

Hilton's new 'micro-hotel' brand Motto planned for Old Fourth Ward

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Hilton Worldwide Holdings Inc. (NYSE: HLT) has picked Old Fourth Ward as one of the first U.S. locations for its new "micro-hotel" brand Motto.

The 125-key hotel will come to a planned \$80 million mixed-use project along Boulevard, near the intersection of Edgewood Avenue, where there's a cluster of bars and restaurants. It's also a short walk to the Atlanta Beltline's Eastside Trail.

Called Waldo's, a nod to Ralph Waldo Emerson, the project is from Atlanta developer Lucror Resources and capital partner Sixty West Funds. Atlanta Business Chronicle first reported plans last September.



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Motto by Hilton is a new lifestyle hotel that aims to offer more affordable stays in coveted urban locations. It does so through smaller, more efficient rooms and engaging common spaces.

"Motto will reflect the character, culture and history of the Old Fourth Ward," said Arun Nijhawan, managing principal of Lucror Resources, the same firm behind downtown's FlatironCity. "The success of the hotel is us embracing the neighborhood and the neighborhood embracing us."

In Old Fourth Ward, the hotel rooms will be about 160 square feet, some with walled or lofted beds and options for families and friends to link rooms together, Nijhawan said. The hotel also features technology so guests can control certain room features, such as temperature and lighting, all from an app on their phones.

"We have deconstructed the traditional hospitality experience to create something truly fresh and exciting," Tripp McLaughlin, global head of Motto by Hilton, said in a statement. "The Old Fourth Ward neighborhood of Atlanta is rooted in culture and history and is an exciting market to introduce Motto by Hilton. One of our brand pillars is 'inviting and local.' Motto invites guests and locals in through an authentic and social atmosphere with thoughtful design that uniquely weaves into the fabric of a neighborhood."

Waldo's will also include more than 100,000 square feet of office space, about 10 residences and 13,000 square feet of food and beverage space including a restaurant and speakeasy. The office building will be heavy timber construction, offering exposed wood, natural lighting and "eco-conscious sensibilities," says the development team.

Atlanta's tvsdesign is the architect. Hirsch Bender & Associates is the interior designer.

The project has benefited from being in an Opportunity Zone, which helped it tap into capital equity sources that might have not invested otherwise, Nijhawan said.

"We are proud to lead this Opportunity Zone investment and development in Atlanta and look forward to setting a model for Opportunity Zone projects moving forward," said Jason Cordon, principal at Sixty West Funds.

The project is expected to break ground this summer, with the goal of opening the office space at the end of 2020 and the hotel in early 2021.

Amy Wenk

Staff Writer

Atlanta Business Chronicle

