

HOTEL PROJECT

CONTRACT DESIGN II FALL 2011

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 visual presentation package.

Project Statement:

A large New York hotel chain recently purchased a 1910 warehouse 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 is considered salvageable. The existing floor treatment on the first level is a rather worn oak plank 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 service elevators cannot be altered. The public 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 your 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 machine
- 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 (min. 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 should 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.
- Provide appropriate number of toilet facilities.

Cocktail Lounge

- Should not exceed 1500 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 minimum 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.
- Provide appropriate # of toilet facilities.

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 minimum)

Public Restrooms

- Men's and women's public restrooms must be located somewhat centrally
- 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 individual research.

Standard Hotel Guest Room – One King bed

- Requirements will be determined through individual research.

Project Requirements:

Part I: Concept Development Visual Presentation and Journal (125 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 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 page for your hotel that identifies the brand for your hotel, amenities and additional sensory inspirations. You may include sensory inspiration such as music and aromas during your presentation.

Visual Concept:

The visual presentation of your concept will be left up to each individual student. You will have to present your concept to the class. This presentation should leave a lasting impression on your classmates and thoroughly portray the idea behind your design. It may be presented as a Power Point presentation or a video with music. **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 could 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: Welcome or Hello for the reception area.) 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 hotel, 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. Food and beverage that might be served at your hotel is another possibility.

Due Date: Part I: Monday, October 17th , 2011

Grading Criteria

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Part I: Concept Development

Name: _____

Visual Presentation:

Creativity and uniqueness of presentation	10	_____
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	20	_____

Identified Amenities: 10 _____

Additional Sensory Inspiration: 20 _____

Oral Presentation: 20 _____

Concept Journal: (must include sketching) 15 _____

Total Points: 125 _____

Note: Late projects will not be accepted.

Part II: Design and Presentation Boards

Due Date: Thursday, December 15th, 5:00

Presentation Requirements

- Project solution should be presented as a bound presentation book (maximum of 11 x 17 size) Title page and back cover should be laminated for durability. Student name, course number and date should be on the back cover. Your “firm” logo should be on the back cover only.
- All pages should include page numbers. A table of contents is recommended. Limit fonts to not more than 2 styles and only 2 heights. Regular text heights should fall between 9-12 point.
- The concept phase that was presented digitally on October 17th should be included at the beginning of the presentation book. Include your inspiration images, all logos, sketches and amenities, etc.
- Include a graphically presented summary of your codes research.
- All floor plans and elevations included in the book should be labeled and include a scale and north arrow. Elevations and perspectives should contain people to provide a sense of scale.
- In Design is the recommended program for creating front-to-back pages. Bourne Brothers or another professional printer is recommended for color printing. A binding machine will be provided by the Interior Design Program.

Drawings and items to include in booklet: (Organization of booklet is determined by the student)

- Rendered floor plan of First Floor (two page spread recommended)
- Hotel Logo and Concept Statement for Hotel
- Close-up of main hotel lobby floor plan with furniture labeled and spec legend.
- Any pictures/artwork/accessories/lighting, etc. for the lobby area, clearly labeled.
- Digital finishes for lobby
- Perspective, color rendered of registration desk area.
 - Must include your ceiling design in the perspective view
- Labeled floor plan of 2 guest rooms at ¼” scale – full color rendered.
- 2 options for finish schemes (Guest Rooms) to include carpet/flooring, wallcovering, drapery/window treatment and bedding materials, chair upholstery, wood finish, artwork, lighting, bath finishes/fixtures and furniture.
- Color Rendered Restaurant Floor Plan
- Restaurant Logo and concept statement
- Two full elevations (wall-to-wall), color rendered. (Include ceiling design in elevation)
- Reflected Ceiling Plan should be transparent overlay, include notes and symbol legend, and specifications on page
- Furniture legend keyed to plan with complete specifications.
- FF&E/artwork/accessories/lighting for the area on the same board.
- Digital images of finishes
- Night club can be shown if it adjoins restaurant.
- Shop Logo and Concept statement

- Labeled floor plan of one shop (your choice), color rendered.
- Reflected Ceiling Plan overlay for shop.
- One perspective view of primary area – color rendered;
- FF&E/artwork/accessories/ lighting for the shop

In addition to the color printed booklet, students are to provide actual samples of their finishes. How these materials are presented is to be decided by the student. They may be traditionally mounted on a board and coded with spec information; they may be mounted on smaller boards placed inside a 3-ring binder; they may be loosely presented and stored in a box or container, or they may be loosely stored in multiple polypropylene folders that can be placed in a three ring binder and labeled by area. All samples should be clearly labeled in regards to location. (IE: Booths – back upholstery, Booths- seating upholstery, etc.)

Project Check Dates: (100 POINTS)

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

PHASE I: Concept and Programming (20 points)

October 5	Schematic Bubble Diagrams	(5 points)
October 10	Schematic Block Plans	(5 points)
October 12	Refined Block Plan	(5 points)
October 17th	Concept Presentation Due	
	ALSO: Typed Concept statements (Hotel, Shop, lounge and Restaurant)	(5 points)

PHASE II: HOTEL FLOOR PLAN (35 points)

October 19	FF&E selections and finishes for all 1 st floor lobby areas	(5 points)
October 24	Preliminary space plan of hotel lobby and public restrooms (with furniture) plotted in two sections, on 11 x 17	(5 points)
October 26	Final 1 st floor lobby plan with furniture and labeling, and legend	(10 points)
October 31	Hotel rooms: Floor plans with furniture and labeling and 2 sets of finishes for the hotel rooms	(10points)
November 7	Perspective view of Reception area and final finishes	(5 points)

PHASE III: SHOP / RESTAURANT/ BAR (45 check points)

November 9	Floor Plan (shop of choice) at ¼" scale	(5 points)
November 14	Furniture and finishes for Shop/Restaurant and Bar	(5 points)
November 16	Reflected ceiling plan for Shop	(5 points)
November 21	Perspective of chosen shop (CIDA VISITS CLASS)	(5 points)
November 28	Preliminary Floor Plan (restaurant/bar) at ¼" scale, with preliminary furniture layout	(5 points)
November 30	Final Floor plan and Reflected Ceiling Plan for restaurant	(10 points)
December 5	2 elevations of Restaurant/Bar	(5 points)
December 7	Digital Page Layouts	(5 points)

I will proof your digital pages at anytime you are ready for me to review them. They should be PDF form so I can print them to make comments on.

Thurs. Dec. 15th

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.

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Grade Sheet

Hotel Project **Name:** _____

Main Hotel Lobby (75 pts)

Hotel Logo	5	_____
Concept Statement	10	_____
Floor Plan – labeled	15	_____
Color Rendering	15	_____
Furniture specifications – coded/cross referenced	10	_____
Perspective Execution and rendering	20	_____

Guest Rooms (20 pts)

2 ea ¼” scaled detailed floor plan – color rendered	20	_____
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Restaurant/night club (100 pts)

Logos	10	_____
Concept statements	10	_____
Scaled Floor Plan of restaurant - rendered	20	_____
RCP overlay with legend (restaurant)	20	_____
FF&E and furniture specs	20	_____
2 Elevations color rendered or 1 elevation		
And 1 perspective (may include 1 from night club)	20	_____

Store/Shop (75 pts)

Logo	5	_____
Concept statement	10	_____
Scaled floor plan- color rendered	20	_____
Perspective – color rendered	20	_____
RCP overlay with legend	20	_____

Overall Planning (130 pts)

(Lobby, Restaurant/night club, Guest Rooms, Restrooms, Shops, etc.)

Overall space planning (interest, function, sq. footages, Meets Program Requirements)	30	_____
Appropriateness of FF&E	20	_____
Completeness of FF&E	10	_____
Building/ Life Safety Codes, ADA	30	_____
Page Layout: Labeling, cropping, composition, etc.	20	_____
Organization and complete package	20	_____

TOTAL POINTS 400 _____

Grade Scale	372-400 = A
	340-371 = B
	308-339 = C
	276-307 = D
	Below 275 = F