

Conversion  
Opportunity  
to  
**spark**  
by Hilton™



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## Offering Memorandum

HAMPTON INN SOUTH CHESTER

12610 Chestnut Hill Road | Chester, VA 23836



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Comprehensive Property Solutions



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# EXECUTIVE SUMMARY

## Strategic Chester Submarket Location

The **Hampton Inn Chester South** is located within the Chester submarket, one of the most established and resilient hotel corridors in the greater Richmond region. Chester benefits from **direct access to Interstate 95 and Route 10**, providing efficient connectivity to Downtown Richmond, Fort Gregg-Adams, and the broader Central Virginia market. The area has long served as a hub for limited- and select-service hotels due to its **proximity to major employment centers, military demand, and regional travel patterns**, resulting in durable, year-round lodging demand.

## Diverse and Stable Demand Drivers

Chester's hotel market is supported by a broad mix of demand generators, including Fort Gregg-Adams (formerly Fort Lee), regional logistics and distribution facilities, government contractors, and industrial employers along the I-95 corridor. The submarket is also **positioned to benefit from the new LEGO Group manufacturing facility**, which is expected to generate sustained corporate travel and supplier-related lodging demand as operations ramp and stabilize. Additionally, the area captures transient leisure and pass-through demand given its location along a primary East Coast travel artery. This diversity limits reliance on any single demand source and supports stable lodging demand across economic cycles.

## Brand Conversion Opportunity – Spark by Hilton

In addition to its locational strengths, the asset offers an **opportunity for a new owner to pursue a conversion to Spark by Hilton**. An approved Property Improvement Plan (PIP) is already in place, providing a defined framework for implementing the brand standards and executing the conversion. Spark by Hilton is designed to **serve value-conscious travelers seeking consistency, modern finishes, and brand affiliation**, aligning well with the Chester submarket's underlying demand profile.



### PROPERTY SUMMARY



#### ADDRESS

12610 Chestnut Hill Road | Chester, Virginia 23836



#### KEY COUNT

65 Rooms



#### BUILT

Year Opened: 1993



# KEY INVESTMENT HIGHLIGHTS & SPARK OVERVIEW

## Spark by Hilton Overview

Spark by Hilton is Hilton's value-oriented conversion brand, designed to deliver a consistent, modern guest experience with a simplified operating model. The brand focuses on essential amenities, efficient design standards, and reliable service, aligning well with markets that support steady business and transient demand. Spark by Hilton allows owners to leverage Hilton's global distribution and loyalty platform while operating within streamlined brand standards suited for existing assets.

### Brand Details:

- Hilton Affiliated Conversion Brand
- Designed for Existing Assets
- Simplified Operating Models
- Modern, Consistent Design Standards
- Access to Hilton Reservation & Loyalty Platform
- Appeals to Value-Oriented Business & Transient Travelers



# PROPERTY DETAILS

12610 Chestnut Hill Road | Chester, VA 23836

Parcel ID: 802-65-41-69-300-000



Property Information	
AC	5.31
Total SF	19,500
Construction	Wood frame Construction Stucco Exterior Walls
Parking	120 Spaces
Zoning	C3
Roof Type	Rubber/TPO - Type Membrane
HVAC	Guest Rooms: PTAC Units





# LOCATION MAP



Subject Property

## 1. LEGO Manufacturing Campus

\$1B+ advanced manufacturing facility driving long-term executive, contractor, and supplier travel.

Rendering of the LEGO Group Facility in Meadowville Technology Park



## 2. Fort Gregg-Adams

Major U.S. Army installation generating consistent government, training, and contractor lodging demand.

## 3. Amazon Fulfillment Center

Large regional distribution facility supporting recurring workforce, vendor, and management travel.

## 4. Honeywell Advanced Materials

Manufacturing Facility Specialized manufacturing operation producing steady corporate and contractor visitation.

## 5. I-95 / I-295 Interchange

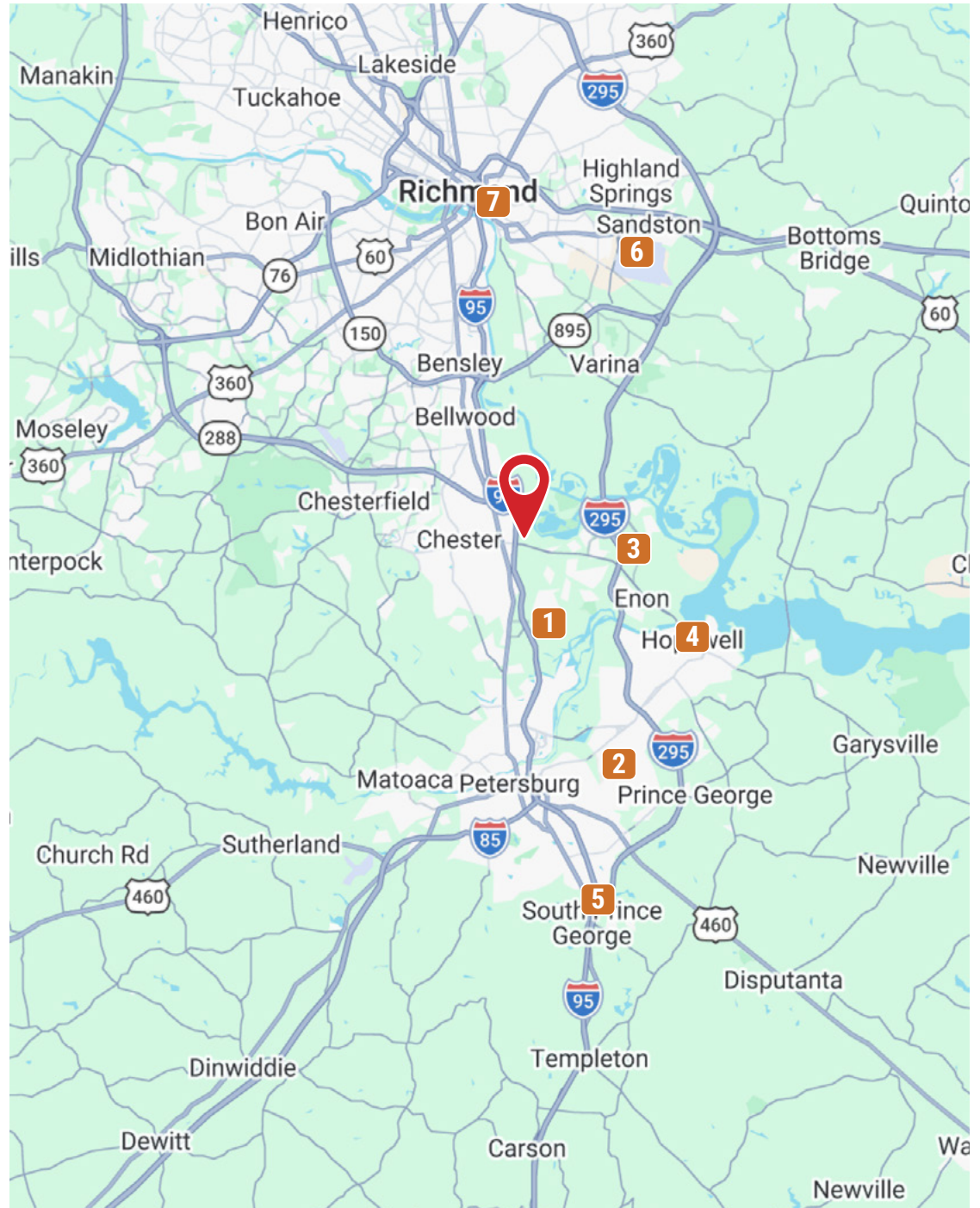
Primary East Coast travel corridor supporting transient and pass-through demand.

## 6. Richmond International Airport (RIC)

Regional air gateway serving Central Virginia business and corporate travel.

## 7. Downtown Richmond

Central Virginia's primary employment, government, and commercial hub.



## MARKET OVERVIEW

### AREA OVERVIEW

The property is positioned within one of Chesterfield County's most active growth corridors, surrounded by major employers, expanding industrial parks, and transformative regional investments. This location benefits from immediate access to Route 10/W. **Hundred Road, I-95**, and the **Meadowville Technology Park**, providing exceptional connectivity for both business and leisure travelers.

### MAJOR SURROUNDING DEVELOPMENT & BUSINESS DRIVERS

#### Meadowville Technology Park

One of Virginia's Fastest-Growing Economic Hubs. Just minutes from the subject hotel, Meadowville Technology Park houses multiple global and Fortune-level corporations. The park continues to expand, with the most notable investment being:

##### The LEGO Group – \$1 Billion U.S. Manufacturing Facility

- 1.7 million SF advanced manufacturing facility
- 1,760+ jobs expected, with 500+ already in early hiring phases
- Scheduled to open in 2025
- Among the largest single corporate investments in the county's history

This project has accelerated demand for nearby housing, services, and hospitality, including a 201-unit Twin Rivers apartment community planned directly across from LEGO's site—highlighting the massive economic ripple effect.

#### Expanding Industrial & Logistics Base

The Chester area has become a logistics and distribution powerhouse due to its interstate access and central East Coast location. Recent activity includes:

- Multiple new industrial/flex developments along Route 10 and Interstate 95
- Growth in service, warehouse, and regional contractor operations near Bermuda Triangle Road and Ramblewood Drive

These employers generate strong weekday business travel and consistent room-night demand for limited-service hotels.

#### Robust Commercial & Retail Strength

Chester's retail corridor along Route 10 continues to expand, supporting both residential and corporate population growth. Area amenities include:

- Full-service restaurants and fast-casual dining
- National retailers and daily-needs shopping
- Expanding medical and professional services clusters

The combination of **employment nodes**, **new construction**, and **fast population growth** make the corridor highly trafficked year-round.

#### Construction & Development Momentum

Chesterfield County remains one of the most development-active jurisdictions in Virginia. Examples of ongoing construction activity referenced across internal projects include:

- Multi-phase residential development (e.g., Reserve at Rivington II)
- Industrial expansions supported by county inspection and permitting processes

These projects illustrate a continued upward trajectory in regional investment, adding long-term stability to the hotel's surrounding environment.

#### Why This Matters for Prospective Hotel Buyers

The confluence of large-scale corporate investment, workforce expansion, industrial growth, and new residential construction fuels strong, diversified lodging demand in Chester. Buyers benefit from:

- **Corporate demand** driven by Meadowville Tech Park tenants
- **Contractor and construction-related demand** tied to ongoing large projects (including LEGO)
- **Steady leisure and family-oriented travel** due to proximity to Richmond, Fort Gregg-Adams, and I-95
- **Growing population density** increasing year-round room demand

This creates a **high-confidence environment** for continued hotel performance enhancement—especially valuable for a brand-conversion or repositioning strategy.

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