

Project 1: Hospitality Design

Project/Class Project 1: Hotel/ Hospitality Project
ID 440 – Contract Design II Fall 2009

Overview: For this project you will be designing a lifestyle hotel to be located in a turn of the century warehouse in the Arts District of New Orleans. The first floor of the hotel will include multiple lobbies, offices, a restaurant and cocktail lounge, 2 specialty shops, a news stand, and public restrooms. In addition, two design options will be provided for the guest rooms. You will determine the lifestyle, select the hotel name and create a comprehensive concept and brand during Phase I. Phase II will include codes research, design development and FF&E selections. Phase III will include final design, construction documents and a presentation.

Project Statement: A large New York hotel chain recently purchased a 1910 warehouse that is located in the Warehouse District of New Orleans. Now known as the Arts District, the building sits among fine restaurants, world class museums and amazing art galleries. The warehouse district was originally established as an industrial area used to store coffee, grains and produce that was shipped out of the Port of New Orleans. This turn of the century building is within walking distance to the convention center, Riverwalk and is approximately 1 mile from the French Quarter.

Your client would like to attract a larger percentage of younger guests (ages 25-45) and business travelers. The interior should be upscale and trendy with amenities that appeal to this clientele. The client has indicated that the chain is open to suggestions related to the overall style of the interior; however, the look should NOT be traditional. They prefer something more contemporary with an upscale New York flair.

General Criteria: The first floor will house the lobby, registration desk, a small office area, and an area for baggage claim. There will also be a restaurant, cocktail lounge, a newsstand, shops and public restrooms while the second through fifth floors will consist of the guest rooms and suites.

The ceiling height throughout the first floor is presently 15 feet and is of gypsum wallboard construction. Since this is a relatively low ceiling height for a hospitality space, and due to the long, narrow shape of the hotel, the clients desire a spacious feeling in the interior of this first floor. There is no objection to varying the ceiling height or having changes in floor level. If the floor level does change, consideration for barrier-free design and moving of luggage carts should be planned. The plenum space between the ceiling and the second floor slab is 18 inches.

Support columns shown on the plan are concrete and are load bearing. None of the existing wall treatments or lighting fixtures are considered salvageable. The existing floor treatment on the first level is a rather worn

oak in a herringbone pattern. It was stained, some time ago, a dark color (walnut). Some of this flooring can be salvaged, but it would have to be pieced together in a small area.

Windows are double-hung casement which will be replaced with an energy efficient type of the same look (the designer will not be involved with window selection). The window openings are 3'6" above floor level and are 7' high. The size and location of the window openings must remain as is. Additional windows may be added to the front and rear entrances as desired. A street entrance for the restaurant is required and all efforts should focus on using an existing window opening for the new door location.

The building's service core which contains the elevators cannot be altered. The elevator doors and the elevator interiors may be refinished. In addition to updating the elevators, you have also been asked to address signage and wayfinding for the hotel. Future instructions will follow from the client at a later date.

The facility shall meet the minimum requirements of all applicable building codes, the NFPA Life Safety Code, and the American with Disabilities Act of 1990. Main hotel corridors must be a minimum of 60" wide, secondary corridors may be a minimum of 44" wide – 54" or wider is preferred.

Program Requirements:

The following program requirements are provided as a minimum guideline. Depending on the hotel concept, additional requirements may be added to fulfill the program. The program for the hotel should be modified as necessary and added to the project notebook.

Main Lobby

- Seating for 15 or more
- Concierge station with a desk chair, 2 guest chairs and a phone.
- A podium or small counter area near the front entry and the baggage room is required for the bell captain. A phone is also required here.
- 2 public pay telephones
- 4 house phones
- 2 drinking fountains (one must be accessible)
- 1 ATM machines
- Signage and wayfinding
- Must be located in the North half of the hotel

Registration Desk and Office Area

- Approximately 1000 sq. feet total for the following combined areas
- A registration Desk (counter area) a minimum of 16 lineal feet (maximum of 20 feet) where guests will register, pick up keys, messages and packages, and check out. A space allowance must be made for guests to line up in front of the registration desk which does not interfere with a primary traffic aisle. There must be an accessible counter to meet ADA guidelines. Four registration areas have been requested.

- Office space for 4 employees in the back of the house. The space must be closed off from guests. Modular office furniture is required for this space.
- Somewhat private area for 3 hotel phone operators and 2 reservations clerks. Each will require 4 lineal feet of counter area and a task chair.
- Must be located in the North half of the hotel.

Shops

- Two shops are required. If space allows, a third shop can be added. Suggestions include the following:
 - Specialty electronics
 - Specialty clothing (ties, shoes, etc)
 - Specialty food shop
 - Spa
 - Art Gallery and gift shop
- Each shop should be a minimum of 500 sq. feet
- Display windows along the hotel corridor are desired for display of merchandise.
- Each shop must have a small storage room (36 sq. feet)
- Each shop must have a cash/wrap area.
- The number and type of display fixtures has not been designated but should be appropriate to the type of merchandise in the shops.
- May be located in either the North or South half of the hotel.
- This portion of the program must be modified to indicate the needs and activities of your chosen shops.

Restaurant and Kitchen

- A maximum of 3500 sq. feet.
- The restaurant will be mid to high priced and be casual for breakfast and lunch, and semi-formal for dinner.
- A host/hostess podium is required at the entrance to the restaurant. It should be large enough to accommodate a telephone and surface for a reservation book.
- Seating for 65 – 75 customers with no more than ¼ of that being table for 2.
- There must be a means to accommodate a group of 6 – 8 and a group of 10 – 12. This can be a larger table or a cluster of smaller tables.
- Booths are acceptable but should not be the only type of seating.
- A serving station of 8 linear feet is required. It is permissible to break the station into 2 smaller areas.
- A computer station of 3 linear feet is required.
- A street entrance is desired and should be planned in an existing window location.
- A kitchen area of 500 sq. feet should be located but not planned.
- A double door entrance from the restaurant to the kitchen should be planned.
- Must be located in the south half of the hotel.

Cocktail Lounge

- Should not exceed 1200 sq. feet
- Bar and back area: Bar to accommodate a minimum of 8 seated customers, one bartender and 2 cocktail waitresses. Ice will be brought from the kitchen, however, a small cold storage area should be planned behind the bar.
- A small liquor storage closet of 36 sq. feet is required.
- Seating for 24 – 30 customers at tables and/or soft seating.
- Should be adjacent to kitchen. An adjoining door is required.
- May be located in the North or South half of the hotel.

News Stand

- Not to exceed 250 sq. feet.
- Will sell newspapers, magazines, candy, cigarettes and sundry items and souvenirs.
- Must have small storage room (36 sq. feet)

Public Restrooms

- Men's and women's public restrooms must be located somewhat centrally (there are no restrooms in the restaurant or cocktail lounge)
- All wet walls have 9" plumbing chases.
- Must be located off the East or South wall of the East service core.
- Women's: 6 stalls, 1 handicap accessible; 3 sinks, plenty of counter area
- Men's: 4 stalls, 1 handicap accessible, 2 urinals, 3 sinks with counter area.

Secondary Lobby

- A small lobby to accommodate 6 – 8 guests should be located in the South half of the hotel.
- 2 public pay telephones, 1 house phone
- 1 ATM

Hotel Guest Room – Handicapped Accessible, 2 double beds

- Requirements will be determined through team research and shared with the class.

Standard Hotel Guest Room – One King bed

- Requirements will be determined through team research and shared with the class.

Project Requirements:

Part I: Concept Development Visual Presentation and Journal (100 Pts)

A concept is a symbolic image or statement expressing an idea inspired by an object, sound, smell, feeling or impression. You will need to spend time immersing yourself into the development of your lifestyle hotel concept. You should research and study hotel design as found in periodicals, books, the Internet and field trips to generate ideas and inspiration. You will document ideas in your journal throughout the concept development process. Your journal should be with you at all times, especially during your research, field trips and class brainstorming sessions. You never know when an inspiration will come to you, so be prepared.

You will be asked to identify the lifestyle your hotel will target by creating a visual concept board for your hotel that identifies the brand for your hotel, amenities and additional sensory inspirations such as music and aromas.

Visual Concept:

The visual presentation of your concept will be left up to each individual student. You will have to present your concept in an oral presentation to the class that is a minimum of 5 but no more than 10 minutes in length. The final presentation should leave a lasting impression on the audience and thoroughly portray the idea behind your design. It may be presented as a Power Point presentation, a board presentation, a collage or other artistic method of your choosing. Be creative! In addition, your journal must include your design ideas, expressed through sketching, detailing and written thoughts.

Brand Development:

Your hotel brand should be your “face” to the public. It should be an identifiable entity that makes a promise of value and portrays your hotels image. You will create a brand that complements the theme or concept of your hotel. The brand should include the names, visual images or logos, appropriate colors, and fonts and could even include the terminology used to identify common areas of a hotel. (ie: elevator = lift) When combined, these items will communicate your brand or hotel image as viewed by the public. You should incorporate branding into your visual concept and presentation to the class. In addition, you should document your brand development in your journal. Include the name and logos for your restaurant, cocktail lounge, and shops.

Amenities

An amenity can be anything that makes life more comfortable, convenient and attractive. You should identify the amenities of your lifestyle hotel from the viewpoint of the guests and the employees. You should research various amenities that similar hotels offer and identify your chosen amenities in your presentation and in your journal.

Sensory Inspiration:

You should supplement your visual presentation with additional sensory experiences such as music, aroma and tactile materials to create a holistic concept for your lifestyle hotel.

Due Date: Part I: Wednesday, September 2, 2009

**Grading Criteria
ID-440 Hotel Project
Part I: Concept Development**

Name: _____

Visual Presentation:

Creativity and uniqueness of presentation	20	_____
Technique and professionalism	10	_____
Success of concept portrayal for lifestyle chosen	10	_____

Brand Development:

Name and logos for hotel, shop, restaurant, and cocktail lounge	10	_____
Completeness of branding package	10	_____

Identified Amenities: 5 _____

Additional Sensory Inspiration: 10 _____

Oral Presentation: 10 _____

Concept Journal: (must include sketching) 15 _____

Total Points: 100 _____

Note: Late projects will not be accepted.

Part II: Design and Presentation Boards

Due Date for all boards and presentation: Due Monday, November 9, 2009 9:00

Board Requirements

- 8 boards maximum (some may be dual use – mounted on both sides if needed)
- Board size – minimum 18" x 24"; all in the same direction.
- Boards must be professionally backed using foam core.
- Title block to be included on the back of each board; title block must include the following: Project Title, student name, class, semester and year, board # (Board 1 of 6, etc.) Please type up this information. Do it early so it will be ready when the deadline nears.
- Name and logo of hotel /shop/ restaurant, etc. should be on the front of each board placed consistently. The logo/title should be computer generated and can be in color or b/w.
- Your firm's name and logo can be on the front or back of each board. Your firm's name and logo should be computer generated and in color or b/w.
- Labeling/specifications for all furniture and materials should be clearly marked and easily correspond to the floor plan.

Board #1 should include:

- Concept Statement for lobby (optional), registration area and other "hotel owned" spaces on the first floor – computer generated with font style that coordinates with title.
- Hotel Logo and optional Design Firm Logo
- Lobby floor plan with furniture layout and labeling for all areas – color rendered; scale minimum of 1/16th inch
- Any pictures/artwork/accessories/lighting, etc. for the lobby area, clearly labeled.

Board #2 (optional board) should include:

- If splitting the plan in half, this board will have the south half floor plan with furniture layout and labeling for all remaining areas (except kitchen) – color rendered.
- Hotel Logo and optional Design Firm Logo
- Any pictures/artwork/accessories/lighting, etc. for the lobby area, clearly labeled.

Board #3 should include:

- Perspective, color rendered of registration desk area.
- Must include your ceiling design in the perspective
- Hotel Logo and optional Design Firm Logo
- Lobby finishes clearly labeled.

Board #4 should Include: (can be done on two boards if necessary):

- Labeled floor plan of 2 guest rooms at ¼” scale – full color rendered.
- 2 options for finish schemes to include carpet/flooring, wallcovering, drapery/window treatment and bedding materials, chair upholstery, wood finish, artwork, lighting, bath finishes/fixtures and furniture.
- Hotel Logo and optional Design Firm Logo

Board #5 should Include:

- Labeled floor plan of restaurant at ¼” scale color rendered.
- Two full elevations (wall-to-wall) at ¼” scale, color rendered.
- Reflected Ceiling Plan should be transparent overlay, include notes and symbol legend, and specifications on the board.
- Furniture legend keyed to plan with complete specifications.
- Provide a price estimate for furniture on a professional proposal (inserted into clear sleeve on back of board) Include QTY, Manufacturer, description to include finishes and fabrics, unit price, extended price and the total price for the furnishings.
- FF&E/artwork/accessories/lighting for the area on the same board.
- Restaurant Logo(your choice) should be included on this board.
- Brief concept statement for restaurant.

Board #6 should Include:

- Labeled floor plan of one shop (your choice) at ¼” scale, color rendered.
- Reflected Ceiling Plan overlay
- One perspective view of primary area – color rendered;
- FF&E/artwork/accessories/ lighting for the area on the same board.
- Shop Logo(your choice) should be included on this board.
- Brief concept statement for the shop.

Binder should Include:

- Title sheet
- Use tab dividers and be professional in the presentation
- Summary of Codes Research
- Logo Development
- Copy of Concept statements
- Furniture proposal/quotation for restaurant with grand total.
- All Floor Plans (print to fit page) and Furniture Legends with key to plan
- Thumbnails of power point digital boards
- All trash drawings, folded neatly into plastic sleeves
- Binder size should be appropriate with number of pages (not too large)

Project Check Dates:

Project checks are divided into 3 primary phases. (Each check is worth 5 points unless otherwise noted)

PHASE I: Concept and Programming (20 points)

Mon. Aug. 24	3 block plans on trash paper (5 points)
Wed. Aug. 26	Preliminary concept statements for Hotel, Restaurant, Night Club, & Shop (5 points)
	Preliminary Logos for Hotel, Restaurant, Shop and Night club (5 points)
Mon. Aug 31	Refined Block Plan (5 points)
Wed. Sept. 2	Digital Concept Board and Presentation Due (150 points)

PHASE II: HOTEL FLOOR PLAN (25 points)

Mon. Sept. 7	FF&E selections and finishes for all 1 st floor lobby areas (5 points)
Wed. Sept 9	Preliminary space plan of hotel lobby and public restrooms (with furniture) plotted in two sections, on 11 x 17 (5 points)
Mon. Sept. 14	Final 1 st floor lobby plan with furniture and labeling, and legend (5 points)
Wed. Sept. 16	Hotel rooms: Floor plans with furniture and labeling and 2 sets of finishes for the hotel rooms (5 points)
Mon. Oct. 5	Perspective view of Reception area and final finishes (5 points)

PHASE III: SHOP / RESTAURANT/ BAR (55 check points)

Mon. Sept. 21	Floor Plan (shop of choice) at ¼" scale (5 points)
Wed. Sept. 23	Furniture and finishes for Shop/Restaurant and Bar (5 points)
Mon. Sept. 28	Reflected ceiling plan for Shop (5 points)
Mon. Oct. 5	Perspective of chosen shop (5 points)
Wed. Oct. 7	Preliminary Board Layouts (5 points)
Mon. Oct.12	Renderings (hotel lobby, perspectives, guest rooms) (5 points)
Wed. Oct. 14	Final Board Layouts (not plotted yet)
Sat. Oct. 17	ASID Regional Student Competition
Mon. Oct. 21	Preliminary Floor Plan (restaurant/bar) at ¼" scale, with furniture layout (5 points)
Mon. Oct. 26	Final Floor plan of Restaurant (5 points)
Wed. Oct. 28	Reflected Ceiling Plan for restaurant (5 points)
Mon. Nov. 2	2 elevations of Restaurant/Bar (5 points)
Wed. Nov. 4	Remaining digital boards, renderings (5 points)
Wed. Nov. 9th	FINAL PROJECT DUE DATE: (400 points)

- Each check is worth 5 points (unless noted) and is not included in the overall points for the project. If a check date is missed, an appropriate excuse is required to achieve those points. If a check is not fully completed, only partial points will be awarded.
- Late projects will not be accepted. You must turn in your project "as is" to get partial credit.
- The instructor must have a plotted hard copy of the AutoCAD drawing for each check with all components scaled correctly (do not hand sketch furniture unless it is correctly scaled) to the plan.
- Evaluation sheets will be distributed to the students prior to the project's final due date.