

MODERN HOTEL + BAR

a boutique hotel in the heart of downtown boise

asking price \$6,250,000



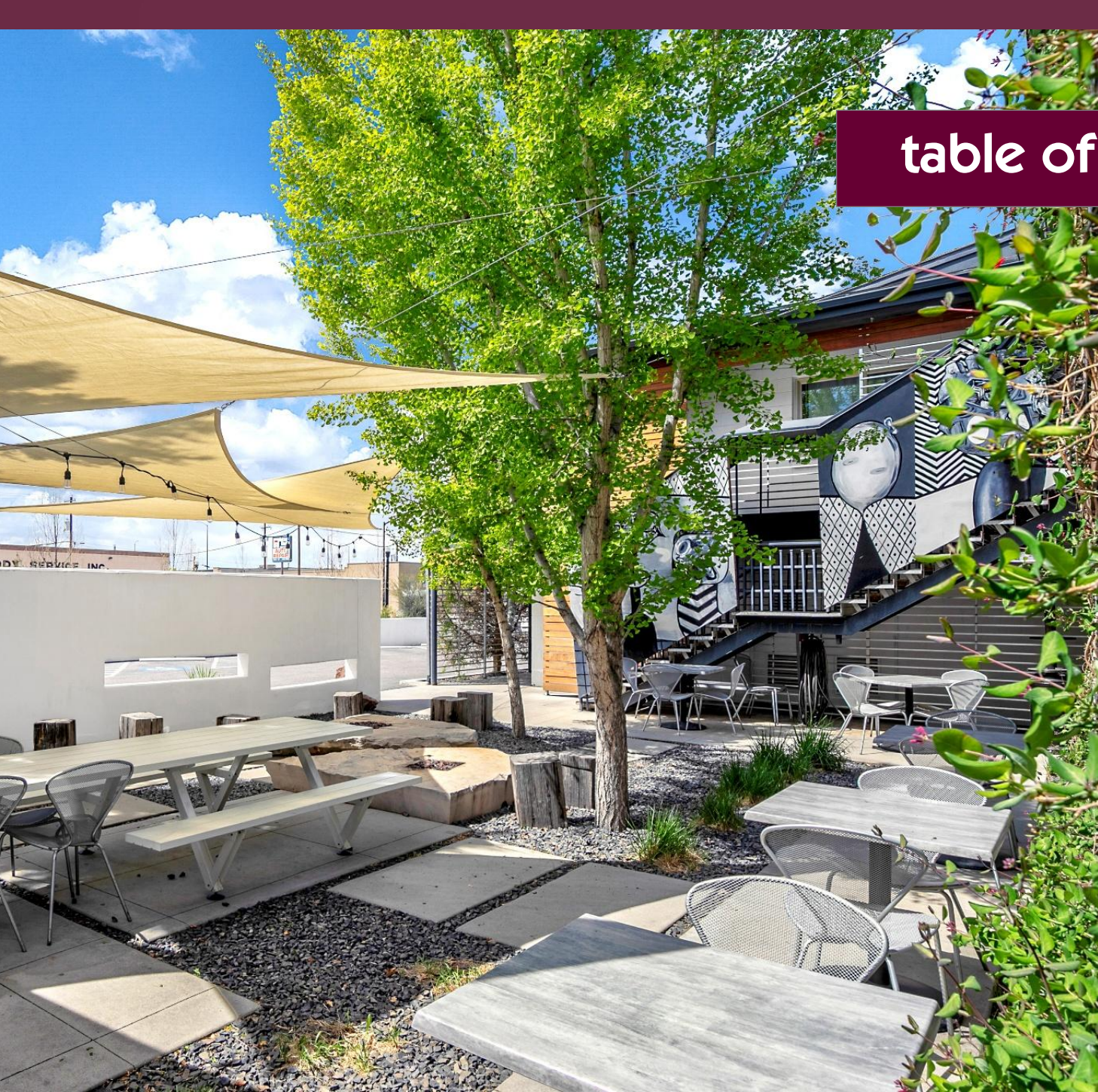


table of contents

1. executive summary
2. about
3. highlights
4. boise's hospitality market
5. downtown boise
6. downtown vicinity
7. demographics
8. floor plan
9. zoning summary
10. property photos
11. call for offer details
12. useful link/info

executive summary

Modern Hotel + Bar

Price:	\$6,250,000
Keys:	39 room boutique hotel & restaurant
2025 Occupancy:	63%
2025 ADR:	\$171
Parcel Size:	0.56 acres
Building Size:	20,208 square feet
Year Built:	1961
Remodel Years:	2006, 2008, 2013, 2014, 2019 along w/ continuous improvements & upgrades.
Current Zoning:	MX-5
Off Street Parking:	24 spaces



The subject property is a boutique hotel located in the Linen District neighborhood of downtown Boise. The hotel was originally constructed as a Travelodge Motel and was redeveloped into the Modern Hotel and Bar in 2006. The hotel caters to the design conscience travelers who appreciates higher end service, unique lodging experiences, and wants to be in downtown Boise with all the action.

The Modern Hotel also houses a full-service restaurant and bar, which not only caters to hotel guests but also has a strong following of customers looking for an intimate and unique evening outing. The restaurant and hotel benefit from off-street parking as well as nearby on-street parking, which is a benefit of the Linen District along with numerous local businesses.

In addition, the downtown has seen robust development and several large multifamily projects have come online in 2025 both ***within 3 blocks*** of the Modern Hotel. These new developments, totaling ***over 630 new apartments***, will serve to boost the dining demand in the neighborhood.

about the modern



Tucked right into the heart of Boise's Linen District — one of downtown's most creative corners — The Modern Hotel & Bar isn't your standard chain hospitality experience. And thank goodness for that.

This boutique hotel has roots that run deep. The Modern's story starts back in the 1930s, when Regina Echevarria and her husband, a couple of Basque shepherders who'd lost everything, rolled the dice on a new kind of business: a boarding house that welcomed fellow immigrants, shepherders, traveling musicians, and road-weary salesmen. Hospitality was the heartbeat of that place — and it still is.

Fast forward a few decades and two bold grandchildren, Elizabeth Tullis and Robert Tullis, decided to carry that family tradition into Boise's urban core. They took on a tired old guest lodge, gave it a serious glow-up with the help of local architect Dwaine Carver and designer Kerry Tullis, and honored her family's history by giving it the same name: The Modern.

Today, the Modern is where Boise's past and future meet. Thirty-nine thoughtfully designed, light-filled rooms. A destination bar that pulls in locals just as much as visitors. A courtyard that plays host to storytellers, songwriters, and anyone who appreciates a good glass of something cold under the Idaho sky.

The Modern is the kind of place where the design is cool, but the welcome is warm. Business travelers, artists on tour, honeymooners, empty nesters on an adventure — they all find their way here. Not because it's the fanciest. Because it's real. Friendly. Low-stress. And right in the mix of one of the fastest-growing downtowns in the country.

We like to think of The Modern as a soft-landing spot for folks who appreciate good design, a great cocktail, and a solid night's sleep. No hidden fees. No fuss. Just that rare combo of style and soul.



events



"This boutique hotel is perfectly located in the buzzy Linen District near downtown Boise. The hotel has a carefully curated cool, vintage vibe; built around a communal patio area used for dining"

-Mark N



"My favorite hotel in Boise! I will stay here every chance I get."

-chad447

dining



"Our stay at The Modern Hotel in Boise was fantastic from start to finish. The customer service really stood out – every staff member was welcoming, helpful, and made the whole experience feel personalized"

-Niis B



experience



"The Modern Hotel is an experience. Fun, comfortable, welcoming, warm, a people-place. The room is comfortable."

-meredyth

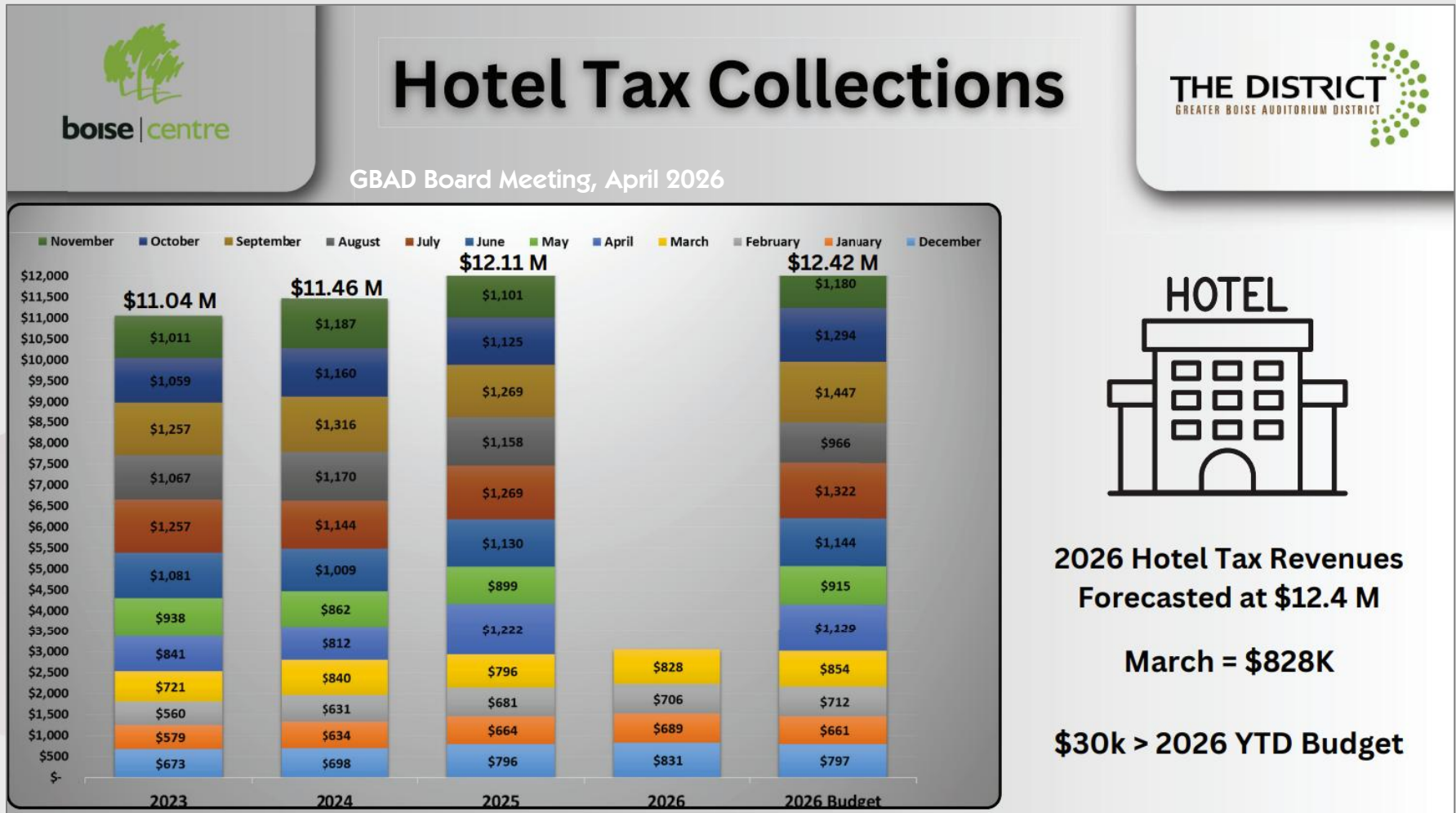


"Excellent accommodations, fantastic bar and restaurant, wonderful breakfast and within walking distance to most everything downtown."

-trailblazer782175

boise's strong hospitality market

Boise's hotel revenue growth continues to outpace predictions...



GBAD predicts 2026 hotel revenue growth @ 2.6% over 2025.

Boise hotel revenue and demand above forecast for 2026 YTD.

downtown boise

Nestled in the heart of Idaho's capital, Downtown Boise offers a unique blend of historical charm and modern energy—making it one of the most attractive locations in the Pacific Northwest for hotel investment. Founded in the 1860s during the gold rush era, Boise has grown from a military outpost into a vibrant, fast-growing city with a strong sense of place and purpose.

Downtown is the epicenter of Boise's economic, cultural, and entertainment activity. Anchored by state government offices, Fortune 500 branches, tech startups, and Boise State University, the area draws a steady mix of business travelers, tourists, and event-goers year-round. With the nearby Boise River Greenbelt, dozens of breweries and restaurants, a thriving arts scene, and venues like the Boise Centre and Idaho Central Arena, foot traffic remains strong day and night.

Boise consistently ranks as one of the fastest-growing cities in the U.S., with a robust local economy and rising demand for hospitality accommodations. Whether catering to business professionals, outdoor enthusiasts, or cultural tourists, a hotel in Downtown Boise offers immediate access to a dynamic and growing market with long-term revenue potential.



jay story, ccim 208.841.8320
story@storycommercial.com

104 s capitol blvd - suite 201
boise, id 83702

downtown vicinity



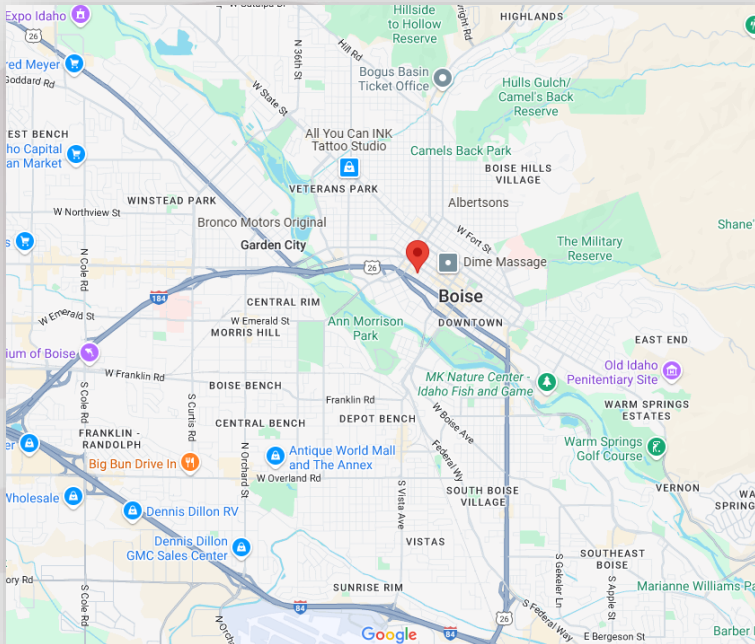
jay story, ccim

208.841.8320
story@storycommercial.com

104 s capitol blvd - suite 201
boise, id 83702

demographics

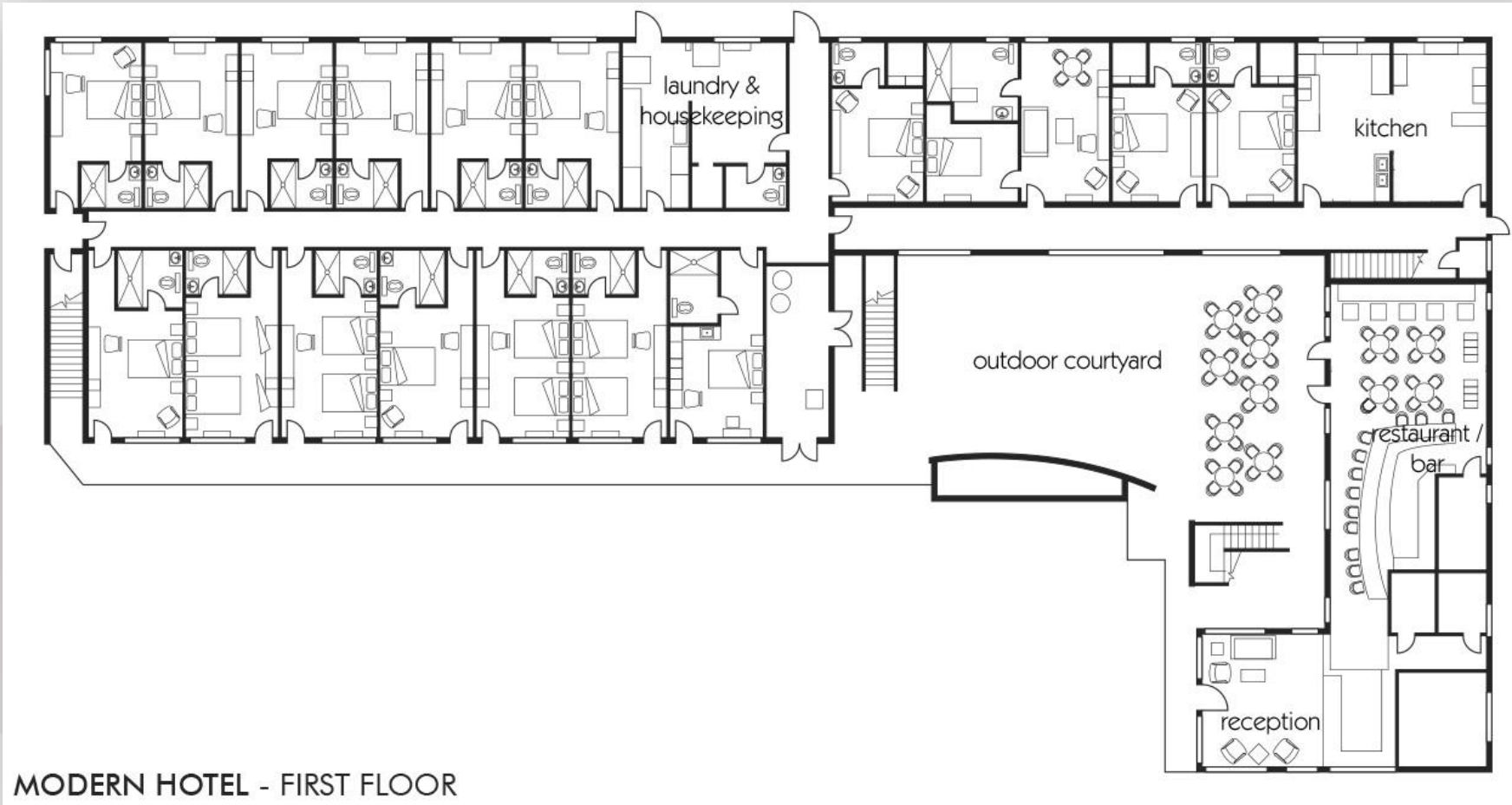
Summary - 2024	1 mile	3 mile	5 mile
Population	14,986	104,744	179,368
Households	8,030	47,311	78,474
Families	2,432	21,129	39,551
Average Household Size	1.79	2.11	2.21
Owner Occupied Housing Units	2,374	23,289	45,198
Renter Occupied Housing Units	5,656	24,022	33,276
Median Age	33.8	34.9	36.9
Average Household Income	\$89,520	\$104,303	\$108,001



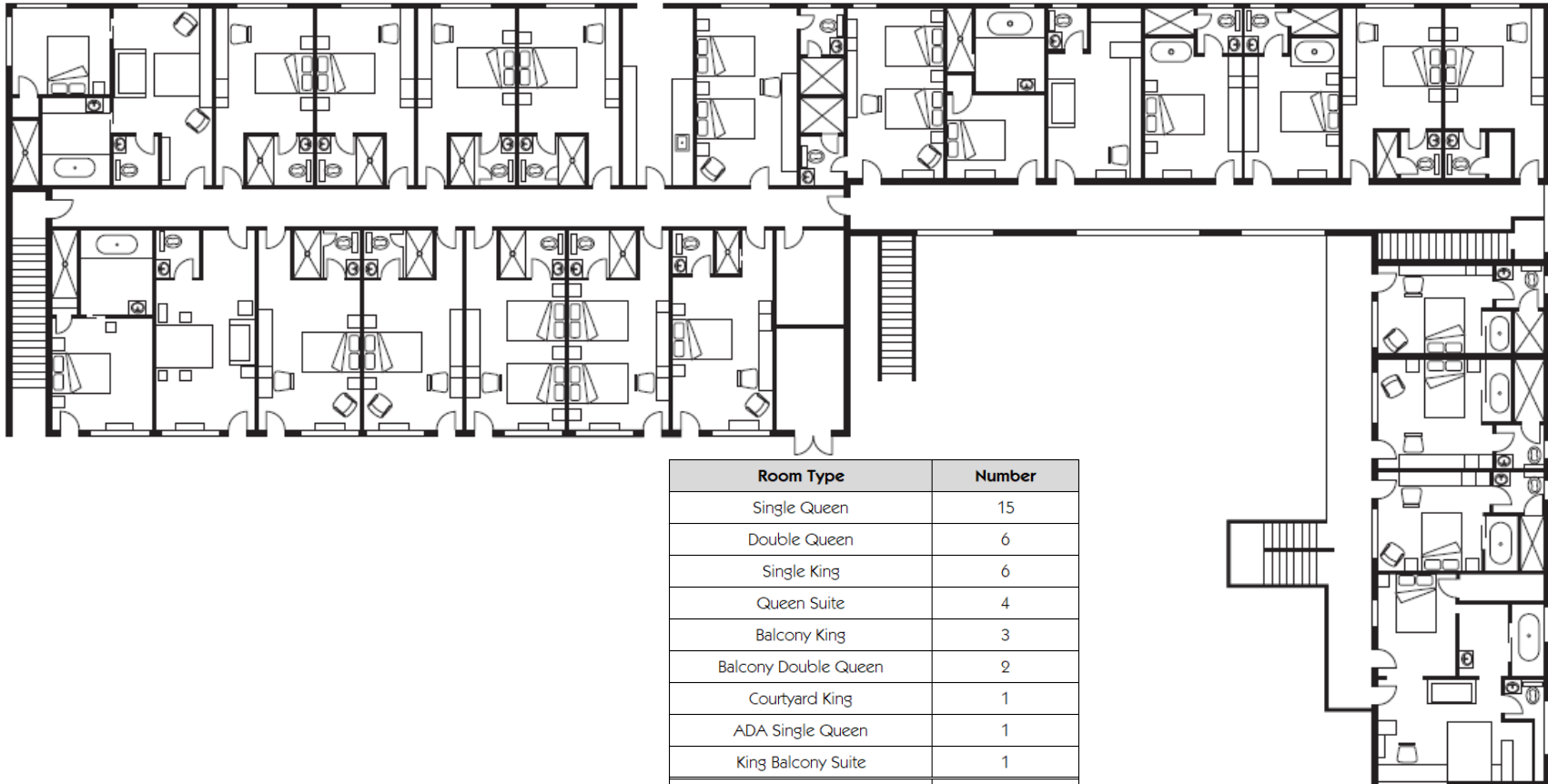
jay story, ccim 208.841.8320
 story@storycommercial.com

104 s capitol blvd - suite 201
 boise, id 83702

first floor plan



second floor plan & room types



Room Type	Number
Single Queen	15
Double Queen	6
Single King	6
Queen Suite	4
Balcony King	3
Balcony Double Queen	2
Courtyard King	1
ADA Single Queen	1
King Balcony Suite	1
Total	39

MODERN HOTEL - SECOND FLOOR

zoning summary

MX-5

"The MX-5 district is intended to provide opportunities for a mix of higher intensity office, commercial, institutional, and residential uses. The MX-5 district is intended to accommodate the needs of the city's Downtown Planning Area as defined in the Comprehensive Plan and to provide for activities conducive to a compact, concentrated, and walkable urban downtown mixed-use center." Boise City Zoning Code

zoning resources

[Link to Table of Allowed Uses](#)

[Link to Summary of MX-5 Zoning Information](#)

dimensional standards

lot standards	
lot area minimum	n/a
street frontage minimum	n/a
setbacks (minimum)	
front	min 0 ft. max 20 ft.
side street	min 0 ft. max 20 ft.
interior side	min 0 ft.
rear yard	min 0 ft.
rear	15'
parking setbacks (minimum)	
front	10 ft.
street side	10 ft.
interior side	5 ft.
rear	5 ft.
any yard adjacent to interstate (I-84 & I-184)	10 ft.
height (maximum)	
building height	n/a
*confirm specifics with boise city zoning code	



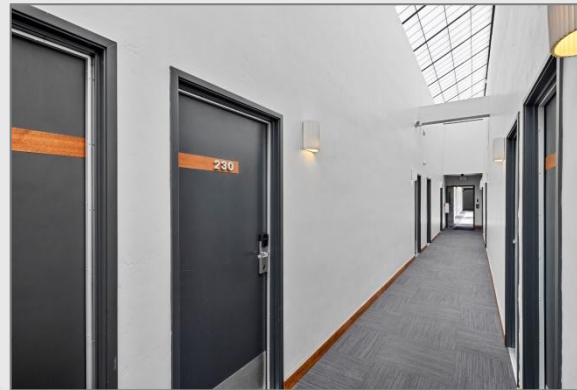
property photos



jay story, ccim 208.841.8320
story@storycommercial.com

104 s capitol blvd - suite 201
boise, id 83702

property photos



jay story, ccim 208.841.8320
story@storycommercial.com

104 s capitol blvd - suite 201
boise, id 83702

aerial photos



jay story, ccim

208.841.8320
story@storycommercial.com

104 s capitol blvd - suite 201
boise, id 83702

useful links

City of Boise

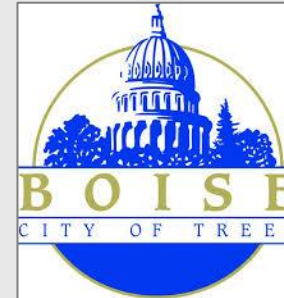
[MX-5 Zoning Information](#)

[Zoning District Information](#)

[Development Code Link](#)

[Various zoning & other City maps](#)

[Allowed Use Table by Zoning](#)



CCDC

[CCDC Participation Program for Development](#)



ACHD

[ACHD 2025 – 2029 Integrated 5-year work plan](#)

[Master Street Plan & Maps](#)



DBA

[Downtown Boise Association](#)



Greater Boise Auditorium District (GBAD)

[GBAD Homepage](#)



Disclaimer:

All information provided herein is deemed reliable but is not guaranteed. Prospective buyers are advised to independently verify all maps, zoning, property details, financial figures, and any other information presented. Broker and Seller make no warranties or representations as to the accuracy or completeness of this information.

