THE VINOY PARK HOTEL
An Architectural Thesis
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Special Thanks to-

Howard Audibert and Associates for patient instruction and "the" plans for the Vinoy Park Hotel.
The people I have known in the last five years who have lended their smiles, music and dancing feet. It is from our peers that we learn much, my thanks.
I Introduction to the Project

My first glimpse of the Vinoy Park Hotel came in 1975. Our family had just moved to St. Petersburg and we were out familiarizing ourselves with our new surroundings. There it was, on the end of the boulevard, looking disgruntled and vaguely disquieting. An explanation of the hotel ensued. My father explained; it had been recently abandoned, there had been a move to tear it down. "Tear it down?", I remember saying, "Why, somebody should fix it back up, it could be beautiful." Out of the mouths of babes...

Over my architectural internship, thesis plans solidified. I would take the Vinoy as my project. This decision, which, by the way, came about from looking out the window of a rather mediocre bar at the Pier complex. None-the-less, a decision had been made. I sipped my gin and tonic, and pondered our fate as the sun set through broken windows.

The Vinoy offered several opportunities. The downtown area (of which the Vinoy is a part) has undergone major revitalization, and I believe the Vinoy could and should be a part of this. It is a large facility and makes an impact on most visitors. The impact should not be a negative one, as it had been for several years. The hotel offered potential places for people to gather, and to bring more people back into the downtown areas. This, of course, also happened to be a goal of the city's revitalization project.

The project has taken on several levels in its development.
What began as a "hotel project" has transformed itself into something more broad. The Complex, as it became, contained the hotel, a clubhouse for the locals and guests, recreation area, a dock and boat house, beach, nightclub, and restaurant. In order to facilitate my learning process I chose to approach the project from 4 areas. The first area is the site, in its final form the project outlines the use of the site, the placement of the buildings and schematic level development of each of the buildings. The second area covered was the hotel itself. This was left at a more schematic level. Areas and schematic floor plans were developed. These plans outlined functional as well as specific spaces within the building. Typical guestrooms plans were developed, including standard, deluxe rooms, suites, 2 level suites and the presidential suite. The facade of the hotel was restored, as were the architecturally significant spaces within the hotel. (ie, the lobby and formal dining room)

Leaving the site and hotel at schematic levels, I provided myself time for a more indepth design of 2 other facilities within the complex. The nightclub, the third area of study, is a retrofit and is contained within the walls of the hotel proper, in the basement. During the heyday of the hotel this area was used for "colored restrooms, washrooms and showers", as it is marked on the original (1925) plans. The fourth and final area of study in this thesis was the restaurant. The restaurant is apart from the hotel (and land, actually) and is therefore totally new construction.
In designing the restaurant and nightclub, I approached very fundamental as well as very conceptual issues. The generating concept behind the restaurant is the 10' x 10' bay which is generously ideal for dining. Also important and essential to this concept is the issue of privacy in dining. The level changes reinforce the feeling of privacy while allowing for better viewing and lighting. The 27° slice of the kitchen occurs as the result of the "collision" of the hotel and pier concepts. (steel vs. stucco, light vs. solid and angular vs. geometrical-gridded)

The nightclub investigates the issue of architectural fantasy, and how it influences lighting, entry approach and interior elements of design. A nightclub is a place of and for fantasy. The reality and problems of the "real world" are dropped behind, and an individual can become anyone. The mask's in place, the lighting dim, the mood faintly erotic-romantic, the play commences. Again, I sip my gin and tonic. The 27° angle is present in this design as well, again relating to the form of the hotel. The slice brings the patron down the stairs and onto the "stage" where the act of entry truly is an "act." All eyes are on the stage, the grand entrance is made. The angle slices further into the nightclub where the lighting is powerful or soft and the imagery is that of the fantasy. The fantasy is in the materials (marbles, neon, water) color and textures, as well as within the patrons themselves.

My approach to this project has made it possible for me to experience a variety of aspects and levels of design. The
thesis contains schematics to specifics. The lesson of discovering when to stop and how to budget time on a project of this scope is an important one to learn. The process has been a productive one, as I believe the final product shows.

In retrospect, the Vinoy has come along way since that day in 1975, even since internship. I still drink gin and tonics, but I've discovered a strange attachment to Whiskey Sours. The thesis has been a growing process, and the design of the Hotel Complex has been enlightening, exciting, frustrating but surely one of the strongest learning experiences of my college career. "Another whiskey sour, please."
II Program for the Vinoy Park Hotel Complex

II Program - Hotel

Entry drop off of guest luggage - This includes busses, cars and other vehicles. Should offer protection from the environment (rain, hail, etc.). Luggage that would enter in large quantities might deserve a separate entry for ease of distribution and lack of congestion in the lobby. Carport, valet, bell boys, baggage, handling-stations for these functions; 18' wide drive. Valet station near elevators.

Lobby - Orientation, assimilation, stimulation of senses, relay the notions of design and what the hotel offers, meeting space. Restrained elegance, an air of easy grace, welcoming but not ostentatious. Open, multi leveled, greenery, natural and subtle artificial light, large space.

Front desk and operations - Cashier, keys, mail, information, communications (both inside and outside the hotel), registration, reservation messages and brochures-travel information (sights, activities). Should have the capability to expand to deal with mass arrivals (tours and conferences) and check outs. "Signing" in idea-guest book. Should give the appearance of ease and of efficient service. Guest should be at eye level with the staff. Lighting should be such that it is easy to read without being harsh or casting deep shadows. Keys and message boxes should be visable to guests.

Emergency phones - Located at elevators and escalators, elevator motor house, engineering plant rooms, kitchen, severy,
restaurant, bar, pantries, stores, radio and television room, and at every 3rd/4th landing of emergency fire stairways.

**T.V. and radio**- Lease a master antenna.

**Clock system**- Synchronoous system may be part of security system.

**Reservations**- Located directly behind or adjacent to the registration desk to provide a back up service to the front desk and to accomodate reservation equipment-terminals, mail sorting racks, reservation files and cabinets, stationary, storage, secretarial and typing services.

**Administration**- Office space for the front desk manager, head cashier, accounting room, record files. Much space may be saved by the use of a computer linked to both teletypewriter and print out machines, the latter is used for printing out accounts. These spaces are to be located within the basement to open lobby space.

**Supporting staff rooms**- Rooms should be provided for the staff to relax, eat, or if necessary, to change clothes. Lockers should be provided for all personnel. Restroom facilities should also be provided for the staff. Generally, in a convention or luxury hotel there is usually 1-2 staff per room (250 rooms is approximately 350 staff members).

**Cloak rooms**- Near the convention spaces, ballrooms, banquet rooms, restaurants, nightclubs and bars.

**Storage**- the need for storage facilities will be most pronounced in the kitchen areas (for food etc.), laundry (toiletries supplies), and maintenance areas (cleaning, insect and
rodent control, garbage, equipment, emergency power generation).

**Baggage handling**—There are two routes baggage takes as it enters the hotel—the route of the guest and a separate entry for mass arrivals or valet service. The separate path should take the bags near or past the front desk and porter's station. There should be a holding area for the bags for mass arrivals, delays, and longer term storage. The baggage holding area should have communication with the garage, and the front desk. Generally the facilities for the fire alarm, the control panels for the building are located in this area.

Wide doors, hard, smooth walls and floors and low storage racks are required in this area. Usually used by long term guests, or when there is a delay in arrival or departure.

**Other facilities near or adjacent to the lobby**—Telephones, P.A. system, T.V. monitors, protection systems, clocks and calendars, news teleprinters, tour, airline and car-rental agencies, shops, lounge and waiting areas, internal landscaping, restrooms and cloakrooms.

**Cashier at front desk area**—Serves as a base for money exchange. Credit card machines are located here. Cashier should be visible from the elevators and staircases. Should be able to accommodate peak demands at certain times of the day.

**Communications**—Central switchboard should be near to, or at the desk. PABX or PBX system. The guest lines should have freedom to call interhotel or outside. The outside calls should be metered by the operator and charged to the guest's
The operators station should be extendable, cordless console. Telex system also.

**Public telephones**-Location, main lobby, ballroom or function room foyer, recreation 1 areas - if used by the public; employee restroom and/or cafeteria areas.

**Laundry area**-There are 3 basic ways to take care of laundry: 1) contract with an outside firm, 2) centralized services for the area, operated by the hotel, and 3) self operated laundry within the premises (for guests). Generally a self operated laundry provides the greatest economy. A typical quantity of laundry for a high class hotel is about 13 lbs. per room. This includes food services, staff uniforms and valet services for the guests. Efficient drainage is required, with waste connections direct to washing and hydroextracter equipment and provision for floor drainage. Ventilation rates should provide at least 12 and preferably 15-20 air changes per hour. Lighting should be at least 15 lumen/ft² with uniform distribution. An area of .75 m² for each guestroom is typical.

**Workshops**-Storage is required for furniture under repair, and for addition items (cribs, cots, baby chairs, T.V. sets) the amount of space for a workshop and storage is generally 2-3 sq. ft./room.

**Electrical**-Electric mains supplies to the premises are generally 3 phase AC with a cycle frequency of 50 or 60 Hz. Mains supplies to new hotels and other developments of substantial size are often conditional on the provision of a mains
transformer which may be externally (in a fenced off part of the site) or internally (in a transformer room or vault in the building). The minimum capacity of the primary transformer should be 15% of peak load requirements.

Emergency power systems must comply with local fire safety codes and regulations and the extent of reserve power installed will depend on the reliability of the local power supply. The total output of the generator is usually about 30% of the normal maximum demand in a large hotel covering the following services:

**Lighting**—All exit signs, 50% of stairways and 20% of corridor lighting, 10-20% of lighting in public areas, telephones, fire alarms and warning devices, fire fighting apparatus (pumps compressors etc.), all sewage pumps and water pumps where necessary to maintain hot and cold water supplies and partial heating or cooling, passenger elevator, partial services to kitchens, food refrigerators and cold rooms. (table)

**Noise insulation**—Requirements for noise insulation are critical between kitchens and restaurants, serving areas and banquet rooms, work areas, public toilets and corridors, public rooms and guest rooms and guest room to guest room.

**Fire safety**—Separation of building into separate areas of high fire risk from other parts of the building in which fire is liable to cause particular hazards. Fire protection should include "structural protection," including building elements and components and limitations on the use of combustible materials/finishes. "Active protection" covers the means of
automatically detecting fire or smoke, warnings and fire fighting equipment of various kinds. "Means of escape" for the occupants in the event of fire concerns travel distance to exits, protection of routes and evacuation from the building. National standards originates from the National Fire Protection Association (N.F.P.A.).

**Hotel Rooms**—Types to be provided:

One bed units—with both single or double beds.

Two bed units with two single beds or two double beds.

Both of these units should include beds, head boards or end boards, hanging, shelf and drawer space, (in the form of a wardrobe or closet and dresser—see table). Bedside table, luggage rack, writing desk, mirrors, and loose furniture (dresser, chair or stool, one easy chair per person, standard or table lamps, coffee table, waste basket, ash trays, radio, telephone and television).

**Suites**—Suites can be of several variaties. The most common sort is the opening of 2 connecting rooms. Two double rooms, connected by a door is opened, one room becomes the bedroom, the other the "living room." This is a more temporary arrangement as the living areas furniture can be removed and it can again function as a room.

Another type of suite is a more permanent type—One bedroom with a living room and kitchenette, two bedroom suites are also available, on one and two levels.

Finally, a penthouse suite might be considered as an ultimate luxury, it has 2 bedrooms, living area, study, dining area and kitchen.
- **Standard room**
  - 2 twin beds
  - desk
  - dresser, mirror
  - night stands
  - table & chairs
  - bath & closet.

- **Standard room (opt. 2)**
  - 2 twin beds
  - desk
  - dresser, mirror
  - night stand
  - table & chairs
  - bath & closet
  
  opt. 3 is a corner room

- **Deluxe room**
  - double bed instead of 2 twin.

- **Deluxe room (opt. 2)**
  
  
  Extra seating area
Suite
2 room "bay"
living area/dining area in first room, with a wet bar
bedroom as the standard bath and closet, however, it has more space and a double bed.

Relax Suite
2 levels

kitchen/dining
bed room
wet bar & closet
**Shops**—The hotel complex will house a small scale shopping facility. These will be specialty shops for the hotel guests and the community at large. The shops will sell souvenirs, resort wear, candies, tobacco products, newsstand and magazine stand and other facilities, which will be leased out to individual shopkeepers. People will come to this area to shop, browse, and kill time. It will be used as a gathering space. It is possible that entertainment can be brought in, i.e., bands, clowns, mimes and street artists to make the space more interesting as a "street scape."

The space will be leased/rented to the shopkeepers, who will be responsible for its upkeep. The spaces within the shops should be flexible and open to be used in a variety of ways.

Lighting will be an important element with each shop. Color, hue, and intensity will all be used to get the customer to be drawn into the store, and drawn deep into the shop.

An office space for keeping records and inventory work should be provided, so there should be some storage space for goods before they go on display.

Total square footage should be between 500-600 sq. ft. per store, including the storage and office space. Number of shops – twenty to twenty-five.

A drive should be provided for the delivery of goods to the shops. This can be one delivery area for all of the shops. Deliveries are to be timed and staggered so that there is no congestion in that area.
There should be some sort of vending/employee area for the shops. This employee area should have lockers, tables, chairs, vending machines, restrooms and small storage area.

Signs are to be provided by the merchants on the shop fronts.

**Security system**—within the hotel's system.

H.V.A.C. systems should be individually controlled within each shop.

**II Program - Clubhouse facility**

**Jacuzzi**—Contained next to the pool area. The jacuzzi operated through a motor-maintenance for this area should be provided with the pool maintenance.

**Dry sauna**—Adjacent to the pool area within clubhouse facility.

**Tennis courts**—2 - 4 courts - depending on room size, and available land. The courts should be well lit for night time play - timers on the lighting system are suggested.

**Driving range**—15 tee range grounds - keeping equipment located within the club house.

**Game room**—To be divided into 2 areas, a video arcade and a billiards and cards area. The game rooms should be in close proximity to the other recreational space, with the club house.

**Nursery service**—For watching small children while the parents are using the hotel's recreational facilities.

**Dance studio**—Aerobics, exercise classes.

**Swimming pool**—Should be near a refreshment area, as this is where the revenue for the pool facility is gained. These
refreshments may include a bar, a soda fountain, an ice cream shop and snack sales. There should be separate pools for children and adults. The childrens pool is usually a maximum of 1.0' deep, shallowing to the surface for paddling, is warmer and has a higher rate of recycling of the water. The adult pool is generally about 82x41 ft. at maximum to 30x15 ft. for smaller installations.

A paved drained area is required around the pool. For sunbathing this must be at least 15 ft. wide, and larger where bar and cafe service is provided. This area should be well lit with lamps mounted out of reach. Underwater lighting must be on a separate low voltage circuit.

Treatment plant, pumps, pipework and fittings must be accessible to maintenance and replacement. This maintenance area may also contain support facilities for other recreational activities. Nearby, should be storage for recreational equipment.

II Program - Nightclub

Nightclub and bar-The nightclub should provide the potential to luring more of the local residents to the hotel complex. This concept ties to the notion of assisting in the revitalization of the downtown area. Capacity should be approximately 300, with seating for 200, approximately 4000 sq. ft.

Spaces within the club should include a seating area, bar, stage, dance floor and functional spaces-storage, employee room, manager's office, and cloak room.

The seating areas should be of several types. 1) bar stool
2) intimate 2-4 people and 3) near the band/dance floor for 2-4-6 people. Light should be dim, individualized for each table and should add to the atmosphere of a nightclub setting.

Stage and dance floor—Lighting facilities for stage should be provided. This can be controlled via a master panel and the performer's technician. Variable lighting should be provided on the dance floor as well. The ventilation requirements for a nightclub are much greater, as there is a higher concentration of people who are sometimes more active than in the rest of the hotel. Smoke loads are also a problem.

A coat check area should also be provided for patrons. All spaces should functionally separate from the rest of the complex as the nightclub is a separate entity and is patronized by the community as well as the hotel guests. Its intended usage will make it impossible for it to work in conjunction with the hotel, it may even be advisable for the management to be separate.

Although the nightclub is separate from the hotel it will be physically a part of it so, should, designwise, carry some of the character of the hotel. Light should be dramatic, materials rich and refined.

II Program - Square footages

**Hotel**

*Front Desk (cashier, reservation, safety deposit boxes) 570 sq. ft.

*Telephone & Services (lobby location) 100 sq. ft.

*Offices (accounting, mail, managers, secretaries, computers, marketing, employee lounge and restrooms, 1,100 sq. ft.
*Baggage and storage (for luggage) 100 sq. ft.
*Cloak rooms (3) 75 sq. ft.
*Storage-Kitchens 1,100 sq. ft.
*Storage-General 1,500 sq. ft.
*Laundry (terry laundry, linens are to be sent out) 600 sq. ft.

*Workshops
*Guest rooms 200 sq. ft.-existing

Clubhouse
*Dance Studios 2 rooms @ 1,200 sq. ft. ea. 2,400 sq. ft.
*Game room 800 sq. ft.
*Locker rooms 2,000 sq. ft.
*Nursery 250 sq. ft.
*Snack bar 1,000 sq. ft.
*Offices 500 sq. ft.
*Storage 1,100 sq. ft.
*Saunas 320 sq. ft.

Nightclub
*Club
*Bars 350 sq. ft.
*Storage-short term 400 sq. ft.
*Storage-long term 1,000 sq. ft.

*Restrooms & Cloakrooms
   seating capacity maximum-500

Restaurant
*Seating area 4,800 sq. ft.
*Kitchen 1,600 sq. ft.
*Storage 500 sq. ft.
*Trash Dock 70 sq. ft.
*Employee Lounge 250 sq. ft.

Parking
*400 cars 137,000 sq. ft. (4 levels)

Boat house
*Lounge 500 sq. ft.
*Sales & Checkout 250 sq. ft.
*Offices 150 sq. ft.
*Restrooms 200 sq. ft.
*Vending/eating area 300 sq. ft.
*Storage 500 sq. ft.
*Covered work area 500 sq. ft.
*Repair 500 sq. ft.
*Slips for 80 boats
III Site Analysis

Downtown Analysis

Circulation throughout the downtown is based on a grid system of alternating one way streets. The city's downtown streets are named numerically, with avenues running east-west and streets north-south Central Avenue which bisects the downtown, is a two way street, and carries the majority of the vehicular traffic entering the C.B.D. from the west. Major north-south vehicular traffic occurs on 9th and 4th streets.

Day to day activities include banking, shopping, and service facilities. The banks are the downtown/headquarters for the city and area. Most of these by now are equipped with adjacent drive-up facilities. The majority of the banks are located within the area enclosed by 4th St. S. to 9th St. S. and Central Avenue to 5th Avenue S.

The shopping areas are scattered throughout the C.B.D. with several clusters located around Williams Park, (between 3rd Ave. N. - 1st Ave. S. and 4th St. N. - Beach Dr.) and across from AL Land Field and Bay front center. (enclosed by 2nd St. S. - 4th St. S. and 6th Ave. S. and Central). There is a large 20 story service-shopping complex at the intersection of Beach Dr. and 1st Ave. N.

Service related businesses can be found in nearly every section of the downtown area. For the most part they are related to the large banking buildings, where they have rented space.
People

St. Petersburg has long been noted as a prime retirement spot. Hence, the largest part of the population has been retirees. This is changing quickly, more and more, younger people are moving into the area. The downtown and surrounding area is generally housing for older residents. South of the C.B.D. is an area with primarily older people (homes generally date at 1910-1920 upward as one moves south). Younger families are moving into these homes and renovating those that need it. Most of the homes are large, at least 3 bedrooms, slanted roof, using concrete block/stucco construction.

North of the C.B.D. is a residential area of quite large, older homes of the first affluent families of St. Petersburg. These people are not exclusively the retirees of the area, as younger families are moving in here as well.

Many old, small hotels (family run 10 rooms or less) and apartment complexes are operating along 4th and 5th Streets South. There are now primarily occupied by older, permanent residents.

Access

The hotel is sited in a location which will give the guests easy access to many transportation facilities. The Greyhound bus station is located in the block bounded by 4th - 5th Ave. S. and 5th - 6th Streets South. Also, the city bus system's central drop-exchange area is around Williams Park. This will provide guests with transportation to all other parts of the city. Both bus systems are within easy walking or taxi distance.
I-75, or an adjunct of it, comes right into the downtown area, providing easy entry for anyone arriving by car. Tampa International Airport is an easy 20 minute drive via I-75. The proximity to the interstate will be advantageous in the delivery of goods as well as simple for the guests.

**History**

The Vinoy Hotel was built by Aymer Vinoy Laughner during the Florida boom years of 1920's. The first season for the hotel was the fall and winter of 1925. An overnight success, the hotel brought a wealthy clientele to the suncoast from the north, and even a few from Europe. Mr. Laughner enjoyed a respected position with in the community and his hotel soon became the site of many important social occassions. (Debutante Balls, Christmas Celebrations etc.) The hotel continued with great success through the 20's. The depression years were rocky, but the Vinoy managed to show a profit and continue on. During World War II, Mr. Laughner donated his building to the war effort, for use as a barracks. This took quite a toll on the old building, as all the doors were removed, carpet torn out, fixtures and fittings removed and the building's condition generally deteriorated. After the war, Mr. Laughner regained possession and began to work on restoring the hotel. At first the hotel enjoyed its old success, but slowly the guest list began to get shorter. Although it was still used for many city social functions city wide, the northern clientele was slowly dieing off. European resorts became more popular with the younger wealthy generation. The sixties held no
promise for the hotel, it limped along until it was sold, in 1972 to a chain-hotel. The chain operated the hotel at extraordinary rates to attract guests. Example: in 1975 a "View Suite" with a living room, bedroom, and 2 baths went for $23.00 (day). The hotel closed its doors "forever" at the end of the 1975 season. It's been unoccupied since that time.

Condition of Existing Structure

The roof of the ballroom is a complete loss, very little remains. Most of the interior murals have deteriorated due to exposure to the elements, also the stucco moldings are mostly lost in this area.

In the hotel proper, the roof has given way in two locations. This is due to roof drains which clogged, allowing rain water to gather on the roof. The roof caved in, and the water rushed down a service core, at either end of the hotel center. The water broke through, into the second floor, causing damage to the wood and marble floors, the wall murals, the molding and detail work. The wrought iron railings remain in good condition.

There has been general damage by vandals - the removal of fixtures and furnishings - broken windows and damage to exterior fabric.

All of the plumbing, electric, gas, etc., service and fittings must be replaced.

Site Analysis

Landscape Character-Flat, sandy soil, clusters of trees - conifers - a tall "Pine" tree, Palm trees, Palmetto trees, Banyan trees (two on site; S.W. corner) must be preserved.
Site has rises and dips where the golf course was. Problem, two streets divide the site into three sections (unequal sections).

**Land forms**—Tampa Bay to the South and East. Straub Park to the South and Banyan trees on site.

**Land use**—Currently uninhabited. Ballroom to be demolished (tentatively).

**Weather**—Prevailing winds—Gulf stream, east. Average temperature range; minimum 97°F, minimum 91°F. Heavy rains, hurricane possibility, tropical storms, and daily (seasonal) rain fall.

**Noise**—Traffic from downtown at rush hours, but the majority of traffic should not be directly past the hotel; planes, small airport (Airforce base about 2 miles south).

**Highway 475**—Access approximately 2 miles away. Major streets run through the downtown; Central Avenue, 5th Avenue South, 4th Street, 1st Avenue (North and South) and 1st Street.

**Transportation**—Williams Park (1st Avenue N and 4th Street) is the central drop off and/or switching location for busses in St. Petersburg. Taxis are also in this area, around the C.B.D. and (in future) at the hotel.

**Neighborhood**—Straub Park, walking park with trees, paths and fountains. Adjacent to this are several blocks of shops and restaurants. W—Behind this is the C.B.D. (of which it is a part) small shops and apartments. There are a few 8-10 story apartment blocks. N—Low cost housing, "temporary" structures. Apartment Complex and North Shore Park (baseball
diamond) E - possible additional land for the hotel, Tampa Bay.

Services - No problem in providing adequate services, however the hotel will have to be totally reequipped regarding services.

Views - Tremendous view of Tampa Bay (sunrise), the harbour, the pier and the downtown (sunset). Hotel will be highly visible as one moves down (northward) Straub Park - it is the park's terminous.

Regional level - Florida's gulf coast depends heavily on its tourist trade. The area from Hudson (40 miles north of St. Petersburg) to St. Petersburg is primarily beach and tourist oriented. This line is broken by the inlet to Tampa Bay and continues down the Gulf side. There are several communities/townships extending north, these are basically unbroken and read as a unit when travelling along the beach. The Vinoy Park will be on the opposite side of St. Petersburg, on the bay. There are no Resort or Business hotels of any note nearby.

Major access to this area is via 2 routes. I-75 which runs through Tampa and St. Petersburg. This would be the route taken in by most tourists/business men and those coming from Tampa International Airport. (20 minute drive).

Major economic contributors - Tourism, Computer Software, Banking and Service Organizations.

Population - 1 million (regional)

Population - (St. Petersburg) 250,000
Community-Downtown area (C.B.D.) existing land use, banking, shopping, and offices.

Site and Environment

1) Physiography - basically flat, landscaped on the east (bay side) end where the golf course was, small rise and fall to the land.

2) Water - none on site. Tampa Bay is east and south of the site.

3) Soil - sand.

4) Vegetation - Palms, Royal Palms, Palmettos, Pines, Banyans and grass. "Shrubs" and flowering plants at one time - strolling gardens, screening views, framing views, etc.

5) Wild life (hopefully!) - birds, squirrels and raccoons.

6) Climate - yearly 40-100+; summer 80-100+, high humidity 80+, daily rainfall, tropical; winter 40-70, moderate high humidity, 40-60, little rain.
TAMPA  Elevation 19 Ft.

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Average Temperature: 81.8°F
Average Humidity: 66.3%
Average Precipitation: 10.5 inches
Average Snowfall: 0.1 inches
Average Sunshine: 7.0 hours
Average Wind Speed: 9.0 mph
IV Schematics

Site Level Schematics

In determining the placement of the buildings/functions on the site, a number of alternatives were examined (for each building). Each building/function was examined separately, a list of plusses and negatives developed, and weighed against the whole. The final, which appears later in this book, is a slight deviation from the final schematic shown here. The site was reevaluated throughout the design stages and changes made based on rethinking of a few issues. Basic concepts, however do remain through the process.

The placement of the hotel was, of course, fixed. Additions to the site were as follows: parking facilities, recreational areas, clubhouse, boathouse, beach facilities and restaurant.

In the final design a few changes have been made. The amusement area is not present, that area becomes the pool/water recreation area. The clubhouse moves south to the former location of the pool area, and the tennis courts move to the former location of the clubhouse. This is a simple counter clockwise rotation of these functions, bringing the water related activities closer to the water's edge. Additional items placed on the site are the refinement of the boardwalk and roadway creating spines of movement into the site and the gamble out beyond the 3 mile U.S. border. The 9 hole golf course has been reduced to a driving range and putting greens, thus freeing the site to be more intensively used.
IV. Schematics

Hotel Level Schematics

The hotel was developed only to a schematic phase. It is assumed that the major spaces of the hotel will fall under the jurisdiction of the Historic American Building Society. Those spaces will be restored and used in much the same manner they were used when the building was in operation. Such spaces are the lobby, the formal dining area and the mezzanine level lobby space. The spaces have been reworked functionally, but the spaces themselves will retain their character and appearance.

Several additions have been made to the hotel, these are functions added to bring the hotel up to the level of the modern standards. Three levels of shopping have been added. The shops continue the boulevard of Bayshore Drive's shops up and into the building. The shops have been schematically outlined. They will include a wide range of types, from sundries to major exclusive department stores.

On the mezzanine level, in addition to the shopping facilities, two restaurants have been added. These restaurants are of medium level, one a sit down medium priced restaurant, the other a pastry snack shop. Also, on the 1st and mezzanine levels convention facilities have been introduced into the Ball room. The space may now be subdivided, creating areas for meetings of many types.

The nightclub which was retrofit into the basement of the Vinoy is directly below the convention area. The night-
club had to be re-excavated and restructured to deal with the new demands placed upon it. The ballroom area of the hotel facade had major holes in the walls and was heavily damaged by water. The whole of that area is to have been rebuilt, exteriorly keeping with the hotel, and interiorly adapting to its new functional spaces.

Other minor additions were made to the hotel again, to bring it beyond the level of efficiency and luxury expressed by its competitors.
* the 2 shapes which are in the lobby now, are to be removed and replaced by hotel operating personnel.
*there are currently few shops with the lobby (sunrise + flower) should those move over with the new shops, or stay. Where should the new shops go?*

- Restaurants
- Recreational spaces
- Rooms above

*potential park*

Main Entry

*do they want shops in the hotel lobby*

*possible to enter from lobby*
Entry study

Entry Nightclub/banquet/Convention ballroom

Lobby

Symmetrical entry building in symmetrical overall

Relationships

convention

entry

dining

Lobby becomes a central space on each floor.

Parking

Restaurant/Kitchen/Pool

(except above)

Shops

Main entry

Pedestrian traffic from the city.

Vertical schematic
South elevation

- shopping
- dining
- kitchen
- shops
- lobby
Schematic: Parking

- **A**: Chosen location: close proximity to both hotel & casino (colorful) walk to club house. It can also be partially hidden by trees & plants.
- **B**: Walk to and from the hotel becomes local in near 2nd entry to the site which could help for better use.
- **C**: Out in the middle of no place - too getting too far away from the hotel.
  - Blocks prime view, breaks up the space poorly.
- **D**: and blocks a key breeze.
A. Good proximity to wildlife and parking, bad view of existing buildings, easy access to service areas, view to water

B. Service access becomes compromised, views and breezes both blocked

C. Fairly good proximity to parking and hotel central location, easy service access, partial block, break-up of view

D. Too far away for people parking, breaks up a large area needed for golfing (9 holes)

Solution: combination of A & C - create a green space and something to provide interest to the view to the water
The concept for this space centers around the use of "pavilions" around a central space. The courtyard will contain tropical plants, fountains, and lighting. It will be covered in a manner such that there is a play of light through the covering and the plants & pavilions.
IV Schematics

Nightclub Level Schematics

The nightclub has been refit into the portion of the basement in the hotel once used for storage. As has been previously stated, this portion of the hotel has been totally rebuilt to eliminate structural defects.

A nightclub acts as a means of escape. It is a place where the "mores" which govern society are partially suspended. A place of frivolity and fantasy, anything can happen here. Many issues were examined in establishing the set of the nightclub. The intent was to create an atmosphere of excitement, danger, mystery and eroticism which form the architectural element employed in the design.

Entry is an important issue and took a good while to resolve itself. It was (and remains) conceptually, an explosion. A transition from the world of light to the world of night. The nightclub unfolds as the guest arrives, in the first stages a prohibition type elevator was used to bring the guests in. After careful rethinking, a stair replaced the elevator to lengthen the entry, creating a more heightened expectation. The patron enters onto a stage, where spot lights greet his arrival. A nightclub is as much a place to be seen in as a place to be, and architecturally, this notion is exploited by the stage set entry.

The 27° angle which brings the guest into the club is a result of the geometry of the hotel itself. I believe that
this geometry is very strong in the hotel and should be used as one of the elements which provide cohesiveness to the project as a whole. The angle brings you down the stair and into the club, orients while it provides interest.

Tactile and visual-aural sensual qualities also influenced the design greatly. The use of light to create space (columns for example) or to create an attitude, the eroticism associated with certain colors (red, for example) and the quality lent to a space by the light all are valid issues. The lighting is dim, creating a quasi romantic-erotic-dangerous environment, where as in other areas the lighting is stronger. The dance floor and entry stage as well as the stage itself are powerfully lit due to the "power" or strength of the experience, not to mention the desire to be seen. This desire to be seen also is a part of the "columns" of light which support the angle which cuts the space, people can be seen moving in and out of the dim smokey light, a woman is seen and lost, resighted at the edge of the dance floor. The excitement is enhanced and the game progresses.

The tactile nature of materials was also an issue. The flooring materials are marble, plush carpet and concrete. Each has a very different tactile quality and represents a new image. The concrete is rough, the marble polished and luxurious, the carpet supple and soft, the characters are as present in the club as the characteristics of the material. The sleek rails conjure other images, as do the steel, neon encrusted columns.
The materials and division of space come together to form the whole of the experience, aurally and visually. The scene explodes, changes, and reappears before the guest, creating an imagery which is both subliminally subtle as well as profoundly apparent. I believe it is time for another sour, "Oh Garcon!"