





## Design Challenges:

- Existing occupant experience is:
  - Poorly scaled
  - Harsh
  - Monotonous
  - Lacking in rhythm & texture
  - Lacking in features that engage people

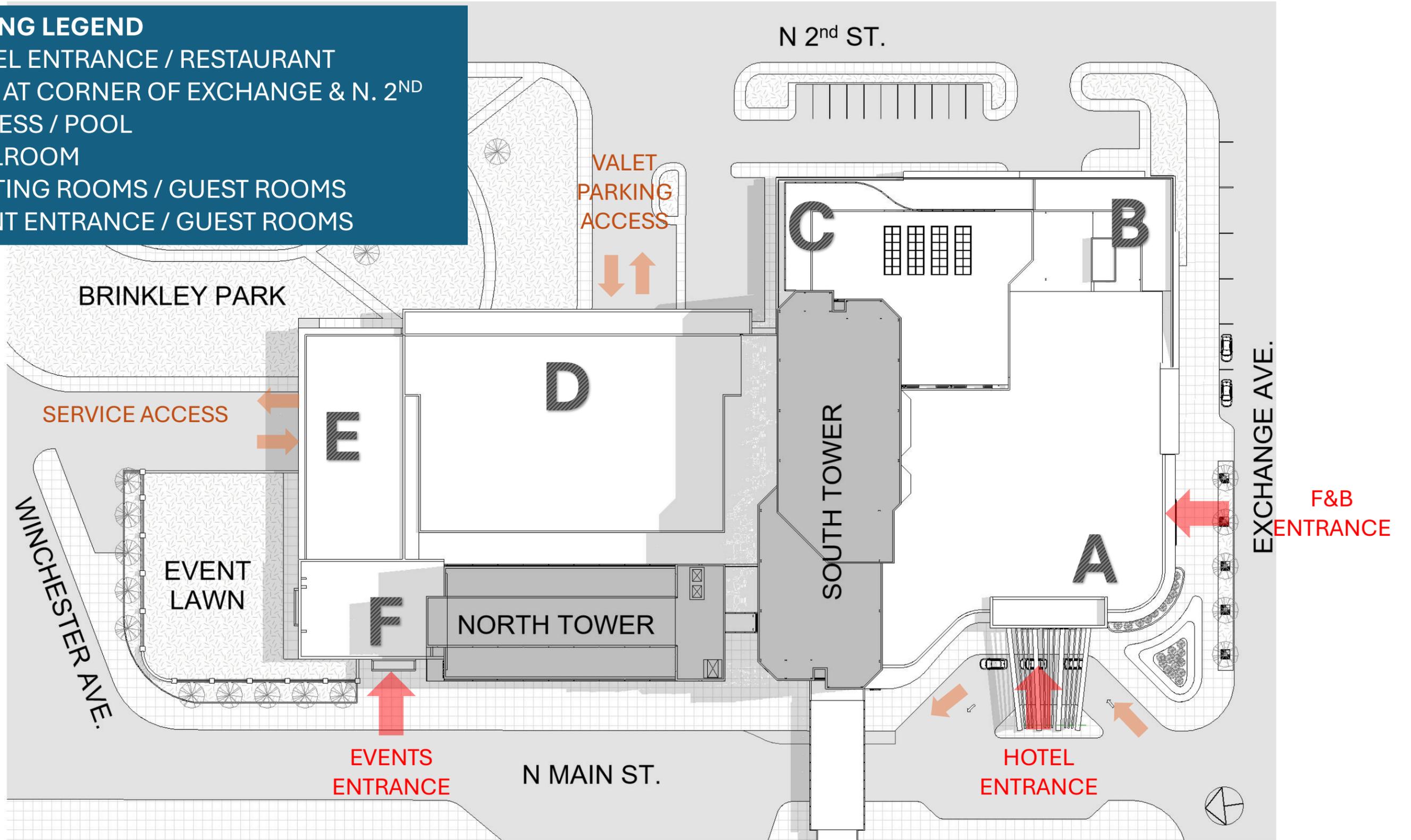
## Design Goals:

- Improve the occupant experience through:
  - Quality of materials based on where people are concentrated the most
  - Human-scaled building elements
  - Textural variety
  - Color variety
  - Variety of seating combinations
  - Urban Landscaping
  - A coherent cornice line throughout
- **Create a unified building podium that is human-scaled, using architectural gestures that are more pleasing in scale, texture, and color.**
- **Create moments for people to pause and enjoy.**

# SITE DIAGRAM

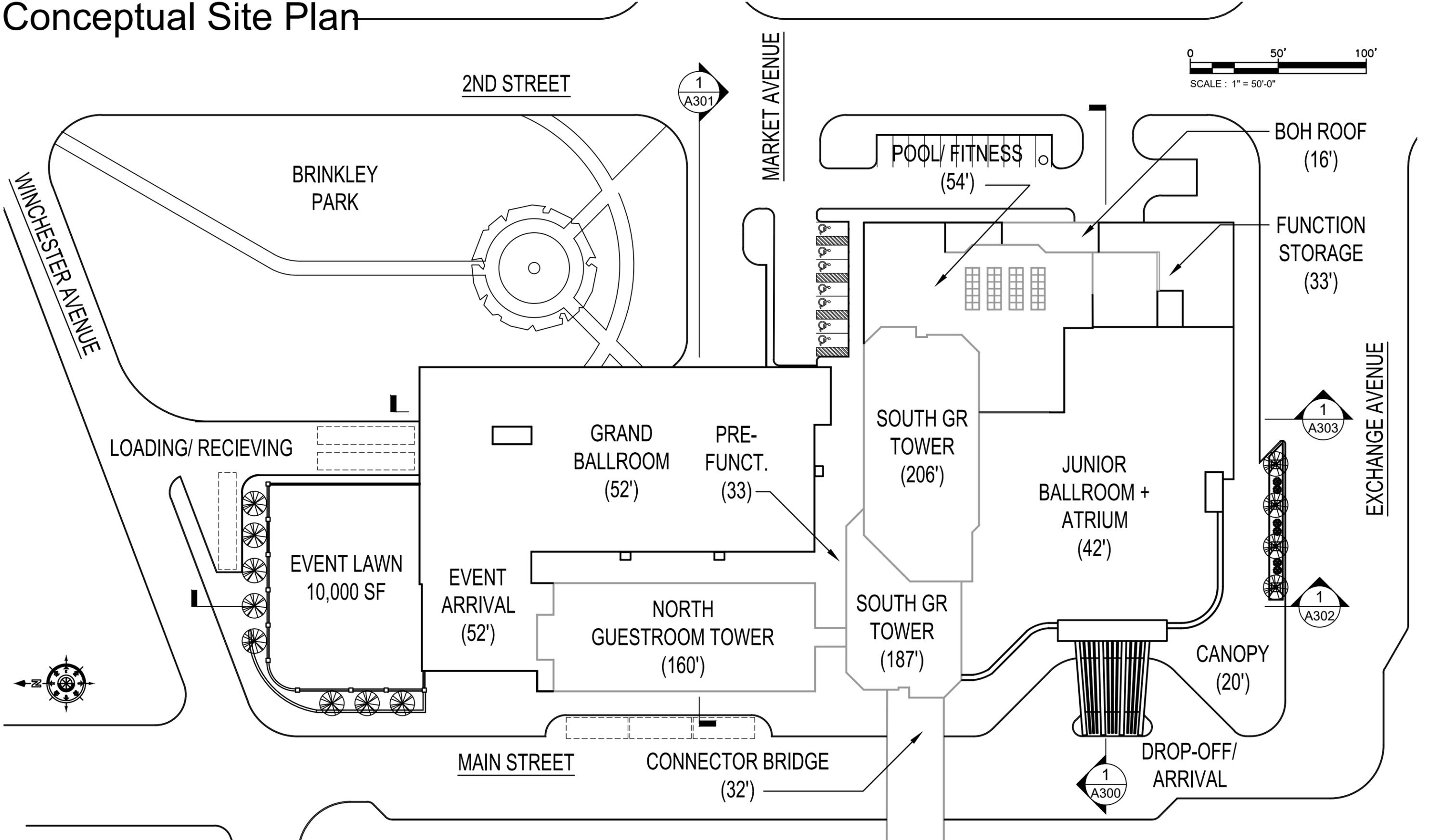
## BUILDING LEGEND

- A: HOTEL ENTRANCE / RESTAURANT
- B: BOH AT CORNER OF EXCHANGE & N. 2<sup>ND</sup>
- C: FITNESS / POOL
- D: BALLROOM
- E: MEETING ROOMS / GUEST ROOMS
- F: EVENT ENTRANCE / GUEST ROOMS

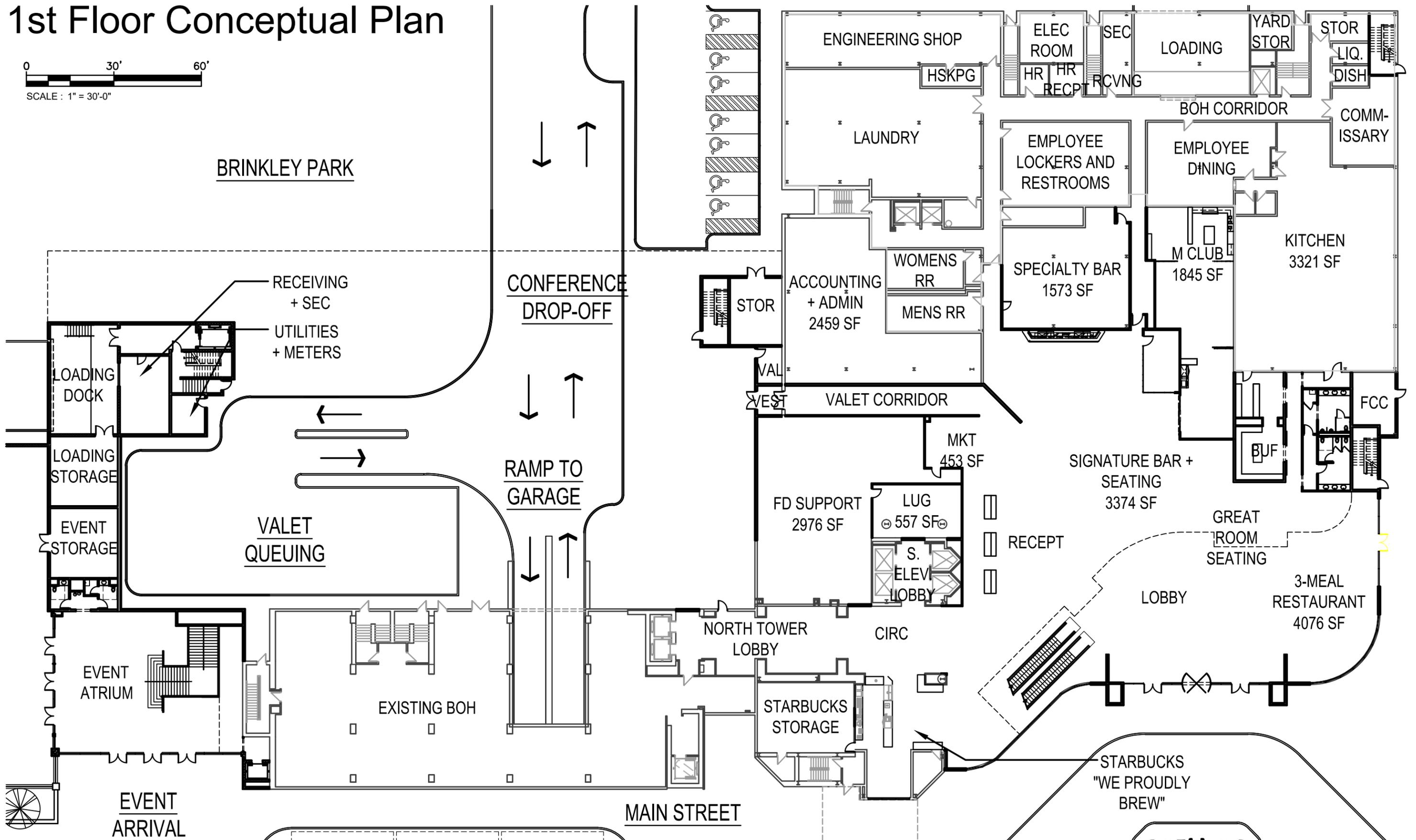
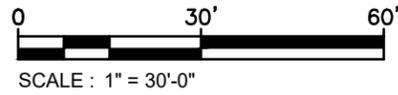


RENASANT CONVENTION CENTER

# Conceptual Site Plan



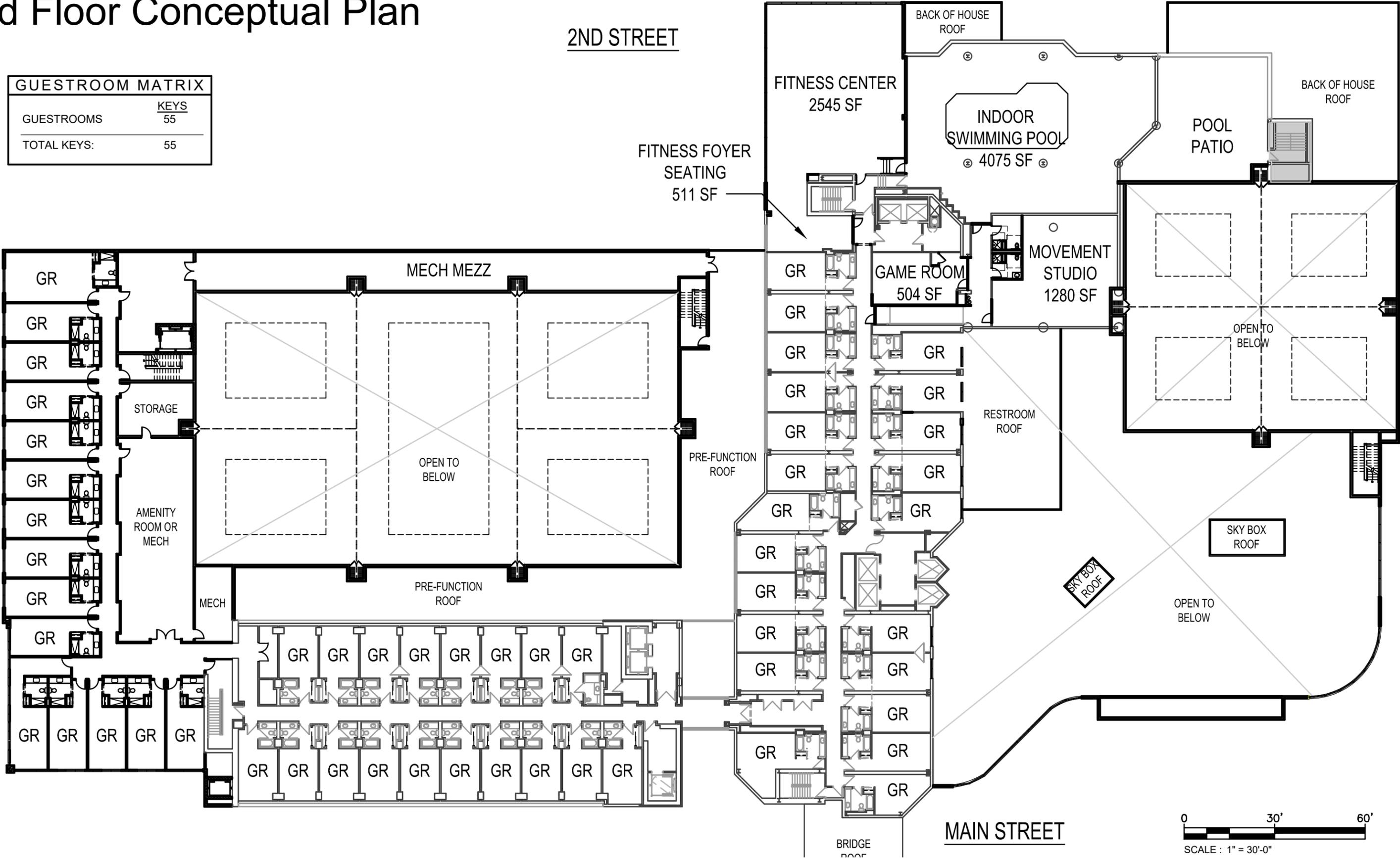
# 1st Floor Conceptual Plan





# 3rd Floor Conceptual Plan

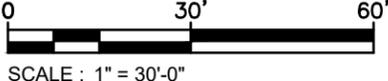
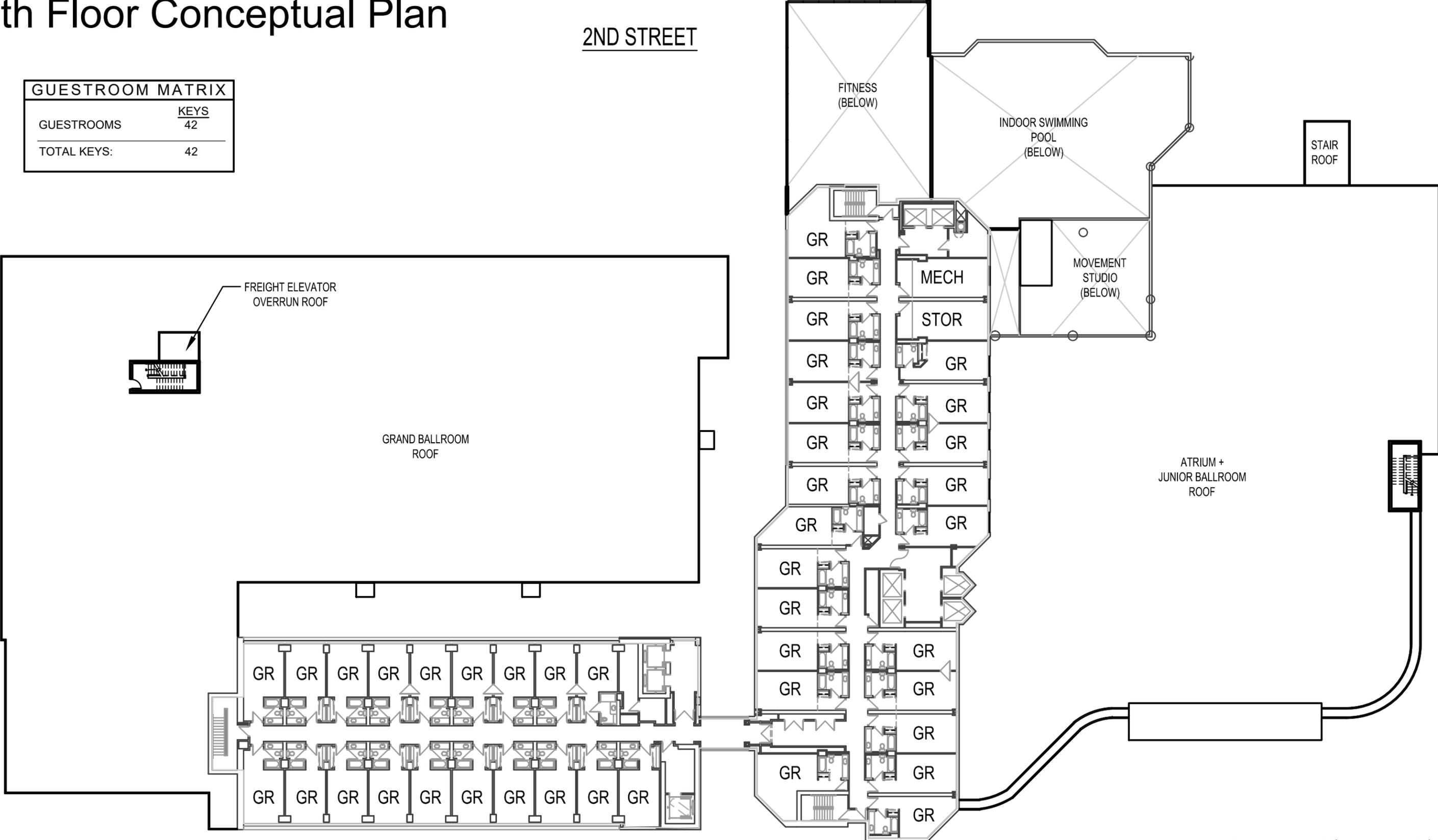
GUESTROOM MATRIX	
GUESTROOMS	KEYS 55
TOTAL KEYS: 55	



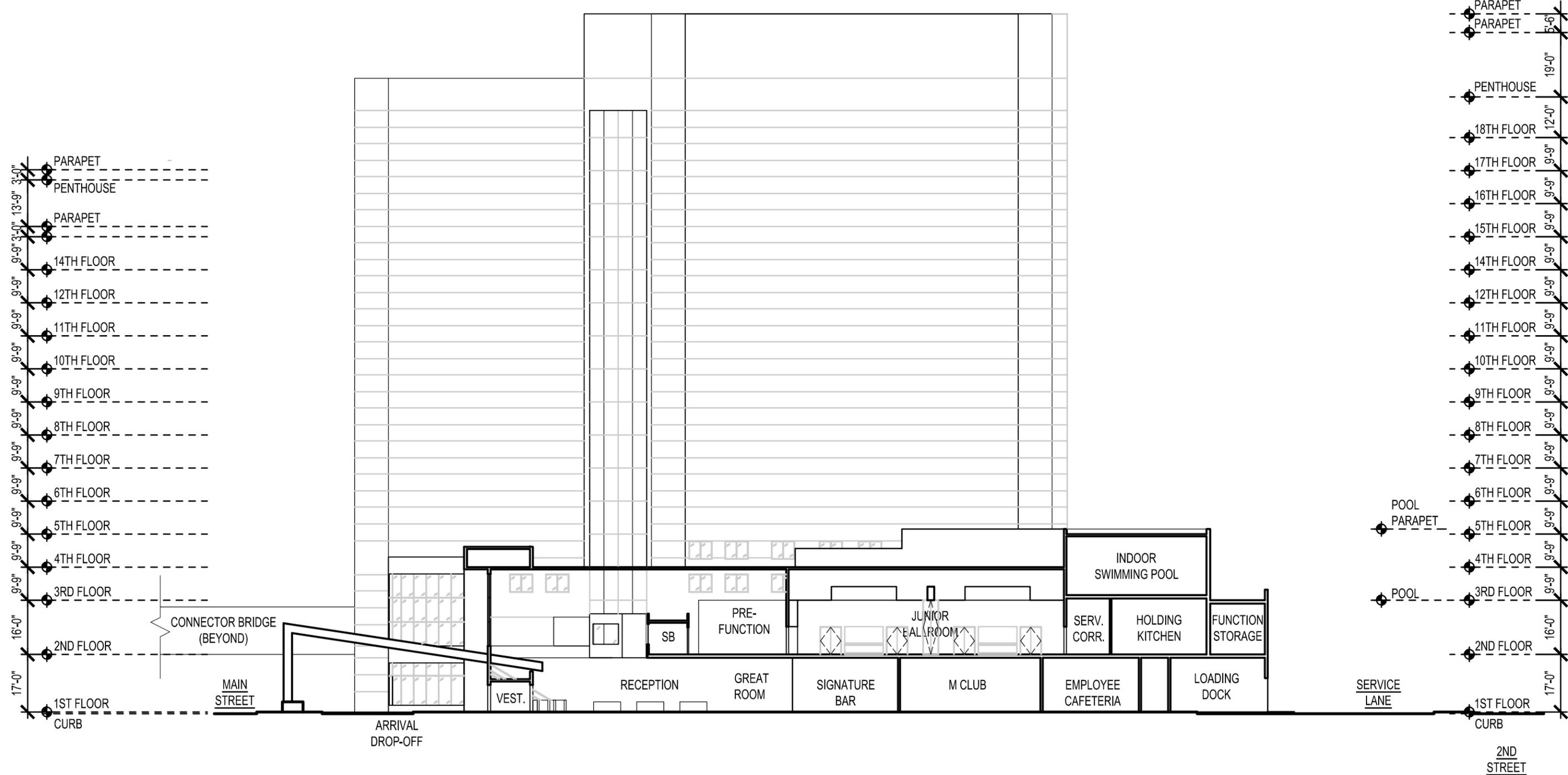
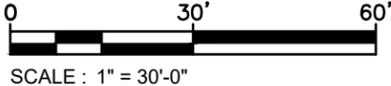
# 4th Floor Conceptual Plan

2ND STREET

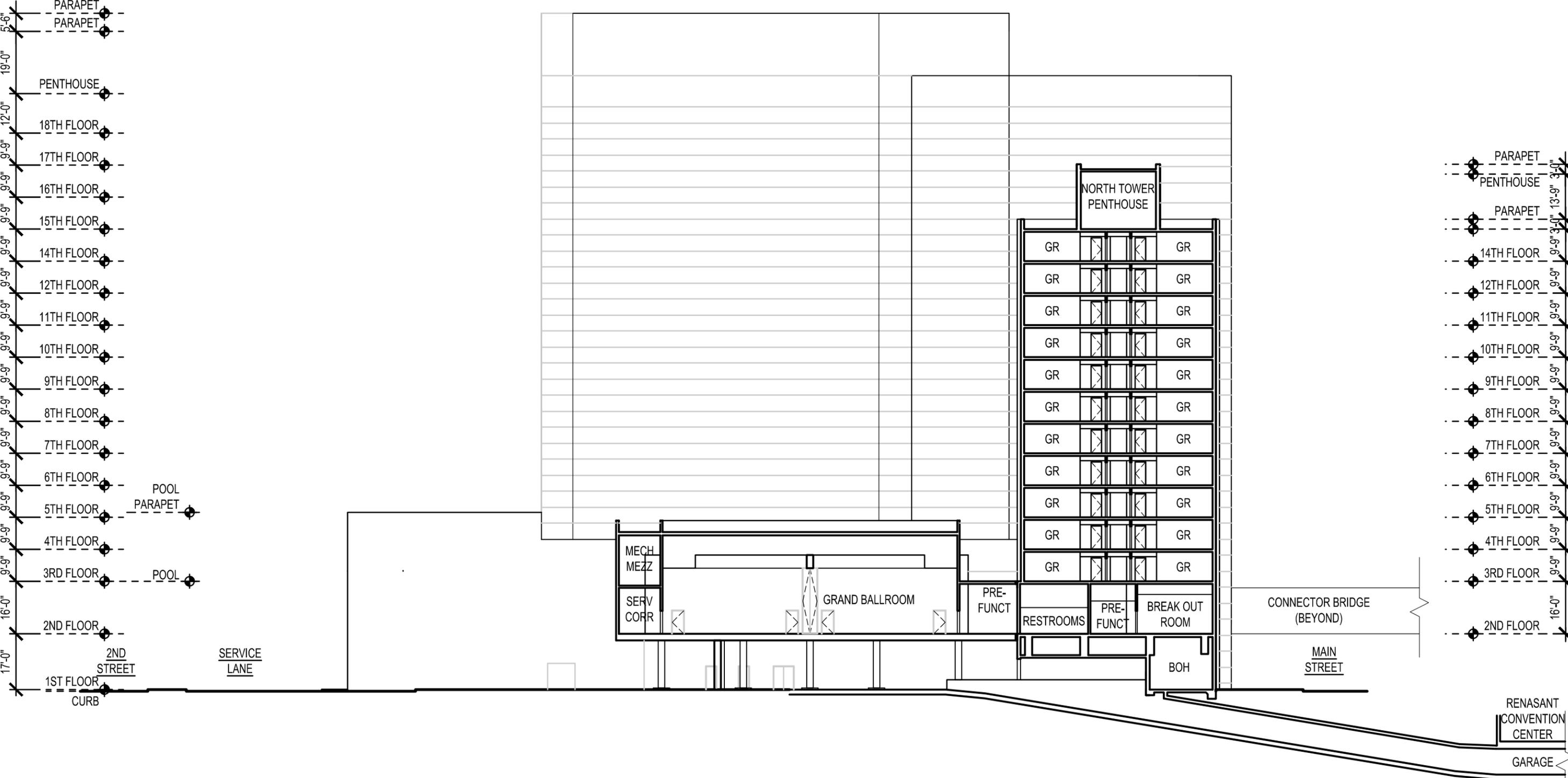
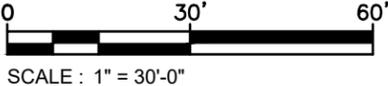
GUESTROOM MATRIX	
GUESTROOMS	KEYS 42
TOTAL KEYS: 42	



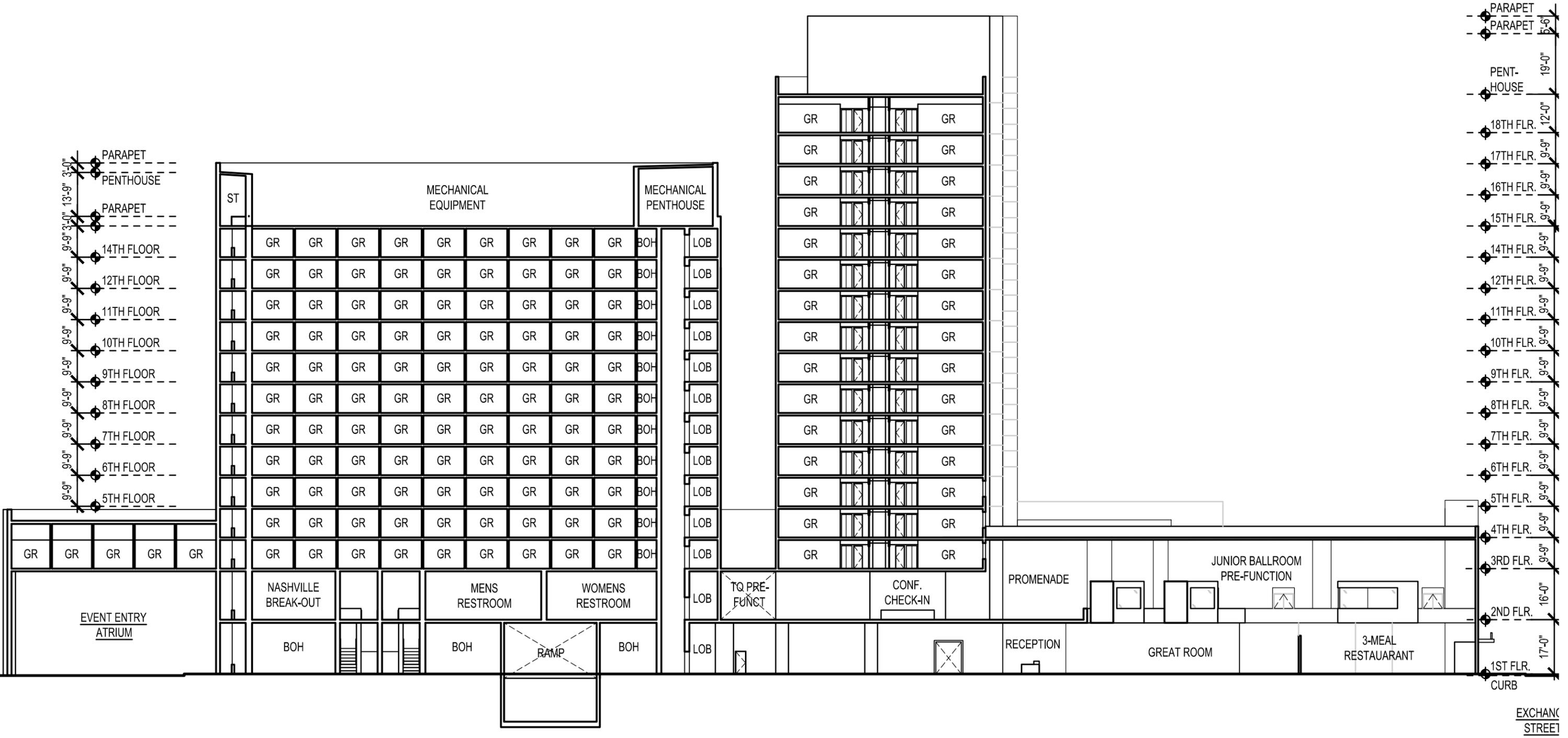
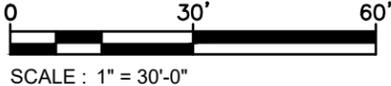
# Conceptual Building Section 1



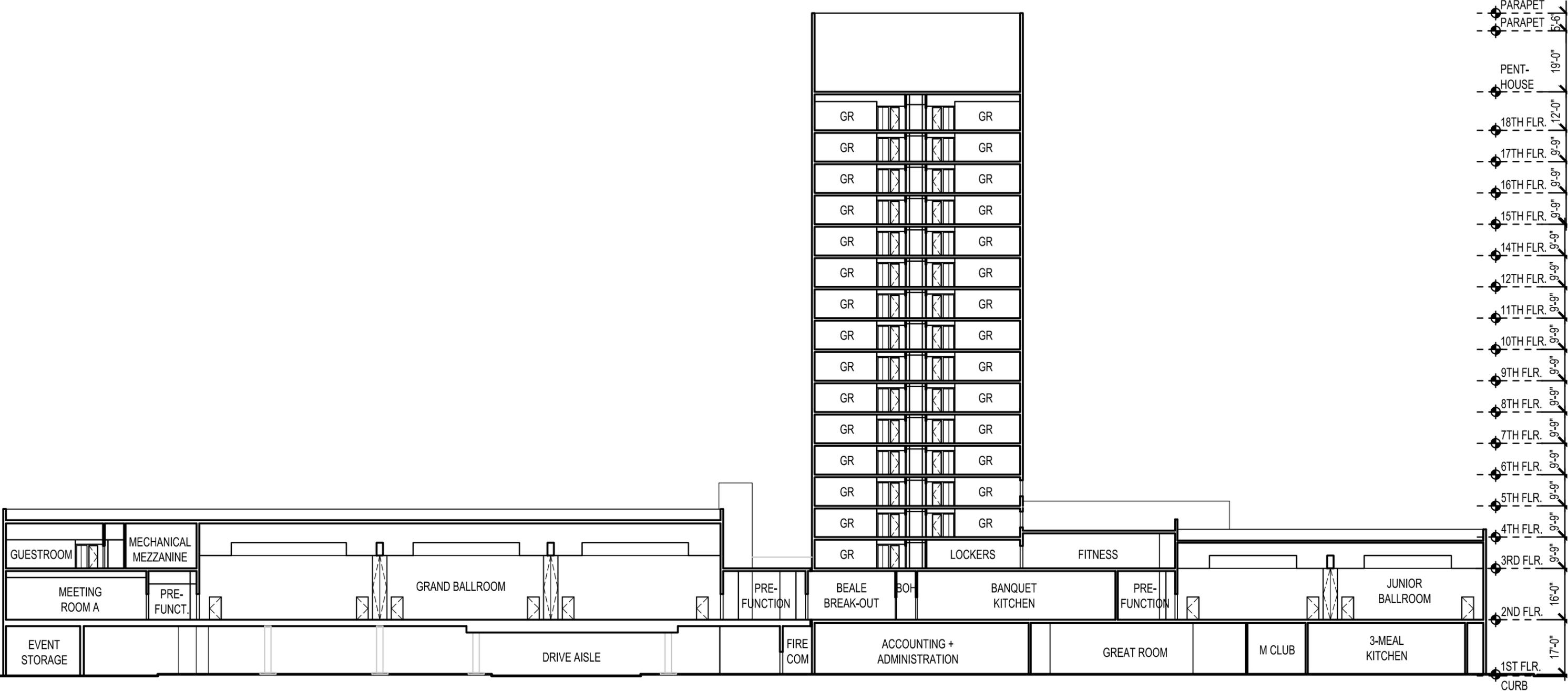
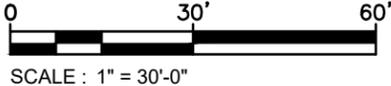
# Conceptual Building Section 2



# Conceptual Building Section 3



# Conceptual Building Section 4



EXCHAN  
STREET

Marriott Memphis 596-Key/ 32,500 SF Meeting Space Allocation Program  
**596 Rooms, 32,500 SF Meeting Space - Area Program**



## SUMMARY

### 1 Recap of Area Program

	<u>NET AREA</u> <u>(SF)</u>	<u>GROSS AREA</u> <u>(SF)</u>	<u>GROSS</u> <u>SF/KEY</u>	<u>PERCENT</u>
Overall Summary				
Guestrooms	223,367	312,714	524.7	64.2%
Public Areas	98,515	128,070	214.9	26.3%
Administration	4,710	5,652	9.5	1.2%
Back-of-House	23,491	28,189	47.3	5.8%
Mechanical / Electrical Equipment		12,367	20.8	2.5%
<b>Total Overall Summary</b>		<b>486,992</b>	<b>817.1</b>	<b>100.0%</b>

#### Public Areas (detail)

Lobby	8,315	9,978	16.7	2.0%
Food & Beverage	14,475	17,370	29.1	3.6%
Function Space	66,214	79,457	133.3	16.3%
Recreation	9,511	11,413	19.1	2.3%
Spa (3rd Party - Leased)	0	0	0.0	0.0%
<b>Total Public Areas</b>	<b>98,515</b>	<b>118,218</b>	<b>198.4</b>	<b>24.3%</b>

#### Back-of-House

Food Production Areas	9,263	11,116	18.7	2.3%
Receiving and Storage	4,305	5,166	8.7	1.1%
Employee Areas	2,835	3,402	5.7	0.7%
Laundry and Housekeeping	3,990	4,788	8.0	1.0%
Maintenance Office and Shops	2,948	3,538	5.9	0.7%
IT	150	180	0.3	0.0%
<b>Total Back-of-House</b>	<b>23,491</b>	<b>28,189</b>	<b>47.3</b>	<b>5.8%</b>

### 2 Recap of Facilities

	<u>QTY</u>	<u>KEYS</u>	<u>BAYS</u>	<u>% Keys</u>
Guestroom Mix				
King Guestrooms	244	244	242	40.9%
DD Guestrooms	326	326	326	54.7%
Suites	26	26	48	4.4%

Concierge Lounge	0	0	0	0.0%
<b>Total Guestrooms</b>		<b>596</b>	<b>616</b>	<b>100.0%</b>

Public Areas	<u>NET AREA</u>	<u>SEATS</u>	<u>SEATS/KEY</u>
Food Outlets	6,745	135	0.23
Beverage Outlets	3,374	99	0.17
Main Meeting Room	0	0	0.00
Total Other Function Rooms	43,822	1,080	1.81
Swimming Pool	5,175		
Fitness Center	4,336		
Spa	0		

## GUESTROOMS AND SUITES

### 1.1 Guestroom Mix

	<u>QTY</u>	<u>KEYS</u>	<u>BAYS</u>	<u>NET AREA</u>	<u>Percent</u>
King - North Tower	96	96	96	33,708	16%
King - South Tower	136	136	136	49,300	23%
Queen/ Queen - North Tower	101	101	101	35,464	17%
Queen/ Queen - South Tower	220	220	220	79,750	37%
Presidential Suite	0	0	0	0	0%
Vice Presidential Suite	0	0	0	0	0%
2-Bay Suite - North Tower	8	8	16	5,618	1%
2-Bay Suite - South Tower	16	16	32	11,600	3%
3-Bay Suite - South Tower	1	1	3	1,088	0
Accessible King - North Tower	10	10	10	3,578	2%
Accessible King - South Tower	2	2	2	725	0%
Accessible QQ - South Tower	5	5	5	1,813	1%
Accessible Suite	1	1	2	725	0%
<b>Total, Guestroom and Suites</b>		<b>596</b>	<b>623</b>	<b>223,367</b>	

<b>Total F&amp;B Outlets</b>	<b>14,475</b>	<b>254</b>
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#### 4 Function Space

Function Rooms	<u>QTY</u>	<u>SF EACH</u>	<u>NET AREA</u>	<u>SEATS</u>	<u>SF / Seat</u> (incl area for svc)
Heritage Ballroom (2nd Flr)	0	4,613	0	0	15
St. Louis Meeting Room (2nd Flr)	0	796	0	0	15
Grand Ballroom (2nd Floor)	1	14,818	14,818	988	15
Junior Ballroom (2nd Floor)	1	7,703	7,703	514	15
Breakout Room A (2nd Flr)	1	1,354	1,354	90	15
Breakout Room B (2nd Flr)	1	1,282	1,282	85	15
Breakout Room C (2nd Flr)	1	1,335	1,335	89	15
Board Room (2nd Flr, Expanded)	1	470	470	31	15
Beale Meeting Room (2nd Flr, Expanded)	1	663	663	44	15
Natchez Meeting Room (2nd Flr)	0	769	0	0	15
Orpheum Board Room (2nd Flr)	0	319	0	0	15
Memphis Meeting Room (2nd Flr, Relocated)	1	907	907	60	15
Knoxville Meeting Room (2nd Flr)	1	632	632	42	15
Nashville Meeting Room (2nd Flr)	1	1,558	1,558	104	15
Chattanooga Meeting Room (2nd Flr)	1	630	630	42	15
Jackson Meeting Room (2nd Flr)	1	634	634	42	15
Oxford Meeting Room (2nd Flr, Relocated)	1	592	592	39	15
Gatlinburg Meeting Room (2nd Flr)	0	445	0	0	15
Magnolia Ballroom (1st Flr)	0	3,224	0	0	15
Event Lawn (Exterior, not included)	1	11,244	11,244	750	15
Azalea Meeting Room (1st Flr)	0	702	0	0	15
<b>Total Function Rooms</b>			<b>32,578</b>	<b>2,921</b>	

#### Function Support

Grand Ballroom Prefunction (2nd Flr)	7,418
Junior Ballroom Prefunction (2nd Flr)	7,213
Meeting Rooms Prefunction (North Tower)	2,041
Event Arrival Atrium	2,872
Business Center	133
Fed Ex	486
Fed Ex Storage	132