

Hotel Concepts Portfolio 2024 Part Two

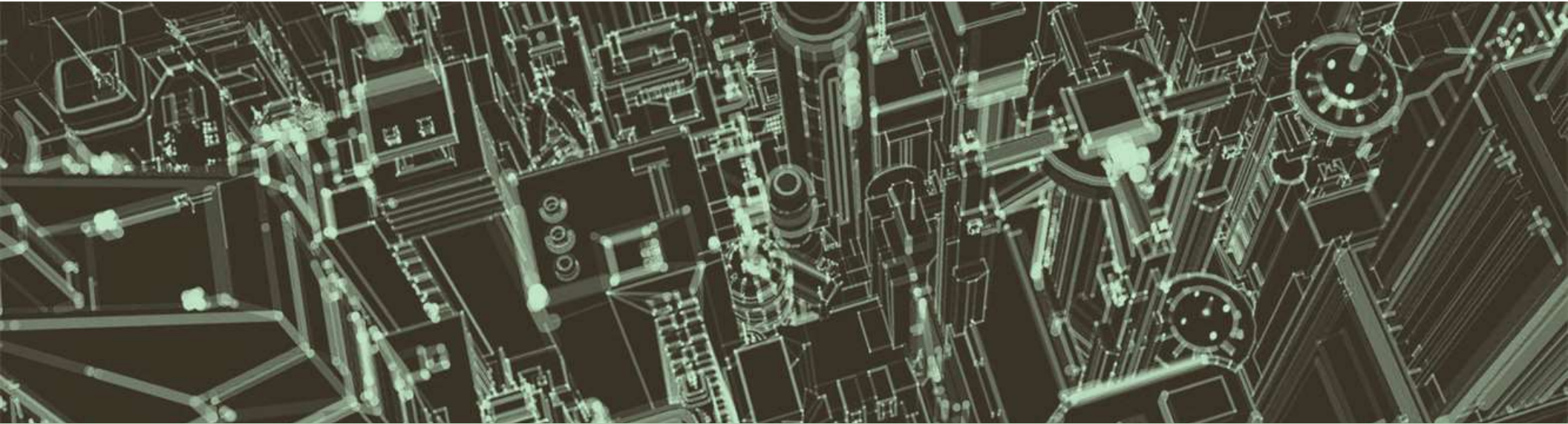
Harry Parkhurst, associate AIA



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 Inn of the Blue Lotus

Winter Springs, Florida





Hilton Blue Lotus Inn

Hilton Tempo (3*)

Hotel, 4 story original destination design, mid luxury (3*), 2-foot square predominately dark blue with some occasional lighter shades of blue, yellow, and red colored ceramic tile veneer with 125 original concept and themed rooms. An original Royal Thai cuisine signature restaurant seating 45. A Coffee shop/breakfast/arcade room seating 25, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 150 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. In addition is an 18-hole miniature golf course. Site is to be designed and permitted for an additional 150 rooms.

Thailand theme with different country and temple images for each floor.



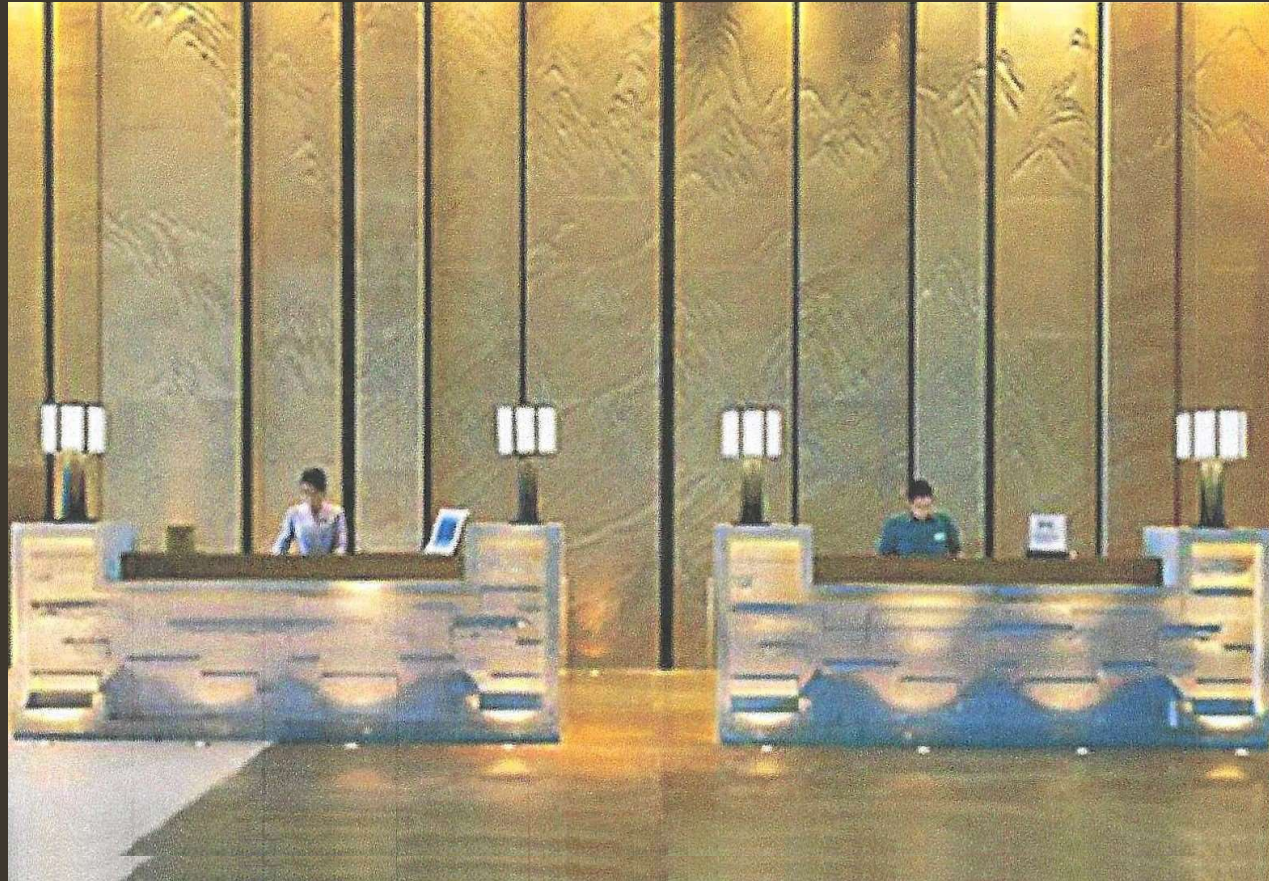
Hotel exterior concept



shutterstock

IMAGE ID: 359969528
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Bronze elephants flanking entrance doors to hotel



Lobby registration desk concept



Hotel lobby concept



Golden Temple Room

Banquet hall for 150



Banquet Hall concept



Typical room and public space wallcovering murals



Royal Lotus Blossom

Full service Royal Thai cuisine restaurant



Interior concept Royal Lotus restaurant



Typical Staff uniforms in a green, a red, or a yellow main color



Peaceful Moon Cafe

Coffee shop, breakfast, snacks and games arcade



Interior image concept



Typical Staff uniforms in a green, a red, or a yellow main color



Typical indoor tropical pool

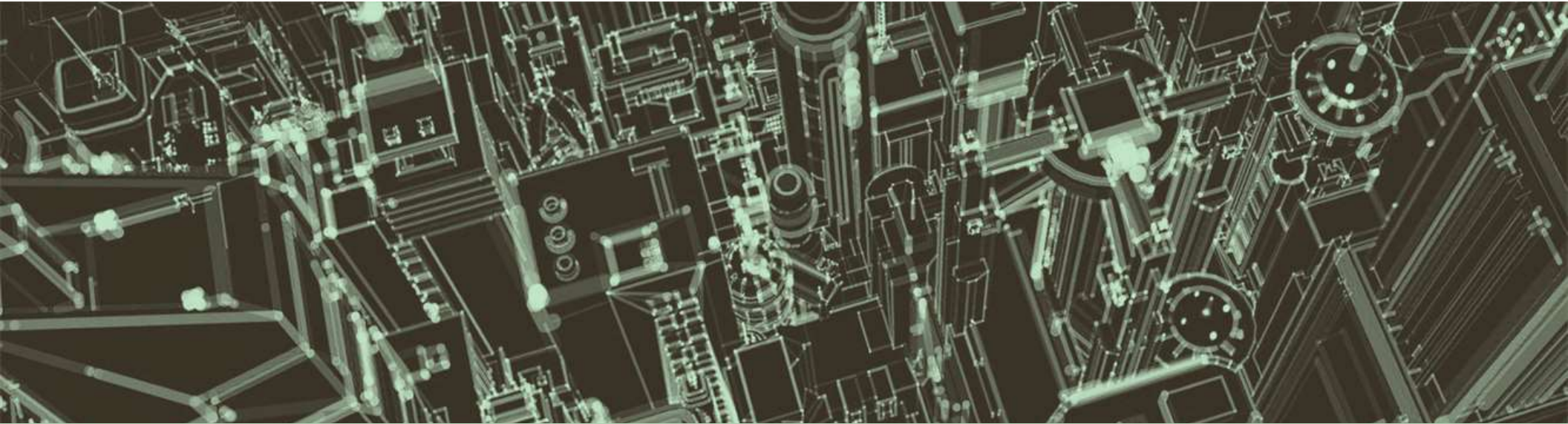


Lotus Fields Golf

18-hole themed miniature golf

Royal Elephant
*Bicycles*

Complementary bicycles



Green Parrot Hilton Inn

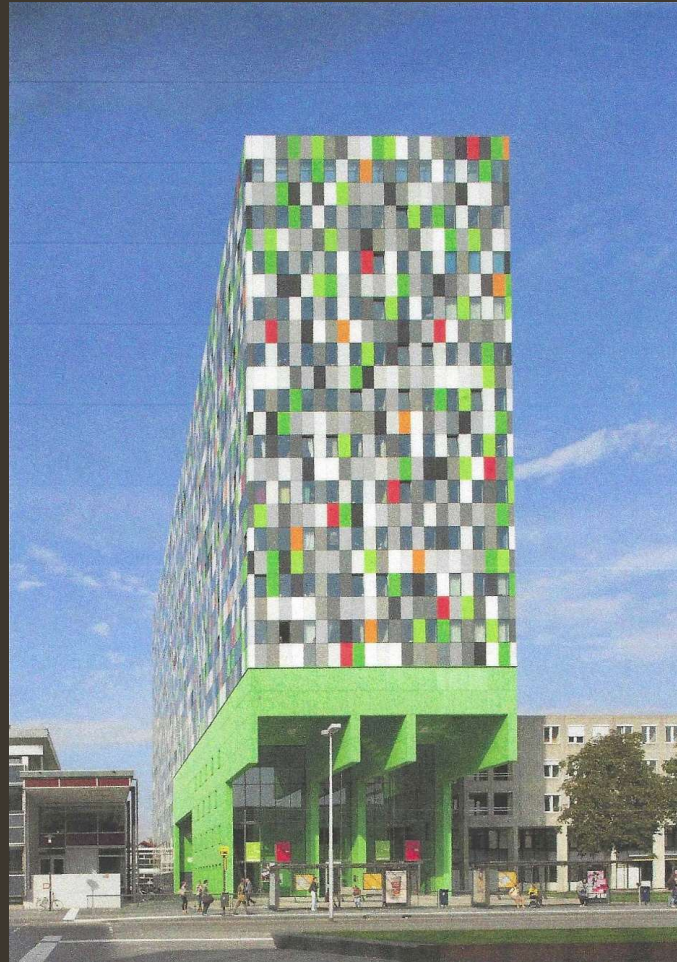
Oviedo, Florida





Green Parrot Hilton Inn

- ❖ **Hilton Tempo or Canopy**
- ❖ **Hotel, 4 story original destination design, mid luxury (4*), 2-foot square colored ceramic tile veneer predominately shades of green with white highlights. 125 original concept and themed rooms. An original “Buccaneer” cuisine signature restaurant seating 45. A coffee shop/breakfast/game room, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 150 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. And an 18-hole miniature golf course.**
- ❖ **Pirate theme with different sailing ship and buccaneer images for each floor.**



Hotel ceramic tile façade exterior concept



Lobby hanging lanterns electrified

Hotel lobby registration desks finished as rustic wooden wine barrels



Lobby hanging lanterns electrified

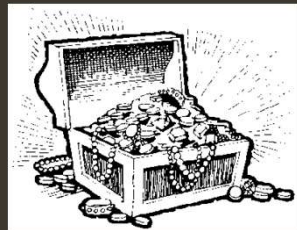


Wallcovering murals for rooms and public spaces



Hotel lobby ship interior concept

Treasure Chest



Banquet

Hotel banquet room for 150 dividable





Rusty Cutlass Pub

Full serve restaurant of hearty grub and spirits



Pirate staff attire

Nasty



Parrot Cafe

Coffee shop, breakfast, snacks and gaming arcade

Seven Seas

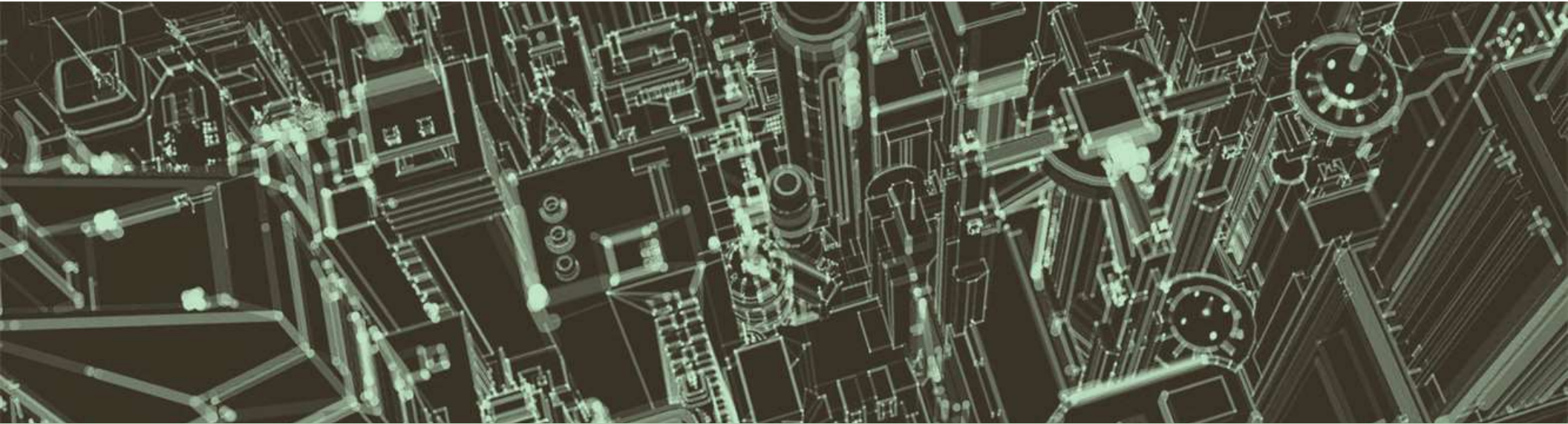


Pirate Golf

18-hole pirate themed miniature golf



Typical indoor tropical pool



Hilton Carnevale

Lake Mary, Florida



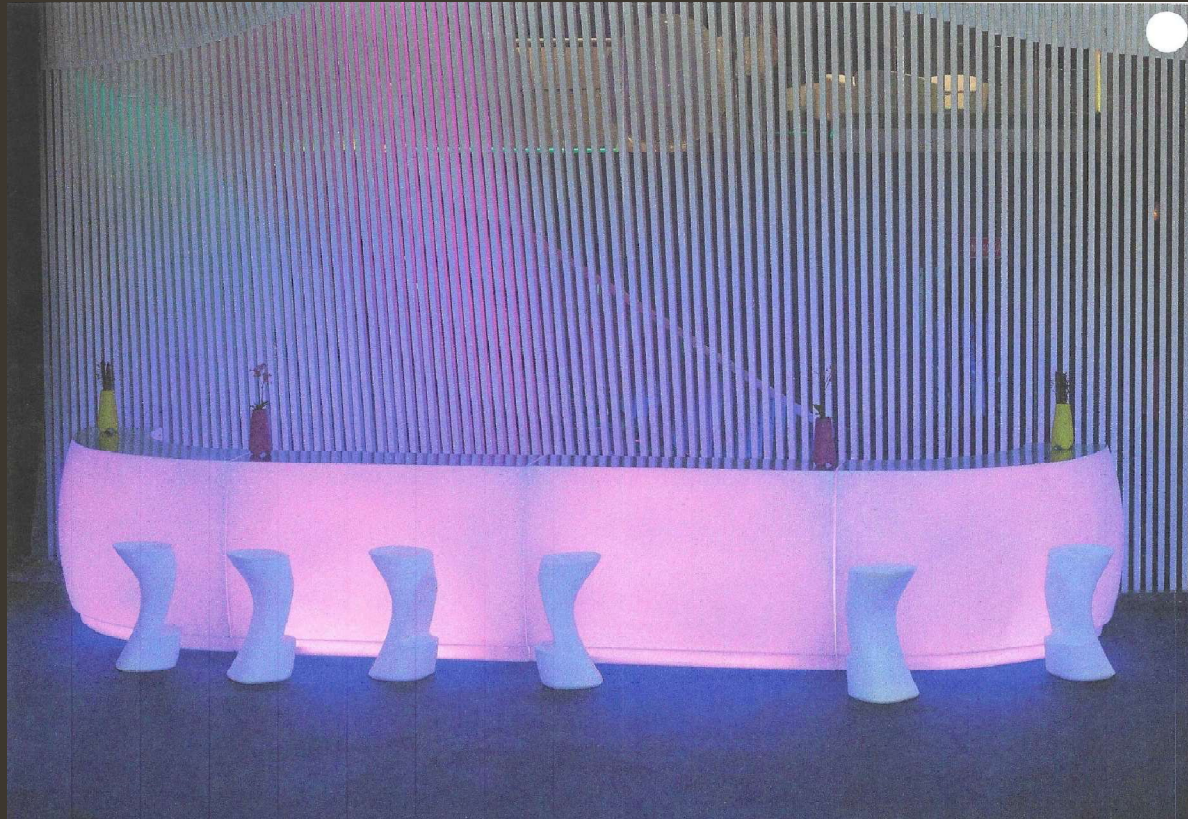


Hilton Carnevale

- ❖ Tempo or Canopy
- ❖ **Hotel, 5-story original destination, mid luxury (3*) with 150 original concept and themed all handicapped accessible 2 room suites. The exterior is 2-foot square ceramic tiles in multicolored pattern. Signature All American surf and turf cuisine restaurant seating 60. A coffee shop/breakfast/game room seating 30, indoor pool, snack store, exercise room, 2 meeting rooms for 35-40, and one divided ballroom for 250, with kitchen for banquet/breakfast and room service. 1 site under consideration, 4.5 to 5 acres.**
- ❖ **Hotel theme Venice Masquerade interior and exterior. Each floor has a distinctive signature theme and color for that floor.**



Hotel façade concept with 2-foot square ceramic tiles



Hotel lobby registration desk with handicapped accessibility



Masquerade



Hall

Dividable banquet hall for 250



Banquet hall interior concept



Typical wallcovering murals for rooms and public areas

Bistro



Full serve restaurant all American surf and turf cuisine



Bistro restaurant interior concept



Restaurant staff attire concepts

Jester



Café

Coffee shop, breakfast, American cuisine with gaming arcade



Café interior concept with Carnevale theme



Café staff attire concepts



Carnevale



Adventure Golf

18-hole miniature golf

Le Imagine

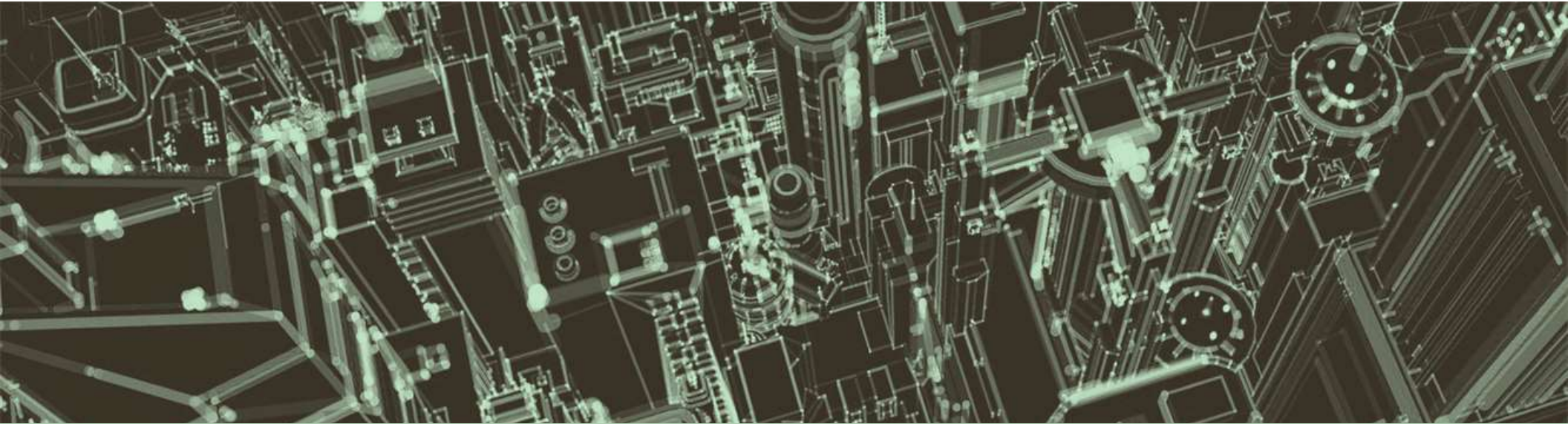


Bicicletta

Complementary bicycle rentals



Typical indoor tropical pool



Hilton Debarry Inn

Debarry, Florida





Hilton Debarry Inn

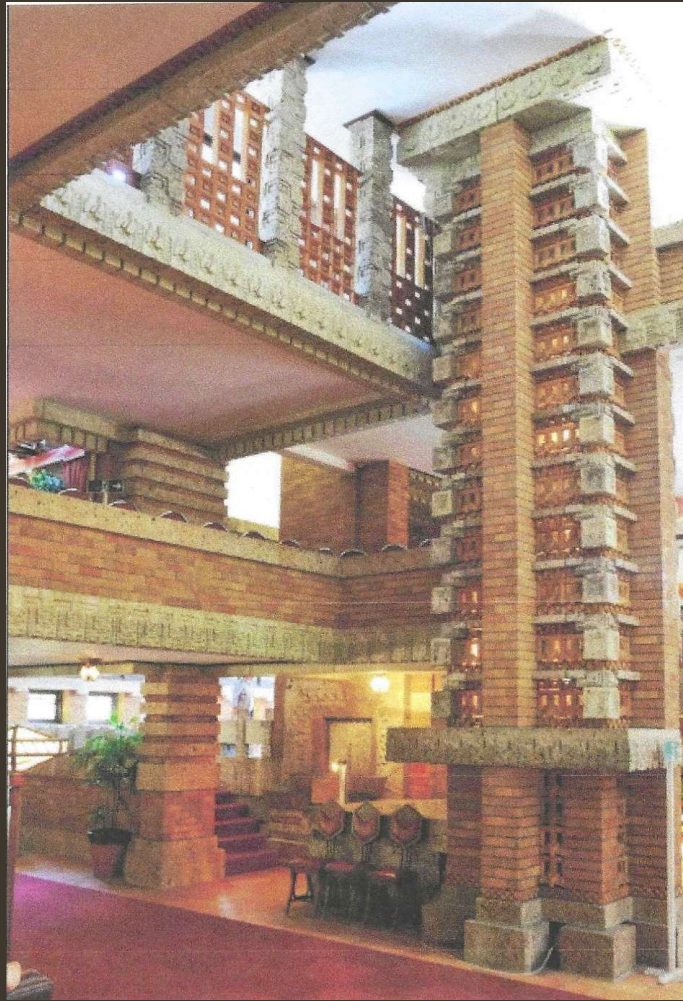
Hilton Canopy

The hotel is red brick veneer with gray concrete accents, original destination mid-luxury hotel (3*) with 150 original concept and themed rooms. signature Japanese vegetarian restaurant, 45-60 seating. A 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 on site.

The theme throughout is Oriental and ancient sailing ships. Each floor has a distinctive signature theme and colorway for that floor.



Exterior concept red brick and grey granite trim facia façade



Interior concept red brick and grey granite trim facia



Room interior concept

Hall of Serene



Peace

Dividable banquet Hall for 250



Banquet room interior concept



Typical wallcovering mural for rooms and public places



Typical wallcovering mural for rooms and public places



Typical wallcovering mural for rooms and public places

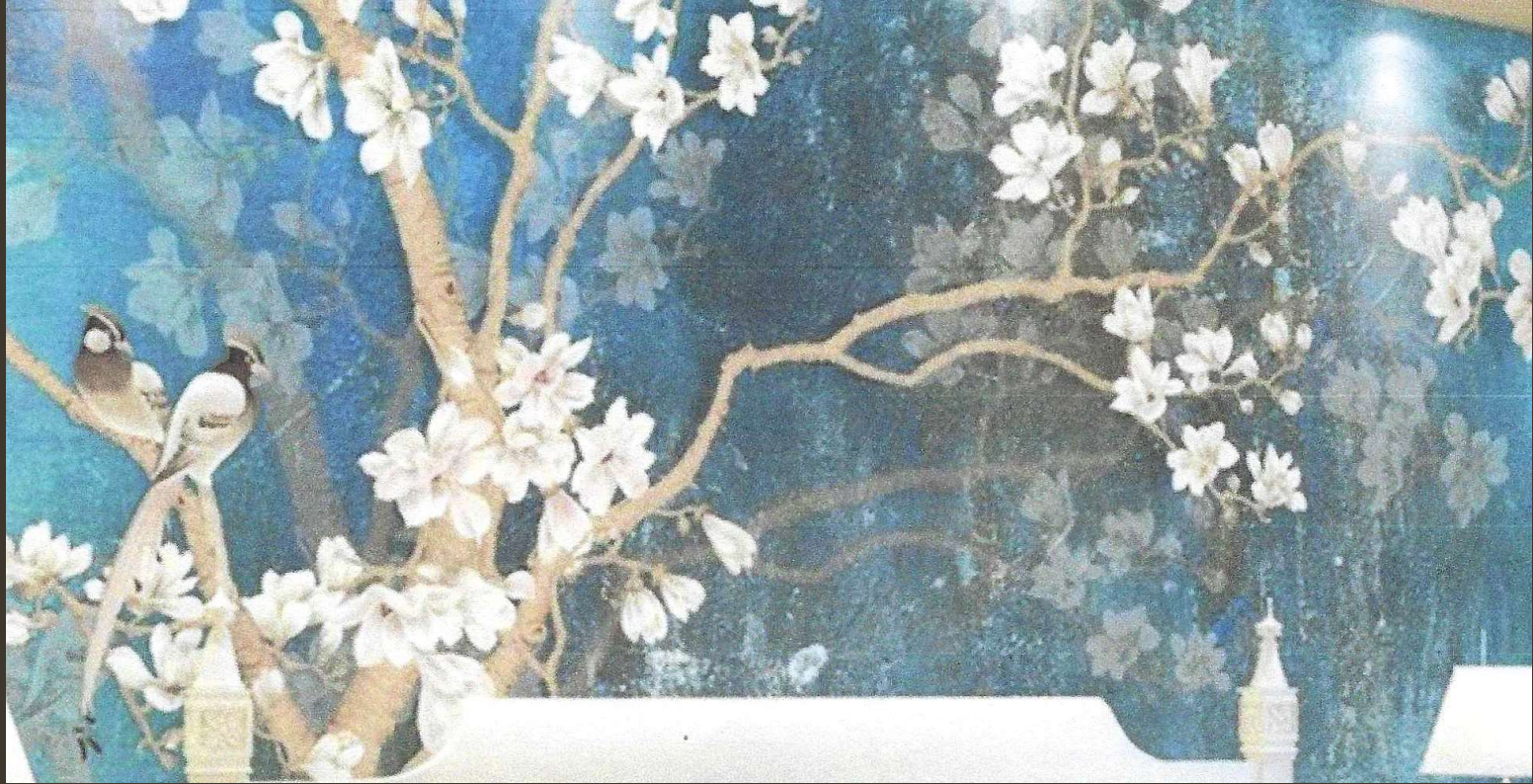
Golden  *Lotus*

Shojin ryori

Full service Japanese vegetarian restaurant



Japanese vegetarian restaurant interior concept





Typical serving staff red top apparel

Cherry Blossom
Cafe



Coffee shop, breakfast, snacks American cuisine with gaming arcade



Café interior concept



Café interior concept





Typical serving staff apparel yellow top



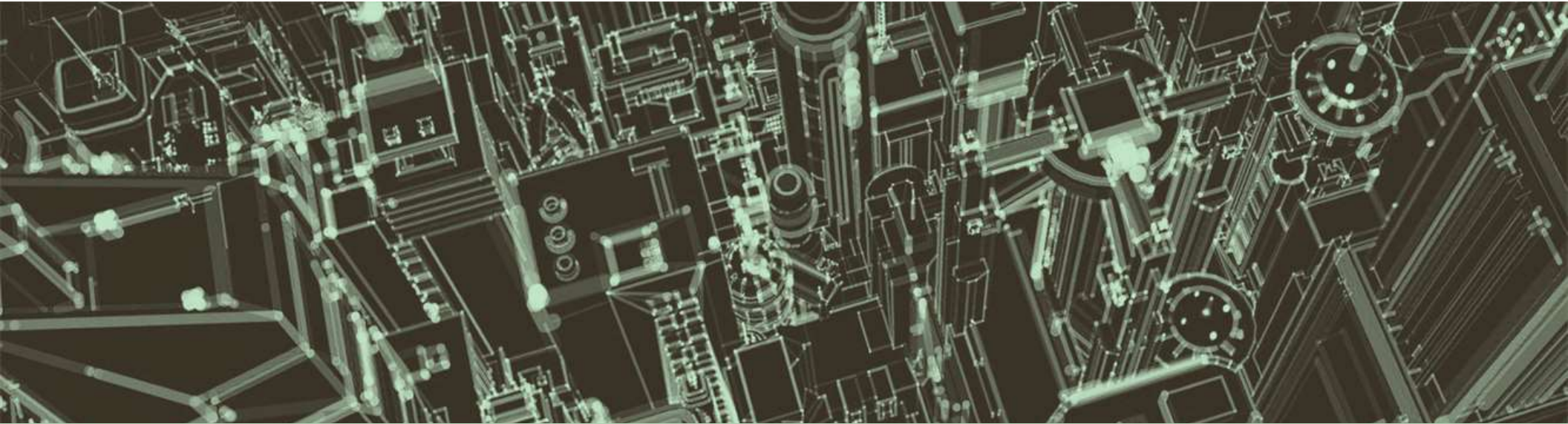
Typical indoor tropical pool

Samurai



Golf

18-hole miniature golf



Starflight Hilton

Sanford, Florida Airport Terminal



STARFLIGHT

Hilton

Tempo

The hotel is a 4 story plus rooftop lounge, original destination, mid luxury (3*) with 150 original and themed all handicapped rooms. The ground floor would have 2 room suites all handicapped accessible. The exterior is covered in 2-foot square ceramic tiles in a blue/white multicolored pattern. The roof top lounge and bar have inside seating for 45 with an additional 8 at the bar and outdoor seating for 35. A signature themed all American surf and turf cuisine restaurant seating 45. A café coffee shop for breakfast and snacks seating 35 as well as having various arcade games. There would be an indoor pool, snack and sundry store, exercise room, 2 meeting rooms for 35 to 45 and one dividable banquet space for 125 with banquet, breakfast, and room service kitchen.

Hotel theme is earth space station, and each floor has a distinctive signature variation and color to the theme.



Hotel building concept “in flight”



Lobby registration desk concept



Typical small meeting room



Typical hotel room concept in three different colorways



Typical hotel staff uniforms with red accent



The Star Captain

Full serve all American surf and turf cuisine with galactic twist



Full serve restaurant interior concept



Typical restaurant staff uniforms in red and blue accent

Celestial



Stars Bistro and Lounge

Rooftop lounge with galactic style all American snacks



Rooftop lounge interior concept

NEBULAR



CAFE

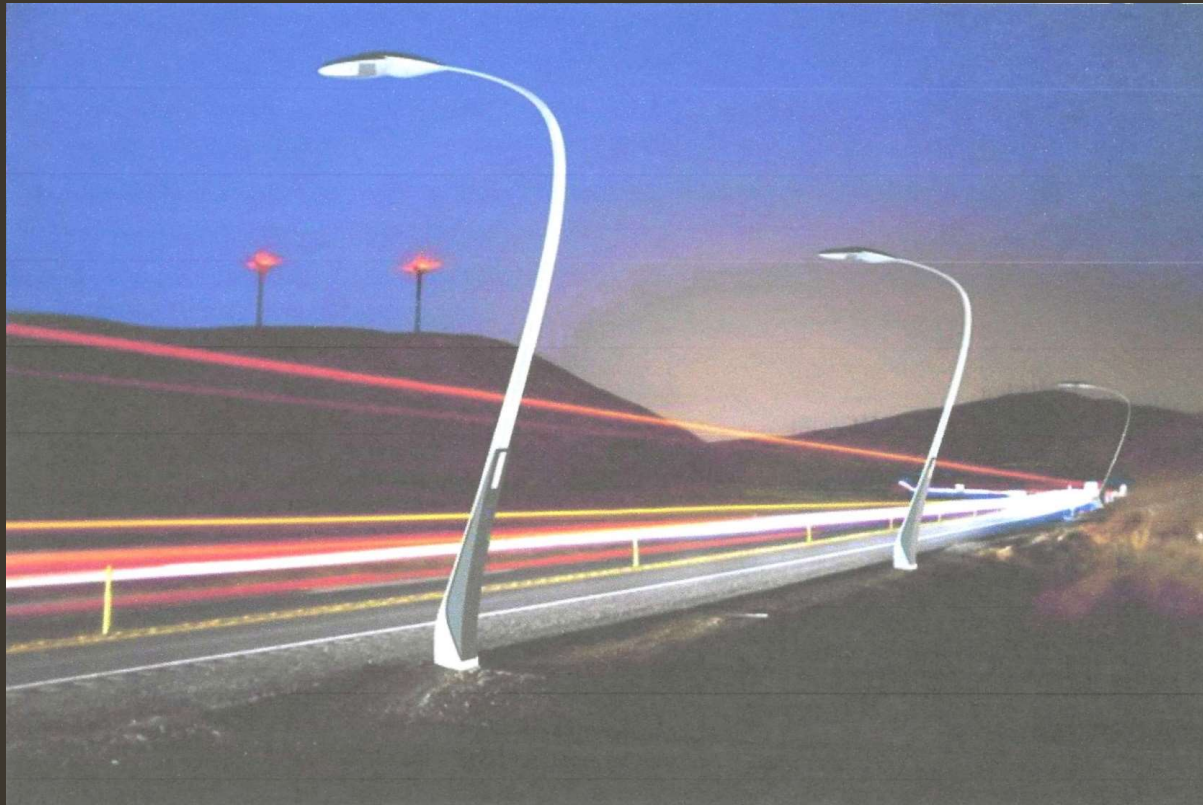
Coffee shop, breakfast, snacks American cuisine with gaming arcade



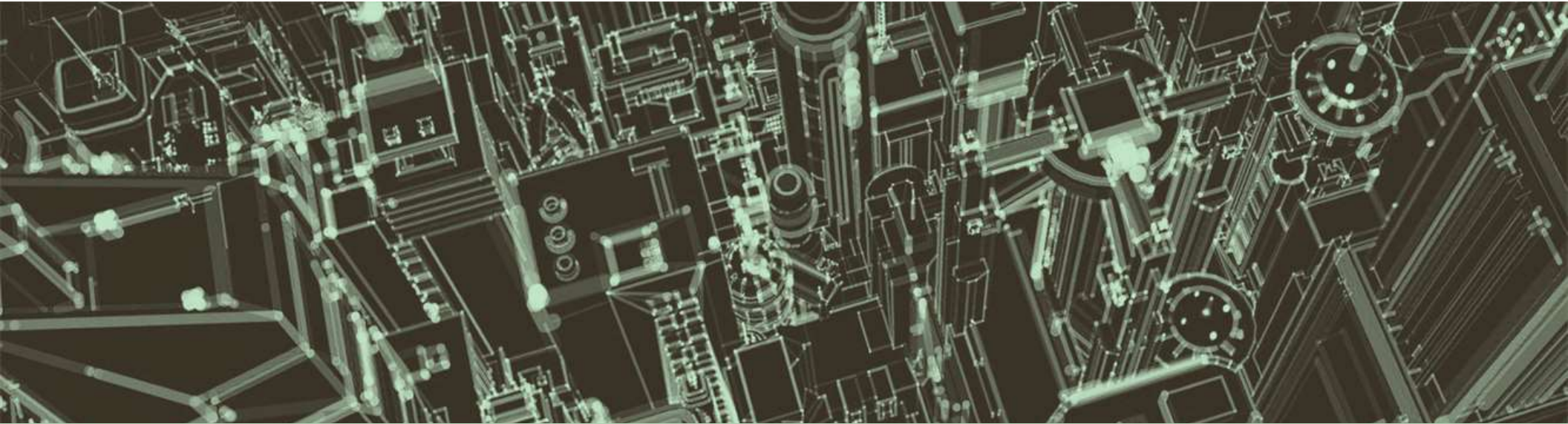
Café interior concept



Typical restaurant staff uniforms in blue and yellow accent



Typical site lighting concept



All Stars Sports Hilton

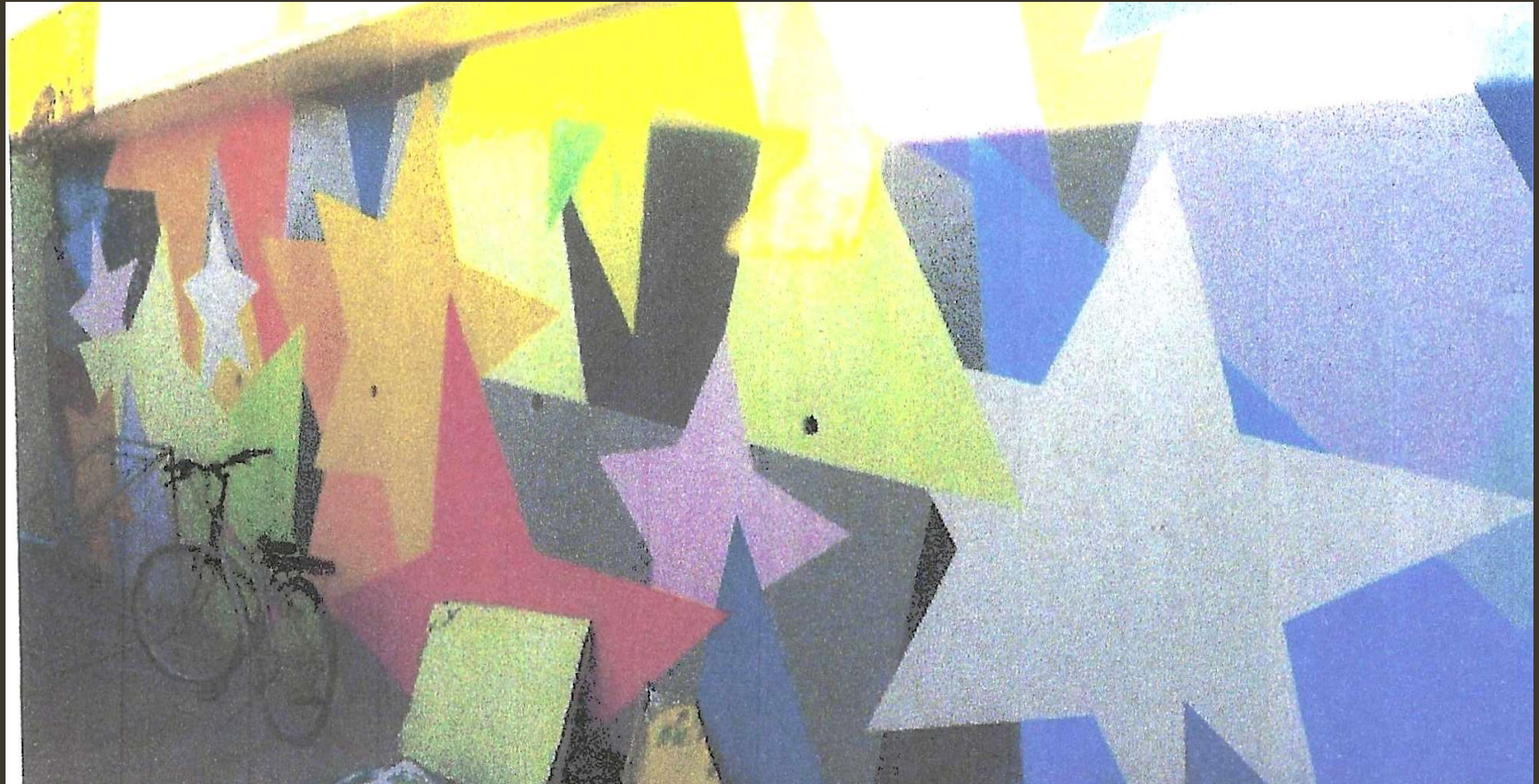
Sanford, Florida Sports Complex



ALL STARS SPORTS HILTON



- ❖ Tempo
- ❖ **Hotel, 5-story original destination, mid luxury (3*) with 300 original concept and themed handicapped accessible 2 room suites. The exterior is 2-foot square ceramic tiles in multicolored pattern. Signature all American surf and turf cuisine restaurant seating 60. Signature, all American Italian cuisine restaurant seating 60 A coffee shop/breakfast/game room, indoor pool, snack store, exercise room, 4 meeting rooms for 35-40, and one divided ballroom for 375, with kitchen for banquet/breakfast and room service. An 18-hole miniature golf course is included.**
- ❖ **Hotel theme multiple sports interiors and exterior. Each floor has a distinctive signature sport theme and color for that floor.**



Exterior façade is 2-foot square ceramic tiles



Registration lobby sports themed desk concept



Superstar Hall

Dividable banquet hall for 350



Dividable banquet hall for 350 interior concept



Wallcovering murals for banquet hall

CHAMPIONS



RESTAURANT

Full serve restaurant all American surf and turf cuisine



Restaurant sports theme concept

Sport  *Stars*
Restaurante

Full serve restaurant Italian pizza, spaghetti etc. cuisine



Restaurant interior concept



Sporty's Cafe

Coffee shop, breakfast, snacks and gaming arcade



Café interior concept with games



Typical indoor tropical pool



Challengers Mini Golf



18-hole sport themed miniature golf