



# CONCEPTUAL DESIGN

The conceptual design for a project of this size is a critical first step in the development process as it creates a broad framework and vision for the project that all subsequent design and construction decisions are derived from. The keys of the conceptual design process are:

- Analysis of the physical characteristics of the site such as size, shape, topography, utilities and access.
- Assessment of the context surrounding the project such as adjacent land uses, surrounding architectural styles and building materials, investigating views both from the project and toward the project.
- Understanding the project purpose, desired components, and desired space program.
- Explore multiple concept options addressing factors such as program massing, stacking, and orientation; site layout; circulation; and architectural elements; evaluating each option for feasibility, cost, and alignment with project goals.
- Refining the concept by incorporating additional details such as planned structural systems, floor plans, exterior elevations, and building materials, with input from the project team including the owner, developer, and construction manager.

Informed by the project program recommended by the market study, and parking study, DLR Group and FACET have worked closely with Garfield, the local project team, and McCownGordon to deliver a design concept that will activate a currently underutilized area of downtown and serve as an anchor

of the Capital Avenue redevelopment occurring between the Capitol building and the MSP redevelopment.

The lower level, facing Capitol Avenue is divided into three distinct sections: a full-service signature restaurant located near Monroe Street, the hotel entrance located mid-block, and conference center entrance located prominently at the corner of Madison Street and Capitol Avenue adjacent to the Governor's Mansion, and views of the state Capitol building two blocks to the west. This layout fosters a vibrant pedestrian experience while integrating into its historic context.

The conference center encompasses two floors and includes a 5,500 square foot junior ballroom, over 7,300 square feet of breakout rooms on the lower level with the 16,800 square foot grand ballroom located above along with additional lobby and pre-function spaces.

The hotel tower rises above the lobby to accommodate 204 hotel rooms with a lush pool retreat and lounge on the 4th level offering sweeping views of the Missouri River and the Capitol.

The exterior design responds to the modern, progressive attitude toward business growth. The careful attention to form, material, and scale allows the hotel to compliment the historic surroundings while offering a modern and inviting space for guests and the local community. The interiors will be designed to reflect Jefferson City, and its prominence as the capitol city.



## DESIGN NARRATIVE

### SUMMARY

The Project includes an eight-story, approximately 204-key hotel, a 16,500-sq. ft. grand ballroom, 13,000 sq. ft. of additional break out meeting spaces, food and beverage service facilities, laundry and other ancillary functions required to support a full-service convention center headquarters hotel. Also included are site improvements and a 5-story structured parking garage for approximately 688 cars that will support the City Facilities and Hotel. Total occupied space is approximately 208,550 gross square feet. The project is currently being designed to be energy efficient.

### BUILDING DESIGN

The Hotel and Conference Center design responds to the modern, progressive attitude toward business growth and enhanced cultural expression in Jefferson City with an exterior envelope consisting of materials that may include some of the following: curtain wall and window wall systems, architectural brick, aluminum composite panels, and plaster. A low-maintenance TPO roofing system will be provided. All rooftop mechanical equipment will be screened with an articulated system utilizing materials consistent with the building envelope. The careful attention to form, material, and scale allows the hotel to complement its civic surroundings while offering a modern and inviting space for guests and the local community. The interiors will be designed in accordance with the selected brand standards and will reflect the culture and locale of Jefferson City, The Capital, and the region.

### STRUCTURE

The Hotel structure will be a hybrid system of conventional slab-on-grade at the ground floor, flat slab for floor 2, with cold-formed steel stud for floors 3 – 8 (The repetitive hotel tower), utilizing concrete masonry shaft walls around the elevator hoist ways and stairs to provide lateral force (wind) bracing. A steel truss-girder system with metal roof decking will span the single-story ballroom, while meeting areas and food service facilities will be framed with open web steel joist and metal roof decking. The 5-story parking structure will utilize a precast concrete structural system. The foundation system and ground floor slab will be designed in accordance with the geotechnical engineer's criteria and recommendations.

### HVAC

The MEP system for the guestroom tower is currently estimated to consist of two 330-ton air-cooled chillers to be located on the roof. Guestrooms, currently, consist of a two-pipe fan coil unit, vertical type, encased with water coil, electric heating coil, multiple-speed fan, and self-contained electric two-position and straight-thru type control valve cooling (three-way valves on bottom floor units). The Podium portion of the building is currently envisioned to consist of factory packaged VAV & single zone VAV air handling units complete with supply air fan array with variable frequency drives, chilled water cooling coil, electric pre-heat coil, electric heating coil where required for single zone units, return and outdoor control dampers, outside air flow monitoring station, supply and return air smoke damper in units supplying over 2000CFM, supply & return air silencers at Podium AHU and CO2 monitoring in meeting spaces if decided to attain LEED certification.

### ELECTRICAL

The current design envisions the building being served by one 4000-Amp, 480Y/277V, 3 PH, 4W feeder from utility pad mounted transformer to main switchboard. A 500KVA emergency generator is planned to provide for back-up for life safety systems, sprinklers, and refrigeration/cold storage. The building will also have conduits for telephone service.

### FIRE PROTECTION

The building will be fully sprinklered with standpipes as required to meet local and state codes.

### PLUMBING

Services will include storm drainage, sanitary drainage, water service and natural gas as necessary to comply with state and local codes and LEED requirements.



# JEFFERSON CITY

HEADQUARTERS HOTEL & CONFERENCE CENTER  
JEFFERSON CITY, MO - 01.10.2025





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# DESIGN UPDATE

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CONTEXT & LOCALE	01
FLOOR PLANS	02
ARCHITECTURE	03
PROGRAMMING AND AREAS	04



# 01

## CONTEXT & LOCALE

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- 01 LOCALE
- 02 CONTEXT

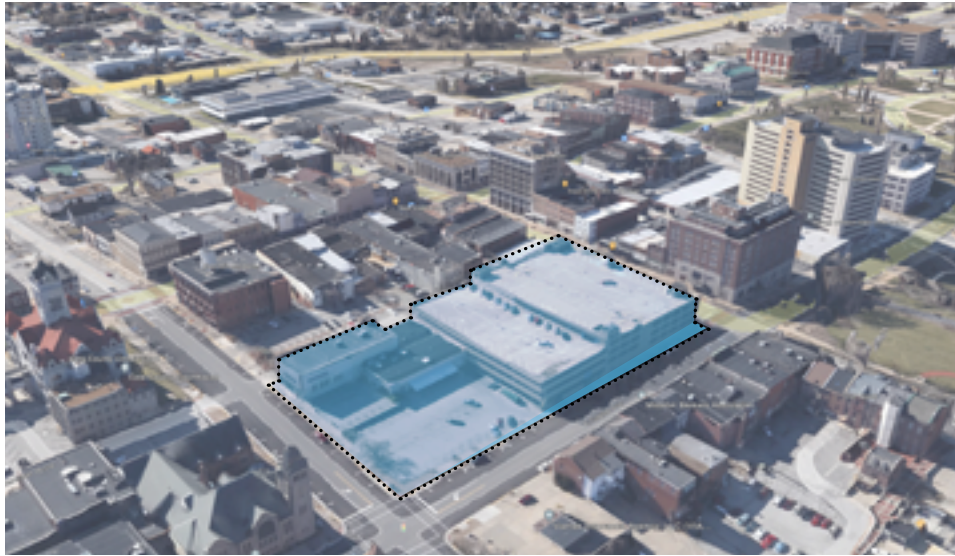


## LOCALE





## CONTEXT

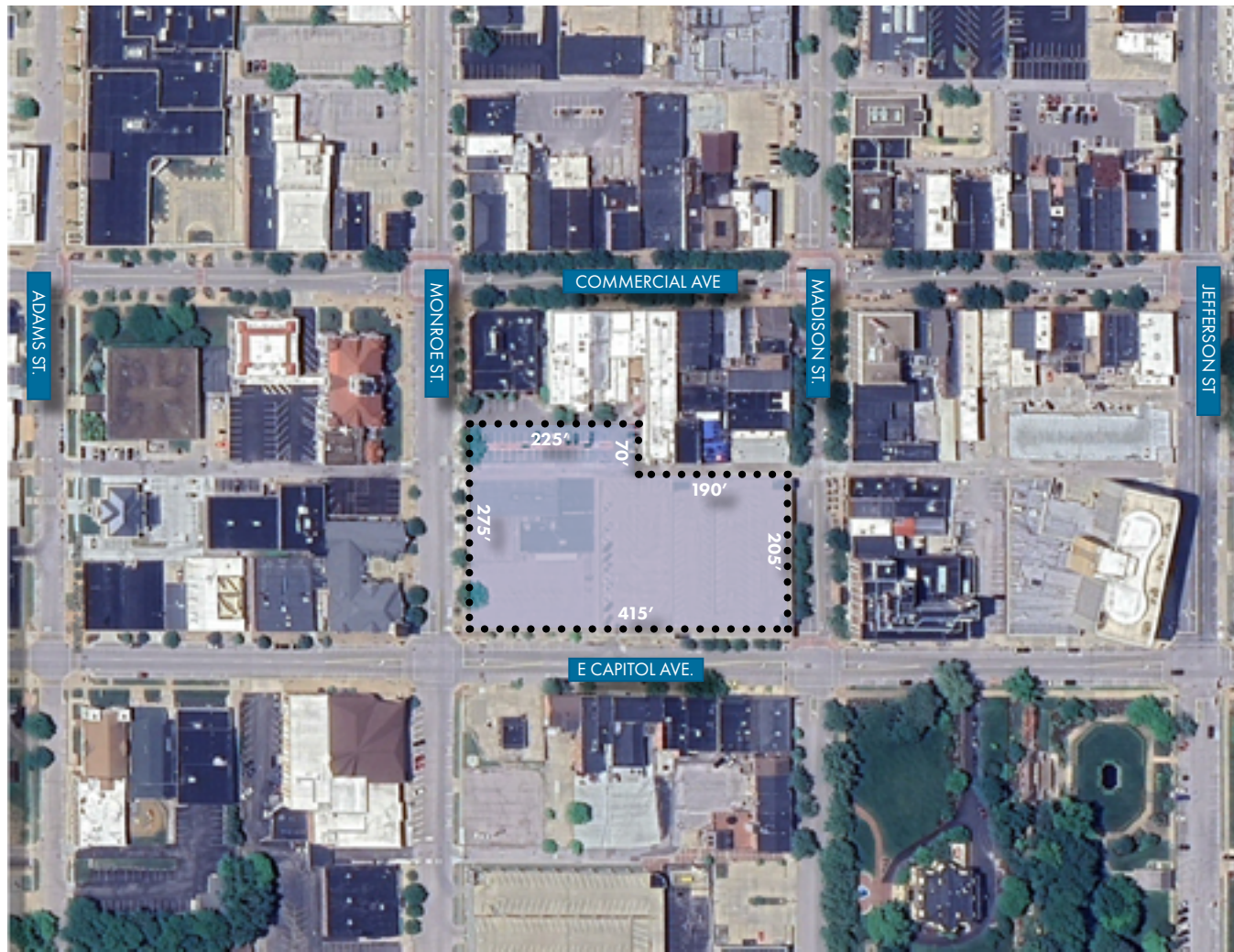


CAPITOL AVENUE





## SITE





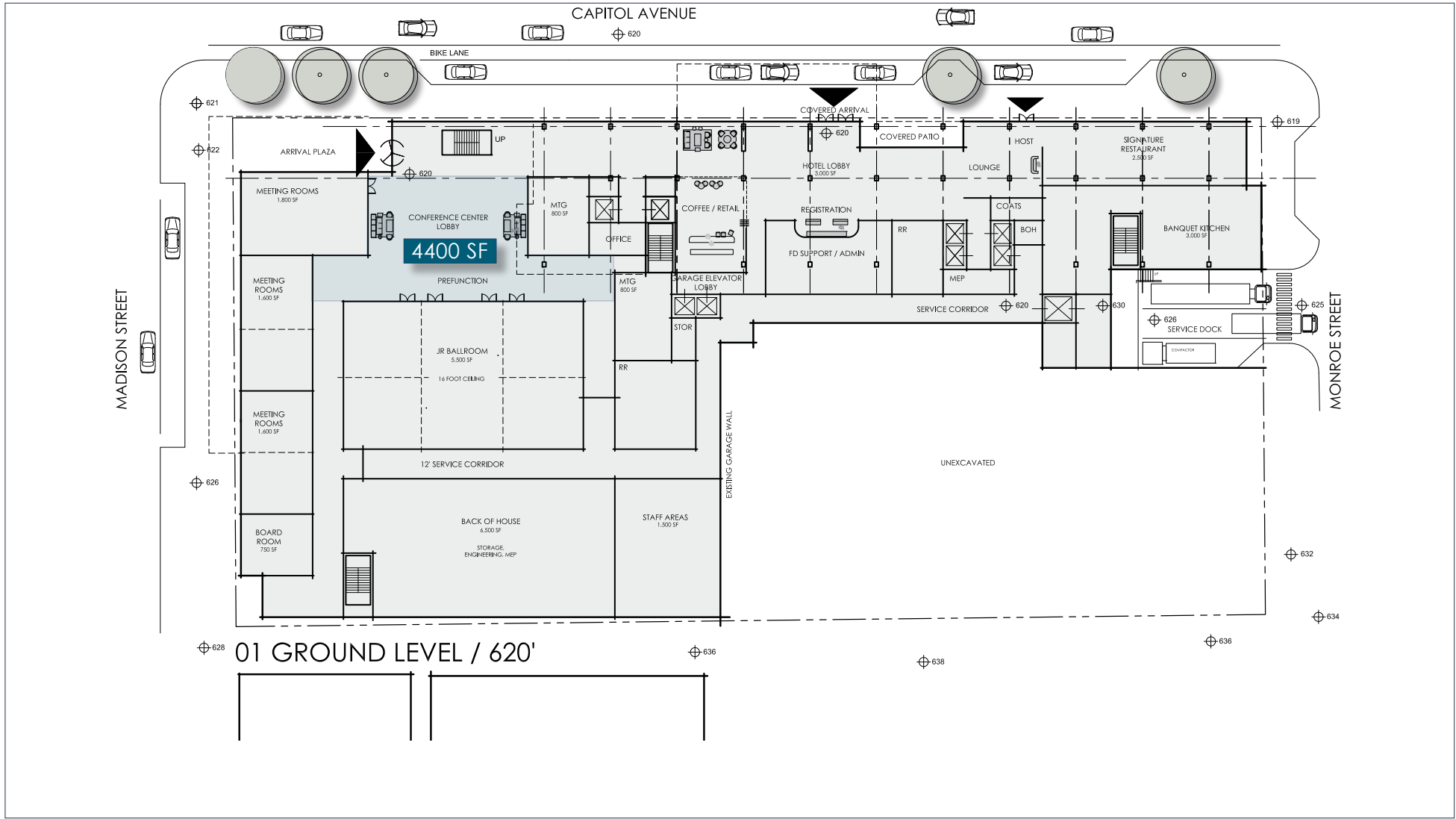
# 02

## FLOOR PLANS

- 01 FLOOR PLANS
- 02 BUILDING SECTION EAST / WEST

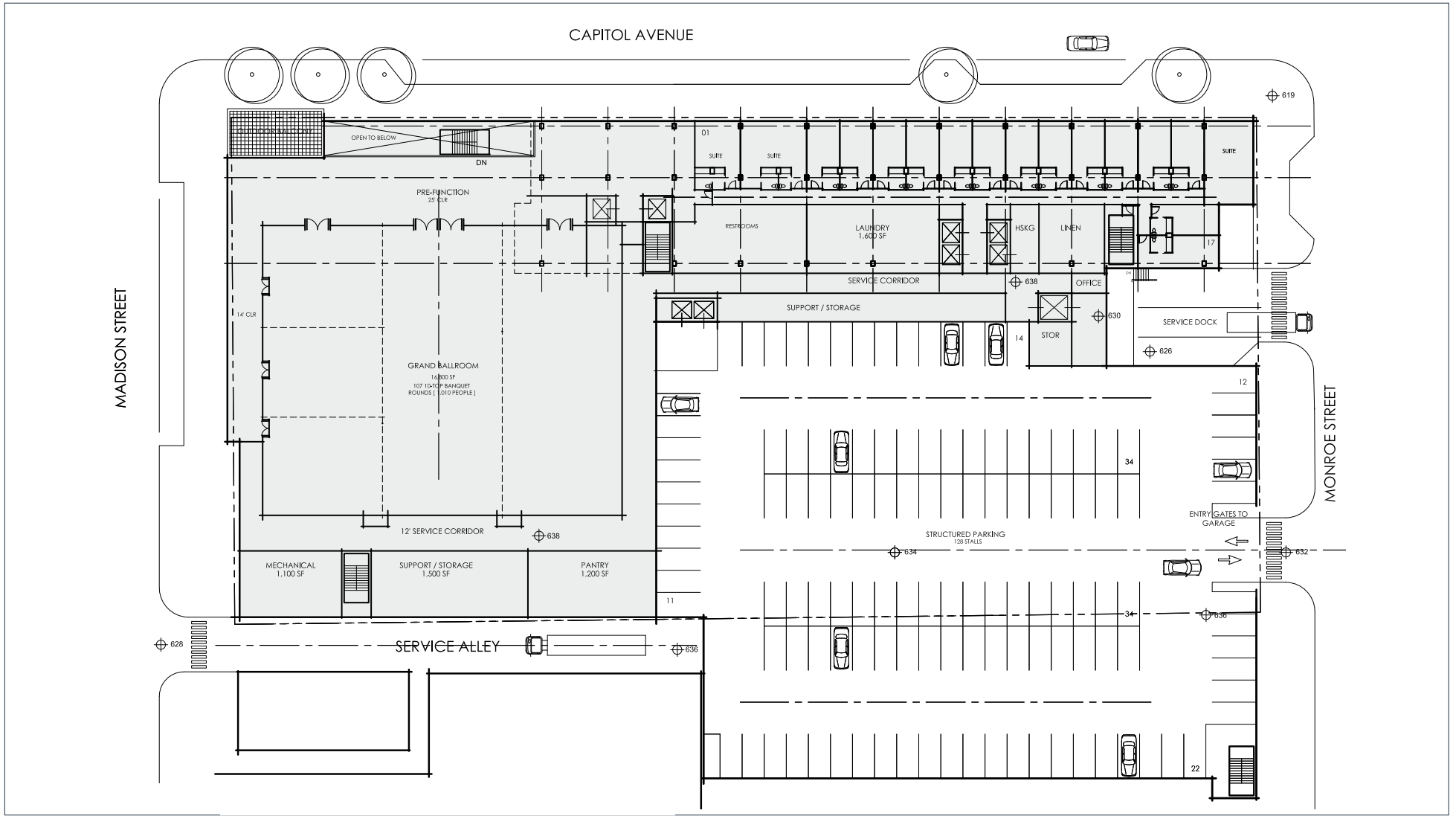


## FLOOR PLAN LEVEL 01/ LOBBY



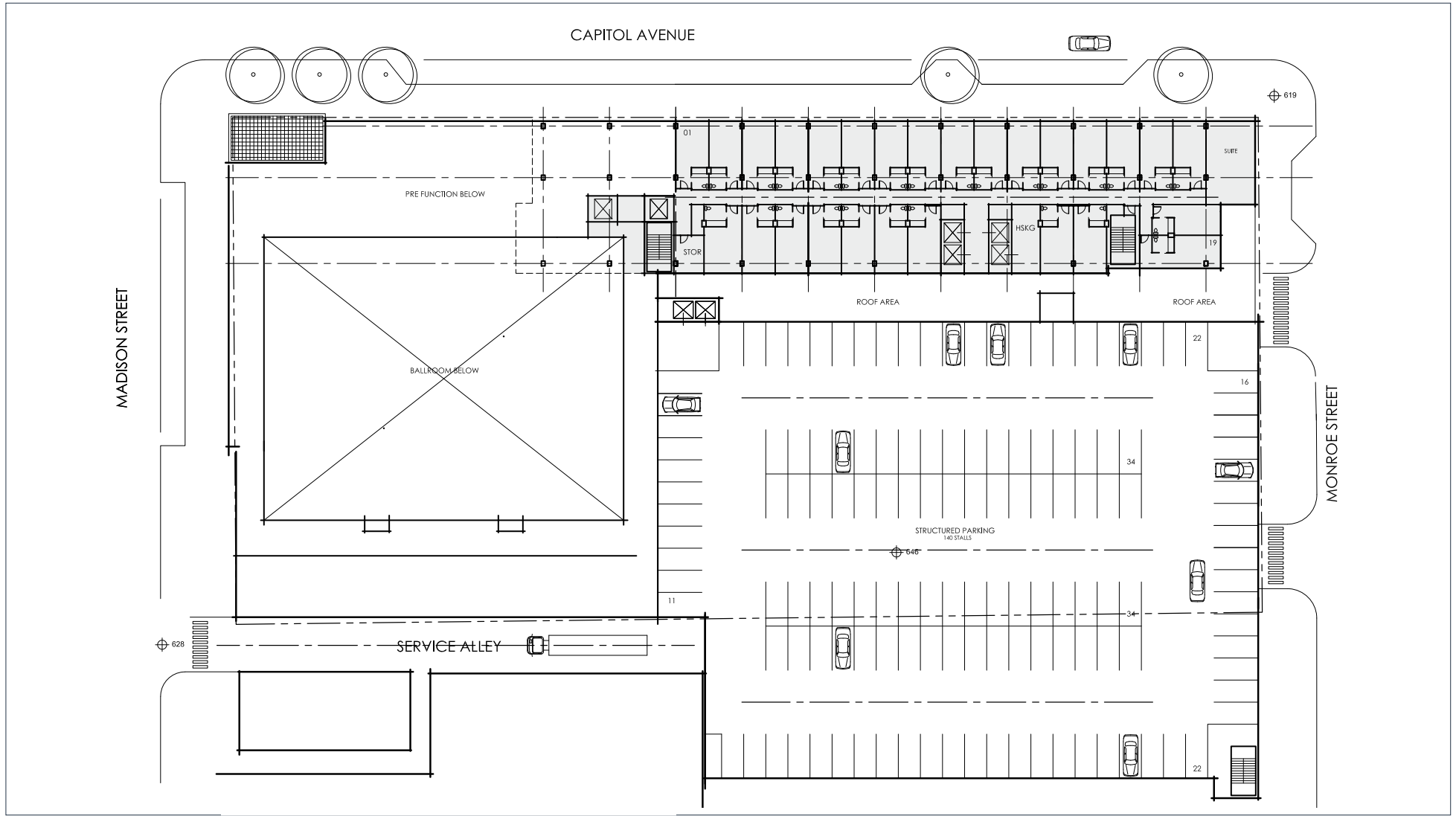


## FLOOR PLAN LEVEL 02



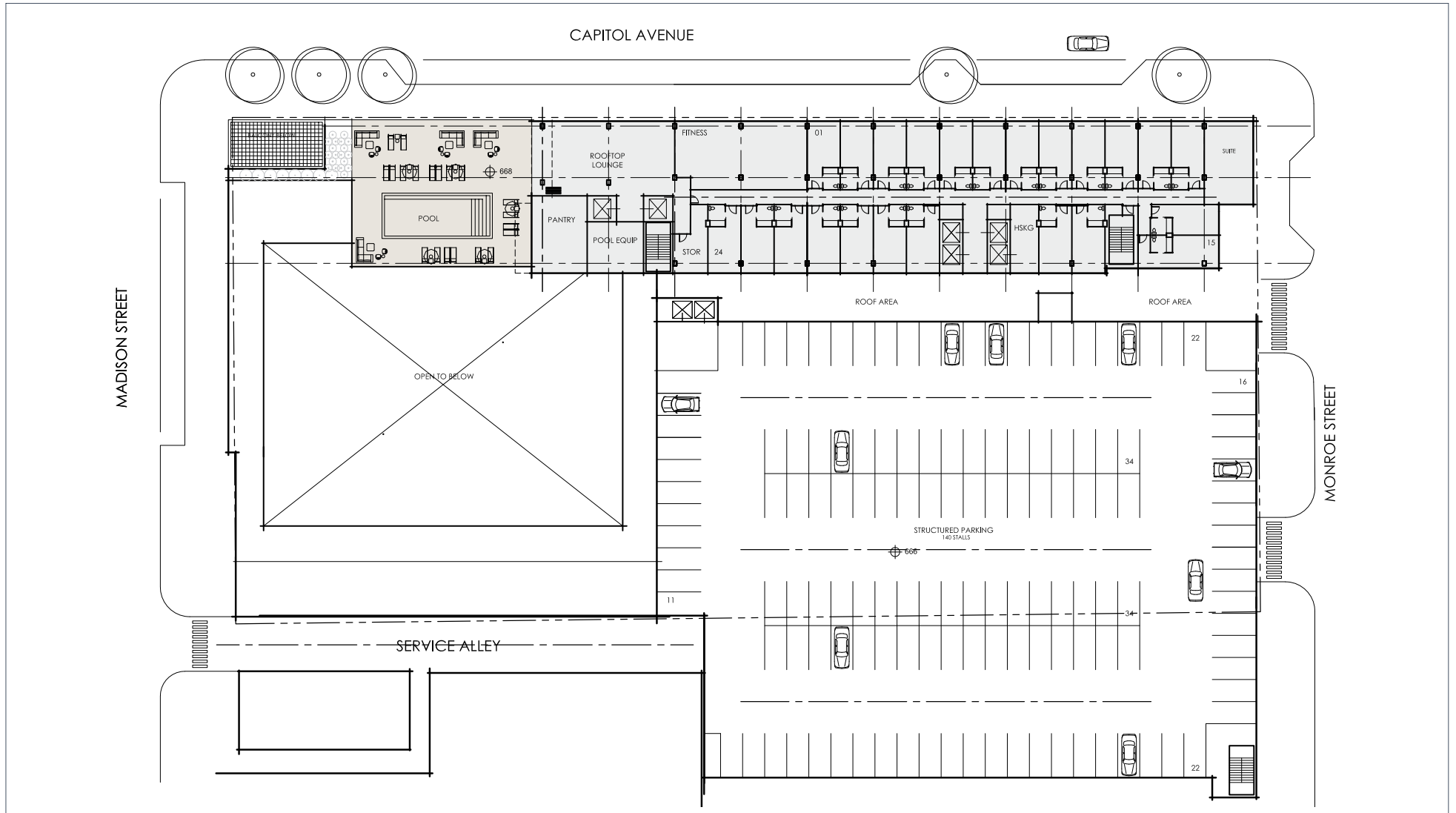


## FLOOR PLAN LEVEL 03



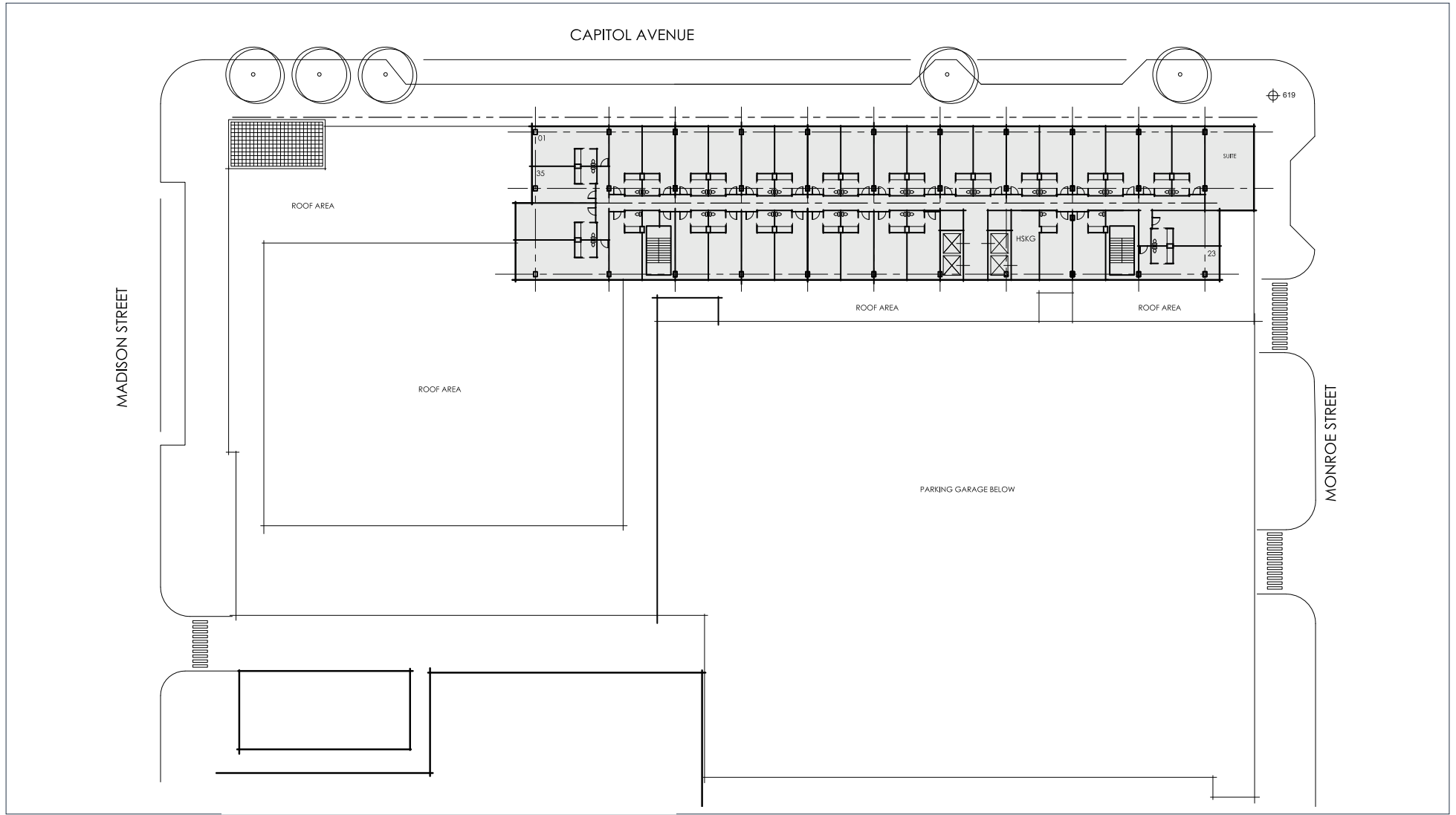


## FLOOR PLAN LEVEL 04 / HOTEL AMENITY LEVEL



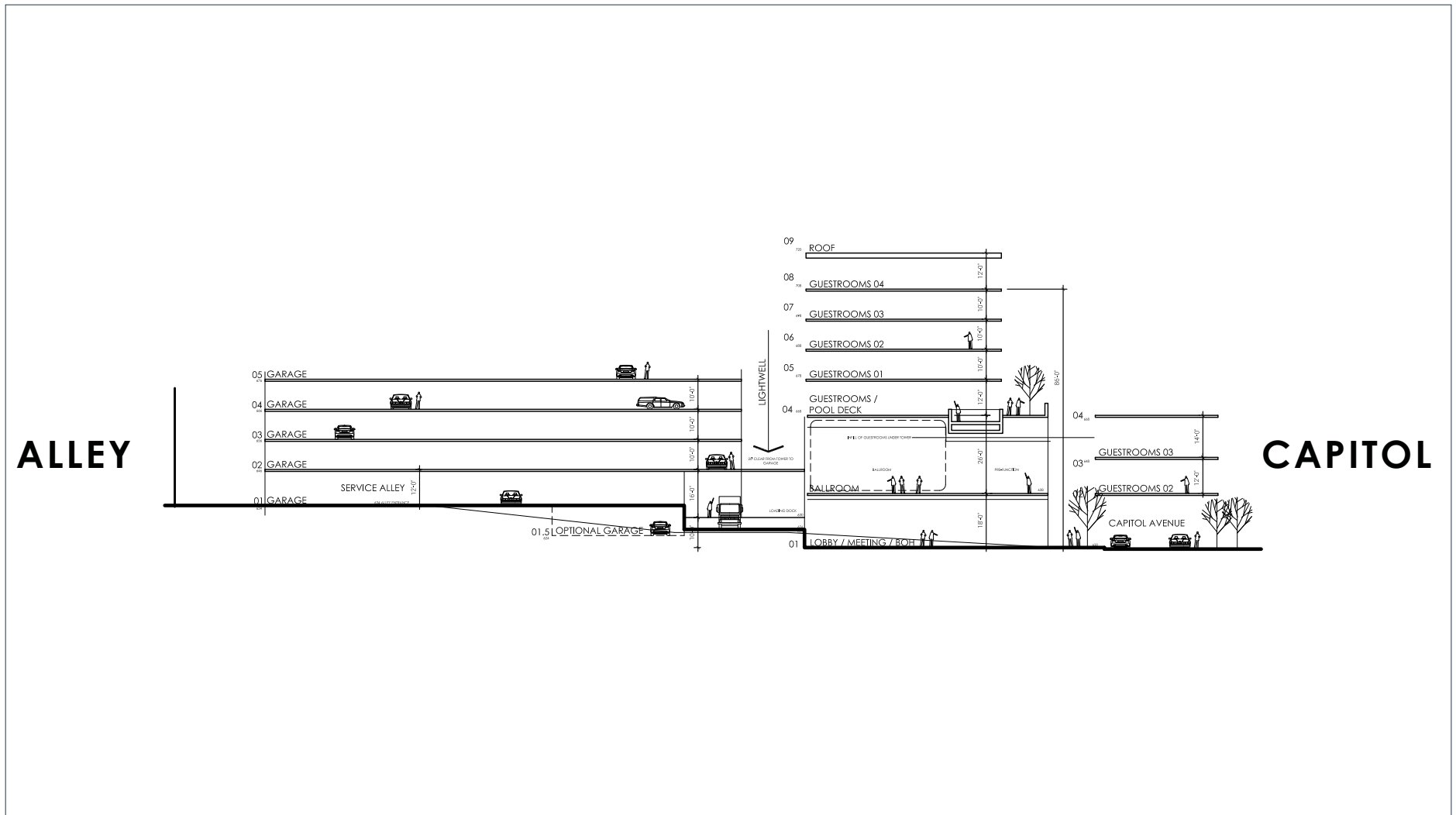


## FLOOR PLAN LEVEL 05-08 / TYPICAL HOTEL LEVEL





## BUILDING SECTION WEST TO EAST







# 03 ARCHITECTURE

- 01 OVERALL
- 02 ARCHITECTURE
- 03 CONTEXT SCALE



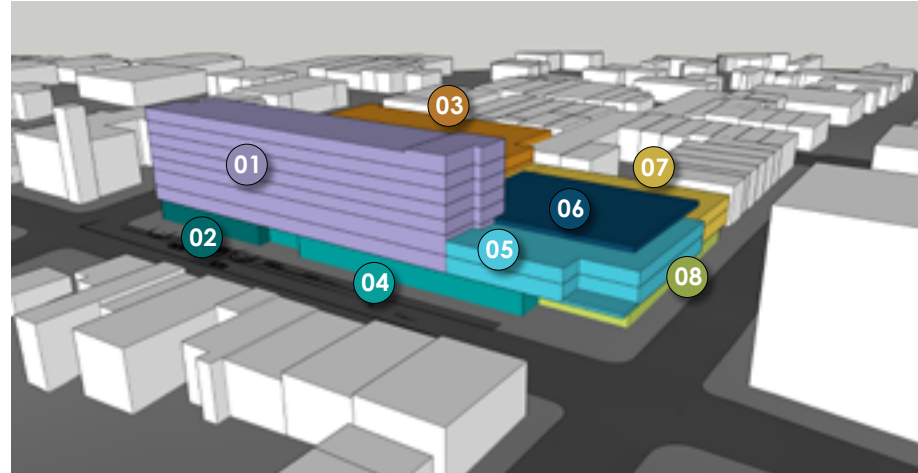
## CONCEPT RENDERING FROM CAPITOL AVENUE





## CONCEPT VIGNETTE OVERALL BUILDING MASSING

- 01 HOTEL TOWER
- 02 RESTAURANT
- 03 PARKING GARAGE
- 04 LOBBY
- 05 PREFUNCTION
- 06 BALLROOM
- 07 BACK OF HOUSE
- 08 MEETING SPACE



### CONCEPT DESIGN

Located just down the street from the Missouri State Capitol in Jefferson City, the design of the hotel and conference center harmonizes civic grandeur with the warmth and welcoming nature expected in a hospitality setting. The massing of the hotel is thoughtfully composed, with its lower levels divided into three distinct sections: the restaurant, hotel entrance, and a civic-oriented entrance for the ballroom and convention center facing the Capitol. This layout activates the street, fostering a vibrant pedestrian experience while integrating seamlessly into its civic context. Above the lobby, the hotel tower rises to accommodate 204 rooms, with a lush pool retreat on the 4th level offering sweeping views from the Missouri River back to the Capitol.



## CONCEPT RENDERING AERIAL VIEW





## CONCEPT VIGNETTES **OVERALL BUILDING MASSING**



ELEVATION ALONG CAPITOL AVENUE



CORNER AT MONROE STREET



CORNER ENTRY TO CONFERENCE CENTER



## CONCEPT VIGNETTES OVERALL BUILDING MASSING



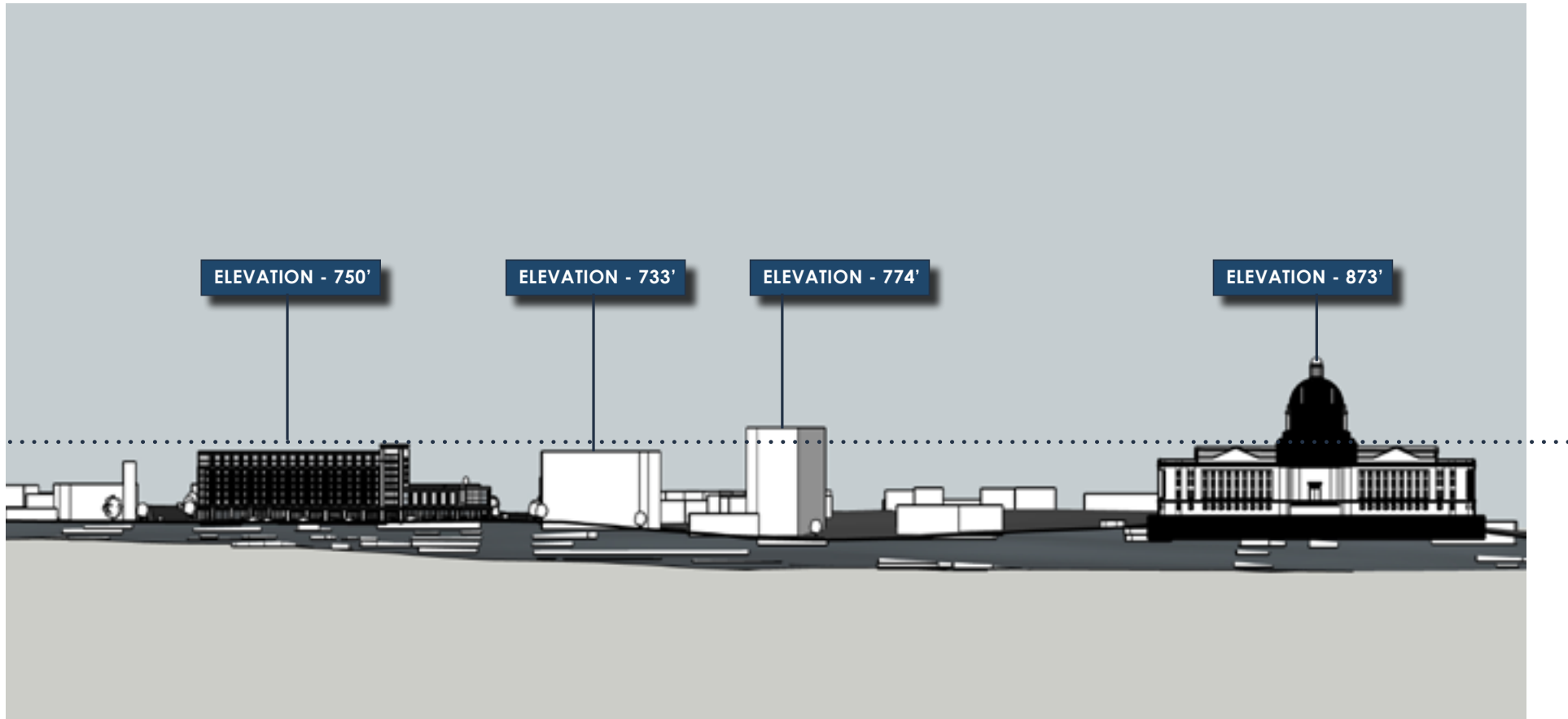
CAPITOL AVENUE



SW VIEW



## CONTEXT SCALE





# 04 PROJECT PROGRAMMING

## STATS AND HIGHLIGHTS

### 01 TOTAL SQUARE FOOTAGE

>> 208,550 GSF / PROGRAMMING

### 02 HOTEL GUESTROOMS

>> 204 TOTAL ROOMS - 6% SUITES

>> 786 SF / KEY

### 03 HOTEL RESTAURANT / LOUNGE

>> 1,200 SF LOBBY LOUNGE

>> 2,500 SF RESTAURANT DINING

>> +/- 150 SEATS COMBINED

### 04 MEETING SPACE

>> 16,500 SF BALLROOM / EXHIBIT HALL

>> 29,000 SF TOTAL MEETING SPACE

### 05 PARKING

>> 688 STALLS





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