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February 9, 2015

City of McKinney
Planning Department
P.O. Box 517
McKinney, Texas 75069

Re: Revised Letter of Intent supporting request for meritorious exception to architectural standards contained in Section 146-139 of the City's Code of Ordinances covering approximately 2.564 acres located north of SH121 (frontage), south of Henneman Way (frontage), east of Alma Road and west of Stacy Road, McKinney, Collin County, Texas owned by VCIM Partners, L.P., a Texas limited partnership (the "Property") for the construction of a Holiday Inn Express

Dear Planners:

This revised letter accompanies the application for a meritorious exception to architectural standards submitted by me on behalf of the owner, VCIM Partners, L.P., a Texas limited partnership on January 26, 2015.

1. The current architectural standards for improvements on the subject Property are controlled by Section 146-139 of the City's Code of Ordinances because the structure is a non-residential building.

2. The building for which this meritorious exception is requested is a Holiday Inn Express. The design and materials, both external and internal, are dictated by the franchisor, InterContinental Hotel Group, one of the largest international hotel franchisors and operators in the world. The exterior materials contained in the design guide for this building consist mainly of EFIS; however, the applicant has obtained approval to use stucco in place of EFIS for this location due to the similarity of look and feel.

3. This meritorious exception is requested because the exterior of the building does not garner the 85 points required under Section 146-139(1)(3)(f) because each wall is not covered in at

least 50% of acceptable masonry material, defined under Section 146-139(m)(1)(b) as brick, stone or synthetic stone. While the design guide published by the franchisor specifies the use of EFIS as the primary exterior material, the developer has obtained permission and proposes to use stucco (100%) as the primary exterior material, as shown on the revised elevation drawings which are attached hereto.

4. The applicant submits that, as with most national brands, the look and feel of this structure promotes a national brand and enhances the ability of this location to attract hotel guests, which directly and indirectly benefits the City of McKinney and its residents.

5. The applicant further submits that the use of the material as requested herein will not have an adverse or negative impact on surrounding property use or property values and is not requested as a cost-savings measure.

6. The applicant requests an appearance before the Planning and Zoning Commission at the earliest possible date.

Yours truly,



Robert H. Roeder

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cc: Mike Rana
Miles Prestemon