



Project Narrative

The proposed AC Hotel at the corner of East Huron and South Fifth will be a 6-story, 139 guestroom facility. the AC Hotel brand is a part of Marriott’s “distinctive” portfolio, characterized by straightforward detailing and refined gallery-like spaces.

The ground floor houses the hotel lobby, breakfast, meeting rooms, bar/lounge, and back-of-house spaces. At the northwest corner and along the East Huron streetscape, large expanses of exterior glazing are incorporated for a sense of connectivity between the interior and exterior public spaces.

Floors 2-5 are comprised primarily of guestrooms, with a facade that incorporates varying degrees of offset/setback above the streetwall. A simple palette of high-quality exterior materials are used to make a unique composition that relates well to the immediate and extended context.

At the 6th floor, the hotel’s fitness center is flanked by 2 guestroom wings, and the rooftop terrace allows guests and locals alike to step out and take a moment to enjoy views of the city and the surrounding landscape.