The Iowa Events Center Hotel

Project Team

- Developer - DSM Convention Hotel, LLC
- Architects –
  - RDG Planning & Design (Architect of Record)
  - DLR Group (Design Architect)
- Contractor – Weitz Company

Project Description

The Iowa Events Center Hotel is a 330,000 SF full service convention hotel which will be located at the southwest corner of Des Moines' Iowa Events Center at the intersection of Park and 5th. The 340 room ground up hotel will connect to the Des Moines' skywalk system and features a 140 stall parking structure beneath the building as well as surface parking on the east which will include 35 additional parking opportunities. Amenities areas include the following:
  - Fitness/Pool (4,200 NSF)
  - Meeting/Ballroom/Pre-Function (14,672 NSF)
  - 3 Meal Restaurant & Bar (4,600 NSF)

The project is currently in Schematic Design (75% complete). Asbestos abatement and demolition of the existing building will begin fall/winter of 2015. Construction will commence the first quarter of 2016 and will be complete the end of December 2017. The hotel will be open and operating March of 2018.

The estimated project cost is $100,000,000 with the estimated construction cost being $62,000,000.

Design Intent

The RDG/ DLR design team used the building massing to emphasize the border of the existing Iowa Events Center civic buildings on the site and rebrand the intersection at 5th and Park streets. The project incorporates a new transparent base to the building that activates the urban street frontage and invites guests into its lobby and restaurant spaces. The architecture is highlighted by a large sculptural vertical frame that climbs up the structure and anchors the corner of the building. Floating above the intersection above the restaurant is an elevated roof deck entertainment space. The guestroom tower above offers panoramic views of the downtown skyline and capitol building on the east horizon. Proposed materials are precast concrete, curtain wall, possible metal panels and metal features.

Pedestrian connectivity and an intuitive Skywalk entry/exit along Park Street is a high priority to the IEC Hotel Team. Various design refinements are being explored to improve upon the current concept. Our collective goals include minimizing vehicular-pedestrian conflict points, clearly identifying movement routes, integrating the hotel entry with pedestrian gathering spaces at 5th & Park, prioritizing the pedestrian experience via material choices, strategic lighting design, and visual continuity between skywalk and sidewalk users. These refinements will be shared in the coming weeks.

The project team anticipates multiple public input sessions including regular IEC Board meetings, Greater Des Moines Partnership Board meetings and more.
Energy Efficiency

Hilton Worldwide is a global company operating more than 4,000 hotels with ten brands in 91 countries. As one of the largest and distinctly recognized hotel companies in the world, Hilton has a vested interest in operating efficiently. Water, energy, food, commodities and waste requirements significantly impact economics of action. For this reason, Living Sustainably is a business imperative and a cornerstone of Hilton’s Travel with Purpose commitment. Due to the advancements in quality assurance and sustainability standards, Hilton Worldwide and its portfolio of ten hotel brands has earned ISO 9001 certification for Quality Management Systems and ISO 14001 certification for Environmental Management Systems. With these certifications, Hilton Worldwide became one of the first multi-national organizations to certify its entire system globally, achieving one of the largest-ever volume certifications of commercial buildings. Hilton Worldwide is one of the first major multi-brand hospitality companies to make sustainability measurement a brand standard, equal in importance to quality, service and revenue. The company requires measurement and corrective action from across all of its brands as well as performance toward sustainability goals. Development of Hilton’s sustainability tracking tool LightStay, began in 2002 for the largest properties; and is now a requirement of every property, whether owned, managed or franchised. This program enables Hilton Worldwide to calculate and analyze the company’s aggregate sustainability performance across more than 200 indicators, including multiple utility and operational metrics such as energy, water, carbon, paper product usage, waste chemical storage, air quality and transportation. As part of Hilton’s commitment to the Better Buildings Challenge, the company will continue its efforts to develop and improve upon the LightStay methodology, engage Team Members and create awareness of the benefits of energy reduction.