



SAMPLE

Alternaty Design Brief Sample



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Highly Commended - Best Property Consultancy
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Property Description

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Design Brief
Location & Accessibility

- The site is located on the main road Le H center.
- The distance to the site from [] is approx
- Most visitors arrive to the City by road vi thanks to the new opened route express
- An alternate mode of access is via speed the least time consuming transport mod



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Design Brief
Project Overview

- The 4,959 sm development ("the H
- The site is opposite to the newly op temporary football field to the We as Imperial Hotel, Pullman Hotel, D
- The typography of the hotel is des and no existing building.




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Design Brief
Visibility



North Portion Facing to the East



Subject Site Gate



Panoramic View from the Site's Gate (from North portion)

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Phasing & Area Program



Design Brief
Area Program
Hotel G

Rooms
Average Bay/Modules Size
Standard Room
Standard Corner Suites
Disabled Rooms
Subtotal of Rooms

Circulation and Corridors
Support Areas
Total Rooms GFA

- Total rooms is 202, which re but also be able to preserve
- The majority of key count ar
 - Standard rooms are
 - Standard Corner Sui
 - Disabled Rooms are
- The total NFA of guest room

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Design Brief
Area Program
Summary

Development Parameters

Hotel Component
Food & Beverage Facilities
Function Facilities
Fitness Facilities
Other Public Areas
Back of House Above Ground
Back of House Below Ground
Total
Above Ground
Below Ground

- For the purpose of this study, we have alloc
 - Hotel Guestrooms GFA is 7,617 sm.
 - Public area & facilities: 1,620 sm, inc
 - Back of house (partly underground) housekeeping, employee facilities a
- Rooms efficiency is 71.9% of total GFA, give
- The efficiency ratio (% GFA) of other areas is similar to other projects at same proposed positioning. We only allocate 4.7% total GFA for F&B options, considering the location and the various choices of surrounding F&B.
- We have allowed 2 basements for the car parking, underground BOH and M&E, for a total of 2,031 sqm.

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Design Brief
Phasing

Development Phasing			2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Phase 1 Hotel Tower	Units	GFA										
Hotel Component	202	10,593		////	////	////	////	////	////	////	////	////

- The hotel component will be constructed in second half of 2016. The construction period is 30 months.
- This 202 room hotel will be completed and put into operate in 2019.

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Alternaty Design Brief Sample Visual Example

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Design Brief
Proposed Facilities Allocation
Ground Floor

- VISUAL EXAMPLES




Holiday Inn Expr

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Facilities Allocation
Proposed Facilities Alloc
Floor 1

- VISUAL EXAMPLES



Multi Function – Aloft Bangkok


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Facilities Allocation
Proposed Facilities Allocation
Floor 2- 11

- VISUAL EXAMPLES



Suite Room - Four Points Bangkok



Bedroom – Aloft Bangkok

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