

Affordable Suites of America in association with Holladay Properties



Holladay Properties Swaps Specification to LP® SmartSide® for New Hotel Chain.

SUMMARY

In 2015, Affordable Suites of America Hotels, a new extended-stay concept that originated in North Carolina connected with Portage, Indiana-based Holladay Properties about expanding their reach into the Midwest.

This new location—selected due to its high demand for extended-stay accommodations—would be the first Midwestern location, and the Holladay Properties team was given free rein to modify the existing “prototype” design and product specifications to best position the new location for success against nation-wide chains.

OBJECTIVES

As with any hotel project, durability and aesthetic impact were key, and were especially important for positioning this relatively new concept against the competition.

“Corporations are beginning to think of architecture as a marketing tool—a way to differentiate themselves,” says Jessica Vargas, project architect at Holladay Properties. “There is a lot of space in the light commercial market for that envelope to be pushed.”

The established design, developed by a North Carolina-based architect, was used as a “baseline” for aesthetics and quality, but the Holladay team sought to improve upon the standard to deliver a truly unique experience that would stand up to the wide range of weather conditions in northern Indiana.

IMPLEMENTATION

Once the specification was approved, the Holladay team knew they would be able to deliver a design aesthetic far better than the prototype, as well as being far more durable.

In Brief

LOCATION

Portage, Indiana

WEBSITE

www.holladayproperties.com

KEYS TO SUCCESS

- Architectural team was committed to improving on “standard” specifications
- Close cooperation and education efforts between LP and Holladay helped to uncover an alternative to fiber cement
- Superior aesthetics and design flexibility of SmartSide allowed the Holladay team to elevate the look and feel of the project and drive perception of quality



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Jessica Vargas, Project Architect, LEED AP, Holladay Properties





“Engineered wood has the ability to be very flexible,” notes Vargas. “It allows architects to look at cladding in a different way—adding the punch and the pop to a design instead of just being a protective layer.”



Construction and installation were completed within the year, and LP SmartSide received glowing feedback from the installation team. Many of the same crew worked on the adjacent fiber cement project, and noted that LP SmartSide was easier to work with since it had none of the warping of traditional wood, was significantly lighter, cut and installed

with standard woodworking tools, and shipped and stored without damage.

SOLUTION

The Affordable Suites “prototype” specified vinyl siding, which the Holladay team knew would be unsuitable in Indiana’s weather conditions, especially considering its 40+ inches of annual snowfall.

Holladay Properties sought an alternative solution that would stand up to heat, cold and high levels of moisture. Fiber cement was an option, but after an unsuccessful installation at a property next door, the Holladay team knew they needed a better solution.

Enter LP SmartSide. After meeting with product specialists from LP to get a closer look at product performance, Vargas took LP SmartSide to the local zoning board in order to have the specification change approved.

“Once I was able to have the team touch and feel the engineered product, prove that the minor cost differential was well worth the enhanced aesthetic, and show them successful installations on other projects, they were hooked,” said Vargas.

OUTCOME

The new Affordable Suites of America location opened in November of 2015, and Holladay reports that the installation held up fantastically through the wet Indiana winter.

“That project provides us with a true ‘proof point’ on engineered wood, especially since its surrounded by buildings with other claddings that haven’t stood up as well in the long run—you just have to go next door to see the difference between fiber cement and SmartSide,” said Vargas.

“Aesthetics and performance are all that matter—and SmartSide delivers on both.”

Jessica Vargas, Project Architect, LEED AP, Holladay Properties



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