

Dever Architects Designs Beyond Prototype with Fairfield Inns



Above: "Fairfield Inn and Suites, Marple, PA" Rendering by Jeff Ivins. Used with permission from Dever Architects

Although the first Fairfield Inn and Suites by Marriott opened in 1987, the inspiration for the new hotel franchise came from the historic Fairfield Farm, built in the 1800s. Now, the Fairfield Inn and Suites has been designed to reflect the warm hospitality and simple beauty inspired by its namesake.

As a brand, Fairfield believes a hotel stay should do as little as possible to interrupt a guest's daily routine and provides everything they can to help travelers stay productive, balanced, and fit.

The hotels provide flexible work spaces and free WiFi to help guests stay productive with their important work. They provide hot breakfasts and 24-hour markets with healthy options to keep guests balanced and going. And they provide 24-hour fitness centers so that a guest's travel schedule does not interrupt their exercise schedule.

These principles hold firm in Fairfield Inn and Suites throughout the country and are carefully worked into the prototypical design.

Dever Architects has been careful to maintain these principles in their two Fairfield projects, both currently under construction. But while holding onto the prototypical ideas behind Fairfield, Dever has also gone beyond the prototype designs in their current projects. The hotels, located in Allentown, PA and Marple, PA, have required special considerations in their design that bring them beyond the general, prototypical scale.

Having started construction in July 2016, the Fairfield Inn and Suites in Allentown, PA is scheduled to open around November 2017. Two bays longer than the prototype, Dever Architects and the owners designed the Allentown Fairfield to further push the principles of staying productive, balanced, and fit. This Fairfield was designed with dual meeting rooms that

more than double the size of a typical meeting room, as well as a board room and large pre-function area in order to accommodate groups of more than 130 people.

These areas were designed to be geared towards the typical Fairfield guest: a no-nonsense business traveler seeking an easier stay and trip. However, Dever Architects and the owners looked to help both business travelers and families visiting the nearby attractions, have a great, balanced trip and stay fit by designing a 2-story indoor pool space with a water slide.

Fairfield Inn and Suites in Allentown, PA went above prototype with its enlarged pool area and meeting room spaces. Comparatively, the Marple Fairfield adhered much more closely to the prototypical design.

Which is not to say that the Fairfield Inn and Suites in Marple, PA was without its own challenges; under construction since January, 2017, the major hurdle to clear was the site. Located beside I-476, the site was a sloped, rocky hill that was initially difficult to build on.

Dever Architects worked carefully on the design in order to maximize interior space and maintain the principles of productivity, balance, and fitness, but keep the footprint small in order to better fit on this tricky site. Even with an indoor pool, 24-hour fitness center, and meeting room almost 3-times larger than the prototypical board room, the Marple Fairfield is still 33-feet more narrow than the typical Fairfield and is able to fit well on the small, challenging site.

As the foremost hotel architects in the mid-Atlantic region, Dever Architects understands how important it is for hotel owners to adhere to the principles of a prototype, but to also design beyond the prototype layouts in order to create something truly unique and well suited for their guests.



Above: "Fairfield Inn and Suites, Allentown, PA" Photo by Tom McKenna. Used with permission from Dever Architects
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