JSM
PROCUREMENT
+
DESIGN

Sample Design Narrative

Dual-brand hospitality concept

Design Development 90% Phase

Overview









JSM
PROCUREMENT
+
DESIGN

Design Develpment Public Areas 90%

03- Project Overview
04- Design Narrative
05- Color Story
07- SHS + TPS Overall FF+E Plan
08- Public Space Rendering
09- Lobby + Community Finishes
10- Reception
11- Lobby
12- Community
13- Community
14- Community Artwork
15- Breakfast Rendering
16- Breakfast Finishes
17- Breakfast
18- Breakfast
19- Breakfast Artwork
20- Prefunction
21- Meeting Room
22- Boardroom
23- Public Restrooms
24- Fitness
25- Corridors
26- Outdoor Patio + Pool
27- Outdoor Patio + Pool
28- Springhill Suites Guestroom Prototype
29- Towneplace Suites Guestroom Prototype

Dual-Brand Hospitality Concept

Public Areas

Scope of Work

- Custom SHS Public Space
- Custom Amenity Center
- Custom Guestroom Corridor

Guest Rooms

SHS Guest Floors: 1-4

Scope of Work

- Prototypical Guestroom

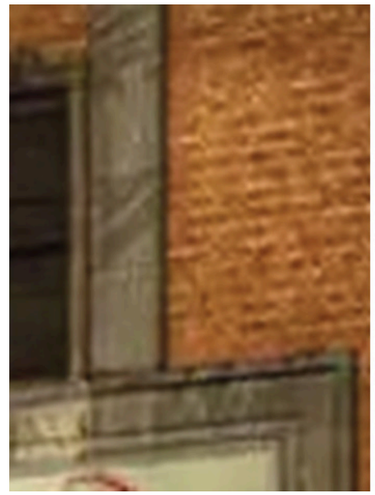
TPS Guest Floors: 1-4

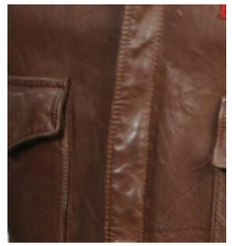
Scope of Work

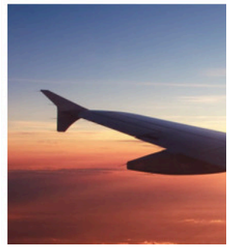
- Prototypical Guestroom











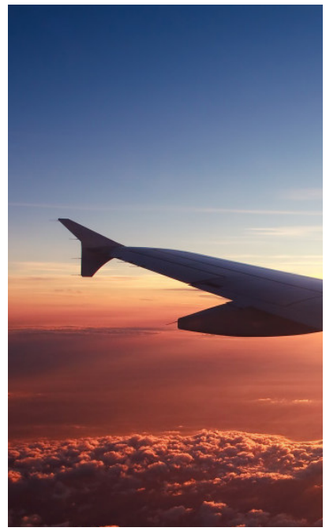
Design Narrative

This dual-brand hotel celebrates legacy and transformation, where the enduring strength of civic heritage meets the spirit of aviation innovation. The concept draws on two threads of local history: the elegant architecture and industrious momentum of its early years, and its role in American aerospace during wartime and beyond.

From the limestone columns of a historic county courthouse to the engines of wartime training aircraft at a local airfield, the design draws on the area's history and materials. Historic commercial buildings inform a language of brick, limestone, steel, and symmetry. Reimagined through a modern lens, these details balance structure and motion with a sense of lift, echoing a region transformed by trade, rail, and aviation.

Every element tells a story, bringing that legacy to life in a modern expression of comfort, elegance, and discovery.











Color Story

Deep Blues - Inspired by Texas skies; promote calm and trust

Cloud Whites -Recall contrails and fog; offer brightness without sterility

Warm Camels - Reminiscent of vintage aviation leather; add warmth and texture

Prairie Green - Reflect aerial views of local farmland; evoke renewal and balance

Brushed Brass & Aged Metals - Echo cockpit instruments; infuse polish and tradition

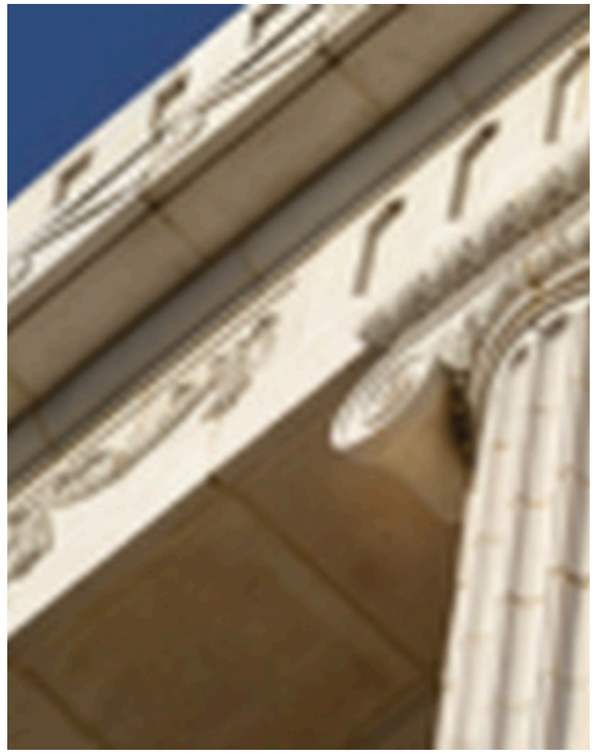
Historic Brick Reds & Oxidized Clays – Earthy reds that reflect historic masonry and its timeless character

Each hue reflects the region’s civic and aviation traditions.









Public Space + Amenity Center
FF+E Direction

SHS + TPS Overall Public Space Plan

07

1. Reception
2. Lobby
3. Community
4. Breakfast
5. Prefunction
6. Meeting Room
7. Boardroom
8. Public Restroom
9. Fitness Center
10. Corridor
11. Outdoor Pool + Patio





Public Space Rendering

Lobby + Community Finishes

09

1. Lobby Carpet
2. Main Floor Tile
3. Accent Floor Tile
4. Reception Quartz Countertop
5. Main Quartz Countertop
6. Millwork Finish
7. Main Vinyl Wallcovering
8. Accent Wallcovering
9. Corridor Wallcovering







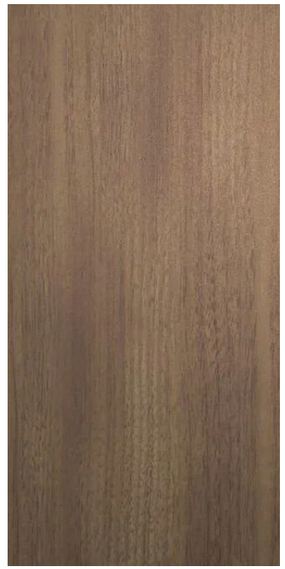
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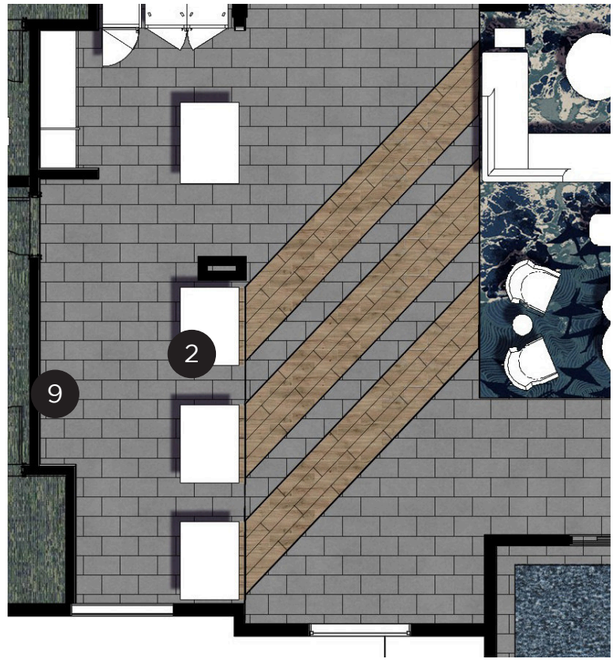


Reception

10

1. Front Desk FF&E Plan
2. Front Desk Inspo
3. Main Wallcovering
4. Millwork Finish
5. Front Desk Porcelain Accent Tile
6. Porcelain Tile Main
7. Porcelain Tile Accent
8. Quartz Countertop
9. Front Desk Art Elevation

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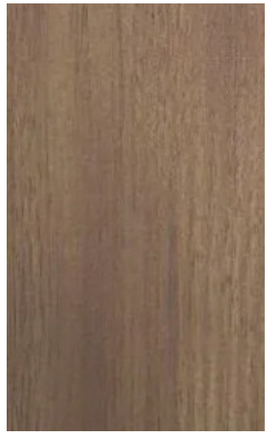
RECEPTION FF&E PLAN
SCALE: NTS



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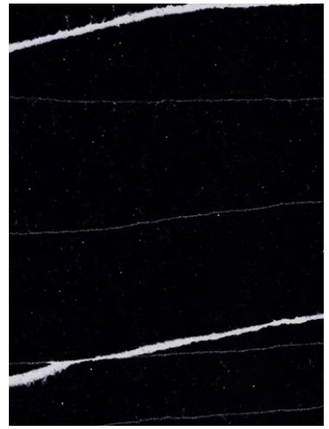
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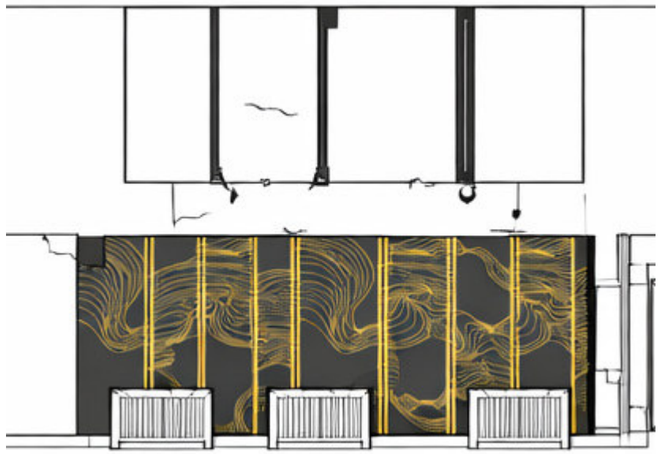
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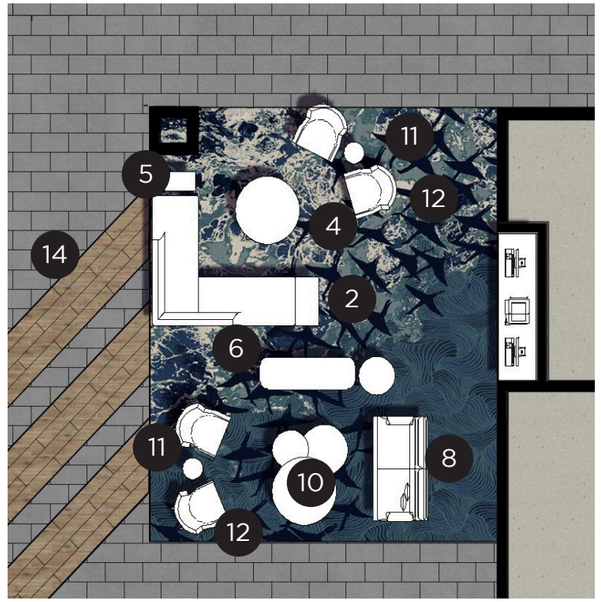


Lobby

11

1. Lobby FF&E Plan
2. Sofa Sectional
3. Sofa Sectional Fabric
4. Cocktail Table
5. Side Table
6. Upholstered Bench
7. Bench Fabric/Finish
8. Sofa
9. Sofa/Pillow Fabrics
10. Coffee Tables
11. Side Table
12. Lounge Chair
13. Lounge Chair Fabrics/Finish
14. Lobby Chandelier

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LOBBY FF&E PLAN

SCALE: NTS







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Community

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1. Community FF&E Plan
2. Banquette Sofa
3. Banquette Sofa Fabric
4. Banquette Pillow Fabric
5. Banquette Pillow Fabric
6. Coffee Table
7. Fluted Side Table
8. Swivel Lounge Chair
9. Swivel Chair Fabric
10. Swivel Chair Outside Finish
11. Community Dining Chair
12. Dining Chair Fabrics
13. Community Dining Table

1



COMMUNITY FF&E PLAN

SCALE: NTS





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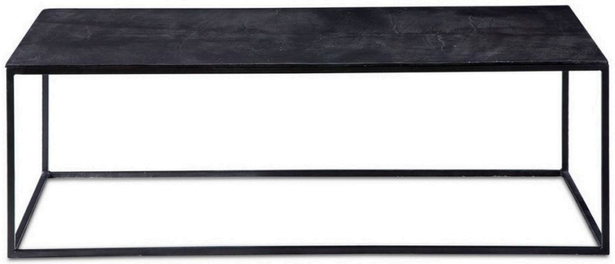
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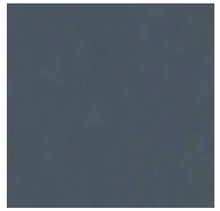


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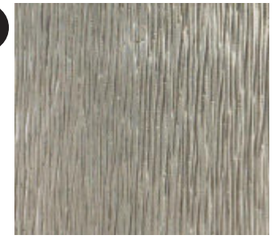
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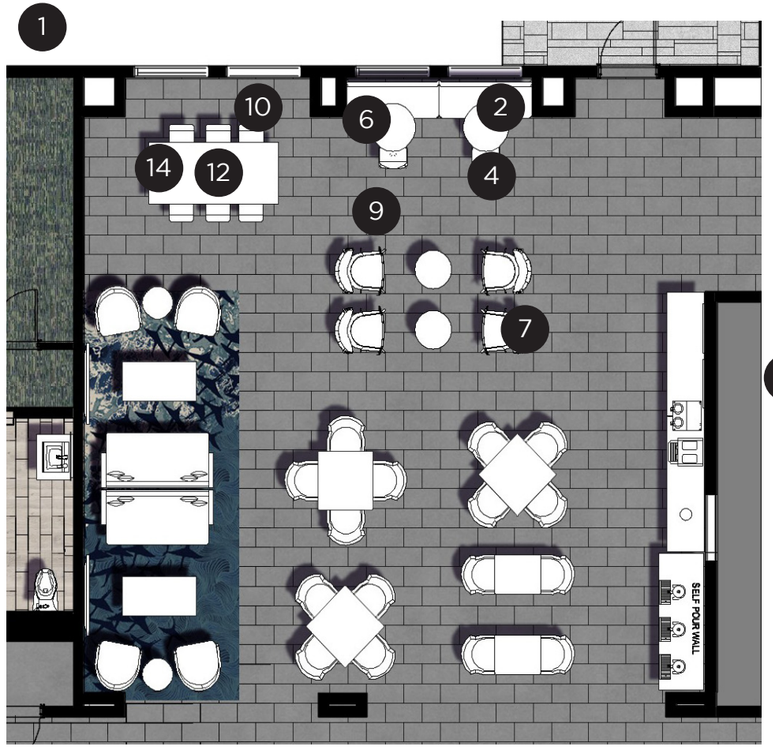
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Community

13

1. Community FF&E Plan
2. Community Banquette
3. Banquette Fabrics
4. Dining Chair
5. Dining Chair Fabric/Finishes
6. Dining Table
7. Dining Lounge Chair
8. Lounge Chair Fabric/Finish
9. Lounge Chair Table
10. Barstool
11. Barstool Fabric/Finish
12. Communal Table
13. Communal Table Finishes
14. Communal Pendant



COMMUNITY FF&E PLAN

SCALE: NTS









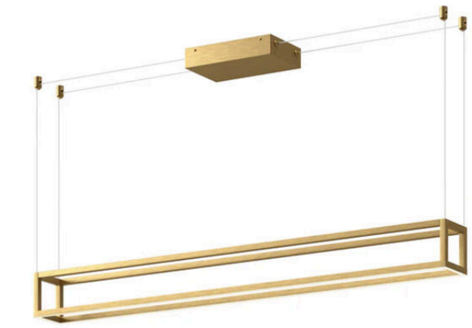




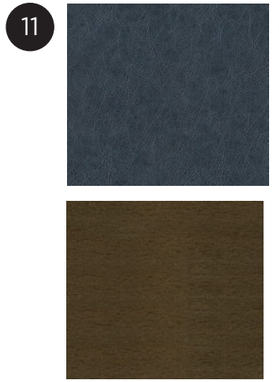






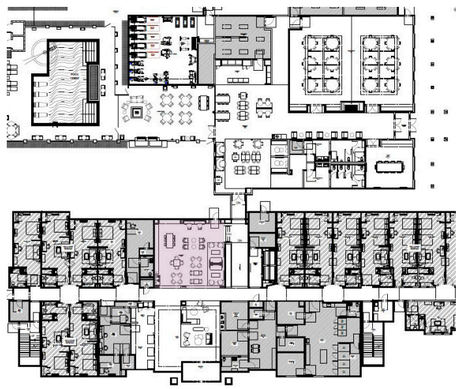








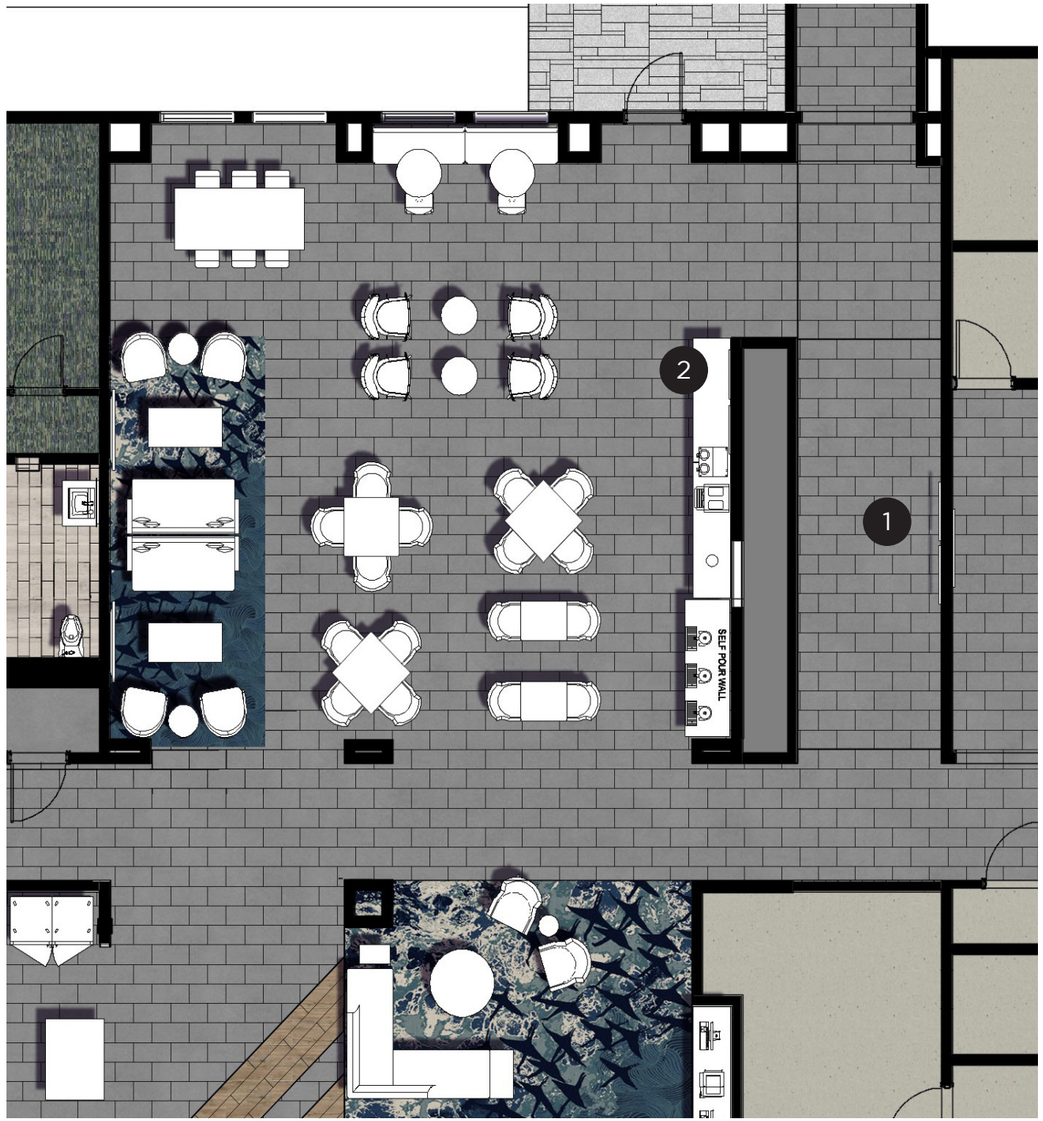




Community

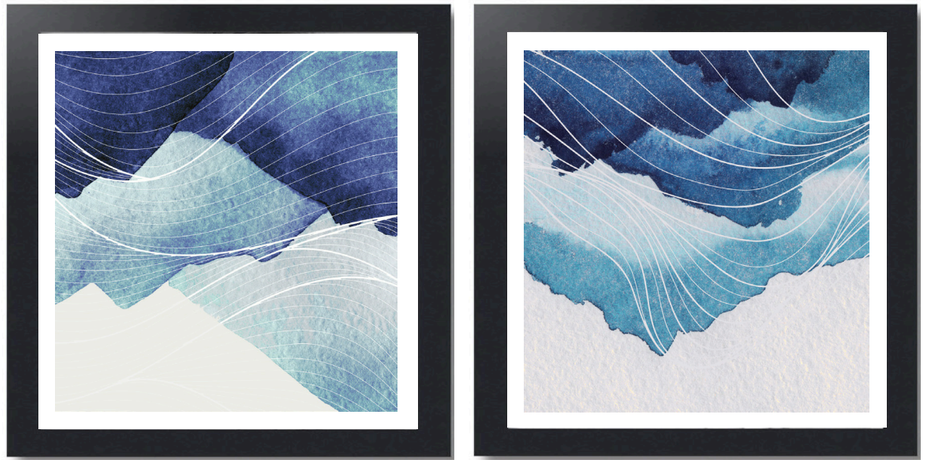
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1. Community Art at Ramp
2. Community Art at Millwork



COMMUNITY FF&E PLAN
SCALE: NTS

1



2



Breakfast Rendering

Breakfast Finishes

16

1. Main Floor Tile
2. Breakfast Backsplash Tile
3. Breakfast Quartz Countertop
4. Millwork Finish
5. Main Vinyl Wallcovering

1



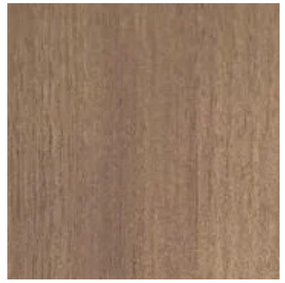
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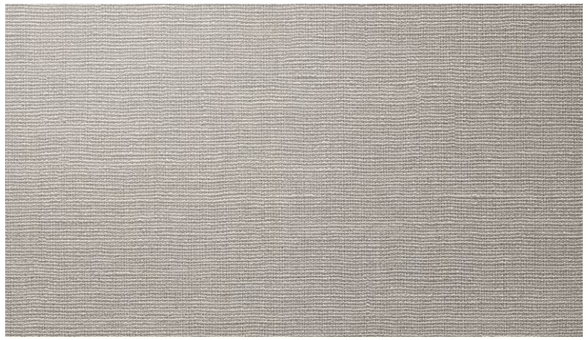
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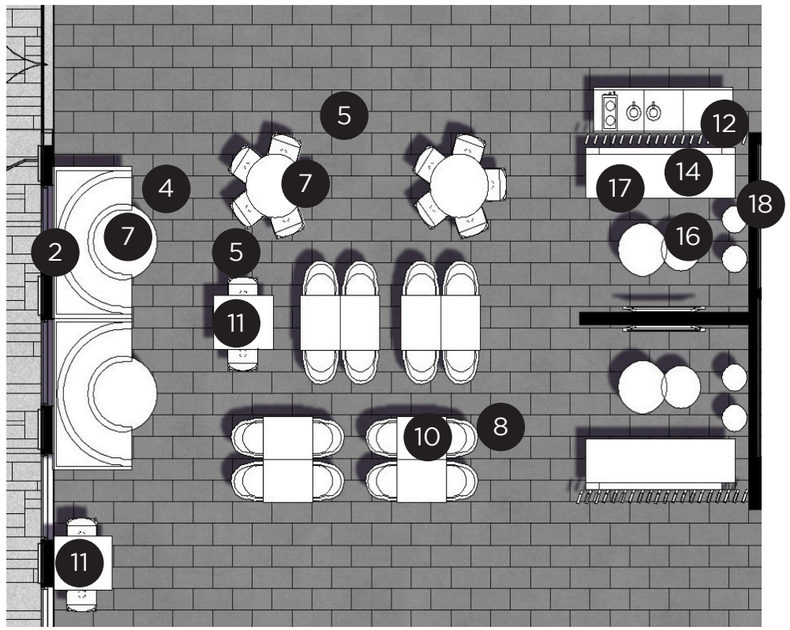
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Breakfast

17

1. Breakfast FF&E Plan
2. Banquette Sofa
3. Banquette Sofa Fabric
4. Banquette Pendant
5. Dining Chair
6. Dining Chair Fabric/Finish
7. Dining Table
8. Dining Chair
9. Dining Chair Fabric/Finish
10. Dining Table
11. ADA Dining Table
12. Network Zone Ottoman
13. Network Zone Ottoman Fabric
14. Network Zone Banquette
15. Network Zone Banquette Finish
16. Network Zone Pendant
17. Network Zone Tables
18. Network Zone Art



BREAKFAST FF&E PLAN

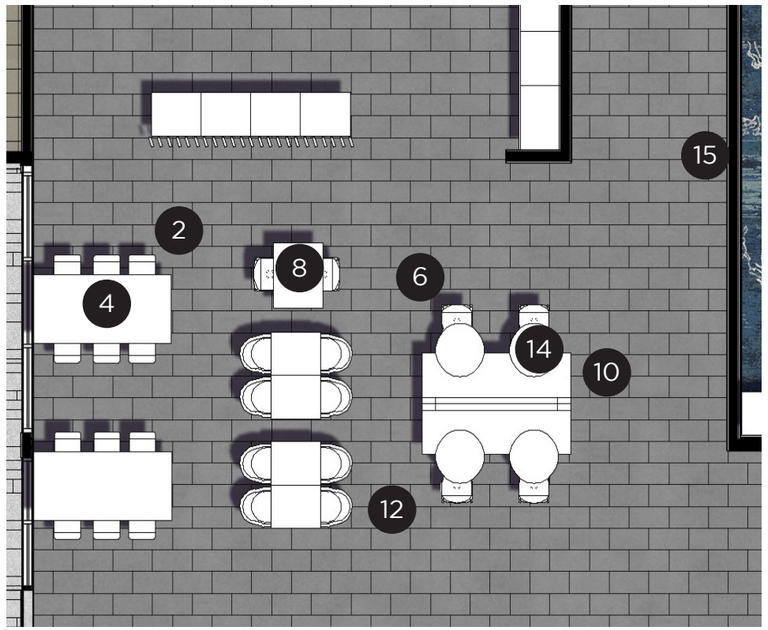
SCALE: NTS



Breakfast

18

1. Breakfast FF&E Plan
2. Barstool Chair
3. Barstool Chair Fabric/Finish
4. Communal Table
5. Communal Table Finishes
6. Dining Chair
7. Dining Chair Fabric/Finish
8. Dining Table
9. Dining Table Finish
10. Breakfast Banquette
11. Breakfast Banquette Fabric
12. Dining Chair
13. Dining Chair Fabrics
14. Dining Table
15. Breakfast Mural



BREAKFAST FF&E PLAN

SCALE: NTS

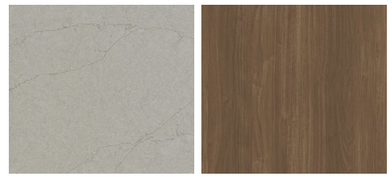










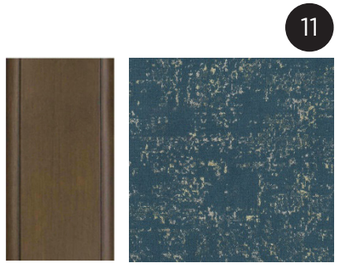




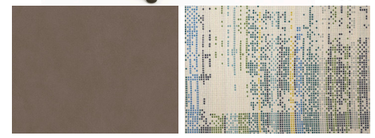














Breakfast

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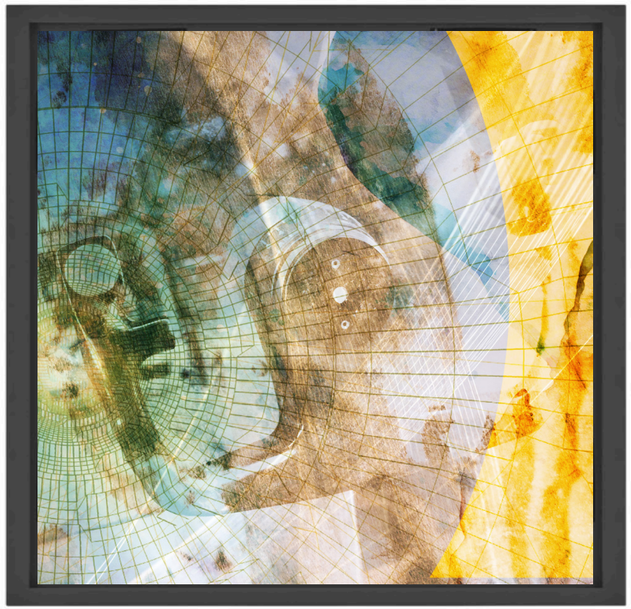
1. Breakfast Art



BREAKFAST FF&E PLAN
SCALE: NTS

1





Prefunction

20

1. Prefunction FF&E Plan
2. Prefunction Lounge Chair
3. Lounge Chair Fabrics/Finish
4. Prefunction Side Table
5. Prefunction Art

1



PREFUNCTION FF&E PLAN

SCALE: NTS

2

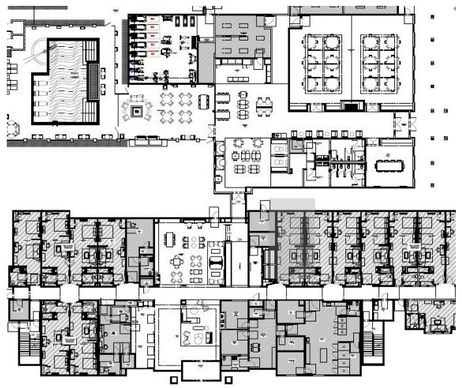


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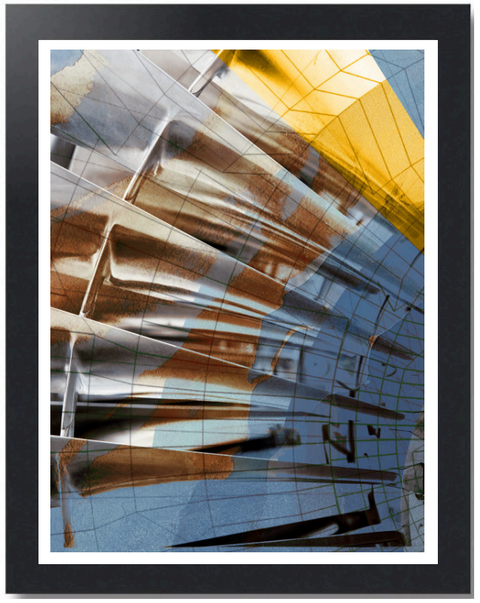


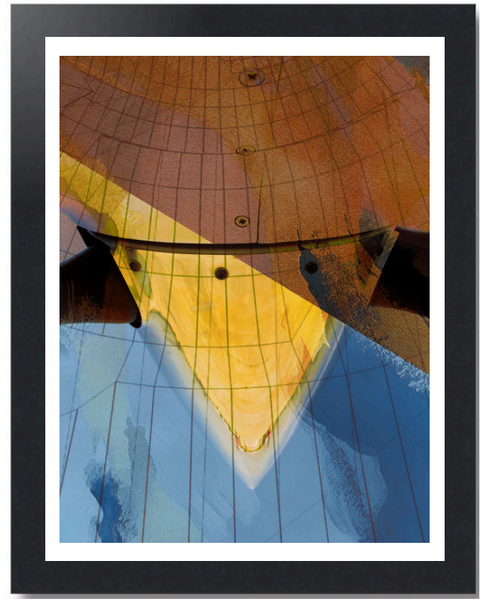
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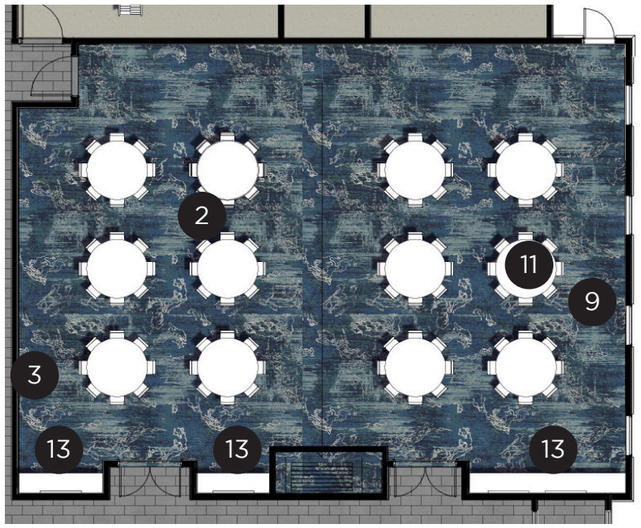


Meeting Room

21

1. Meeting Room FF&E Plan
2. Chandelier
3. Wall Sconces
4. Main Wallcovering
5. Accent Wallcovering
6. Millwork Finish
7. Carpet
8. Quartz Countertop
9. Meeting Room Chairs
10. Meeting Room Chair/Frame
11. Meeting Room Table
12. Meeting Room Table Finish
13. Artwork

1



MEETING ROOM FF&E PLAN

SCALE: NTS

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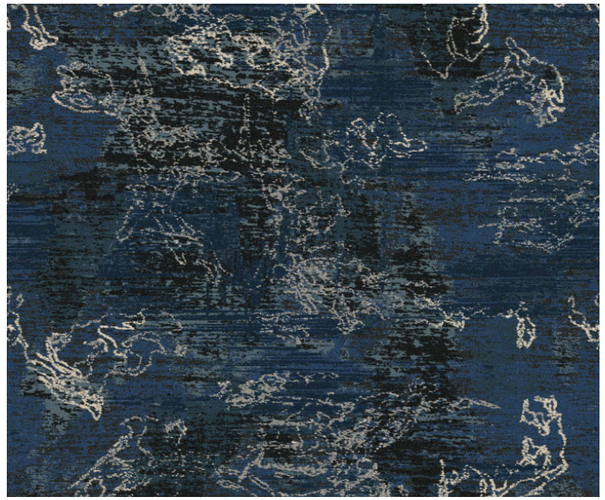


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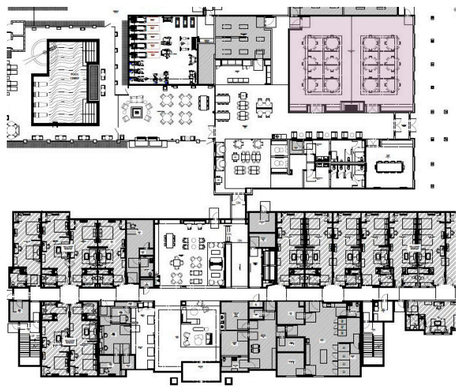




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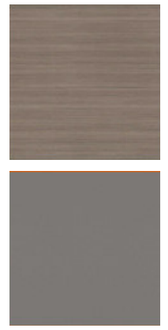
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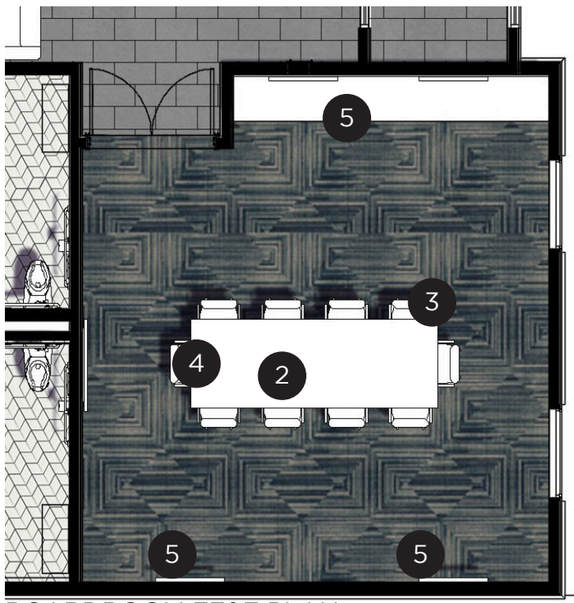


Boardroom

22

1. Boardroom FF&E Plan
2. Boardroom Chandelier
3. Boardroom Task Chair
4. Boardroom Table
5. Boardroom Art
6. Millwork Finish
7. Boardroom Main Wallcovering
8. BoardroomAccent Wallcovering
9. Boardroom Carpet

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BOARDROOM FF&E PLAN

SCALE: NTS

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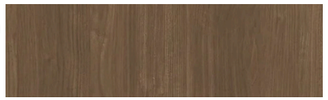
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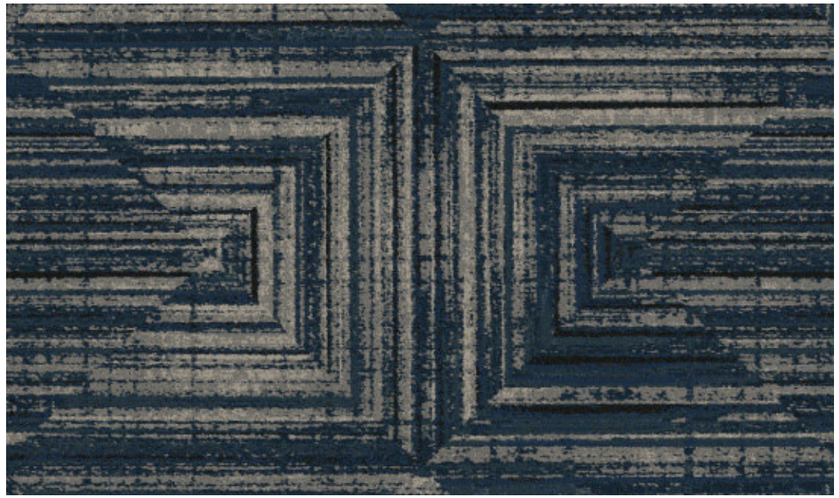
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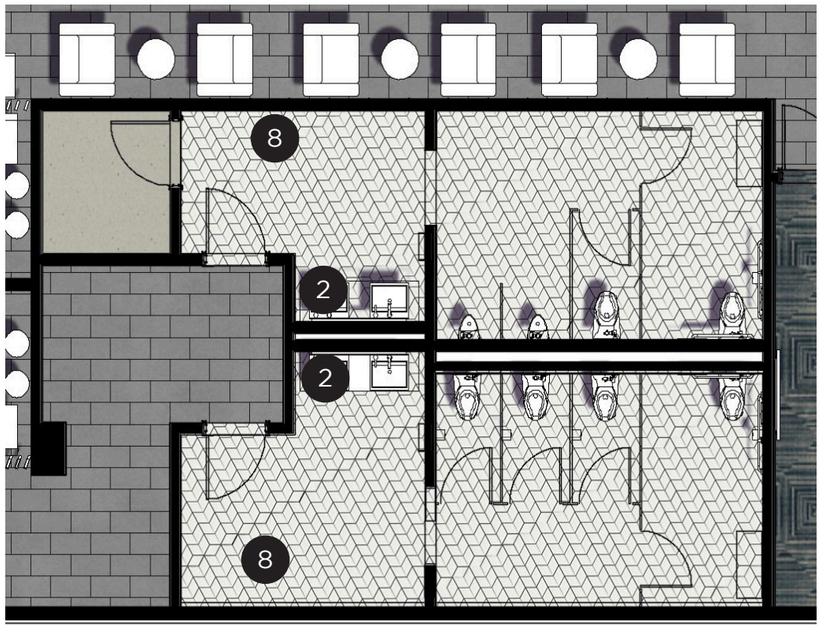


Public Restroom

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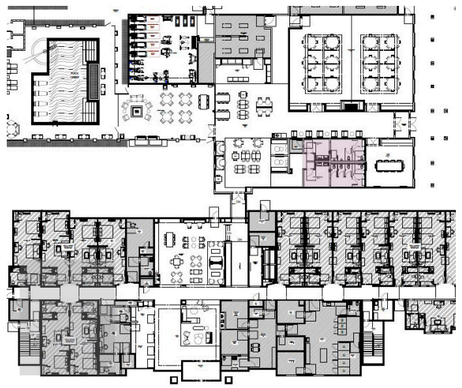
1. Public Restroom FF&E Plan
2. Backlit Mirror
3. Quartz Countertop
4. Main Wallcovering
5. Doors/Millwork
6. Main Floor Tile
7. Wall Tile
8. Artwork

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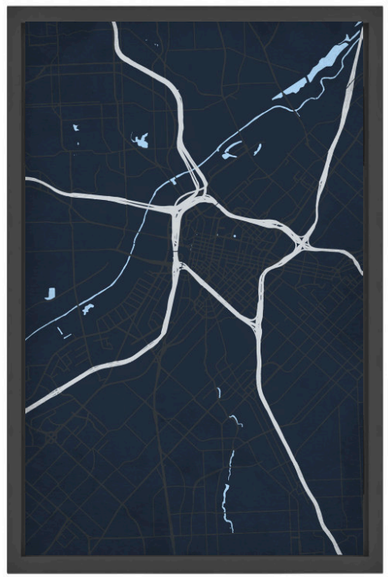


PUBLIC RESTROOM FF&E PLAN

SCALE: NTS



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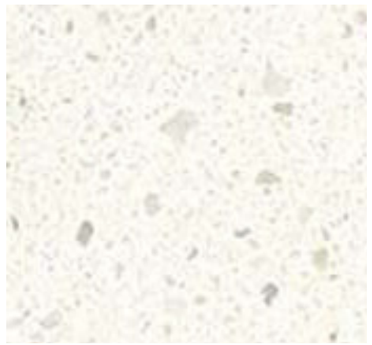




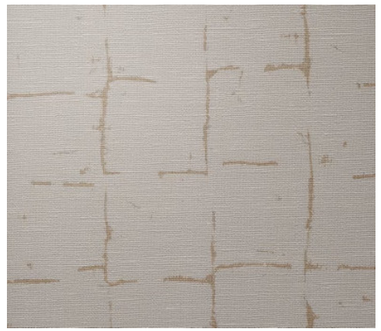
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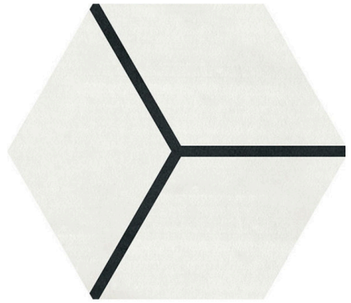
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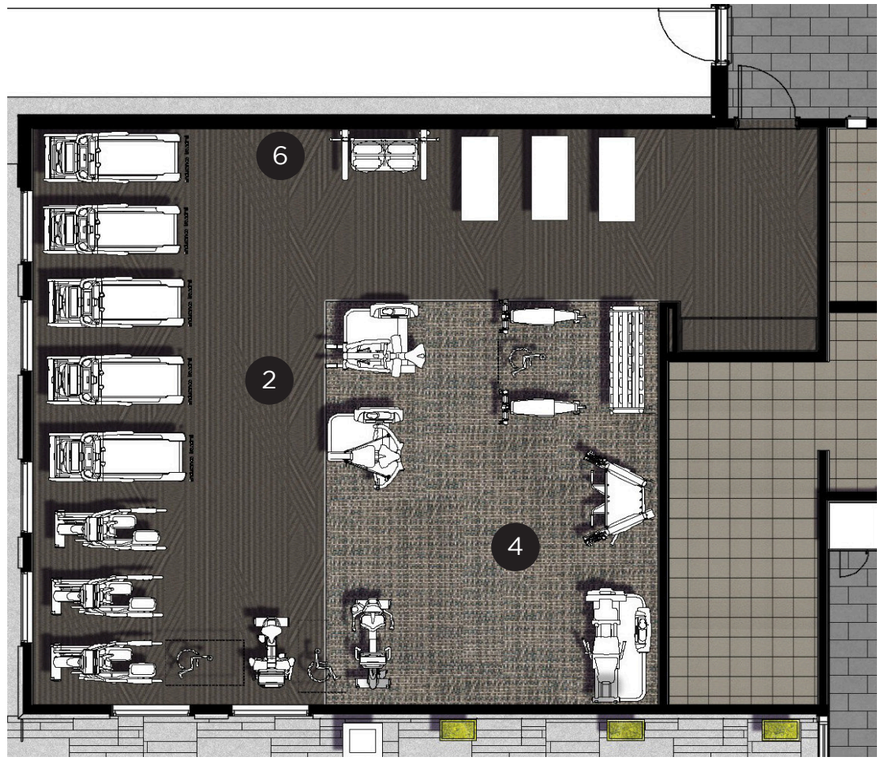


Fitness Center

24

1. Fitness Center FF&E Plan
2. Fitness Center Main Flooring
3. Main Wallcovering
4. Fitness Center Accent Flooring
5. Millwork Finish
6. Wall Mural

1



FITNESS CENTER FF&E PLAN

SCALE: NTS

2



3



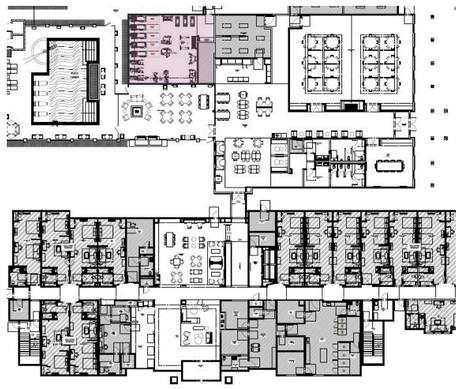
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Corridor

25

1. Corridor Carpet
2. Elevator Lobby Carpet
3. Corridor Main Wallcovering
4. Wall Sconce
5. Door Laminate
6. Door Frame Paint
7. SHS Elevator Lobby Art
8. TPS Elevator Lobby Art

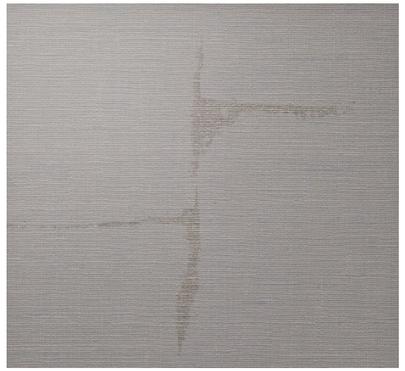
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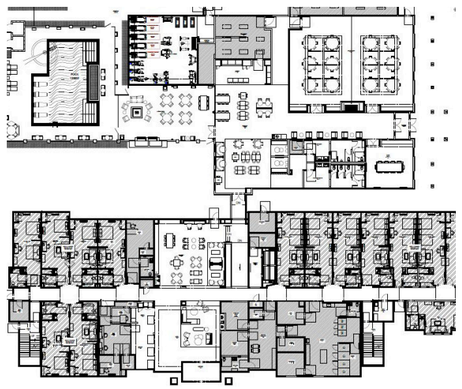
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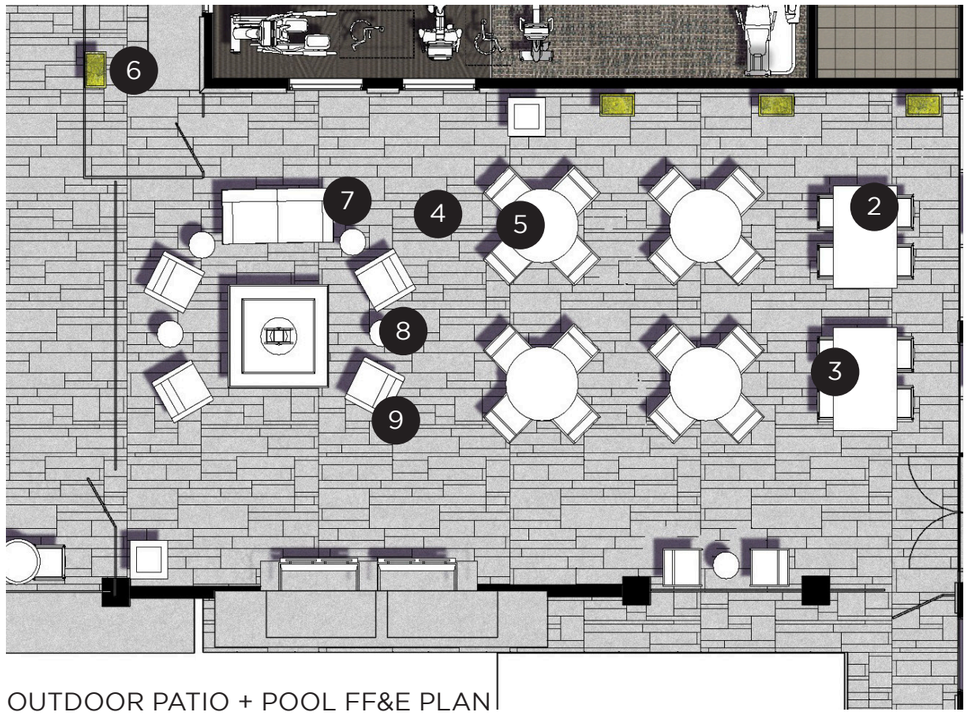
Outdoor Patio + Pool

26

1. Outdoor Patio FF&E Plan
2. Outdoor Barstool
3. Outdoor Bar Table
4. Outdoor Dining Chair
5. Outdoor Dining Table
6. Outdoor Planter
7. Outdoor Loveseat
8. Outdoor Side Table
9. Outdoor Lounge Chair
10. Sling Color
11. Cushion Fabric
12. Cushion Fabric
13. Frame Finish
14. Rope/Frame Finish

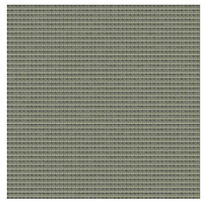


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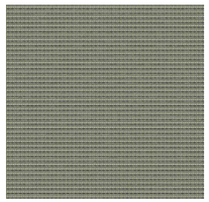
OUTDOOR PATIO + POOL FF&E PLAN
SCALE: NTS

10



11

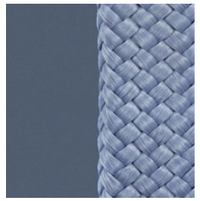
12



13



14



2



3



4



5



6



7



8



9



Outdoor Patio + Pool

27

1. Outdoor Patio FF&E Plan
2. OutdoorDining Chair
3. Outdoor Dining Table
4. Outdoor Umbrella
5. Outdoor Dining Table
6. Pool In Water Chaise
7. Pool Chaise
8. Pool Side Table
9. Pool Towel Bin
10. Pool Towel Cabinet
11. Cushion Fabric
12. Frame Finish
13. Rope/Frame Finish



1

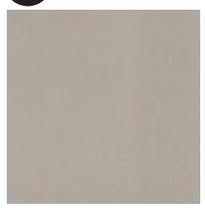


OUTDOOR PATIO + POOL FF&E PLAN

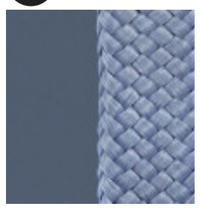
SCALE: NTS

11

12



13



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10

















