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Developers select Courtyard by Marriott site for downtown Winston-Salem

By Richard Craver Winston-Salem Journal 4 hrs ago



640 W. Fourth St. will be home to a Courtyard by Marriott hotel in downtown Winston-Salem.

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Downtown Winston-Salem is set to gain another brand name hotel, this time a Courtyard by Marriott in its western section with an \$18 million price tag.

Developers said Tuesday they plan to break ground in November on a five-story, 126-room property at 640 W. Fourth St. It would be between Foothills Brewery and the Center City West parking deck. It is scheduled for a summer 2019 debut.

The developers are Commercial Realty Advisors LLC of Winston-Salem and Clarendon Properties of Wilmington. Their plans are to build a hotel that is “architecturally designed to complement adjacent properties and the surrounding neighborhood.”

“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 Reece II, managing partner with Commercial Realty Advisors.

The hotel will feature 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 750-space public parking deck will serve as its main accommodation for guests.

Part of the ground work for the project came in March 2016 when the Winston-Salem City Council approved the sale of the parking deck to the City Center West Associates LLC for \$2.275 million. Reece also serves as managing partner of the LLC.

Renovations at the parking deck include: a fence around the deck’s ground level; gates and card-access stairwells; entry and pavement systems for credit and debit card payments for daily and hourly parking; and new LED lighting and security cameras.

John Sandlin, president of Clarendon Properties, said part of his group's attraction to the Courtyard by Marriott project is working with Reece's group, which "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," Sandlin said.

"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."

The Courtyard by Marriott will join recently completed and under-construction downtown projects such as the Kimpton Cardinal Hotel, Hampton Inn and Suites and Hotel Indigo in the Pepper Building, as well as renovations to the Embassy Suites and downtown Marriott in Twin City Quarter.

Jason Thiel, president of Downtown Winston-Salem Partnership, said the project "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."

Winston-Salem Mayor Allen Joines said the addition of the Courtyard by Marriott property will complement the community's visitor and tourism industry. "The Courtyard by Marriott will facilitate our ability to attract meetings and corporate travelers to our city," Joines said.

Foothills Brewery founder Jamie Bartholomaeus said 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.

Civil engineers Stimmel & Associates of Winston-Salem will work on the project that will have infrastructure companies only from North Carolina involved.

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