

PROJECT NARRATIVE

3 MLK Hotel

February 15, 2024

3 MLK Hotel is a proposed transformative development centered around 3 Martin Luther King Jr. Blvd and 512 Indian Street, nestled within the MLK/Indian Street Corridor. These locations serve as the gateway to the western stretch of River Street and Indian Street, marking a transition from industrial domains to dynamic contemporary mixed-use urban landscapes.

The evolution of these areas has been marked by significant milestones, including the notable rehabilitation of Plant Riverside, the establishment of hotels, and the construction of residential complexes such as the Olmstead and the Baxley, along with the iconic SCAD Tower. All these endeavors, meticulously designed and executed, resonate within or in close proximity to this burgeoning neighborhood, guided by the same architectural standards as 3 MLK and 512 Indian Street.

At the heart of this visionary landscape stands the proposed 3 MLK Hotel, occupying two parcels totaling 0.4 acres within the cherished Savannah Downtown Local Historic District. Zoned D-CBD, the structure gracefully ascends to 5 stories from Indian Street, gracefully tapering to 4 stories along the majestic River St and MLK Jr. Blvd.

The design of 512 Indian Street embodies innovation and functionality, comprising a new 5-story structure seamlessly integrated with a rooftop addition to the existing edifice at 3 Martin Luther King Jr. Blvd. The delineation along Indian Street delineates base, middle, and top sections, with the topmost story boasting an 8'-0" setback from the southern facade, accentuated by a deep overhang. A 7'-4" side

yard setback from Hamilton Hall reveals exquisite brick detailing along its side, encapsulating the essence of timeless architecture.

Commercial vitality pulsates through the street level, envisioned with a captivating coffee bistro and a sophisticated full-service restaurant and hotel lobby nestled within the Savannah Historic District. Ascending beyond the street, hotel guestrooms adorn non-street level floors, while a 2-story addition beckons with an open-air rooftop amenity area, inviting guests to indulge in panoramic vistas of the Savannah River and River Street.

The intricacies of the parcel's irregular contours and its varied elevations and thoroughfares have profoundly influenced the hotel's layout and circulation. Embracing this complexity, our proposed development champions inclusivity and accessibility, epitomized by the introduction of a public sidewalk at the southwestern nexus of MLK Jr. Blvd. and River Street, forging seamless connections to Indian Street. Furthermore, a new sidewalk connection on the northern frontage of Indian St is proposed, enriching the pedestrian experience and fostering community engagement.

Following various discussions with the MPC staff and local organizations, the architectural inspiration harmoniously resonates with the industrial heritage of the western River Street and Port, epitomized by steel structures with deep-set storefronts and terracotta panel infills. Drawing inspiration from the iconic cargo ships navigating the Savannah River, our design finds expression in the structured arrangement of containers, reflecting the resilient spirit of Savannah's maritime legacy.

In alignment with the Historic District Design Manual and Zoning Ordinances, our design champions a walkable environment, offering engaging street-level experiences that seamlessly intertwine with the rich tapestry of Historic Savannah, while ushering continued growth for our beautiful riverfront.