

Hotel Concepts Portfolio 2024 Part One

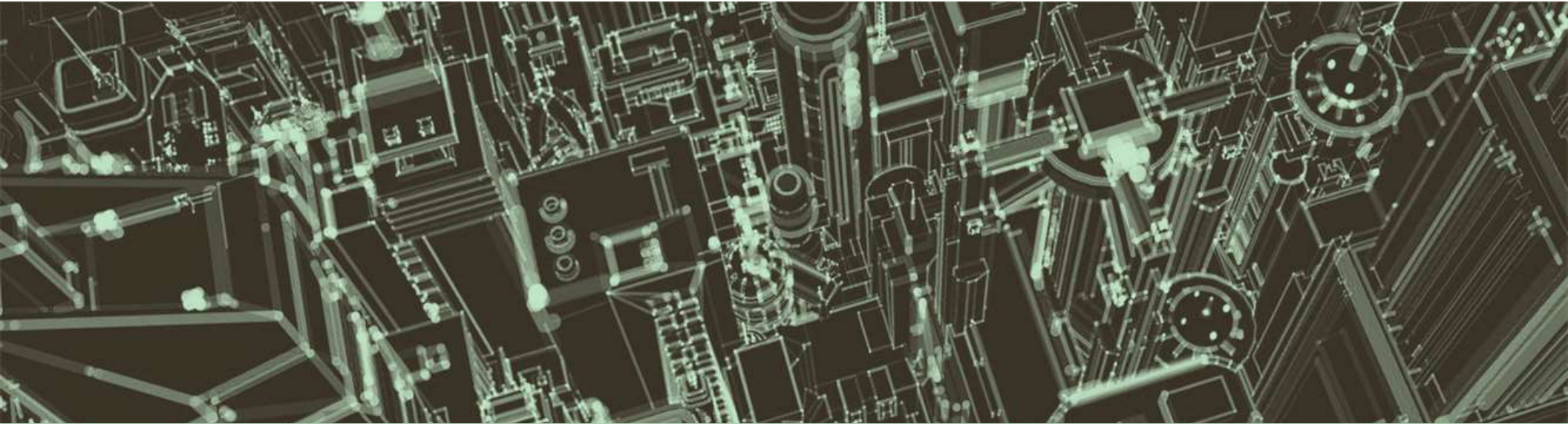
Harry Parkhurst, associate AIA



A Philosophy of Design for business success.

During fifty (50) years of domestic and international design experience certain aspects defined and created profitability and success for a hotel property. Based on this knowledge, I formulated a philosophy of design and translated this into a method to design hotels with a high probability of operational success.

- ❖ Locate sites that suggested a suitability for an upscale hotel not in competition with the saturated market of budget properties.
- ❖ Research the community needs with discussions with local business leaders, elected representatives, and the local Economic Development office.
- ❖ Identify nearby guest desired activities, venues, or create them.
- ❖ Create a hotel design concept including branding, staff apparel, signage, and restaurant menus that would focus on local needs and expectations and not depend on transient guest business.
- ❖ Refine the design concept to be a property viewed by guests as a desired and preferred destination with preferred amenities, original décor, and access to desired local venues and activities.
- ❖ Select an upscale property flag (3 star or better) with a high-level of guest recognition and regard.
- ❖ Utilize advanced methods of construction and design to enable lower costs, faster completion, and lower maintenance costs through greater durability.
- ❖ Market individual projects to potential investors.



Hilton Victoria

Heathrow, Lake Mary Florida





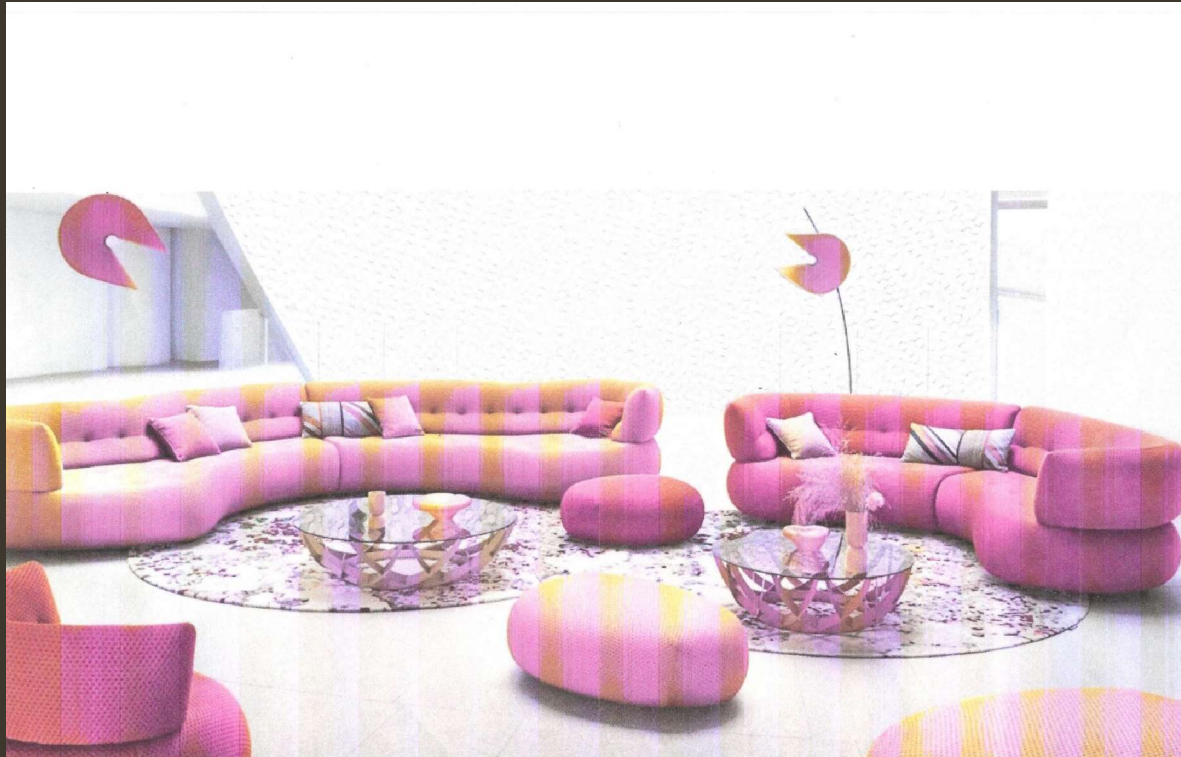
Hilton Victoria

Hilton Signa

- ❖ **Hotel, 7 story, red brick veneer, original destination luxury hotel (5*) with 300 original concept and themed rooms. Two original concept signature restaurants each seating 60 to 80. A Coffee shop with an arcade, seating 45, indoor pool, snack store, exercise room, 4 meeting rooms for 35-40, and one multi divided ballroom for 500 with full banquet and room service kitchen. The top room floor is an executive floor with a private lounge and special room amenities such as heated bath floor, air jetted tubs. All rooms will have state of the art smart room technology with tablets or voice interaction with guests. The roof is to have a lounge, full bar, total seating 100 to 145, with indoor fireplace and stage for live music or karaoke and dancing. An outdoor garden with seating and food service is also provided. Lounge to have limited food menu with kitchen. Ground floor to have fully handicapped accessible 2 room suites. At least 2 rooms on each floor will be fully handicapped accessible. Valet parking, door man, bellboys and Captain. Banquet, restaurant, and lounge Maître ds.**
- ❖ **Theme throughout is Scandinavian Tropical. Each floor has a distinctive colorway and signature theme for that floor.**



Hotel Design Inspiration



Lobby seating



Front desk

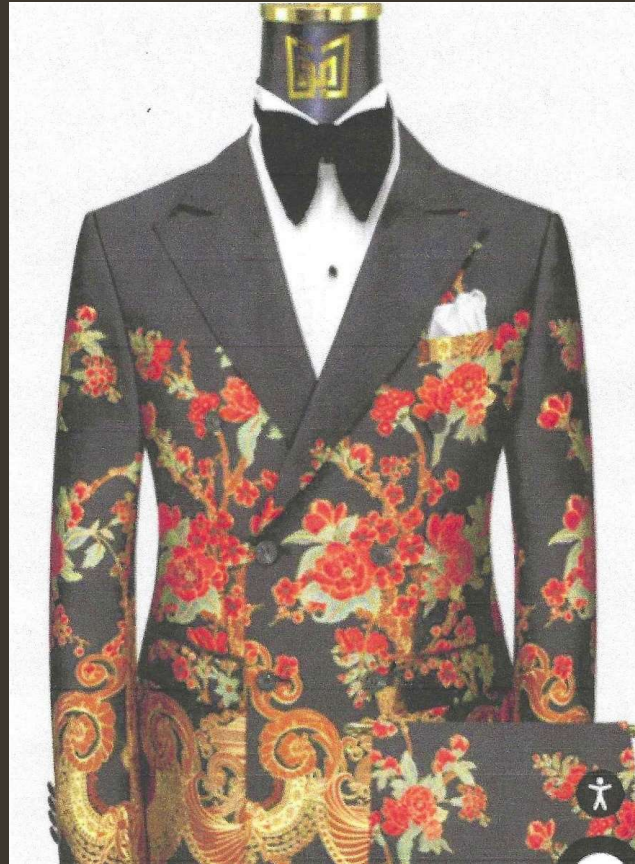


Imperial Ballroom

Dividable ballroom for 500



Ballroom Concept



Matre'd Attire, black tuxedo slacks

Victoria's Bistro



Elegante

Cuisine with a French Twist



Add hanging planters with ivy and large size tropical birds



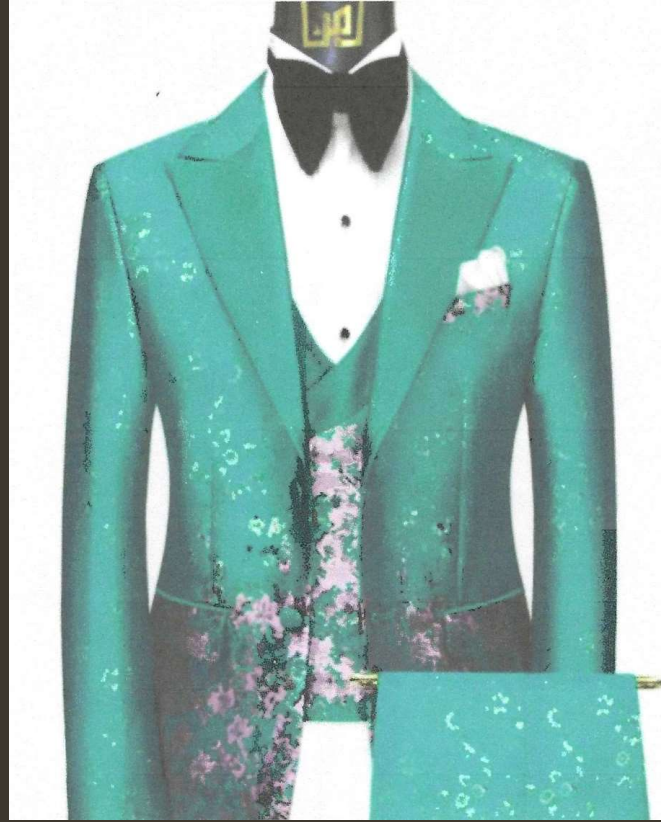
Restaurant Matre'd: solid black tuxedo pants and red bowtie

Mariç's



Cabaret Solçil

Rooftop lounge and outdoor garden restaurant with snack food menu



Matre'd Attire Cabaret Soleil



Cabaret Soleil Concept



Lounge Royal

Executive Lounge with limited access, snacks, and drinks



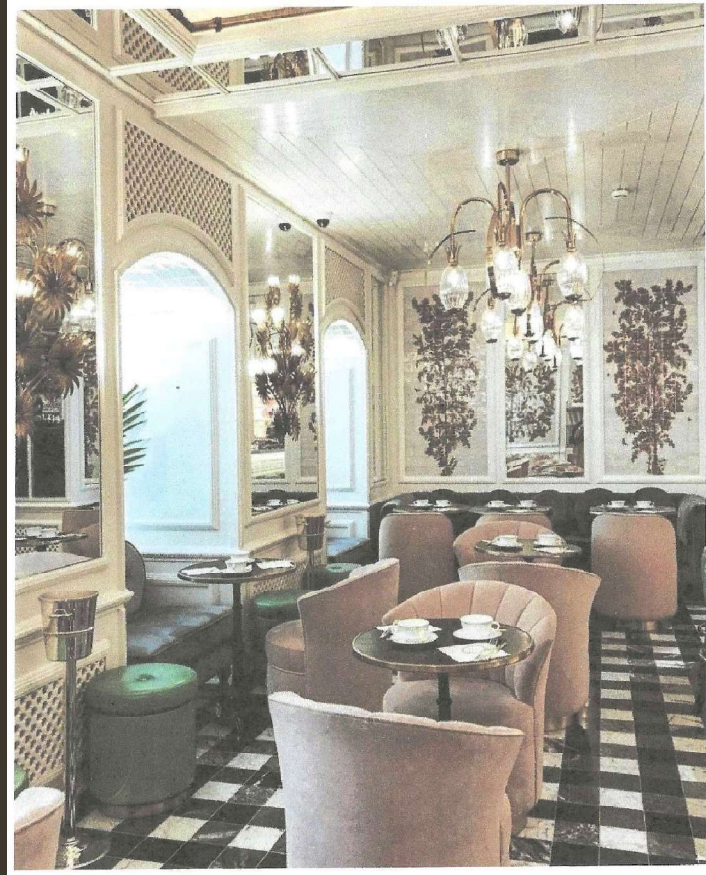
Executive Lounge Concept

Le Petite



Cafe

Coffee shop with French pastries and game arcade



Coffee shop with French pastries and game arcade



Chateau Le Grille

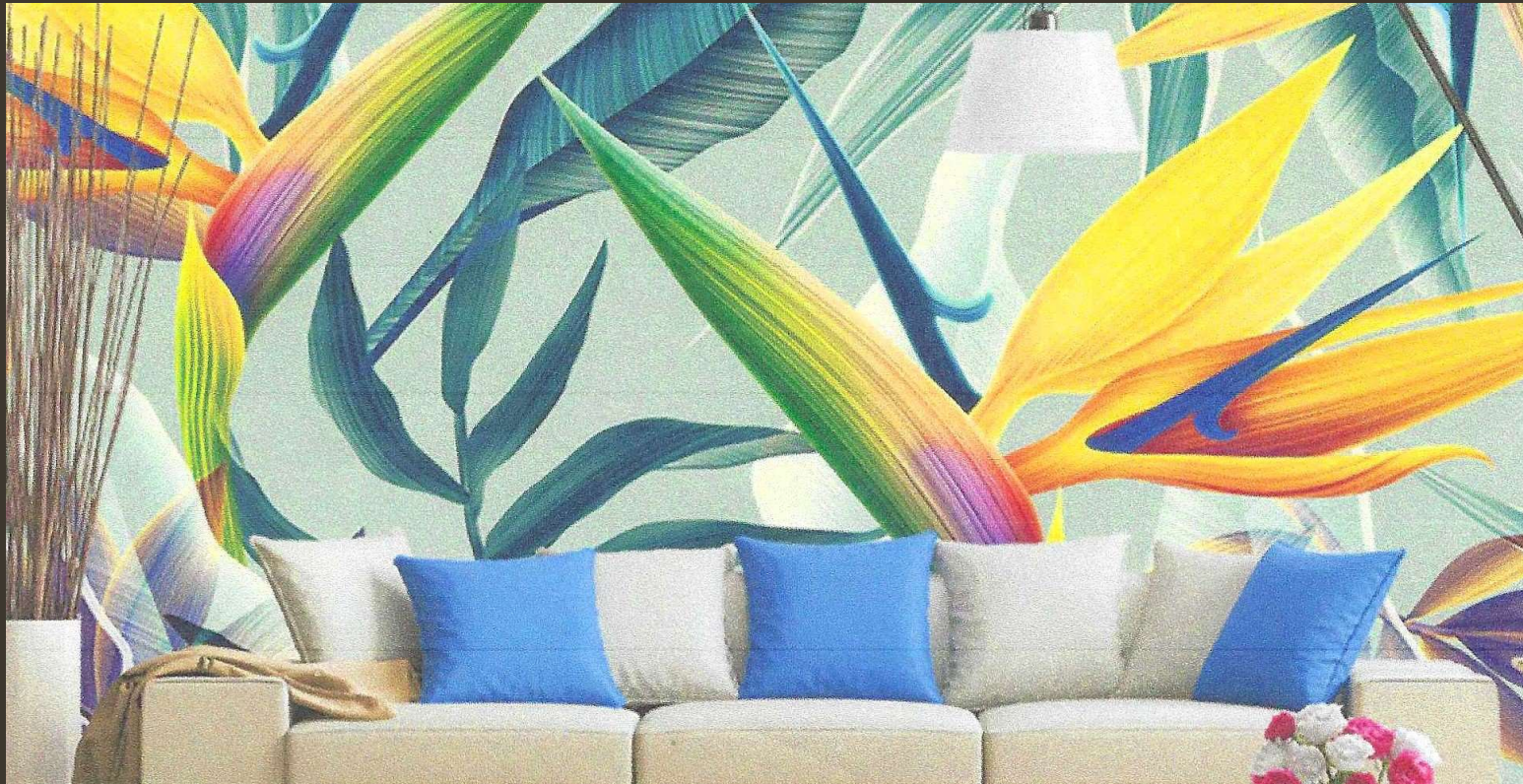
French styled surf and turf cuisine restaurant



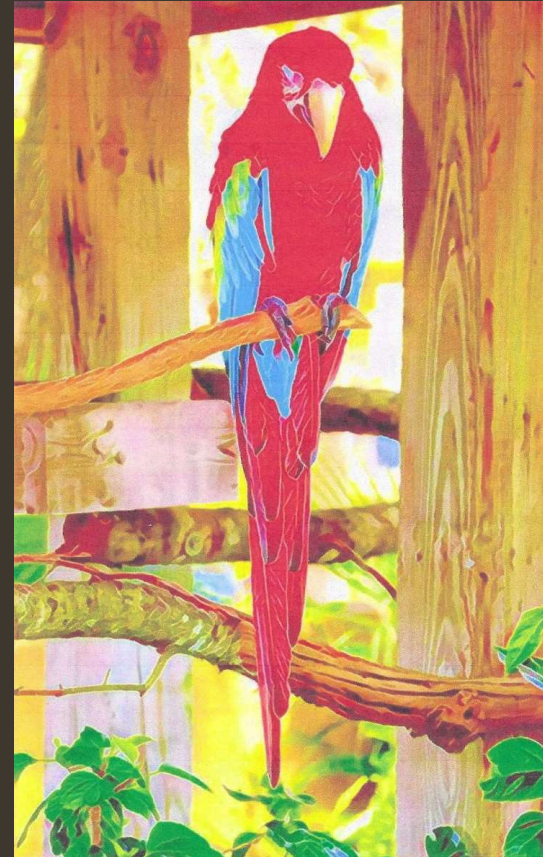
Le Grille Tropical Concept



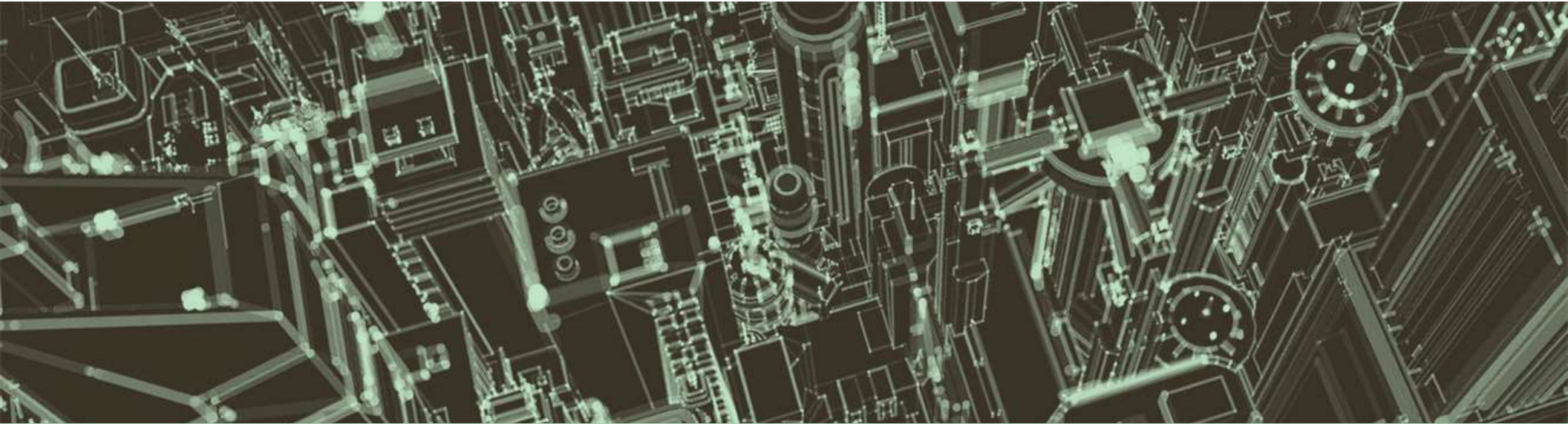
Typical indoor tropical pool



Typical wall and room wallcovering mural



Typical Wall and Room Murals

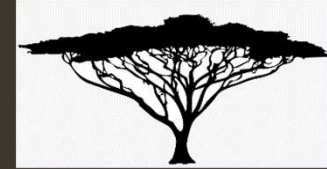


Serengeti Hilton

Riverwalk, Sanford Florida



Serengeti Hilton



Hilton Canopy 3*

Hotel 5-story Zebra stripe exterior, original destination mid luxury hotel/resort (3*) with 300 original concept and themed rooms. 3-acre lagoon with signature African cuisine restaurant seating 80 and lounge seating 45 with a canal to nearby lake. Rentable sunfish sail boats and powered jet skis. A coffee shop/breakfast/arcade game room, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 350, with kitchen for banquet/breakfast and room service. Ground floor to have fully handicapped accessible 2 room suites. At least 2 rooms on all other floors will be fully handicapped accessible. An 18-hole miniature golf course is included. Approximate hotel square footage (rooms and amenities): 375,000 sq. ft (will require substantial amounts of fill as it is wetland.) Site is approximately 16 acres.

Theme throughout is African land and animals. Each floor has a distinctive signature theme for that floor.



Glass mosaic mural



Lobby registration desk, side sections for sit-down handicapped



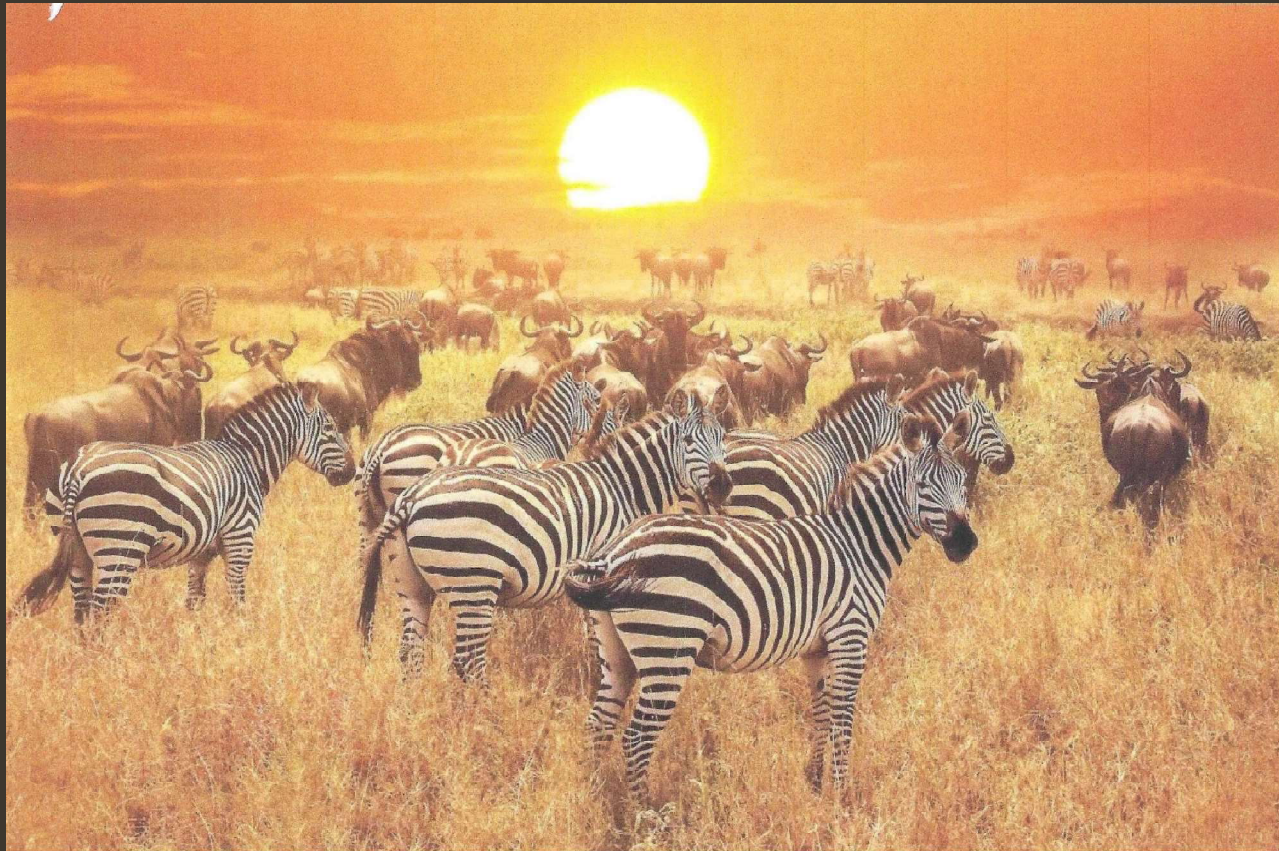
Typical photo-op wall murals rooms and elevator lobbies



Typical photo-op wall murals rooms



Typical photo-op wall murals rooms and elevator lobbies



Typical photo-op wall murals rooms and elevator lobbies



Royal Lion Walk

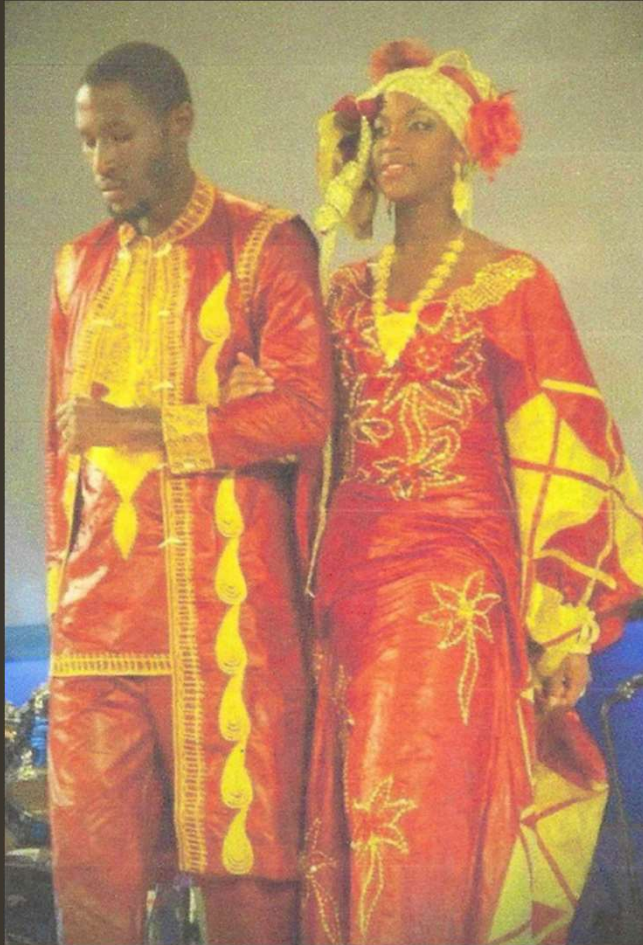
Traditional African Cuisine Restaurant



Restaurant to be located partially in 4-acre lagoon

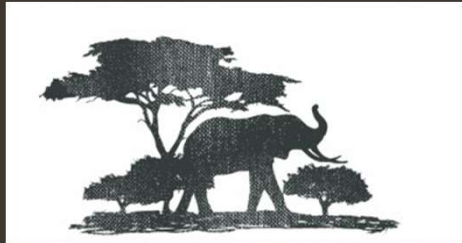


Interior concept for Royal Lion Walk Restaurant



Typical staff attire

Treehouse



Of the Savanna

Traditional African Fowl and Fish Cuisine in a treehouse



Interior concept

Unisex



Staff attire

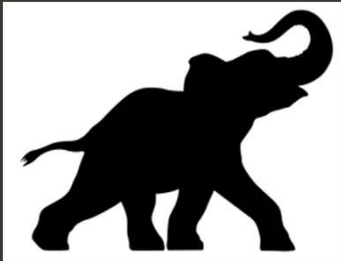


Safari Cafe

**Coffee shop, all American cuisine with African twist,
breakfast, snacks, and gaming arcade**

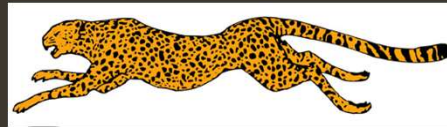


Café interior concept



Elephant Walk Golf

18-hole Miniature Savannah Golf



Cheetah Run Cycling

Complementary Bikes

Crocodile River

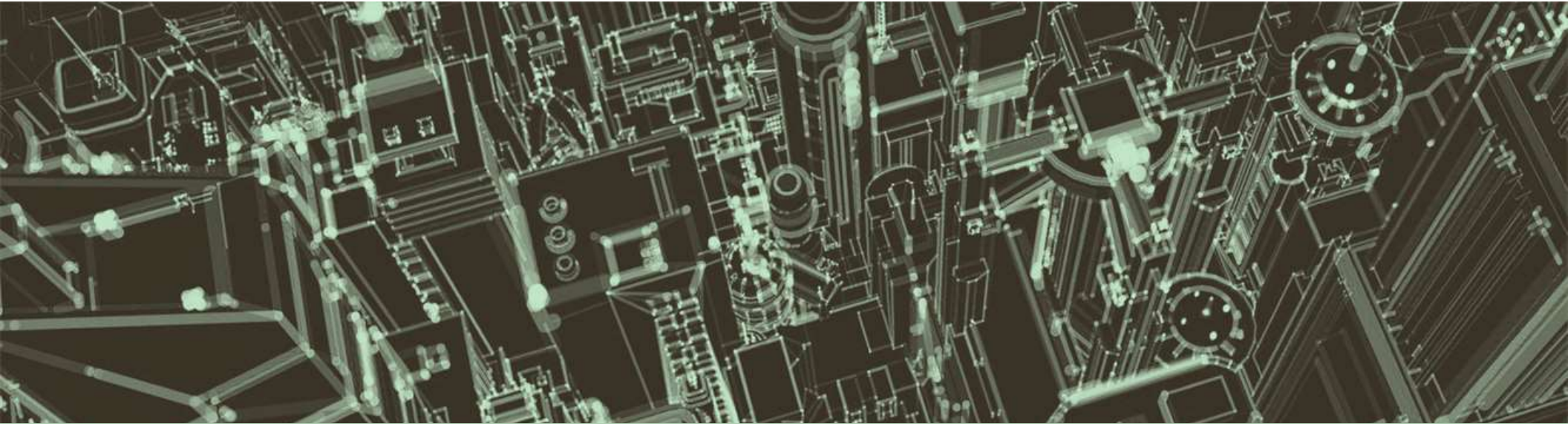


Voyages

Boat Rental



Typical indoor tropical pool



Masquerade Hilton and Volusia Center for the Performing Arts

Deland Florida

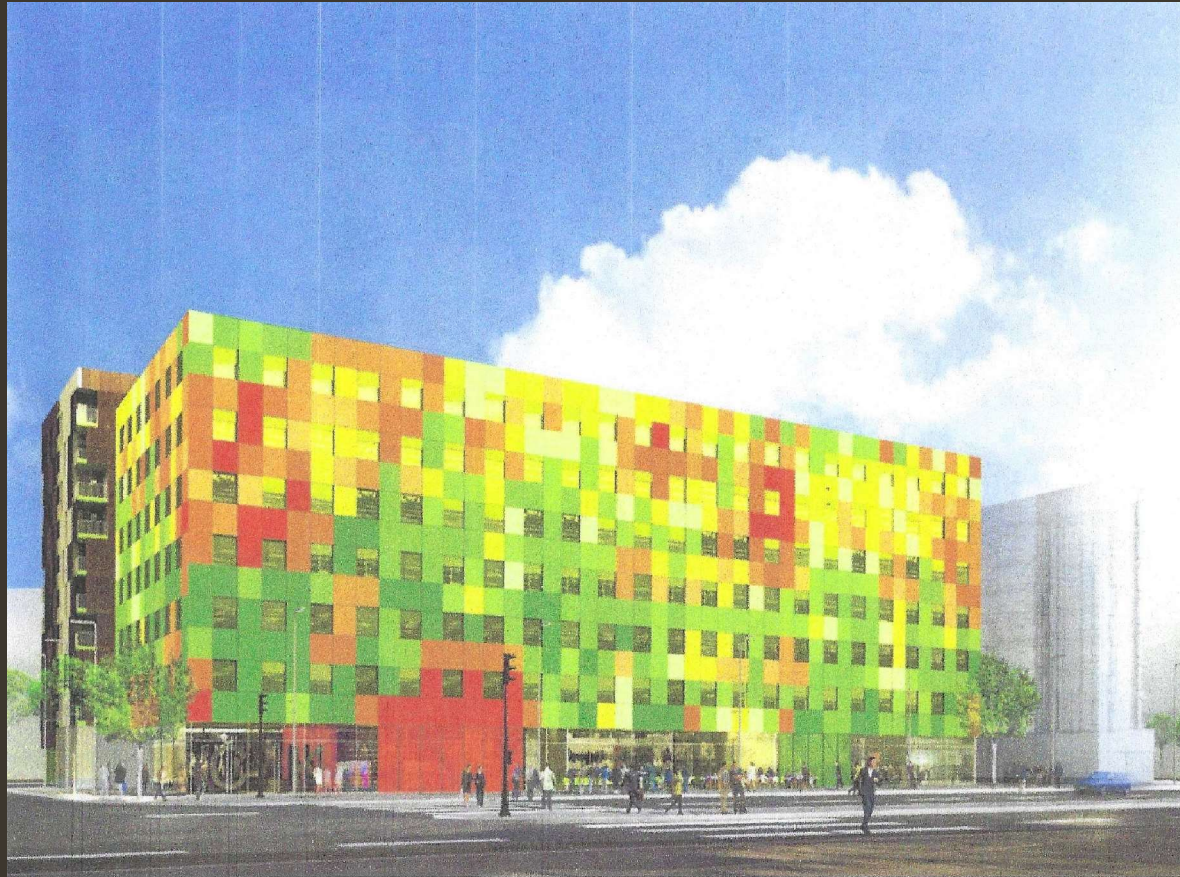


Masquerade Hilton

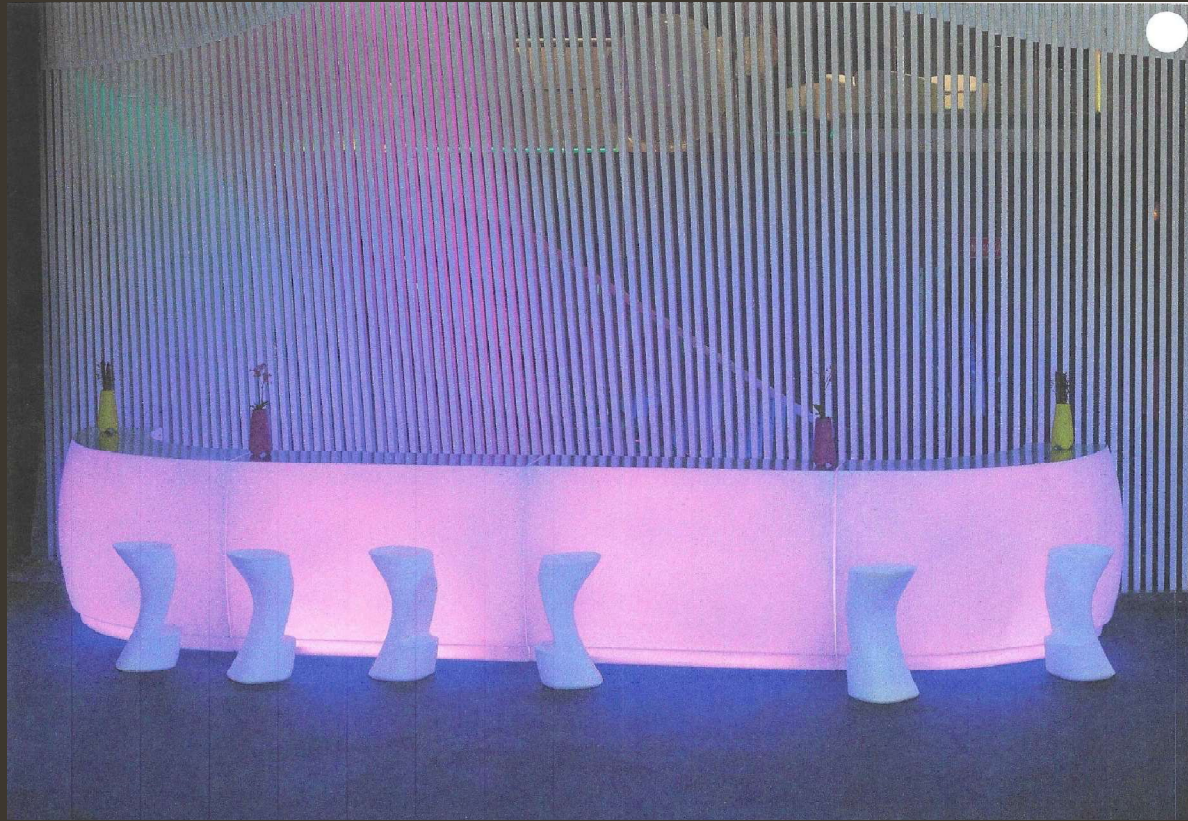


and Volusia Community Center for the Performing Arts

- ❖ **Hotel. 4-story, original destination mid luxury hotel (3*) with 250 original concept and themed rooms. The exterior is 2-foot square ceramic tiles in multicolored pattern. 2 signature restaurants seating 60 each. A Cafe coffee shop/breakfast/game room, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 275, with kitchen for banquet/breakfast and room service. Ground floor to have fully handicapped accessible 2 room suites. At least 2 rooms on other floors will be fully handicapped accessible. An 18-hole miniature golf course is included.**
- ❖ **Hotel and room themes throughout are Broadway theatrical. Each floor has a distinctive signature theme for that floor.**



Hotel ceramic tile façade concept



Hotel lobby registration desk with handicapped accessibility



Typical wallcovering murals for rooms and public spaces



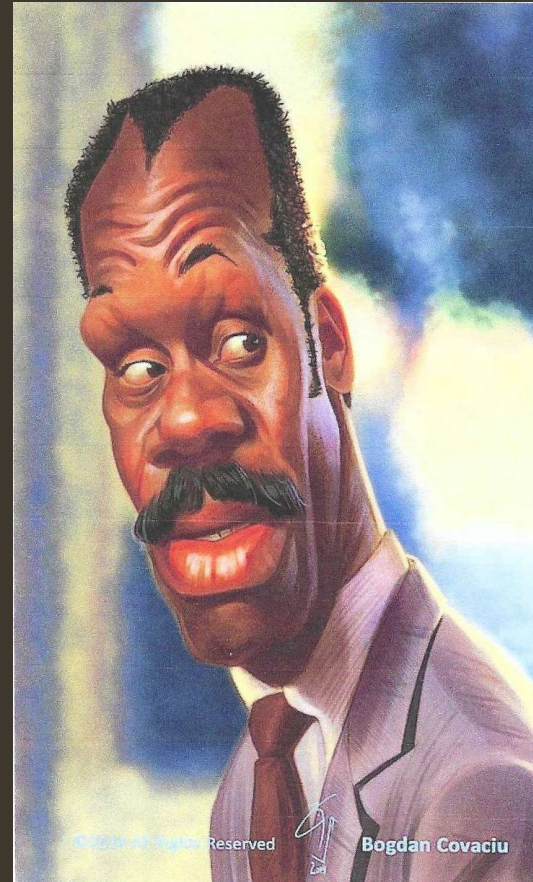
Typical wallcovering murals for rooms and public spaces



Restaurant upscale with char broiled surf and turf cuisine



Bistro restaurant interior concept



Performer caricature portrait wall decor



Matre'd and Staff attire

Curtain Call



Restaurant

Traditional Italian restaurant with seafood specialties cuisine



Curtain Call restaurant interior concept



Typical serving staff attire

Chorus



Line Cafe

Coffee shop, hamburgers, hot dogs, and fries, breakfast buffet, and gaming arcade



Chorus Line interior concept



Le Charade Golf

18-hole themed miniature golf

Le Imagine

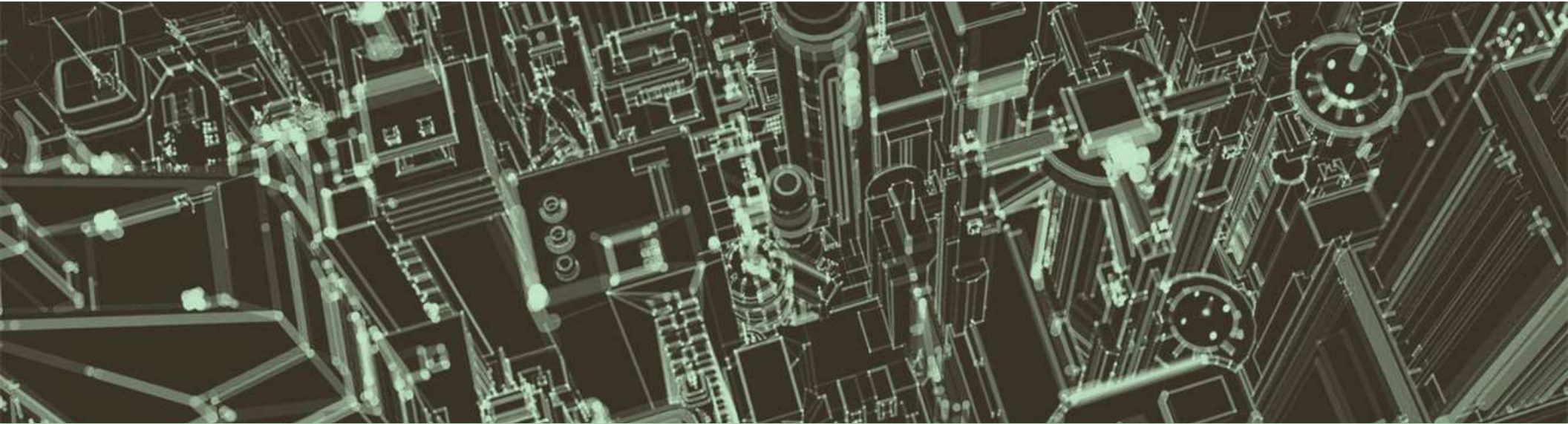


Bicicletta

Complementary Bicycles



Typical indoor tropical pool



Volusia Center for the Performing Arts

Deland, Florida

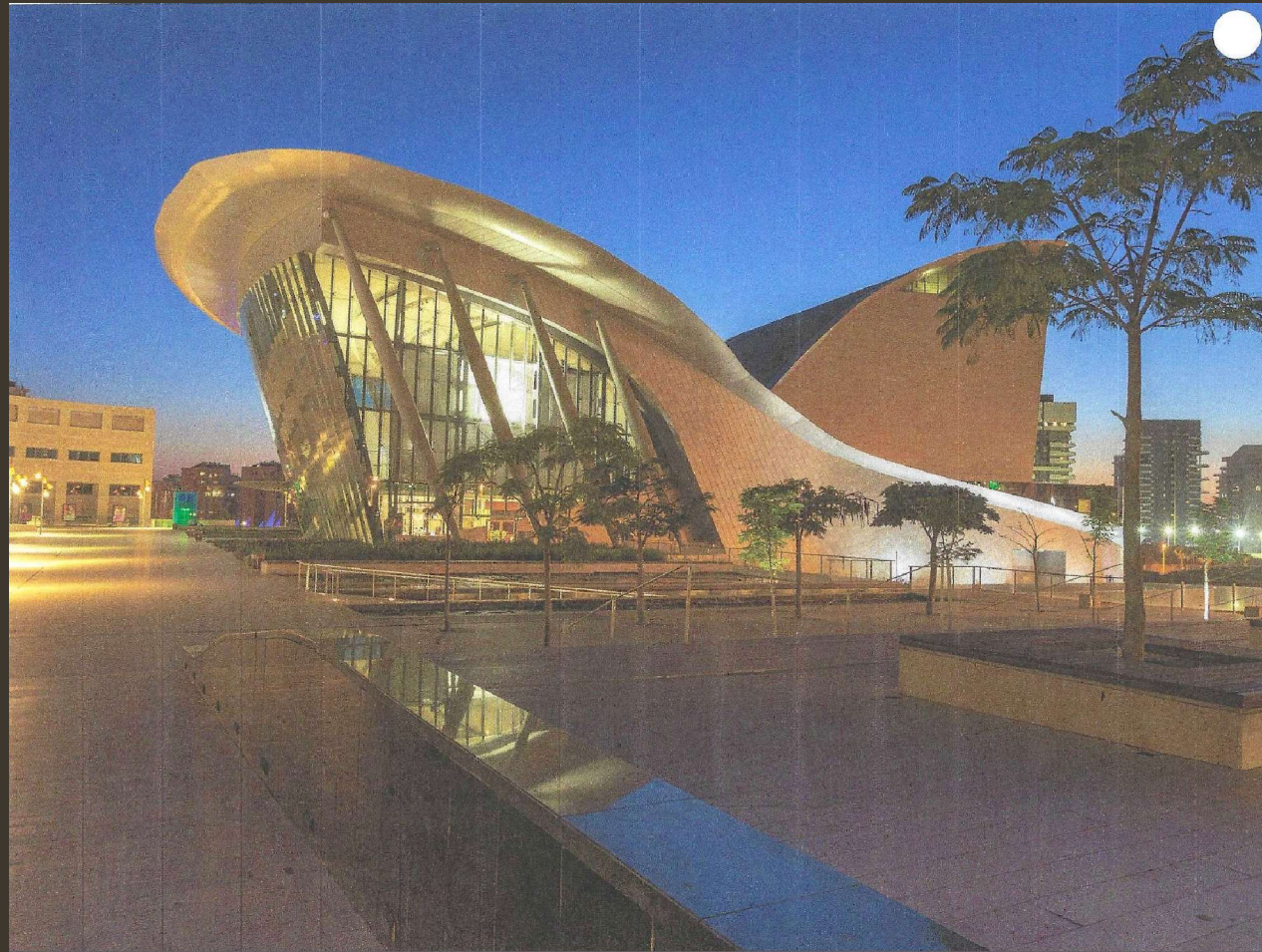


Volusia Community Center



for the Performing Arts

- ❖ **2 and 1/2 story original design. The exterior is 2-foot square ceramic tiles in orange/ yellow colored pattern with raised tree pattern metal grill. The facility is fully handicapped accessible for the public. Main Broadway theater/concert hall seating for 750 with orchestra under stage storage and restrooms. A Black box room with banquet or meeting room seating for 300, 12 practice/rehearsal rooms, 3 concession booths, staff offices, storage, and construction shop.**
- ❖ **A 300-seat open air band shell with concession stand and restrooms. Parking for 2000 cars on ecologically water permeable surface. 40–45-acre site**



Performing Arts Center Concept, sheathed in 2-foot square tiles in shades of yellow



Left



Center

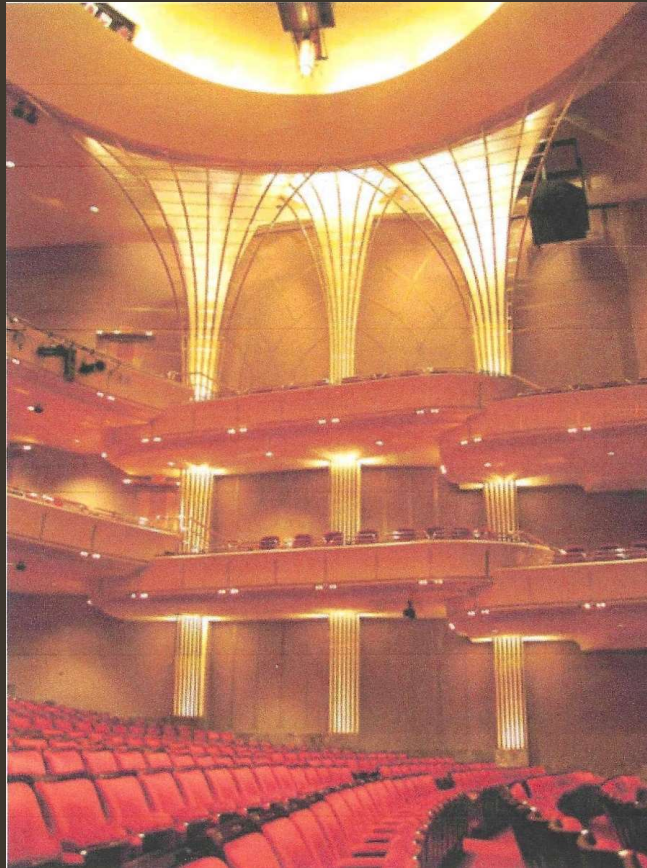


Right

Contemporary bronze sculptures for plaza fountains



Outdoor band shell concept for 350 open air seating



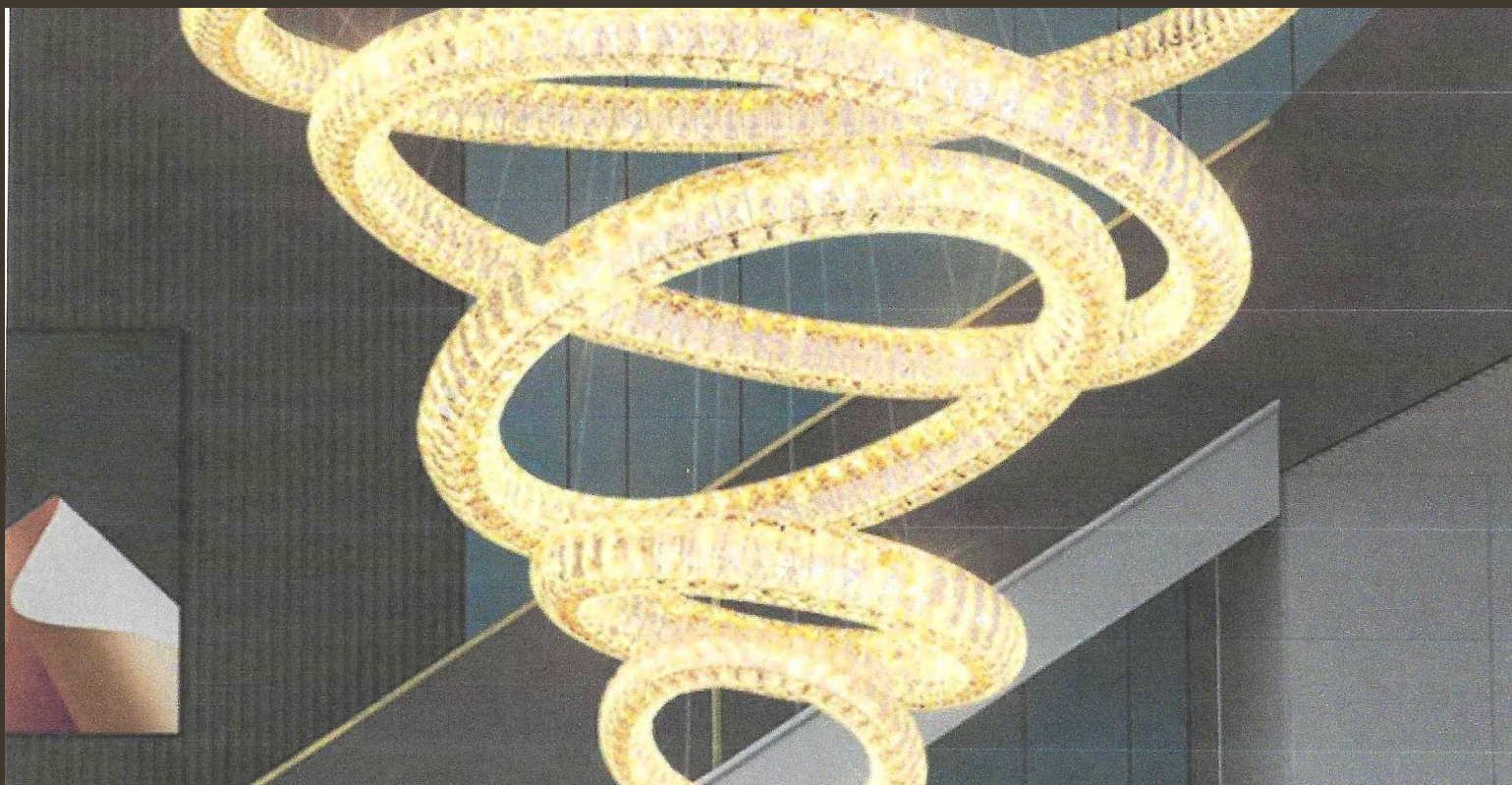
Performance theater for 750 with one balcony interior concept



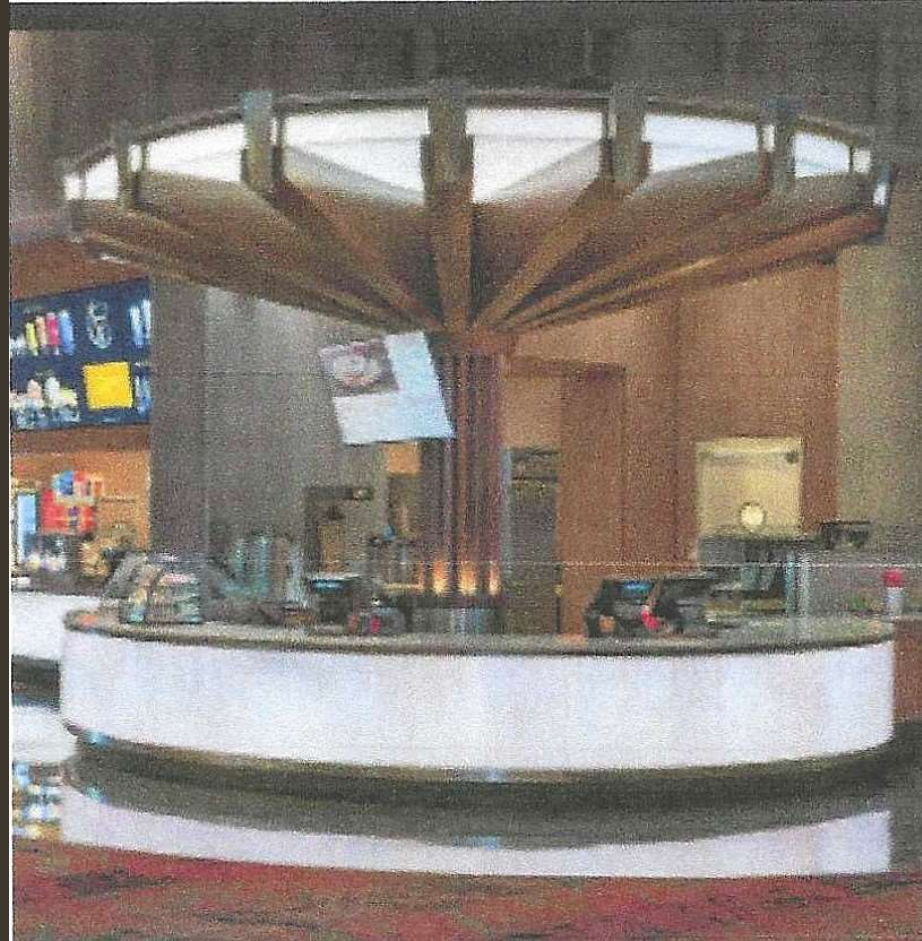
Performing Arts Center logo wall mural concept



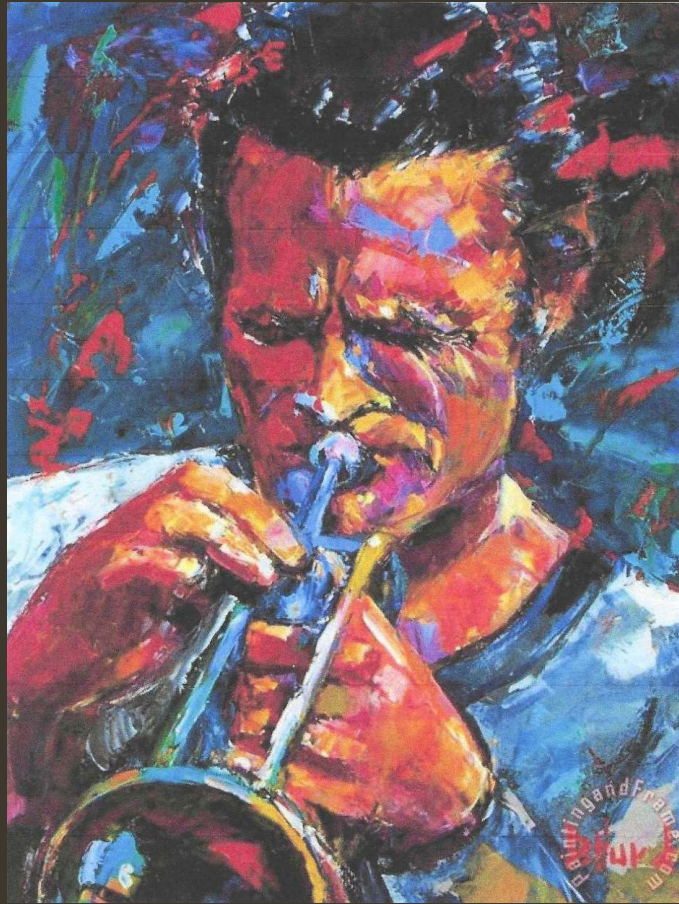
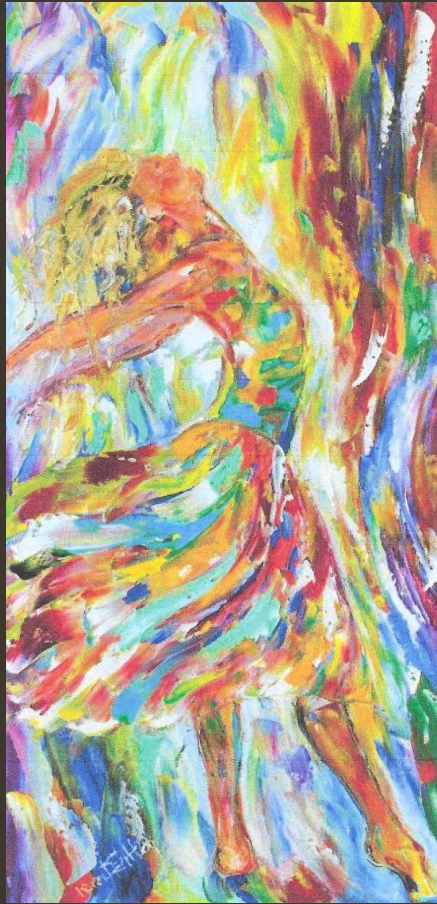
Lobby seating red, yellow, and blue fabric



Lobby chandeliers



Lobby circular concession stands



Typical corridor wallcovering murals



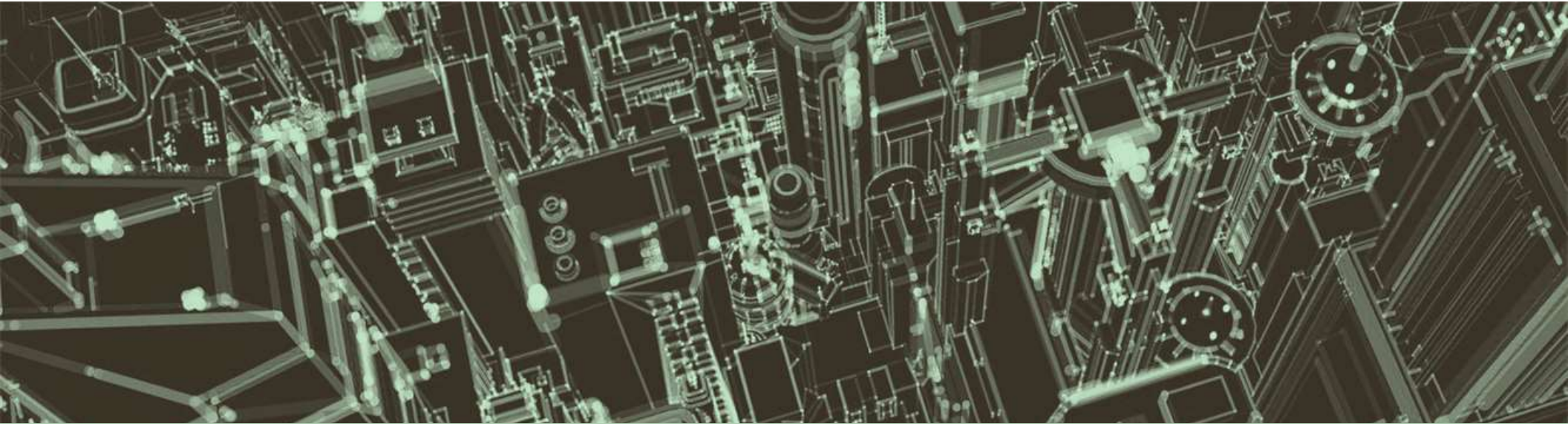
Details: Circular corridor lighting



Detail: men's urinals



Details: Toilet partitions throughout



Sport Champs Hilton at BMX

Deltona, Florida



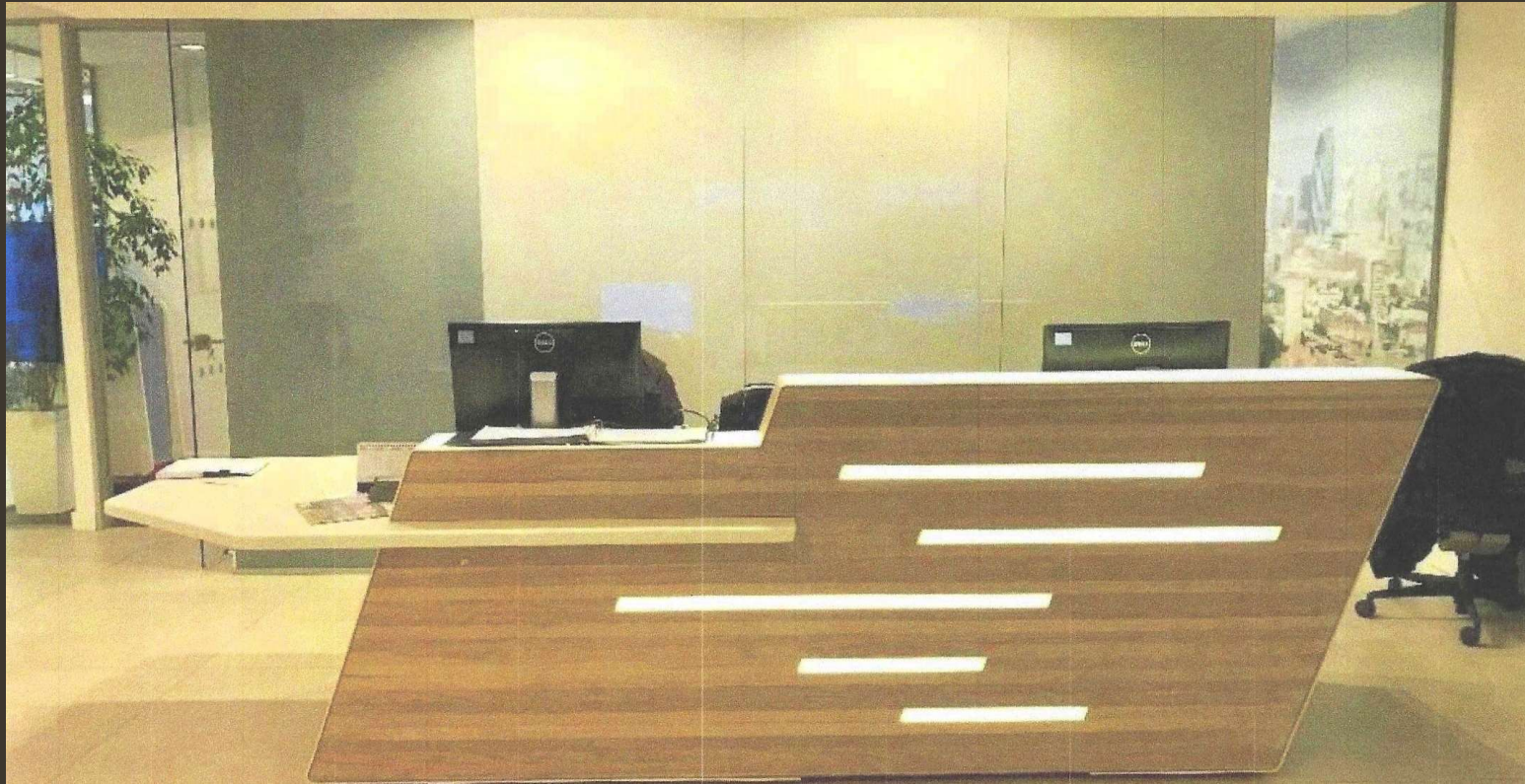


Sport Champs Hilton at BMX

- ❖ **Hotel, 4 story, mid luxury (3*) original destination design, 2-foot square multi-colored ceramic tile veneer with 250 original concept and themed rooms. An original concept signature restaurant seating 60 to 80. A coffee shop/game room, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 275 with banquet/breakfast, room service kitchen. Ground floor to have fully handicapped accessible 2 room suites. At least 2 rooms on other floors will be fully handicapped accessible. And an 18-hole miniature golf course.**
- ❖ **Youth BMX Sports theme with different bike themes on each floor.**
- ❖ **BMX 50-acre track, bleacher seating, control tower, restrooms, leased bike sales and repair shop, parking 200 cars, and concession stand.**



Hotel ceramic tile façade concept



Lobby registration desk with handicapped section face in red sides in blue



Typical wallcovering murals for rooms and public spaces



Typical indoor tropical pool



Champ's Club

Full serve all American cuisine restaurant



Full serve restaurant interior concept, featuring Italian cuisine



Wheels Cafe

Coffee shop, breakfast, Italian cuisine and snacks with gaming arcade



Café interior concept

BMX RACETRACK





National Championship rated 50-acre BMX tract



Track Shack

Concession stand at the BMX track with rest rooms, all American cuisine



BMX track concession stand concept

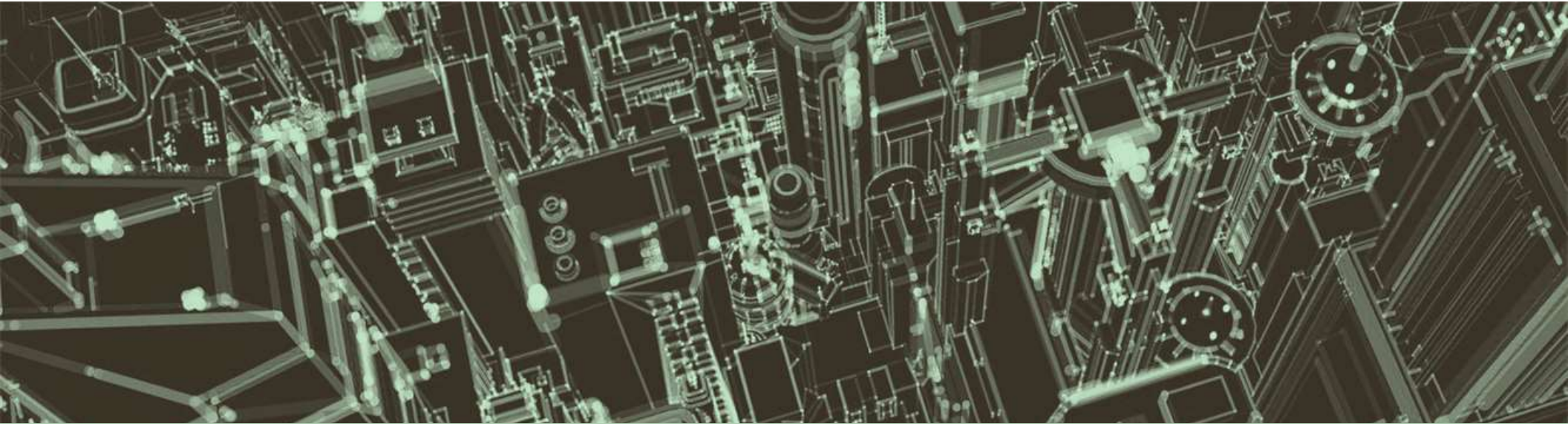


Brenda's Bikes

Bilke shop for equipment, repairs, and sales a



Leased bicycle shop for equipment, repairs, and sales



Sport Champs Hilton

Longwood, Florida

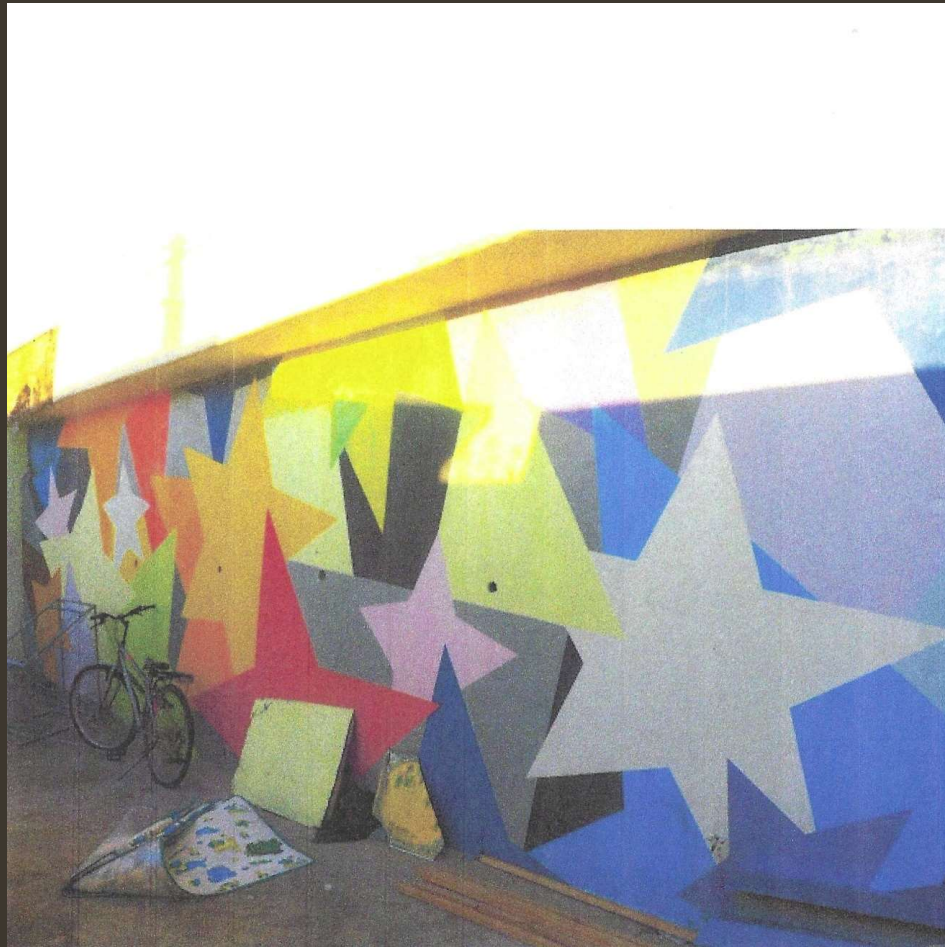




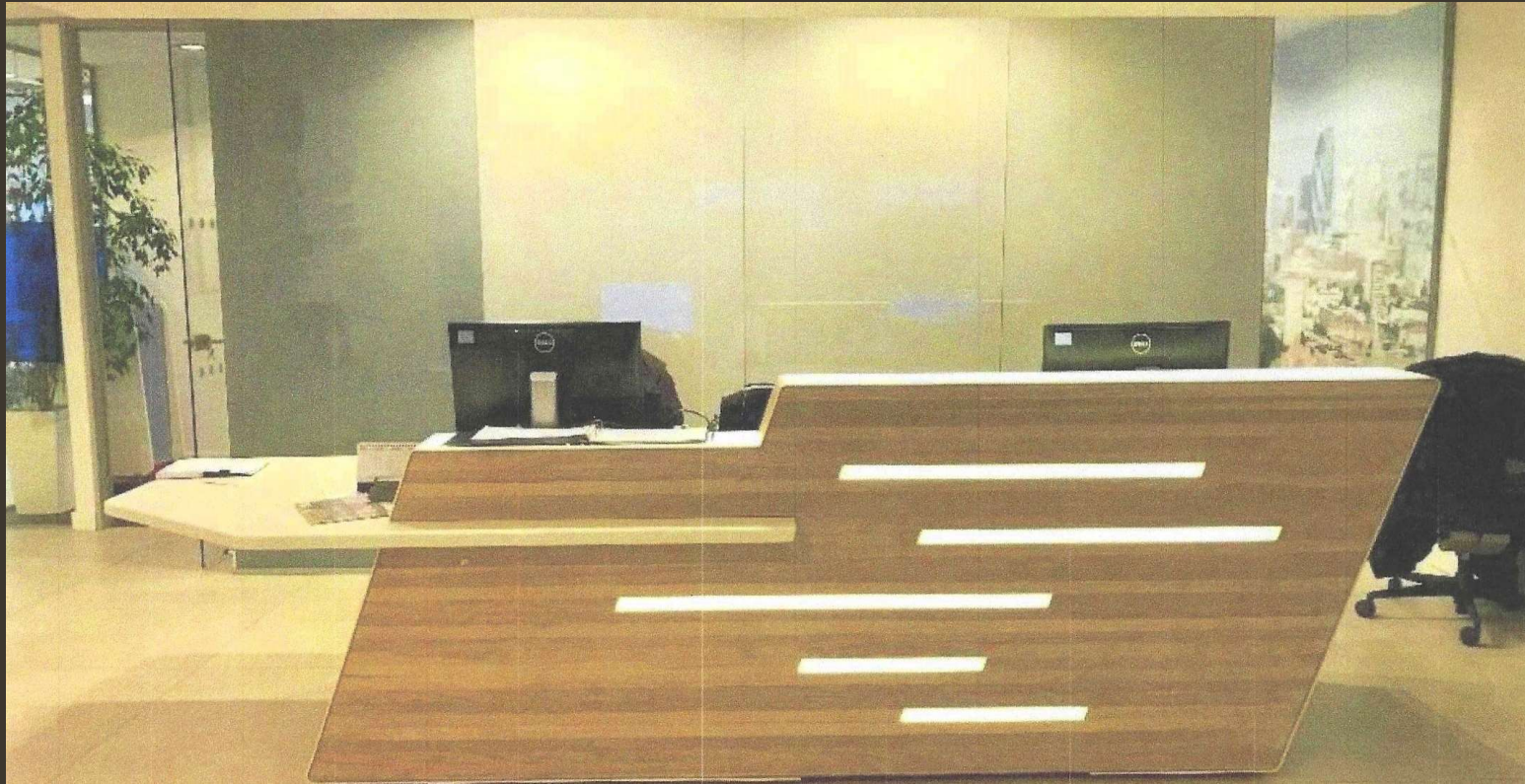
Sport Champs Hilton

Hilton Canopy

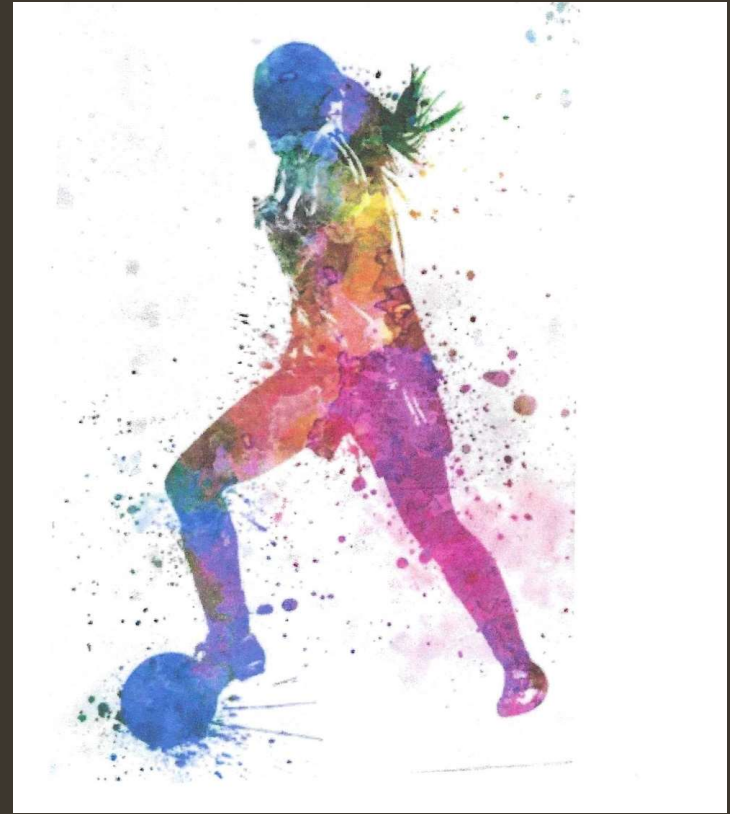
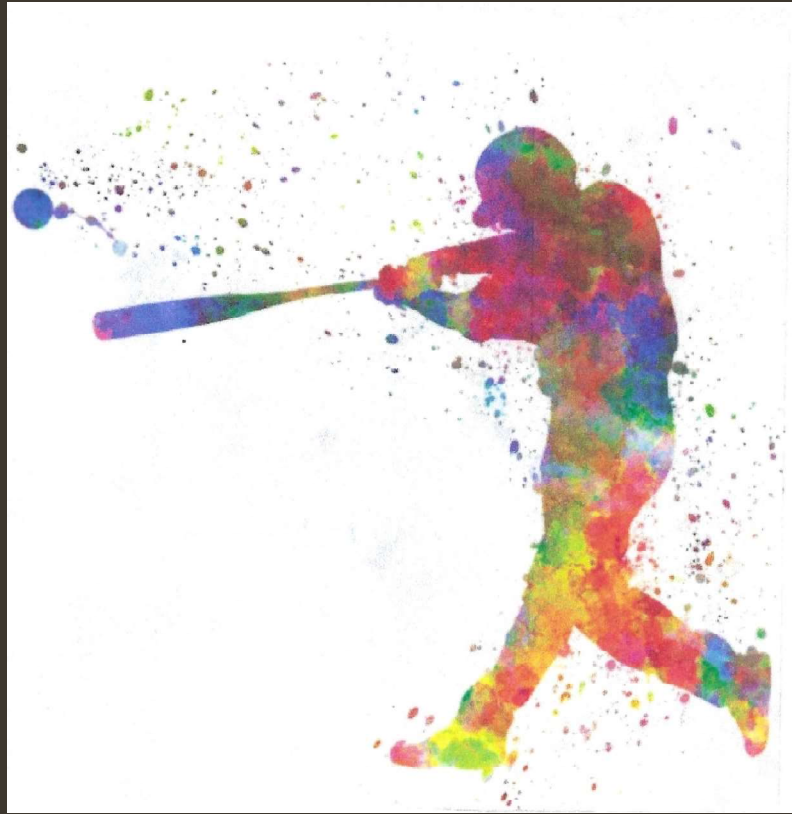
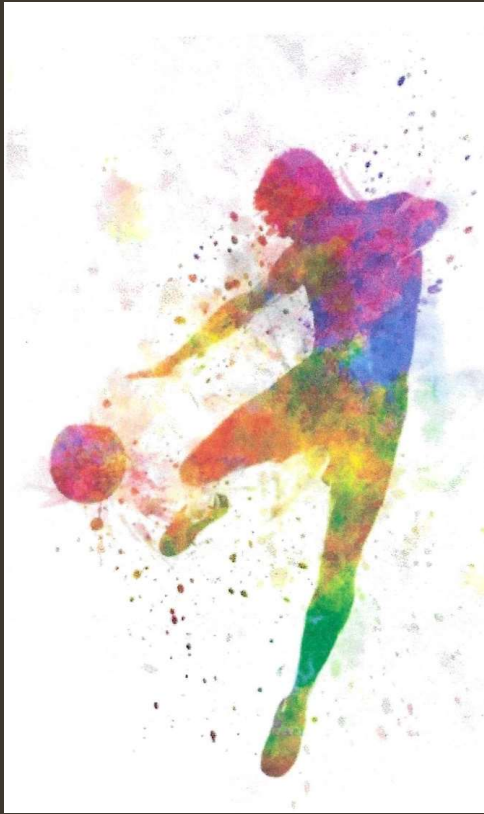
- ❖ **Hotel, 4 story, mid luxury (3*) original destination design, 2-foot square multi-colored ceramic tile veneer with 250 original concept and themed rooms all handicapped accessible. One original concept signature restaurant seating 60. A coffee shop/game room, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 275 with banquet/breakfast, room service kitchen.**
- ❖ **Youth sports theme with different sport themes on each floor.**



Hotel ceramic tile façade concept



Lobby registration desk with handicapped section face in red sides in blue



Typical room and public space wallcovering murals



Champion's Club

Full-service restaurant featuring Italian and all-American cuisine



Full serve restaurant interior concept, featuring Italian cuisine



Restaurant staff attire, two tone red with yellow accents



Sport Champs Cafe

Coffee Shop, breakfast, snacks with All American Cuisine and arcade



Café coffee shop with arcade interior concept



Restaurant staff attire, two tone yellow with blue accents



Champs Bikes

Complementary Bikes



Typical indoor tropical pool