

## D.C.'s Donovan Hotel to become Hotel Zena, play up 'female empowerment'



Pebblebrook's Donovan Hotel will be renovated and rebranded as Hotel Zena in 2020.

VICEROY HOTEL GROUP



By **Katishi Maake** – Staff Reporter, Washington Business Journal

Dec 18, 2019, 12:08pm EST **Updated** Dec 18, 2019, 2:39pm EST

We're now getting a look at what Logan Circle's Donovan Hotel will become: Its owner plans will undertake a \$25 million renovation and rebrand it as the Hotel Zena in 2020.

The hotel at 1155 14th St. NW will have 191 rooms and is expected to open in the second quarter of 2020. Owned by Bethesda's **Pebblebrook Hotel Trust**, it will feature an art program, a lobby lounge focused on cocktails and a 14th-floor rooftop pool with adjacent meeting space for private functions.

"Hotel Zena will be the first hospitality establishment solely dedicated to celebrating the accomplishments of women," Pebblebrook Chairman, President and CEO [Jon Bortz](#) said in a statement. "Washington, D.C. is one of the most culturally diverse metropolitans with a female-majority population, and there is no better place or more relevant time to fill this void in the travel market."

West Hollywood, California-based Viceroy Hotels & Resorts will operate and manage Hotel Zena, which will join the Viceroy Urban Retreats portfolio – a collection of boutique hotels. Viceroy [took over as third-party operator](#) of the Donovan and the Mason & Rook hotels from Kimpton Hotels & Resorts in July.

The Mason & Rook will undergo an estimated \$8 million renovation and upgrading of the entry, lobby, guest rooms, restaurant and bar areas, rooftop pool, bar venue and its meeting space in the first quarter of 2020. It's expected to be completed late second quarter 2020 and rebranded as the Viceroy Washington, D.C, according to Pebblebrook's third quarter earnings release.

Hotel Zena joins six other hotels in Pebblebrook's "Unofficial Z Collection," including Hotel Zelos San Francisco, Hotel Zephyr and Hotel Zoe at Fisherman's Wharf in San Francisco, Hotel Zeppelin and Hotel Zetta elsewhere in San Francisco, and The Hotel Zags Portland.

Pebblebrook has had a busy 2019, [whittling its D.C. portfolio](#) by selling three Kimpton-branded hotels in Dupont.