



## Branchburg: TownPlace Suites by Marriott opens on Route 202

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BRANCHBURG - Somerset County's hotel boom continues with Friday's opening of TownPlace Suites by Marriott on southbound Route 202.

The 111-room long-stay hotel is a neighbor to the 60-acre campus of Roche Molecular Diagnostics, which has about 500 employees. The international company, headquartered in Switzerland, is one of the largest biotech companies in the world.

About a mile away is an Eli Lilly manufacturing facility on Chubb Way just off Route 202.

That makes it a perfect location for a hotel, according to Tim Carroll, the general manager.

"With all the pharmaceutical companies around here, it's a no-brainer," Carroll said.

**See BRANCHBURG, Page 7A**

And even with Homewood Suites about a half mile away on the highway, there is still a need for more hotels in the area, he said.

The Townplace Suites and Homewood Suites are franchises owned and operated by **Briad** Lodging Group of Livingston. Briad is also developing a Wendy's to be built next to Homewood Suites.

With its contemporary design and state-of-the-art amenities, Townplace Suites hopes to attract a younger demographic than Homewood Suites, Carroll said.

The rooms are 30 percent larger than typical hotel accommodations and each comes with fully equipped kitchens, featuring stainless steel refrigerators and stovetops, and separate sleeping areas. The rooms have closets designed by The Container Store, Carroll said.

The new hotel also has a heated indoor pool and a 24-hour fitness center with Peloton and Octane Fitness equipment.

A unique feature of the hotel, Carroll said, is a fire pit in the back patio area which also has two large Weber gas

barbecue grills. There is also a tennis and basketball court.

In the lobby guests can enjoy a complimentary full hot-and-cold breakfast and the front desk's In a Pinch market has snacks and foods that can be prepared in the rooms' kitchens.

The hotel also offers complimentary Wi-Fi and on-site business services, including copying and faxing. There is also a small conference room for meetings.

"We are excited to introduce the TownPlace Suites to the Bridgewater/Branchburg area," Diane Mayer, vice president and global brand manager for TownPlace, said in a press release. "At TownPlace Suites we get it. We want to go above and beyond to do everything we can to make our guests feel comfortable. We encourage our guests to be real."

Bridgewater has approved the construction of two other Marriott hotel brands — Residence Inn and Springhill Suites — on the site of the former Days Inn on eastbound Route 22 between Adamsville Road and Morgan Lane.

Briad is also building an AC Hotel by Marriott at the Somerset Corporate Center across from the Bridgewater Commons. Adjacent to the hotel Briad is also building a Zinburger Wine and Burger Bar.

In addition, a hotel is proposed for the Center of Excellence community on Route 202-206 in Bridgewater.

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