



MEMORANDUM

TO: Plan Commission
FROM: Kyle Authenreith, Urban Design Planner
THROUGH: Kevin Whaley AICP, Director of Planning
DATE: February 2, 2026
RE: [DP-25-104](#)

The petition listed above was requested by Amit Patel of M&I Hospitality for a Development Plan Amendment to the property located at 2551 Manchester Drive. This amendment request is to paint the brick façade of the existing building.

On December 17, 2025, Town staff were contacted by representatives of Hilton regarding signage associated with a hotel brand conversion at the LaQuinta Inn & Suites located at 2551 Manchester Drive. The property owner has entered into an agreement to transition the hotel from a Wyndham LaQuinta to a Hilton Spark, which necessitates new building signage. During this conversation, staff became aware that exterior painting of the building was also part of the rebranding process. Staff later learned that the exterior painting had already been completed in September 2025.

A change to the structure's façade, including the painting of brick, may be subject to Plan Commission approval according to Section 5.7.2 of the Plainfield Zoning Ordinance. The applicant has indicated that they were not aware of this requirement at the time the building was painted and has provided documentation verifying that the work occurred in September 2025.

The applicant is requesting approval to retain the existing paint scheme currently applied to the building. The applicant has acknowledged that approval is not guaranteed, and in an attempt to avoid a continuance has provided alternative façade design options for Plan Commission review. Staff has been informed that the applicant's contract with LaQuinta terminates on February 3, 2026. The applicant has secured a one-month extension with Hilton, moving the start date of the new branding agreement to March 3, 2026, in order to allow time to resolve this matter.

Additionally, the Plainfield Town Council removed hotels as a permitted use in the GC: General Commercial district, making the subject property a legal nonconforming use. Due to this change, a review by the Plan Commission of the proposed signage plan is necessary.

Pictures of the original façade of the building, the new paint job, the proposed alternative paint schemes, and the proposed signage have been included for review.

A Community of Values

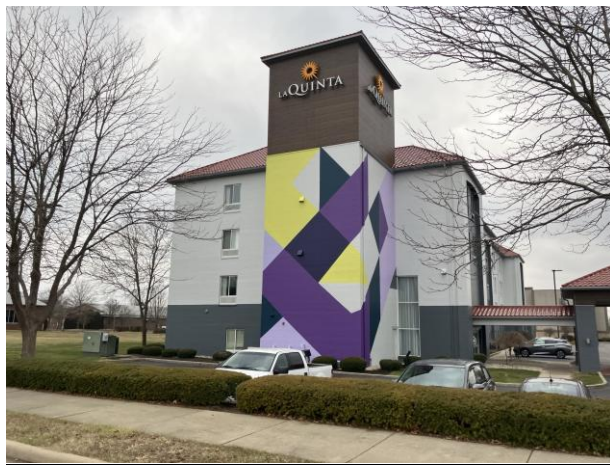
TOWN OF PLAINFIELD

Facade Painting

LaQuinta Inn & Suites – Before Painting



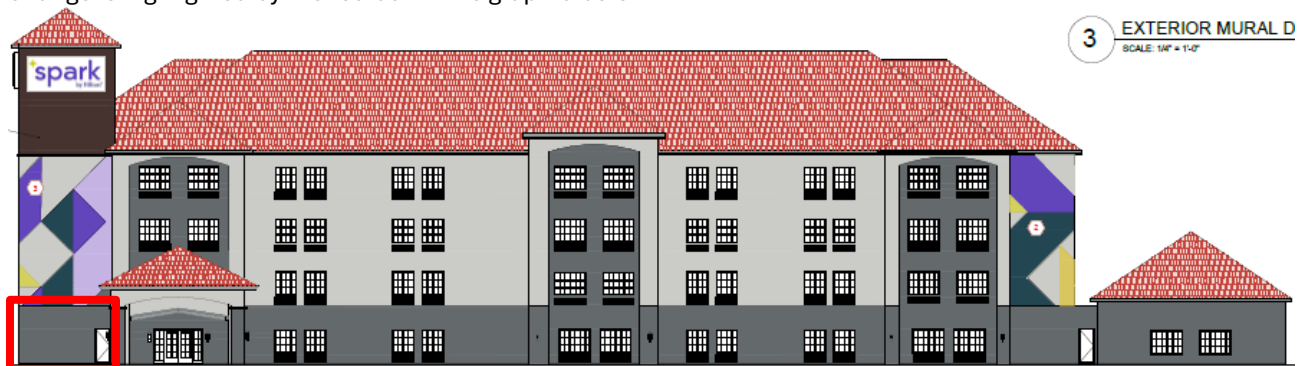
LaQuinta Inn & Suites – After Painting



Provided Alternative Options:

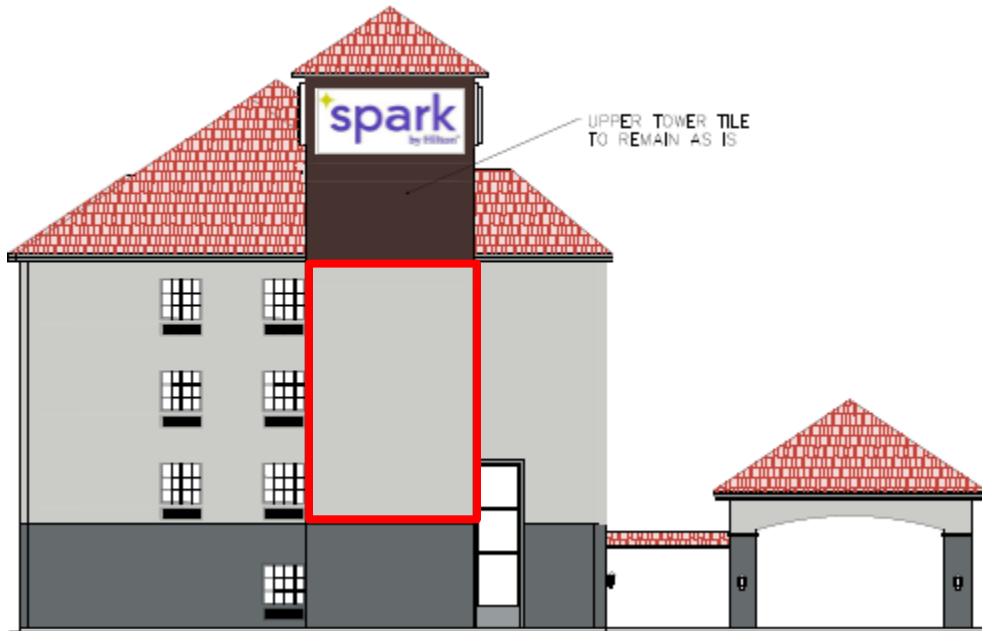
Option 1

Alternative option #1 removes the lower portion of the tower mural and extends the first floor's paint color. The change is highlighted by the red box in the graphic below.



Option 2

Alternative option #2 includes option #1 and adds the removal of the entire ‘tower mural’ from the eastern façade of the building entirely. The change is highlighted in red below.



Option 3

Alternative option #3 includes the options presented in #1 & #2 as well as removes the remainder of the “tower” mural. The change is highlighted in red below.



Signage

Due to the property’s legal nonconforming status, replacement signage is limited to a one-for-one replacement. While the proposed signage matches the existing signage in quantity and is reduced in size, it differs in sign type from the existing signage. As a result, the proposed signage is being presented to the Plan Commission for review. Before and after photos have been included below for review.

Building Signs

Current Building Signage	Proposed Building Signage
	
	
	
	

Ground Sign

Current Ground Sign	Proposed Ground Sign
 A photograph of a current ground sign for 'LA QUINTA BY WYNDHAM'. The sign is dark with a sun icon and the text 'LA QUINTA BY WYNDHAM' in white. It is set in a landscaped area with green grass and small bushes in front of a brick building.	 A photograph of a proposed ground sign for 'spark by Hilton'. The sign is purple with a yellow star icon and the text 'spark by Hilton' in white. It is set in the same landscaped area as the current sign, in front of the same brick building.

MOTION 1

I move that the Plan Commission **approve / deny / continue DP-25-104**, a Development Plan Amendment to allow for the painting of a brick façade, finding that:

1. The Development Plan **complies / does not comply** with all applicable Development Standards of the District in which the site is located;
2. The Development Plan **complies / does not comply** with all applicable provisions of the Subdivision Control Ordinance for which a waiver has not been granted;
3. The Development Plan **complies / does not comply** with all applicable provisions for Architectural and Site Design Review for which a waiver has not been granted;
4. The proposed development **is / is not** appropriate to the site and its surroundings; and,
5. The proposed development **is / is not** consistent with the intent and purpose of this Ordinance.

And that such approval shall be subject to the following condition(s):

1. Substantial compliance with the amended development plan file as of February 2, 2026.