

Sotherly Hotels Rebrands Crowne Plaza Houston Downtown to The Whitehall

D www.hotelbusinessdesign.com/links/news/news.php

HOUSTON—Sotherly Hotels Inc. is rebranding the Crowne Plaza Houston Downtown hotel to The Whitehall, returning the hotel to its historic name. On April 14, following a \$5-million renovation, The Whitehall will become the second property in the Williamsburg, VA-based Sotherly Hotels' portfolio of independent hotels.

The Whitehall was built in 1963 and designed by Welton Becket and Associates. According to the design firm, the hotel was the embodiment of the "Total Design" concept, in which the firm assumed responsibility for all aspects of the hotel's identity, including engineering, interiors, furniture, fixtures, landscaping, signage and even the silverware, menus, matchbooks and napkins in the hotel's restaurant. Many of the original hallmarks of Becket's mid-century design remain today, including the spiral staircase connecting the first and second floor public spaces and the white Italian marble flooring.



The majority of the renovation focused on upgrading the hotel's finishes and amenities. According to the hotel, The Whitehall of today marries modern amenities with postmodern and classic 1960s revival architecture style in its renovated accommodations and public spaces.

According to the hotel, the 259 renovated guestrooms are designed to provide a luxurious, peaceful and productive stay. All-new luxury amenities include hardwood flooring in all rooms, complimentary Wi-Fi throughout all public and meeting spaces, and eco-friendly spa toiletries. Plus, the interior features, modern plush seating, a full-length dressing mirror, updated window treatments and wall coverings and all-new bedding.

Among the hotel's most significant upgrades is the addition of a permanent in-house art gallery on the second floor. According to Sotherly, the gallery will feature works by students and alumni of the Savannah College of Art and Design (SCAD). The gallery is made possible through a partnership between Sotherly Hotels and SCAD.

Additionally, The Whitehall is a member of Historic Hotels of America, a collection of 275 historic properties defined by a commitment to maintaining authenticity, sense of place and architectural integrity. All members of Historic Hotels of America must be at least 50 years old, must have historic significance and have been designated as a National Historic Landmark or be eligible for listing in the National Register of Historic Places.

The property has an outdoor rooftop pool and sundeck, 24-hour fitness center and nearby dining.