



AZOK GROUP

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7-10-2025

To: Chris McLeod

Planning Manager
Planning and Economic Development Department
Rochester Hills

Subject: Response to Building Height Considerations – Project Elevation Adjustments and Design Intent

Dear Mr. McLeod,

I hope this letter finds you well.

Following our most recent meeting with the Planning Commission, I wanted to take a moment to express our sincere appreciation for the thoughtful feedback and to provide additional clarity regarding the height and design of our proposed building currently under review.

As part of our continued commitment to working collaboratively with the city and its residents, we have re-evaluated the building's elevation in response to concerns raised—particularly regarding its perceived height.

Key Clarifications and Adjustments:

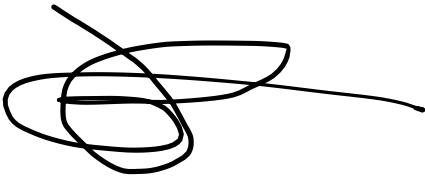
- The **peak height** that prompted concern comprises **less than 10% of the building's overall structure**, and is primarily an architectural feature, not a reflection of the primary massing.
- **Approximately 75% of the building** measures **23 feet, 4 inches**, which is **nearly 7 feet below the city's 30-foot ordinance limit**. This is a point we did not fully appreciate until reviewing the final data post-meeting, and we hope it underscores our intent to stay well within city standards.
- In good faith and in the spirit of cooperation, we have further **lowered each tier of the building by 1 foot**—a modest adjustment, but one made to address the commission's concerns without compromising the architectural integrity of the design.
- It is also worth noting that this subtle change still enables us to **conceal HVAC equipment** that stands approximately **4 feet tall**, reducing its visual impact.

This building is part of a **series of five prototypes** we are currently developing. As someone who has spent 22 years building flagship properties for **Hilton and Marriott**, I can attest that **brand consistency is one of the most important tenets of enduring design**. Deviating significantly from our architectural language would undermine that consistency, which is especially critical at this early stage of our rollout.

We hope these adjustments—though measured—demonstrate our willingness to listen, adapt, and respond with thoughtful solutions that respect both the city’s vision and our brand’s identity. We remain eager to work hand-in-hand with your department, the Planning Commission, and the broader community to bring this project to life in a way that adds long-term value to the city.

Thank you again for your time, collaboration, and stewardship of the planning process.

Warm regards,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Kenny Koza
CEO
Azok Group