

From the Triad Business Journal:

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## Groundbreaking for Courtyard by Marriott in downtown Winston-Salem set for next month

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Construction will soon begin on a new five-story, 126-room Courtyard by Marriott in downtown Winston-Salem at 640 W. Fourth St., between Foothills Brewery and the Center City West parking deck.

Developer Commercial Realty Advisors of Winston-Salem, working in partnership with Clarendon Properties of Wilmington on the \$18 million project, made the announcement Tuesday morning. Groundbreaking is scheduled for November, with opening scheduled for summer 2019.



COMMERCIAL REALTY ADVISORS

Rendering of the planned downtown hotel.

Counterpoint Construction of Garner will be the general contractor. R4 Architecture out of Charlotte will be the architect. Engineering work will be done by Stimmel & Associates of Winston-Salem.

According to CRA, the hotel will be architecturally designed to complement adjacent properties and the surrounding neighborhood, and will offer numerous amenities, including a rooftop terrace with panoramic views of the city.

Other amenities will include a full-service restaurant and bar, swimming pool, fitness center, 2,000-square-foot courtyard and more than 1,500 square feet of meeting and banquet space. The hotel will have a direct connection to a 700-space parking facility to ease parking for hotel guests.

“We’re excited that Marriott, the world’s largest hotel operator, has selected Winston-Salem and specifically our Fourth Street site as the location for their popular Courtyard brand,” said John E. Reece II, CRA managing partner.

Reece, who founded CRA in 2006, has been associated with several major Triad projects.

John Sandlin, president of Clarendon Properties, comments, “Our experienced hotel team is excited about working with John Reece, who has such deep roots in the Winston-Salem community. The Courtyard by Marriott is the premier Select Service Hotel Brand and will truly complement the location and Downtown Winston-Salem. Many of our team members are Wake Forest graduates, and working in Winston is a kind of homecoming for us, allowing us to rekindle and nurture our relationship with the university.”

Jason Thiel, president of the Downtown Winston-Salem Partnership, notes the selection of Winston-Salem by Marriott is yet another indicator of the area's growth and desirability as a destination spot.

"We've got sports, festivals, fairs, universities and are ideally positioned to take advantage of a day's drive to numerous tourist destinations," Thiel said. "Add in that our city's population is growing and you can see that we're entering an exciting time of planned growth."

Foothills Brewery founder Jamie Bartholomaeus said knowledge of the hotel project helped clinch his company's decision to invest in a new coffee shop, bar, and event space that will be connected to the brewpub.

"We're especially delighted to see that it will help connect the downtown retail area all the way to Broad Street," Bartholomaeus said.

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