

Hotel Business®

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# DESIGN

The Business of Hospitality Style®

## Fashion Forward

Baskervill's Gary Inman has a passion for style that inspires

### personal approach

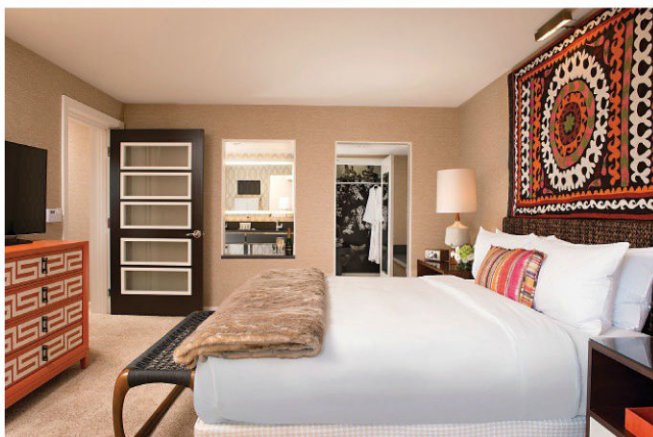
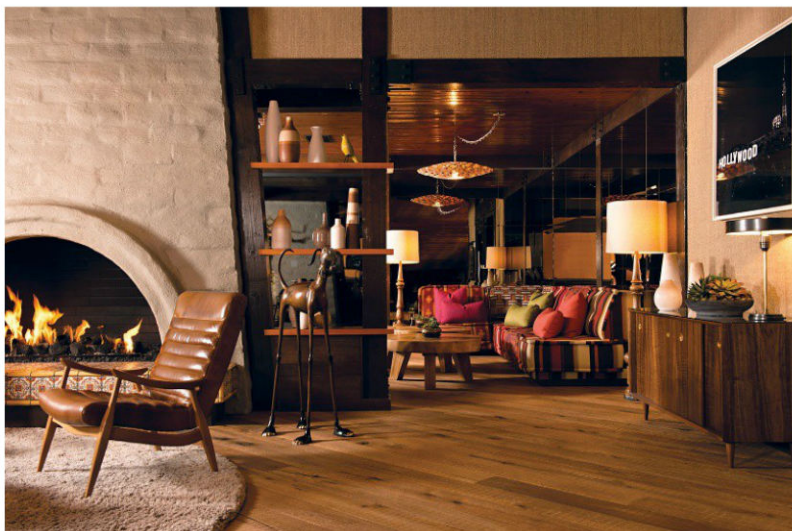
BRANDS CAN LEARN FROM BOUTIQUES

### foreign intrigue

INTERNATIONAL HOTELS, LOCAL FLAVOR







# '70s Chic

The Garland offers a modern twist on a retro vibe

By NICOLE CARLINO

**M**ark Watson, a San Francisco architect, and his wife, owner of a boutique clothing shop, have two kids. The couple met at the Ace Hotel. As they've aged, they have looked for hotels that are mature and healthy, but not stuffy or precious. Upwardly mobile, the Watsons want to experience travel, food and lodging that stimulates their appreciation of design and style, but remains inclusive of family.

The Watson family is an imaginary one, but they also represent the prototypical guest James Crank, owner of the Garland Hotel, wanted to design for with the \$20-million renovation of the property.

Located in the San Fernando Valley, The Garland is named after Crank's mother, Beverly Garland, a television and film actress. Crank noted that his parents originally designed the hotel to celebrate the California native styles of Mission and Post-Modern. "I always believed the property was underutilized," said Crank. "I believed that it was worth restoring."

Family ownership teamed up with design team Forchielli Glynn, LLC and Rossi Architecture. The first phase of the property's transformation made its debut last November, updating all 257 guestrooms, including 14 suites, and the lobby and lobby bar. The final phase of the renovation includes the opening of The Front Yard, the hotel's new neighborhood restaurant helmed by Executive Chef Chris Turano. It features the addition of an expansive outdoor patio, bar and fire pit. Other highlights include The Store, the California-inspired hotel gift shop curated by Crank's sister, Carington; and Beverly Park, a 4,000-sq.-ft. outdoor garden and weddings & events venue.

Fittingly, Beverly Garland serves as an inspiration for the eponymous hotel. "As her career flourished, she flourished in the fashions of the 1970s. She cultivated a very Halston/Bob Mackie bohemian chic look that was very natural, elemental and feminine," said Crank. A painter and pottery thrower, Garland had filled the family home with pottery, macramé, pets and flowers. Crank explained, "Consequently, our use of macramé, pottery, orange, wood and slump stone all take their cue from her inspiration. These design elements were intended to convey a sense of natural warmth, inclusion and spirit, as opposed to the more hard, edgy, 'night-club' energies of competitive hotels."

Cynthia Forchielli, principal of Forchielli Glynn, noted, "Built in the '70s as a Howard Johnson, the owners wanted to embrace the essential DNA of that era. Imagine *The Brady Bunch* meets *Sunset* magazine. The touches of bright orange and warm wood bring you back to that era, but the new design is more relevant with just the right amount of nostalgia." While the hotel used orange and brown, Forchielli noted, "We had to be careful about the overuse of these colors, which can look heavy and sad. We were always careful to have just touches of orange and always with lots of creamy whites and soft taupes so the scheme stays fresh and light."

The main check-in building features exposed timber



construction with iron collars and a large adobe brick fireplace that is a central element. "We built on these existing materials," said Helen Glynn, principal. In the expanded lobby, the front desk was reoriented and the front faces of the new desk are stacks of reclaimed timber in different thicknesses and wood tones, creating a rustic counterpoint with the thick terrazzo top and sides."

Crank added, "Lobby textiles range from aged brown leather in the armchairs to cottons in a gypsy-like potpourri of colors and patterns for the lounge. Furnishings range from sleek, midcentury-modern credenzas to massive tree trunk tables. Wall art ranges from a custom folk-art wall sculpture entirely composed of tennis rackets to collections of bohemian pottery vases. The designers cleverly incorporated orange into the interior of the galaxy wooden ball lobby chandelier. Consequently, the lobby lighting has an orange hue, which gives everyone a good look."

Glynn added that the style of the hotel relies heavily on texture. "The hotel nestles among mature sycamore, eucalyptus and pine trees, so the setting has a rustic quality with its Spanish-tile roofs, ranch-style buildings and wooden eaves. We incorporated a textured gray-washed finish for the guestroom casegoods," she said.

One of Crank's must-haves was a livable guestroom. "For example, where we could, we moved the shower controls to the opposite side of the shower stall, so people could activate the shower without getting wet," he explained. "In other rooms where that was not possible, we cut a hole in the shower wall glass." In addition, he noted, the team built stone luggage benches by the entrance to de-clutter the room, as well as a purse hook above the bench; added a small shelf to the entrance mirror to provide easy access to sunglasses and keys; and tiled the entrance floors of the rooms, but left the bedrooms carpeted because "we found an all-tiled floor created unbearable cross-room noise from shoe heels and roller-luggage." However, Crank said, "In pet-friendly rooms, we did tile the entire floor, and we kept them on the first floor opposite our private outdoor pet park."

Guestroom artwork had to be original and local. The designers commissioned four sets of line-drawing renderings from artist Hampton Hall featuring iconic local sites: the Hollywood Bowl, the entrance to the former Chinese Theatre, the entrance gate of Universal Studios and the Capital Records building.

Forchielli noted that The Front Yard is visible from the drive to the property. "It provides an immediate source of energy and vitality as you arrive," she said. "The flicker of candles and firelight further invigorate the entry circle." Crank added, "In order to link the restaurant design to the rest of the property, we brought in the slump stone element of the room towers to the interior walls of the dining room; the gas lantern details of the Park entrance to the entrance path of the Front Yard patio; and faced the bar in a retro geometric terracotta tile to link with... the tile roofs of our other buildings."

Crank noted that the creation of Beverly Park represents many of the hotel's best elements. "Designed by landscape architect Jonny Appleseed, the park was a conversion of a tennis court to an event space under massive sycamore trees," he said. "We imported cantera-stone fountains and columns, wove in native flowering plants, shrubs and trees. We integrated sound systems and drip irrigation."

Guest feedback has been positive. "Guests appreciate the seamless inclusion of modern living (WiFi, property-wide acoustics, integrated light bathroom mirrors and digital check-in) with the nods to our 1970s heritage," said Crank. "Many people comment that they can tell the property is deeply loved and has a soul behind it."



Check out our video montage at  
[video.hotelbusinessdesign.com](http://video.hotelbusinessdesign.com)

#### The Garland

**LOCATION** North Hollywood, CA

**COST** \$20 Million

**OWNER/OPERATOR** Rio Vista Development

**MANAGEMENT COMPANY** Marcus Hotels & Resorts

**ARCHITECT** Rossi Architecture

**INTERIOR DESIGNER** Forchielli Glynn

**KEY SUPPLIERS** Lighting: Scott Lamp and Company Carpet/flooring: Shaw, Lexmark Carpet Mills, Inc. Furniture: Aspects Furniture International, Charter Furniture, Janus et Cie, J.L. Furnishing

Company Linens: Standard Textile Co. Inc. Bedding: Serta National Bedding

Fabrics/textiles: Charles Samelson Bath fixtures: Delta; Kohler Co. Bath mirrors: Seura

Artwork: Hampton Hall Studio Stonework: Jay Edward Group Drapes: Interior Specialties