

We are requesting a signage variance for the new Home2 Suites by Hilton hotel that will benefit both hotel visitors and the Town of Addison with added convenience, safety, and exposure. This proposed sign is a necessary piece of our hotel's overall success, and will positively impact the area.

Our sign will improve safety and convenience for Beltline Road drivers.

- . Unlike existing Beltline Road businesses, our hotel is not visible from the street, which necessitates street signage.
- . Throughout the hotel's construction process, delivery trucks have repeatedly driven past the hotel's driveway, forcing them to make a U-turn on Beltline and circle back, and past, to our hotel's entrance multiple times.
- . As this road is a high-traffic thoroughfare, signage would alert drivers to the hotel's location, eliminating the need for potentially-dangerous U-turns, wasted time, and excess traffic.

Our sign will direct visitors to our hotel from Beltline Road.

- . The Home2 Suites does not face the street, but has a Beltline Road address; the traffic island situated at the end of our driveway (see attached property map) provides a convenient, visible location for our sign. Also, we have an easement for access and signage at this location.
- . The master plan for this area included a sign in this island location.
- . The island is wired for signage.

Our sign will be a win for our hotel, the area, and the Town of Addison

- . The sign will be professionally-installed, well-lit, and in line with the neighborhood aesthetics.
- . Signage will be city-approved and will not block access or visibility to existing businesses.
- . With an easy-to-find location, our hotel will attract more business, which in turn will provide additional revenue for the city.

We ask the Town of Addison to grant approval to this effort to benefit both our hotel and the area.
Thank you.



FABRICATED ALUMINUM D/F MONUMENT SIGN.

.125" (3.2mm) ROUTED ALUM. FACE WITH CYRO WRT30 WHITE SHO-THRU ACRYLIC COPY. PAINT FACE PMS 4695 BROWN.

"2" LOGO - 1ST-SURFACE 3630-5030 GREEN VINYL OVERLAY WITH WEED-OUT SHO-THRU "2" GRAPHIC (1/4" (6.4mm) BLACK VINYL OUTLINE).

INT. ILLUM. WITH GE (OR APPROVED EQUIV.) TETRA POWERSTRIP DS (6500K) WITH OPTILENS CLEAR POLYCARBONATE ENCLOSURE.

ROUTED COPY BACKED WITH CYRO WRT30 WHITE ACRYLIC.

FABRICATED ALUM. REVEAL / PAINT PMS 583-U GREEN.

STONE BASE TO MATCH LEDGE STONE ON ELEVATIONS

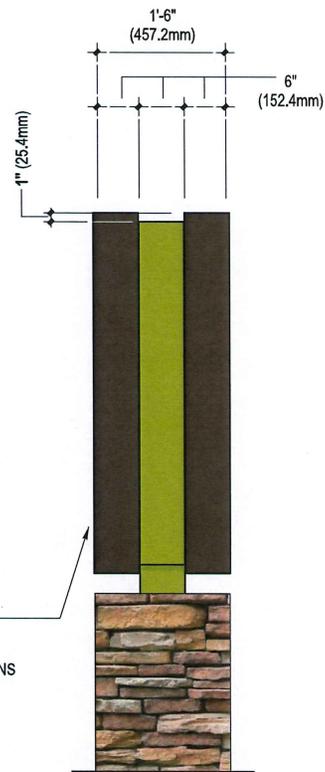
CONCRETE MAINTENANCE PAD (BY SIGN INSTALLER).

J-BOLTS

12" (304.8mm) DIA. x 36" (914.4mm) DEEP DRILLED CONCRETE PIER FOUNDATION - BY SIGN INSTALLER.

ELECT. TO SIGN BY OTHERS.

ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN TO FURNISH & INSTALL A COMPLETE PHOTOCELL AND/OR TIME CLOCK TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. HOWEVER, SIGN SHALL NEVER OPERATE ON A 24/7 BASIS.



END VIEW

A D/F MONUMENT SIGN - OPTION 2
(1) REQUIRED - MANUFACTURE & INSTALL SCALE: 3/4" = 1'-0"



Design #
0376514Ar6
Sheet 7 of 13

Client
HOME 2
Address
**4875 BELTLINE RD.
ADDISON, TEXAS**

Revision/Date
R1 RFF 01.23.14 update design
R2 RFF 05.05.15 update
R3-07/10/15(CJR): Added note about fasteners. Revised "E".
R4 KMc 7/31/15: add civil plan
R5 RFF 09.01.15 update A
R6 RG 10/30/15 A option



www.hiltonworldwide.com
Corporate Office:
755 Crossover Lane
Memphis, Tennessee, 38117

This drawing is the property of Hilton Hotels Corp. and all rights to its use for reproduction are reserved by Hilton Hotels Corporation 2014.



A **PROPOSED SIGN - ELEVATION - OPTION 2** SCALE: 3/8" = 1'-0"
 20' SET BACK FROM THE BACK OF CURB

HOME 2
 SUITES BY HILTON

Design #

0376514Ar6

Sheet 5 of 13

Client

HOME 2

Address

4875 BELTLINE RD.

ADDISON, TEXAS

Revision/Date

R1 RFF 01.23.14 update design

R2 RFF 05.05.15 update

R3-07/10/15(CR): Added note about fasteners. Revised "E".

R4 KMc 7/31/15: add civil plan

R5 RFF 09.01.15 update A

R6 RG 10/30/15 A option

HILTON
 WORLDWIDE

www.hiltonworldwide.com

Corporate Office:
 755 Crossover Lane
 Memphis, Tennessee, 38117

This drawing is the property of Hilton Hotels Corp. and all rights to its use for reproduction are reserved by Hilton Hotels Corporation 2014.