

by Hilton™

## DEVELOPMENT GUIDE

V2.2 | DECEMBER 2019

It's one thing to separate ourselves from the competition.

It is another to challenge the status quo and

**change the game altogether...**

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Tru by Hilton is a  
**game-changing  
midscale brand**  
improving travel as we know it.

Say hello to a brand-new hotel experience from Hilton that's **vibrant, affordable and young-at-heart**. It's energetic, yet relaxing and comfortable. It's familiar, and it's also unexpected. It's completely unprecedented, it's uniquely Tru.

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# Tru by Hilton was designed to disrupt the midscale category.

It's simplified, spirited, and grounded in value. These are the pillars of our brand.

## Simplified

We stand up for the love of simplicity for the guest, owner and operator. Intuitive and effortless. Nimble and efficient. All beautifully balanced.

## Spirited

We embrace the human spirit. We cultivate connections with a vibe that is playful, energetic, and engaging. A sense of place unlike anything in our space.

## Grounded in Value

We champion value for the traveler and hotelier. We understand what matters most—better basics served up in a fresh, consistent and surprisingly affordable way. Minimal yet meaningful.



# Who will Tru by Hilton appeal to?

Tru by Hilton is designed for a broad range of travelers that share a youthful mindset that

**transcends generations.**

- They have a youthful energy and an open-minded optimism.
- They value experiences instead of things.
- They want a unique, lively environment where they can choose to recharge, connect with others or simply watch the world go by.
- They value the best technology.
- They live for freedom of choice.
- And, they're looking for the basics served up in a fresh, consistent and surprisingly affordable way.

**No brand is meeting their needs, in their price point, today.**



# We've **Changed the Game** in Everything About The Space

# Our Design

Just like our brand pillars, our product is designed to be spirited—bold and imaginative—yet simplified and grounded in value. We call it **minimal yet meaningful**. This sets our product apart from the hum drum reality of the category, connecting with guests in never-before-seen ways.

We have used clever graphics and unexpected winks to spark a conversation with our guests, along with **vibrant colors and playful patterns**. Our FF&E is selected to be highly functional, fun, comfortable, and unconventional in a head-turning way.

And...we ensure operational efficiency and simplicity in everything we do. We use neutral palettes in areas that need a shelf-life, and pops of colors where things can be cost-effectively changed from time to time.

We have limited built-in case goods to make it easy to maintain the overall condition of the hotel. Our power outlet placements make it easy for guests to power up and connect. And...we ensure the right light in the right places with the right solutions.

Our design intent can be summed up in three words:

## Fun, fresh and functional!



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# The Lobby

## A Place To Go To, Not Just Through

This is a game changing public space—a 2,793 square foot space that is so much more than just a lobby. There are four areas for eating, working, playing, or lounging; it's designed for engagement—to foster connections with fellow travelers, chill and watch the world go by, or quietly work alone. A central front desk with a built-in marketplace sits in the heart of the space.





**work.**



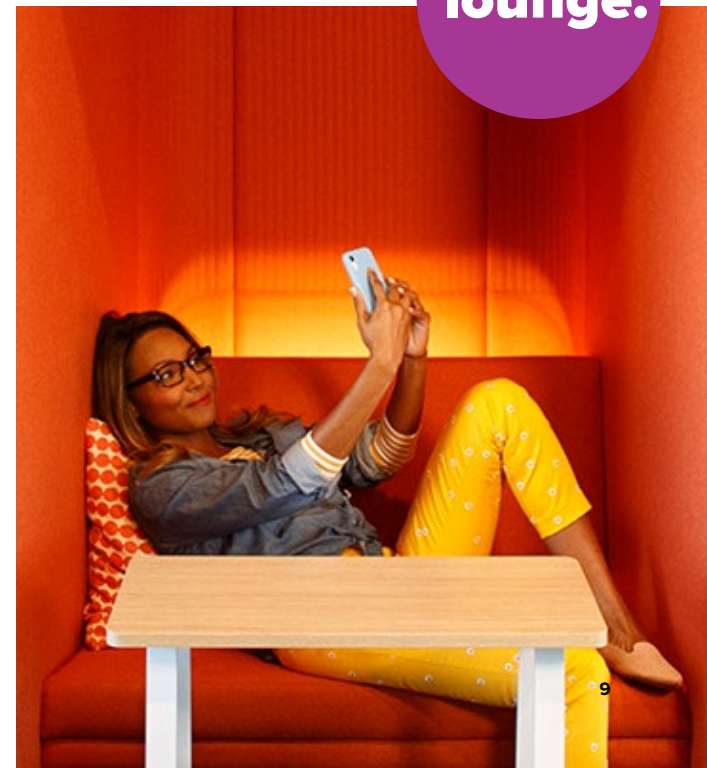
**play.**



**loungue.**



**eat.**

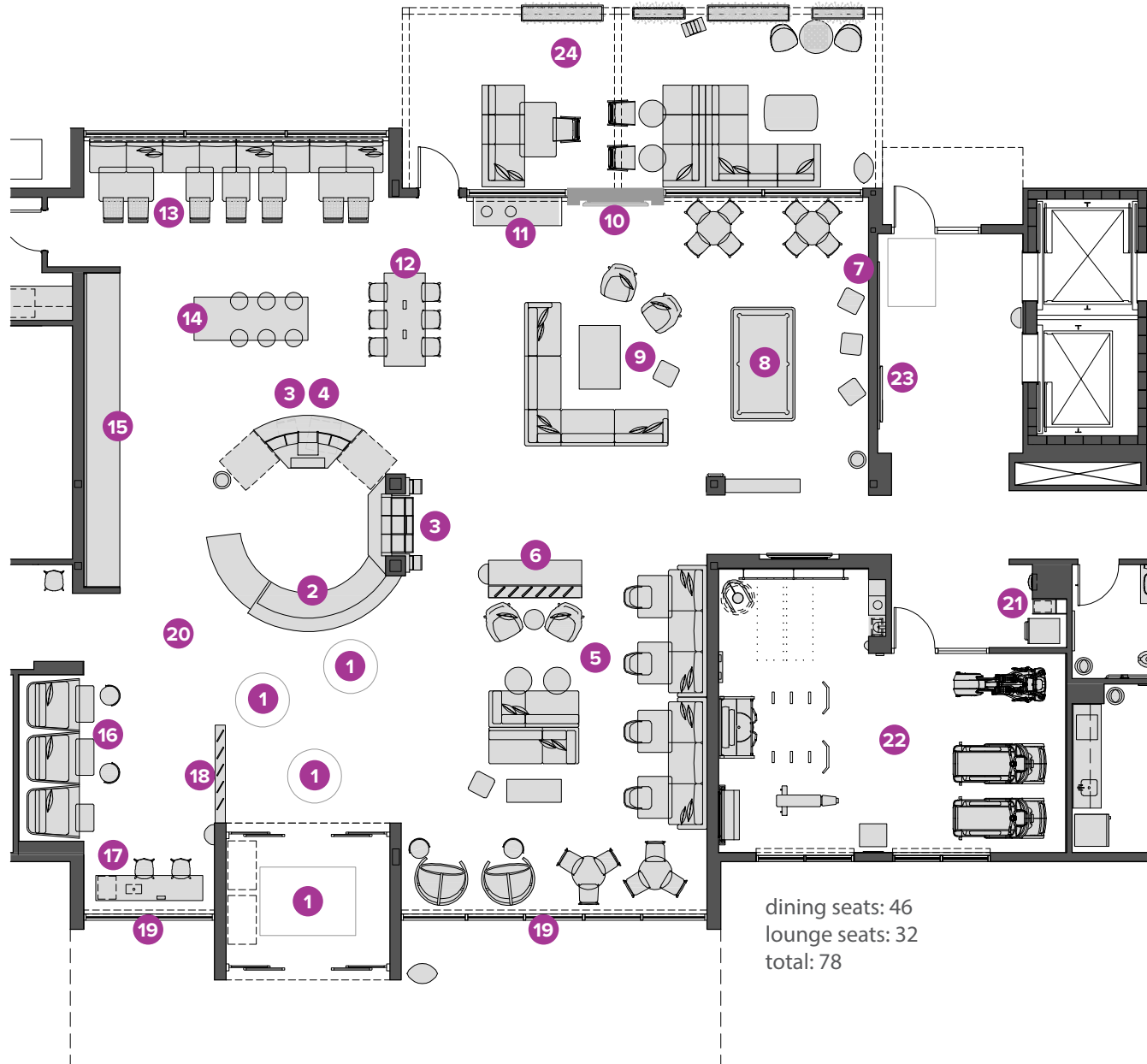


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# Lobby Plan

2,793 SF (net)



- 1 Brand Walk-off Mat
- 2 Front Desk
- 3 Eat. & Sip. Market
- 4 TV's Mounted to Ceiling (above)
- 5 Lounge Area with Comfortable Seating and Dining or Work surface options
- 6 24-Hour Coffee Station with Louver Wall
- 7 Local Mural Wall
- 8 Game Area with Game Table
- 9 Communal Gaming Seating
- 10 Media Wall
- 11 Trash & Recycling Station with Board Game Storage
- 12 Powered Community Table with Bar-Height Seating
- 13 Dining Area with Traditional Dining Tables and Banquette Seating
- 14 Breakfast Island with Stools
- 15 Breakfast Bar with Storage (below)
- 16 Semi-private Work Pods
- 17 Private Work Area with Printer Functionality
- 18 Louver Wall for Additional Privacy
- 19 Glass Storefront
- 20 Porcelain Tile with Integrated Carpet Tiles
- 21 Hydration Station with Ice Machine and Wall-mounted Water Dispenser
- 22 Fitness Room with Equipment and Accessories
- 23 Tru-ly Local Wall with Digital Signage
- 24 Outdoor Patio with Tables and Lounge Seating (Optional)

# Work Area





# Game Area

## With Game Table and Board Game Options





# Game Area

## With Game Table and Board Game Options





# Game Area

## Game Table Options: Pool, Foosball and Shufflepuck





# Lounge





# Eat / Drink Area



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# Breakfast





# Coffee Station and Eat. & Sip. Market



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# Fitness Center



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# Fitness Center



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# A Place To Go To, Not Just Through

## The Lobby – Our Big Lobby Statement

Unlike any other midscale hotel lobby, we have re-invented our public space to drive easy-going engagements. This starts with a glass storefront system both in the front and back of the building, allowing lots of natural light into the lobby space.

The Lobby has **four areas** that serve as signature brand features – areas to work, play, lounge and eat. They are distinct yet fluid with inventive and flexible seating. The space is designed for social activation and revenue generation... with a seamless flow between social, semi-private and private spaces so guests can be alone, socially alone, or engaged with others.

**Work Area** Private spaces and built-in alcoves, including work pods, provide a dedicated place with ample surfaces to focus on getting work done. We understand guests travel with their tablets, laptops and smart phones, so we provide a place for self-service, wireless printing and plenty of power outlets to help them stay connected.

**Game Area** This is the most spirited area, with games designed for social interaction. Owners can choose from a set of game options that include table games and a variety of board games – all surrounded by upholstered seating that is easy-to-clean and maintain.

**Lounge Area** Flexible seating arrangements including comfortable lounge chairs, ottomans, sofas with high backs, side tables, and unique “hammock-style seats” are located by full glass storefront walls to enjoy the outdoors while indoors. This is a perfect place for reading, listening to music or connecting with new and old friends while watching the world go by.

**Eat/Drink Area** Flexible seating allows guests to enjoy our complimentary hot breakfast, coffee/tea, or purchase snacks, drinks, and light meals from the 24/7 market. Bar height chairs at the community table provide alternative dining seating.

## The Central Front Desk and Market

A central, circular front desk re-invents the traditional version, and creates a hallmark for the brand and a focal point for guests. Here guests can check-in / check-out, buy drinks and snacks at our 24/7 market – all in one place.

## F&B

We’ve got all of our guests’ F&B bases covered. The prototype has a dedicated breakfast counter with plenty of storage and a closure system to close off after breakfast hours. Our complimentary “Top It” hot breakfast includes a variety of bases including eggs, sausage and waffle boats, as well as a toppings bar with sweet, savory and healthy items so guests can be their own tastemakers.

And for those anytime cravings, a 24/7 market allows guests to purchase traditional and unique local snacks, light meals, drinks, and single-serve wine and beer.

## Technology Integration

This is important to guests so it’s important to us. Baked into our brand are digital check-in and straight-to-room capabilities; convenient power outlet placements throughout the hotel to charge devices; super-fast and complimentary wireless internet access; and multiple screens for entertainment and information.

## Porcelain Tile Flooring And Integrated Carpet Tiles

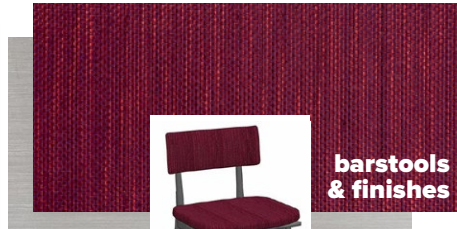
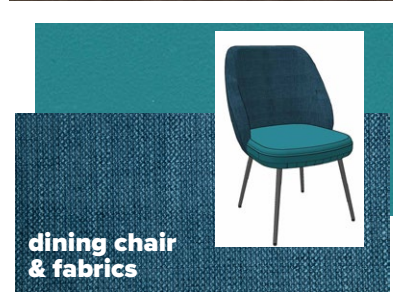
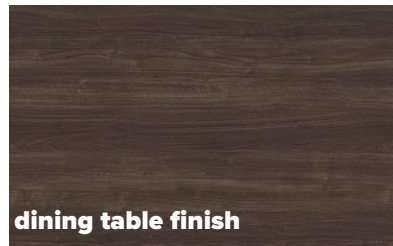
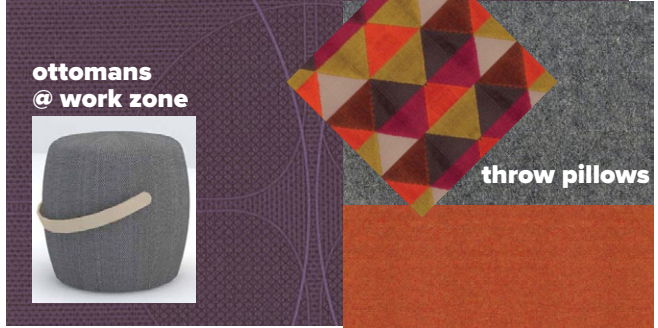
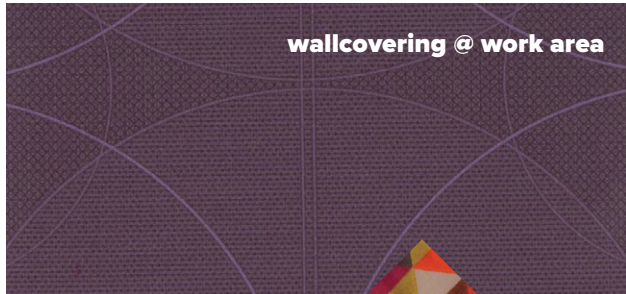
The predominant flooring material in the lobby space is porcelain tile. Carpet is integrated in quieter lobby areas. Porcelain tile flooring combines pattern and style with a strong “clean” message and can accommodate various activity levels. It also has a long shelf-life and is easy to maintain over time.

## Fitness Center

Our fitness center is located just off the lobby and adjacent to the hydration water and ice station. The fitness center facilitates guests’ changing workout needs. With ample space for guest workout customization, our fitness center has both traditional and non-traditional equipment and accessories that leverage modern wellness trends, plus guests can get workout ideas from our fitness center tablet.

# Lobby - Work & Lounge Areas FF&E

## Furniture, Materials and Finishes



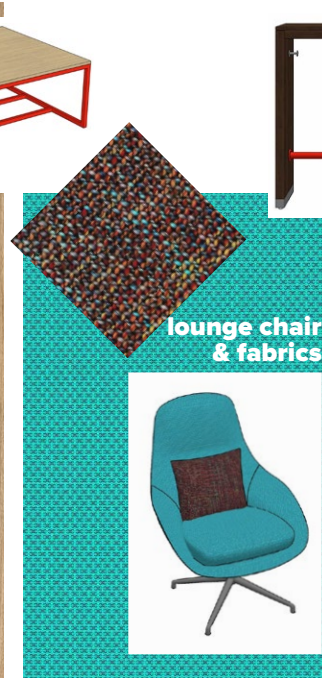
PLEASE NOTE: One Lobby FF&E package is currently available.

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# Lobby - Eat / Drink and Game Area FF&E

## Furniture, Materials and Finishes



dining chair



pendant light @ windows



barstool @ community table & game area



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# Guestrooms

Thoughtfully designed to maximize the use of space and operational efficiency, the smaller guestrooms feature an all-white bedding program, expansive window for plenty of natural light, clear visual access to lighting and power, a mobile desk & chair and inventive features like sound absorption solutions that become style elements in the space. The overall number of case goods are purposefully minimal with cleverly designed, highly usable surfaces. We've packed a lot into these 231sf and 280sf guestrooms – all of the right stuff, in all of the right ways!

The spacious bathrooms have been designed with a laser-focus on those things that matter most to guests – all with operational ease in mind. Bathrooms are 100% shower – a really great glass-door shower, ample storage space, bulk premium amenities and pops of whimsy.

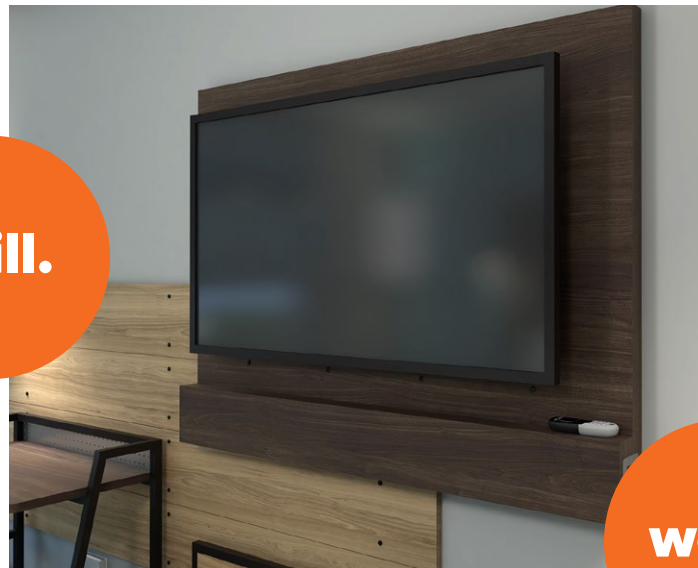




**snooze.**



**chill.**



**work.**



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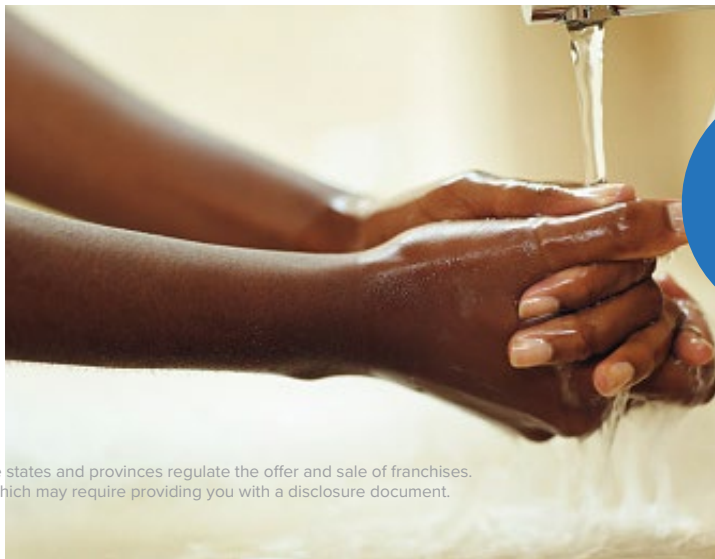




**light.**



**clean.**



**space.**

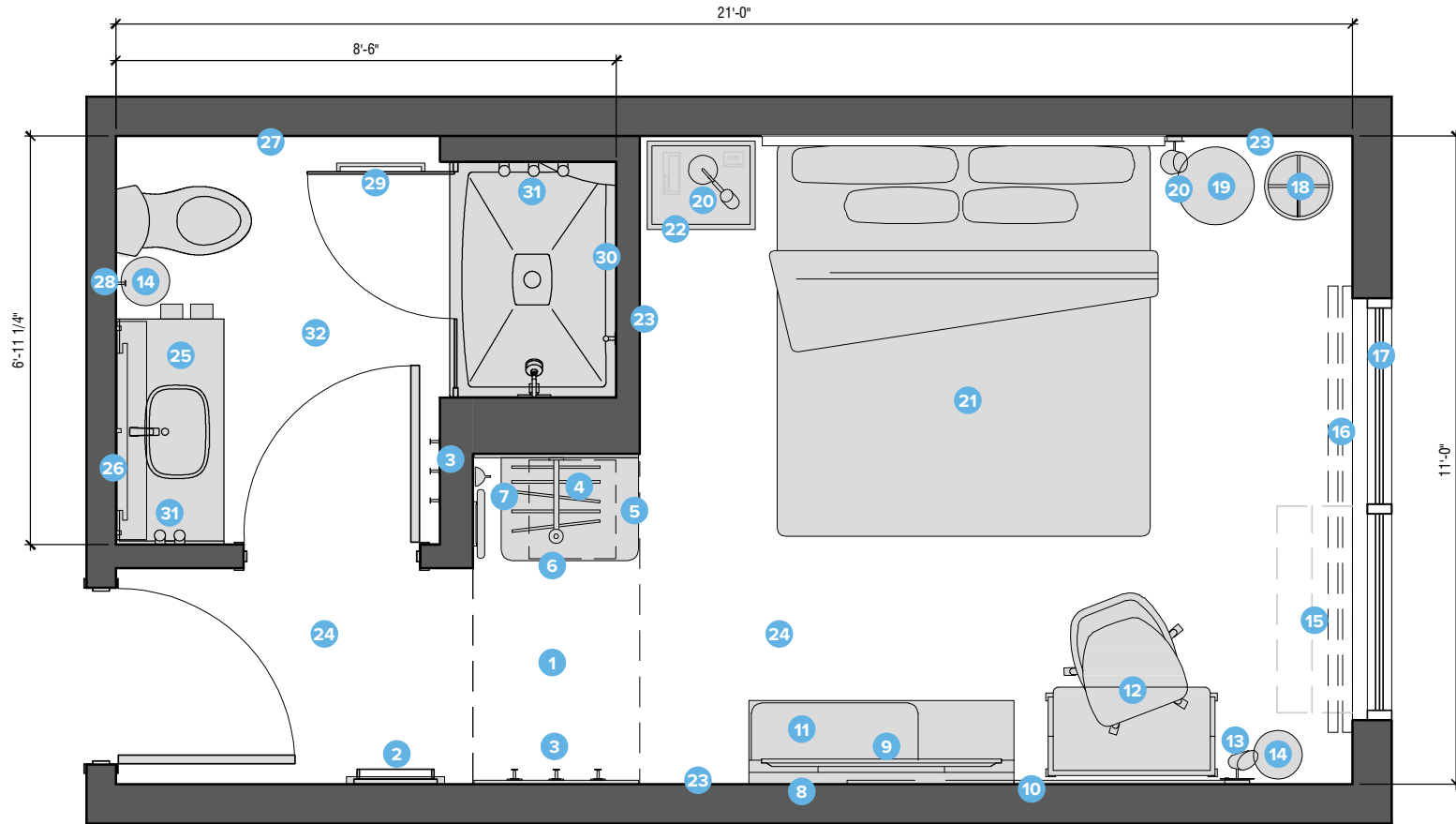


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# Single King Guestroom

231 SF

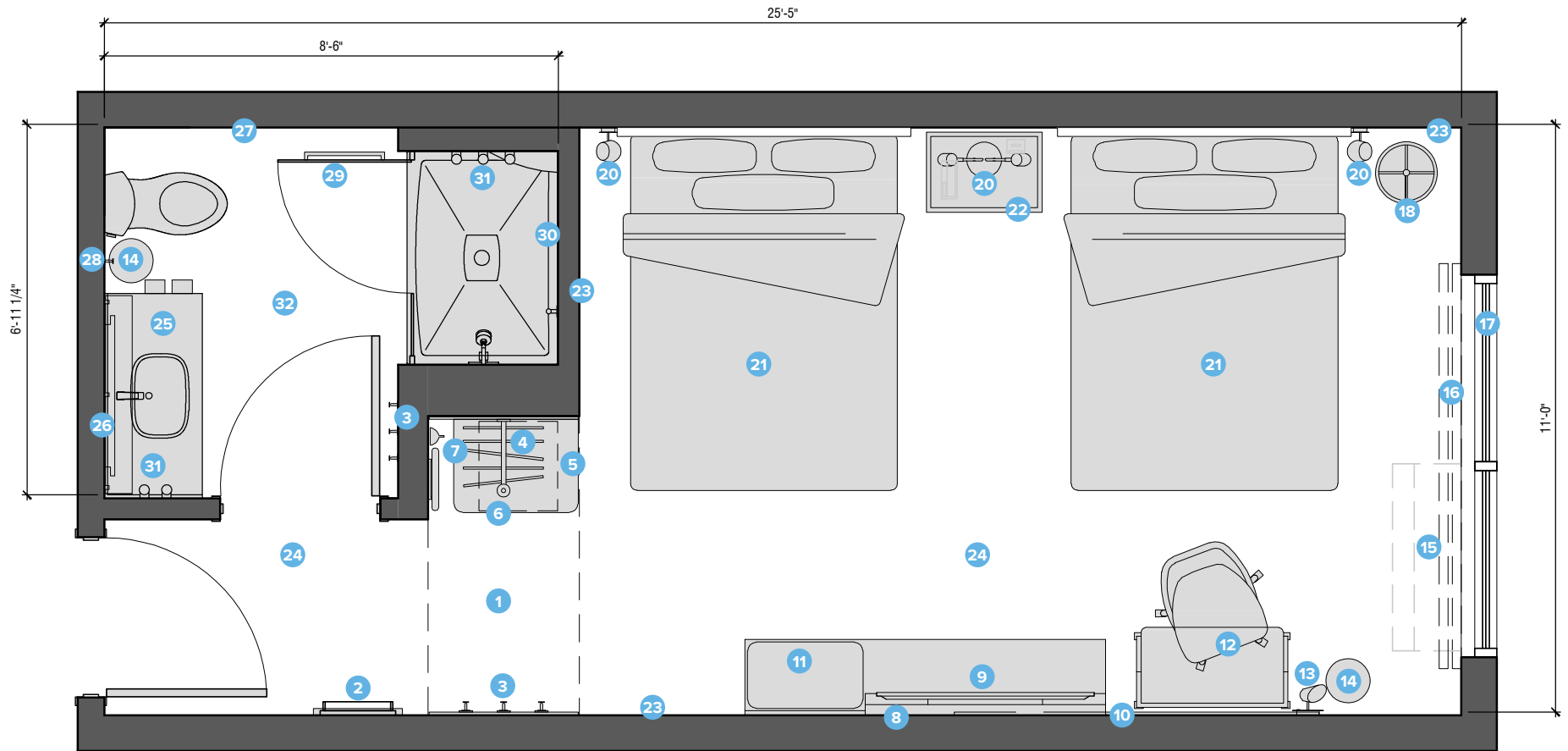


- |                                                            |                                           |                                                                       |                                                             |
|------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------|
| 1 Landing Zone                                             | 9 TV with Premium Channel Line-up         | 18 Floor Lamp                                                         | 26 Illuminated Mirror                                       |
| 2 Full Length Mirror and Light                             | 10 Laminate Wall Panels                   | 19 Accent Nightstand                                                  | 27 Vinyl Wallcovering Accent Wall                           |
| 3 Decorative Wall Hooks                                    | 11 Storage Bench with Cushion (below)     | 20 Task Lighting                                                      | 28 Hair Dryer in Bag (Hanging on Hook)                      |
| 4 Hanging Clothes Storage (above)                          | 12 Mobile Desk and Task/Lounge Chair      | 21 King Bed & Headboard                                               | 29 Shower with Glass Swing Door and Exterior Towel Bar      |
| 5 Luggage Bench                                            | 13 Dual-Directional Task/Ambient Lighting | 22 Nightstand with Alarm Clock/Power, Phone                           | 30 Panelized, Groutless Shower Surround                     |
| 6 Refrigerator (below)                                     | 14 Trash                                  | 23 Overall Knock-down Finish with Accent Color at Headboard Wall      | 31 Bulk Dispensers                                          |
| 7 Iron and Ironing Board                                   | 15 PTAC Unit                              | 24 Luxury Vinyl Tile (LVT)                                            | 32 12' x 24' Porcelain Tile Flooring with Narrow Grout Line |
| 8 Wall-Mounted TV Unit with Integrated Power on both sides | 16 Printed Solar Sheer & Blackout         | 25 Expansive Vanity with Towel Storage (below), Storage Shelf (above) |                                                             |
|                                                            | 17 Double Window                          |                                                                       |                                                             |

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# Double Queen Guestroom

280 SF

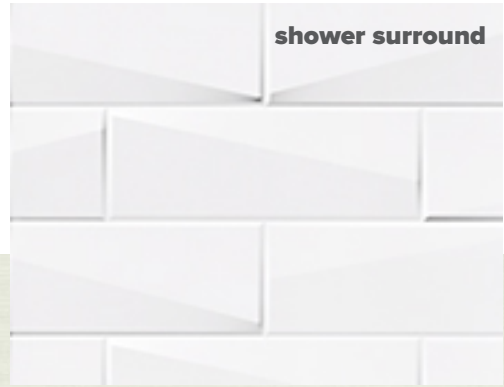
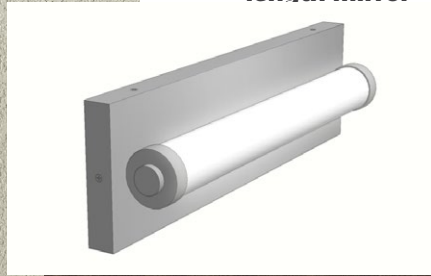
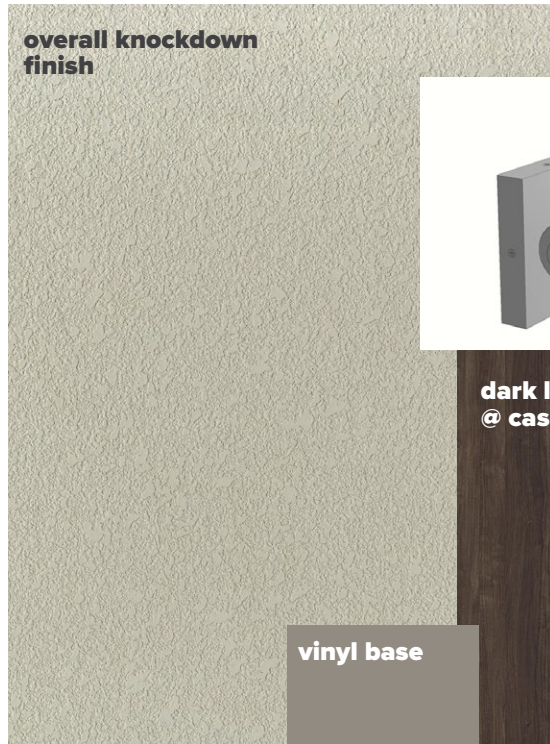


- |                                                            |                                           |                                                                       |                                                             |
|------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------|
| 1 Landing Zone                                             | 9 TV with Premium Channel Line-up         | 18 Floor Lamp                                                         | 26 Illuminated Mirror                                       |
| 2 Full Length Mirror and Light                             | 10 Laminate Wall Panels                   | 19 Not Used                                                           | 27 Vinyl Wallcovering Accent Wall                           |
| 3 Decorative Wall Hooks                                    | 11 Storage Bench with Cushion (below)     | 20 Task Lighting                                                      | 28 Hair Dryer in Bag (Hanging on Hook)                      |
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# Guestroom Architectural Finishes





# Glimmer Guestroom



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# Glimmer Double Queen Guestroom



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# Glimmer Guestroom



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# Glimmer Guest Bathroom

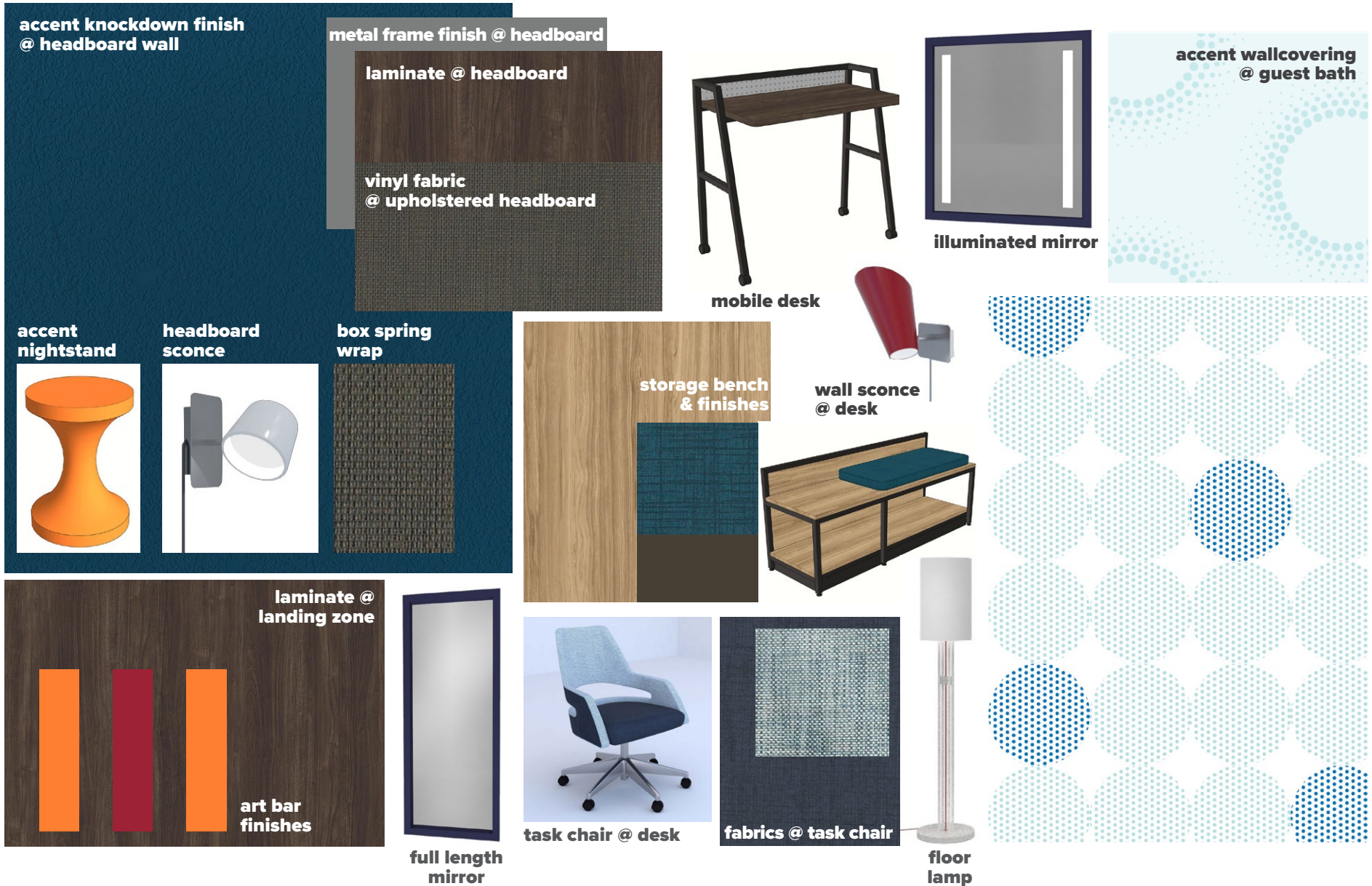


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# Glimmer Guestroom FF&E

## Guestroom Materials, Furniture and Finishes





# Spark Guestroom



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# Spark Double Queen Guestroom



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# Spark Guestroom



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# Spark Guest Bathroom

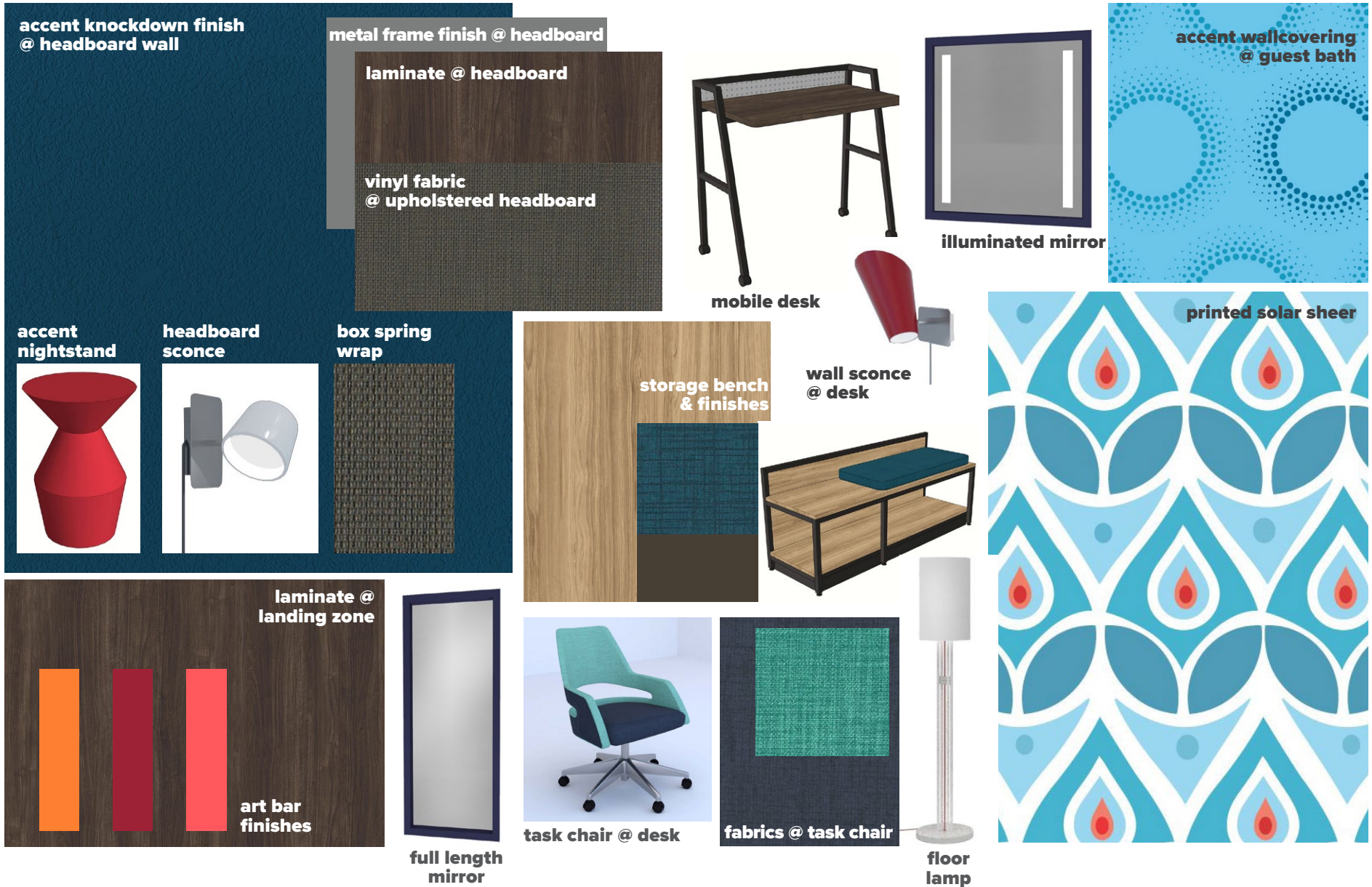


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# Spark Guestroom FF&E

## Guestroom Materials, Furniture and Finishes





# Burst - Yellow Guestroom



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# Burst - Yellow Double Queen Guestroom



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# Burst - Blue Guestroom



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# Burst - Blue Double Queen Guestroom



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# Burst Guestroom



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# Burst Guest Bathroom



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# Burst Guestroom FF&E

## Guestroom Materials, Furniture and Finishes





# Minimal Yet Meaningful Guestrooms

## “Landing Zone”

This is a place to pause, unload and organize stuff. It's designed with mudroom functionality: hanging storage in an open closet and a luggage bench. This area makes a design statement through an accentuated ceiling color, wall transition and down lighting, signifying arrival. The decorative wall hooks are a common sense amenity – a place to hang your bag and jacket – with a brand twist and pop of color. The wall notch at the Landing Zone and open closet allows for greater visual entry into the guestroom.

## Bed Area

The bed serves as the hero element in the room – with an upholstered headboard, durable and cleanable surface, and an all-white triple-sheeted bed program. All of our guestrooms have either single king or double queen beds. Guests will have direct access to power and lighting from the bed.

## Ample Storage

This compact room has been smartly designed for ample storage space. In addition to the Landing Zone's luggage bench and hanging storage, the bench located below the wall-mounted TV serves as another place for guests to place their suitcase or to use this as additional seating within the guestroom.

## Lighting Strategy

Versatile task and ambient lighting, plus ample natural lighting make the room feel larger than it is. Natural light is maximized in this smaller space with double windows, visually opening up the compact room. A printed solar sheer and blackout shade allow guests to customize the amount of privacy and natural light entering the space.

## Mobile Desk & Chair

Technology has changed the way guests work and play – so instead of a stationary desk & chair, we provide comfortable and mobile furniture. The chair can move throughout the room to provide more seating options. The desk is completely mobile as well, allowing the guest to define how and where in the room they will use this surface. If guests need more work surface, the work area in the Lobby has them covered.

## Focused In-room Amenities and Services

We say “yes” to an iron & ironing board, a mini refrigerator, a simple alarm clock, and a slim-line phone. Add a large TV with a premium channel lineup, and super-fast complimentary high-speed internet access to download and watch streaming content on guests' devices. Plentiful outlets are located in all the right places to charge devices. We say “no” to in-room coffee and tea, a microwave and tons of printed in-room collateral. More of what guests want and none of the items they don't.

## LVT Flooring

The guestroom (exclusive of the bathroom) takes advantage of the many benefits of LVT flooring – this material combines sound absorption functionality, pattern and style with a strong “clean” message .



# Spacious Bathrooms

## **Ample Storage**

An extra-long vanity countertop with a shelf above and a shelf below, maximizes storage space for towels and personal items. Towel bars and hooks round out the hanging storage space.

## **A Really Great Shower**

This is a 100% shower brand. Spacious, well-lit, glass swing door showers are complemented with a foot shelf and bulk dispensers. Panelized, groutless surrounds are designed for ease of installation, operational simplicity and a super-clean guest impression.

## **Porcelain Tile Floor**

Large 12” by 24” porcelain tiles with narrow grout lines increase the perception of guest cleanliness and are designed to stand the test of water durability.

## **Lighting**

Recessed lighting throughout the bathroom, including the shower space, provides an abundance of light right where guests need it.

## **Amenities**

A large internally illuminated mirror, hairdryer, high-quality towels, an integrated night light, and bulk premium bath products, from Not Soap Radio round out the bathroom amenity package.





# Our Exterior



# A Distinctly Different Design





# A Distinctly Different Design



\*Note: exterior building materiality may be dictated by local jurisdiction



# Outdoor Patio (Optional)



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# Bringing the Spirited Personality of the Brand Outside

Keeping true to our simplified and spirited brand pillars, we created some visual interest on the exterior of a streamlined building. Using a sleek, rectangular building as our canvas, we developed signature architectural elements to bring the spirited personality of the brand to life outside.

Grounded in value with a 95% EIFS building skin and a primarily neutral exterior color palette, the spirited elements on the exterior include:

- 1 An angular pylon showcasing our brand logo and marking the hotel's main entrance
- 2 A 10ft Entry Canopy acting as a streamlined porte cochere
- 3 Architectural articulation at the double queen guestrooms with vertical accents of colors/shapes – materials used in these recessed areas are easy to install and maintain
- 4 Glass storefront windows bring natural light into the Lobby during the day and shows the buzz of activity at night upon guests' arrival
- 5 Founded on a sustainable, low-maintenance approach to landscape design, this modern design uses large bands of regional rock, trees and a simple understory planting palette to create a unique and modern look that extends the building geometries into the surrounding landscape



# Exterior Materials and Finishes

\*NOTE: Refer to Prototype Drawings, Architectural Finish & Fixture Specifications for more details



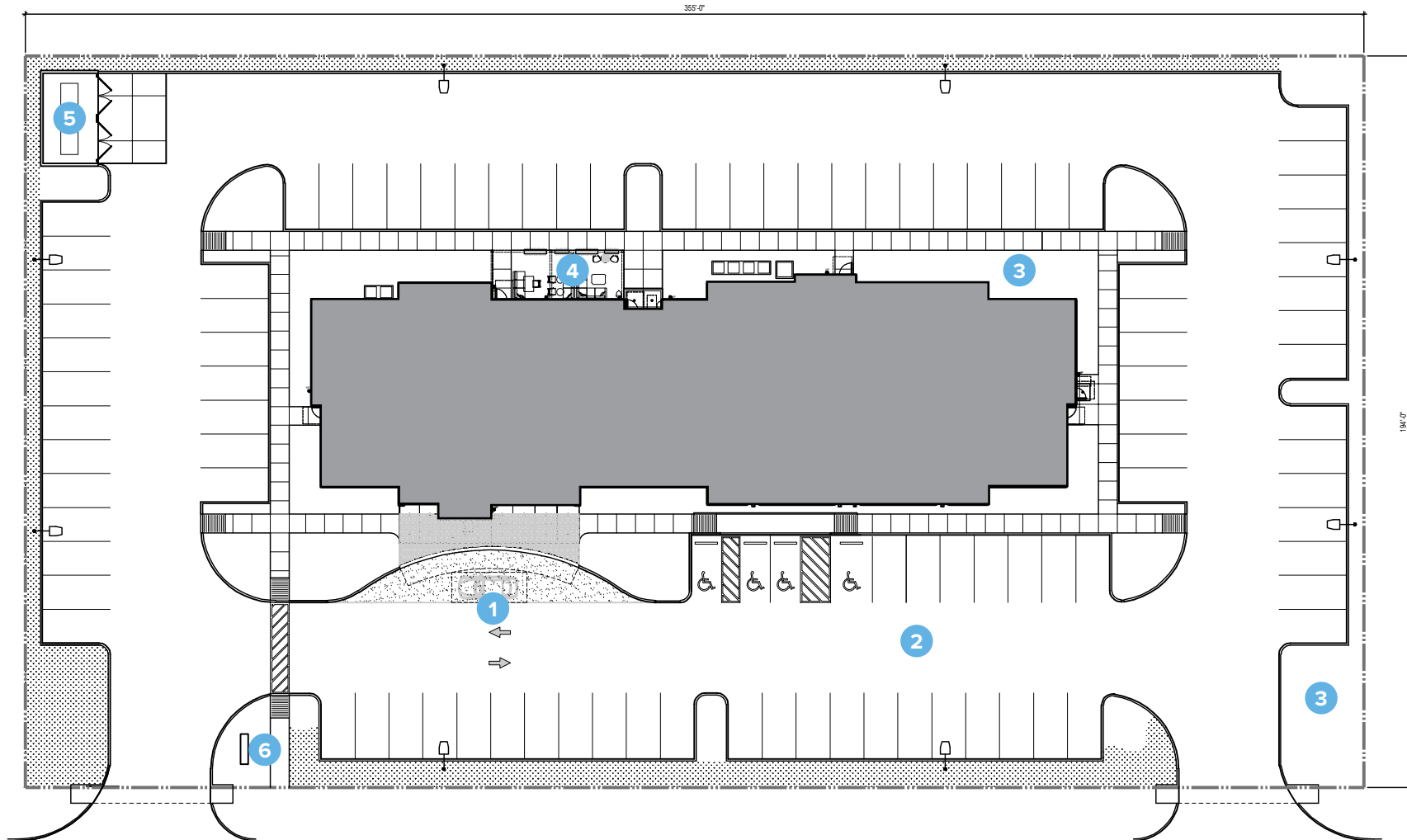


# Appendix



# Site Plan

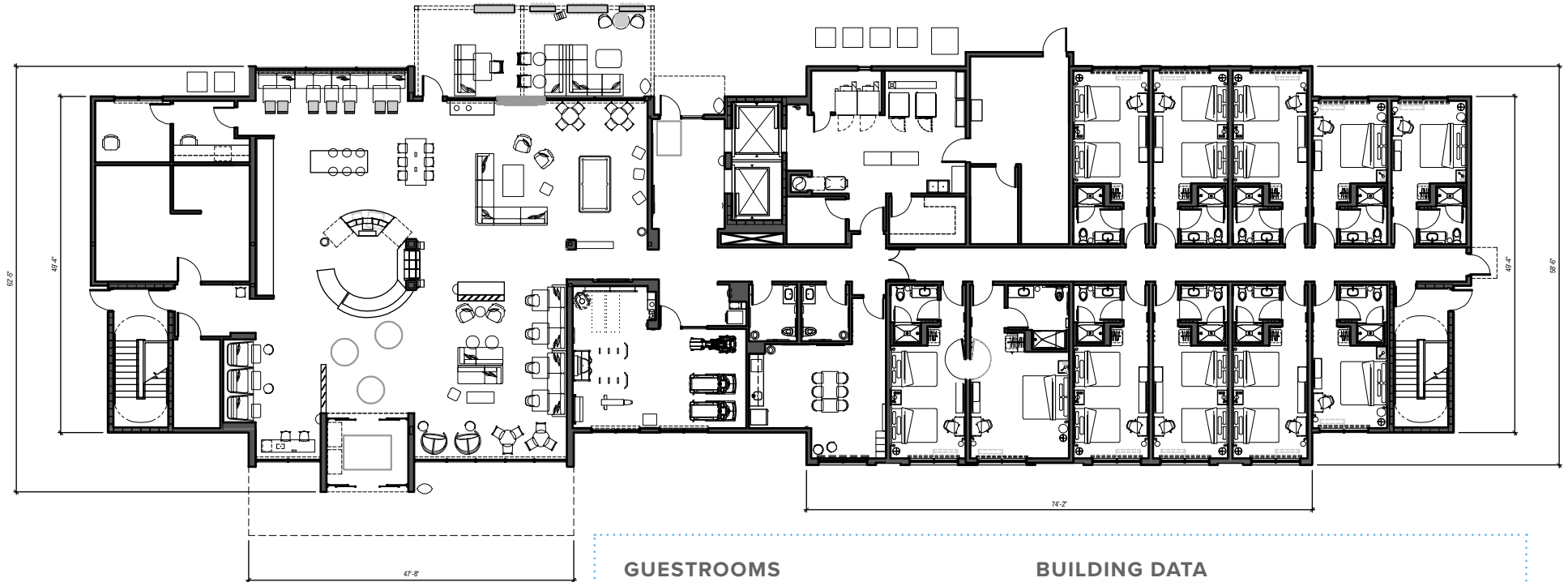
4-story; 1.58 acres; 43,089 SF (gross of total building), 98 keys, 98 parking spaces (1:1 ratio)



- 1 Entrance Vestibule
- 2 Parking
- 3 Property Landscape
- 4 Optional Patio
- 5 Dumpster Enclosure
- 6 Monument Sign Location

# Ground Floor Plan

Overall Building Footprint 10,934 SF (gross)



## key numbers

### GUESTROOMS

Single King	51
Double Queen	40
Single ADA King	4
Double ADA Queen	<u>3</u>
<b>Total</b>	<b>98</b>

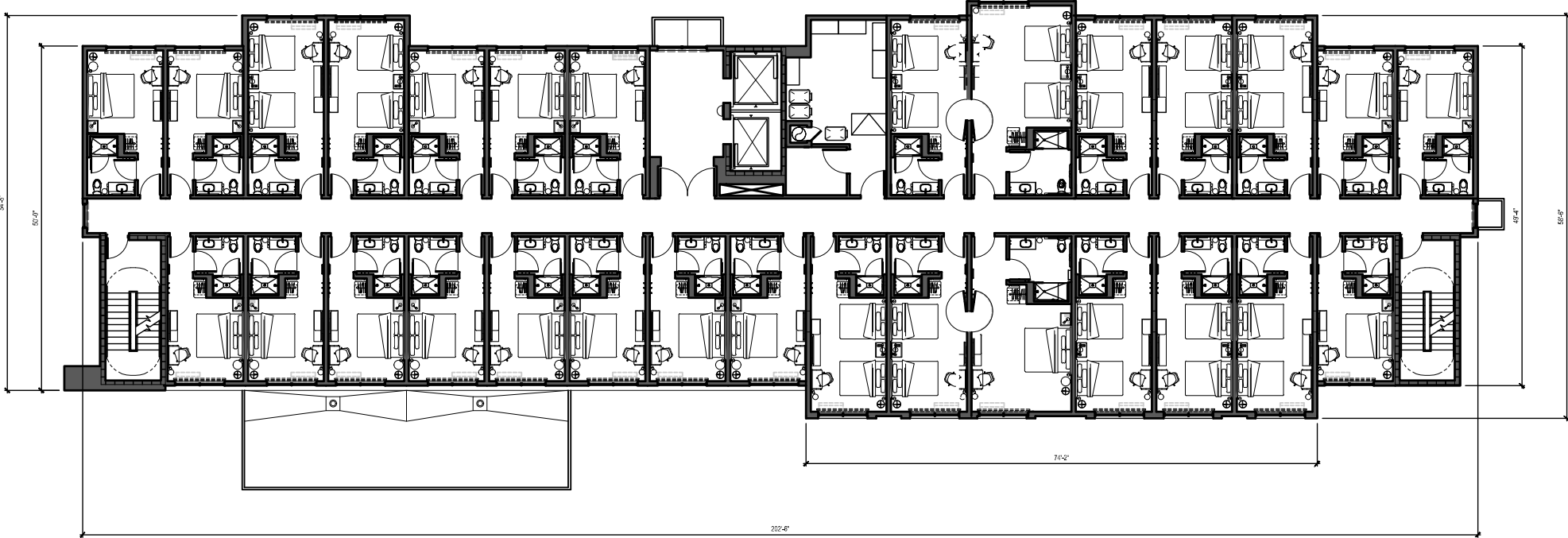
### BUILDING DATA

Total Building Gross Area	43,089 SF
<b>NET BUILDING AREA</b>	
Ground Floor Public Space	4,064 SF
Lobby	2,793 SF
Other Public Space Fitness/Water & Ice	521 SF
Ground Floor Back of House	1984 SF
Ground Floor Circulation	469 SF
Upper Floors Back of House	937 SF
Typical Upper Floors Circulation (Stair, Elevator Lobby, Corridor)	1,545 SF
All Upper Floors Circulation (Stair, Elevator Lobby, Corridor)	4,635 SF
<b>Guestrooms</b>	<b>25,654 SF</b>



# Typical Guestroom Floor Plan

10,719 SF (gross), 29 rooms per floor









**Catch the  
Spirit!**