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BJA Architects provides design for Taunton Holiday Inn exterior improvements

October 18, 2011 - Construction Design & Engineering

When faced with the need to align the exterior image of their property with Intercontinental Hotel Group's current Holiday Inn brand standards, the Holiday Inn located at 700 Myles Standish Blvd., embarked on an improvement project. BJA Architects was asked to develop construction documents that incorporated these brand standards and would guide the exterior construction of the needed improvements.

The general contractor for the \$1 million exterior renovation project was Construction Coordinators Inc. and Pomroy Associates served as the owner's project manager.

The 153,057 s/f Holiday Inn was built 24 years ago at the entrance to Myles Standish Industrial Park and no longer reflected Intercontinental Hotel Group's current Holiday Inn brand standards. As the architect of record, BJA Architects developed construction documents that reflected the design that applied the concept's current brand standards to the existing building. The 7-story exterior look and image of the building was updated. The key elements for refreshing the building's exterior branding included re-surfacing the Exterior Insulated Finishing System (EIFS) and adding cornices, horizontal banding and entry canopies at the entrances to the function halls and health club. The drive thru porte cochere or portico at the main entrance was also updated.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540