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1040 W. Hamlin Road
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July 11, 2014

Mr. Ed Anzek, AICP
Director, Planning and Economic Development
1000 Rochester Hills Drive
Rochester Hills, MI 48309

RE: Rochester Hills Holiday Inn Express - Submittal of materials for change in Building Facades

Mr. Anzek,

Amerilodge / Starbest has been directed by the International Hotel Group (IHG) to modify the exterior appearance of the Rochester Hills Holiday Inn Express to comply with the new Group hotel prototype. We have included in this submittal a letter issued by IHG to that effect.

The proposed design reflects corporate identity for the Holiday Inn Express hotel line for the several coming years. This new prototype design was developed with the insight of hotel guests nationwide and is currently being implemented throughout the United States and Canada.

In the process of redesigning the exterior building facades in compliance with the corporate architectural requirements, we also wanted to conform to the City of Rochester requirements and more specifically to the guidelines pertaining to Building Design contained in Section 6, Items (a) through (g) of the Consent Judgment pertaining to Building Design.

We have worked with IHG to modify some aspects of the prototype design for a better integration of the proposed building in the Adam's Marketplace development. Specifically, we have replaced the all EIFS prototype exterior finish with brick veneer. We have also modified the color scheme from grey and red to earth tones.

Although a departure from the approved design, we believe the new prototype will blend harmoniously with the buildings in the Adam's Marketplace development through the use of similar finish materials and colors. We also believe the building has its own character and will bring a fresh look to the Marketplace through its contemporary architectural features and clean lines.

The change from gable to flat roof will translate into a less massive building and would allow to better relate to the scale of adjacent buildings. As an example, the Grand Tavern, a smaller building, east of the proposed hotel has several of the hotel architectural features and finishes, including a flat roof and brick for the facades. Also, similarly to the proposed hotel, the Tavern has a stone veneer architectural feature that frames its main entrance.

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In the paragraphs below we are describing the main differences between the approved exterior hotel style and the proposed style.

The main change consists of replacing the gabled roof with a flat roof. Other modifications include changes to the porte cochere configuration and appearance as well as revisions to some of the facades architectural features.

The following is a list of exterior architectural components and corresponding material finishes for both the approved and proposed facades:

Roof:

Approved Style: Gabled roof.
Proposed Style: Flat roof.

Building facades:

Approved Style: Face brick and EIFS on sections of the facades.
Proposed Style: Face Brick and minimal EIFS for accent.

Porte Cochere:

Approved Style: Standing seam roofing; EIFS covered columns and fascia.
Proposed Style: Standing seam roofing; Stone veneer covered columns.

We believe the materials and design of the proposed style provide a sense of cohesiveness without strict uniformity and are complimentary to the design of the existing buildings in the Adam's Marketplace.

We would like to thank you for your assistance in this project. We believe we have met all the City requirements and are looking forward to your approval.

Would you have any questions, please do not hesitate to contact me or our architect, Toufik Bentahar (248-462-9260).

Sincerely,

Asad Malik
CEO & President

Attachments: Approved Elevations
Proposed Renderings
List of finishes
Letter form IHG

Cc: Project File

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