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Hotel Rebrand

Another Marriott is coming to Philadelphia

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A City Avenue hotel will be undergoing a rebranding, and will operate under a new chain's name after a top-to-bottom, multimillion-dollar renovation.

The 335-room Crowne Plaza Philadelphia West at 4010 City Ave. is amid a propertywide renovation that will transform it into a **Marriott International** Inc. hotel.

The Courtyard by Marriott will open in July after an extensive \$15 million renovation starting Dec. 1. The makeover will include changes to the exterior, technology, lobby, restaurant, pool building in the back and all 335 rooms and their entry systems.

Once complete, the hotel will become a hybrid of sorts, co-owner [Gary S. Brandeis](#) said. The Crowne Plaza is currently a full-service hotel with meeting space, while the Courtyard concept is a limited-service product. The hotel will maintain the meeting spaces, which will be marketed more heavily, General Manager [Addy Maini](#) said.

This is the hotel's second rebranding since it was built in 1982. It converted from a Holiday Inn to the Crowne Plaza in 2009. The hotel still features outdated fixtures, including the carpeting and hotel room doors.

The conversion will be more in line with Marriott's contemporary standards, including new technology, furniture and fixtures, wider hotel room doors, tiling and carpets, among other changes.

The front desk will move in front of the elevators and will be separated into three podiums. The first-floor fitness center will move to a mezzanine area in a space that's three times larger.

The lobby area will be more open to be more collaborative, similar to a co-working space, Brandeis and Maini said. A lower-level section in the lobby will level with the first floor.

The backdoor pool building will also be demolished and rebuilt, while the hotel's Avenue Grill will be replaced with Marriott's Bistro Plus concept.

The tech upgrades will run throughout the property, including faster and more secure Wi-Fi, as well as other amenities like the ability to watch Netflix accounts on equipment in the new fitness center.

The hotel room doors will also feature a new, keyless entry system that will work with phones at some point so guests will be able to skip the front desk and go straight to their rooms, Brandeis said.

The hotel's conversion is coming at the perfect time, Brandeis said, when other major redevelopments in commercial and residential real estate are taking place in the surrounding areas by the Post Brothers and Brandywine Realty Trust.

The transformation from a Crowne Plaza into a Courtyard also strengthens Marriott's footprint in the region, joining the more than 70 hotels already under Marriott's lineup in the Philadelphia area.

The Crowne Plaza is owned in a joint venture between the FB Real Estate Fund and the hotel's manager Pinnacle Hospitality.

The FB Real Estate Fund is a partnership between Franklin Square Capital Partners' Michael C. Forman, Real Estate Capital Management's Brandeis and Blackstone's Strategic Partners Fund Solutions. The ownership structure will not change when the Crowne Plaza is converted because the owners are franchisees of the property.

Kenneth Hilario covers hospitality, restaurants and takes on general assignments and breaking news.