



CHCRPA

# EXCELLENCE AWARDS

2011

**NAME OF WINNER:**  
**MAJESTIC MOVIE THEATER**

**TYPE OF AWARD:**  
**GREEN BUILDING**

**DESCRIPTION:**

The Majestic movie theater, built by EMJ Corp. and designed by Artech Design Group is unique as one of the nation's first and only LEED certified commercial theaters. LEED Gold certification means it adheres to the greenest building standards, requiring use of recycled materials in construction and environmentally friendly amenities to reduce energy consumption. RiverCity Company played a primary role acting as partners and developers for this project for Carmike Cinemas.

- AWARD WINNING FEATURES:**
- Reuse of a downtown Brownfield site.
  - Use of Recycled Materials.
  - Alternative Energy Use with Solar Panels.
  - Reduced energy use adds to reduction of carbon footprint.
  - Serves as example for other large scale, retail businesses.

**TRANSPORTATION ASPECTS:**

- Located on Downtown Electric Shuttle line.
- Within walking distance from area attractions, hotels and businesses

**ENERGY/GREEN ASPECTS:**

- Catches rain on the roof for use in toilets and landscaping, features low-energy lighting and solar panels.
- Utilizes nearby parking garage, reducing need for surface parking lots.



**LOCATION:**  
 Downtown - Central Business District

**ADDRESS:**  
 311 Market Street

**SIZE:**  
 70,000 sq/ft

**DEV. TYPE:**  
 Commercial Use



**OTHER:**

This 2,500-seat theater building features 12 screens with availability for 3-D movies, and lounge style seating in the "Ovation" room. Encourages downtown living - a movie theater conveniently located is considered a neighborhood amenity.