

THE MARRIOTT MARQUIS CONVENTION CENTER HOTEL IS A GAME-CHANGING PROJECT IN THE HEART OF HOUSTON'S DOWNTOWN CONVENTION DISTRICT.



## Marriott Marquis Houston

### BACKGROUND

Huitt-Zollars completed a study in 2011 with the Houston-Galveston Area Council, the Houston Downtown Management District, and EaDo Management District to create a walkable, mixed-use, 11x16-block area around the George R. Brown Convention Center, Toyota Center, the Dynamo stadium, and Discovery Green Park with hotels, restaurants, and residences.

Brainstorming and visioning sessions with key stakeholders resulted in a master plan, including a list of recommendations to improve the area.

Located adjacent to the George R. Brown Convention Center and north of Discovery Green Park, the Marriott Marquis property plays a key role in the master plan development.

Huitt-Zollars provided architectural services for the 1.1 million-square-foot building that includes 1,000 guest rooms, 105,000 square feet of meeting and banquet space, with an indoor/outdoor amenity level overlooking the Park. The property is linked via sky bridge to the George R. Brown Convention Center.

### CHALLENGES

Diligent cost-reduction efforts resulted from meeting the principal design challenge – realization of a world-class convention hotel that met the client's and stakeholders' quality and functional expectations and vision while maintaining a strict budget. The budget and pricing for this project were significantly below Houston's overheated construction market, and Huitt-Zollars was encouraged to develop a cost-effective design.

### ADVANCEDDESIGN SOLUTION

Envisioned as both a meeting destination and an urban resort, the Marriott Marquis features an extraordinary 90,000-square-foot indoor/outdoor amenity level, which lies 115 feet above the street. It offers a state-of-the-art-fitness center and spa, concierge lounge, infinity pool and pool bar, extensive outdoor function space, and a 550-foot lazy river in the shape of Texas - all surrounded by the Houston skyline.

At street level, three sides of the hotel are linked with store and restaurants, including a two-story sports bar facing Avenida de las Americas. This was made possible by careful

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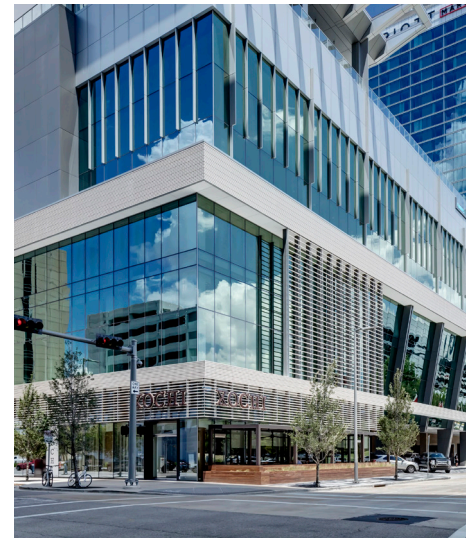
client  
rida development  
corporation

location  
houston, texas

Soon after opening in the fall of 2016, the Marriott Marquis served as the headquarter hotel for the NFL during Super Bowl LI.

The Houston Business Journal Landmark Award for Hospitality (2017) was presented to the client, RIDA Development Corporation.

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coordination of its loading docks, fire exits, and back-of-house services, which maximize the building's relationship to its surrounding streets.

Other features include a 40,000-square-foot grand ballroom, 20,000-square-foot junior ballroom, an additional 40,000-square-foot of meeting and function rooms, and extensive pre-function areas.

The hotel's surrounding streets have also been transformed by Huitt-Zollars. Crawford

and Walker have been narrowed to be friendlier to pedestrians, and Avenida de las Americas has been converted from an 8-lane street to a broad plaza with only two lanes of traffic.

Huitt-Zollars heavily contributed to the transformation of the once-vacant east side of Downtown Houston into the Houston Convention District – a modern, bustling, walkable environment serving as the center of activity for many events, including Super Bowl LI in 2017.

Read more about Huitt-Zollars' projects that have positively impacted Houston's downtown revitalization efforts.

- [Downtown-EaDo Livable Centers Study](#)
- [METRO Green and Purple Lines](#)
- [Main Street Improvements](#)

ENVISIONED AS BOTH A MEETING DESTINATION AND AN URBAN RESORT, THE MARRIOTT MARQUIS FEATURES A 550-FT LAZY RIVER IN THE SHAPE OF TEXAS

