

**CITY OF NEW BERN  
BOARD OF ALDERMEN SPECIAL MEETING  
OCTOBER 26, 2021 – 3:00 P.M.  
CITY HALL COURTROOM  
300 POLLOCK STREET**

**Closed Session Minutes**

**Board Members in Attendance:** Mayor Dana Outlaw; Aldermen Sabrina Bengel, Jameesha Harris (via Zoom and telephone), Robert Aster, Johnnie Ray Kinsey, Barbara Best (arrived at 3:18 p.m.), and Jeffrey Odham. Absent: Alderman Best. A quorum was present.

**Also in Attendance:** Foster Hughes, City Manager; Michael Scott Davis, City Attorney; Jaimee Bullock-Mosley, Assistant City Attorney; Brenda Blanco, City Clerk; and Amanda Ohlensehlen, Community and Economic Development Manager.

From The Kessler Group: Richard Kessler, Chairman and CEO; Mark Kessler, President; Fravy Collazo, CFO; William Atkinson, Director of Real Estate Investments; and Christian Sottile, President of Sottile & Sottile Architects

Mr. Hughes introduced Richard Kessler, who shared the story of how The Kessler Group learned about New Bern and discovered the Elks Building, which they have under contract to close within 45 days. The group has performed a marketing study on the area and would like to undertake three projects in New Bern. Just prior to this meeting, they met with officials from Craven County to express their desire to partner with the City and the County.

(Alderman Best arrived at 3:18 p.m.)

Christian Sottile, architect/town planner/historic preservationist, shared a PowerPoint presentation to showcase some of Kessler's developments. He then reviewed the three projects proposed for New Bern:

- Elks Building – Conceptual floor plans shared for a restaurant, coffee shop, hotel rooms, and roof-type space. Project investment about \$20-25 million. Development to employ roughly 100 people.
- Talbots Site – Conceptually may be used as an upscale, limited-service hotel or apartments with possible retail on the lower level. Parking would be a challenge; may need to work with the City on that. Project investment estimated at \$30-40 million. Development to employ about 80 people.
- Union Point Park – Conceptual vision is to enhance the park and erect a grand and stately building to serve the community; possibly add a fountain that could double as a stage. Investment estimated at \$75-100 million. Development to employ about 300 people.

Questions and answers were addressed, and a potential timeline was discussed.

(Alderman Kinsey momentarily stepped out of the room at 4:58 p.m., returning at 5:01 p.m.)

Mr. Davis explained how economic incentives are typically provided through future increases in ad valorem property taxes. Deals are structured so that the developer puts up their money first to increase the tax base. As the City collects taxes paid by that developer, a portion of that income is shared with the developer. With these projects being in downtown, taxes will be collected for both the General Fund and the Municipal Service District ("MSD") to help with downtown infrastructure.

Alderwoman Harris expressed concerns about the project extending beyond the Elks building. While Alderman Aster questioned the initial concept of removing the roadway from Union Point Park, he and Mayor Outlaw expressed total support of the three projects. Alderman Best stated she felt these were great projects that would be an asset for the City. Richard Kessler stated the County indicated they were in desperate need of additional hotel space to support the convention center, and they expressed a desire to help in any way.

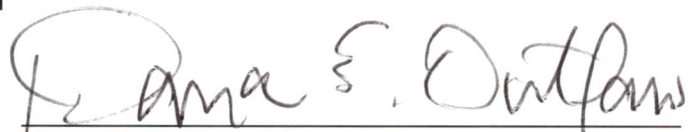
Alderman Bengel made a motion to give direction for the City Manager to have staff work with The Kessler Group on a Memorandum of Understanding to move forward on how the two can work together, seconded by Alderman Kinsey. The motion carried 6-1 with Alderwoman Harris voting against it.


Alderman Bengel made a motion to go back into open session, seconded by Alderman Aster. The motion carried unanimously 7-0, time being 5:24 p.m.

The attached documents are incorporated herewith and are hereby made a part of these minutes.

NOTE: For additional details and information on the Board of Aldermen meetings, please visit the City of New Bern's website at [www.newbernnc.gov](http://www.newbernnc.gov). Video and audio recordings of the meeting have been archived.

Minutes approved: <sup>January 11, 2022</sup> ~~November 23, 2021~~

  
Dana E. Outlaw, Mayor

  
Brenda E. Blanco, City Clerk



*Introduction and Overview for Civic Enhancements of*  
**NEW BERN, NORTH CAROLINA**

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THE *Kessler* COLLECTION<sup>®</sup>

EXPLORE  
A VISION

WITH A  
TWIST

*Kessler*

## A VISIONARY HOSPITALITY BRAND

Founded by Richard Kessler in 1964, Kessler® is a visionary hospitality brand that owns, develops and manages specialty hotels, restaurants and retail that treat guests to the Bohemian Lifestyle and unique experiences with a twist. We integrate experiences throughout hotel development, ownership and third-party management ventures, creating value for our owners and loyalty from our guests.

"Every interaction, exchange and transaction could and should create value for our owners, investors, team, guests and each community we serve."

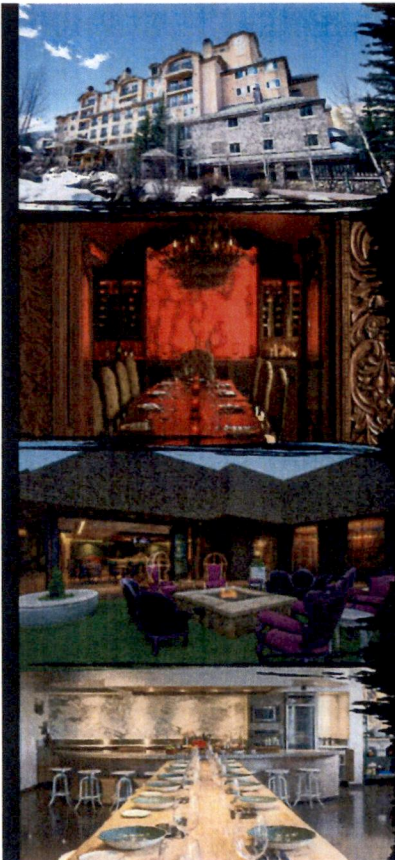
—Richard Kessler





AN  
INSPIRING

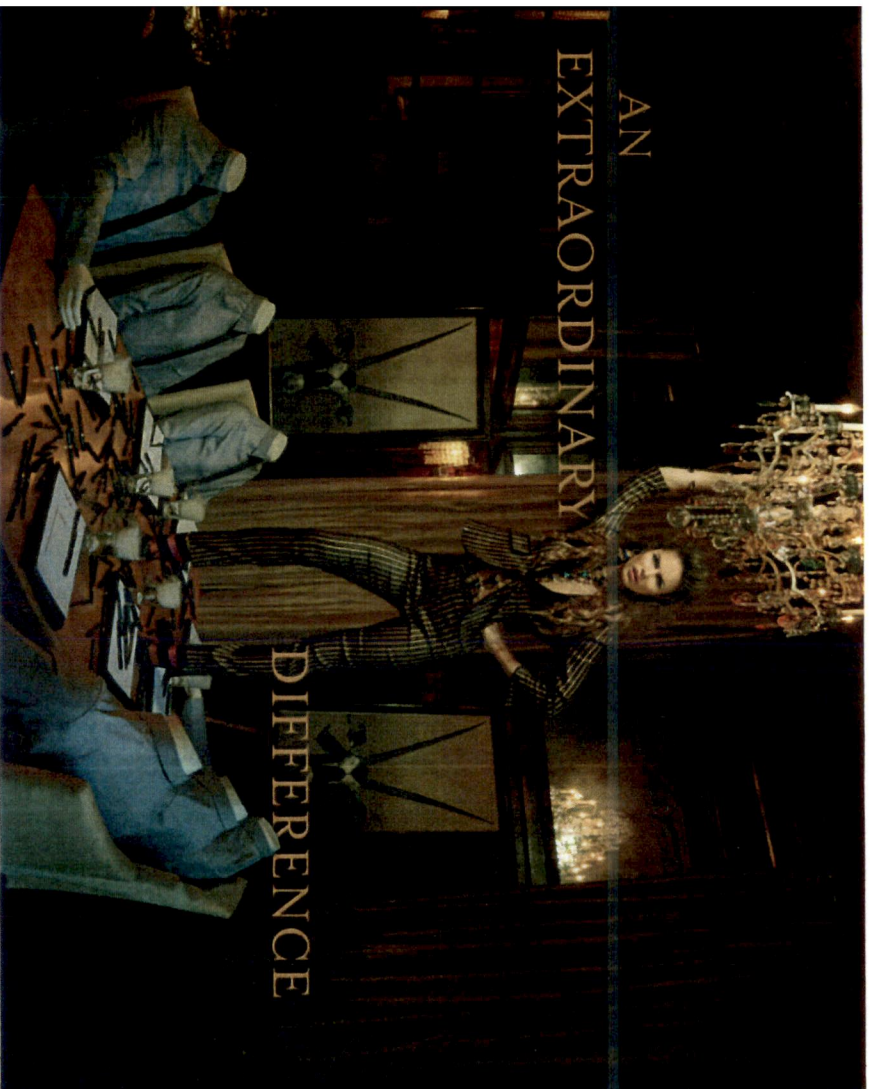
PROFILE



We believe people want to be inspired. Our hotels are located in destinations where people want to be. Our restaurants are award-winning and truly one-of-a-kind. Our experiences are crafted with a Bohemian twist. And our Grand Performers deliver on our belief, every day.

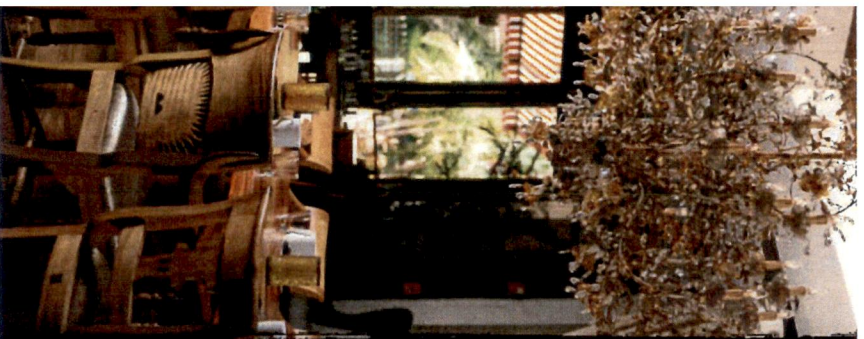
- 7 Culture-Rich Destinations
- 9 Captivating Hotels
- 8 Inspired Restaurants
- 15 Lounges & Cafés
- 5 Signature Spas
- 6 Grand Bohemian Art Galleries
- 4 Classes by Kessler
- 1,200+ Extraordinary Grand Performers

*In Development: 1 New Entertainment District, 3 New Hotels,  
17 New Restaurants and more than 1,000 New Jobs*



AN  
EXTRAORDINARY

DIFFERENCE



As fellow owners, developers and operators, we understand what it takes to deliver the quality, innovation and service that our guests expect. It's not good enough. We practice the art of extraordinary. We create it ourselves with passion, purpose and relentless determination. We bring some of the industry's best talent together, who deliver professional service combined with a welcoming smile. Then we add another level of intuitive service that you may never see. But guests feel it in everything we do.

The Kessler Corporate Management (CM) team is comprised of seasoned hoteliers with extensive corporate and retail hotel management experience with independent hotels, as well as the standard of quality and luxury segments. We strive for extraordinary service and with every stay, we're looking forward to inspiring your journey.





## PROVEN RESULTS

We consistently perform well above U.S. upper upscale and boutique segments, with a focus on ADR growth, profit contribution and ancillary revenues through one-of-a-kind guest Experiences.

ECM demonstrates world-class Revenue Management performance that exceeds brand expectations.

Our e-commerce efforts are aligned with our marketing and revenue strategies, and are evaluated and actively managed—every expenditure is measured for ROI.

Our National Sales reach is strong, with tenured Grand Performers in major feeder markets. Our sales results are exceptional and are based on selling the value of the hotel and guest experiences versus typical rates, dates and space.



## CAPTIVATING HOTELS









Food and Beverage are not add-ons. They're unique experiences on their own—ones that extend the guest to create new memories, increase repeat business and build loyalty for our brands.



700  
crayton  
RESTAURANT

Costa Brasserie  
à la carte brasserie

[E]  
ÉLEVÉ

HABITAT  
— RESTAURANT —

LAKESIDE  
RESTAURANT & BAR

Red Stag  
Grill

ROCKS  
TO  
THE  
RIVER

THE BOHEME



UNIQUE

EXPERIENCES



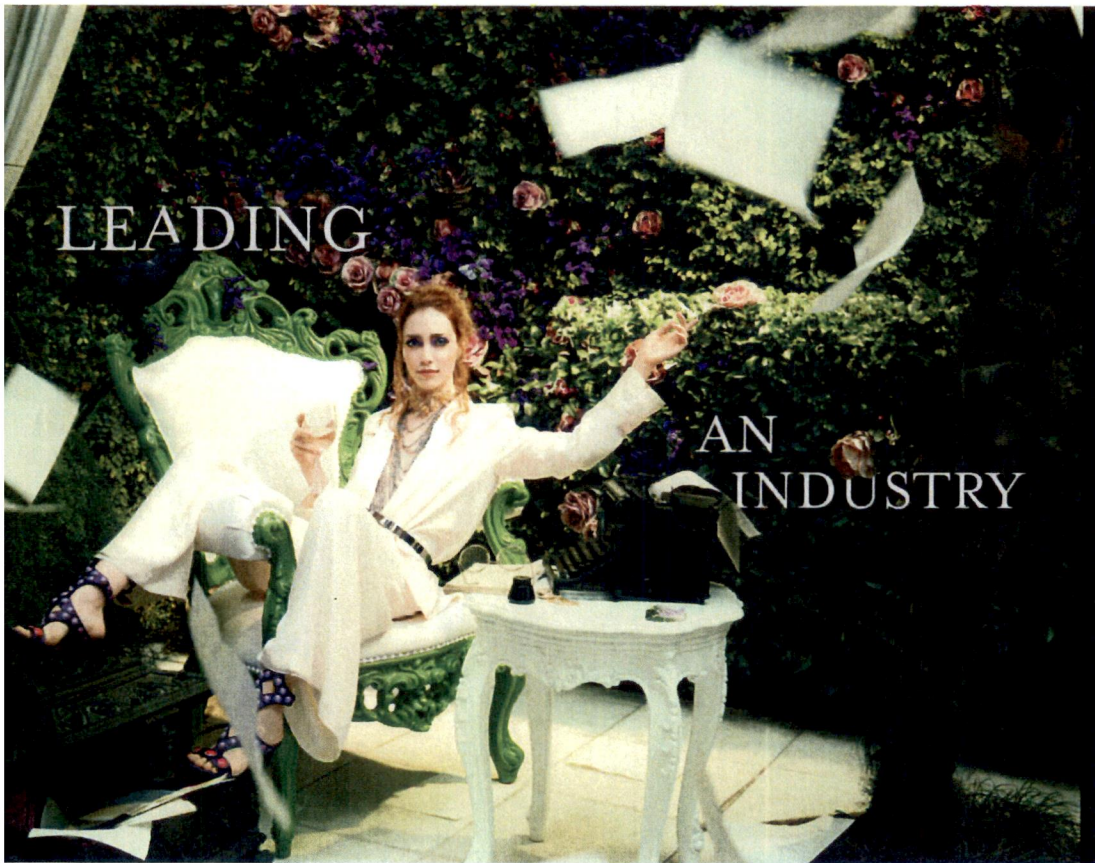


Kessler was one of the first  
to hire groups to create multiple  
experiences for guests. It was the  
first step toward building  
a multi-market and  
multi-experience.

*Experiences*  
BY KESSLER



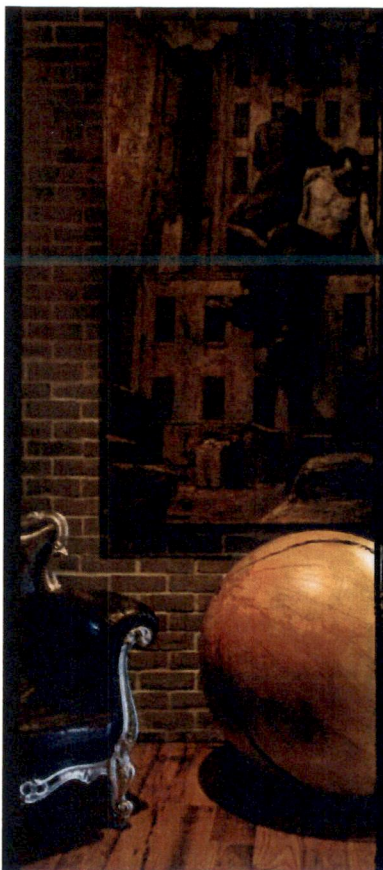
DOSEIDON  
SPA



LEADING

AN  
INDUSTRY





We are the founding members of Marriott's Autograph Collection, which launched in 2010. Kessler hotels helped set the standard for the collection and today, we enjoy a strong working relationship with Marriott as a franchise owner, independent operator and active member of several advisory committees.

Kessler continues to be an innovative leader and trusted Marriott partner, and currently the largest owner/operator of properties within the Autograph Collection in the world. The company is seeking more right-fit opportunities to expand and build the Marriott partnership.

- 2018 Marriott Intl, Operational Excellence 2018
- 2018 Autograph Collection Hotels, Development Partner of the Year
- 2017 Hotel of the Year (Grand Bohemian Hotel Mountain Brook + Grand Bohemian Hotel Asheville)
- 2016 Partnership Hall of Fame
- 2015 F&B Excellence
- 2014 Partnership Circle
- 2013 Partnership Circle
- 2010 Best New Product
- 2010 Deal of the Year

## AWARDS AND ACCOLADES

### U.S. NEWS & WORLD REPORT

- Mansion on Forsyth Park, No. 2 Best Hotel in Savannah
- Bohemian Hotel Savannah Riverfront, No. 4 Best Hotel in Savannah
- Casa Monica Resort & Spa, No. 2 Best Hotel in St. Augustine
- Grand Bohemian Hotel Orlando, No. 6 Best Hotel in Orlando-Walt Disney World
- Grand Bohemian Hotel Asheville, No. 2 Best Hotel in Asheville

### TRIPADVISOR

- Grand Bohemian Hotel Charleston, Certificate of Excellence
- Grand Bohemian Hotel Orlando, Certificate of Excellence

### AAA AWARDS

- Bohemian Hotel Savannah Riverfront, AAA Four Diamond
- Grand Bohemian Hotel Asheville, AAA Best of Housekeeping
- Grand Bohemian Hotel Asheville, AAA Four Diamond
- Grand Bohemian Hotel Charleston, AAA Best of Housekeeping
- Grand Bohemian Hotel Charleston, AAA Four Diamond
- Grand Bohemian Hotel Mountain Brook, AAA Four Diamond
- Grand Bohemian Hotel Orlando, AAA Best of Housekeeping
- Grand Bohemian Hotel Orlando, AAA Four Diamond
- Mansion on Forsyth Park, AAA Four Diamond

### MOUNTAIN BROOK MAGAZINE

- Grand Bohemian Hotel Mountain Brook, Best Spa
- Grand Bohemian Hotel Mountain Brook, Best Drink/Cocktail

### FORBES

- Bohemian Hotel Savannah Riverfront, Recommended Hotel

### U.S. NEWS & WORLD REPORT SILVER BADGE

- Grand Bohemian Hotel Orlando, Best Hotels in Orlando - Walt Disney World
- Casa Monica Resort & Spa, Best Hotel in St. Augustine
- Mansion on Forsyth Park, Best Hotel in Savannah
- Grand Bohemian Hotel Asheville, Best Hotel in Asheville

### CHARLESTON CITY PAPER

- Grand Bohemian Hotel Charleston, One of the best rooftop bars

### FODOR'S

- Grand Bohemian Hotel Charleston, Coolest Hotel Bars in Charleston
- Grand Bohemian Hotel Charleston, Coolest Hotel in Charleston

### ORLANDO MAGAZINE

- Grand Bohemian Hotel Orlando, Best Business Hotel
- Grand Bohemian Hotel Orlando, Best Hotel Lounge

### TRIPADVISOR

- Grand Bohemian Hotel Orlando, Certificate of Excellence The Bohemia

### CONDÉ NAST TRAVELER

- Grand Bohemian Hotel Charleston, No. 8 Hotel in Charleston
- Grand Bohemian Hotel Orlando, No. 7 Hotel in Florida
- Castle Hotel, No. 10 Hotel in Florida
- Bohemian Hotel Savannah Riverfront, No. 11 Hotel in the South
- Mansion on Forsyth Park, No. 28 Hotel in the South
- Grand Bohemian Hotel Asheville, No. 30 Hotel in the South

### TRIPADVISOR

- Mansion on Forsyth Park, 200 Dayton 2017 Certificate of Excellence and 2017 Certificate of Excellence

### SOUTHERN LIVING

- Mansion on Forsyth Park, No. 6 South's Best Hotel

### U.S. NEWS & WORLD REPORT

- Grand Bohemian Hotel Asheville, No. 1 Best Hotel in Asheville
- Casa Monica Resort & Spa, No. 1 Best Hotel in St. Augustine
- Mansion on Forsyth Park, No. 2 Best Hotel in Savannah
- Grand Bohemian Hotel Orlando, No. 14 Best Hotel in Orlando

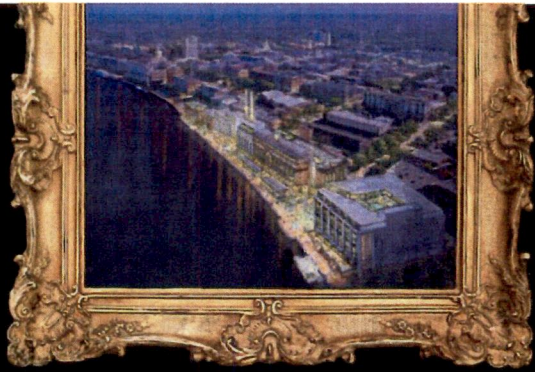
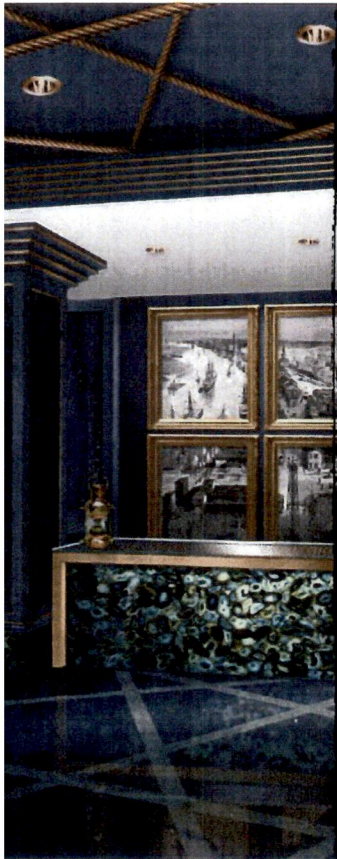
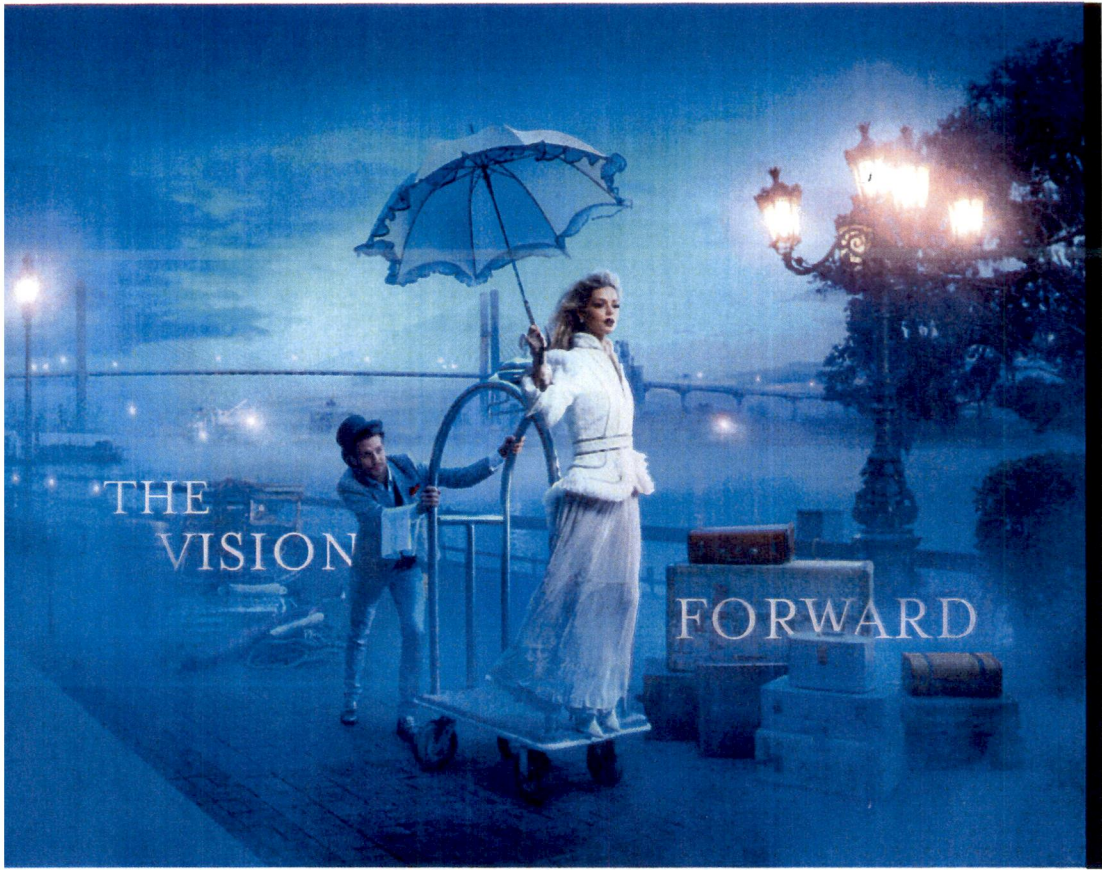
### FORBES

- Grand Bohemian Hotel Charleston, Four Diamond
- Bohemian Hotel Savannah Riverfront, Recommended Hotel
- Grand Bohemian Hotel Asheville, No. 36 Hotel in the South

### HOTELS.COM

- Grand Bohemian Hotel Mountain Brook, Loved by Traveler Winner





Plant Riverside District  
Savannah, Georgia

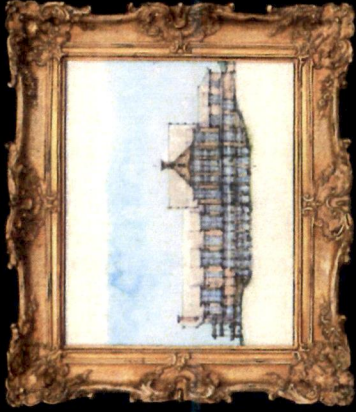
## PLANT RIVERSIDE DISTRICT

We are also creating a flagship riverfront entertainment district featuring a 419-room JW Marriott, more than a dozen incredible restaurants, rooftop bars and lounges, plus high-end retail stores, wine tasting experiences, art galleries, live concert and entertainment venues, natural science exhibits, kids activity areas and fresh air parks, as well as more than 17,000 square feet of event space.



## GRAND BOHEMIAN HOTELS

We continue to create new ways to inspire guests—from hotels to restaurants to retail developments. Current developments include Two New Grand Bohemian properties located in Greenville, South Carolina and Charlotte, North Carolina.



Grand Bohemian Greenville  
Greenville, South Carolina



Grand Bohemian Charlotte  
Charlotte, North Carolina



"As we expand, we are looking for partners who share our vision to create inspiring hotels, restaurants and experiences, our passion to provide extraordinary service, and our commitment to drive results in every aspect of the business. A true visionary hospitality brand delivers on all of these."

—Mark Kessler



CONTACT OUR TEAM AND LET YOUR  
KESLER EXPERIENCE BEGIN.

MARK KESSLER

Executive & COO, Kessler Collection  
Design & Development  
mark.kessler@kesslercollection.com  
+1.407.996.9961

FRAY COLLAZO

Chief Financial Officer  
fray.collazo@kesslercollection.com  
+1.407.996.9979

GRAND  
BOHEMIAN  
HOTELS

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THE  
HOTEL

All photographs are property of The Kessler Enterprise, Inc. © 2019.

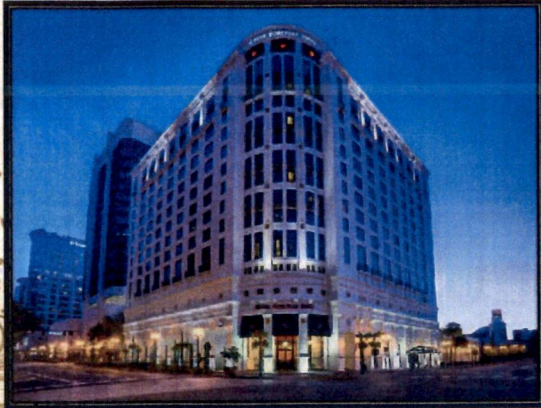
*Kessler*

Hotel Projects

THE *Kessler* COLLECTION®



## Grand Bohemian Hotel Orlando



**Location:** Orlando, FL

**Project:** Grand Bohemian Hotel Orlando  
250-room boutique hotel anchoring downtown Orlando revitalization: City Hall, CNL Towers, Lincoln Property Company, Amway Arena, and Dr Phillips Performing Arts Center.

**Affiliation:** Westin: 2001-2006  
Preferred Hotels & Resorts: 2007-2010  
Marriott Autograph Collection: 2010 – Current

**Status:** Open April 19, 2001

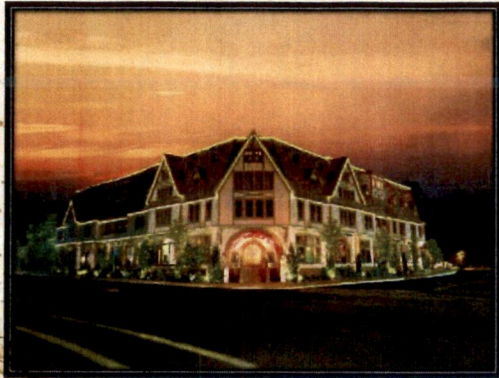
**Cost:** \$42,500,000

**Debt:** \$27,000,000  
**TIF:** \$ 3,500,000  
**Equity:** \$12,000,000

**Kessler Ownership at Opening:** 100%

*Kessler was the developer and responsible for 100% of all development services and capital structuring including debt and equity. Structured TIF financing through the City of Orlando for \$3.5 Million, which was paid back in three years.*

## Grand Bohemian Hotel Asheville



**Location:** Asheville, NC

**Project:** Grand Bohemian Hotel Asheville  
104-room boutique hotel developed in highly sensitive Biltmore Village Historic District. Historic Review Board and public input, review and participation. High-quality design and restrictive historic criteria involved in execution.

**Affiliation:** Opened as an Independent, converted to Marriott Autograph Collection 2010

**Status:** Open April 1, 2009

**Cost:** \$48,000,000

**Debt:** \$30,000,000

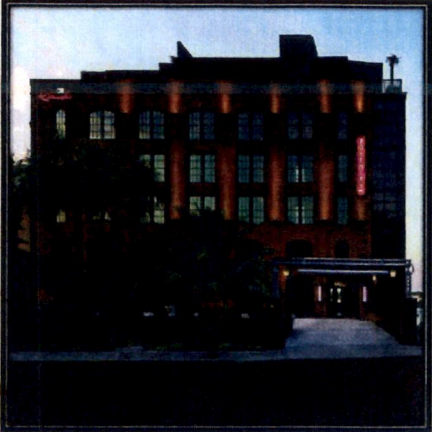
**Equity:** \$18,000,000

**Kessler Ownership at Opening:** 75%

*Kessler was developer and responsible for 100% of all development services and capital structuring including debt and equity raise.*



# Bohemian Hotel Savannah Riverfront



**Location:** Savannah, GA

**Project:** Bohemian Hotel Savannah Riverfront  
75-room boutique hotel in the historic district with Historic Review Board and multiple design and public input hearings throughout design and development process.

**Affiliation:** Opened as an Independent, converted Marriott Autograph Collection 2010

**Status:** Open July 23, 2009

**Cost:** \$30,500,000

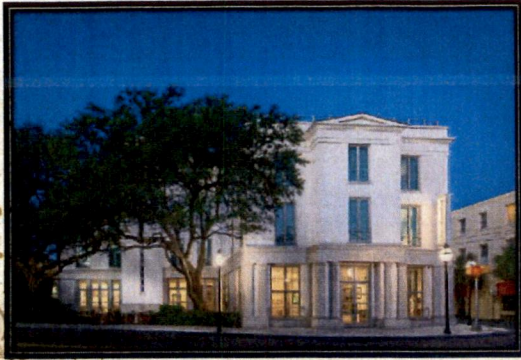
**Debt:** \$22,500,000

**Equity:** \$ 8,000,000

**Kessler Ownership at Opening:** 100%

*Kessler was developer and responsible for 100% of all development services and capital structuring including debt and equity.*

## Grand Bohemian Hotel Charleston

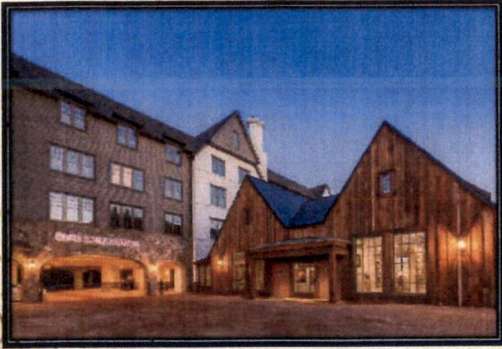


Location:	Charleston, SC
Project:	<b>Grand Bohemian Charleston</b> 50-room boutique hotel in Historic District with extensive public involvement and intensive historic review and public input and restrictive design criteria.
Affiliation:	Marriott Autograph Collection
Status:	Open August 30, 2015
Cost:	\$32,000,000
Debt:	\$20,000,000
Equity:	\$12,000,000
Kessler Ownership at Opening:	25%

*Kessler was developer and responsible for 100% of all development services and capital structuring including debt and equity raise.*



## Grand Bohemian Hotel Mountain Brook

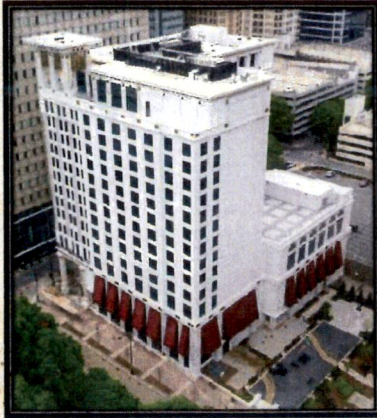


Location:	Mountain Brook, AL
Project:	Grand Bohemian Hotel Mountain Brook 100-room boutique hotel in PUD; highly sensitive residential community with extensive public involvement, input and restrictive design criteria.
Affiliation:	Marriott Autograph Collection
Status:	Open October 2015
Cost:	\$45,400,000
Debt:	\$26,250,000
Equity:	\$19,150,000

Kessler Ownership at Opening: 25%

*Kessler was developer and responsible for 100% of all development services and capital structuring including raising of debt and equity.*

## Grand Bohemian Hotel Charlotte



**Location:** Charlotte, NC

**Project:** Grand Bohemian Hotel Charlotte

Located in the heart of uptown Charlotte, visitors and guests are invited to let their creativity come out to play in our inspired Argentinian boutique hotel. Follow your curiosity to a vibrant rooftop bar boasting Venetian Red Marble or immerse yourself in our open kitchen restaurant adorned with crystals, rich woods and fine fabrics. Join us for an inspired Bohemian experience and embrace the charming allure of Argentinian culture through detailed architecture, original art pieces and incredible dining.

**Affiliation:** Marriott Autograph Collection

**Status:** TCO issued March, 2020. C/O scheduled for April, 2020. Opening delayed by Coronavirus-19 Pandemic. Opening currently targeted for July, 2020.

**Cost:** \$122,000,000

**Debt:** Senior: \$62,000,000  
Mezzanine: \$30,000,000

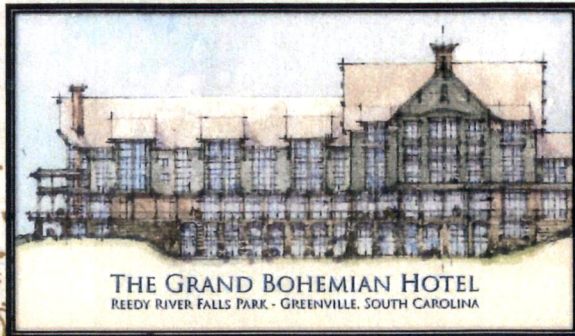
**Equity:** \$30,000,000

**Kessler Ownership at Opening:** 50%

*Kessler was developer and responsible for 100% of all development services and capital structuring including debt and equity raise.*



## Grand Bohemian Hotel Greenville



**Location :** Greenville, SC  
**Project:** Grand Bohemian Hotel Greenville  
187-room luxury boutique hotel capturing the architectural expression of a traditional park lodge. This captivating property will offer a two-story restaurant and bar placed above Falls Park overlooking Reedy River.

**Affiliation:** Marriott Autograph Collection  
**Status:** U/C, Opening projected Q2 2021  
**Cost:** \$100,000,000  
**Debt:** \$ 47,000,000  
Mezzanine: \$ 22,000,000  
**Equity:** \$ 31,000,000

**Kessler Project Ownership at Opening:** 50%

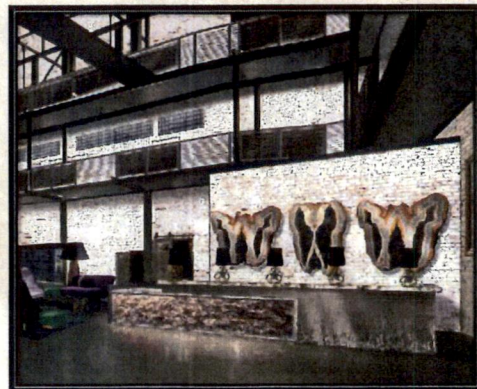
**Project Reference:** Knox White - Mayor - [kwhite@greenville.gov](mailto:kwhite@greenville.gov)

*Kessler was developer and responsible for 100% of all development services and capital structuring including debt and equity raise.*

*Newly Completed...*



**JW Marriott Savannah –  
Plant Riverside District**





**Location:** Savannah, GA

**Project:** JW Marriott Savannah - Plant Riverside District  
Mixed-use entertainment project including a 419-room luxury hotel, retail, food, beverage, live entertainment, riverwalk, parking and plaza. Adaptive reuse of 1912 historic power plant building on the Savannah River in the Historic District. Landmark project involving extensive Historic Review Board and other design and review processes involving public participation and input.

**Affiliation:** JW Marriott

**Status:** Phase 1: Opening July 2020  
• 304 guestrooms in Historic Power Plant Building and Three Muses (new construction); All retail spaces; 13 food and beverage venues; riverwalk extension.  
Phase II (U/C): May 2021  
• 115 guestrooms in Atlantic Building; 484-space parking garage; music venue, and ballroom.

**Cost:** \$350,000,000

**Debt:** Senior: \$135,000,000  
Mezzanine: \$30,000,000  
HTC: \$22,000,000  
Parking Bond: \$43,000,000

**Equity:** \$120,000,000

**Kessler Ownership at Opening:** 40%

**Project References:** Pat Monahan – City Mgr - [pmonahan@savannahga.gov](mailto:pmonahan@savannahga.gov); Ron Stephens – GA House of Rep. - [ronstephens@yahoo.com](mailto:ronstephens@yahoo.com)

*Kessler was developer and responsible for 100% of all development services and capital structuring including debt and equity raise, NPS and State of GA Historic Tax Credit. Raised State of GA Historic Tax Credit from \$350,000 to \$10M through legislative efforts. Worked with the city of Savannah to obtain bond financing for the parking garage.*

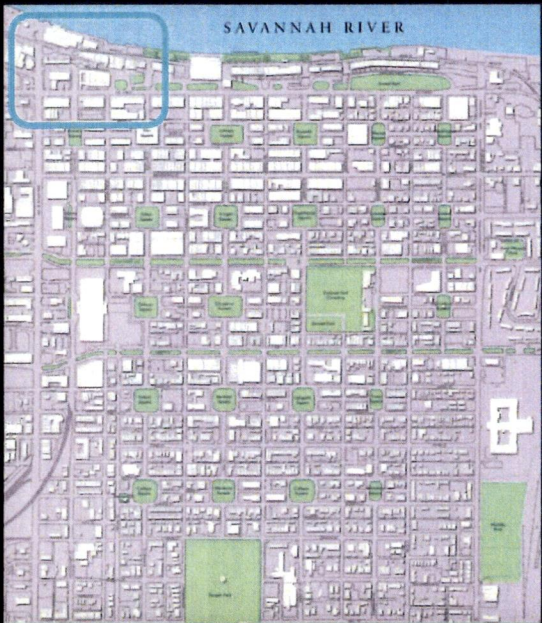
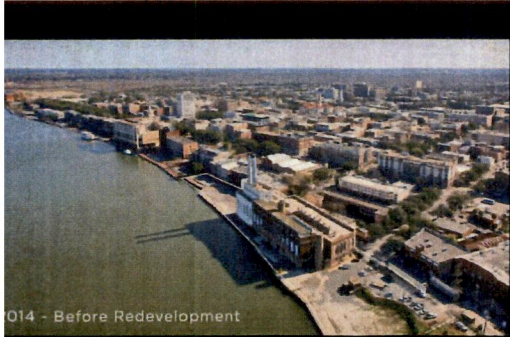
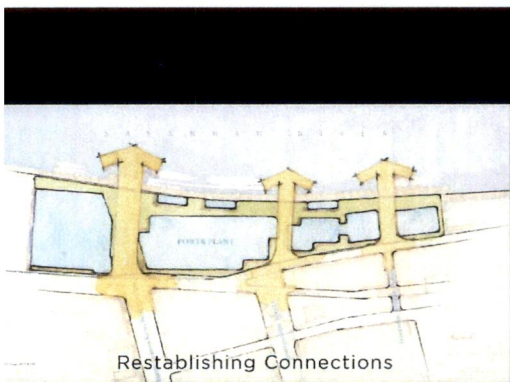
# PLANT RIVERSIDE DISTRICT

Winner of the



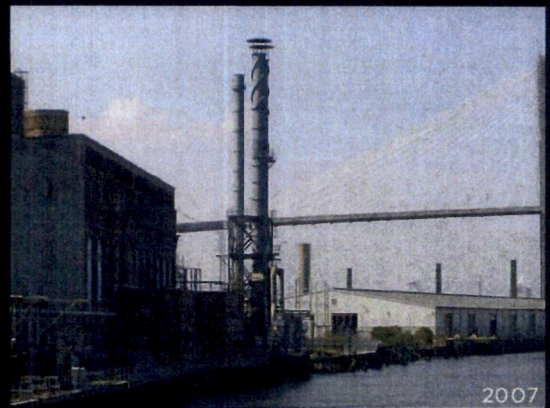
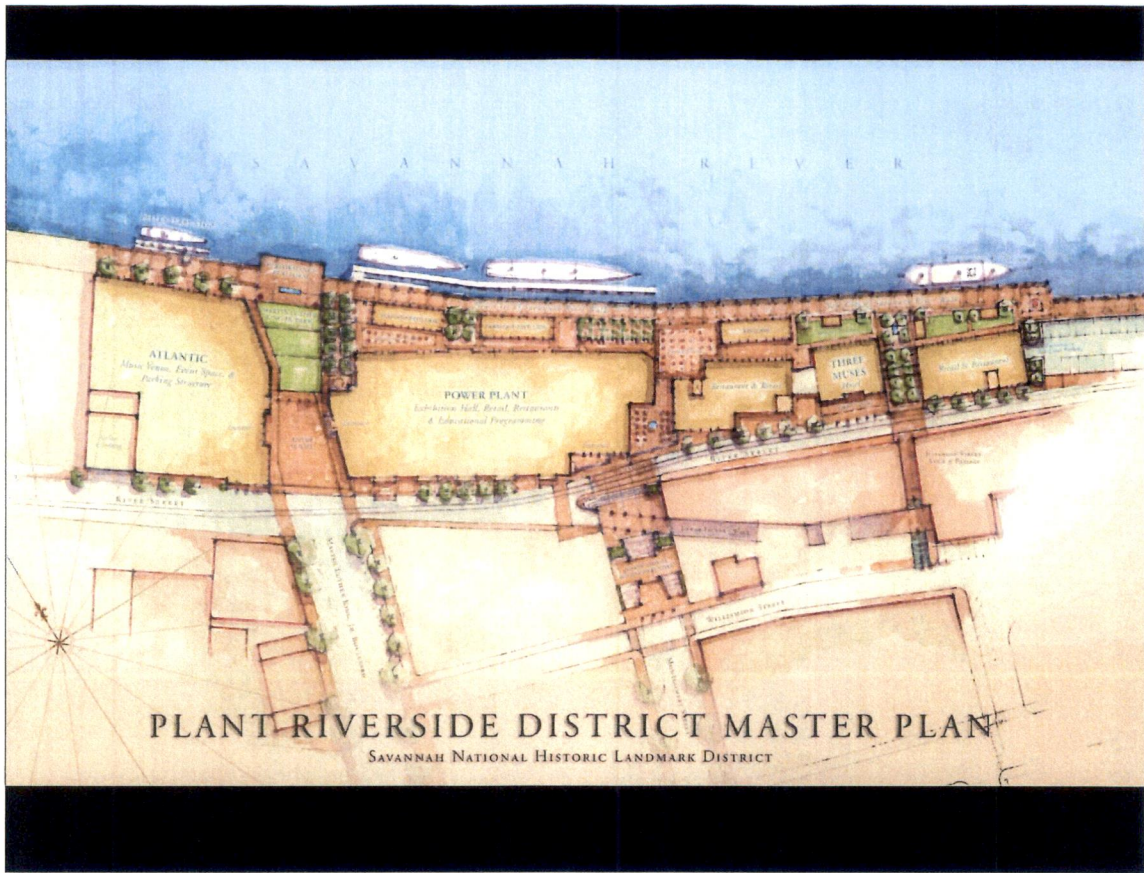
2021 Global Award for Excellence





SAVANNAH NATIONAL HISTORIC LANDMARK DISTRICT  
LOCATOR PLAN

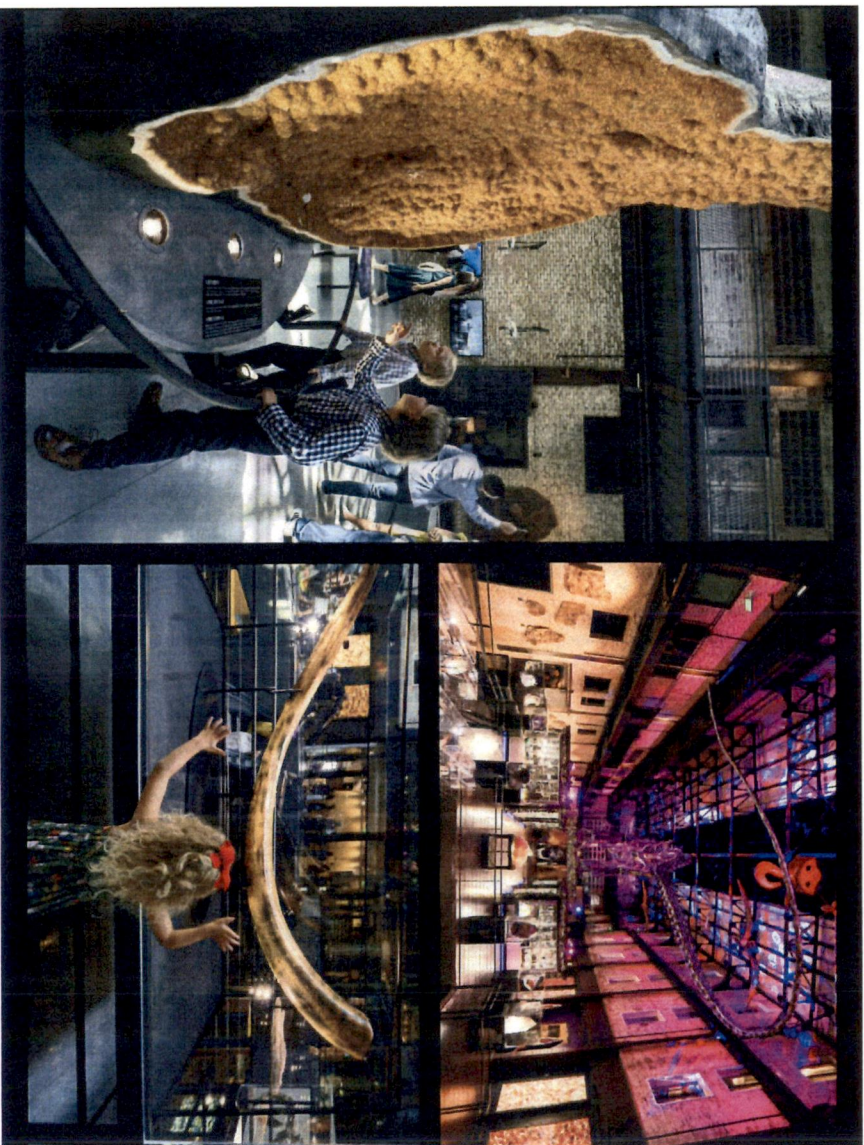
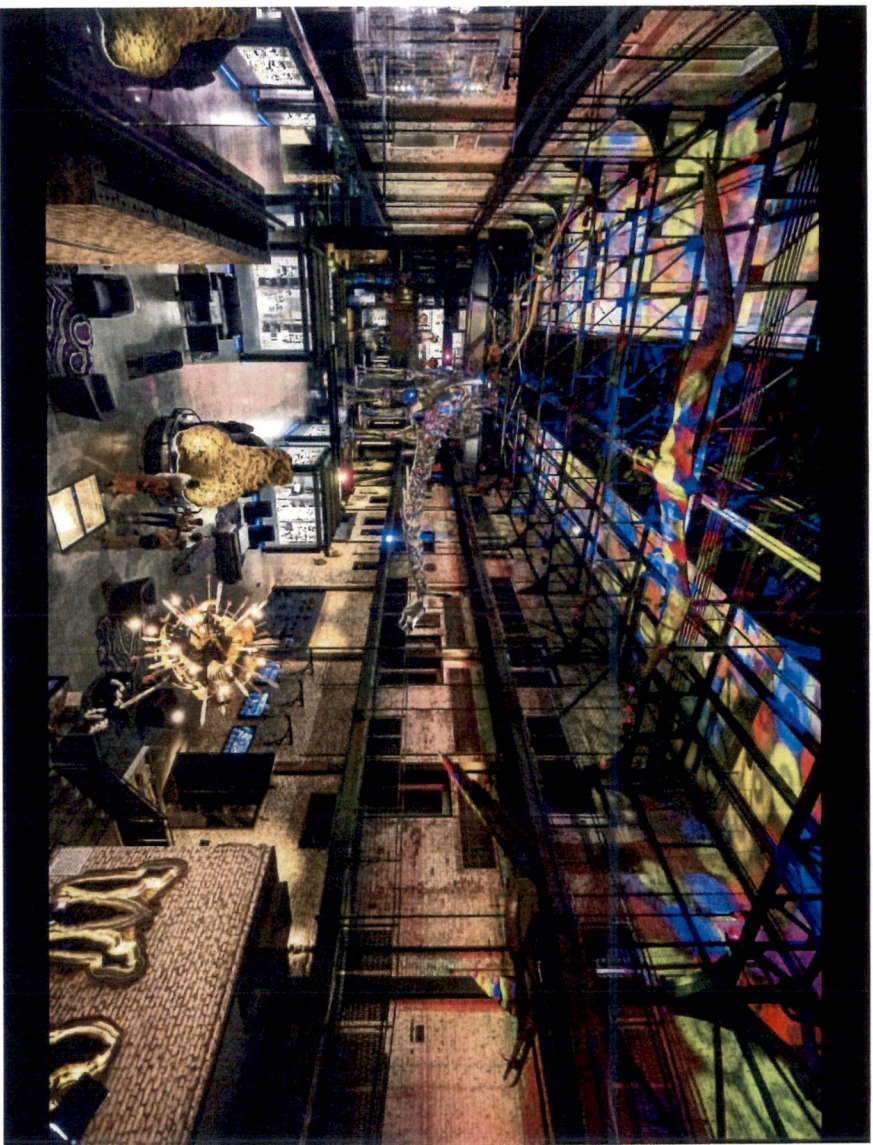




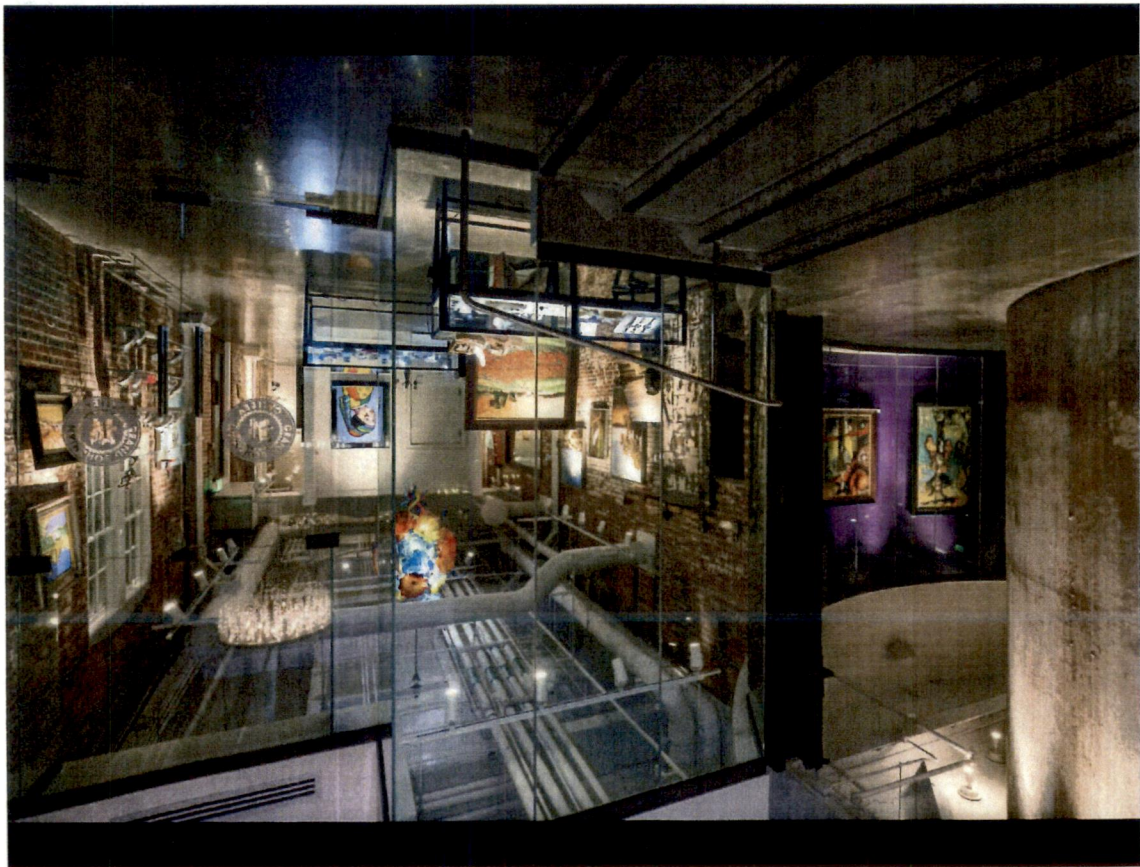
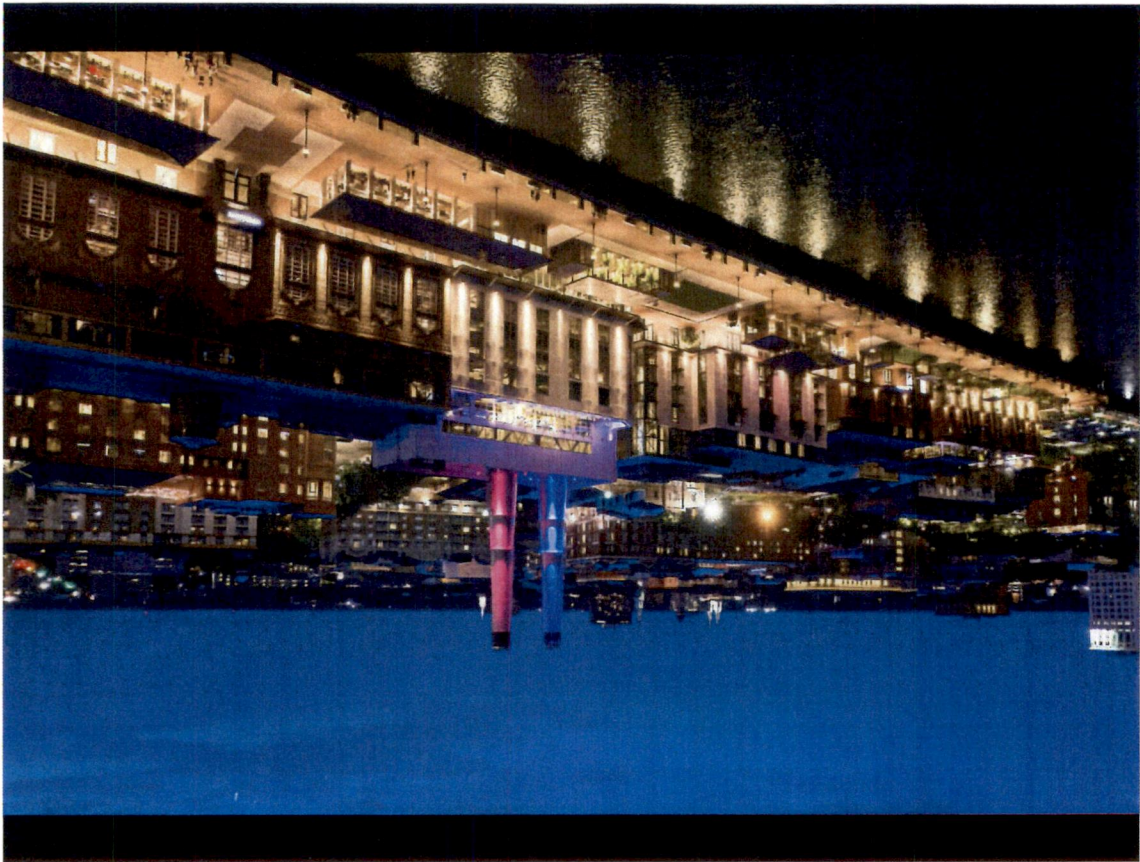
















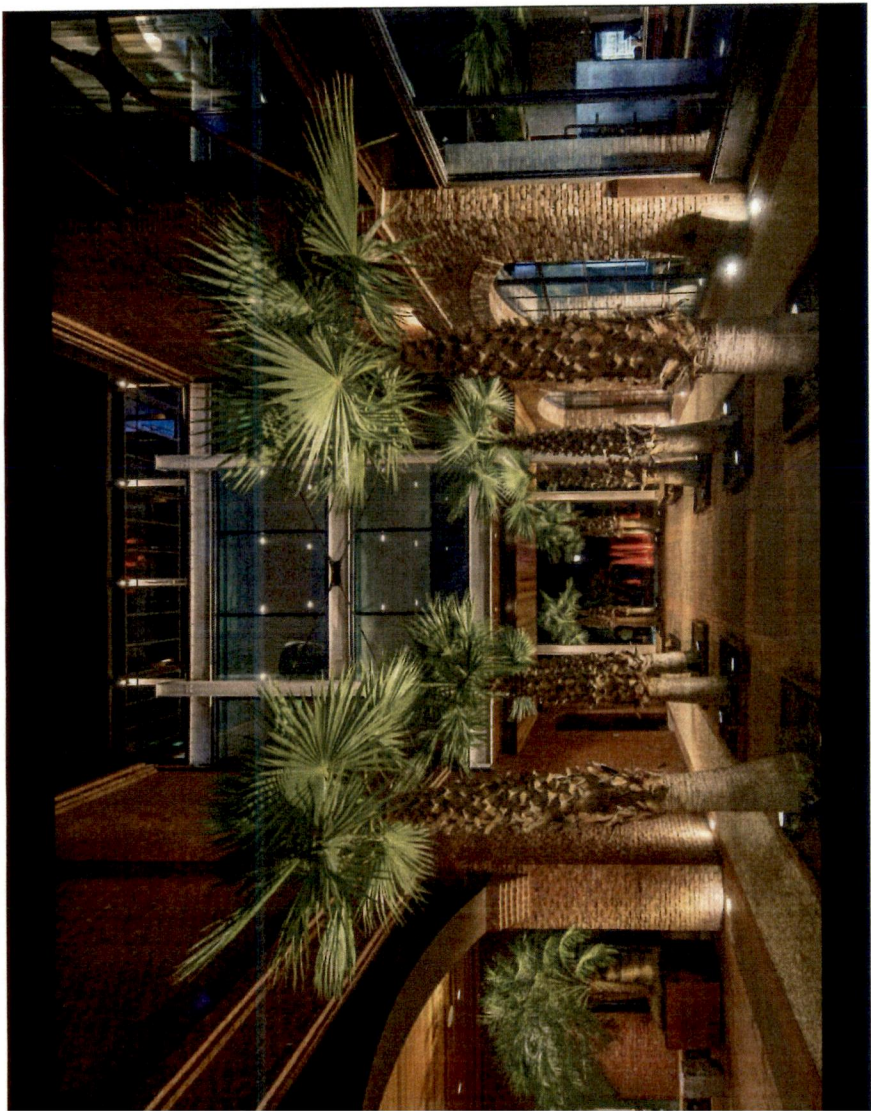
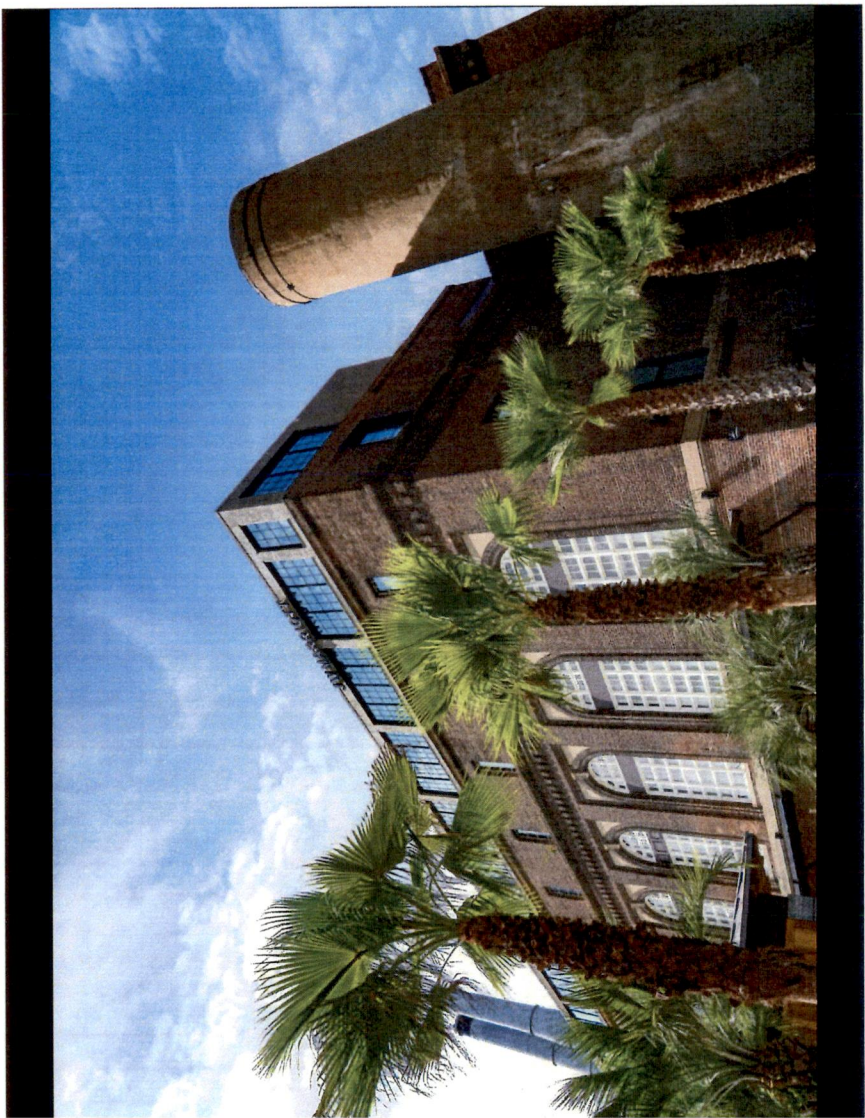




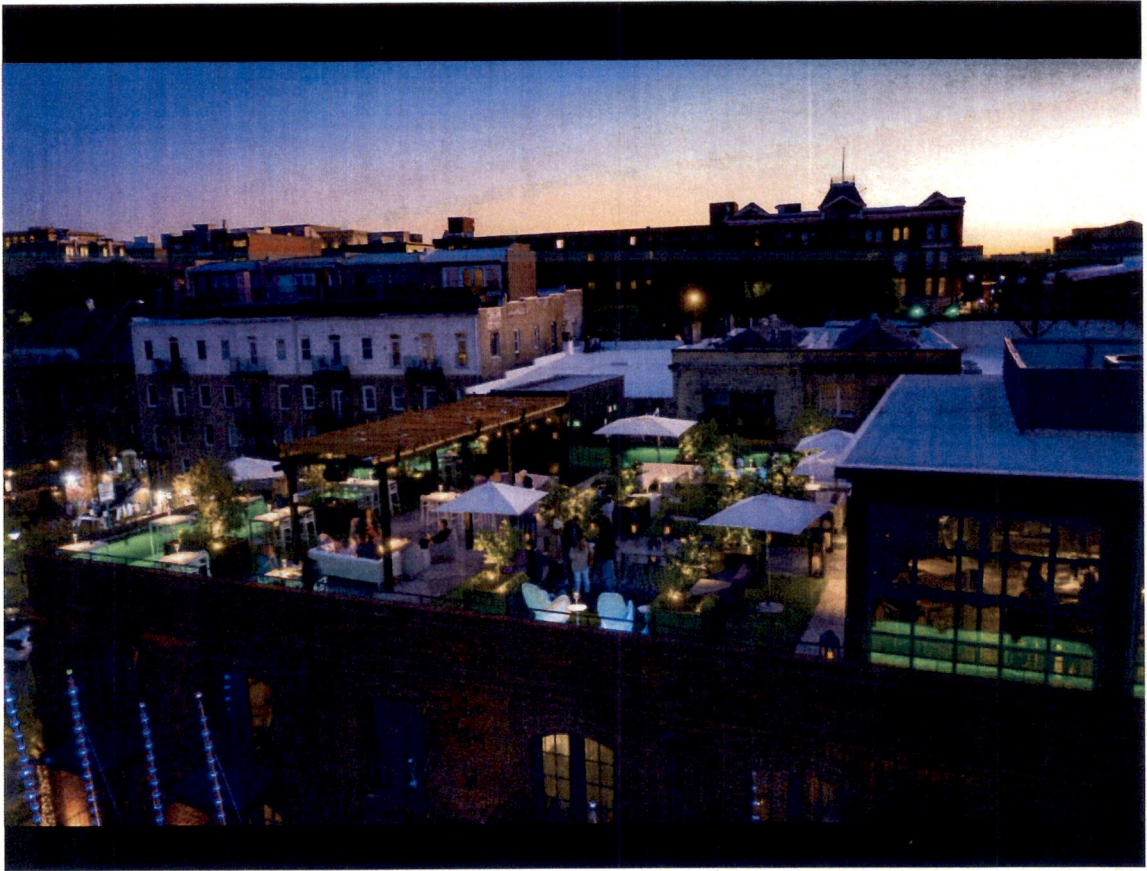














*Civic Enhancement Proposals for  
New Bern, NC...*

THE ELKS BUILDING

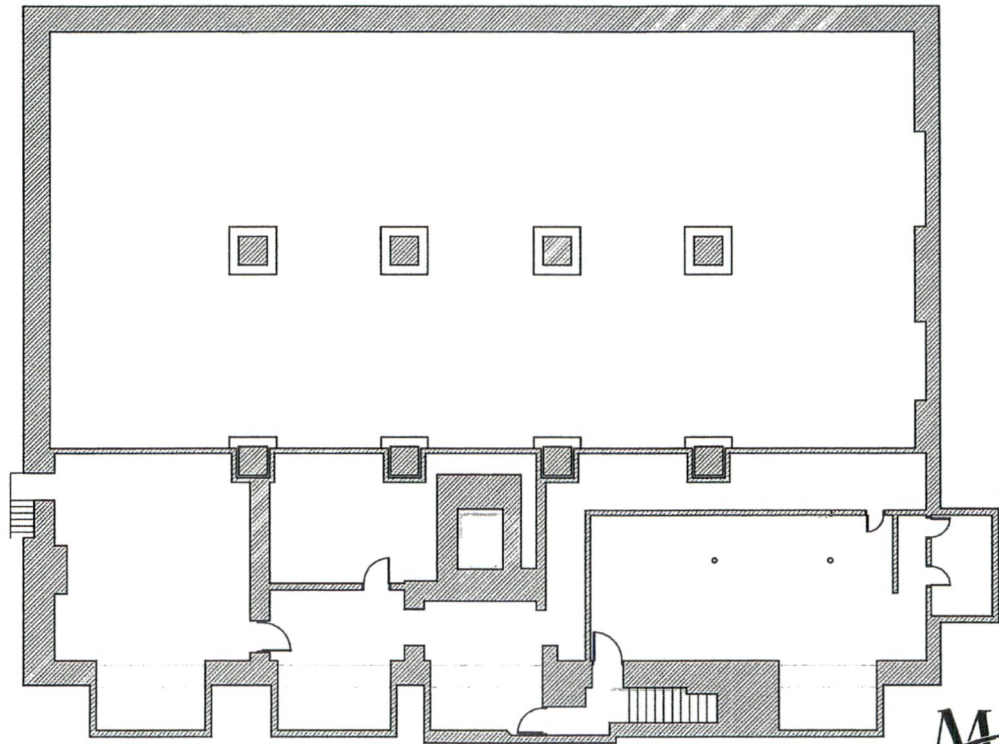
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*Existing Documentation...*

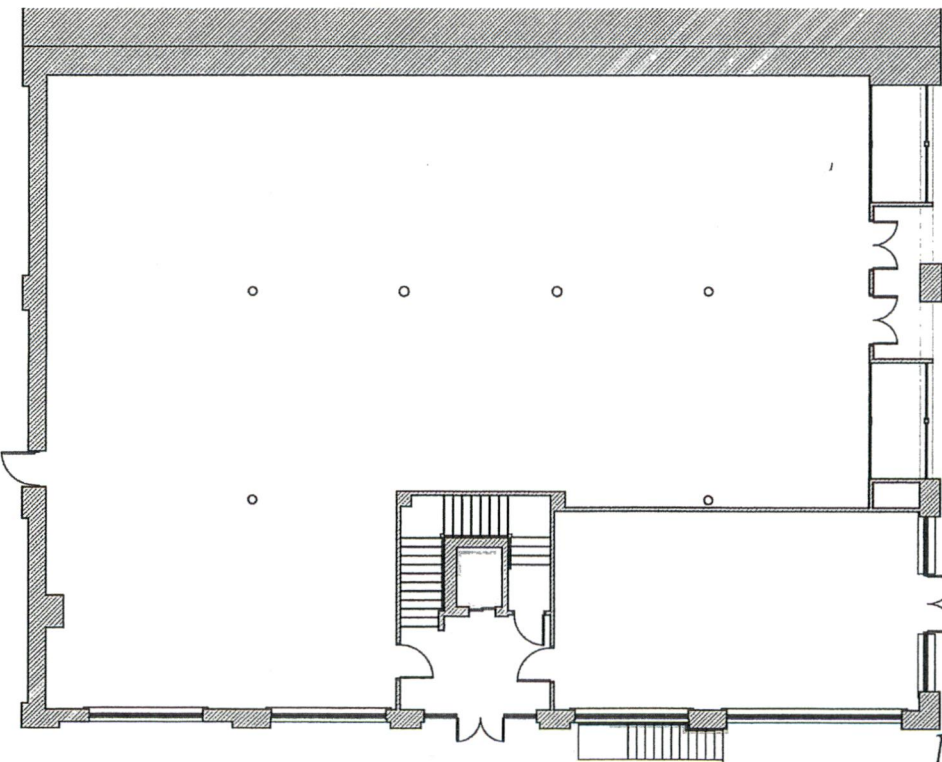




EXISTING BASEMENT PLAN - GROSS: 7433 SF

SCALE: 3/32" = 1'-0"

09-22-17



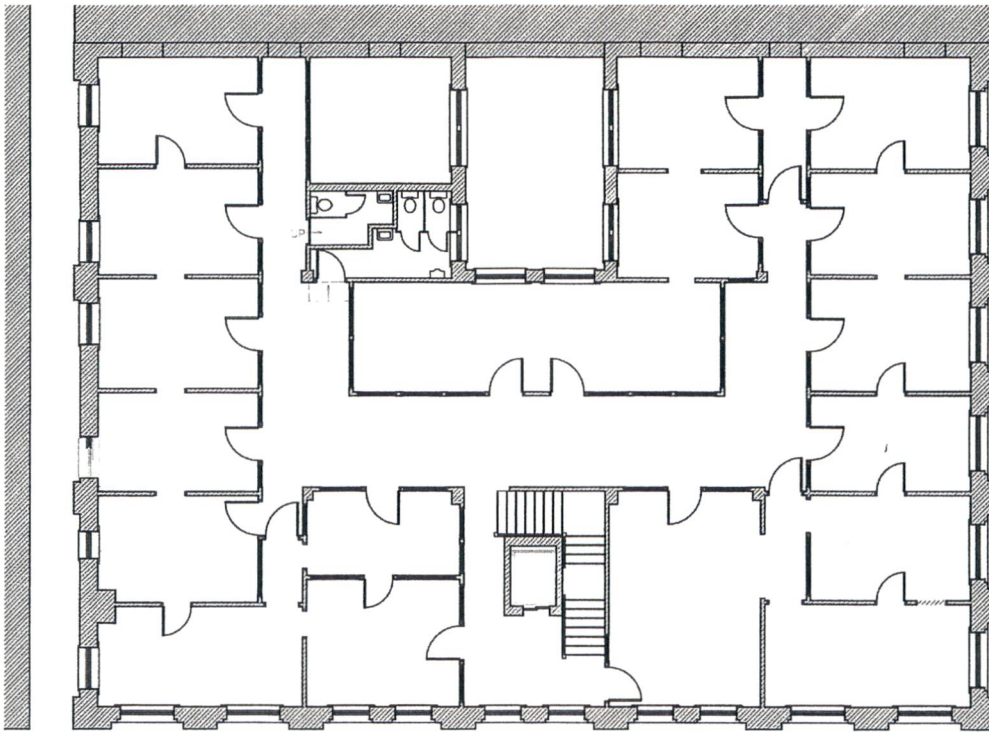
EXISTING FIRST FLOOR PLAN - GROSS: 6771 SF

SCALE: 3/32" = 1'-0"

09-22-17

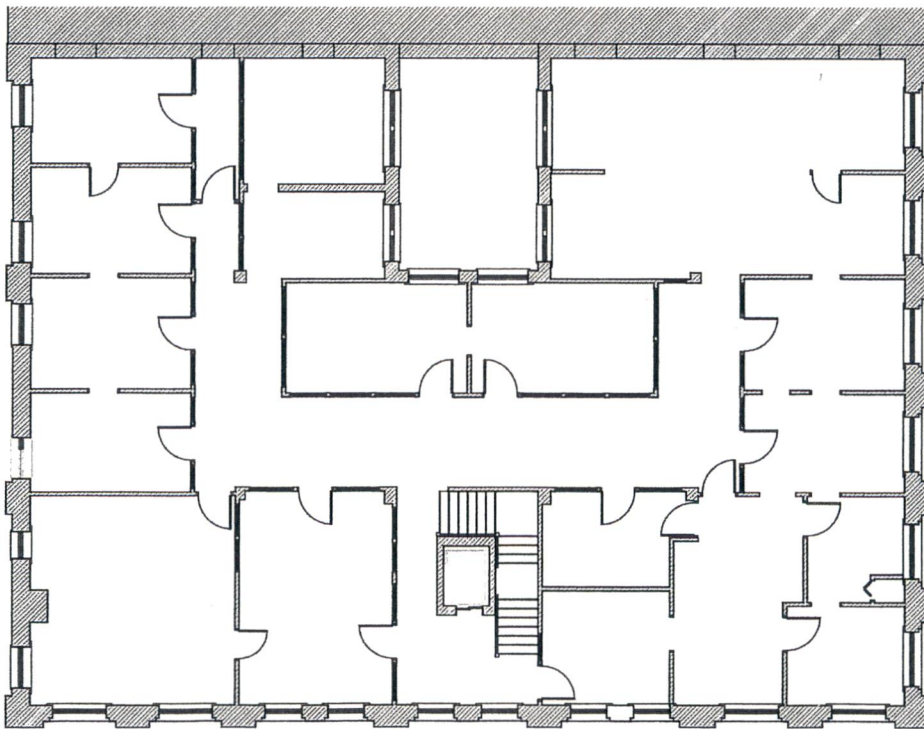






EXISTING SECOND FLOOR PLAN - GROSS 6895 SF  
SCALE: 3/32" = 1'-0"

09-22-17

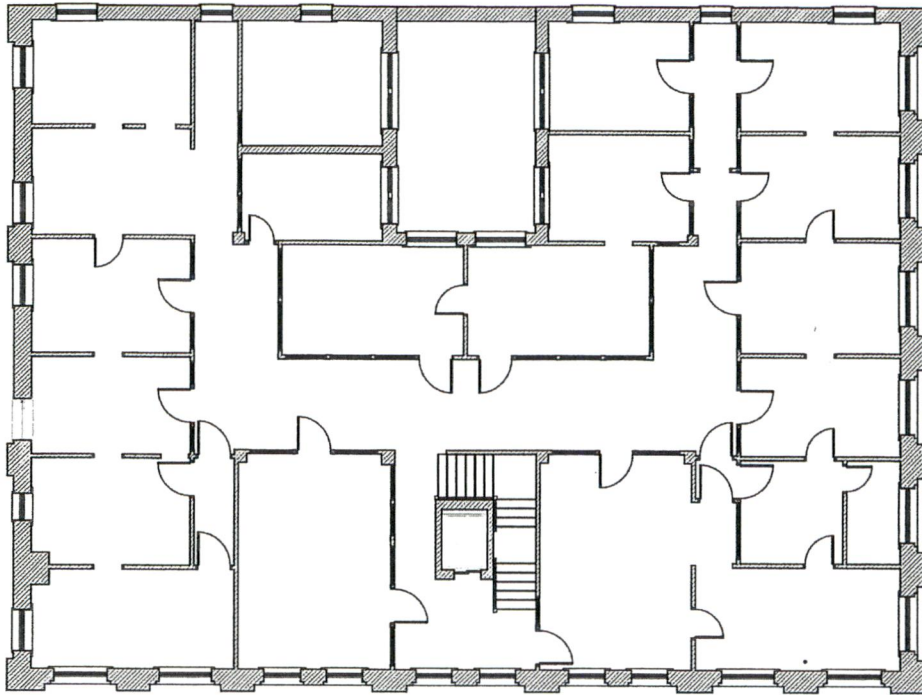


EXISTING THIRD FLOOR PLAN - GROSS 6895 SF  
SCALE: 3/32" = 1'-0"

09-22-17







EXISTING FOURTH FLOOR PLAN - GROSS 6895 SF

SCALE: 3/32" = 1'-0"

09-22-17



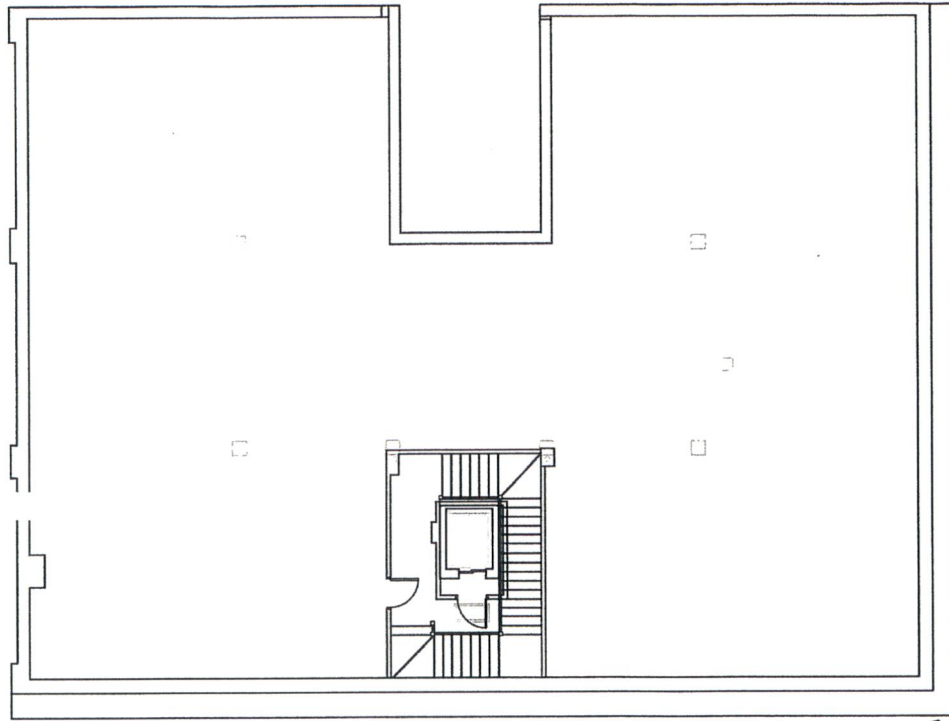
EXISTING FIFTH FLOOR PLAN - GROSS 6544 SF

SCALE: 3/32" = 1'-0"

09-22-17





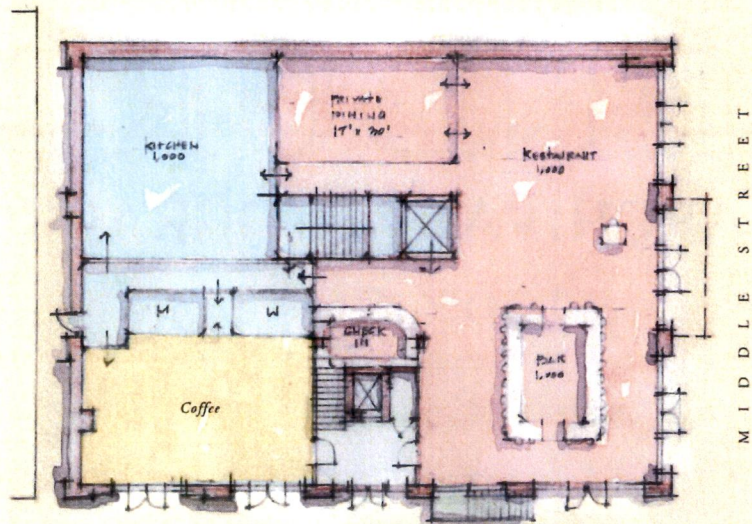


EXISTING ROOF PLAN  
SCALE: 3/32" = 1'-0"

09-22-17



*Conceptual Floor Plans...*

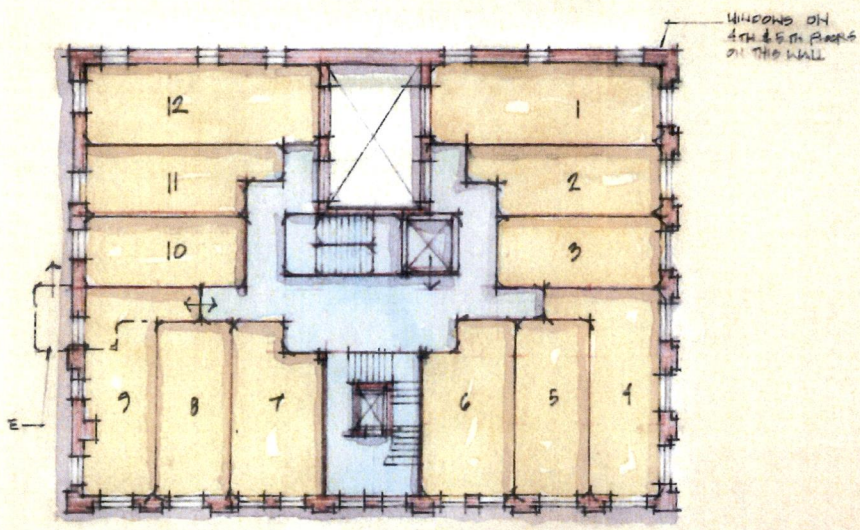


POLLOCK STREET  
Street Level

THE ELKS BUILDING  
CITY OF NEW BERN, NORTH CAROLINA

Scale: 1/8" = 1'-0"  
 This drawing is a conceptual plan and is not intended to be used for construction. It is subject to change without notice. The architect assumes no responsibility for the accuracy of the information shown here.

THE KROEBER COLLECTION  
 BOHEMIAN HOTEL  
 Conceptual Planning Study  
 THE ELKS BUILDING  
 CITY OF NEW BERN, NORTH CAROLINA



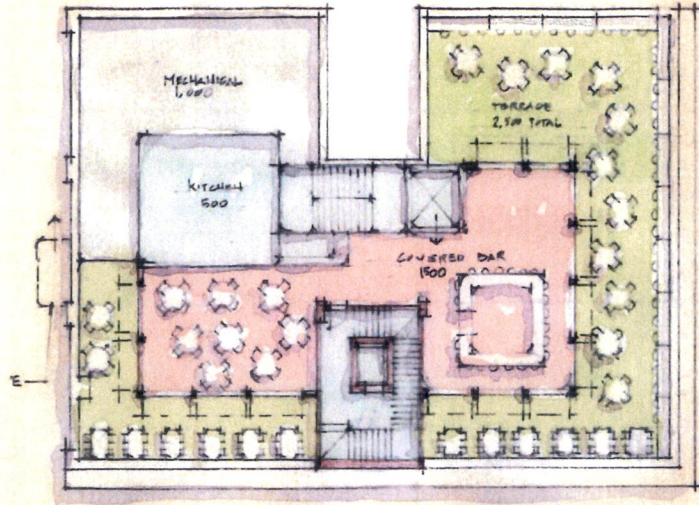
Upper Levels

THE ELKS BUILDING  
CITY OF NEW BERN, NORTH CAROLINA

Scale: 1/8" = 1'-0"  
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THE KROEBER COLLECTION  
 BOHEMIAN HOTEL  
 Conceptual Planning Study  
 THE ELKS BUILDING  
 CITY OF NEW BERN, NORTH CAROLINA



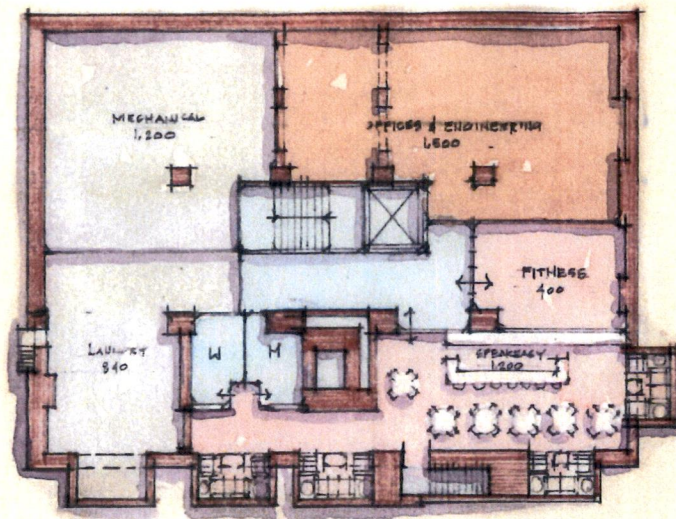


*Roof Level*

**THE ELKS BUILDING**  
CITY OF NEW BERN, NORTH CAROLINA

Scale: 1/8" = 1'-0"  
 All dimensions are approximate and subject to change without notice. The architect shall be responsible for the accuracy of the information shown on this drawing. The architect shall not be responsible for the accuracy of the information shown on this drawing.

THE *Kousser* COLLECTION  
**BOHEMIAN HOTEL**  
 Conceptual Planning Study  
 THE ELKS BUILDING  
 CITY OF NEW BERN, NORTH CAROLINA



*Below Grade*

**THE ELKS BUILDING**  
CITY OF NEW BERN, NORTH CAROLINA

Scale: 1/8" = 1'-0"  
 All dimensions are approximate and subject to change without notice. The architect shall be responsible for the accuracy of the information shown on this drawing. The architect shall not be responsible for the accuracy of the information shown on this drawing.

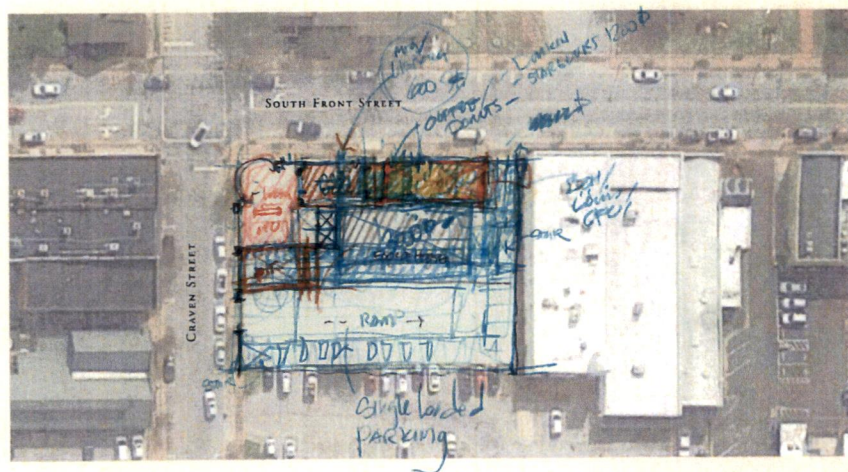
THE *Kousser* COLLECTION  
**BOHEMIAN HOTEL**  
 Conceptual Planning Study  
 THE ELKS BUILDING  
 CITY OF NEW BERN, NORTH CAROLINA

# THE "TALBOTS" SITE





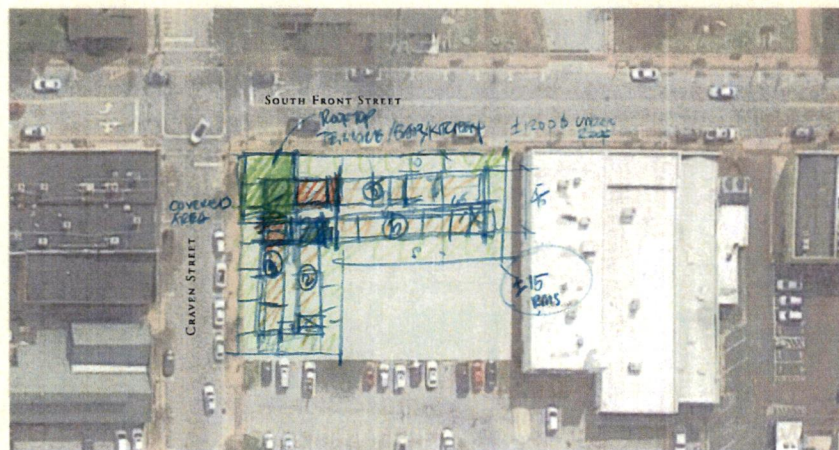
# *Conceptual Notes and Observations...*



Street Level



*Parking | Levels 2 & 3*



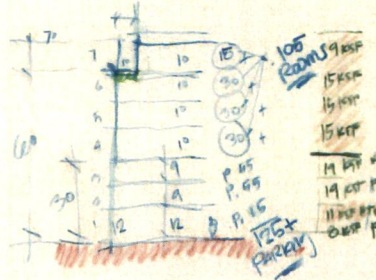
*Level 7*



TALBOT'S SITE

ALT. 1

- 7 FLOORS
- 70'-0" TOTAL HEIGHT w/ SETBACK
- 105 ROOMS
- 125 PARKING PLACES
- -ROOFTOP AMENITY BAR
- CAFÉ / DONUTS
- FITNESS CENTER
- +/- 3000 SF FOR B.O.H.



Development Summary

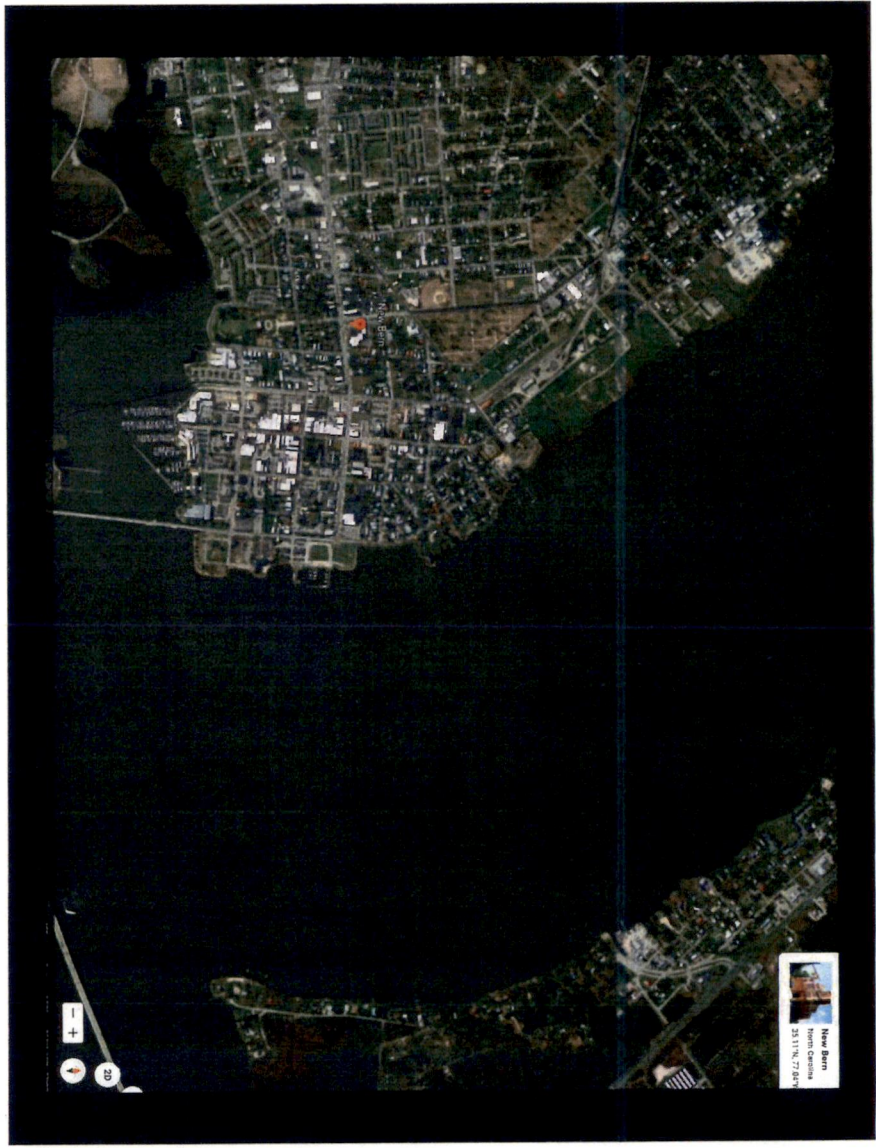
Section Concept

# UNION POINT PARK

*Significance of Location...*











*Conceptual Maser Plan Proposal...*





Images of Beautiful Civic Architecture in New Bern, NC



The Ellis Building - A Landmark Restoration Opportunity



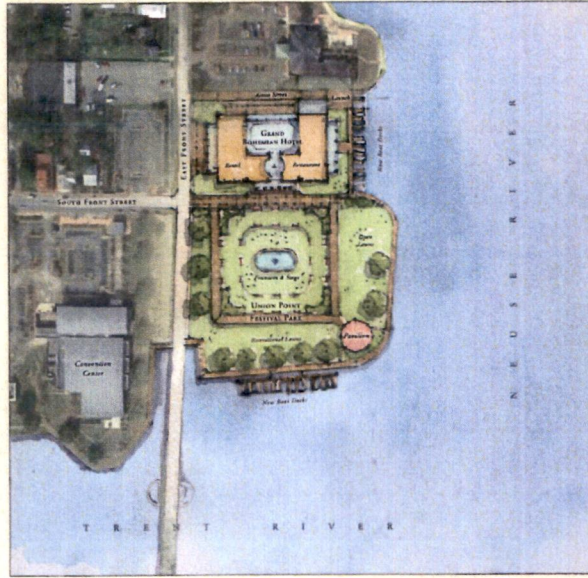
Governor's Palace - Union Palace



Conceptual Rendering of the Grand Bohemian Raleigh, NC

Scale: 1" = 500'-0"

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## UNION POINT PARK

CITY OF NEW BERN, NORTH CAROLINA

### UNION POINT PARK

#### CIVIC IMPROVEMENT CONCEPT

Situated at the intersection of the Neuse and Trent Rivers, Union Point Park has the opportunity to be greatly enhanced as the signature public gathering space within the city of New Bern North Carolina.

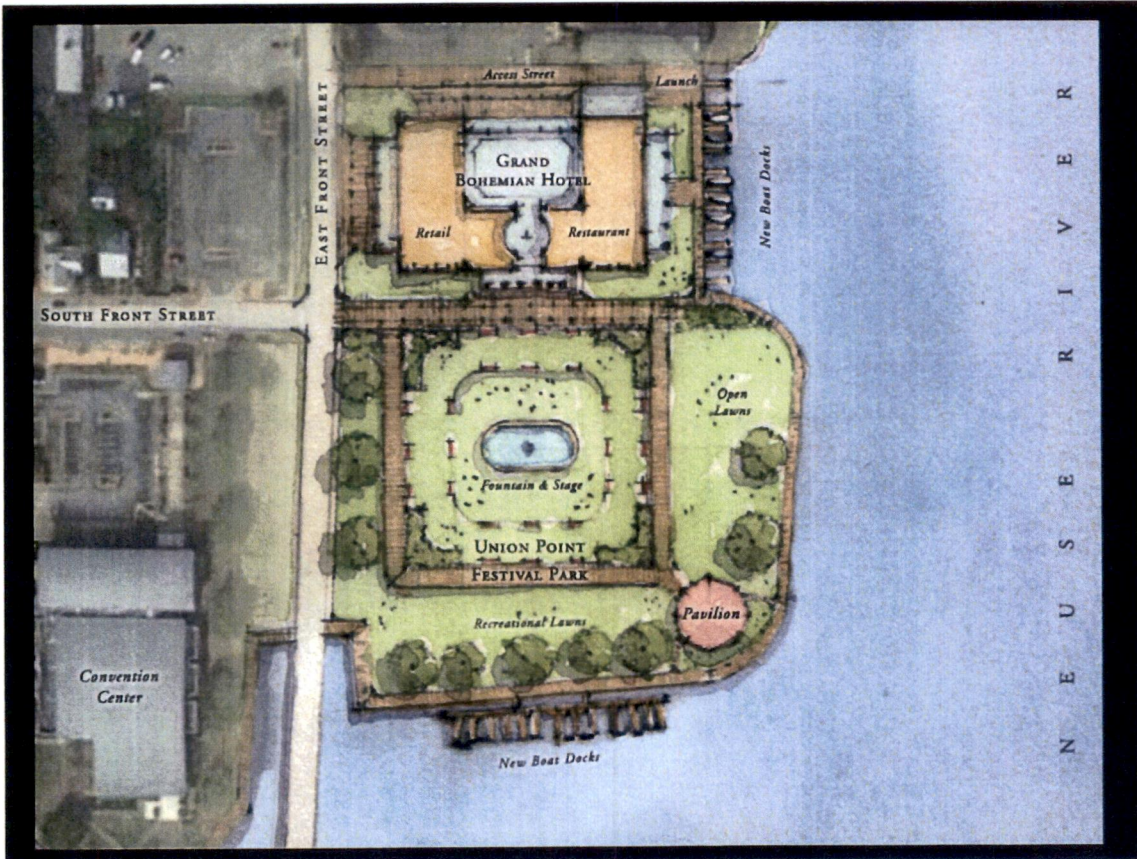
This conceptual master plan envisions the park being further enhanced as a flexible, convertible space that offers passive recreation and sweeping views of the rivers, with a central gathering space that is capable of converting into a major fountain, an event space, a public market, or an outdoor venue for concerts and performances.

The master plan also envisions the creation of a landmark hotel, the Grand Bohemian, New Bern. This signature structure would anchor and activate the northern edge of the park.

The hotel is intended to provide a civic asset to the city, with a grand public lobby and ballroom event space complementing the city's adjacent Convention Center, new boutique retail along East Front Street, integral public parking, and a riverfront restaurant and bar overlooking the boardwalk with enhanced boat launch and public slips along the Neuse River.

The Grand Hotel and Civic Improvements to Union Point Park together have the potential to form the social and cultural hub of the city of New Bern.

by *Kimberly* ARCHITECTS  
**GRAND BOHEMIAN HOTEL**  
 Conceptual Planning Study  
 UNION POINT PARK  
 CITY OF NEW BERN, NORTH CAROLINA



GRAND BOHEMIAN HOTEL  
NEW BERN, NC

PROGRAM OUTLINE

---

GRAND LOBBY  
CHECK-IN / CONCIERGE  
LOUNGE  
VALET

LUXURY GUEST ROOMS AND SUITES  
(150-200 ROOMS)

GRAND BALLROOM (5000SF)  
PRE-FUNCTION SPACE

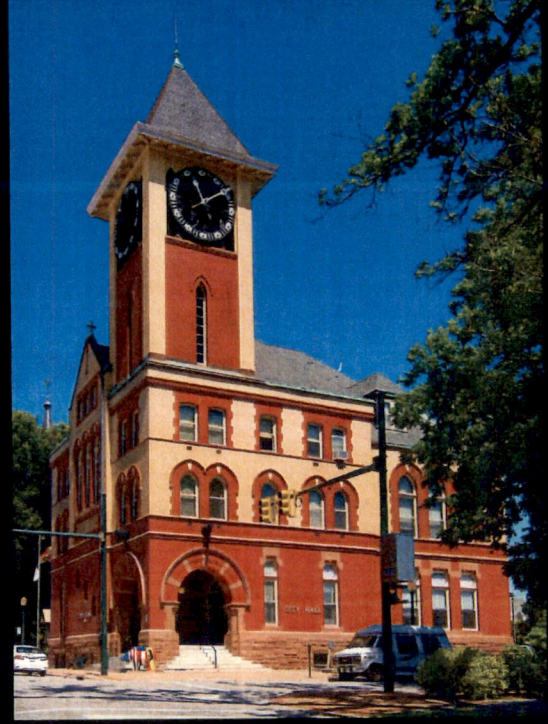
PARK FRONTING CAFÉ AND RESTAURANT  
GRAND BAR  
WORLD CLASS CULINARY  
PRIVATE DINING

ART GALLERY  
RETAIL ON EAST FRONT STREET

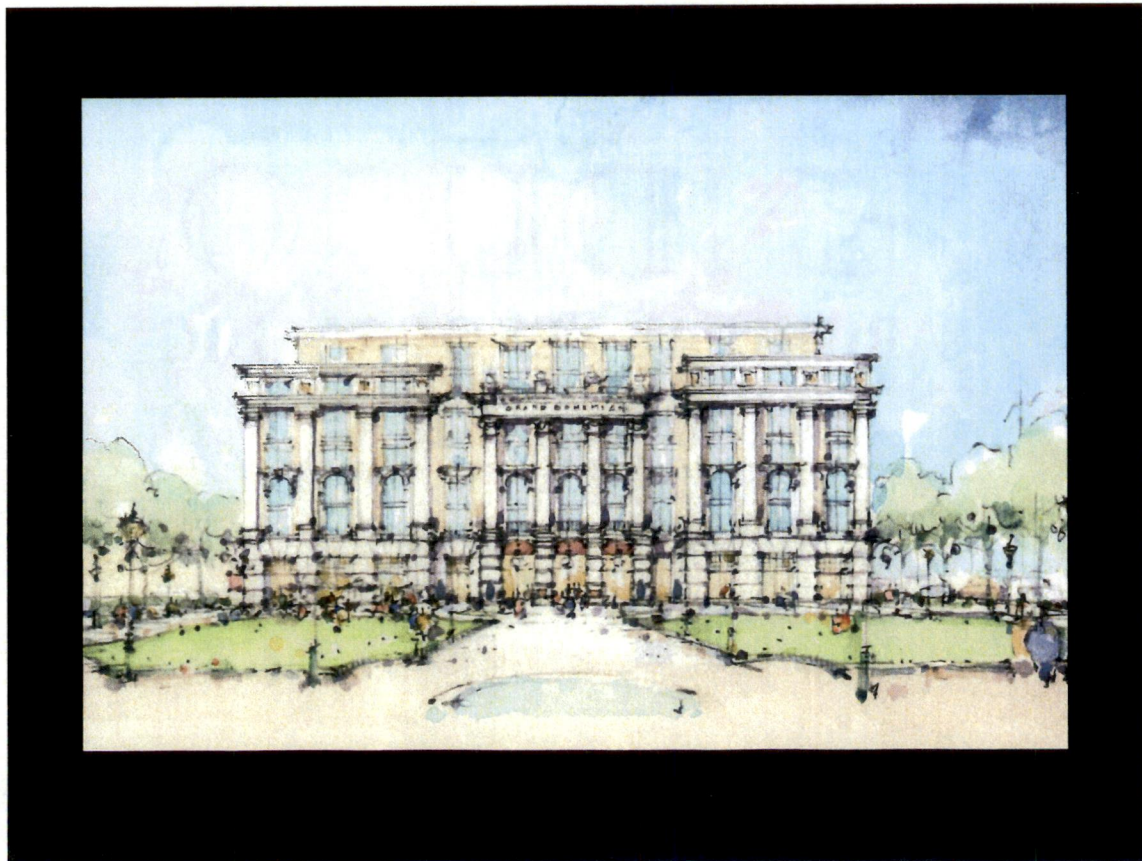
PARKING  
200 CARS, SURFACE AND ½ LEVEL DOWN

*Continuing New Bern's Legacy of  
Great Architecture...*











*Exhibiting the Parallels Between New Bern and Raleigh's*

# CULTURAL DISTRICT



New Capital Building



New Department of Agriculture



Court of Appeals of North Carolina



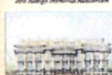
Masonic Temple Building



Federal Building & Postal Service



Duke Energy Center for the Performing Arts Building



Grand Bohemian Raleigh



**FAYETTEVILLE STREET HISTORIC CORRIDOR**

Throughout Raleigh's history, the Fayetteville Street corridor has served as the city's primary symbolic main corridor, and has housed many of Raleigh's finest examples of classical architecture.

The formal axis created by the North Carolina State Capitol government complex to the north, and the monumental Performing Arts Center to the south, has become somewhat diluted in recent years by the addition of high-rise, corporate-style hotels and office buildings that do not enhance the site image and pedestrian experience of Fayetteville Street and the landmark architectural character of this historic corridor.

The Grand Bohemian Raleigh is envisioned to be sited in the west of Fayetteville Street, on an existing open block. The building is set back to allow for the creation of a new civic space, a Festival Park centered on the Performing Arts Center and the Capitol Building.

The hotel is envisioned as an elegant, classical and timeless structure designed to remain in scale and complement the historic Raleigh Memorial Auditorium. The architecture of the building is inspired by Fayetteville Street's classical architecture and the grand hotel of Raleigh's past, the Hotel for Whites Raleigh.

The new Mixed-Use Hotel and Office tower is envisioned as the eastern portion of the block, complementing the Grand Bohemian Raleigh and the Performing Arts Center. It will be a new formal structure taking inspiration from Raleigh's signature architecture. The siting of these new buildings will anchor the Festival Park as the centerpiece, preserving and defining some of the Duke Energy Performing Arts Center, and creating a timeless architectural and pedestrian walk on the main end of Fayetteville Street, Raleigh's Cultural District.



Mixed-Use Office & Hotel

Conceptual Vision  
**CULTURAL DISTRICT**  
 CITY OF RALEIGH, NORTH CAROLINA

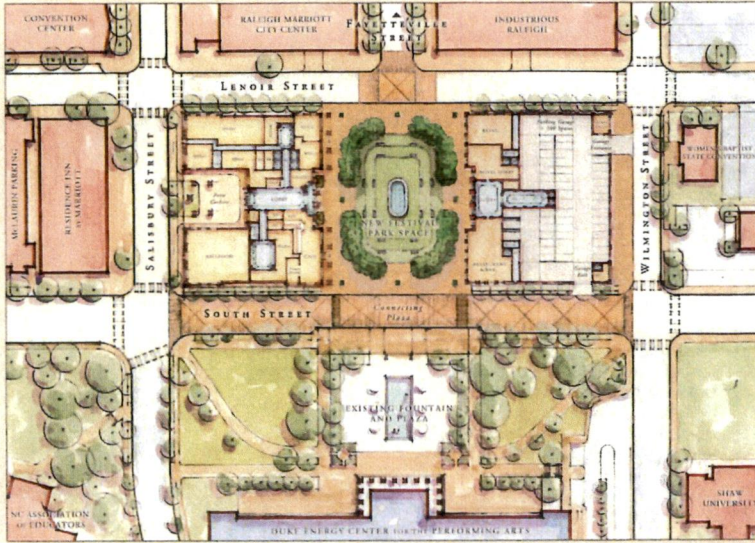
Grand Bohemian Hotels  
 Conceptual Planning Study  
 2011

**GRAND BOHEMIAN HOTEL RALEIGH**

The Grand Bohemian Hotel's primary facade fronts the Festival Park space, while vehicular access is taken from Salisbury Street under a generous porte-cochere that accommodates pick-up and drop-off functions. Both entrances open into a grand formal lobby connecting visitors to the new park. A large ballroom and meeting facilities anchor the north and south wing of the building, with a bar and cafe fronting the new civic park.

**FEATURES**

- FORMAL LOBBY  
Lounge  
Check-In / Concierge  
Vales
- CAFE  
Grand Bar  
Wald Chas Culinary  
Private Dining
- ART GALLERY
- VIENNESE BALLROOM
- PARK FRONTING MEETING ROOMS
- 250 LUXURY GUEST ROOMS AND SUITES



**FESTIVAL PARK SPACE**

As the centerpiece of the Cultural District, the Festival Park anchors the end of the historic Fayetteville Street corridor. The two new structures frame the space and are set back to maintain open views to the Performing Arts Center.

**MIXED-USE OFFICE & HOTEL**

The Mixed-Use Hotel and Office houses an array of active programming on the ground level. It fronts formally on the new Festival Park, where its centralized lobby leads to the office tower. Adjacent to the primary entrance is also the hotel lobby, along with retail on the north corner and a restaurant on the south corner, opening to the park. Behind these spaces is a parking structure designed to host 500 vehicles shared between the hotel and offices, and support the Performing Arts Center.

**FEATURES**

- OFFICE TOWER LOBBY  
Lounge & Gallery
- HOTEL LOBBY  
Check-In / Concierge
- 260 GUEST ROOMS AND SUITES
- RESTAURANT  
Bar & Dining

Level One Floor Plans | Site Plan  
**CULTURAL DISTRICT**  
CITY OF RALEIGH, NORTH CAROLINA

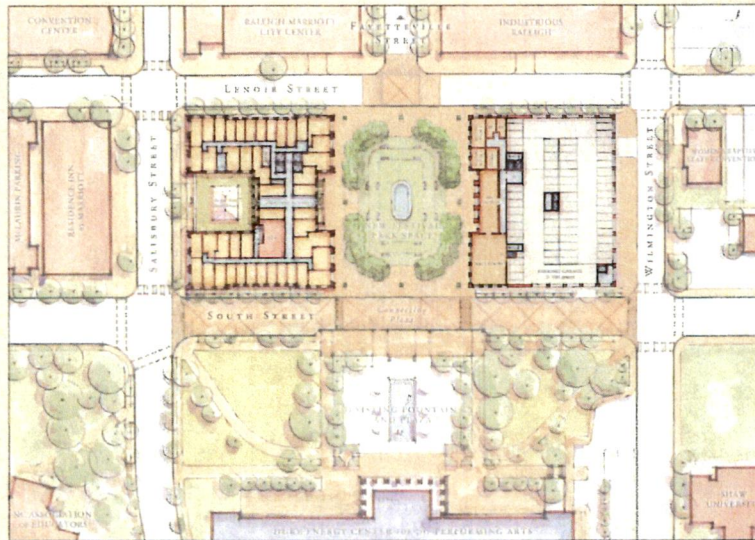
THE *Koehler* COLLECTION  
**GRAND BOHEMIAN HOTEL**  
Conceptual Planning Study  
FAYETTEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA

**GRAND BOHEMIAN HOTEL RALEIGH**

The second level of the hotel is laid out to take advantage of views in all directions, in addition to wrapping around an event and lounge terrace. A generous pavilion provides shade and cover to the terrace and is suitable for hosting various types of events. Additional amenities include a spacious spa connected to the outdoor terrace, and a prominent balcony overlooking the Festival Park.

**FEATURES**

- EXTERIOR GRAND EVENT TERRACE
- BALCONIES
- POSEIDON SPA
- 44 GUEST ROOMS AND SUITES



**MIXED-USE HOTEL & OFFICE**

The second level of the mixed-use building is dedicated to an array of functions for the hotel, including meeting rooms, an additional ballroom, and pre-function and support spaces, all of which overlook the Festival Park, the Performing Arts Center, and the Grand Bohemian Hotel beyond. Adjacent to these spaces is the second level dock of the parking structure.

**FEATURES**

- BALLROOM
- PRE-FUNCTION SPACE
- MEETING ROOMS
- 66 PARKING SPACES

Level Two Floor Plans | Site Plan  
**CULTURAL DISTRICT**  
CITY OF RALEIGH, NORTH CAROLINA

THE *Koehler* COLLECTION  
**GRAND BOHEMIAN HOTEL**  
Conceptual Planning Study  
FAYETTEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA

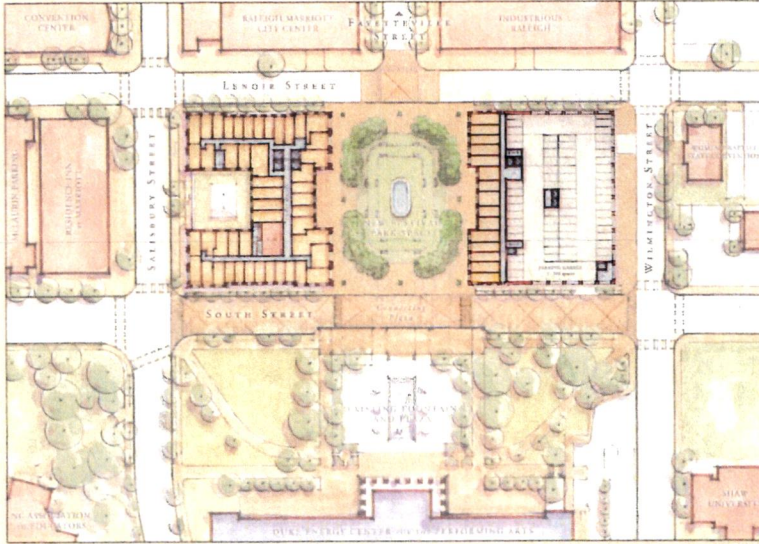


**GRAND BOHEMIAN HOTEL RALEIGH**

The third, fourth, fifth, and sixth floors of the hotel serve as the primary levels for luxury guest rooms and suites for the building. Like the second level below, the rooms are laid out to take advantage of views in all directions, in addition to wrapping around the event terrace below. The third level additionally houses a fitness center.

**FEATURES**

- FITNESS CENTER (THIRD FLOOR)
- 47 GUEST ROOMS AND SUITES (EACH LEVEL)



**MIXED-USE HOTEL & OFFICE**

The third, fourth, fifth, and sixth levels of the mixed-use building are dedicated to hotel rooms and suites, all of which overlook the new Festival Park and the Grand Bohemian Hotel beyond. Adjacent to the hotel programming are additional levels of the parking structure.

**FEATURES**

- 15 GUEST ROOMS AND SUITES (EACH LEVEL)
- 46 PARKING SPACES (EACH LEVEL)

Level Three - Six Floor Plans | Site Plan

**CULTURAL DISTRICT**

CITY OF RALEIGH, NORTH CAROLINA

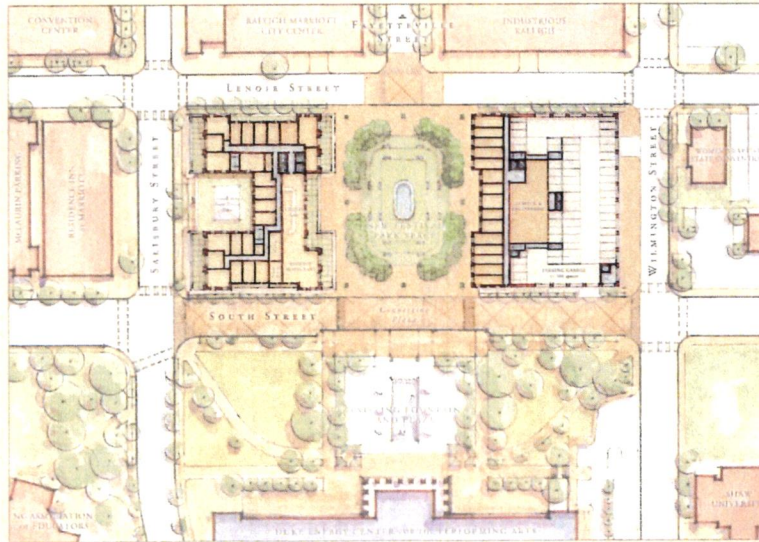
*The Kowboe Collection*  
**GRAND BOHEMIAN HOTEL**  
 Conceptual Planning Study  
 FAYETTEVILLE STREET HISTORIC CORRIDOR  
 CITY OF RALEIGH, NORTH CAROLINA

**GRAND BOHEMIAN HOTEL RALEIGH**

The seventh level of the Grand Bohemian Hotel is set back from the parapet accommodating guest rooms and suites, including some of the hotel's most luxurious guest rooms, which enter their own private terraces. This top level of the luxury hotel also includes a Rooftop Restaurant with private dining, a Grand Bar, and a generous terrace overlooking the Performing Arts Center and new Festival Park below.

**FEATURES**

- 23 GUEST ROOMS AND SUITES
- ROOFTOP RESTAURANT AND GRAND BAR
- PRIVATE DINING
- DINING AND BAR TERRACES



**MIXED-USE HOTEL & OFFICE**

Level seven provides a series of exclusive guest rooms and suites with views overlooking the new Festival Park, the Performing Arts Center, and the Grand Bohemian Hotel beyond. The parking structure includes support spaces for the service and engineering program for the hotel.

**FEATURES**

- 15 GUEST ROOMS AND SUITES
- SERVICE AND ENGINEERING
- 45 PARKING SPACES

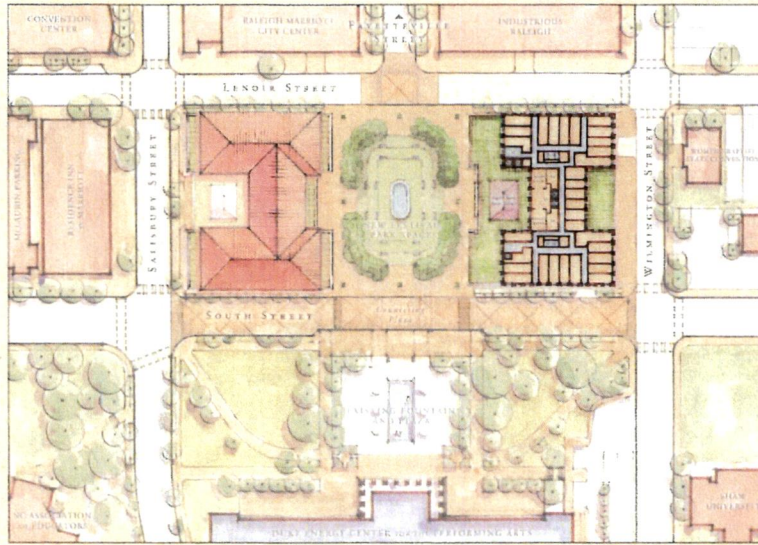
Level Seven Floor Plans | Site Plan

**CULTURAL DISTRICT**

CITY OF RALEIGH, NORTH CAROLINA

*The Kowboe Collection*  
**GRAND BOHEMIAN HOTEL**  
 Conceptual Planning Study  
 FAYETTEVILLE STREET HISTORIC CORRIDOR  
 CITY OF RALEIGH, NORTH CAROLINA



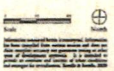


**MIXED-USE  
HOTEL & OFFICE**

In addition to guest rooms, level eight of the Mixed-Use Hotel and Office provides a spacious fitness center with dedicated cardio and weight areas, both of which are accessible by the hotel, and to the offices above. In addition, this level opens onto an expansive rooftop event terrace overlooking the Performing Arts Center and Raleigh's new Festival Park.

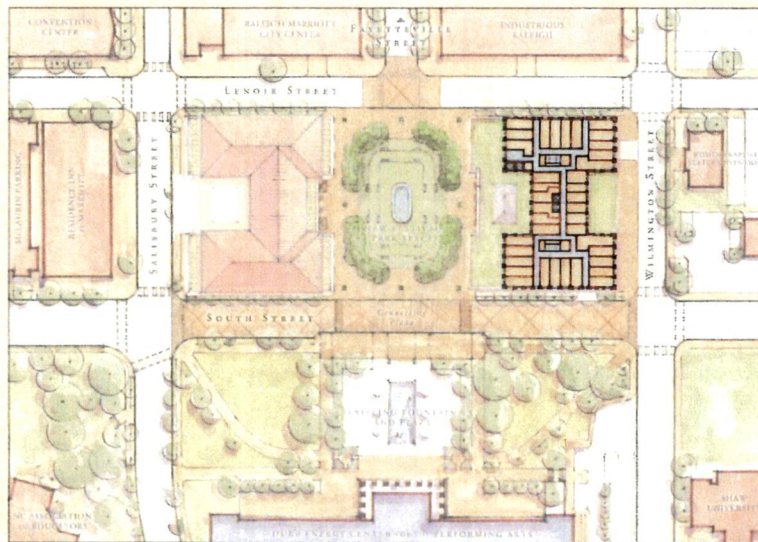
**FEATURES**

- 31 GUEST ROOMS AND SUITES
- GRAND ROOFTOP EVENT TERRACE
- FITNESS CENTER
- TENT AREA FOR EVENTS
- SHARED ACCESS TO AMENITIES WITH HOTEL AND OFFICE



Level Eight Floor Plan | Site Plan  
**CULTURAL DISTRICT**  
CITY OF RALEIGH, NORTH CAROLINA

*The Kessler Collection*  
**GRAND BOHEMIAN HOTEL**  
Conceptual Planning Study  
FAYETTEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA

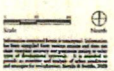


**MIXED-USE  
HOTEL & OFFICE**

Levels nine, ten, eleven, and twelve comprise additional guest rooms for the hotel. With the elevated position of these levels, these guest rooms and suites all have exceptional views. They overlook the rooftop terraces below, the Duke Energy Center for Performing Arts, the Grand Bohemian Hotel, the new Festival Park, and sweeping views of downtown Raleigh.

**FEATURES**

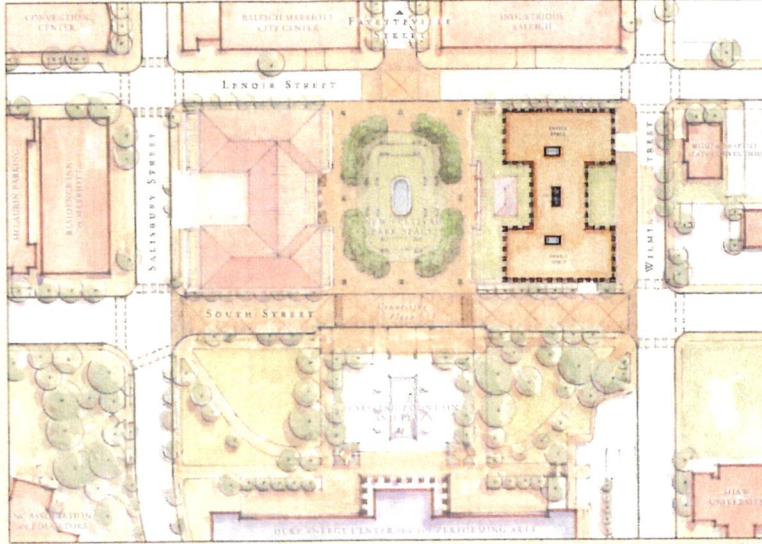
- 36 GUEST ROOMS AND SUITES (EACH LEVEL)



Levels Nine - Twelve Floor Plans | Site Plan  
**CULTURAL DISTRICT**  
CITY OF RALEIGH, NORTH CAROLINA

*The Kessler Collection*  
**GRAND BOHEMIAN HOTEL**  
Conceptual Planning Study  
FAYETTEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA





**MIXED-USE  
OFFICE & HOTEL**

Levels thirteen through seventeen of the mixed-use tower are dedicated to flexible office uses. The floor plan layout is highly efficient, with a central elevator core and flanking exit stairways that connect through to below. The building's core circulation additionally connects with the parking garage below and the fitness center on the eighth level shared by the hotel. In addition to being efficient, the spatial layout is also highly adaptable, for numerous tenant use scenarios. Its plan additionally allows for generous daylight throughout each floor plate and provides multiple corner views.

**FEATURES**

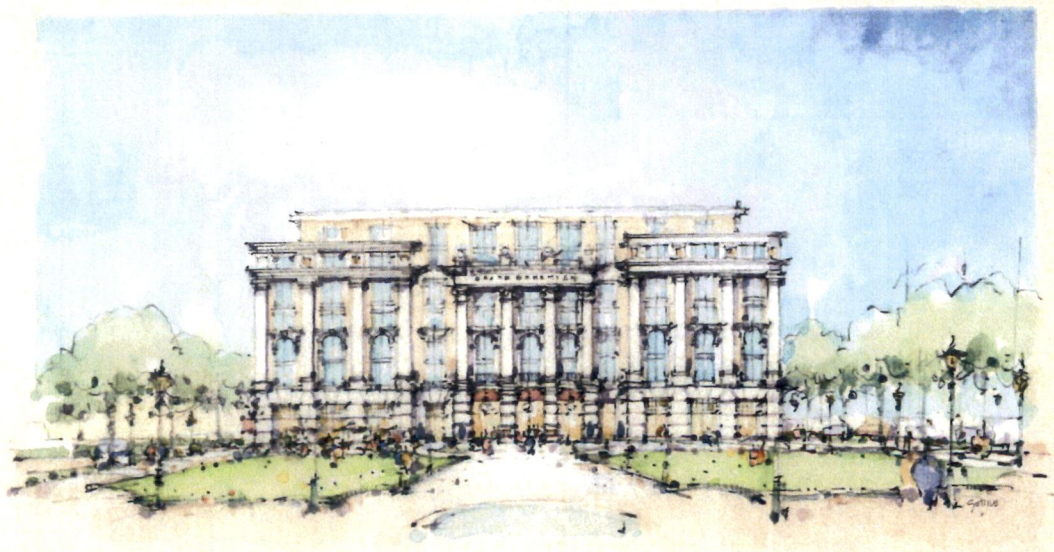
- 100,000 SQUARE FEET OF OFFICE SPACE (20,000 SF ON EACH LEVEL)
- CENTRALIZED CIRCULATION
- EXPANSIVE VIEWS
- ACCESS TO HOTEL MEETING AND FITNESS AMENITIES
- EACH LEVEL ENJOYS EXPANSIVE GLASS EXPOSURE AND MULTIPLE OPPORTUNITIES TO TAKE IN VIEWS OF DOWNTOWN RALEIGH

Scale  
North

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Levels Thirteen - Seventeen Floor Plans | Site Plan  
**CULTURAL DISTRICT**  
CITY OF RALEIGH, NORTH CAROLINA

THE Koolhaas COLLECTION  
**GRAND BOHEMIAN HOTEL**  
Conceptual Planning Study  
FIVEFIVEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA



Front Elevation  
**GRAND BOHEMIAN HOTEL**  
CITY OF RALEIGH, NORTH CAROLINA

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THE Koolhaas COLLECTION  
**GRAND BOHEMIAN HOTEL**  
Conceptual Planning Study  
FIVEFIVEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA

### SCENARIOS

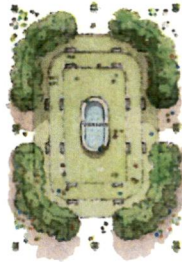
The park is designed as a beautiful and versatile setting. At its core, it is envisioned as an iconic civic space, anchoring the south end's Cultural District. It is anchored by the Performing Arts Center and framed by two new beautiful, human-scaled buildings in the heart of Raleigh.

*The Festival Park's greatest asset is its versatility.*

On a day-to-day basis, the Park provides an expansive terraced open space, areas of both sun and shade, and an abundance of options for people to sit and enjoy throughout the day.

On weekends, it can also host various markets and festivals, allowing booths to be situated within the tiers, and larger venues to be situated at the bottom around the fountain.

For performances and concert events, the fountain has the ability to turn off, enabling its platform to be used as a stage, transforming the park into an outdoor arena. Performances in the round can be conducted on the stage, while an audience of two thousand can sit comfortably around the stage upon the elevated green tiers.



CASUAL USE

*The park provides an expansive terraced open space, areas of both sun and shade, and an abundance of options for people to sit and enjoy throughout the day.*



MARKETS & EVENTS

*With ample open space, markets and festivals are able to be situated within the tiers, while larger venues can be situated at the bottom of the park around the fountain.*



CONCERTS & PERFORMANCES

*With the ability to use the fountain platform as a stage, the park can be transformed into an outdoor arena, seating an audience of two thousand on the elevated tiers.*

### FESTIVAL PARK

As a centerpiece of the Cultural District of the south end of Downtown Raleigh, the new Festival Park becomes a focal point for Raleigh's Cultural District, and a showpiece for the City. It is situated directly on the Fayetteville Street axis, between the Grand Bohemian Hotel and the new Mixed-Use Hotel and Office Building.

Creating a welcoming and active Festival Park for the citizens of Raleigh, with a timeless sense of place, the park reinforces the structure of the downtown spine as it stretches from the State Capital down to the Duke Energy Center for the Performing Arts.

The new park expands the public open space in front of the Performing Arts center, with a venue capable of supporting outdoor performances and concerts, making the destination even more versatile for cultural events. At the center of the park is a major civic fountain, designed to serve as a stage during events. A series of terraced lawns step down into the park, forming soft and inviting tiers that are ideal for concert seating, market functions, or everyday enjoyment of the space. Surrounding the park, ample space is provided for casual sitting, eating, and various other day-to-day activities for the public.

## Festival Park Usage Scenarios CULTURAL DISTRICT CITY OF RALEIGH, NORTH CAROLINA

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THE KESSLER ASSOCIATES FIRM  
GRAND BOHEMIAN HOTEL  
Conceptual Planning Study  
FAYETTEVILLE STREET HISTORIC CORRIDOR  
CITY OF RALEIGH, NORTH CAROLINA

*Discussion & Questions...*