

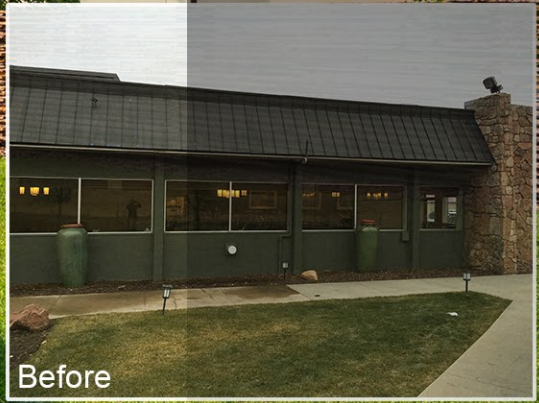
# Best Western Plus Boulder Inn Boulder, Colorado

**Category**  
Hotel  
Repositioning

**Client**  
Best Western Plus Boulder Inn

**Project Data**  
Exterior Renovation  
2.47 Acres  
99 Rooms

**Services Provided**  
Architecture



The goal of the Best Western Plus Boulder Inn remodel was for the exterior to appear as a new building, not a renovation. The hotel ownership wanted to differentiate the property from the traditional Best Western aesthetic with a character that emodies Colorado to welcome guests with a local experience before they even enter the door. This was successfully acheived by improving the user experience through materials and forms in three main locations: the south facing wall, the porte-cochere, and the light tower.

