



## Hotel Albuquerque at Old Town

This project involved extensive renovations to the largest hotel in Old Town, the heart and soul of Albuquerque and one of the most popular tourist attractions in New Mexico. The overall goal of the project was to establish an “Albuquerque Style” for both the interior and exterior, one that reflects all the cultures of Old Town and the tradition of older Albuquerque hotels. The adapted territorial style transformed the hotel’s 1970-era look into one of timelessness.

D/P/S worked extensively with an interior design firm to create the look desired by the client. Walls were replastered, large windows were segmented and existing roof beams were modified to create a more massive feeling inside. The two restaurants were themed to portray the multicultural aspects of New Mexico: one to evoke the feeling of a Mexican café and the other an old Spanish dining room. Custom carpeting, furniture and light fixtures were all chosen and created with an eye to traditional crafts.

One of the owner’s primary goals was to add convention space and a ballroom in what was formerly an enclosed retail space adjacent to the hotel. The new ballroom is the largest in the state, designed and furnished in the same “Albuquerque Style” embodied by the renovated hotel. Other projects included renovation of the original ballroom, creation of a new bar, new gardens, a swimming pool, and a wedding chapel.

Outside, the same concept of creating a territorial style and a more massive feeling is reflected in the modification of wall surfaces. New brick copings, sections of the existing slump block walls and stucco colors consistent with the character of Old Town Albuquerque lend to the local feeling. A tower element at the main entrance was added to create a stronger sense of entry and a focal point recognizable from the street. The garden design is based on the traditions of Spanish gardens where outdoor rooms in axial alignments are formed with buildings, portals, freestanding walls, and expressive landscaping. Colorful, fragrant, heat and drought tolerant shrubs and ground covers dominate the landscape design, which includes flexible grass gathering spaces sized to accommodate tents for large formal events.

By connecting the architectural character of the hotel with that of Old Town, the owners have created an extended sense of place. Business has increased substantially since the completion of the project. Future phases based on the master plan include an additional room tower to the south of the new pool area and an architecturally appropriate facade treatment of the existing tower.

The client is also considering a spa/condominium addition as a future phase of development. The spa program currently includes 15,000sf of



bathroom and 7,500sf of spa, spa retail and fitness center. Forty-five units of residential condominiums would be located on four levels above the spa facility. The client also wants to incorporate small retail areas lease-able by outside vendors on the east side of the building, parallel to an existing side street in an effort to create a more friendly atmosphere and approach to the hotel.

---

**Location:** Albuquerque, NM

**Cost:** \$2.3 million

**Size:** 19,200sf; 188 rooms

**Completion:** 2003

#### Awards

*New Mexico Business Journal, "Best Buildings," Interior Category, 2001*

#### Publications

*Travel +Leisure magazine named Sheraton Old Town as one of the "Top 25 Stylish Hotels" in the US in 2002.*

#### ALBUQUERQUE

7601 Jefferson NE, Suite 100  
Albuquerque, NM 87109  
505.761.9700 tel - 505.761.4222 fax

#### LAS VEGAS

6860 Bermuda Drive, Suite 100  
Las Vegas, NV 89119  
702.436.1006 tel - 702.436.1050 fax

#### AMARILLO

500 S. Taylor, Suite 750  
Amarillo, TX 79101  
806.376.8199 tel - 806.376.8189 fax