

# Real Estate Journal

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER IN THE WORLD

## Essex Builders completes exterior renovations for 3 Holiday Inns



Holiday Inn



Holiday Inn, 55 Adriadne Road - Dedham, MA

Essex Builders Corp. has completed exterior façade renovations at three Holiday Inn properties located in Dedham, Marlboro, and Peabody. Construction was carried out on all projects simultaneously for their owner, Midland Hotel Corp. of Millburn, New Jersey. Holiday Inn's new-look franchise theme and hospitality upgrades, orchestrated by InterContinental Hotels Group, were incorporated in design documents prepared by Darlow Christ Architects of Cambridge.

\* Holiday Inn - Dedham, 55 Adriadne Rd., eight stories + basement, 202 rooms, restaurant, pool and conference center.

\* Holiday Inn - Marlboro, 265 Lakeside Ave., four stories + basement, 172 rooms, restaurant, pool and conference center.

\* Holiday Inn - Peabody, 1 Newbury St., four stories, 172 rooms, restaurant, pool and conference center.

Construction services included; structural steel modifications to accommodate revised building profiles, new parapets/cornices, secondary steel and framing to accommodate new signage, cold formed metal framing and sheathing associated with revised exterior elevations, EIFS and painting finishes, modifications to rubber membrane roofing systems and electrical modifications for new lighting and signage designs.

The total project cost was \$2.8 million.

"We thrive on servicing clients such as Holiday Inn," said David O'Neil, president of Essex Builders. "Ensuring improvements were completed without any adverse impact to their guests and hospitality operations, certainly complimented the aggressive savings we secured for the properties' owner. By working closely with Darlow Christ Architects and Midland Hotel Corp. during the design phase, we were able to structure what we believe to be a unique contract format, which ensured 100% of the value engineering and buy-out savings went back to the owner, prior to commencement of any construction."

Joseph Feldman of Midland Hotel Corp. said, "We recognize our guests' loyalty to the Holiday Inn brand and did not use the current economic climate as an excuse to delay the upgrade. Instead we embraced this opportunity to leverage construction cost savings which otherwise would not have been realized, had the work been completed during more buoyant

times. Our hotels' general managers are thrilled with the results that Darlow Christ Architects and Essex Builders were able to achieve."

Essex Builders Corp. is a full service merit shop general contractor / construction manager providing services to private and public sector clients.

Midland Hotel Corp. is the hospitality component of a diverse real estate portfolio.

Darlow Christ Architects offers a complete range of professional design services.