

August 22, 2022

City of Madison
215 Martin Luther King Jr. Blvd., Suite 017
Madison, WI 53701

Re: Hilton Dual Brand Hotel
2403 East Springs Drive

Urban Design Commission,

We are pleased to present for your review the proposed 5-story Home 2 Suites & Tru Dual Brand Hotel by Hilton. Hawkeye Hotels will develop and operate this top-tier limited service 219 guestroom hotel.

General Description

Tru is a new brand that is simplified, spirited and grounded in value for guests with a zest for life and a desire for human connection. The Home 2 Suites is an innovative, modern approach to the midscale, extended-stay hotel market targeted at today's tech-savvy, value-oriented traveler. Together, the Home 2 Suites & Tru dual brands will offer travelers a wonderful and exciting mix of business and pleasure.

Site

From East Springs Drive, the site slopes up approximately 22' to where the building pad is situated. We are proposing to leave the existing sloped, curved entry drive as is due to the connection to the adjacent drive at the northwest edge of the property. The excessive grades, existing shared driveway and the required fire department access requirements around the perimeter of the hotel all necessitate that the building be located as shown, so it is pushed as close to the front of the lot as is reasonably possible, while still lending a clear and obvious entry point from the street.

222 parking spaces will be provided on site for hotel occupants. Per Table 281.3, with parking requirements for hotels at .75 per bedroom, we are providing more than the required 183 parking spaces. Since delivery of pre-packaged items and snacks will be by box truck and not by larger semi-trucks, we are requesting a waiver on the two (2) 10' x 50' loading spaces.

Architecture

The overall design shall conform to Hilton Design Standards for the Home 2 Suites & Tru brands. The hotel's exterior will feature a building base of dark brick, with textured wood-look hardboard and limited use of exterior insulation & finish system (EIFS). Each wing of the hotel shall employ featured brand colors and elements; the green color and lit "beacon" for Home 2 Suites and the turquoise color and angled element for Tru. In order to stay true to the aesthetics of each brand while meeting the City Ordinance requirements, we are proposing to use undulating facades of EIFS and textured wood-look hardboard on levels 2 through 5, as

it is very important for the vertical elements on these two brands to be consistent and continuous.

Contemporary light fixtures will blend with the clear anodized aluminum window and storefront systems. Per City Ordinance, the building's west facades facing East Springs Drive will incorporate at least 60% glazing along the lineal length of the facade. And the lit glass "beacon" on top of the Home 2 Suites will represent a landmark that is visible from the highway and that will shine throughout the Commercial Central District.

The trash enclosure to the rear of the site will incorporate the rich dark brick of the hotel on the exterior and will include wood or metal gates.

Signage

The dual brand hotel will include exterior signage on three (3) building facades, a monument sign at the street/front of the property and a pylon sign at the highway/back providing visibility and brand identification consistent with other nationally recognized hotels situated along highway corridors and within city developments.

The design of the Home 2 Suites & Tru Dual Brand Hotel is intended to improve the urban design within the Commercial Center District while transforming the area into a more conducive center for pedestrian, bicycle, transit and motor vehicle activity.

Please contact me if you have any questions.

Sincerely,

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