Intent Letter for the Residence Inn Marriott
410 South Capitol Boulevard
Boise, Idaho

Dear Committee and Staff:

As required by the design review application submittal requirements, we are submitting this detailed letter explaining the design intent and the philosophy of the project on behalf of Jared Smith of Pennbridge Capital/Pennbridge Lodging out of Eagle, Idaho. Mr. Smith will own and operate this hotel as a Residence Inn Marriott.

The proposed hotel is located on 0.85 acres along the southeast side Capitol Boulevard, between Myrtle Street and Broad Street. The property is the current home of Dunkley Music. The hotel will have approximately 193,000 square feet in 10 stories. The building will house both a two story 103 stall parking structure and 168 guest rooms hotel. The ground level of the project at the corner of Capitol and Broad will contain the hotel lobby, guest breakfast area, and back-of-house services including staff offices, food preparation and Laundry facilities. The remaining portion of the ground level consists of a parking structure that will also provide a formal vehicular guest drop off area. The second level of the project will consist entirely of structured parking. The third level will contain guest rooms, conference rooms, an enclosed pool/spa area, a fitness room, and an extensive outdoor deck area that provides approximately 4,500 square feet of recreational area connecting the conference rooms and pool area. The remaining levels will contain only guestrooms.

The structure of the building will be of concrete and steel framed construction. The entire building will contain a fire protection system consisting of fire sprinklers, alarm strobes, etc. Geothermal will be used in heating and cooling the building. The alley will be utilized for loading/unloading and trash collection.

As designers of this project, we recognize the visual impact this building will have on the Gateway Corridor of Boise. Not only do we need to address the visual impact it will have to vehicular traffic as it comes in toward the Idaho State Capitol Building, but also the pedestrian traffic that will interface with this building on a more intimate scale. Our design priorities were to create a building that would enhance the gateway view and provide Capitol Boulevard with a distinct addition to its architectural vernacular.

Blueprint Boise has articulated the desire for Downtown Boise to be the civic, economic, and cultural center of Boise City. CCDC has been successful in creating a vibrant and walkable



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core in the city. Broad Street, and its connection to 8th Street, has become the pedestrian corridor envisioned by Blueprint Boise. It is for this reason we oriented the main entrance of the hotel on the Capitol-Broad intersection. We want the guests of Residence Inn to start their exploration of Boise directly on Broad and to be drawn into the streetscape that has so successfully been established. The massing of the corner suggest such an entry, while still trying to keep it at a pedestrian scale by the addition of exterior balconies that serve as break-out areas for the hotel conference rooms on the third level. The windows flanking the main entry boast 12'-6" tall storefront glazing and speaks to the grandeur of a hotel entrance and lobby and allows light and visual connectivity between pedestrians and the hotel guests.

We intentionally broke up the Capitol façade to unglulate between two and three stories, so that the pedestrian experience would not be overpowered by a large continuous tall wall. The materials selected for the first three levels are traditional brick and synthetic limestone, and placed in a manner that gives it a contemporary urban feel. Accent colors and metal wall art add a splash of intrigue to the facade. The placement of these materials spark visual interest as the pedestrian traverses this section of Capitol Blvd. Long metal canopies give weather protection to passerbys and brings the scale of the building to the pedestrian level. The canopies, along with the emperor size brick masonry, will highlight the horizontality of hotels base level, further diminishing the mass of the structure. Decorative metal screen work obscures the cars in the parking structure while leaving the required ventilation intact. This screen work is intended to be more art work than industrial screening.

On the Capitol-Myrtle intersection, lifestyle images will be placed in the storefront windows fronting the parking structure, exciting potential guests to the amenities the Residence Inn has to offer. This will further break up the parking structure openings and enhance the pedestrian experience. A small garden plaza anchors the corner of Capitol and Myrtle, providing vehicular traffic a visual greenspace break from the surrounding buildings while at the same time providing pedestrians with a shaded respite along their travels. Atop the second story is an expansive outdoor plaza where hotel guest can mingle and recreate. This plaza, with its trees, vegetation, and trellis will be visible from the street scape and further soften the experience of along the street. The two tiered trellis canopy on the corner further accentuates this as a Gateway corner.

In collaboration with the Boise City Planning Department, the street scape surrounding the hotel has been designed to be in line with the Downtown Boise Streetscape Standards and Specifications. The streetscape along Capitol will follow the Capitol Boulevard Streetscape Plan and will mirror the enchantments already across the street in front of the Hampton Inn. The Myrtle streetscape will follow the Urban Brick Streetscape Plan, and the Broad streetscape will follow the Urban Concrete Streetscape plan, mirroring the installation already made on the Trader Joes site.

In designing the tower, we desired to break-up the mass of the building by pushing and pulling and alternating the heights of building elements. The brick will be maintained as an element that will tie the base of the building to its tower, while EIFS and composite panels will dominate the upper most regions of the tower. Guest room windows will be aluminum frame and dark bronze in color.



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We have held true to the majority of the Boise Downtown Design Standards and Guidelines, however, there are some design modifications based on City of Boise Planning and Development staff direction. As requested by the design review application submittal requirements, we are submitting the detailed explanation below as clarification to the design modifications to the Boise Downtown Design Standards and Guidelines. Note, the standards listed below in Bold Italics indicate the standard requirements and the text that follows is to provide clarification of the proposal, relative to each standard.

Chapter 3 – Site Design / Elements

3.5.1 Street corner treatments (High Visibility Street Corners Treatments)

All development proposals located at designated high visibility street corners and gateway sites shall include at least one of the design treatments described below [in order of preference, (1) being the highest]:

- 1. Locate a building on the street corner (preferably with a corner entry) and integrating special design features that accentuate the street corner. Examples could include a cropped building corner, turret, distinctive canopy, or other distinctive feature; or***
- 2. Provide pedestrian-oriented space (designed per [Provision 3.4.2](#)) at the corner leading directly to a building entry or entries.***

If the City determines that (1) or (2) above are not feasible, provide for one of the following options:

- 3. Install substantial landscaping: At least 30 feet by 30 feet or 900 square feet of ground surface area with trees, shrubs, and ground cover in a decorative manner that provides four-season interest. The space shall include a special architectural element, such as a trellis, to add identity or demarcation of the area. Such an architectural element may have a sign incorporated into it (as long as such sign does not identify an individual business or businesses); or***
- 4. Other treatments will be considered, provided they meet the intent of the standards and guidelines as determined by the City.***

The building design and orientation has prioritized the public use area immediately adjacent Broad Street to bring emphasis to the high visibility corner of Capitol Boulevard and Broad Street; providing a pedestrian friendly connection between the project site and the Boise Downtown area. By monopolizing on the pedestrian scale and activity of Broad Street and providing direct access from the vehicular emphasized thoroughfares of Capitol Boulevard and Myrtle Street, this required the parking use to extend to the edge of the building along Myrtle Street.

Through multiple meetings and helpful direction, the City of Boise Planning and Development staff has helped us understand the essential need to enliven the High Visibility corner of Capitol Boulevard and Myrtle Street. The following special design considerations and City staff assistance has helped to improve our design and meet the intent of the City



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Code and Design Guidelines.

As depicted in design treatment #1, we followed the direction of City staff and cropped the building back at the corner of Capitol Boulevard and Myrtle Street to introduce the desired entrance at the building corner. Additional emphasis of the corner has been provided through use of façade modulation, building finish materiality and incorporating a distinctive canopy.

As depicted in design treatment #2, we have introduced a pedestrian entrance, into the parking garage, at the corner of Capital Boulevard and Myrtle Street.

As depicted in design treatment #3, with helpful direction from City staff, to enliven the corner, we incorporated elements of item #3 above by creating a pedestrian oriented plaza of approximately 300 square feet at the corner of Capitol Boulevard and Myrtle Street. This plaza will be an inviting locale for pedestrians and guests alike. In an attempt to create an even more invigorating space we have expanded the roof deck out to the edge of Capitol Boulevard and Myrtle Street. As dictated in #3 above, we added a rooftop trellis under which guests can enjoy views down Capitol Boulevard and Myrtle Street. These public amenities and activity areas on the third floor level, above Capitol Boulevard and Myrtle Street, provide pedestrian connection between sidewalk and roof deck.

In conclusion, by adding the cropped building corner along Capitol Boulevard and Myrtle Street with the pedestrian entrance that is surrounded by a pedestrian plaza inclusive of sitting options and beautiful vegetation, and the design change to incorporate a trellis at the third floor roof deck, introducing increased life to the corner, we believe the design of Capitol Boulevard and Myrtle Street corner meets the intent of section 3.5.1. for a gateway site.

We appreciate your consideration of our Residence Inn Marriott project. We believe it will become an iconic addition to the beautiful gateway corridor of Boise. Please feel free at any time to contact me with questions or concerns.

Sincerely,

The Richardson Design Partnership

Michael R. Nilson
Senior Project Architect