// Site Analysis

Abstract

The proposed project envisions the development of a world-class Con vention Centre with a 5-Star category Hotel/Resort and vibrant Wa terfront Entertainment Facilities along Beach Road, Visakhapatnam, under a Public-Private Partnership (PPP) with VMRDA.

Spanning 107 acres of prime coastal land, this flagship initiative aims to position Visakhapatnam as a premier hub for tourism, business, and leisure in line with the Andhra Pradesh Tourism Policy 2020-2025.

The project will feature a state-of-the-art Convention Hall with 2,500 seating capacity, a luxury hotel with 200+ rooms, and engaging water front amenities, including cafés, party lawns, open-air amphitheatres, flea markets, and cultural exhibition spaces. Designed to meet interna tional standards while adhering to CRZ guidelines, the development promises to enhance the city's appeal, attract global events, and sup port regional economic growth.

Latitude: 17°45'20.9"N
Longitude: 83°20'21.0"E
Climate Type: Tropical Savanna



Total Site Area	43301.364	sqm
Floor Area Ratio (FAR)	2.5	
Ground Coverage (G. C.)	30%	
Ground Coverage	12990.4092	sqm
Allowed Builtup Area	108253.41	sqm
Aprox. No. of Floors	8	nos.
Abutting Road Width	18	m
Max. Permissible Building Height	30	m
M.O.S / Setbacks	10 meters on all sides	
CRZ Regulations	Development on landward side of existing road with 10m setback from HTL	

Proximity



Site Vegetation



Tall Palms
Provide shade, beauty, and tropical ambiance.



Palmyra Palm
Provides shade, timber, fruit and versatile landscape



Grey Mangrove
Protects coastlines, filters water, and stabilizes soil



Indian Senna
Offers erosion control and soil enrichment



Liriope
Provides ground cover, and erosion control

Soil Study

1. Coastal loamy soil's good drainage supports healthy landscaping for waterfront amenities like gardens and open-air spaces.

2. Foundation design must account for moisture variations and possible salt content to ensure structural stability for tall buildings.

3. The soil's texture allows ease of excavation and earthwork but may need stabilization for heavy structural loads.

4. Erosion control and soil stabilization measures will be critical, near waterfront edges, to protect from coastal weather impacts.

Existing Builtup



Road Network



Traffic Analysis



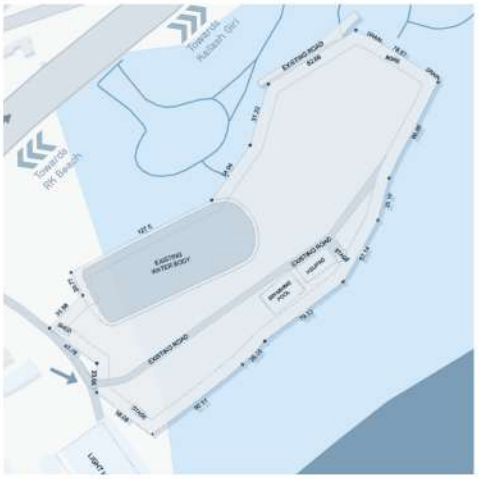
Land Use



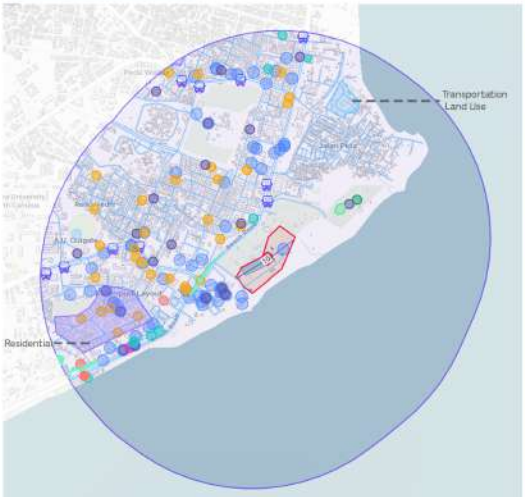
Site Views



Existing Site plan 1:2000

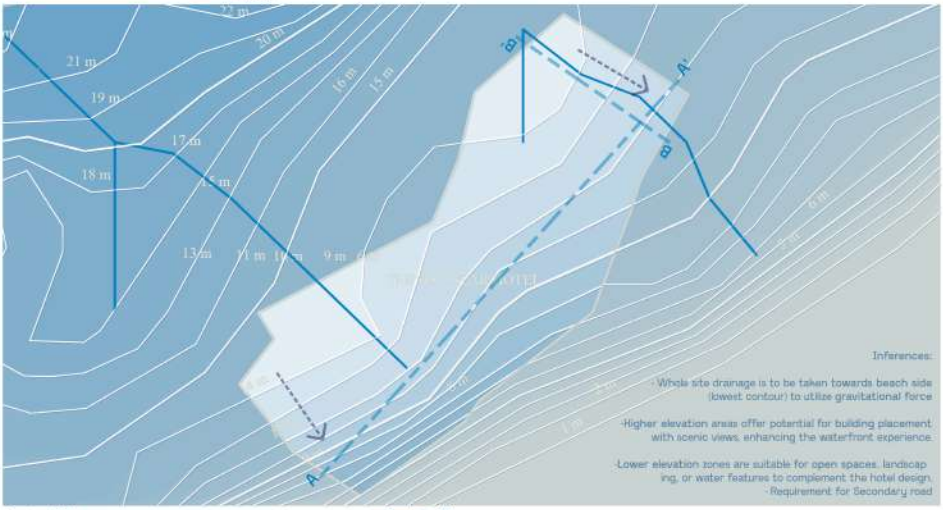


Context Analysis



Hospitality & Convention POI
Public Transit Stops
Beach and related activities
Monuments
Educational
Museums
Residential
Recreational

Topography Analysis 1:1800



Inferences:

- Whole site drainage is to be taken towards beach side (lowest contour) to utilize gravitational force
- Higher elevation areas offer potential for building placement with scenic views, enhancing the waterfront experience.
- Lower elevation zones are suitable for open spaces, landscap ing, or water features to complement the hotel design.
- Requirement for Secondary road

Section AA'



Section BB'



Contour Lines at 1m Interval
Ridge Lines
Drainage Flow

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

VIJAYARAGAVAN S
2 1 1 0 0 5 2

Subject Design Thesis
Subject-Code ARC-24511
Semester 09

Thesis guide:
Dr. Manmohan Kapshe

Submitted to:
Prof. Vicky Lalramsangi

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Scale 1:2000

SITE ANALYSIS

01

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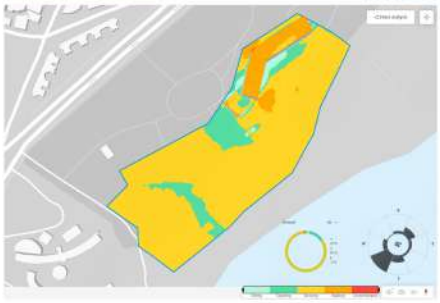
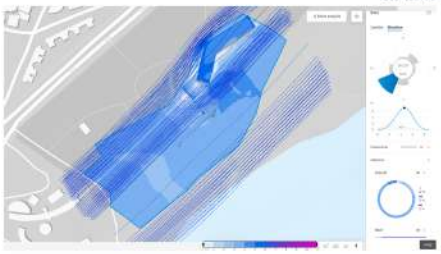
// Climate Analysis

Wind Analysis

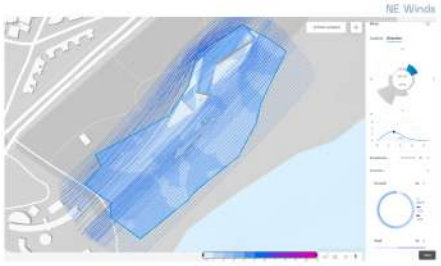
Wind Comfort



SW Winds



NE Winds



Inferences:

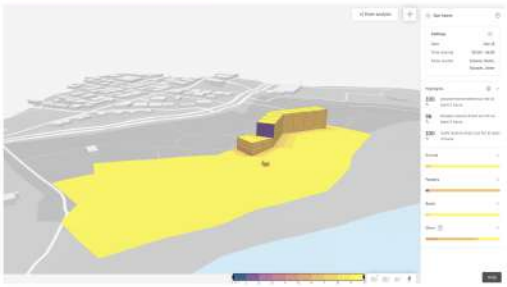
Use strategic planting of tall palms and dense shrubs along wind-exposed edges to reduce wind speed, minimizing dust and debris near outdoor rec reational areas and pedestrian pathways.

Despite central AC, orient window placements and building openings to minimize direct wind pressure and infiltration, reducing thermal loads and enhancing HVAC efficiency.

Reinforce roofing and fastenings on windward sides to resist strong gusts from dominant SW and S winds, reducing wear, potential damage, and maintenance costs.

Incorporate windbreaks and canopy structures in waterfront zones to ensure pleasant microclimates for outdoor dining and leisure, independent of internal climate control.

Sun Hours Analysis



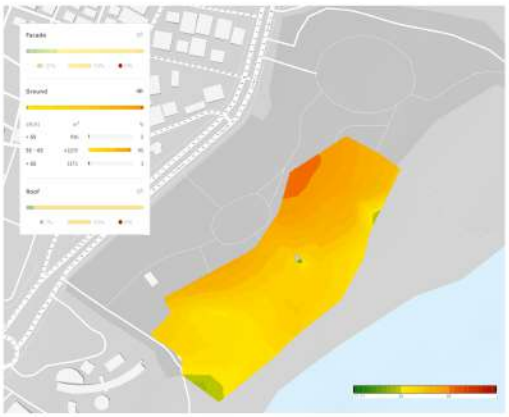
Inferences:

Most building facades get substantial sunlight exposure, supporting natural light in guest rooms and public areas; shading elements to be considered, high-performance glazing, or louvers to control glare and heat gain.

Sunlit zones are ideal for outdoor facilities such as party lawns, amphitheatres, and walking paths; strategic planting and shade structures will enhance comfort in peak sun hours.

Ideal for landscaping, solar panels, and outdoor amenities.

Noise Analysis



Inferences:

Guest rooms and convention halls are to be positioned away from Beach Road, located in the quieter central and southern areas (55-65 dB(A)).

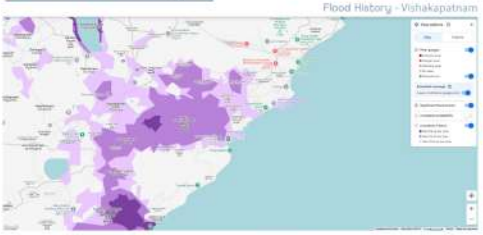
The building mass is to be used as an acoustic barrier, with the main structure orient ed to shield waterfront amenities from road noise.

Central and southern areas are quieter, suitable for outdoor relaxation zones.

Building orientation and landscaping are to be designed to buffer against road noise.

Flood Risk Analysis

Flood History - Vishakapatnam



1227 mm (Recent daily max. rainfall) - 24 hrs



100 mm (Recent daily max. rainfall) - 6 hrs



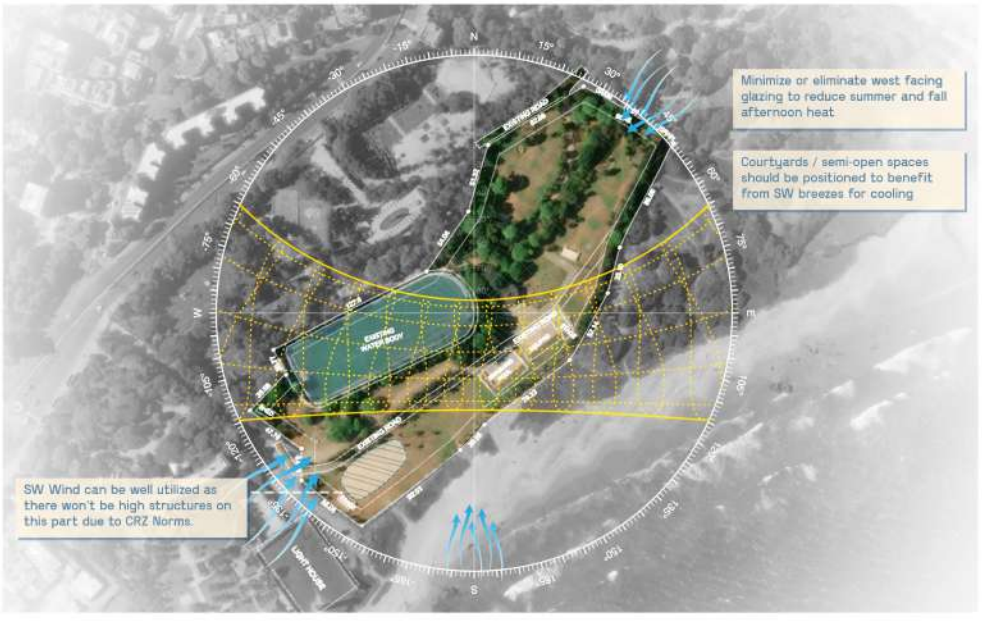
Inferences:

Elevate structures and protect critical utilities above ground level, targeting at least 1-1.5 meters freeboard, to mitigate damage from flash flooding due to short-duration extreme events.

Convert flood risk into resource opportunity by designing intelligent rainwater collection systems that capture, store, and redistribute the 100-128mm rainfall for future use during dry periods.

Engineer hybrid coastal ecosystems combining mangroves, bioengineered reefs, and constructed wetlands that absorb storm surge while treating urban runoff naturally.

Climate Analysis



S

- Prime location
- IT corridor proximity
- Beach road proximity
- Beach access
- Pre Developed

W

- High dev costs
- Climate vulner
- Regulatory complexity
- Salt corrosion
- Linear plot shape

O

- Airport dev 2025
- Metro Oct 2025
- Eco tourism rise
- Green incentives
- Sea view premium

T

- Sea level rise
- Extreme weather
- Regulatory changes
- Flooding

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

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CLIMATE ANALYSIS

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// Case Studies

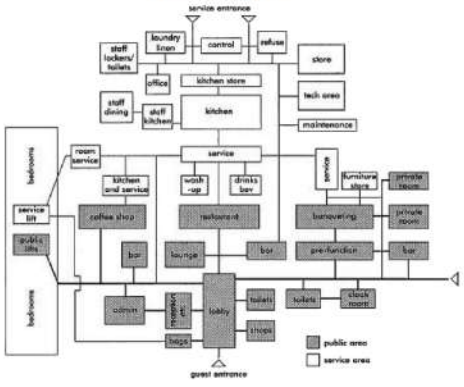


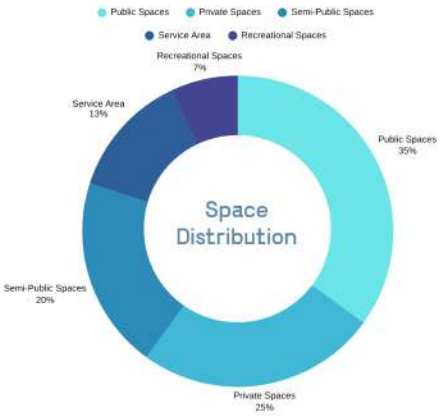





Parameter	Novotel Visakhapatnam Varun Beach	Taj Lakefront Bhopal	Yashobhoomi India International Expo Centre	Goldfinch Hotel Mumbai	Vivanta by Taj Whitefield Bangalore	Solaz Los Cabos Hotel	Inferences / Notes
Site Area	Part of mixed-use complex; exact not specified	4.77 acres	First phase - 26.5 Acres, Total - 219 Acres	0.93 Acre - 3,800 sq.m. (50 x 76 m)	4.8 Acres - 19,638 sq.m.	9.8 hectares (24 acres)	Solaz Los Cabos (24 acres) largest hospitality site; Yashobhoomi largest overall (219 acres); Goldfinch smallest (0.93 acre).
Structural Typology	Contemporary high-rise with X-shaped plan; 14 floors on front wings	10 floors; trapezium shaped building	Modern convention centre with large halls, GRC panels	Rational modular grid design; Art Deco finishes	Landscrape and green-roofed promenade, 3 storeys + podium	Three curved terraces following natural topography; wave-inspired organic forms	Solaz introduces organic wave-inspired forms as new typology vs. geometric approaches (X-plan, trapezium, modular). Wave architecture requires topographic response and specialized construction.
Entry / Exit	14m main access road, 7m service road at back	18m arterial road & 12m service lane	Multiple access points via Urban extension roads and metro	Separate entries for residential/non-residential guests	Forecourt access, multiple drop-offs	Multiple access points integrated with landscape; service separation	Separate entries for different user groups improve flow
Circulation	Designed to separate banquet and hotel guests	No congestion with planned circulation	Clear zoning with connecting bridges between halls	Vertical circulation with 3 passenger lifts and 2 service lifts	Integrated with hotel and IT park; podium circulation	Seamless indoor-outdoor circulation; terraced guest flow separation	Functional circulation, avoids conflict of user groups
Parking	Backup parking in basement; total not specified	Basement B2 - 350 cars, B1 - 250 cars	3000 Cars	Basement parking with stack parking concept	Not specified	Integrated parking within landscape; multiple levels	Yashobhoomi extensive (3000 cars); Goldfinch uses innovative stack parking; Solaz integrates parking within landscape design. Large resort sites require distributed parking strategies.
No. of Keys / Rooms	225 sea-facing rooms	152 rooms	N/A (Convention facility)	94 rooms and suites	199 rooms and suites	314 total units (128 hotel rooms, 147 timeshare, 21 residences, 18 beach club)	Solaz largest accommodation count (314 units) with diverse typologies; Novotel and Vivanta mid-range; Goldfinch boutique scale. Mixed-use enables programming diversity.
No. of Floors	14 floors front wing, 7 floors back wing	10 floors	Convention halls with multiple levels	Multiple floors including basement and terrace	Low rise, 3 storeys plus podium	Three stacked blocks: 6 stories main building, terraced to landscape	Novotel tallest (14 floors); Solaz innovative terraced approach (6 stories); Vivanta lowest (3 stories).
Facilities Checklist	Banquet halls, restaurants, spa, pool, gym, kids zone, multiplex, mall	Restaurants, spa, pool, bar, banquets, gym	Auditorium (6000 seats), grand ballroom, meeting rooms, exhibition halls, VIP lounges	Rooftop pool, spa, gym, banquet, restaurants, vertical garden	Restaurant, spa, pool, bar, meeting rooms	7 restaurants & bars, 900m² spa, 4 infinity pools, kids club, museum, art gallery, beach club	Novotel and Taj have extensive guest and MICE facilities
Architectural Features	X-plan for sea views, infinity pool, rooftop jogging track	Trapezium shape, curved facade	GRC facade panels with Indian motifs, LED media facade	Gold bird-cage chandeliers, Art Deco influences	Landscrape concept blending architecture and landscape	Organic wave forms, three curved terraces, horizontal sun-screening ribs	Solaz organic wave forms unique among geometric approaches; cultural elements integrated in Taj and Yashobhoomi.
Interior Design	Modern, minimalist, neutral tones, regional materials like rattan	Luxurious, ornate, inspired by regional crafts	Terrazzo floors with brass inlays, acoustic panels	Contemporary, modular, poetic architecture	Modern, ergonomic furnishings, emphasis on greenery	Contemporary Mexican with 400+ artworks	Comprehensive art integration transforms hospitality into cultural experience.
Design Language	Contemporary mixed-use hospitality	Luxury hospitality with regional influences	Modern convention architecture with Indian cultural motifs	Boutique luxury with Art Deco influences	Landscrape architecture - integration of landscape and building	Contemporary Mexican modernismo with wave-inspired organic architecture	
Materials	Glass, steel, regional materials like rattan	Contemporary materials with regional craft elements	GRC panels, terrazzo, brass, acoustic materials	Contemporary materials with Art Deco finishes, gold accents	Contemporary materials with green roof systems	Tropical huanacaxtle wood, travertine, quarry stone, aluminum panels, granite	Authentic material strategies enhance cultural authenticity.
Key Features	Sea-facing rooms, mixed-use integration, rooftop amenities	Lakeside location, curved architecture, large banquet facilities	Largest pillar-less halls, flexible spaces, LED media facade	Boutique scale, personalized service, vertical garden	Unique landscrape form, green roof, IT park integration	Wave-inspired volumes, artist collaboration (400+ artworks), on-site museum	
Sustainability	Green Key certification, mixed-use efficiency	Eco-friendly systems	LEED Platinum intent, metro connectivity	Vertical gardens, efficient space utilization	Green roof system, landscape integration	On-site desalination plant, 110+ endemic species, green roofs, LEED considerations	Coastal resorts require comprehensive environmental strategies.
Positive Features	Ocean views from all rooms, largest banquet facility in region, mixed-use integration, sustainability (Green Key)	Central lakeside location with lake views, thematic interiors, large banquet halls, eco-friendly systems	Largest pillar-less halls, flexible event spaces, excellent connectivity, LEED Platinum intent	Boutique luxury, prime location, personalized service, iconic design	Unique landscrape form, green roof, proximity to business hubs	Organic wave architecture, comprehensive art integration, water independence, cultural museum	Each excels in category: Novotel (views/events), Taj (luxury), Yashobhoomi (scale), Goldfinch (boutique), Vivanta (landscape integration), Solaz (cultural-architectural synthesis creating new hospitality paradigm)

Flow Diagram





Space Classification

PRIVATE	SEMI PRIVATE	PUBLIC	SERVICE SPACES
ADMINISTRATION DEPARTMENT	EXECUTIVE SUIT	LOBBY	LOADING / UNLOADING AREA
ESTATE MANAGER	PRESIDENTIAL SUIT	WAITING LOUNGE	MATERIAL DEPARTMENT
GENERAL MANAGER	OUTDOOR RECREATION	RETAIL	SECURITY OFFICES
ACCOUNTS	RESTAURANT	FOYER	HOUSEKEEPING DEPT
CENTRAL KITCHEN	INDORE RECREATION	WASHADOM	STAFF CHANGING ROOM
BAKERY	BAR	RECREATIONAL	WASHROOM
WASHING AREA	LOUNGE	PARKING	
DRY FOOD STORAGE	POOL	CLOAK ROOM	
COLD FOOD STORAGE	HEALTH CLUB	BANQUET	
WASHROOM	SPA	SHOPS AND RETAILERS	
	LAUNDRY		
	WASHROOMS		

VISHAKAPATNAM

5 STAR HOTEL

CONVENTION CENTER

VIJAYARAGAVAN S

2 1 1 0 0 5 2

Subject Design Thesis

Subject-Code ARC-24511

Semester 09

Thesis guide:

Dr. Manmohan Kapshe

Submitted to:

Prof. Vicky Lalramsangi

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CASE STUDY INFERENCES

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// Concept



Print by Hokusai

// The Great wave off Kanagawa

The artwork depicts a gigantic, curling wave dominating the scene, about to crash onto three long fishing boats battling turbulent seas. In the distant background sits Mount Fuji, smaller and serene, framed perfectly beneath the crest of the wave. The wave's foamy crest resembles sharp claws, lending a sense of imminent danger.

Symbolism

1. Impermanence (無常, mujō)
2. Nature's Power vs. Human Resilience
3. Ukiyo (Floating World)
4. Shizen (自然 – Naturalness)
5. Hidden symbolism of Mount Fuji

Why This Concept for My Thesis:

Situated on Vizag's scenic coastline, the site faces the Bay of Bengal — where the sea's beauty meets its power. The Great Wave off Kanagawa embodies this relationship be tween nature's dynamism and human endurance. Translating the wave into the fluid, public-facing convention center and Mount Fuji into the grounded, service-focused hotel creates a design that is contextually rooted, symbolically rich, and resilient to the coastal climate. It reflects Vizag's identity while offering an immersive, memorable guest experience.

Waves and Mount Fuji Symbolism



Circulation paths will mimic the motion of waves



All guest rooms with uninterrupted sea views



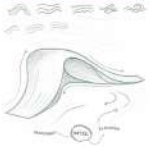
Aerodynamic Forms



Lobby as the Shoreline



Fluidity of spaces



Application

1. Site orientation will frame uninterrupted views of the Bay of Bengal, reinforcing the visual con nection between architecture and the sea.

2. Massing inspired by Hokusai's wave and Mount Fuji — the convention center as a fluid cresting form, the hotel as a grounded, vertical anchor.

3. Circulation paths will mimic the motion of waves, creating dynamic and flowing visitor jour neys.

4. Rooflines and facades will be designed with aerodynamic forms to withstand coastal winds and cyclonic conditions.

5. Material palette will blend coastal resilience with visual fluidity — weather-resistant cladding, reflective glass, light-toned concrete, and timber accents.

6. Landscape design will integrate terraced decks, reflective pools, and coastal vegetation to echo the movement of water.

7. Main lobby will act as the "shoreline" between wave (events) and Fuji (hospitality), welcoming guests into the narrative of motion and stillness.8. All guest rooms will be singly banked to ensure un interrupted sea views, making the ocean a con stant visual and sensory element of the user ex perience.
9. Interiors will transition from dramatic, open vol umes in the convention center to calm, intimate spaces in the hotel, reflecting the energy shift from crest to mountain.

10. Event flexibility — convention spaces adapt able for conferences, exhibitions, performances, and cultural festivals, reinforcing the wave's fluid identity.

// Site context and Inferences

Site context Overview

The proposed site is a 107-acre prime waterfront parcel along Beach Road in Visakhapatnam, Andhra Pradesh, overlooking the Bay of Bengal. Located near RK Beach, it is surrounded by key attractions such as the INS Kursura Submarine Museum, VUDA Park, and upscale hotels and eateries. With direct road access from the west and uninterrupted sea views to the east, the area enjoys high tourist footfall, strong connectivity, and vibrant urban activity, making it a prestigious location ideal for tourism, hospitality, and waterfront-based de velopment.



Site Drone view



Beach view from site



Existing Roads and Vegetation



Main Access road

Key Inferences

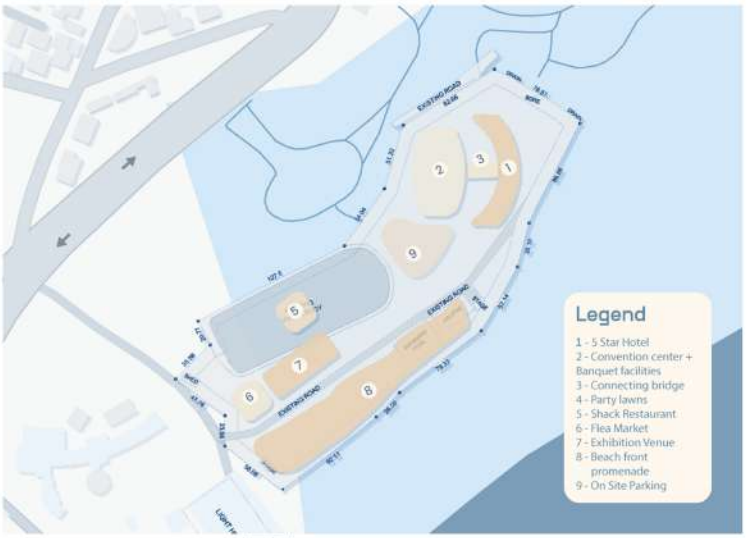
1. Premium Coastal Location – 107-acre waterfront site along Visakhapatnam's prestigious Beach Road, offer ing panoramic views of the Bay of Bengal.

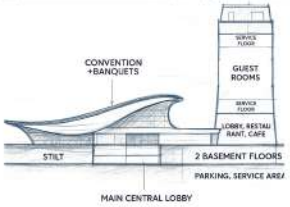
2. Tourism & Recreational Hotspot – Proximity to RK Beach, INS Kursura Submarine Museum, VUDA Park, and other popular attractions ensures high public activity.

3. Strong Connectivity – Direct road frontage along Beach Road with easy access to key city zones, trans port hubs, and tourist circuits.

4. Ideal for Multifunctional Development – Scenic, accessible, and economically significant site supports tour ism, hospitality, convention, and waterfront leisure uses.

Conceptual Zoning





Vertical Zoning:
Two basements and a stilt level house parking and ser vices. The ground and first floors contain the lobby, dining areas, and cafés, followed by a service Floor. Guest rooms span from the second to the seventh floor, with another service floor and rooftop recreation above, en suring smooth operations, guest comfort, and lively public interaction.

// Form Development

Base Form



A rectangular form adopted Targeting Maximum space efficiency due to the site's restrictive buildable area

Expansion FOV



Tweaks in the form to maximise Field of view providing various uninter rupted views of the Ocean

Curvature



Curvatures adopted in the form complementing to waves and mi nimising 90 Angles.

Punctures



A Puncture in the form which forms the frame, the frame of Vizag which cap tures both its Waves and its Crest

Complementing form



A Complementing form adopted for the convention block, both complementing to the hotel's form and uniterrupting teh view

// Case study Integration

Novotel Varun Beach, Visakhapatnam

1. Adopt a singly banked room layout to ensure uninterrupted sea views from all guest rooms.

2. Plan site access and parking to separate banquet visitors from hotel guests, minimizing operational overlap.

3. Position the convention center so it does not fall directly under guest rooms, avoiding column layout conflicts and noise transmission







Taj Lakefront, Bhopal

1. Design large banquet halls with foldable partitions for flexibility to host multiple events simultaneously.

2. Provide ample pre-function areas connected to outdoor spill-out spaces for guest comfort.

3. Integrate back-of-house service corridors to connect kitchens di rectly to banquet spaces without crossing guest areas.







VISHAKAPATNAM

5 STAR HOTEL

CONVENTION CENTER

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CONCEPT + INFERENCES & ZONING

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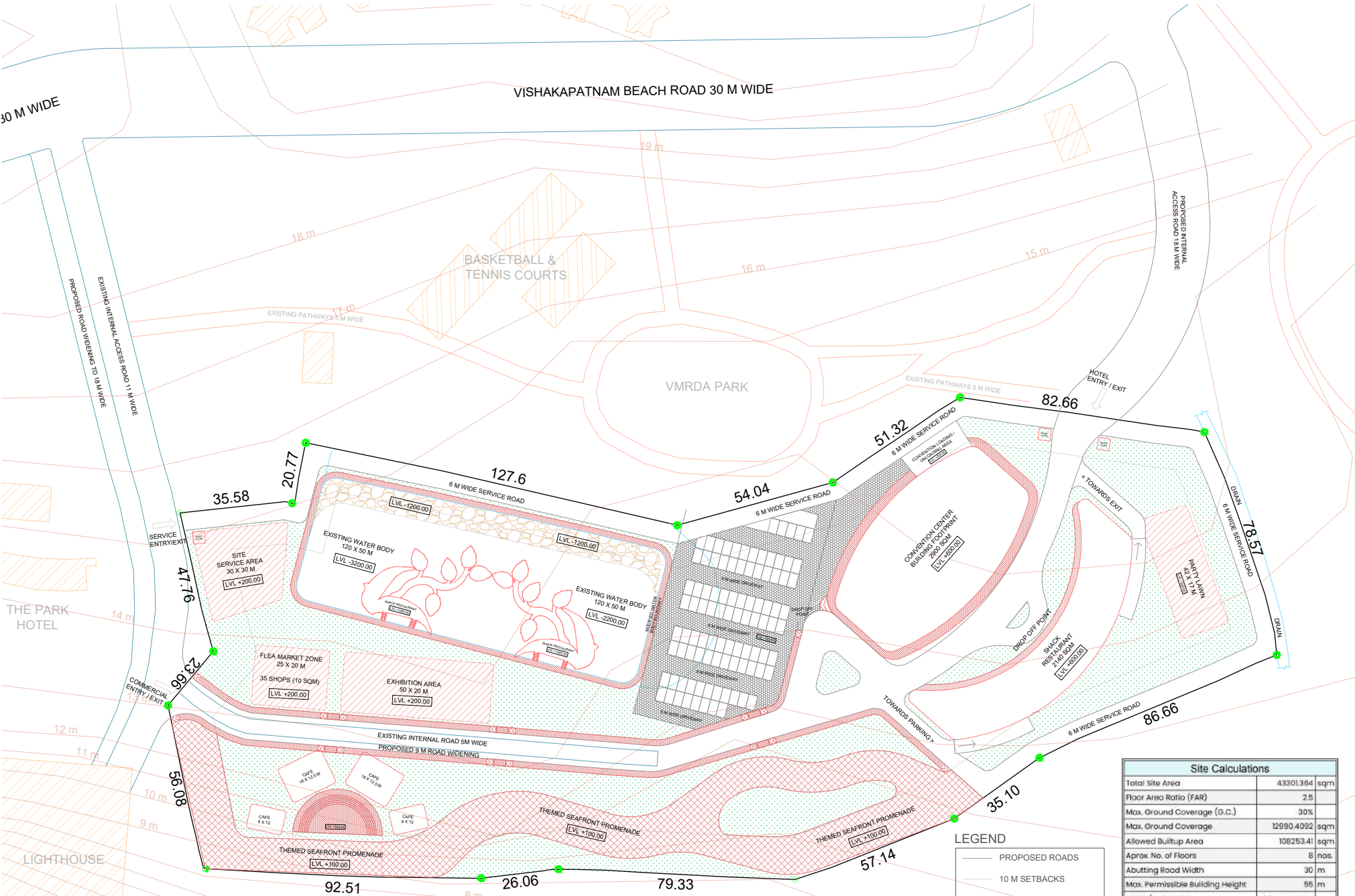

LEGEND

- PROPOSED ROADS
- 10 M SETBACKS
- EXISTING ROADS
- PROPOSED BUILDINGS
- WATER BODY
- PAVER BLOCKS
- SEAFRONT PROMENADE
- SOFTSCAPE
- BUILTUP AREA

Site Calculations

Total Site Area	43301.364	sqm
Floor Area Ratio (FAR)	2.5	
Max. Ground Coverage (G.C.)	30%	
Max. Ground Coverage	12990.4092	sqm
Allowed Builtup Area	108253.41	sqm
Aprox. No. of Floors	8	nos.
Abutting Road Width	30	m
Max. Permissible Building Height	55	m
M.O.S / Setbacks	14 meters on all sides	
Ground Coverage	5040	sqm
	11.64%	
Softscape	11850	sqm
	27.36634347	%
Hardscape	10415	sqm
	24.05236011	%
Roads	7220	sqm
	16.67383965	%
Waterbody	4450	sqm
	10.27681253	%

VISHAKAPATNAM 5 STAR HOTEL CONVENTION CENTER

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Site Plan

05

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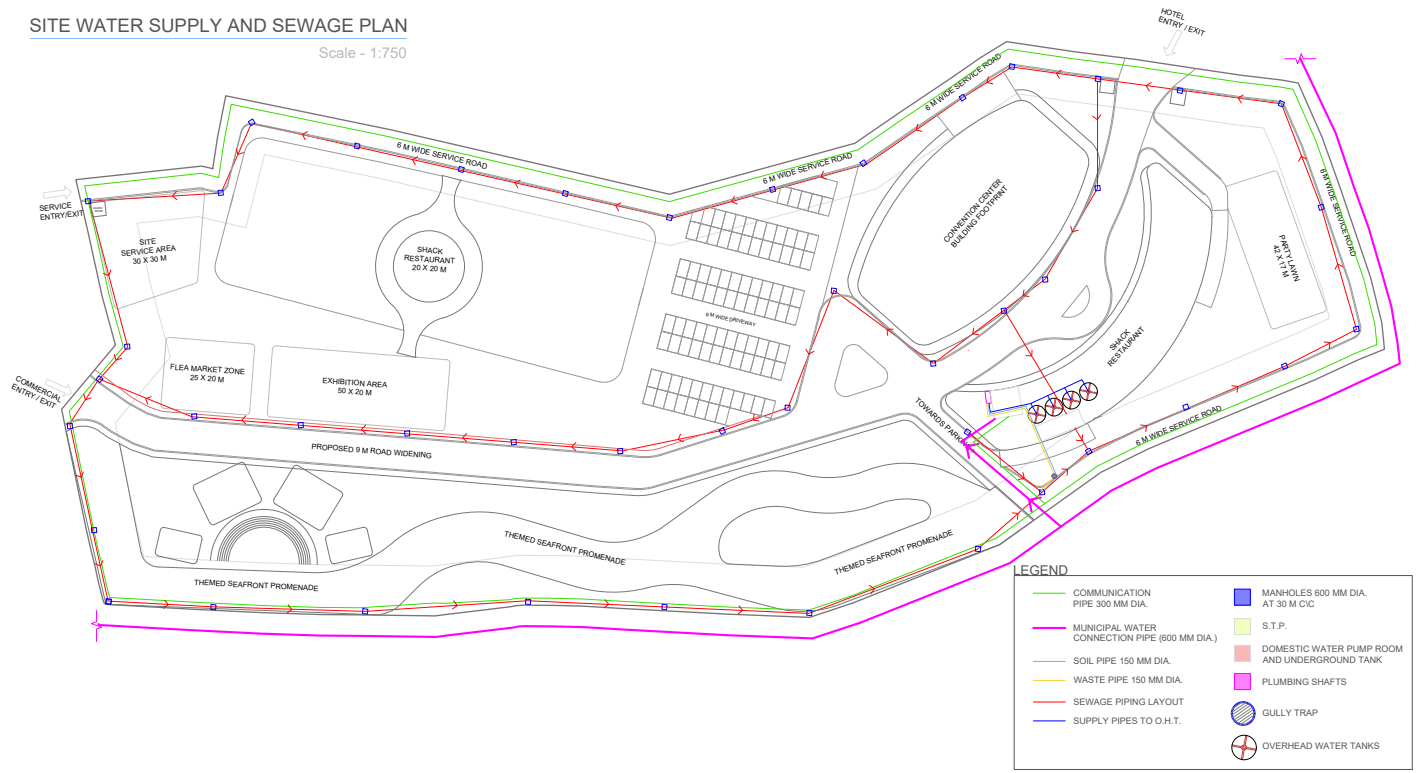
SITE WATER SUPPLY AND SEWAGE PLAN

Scale - 1:750



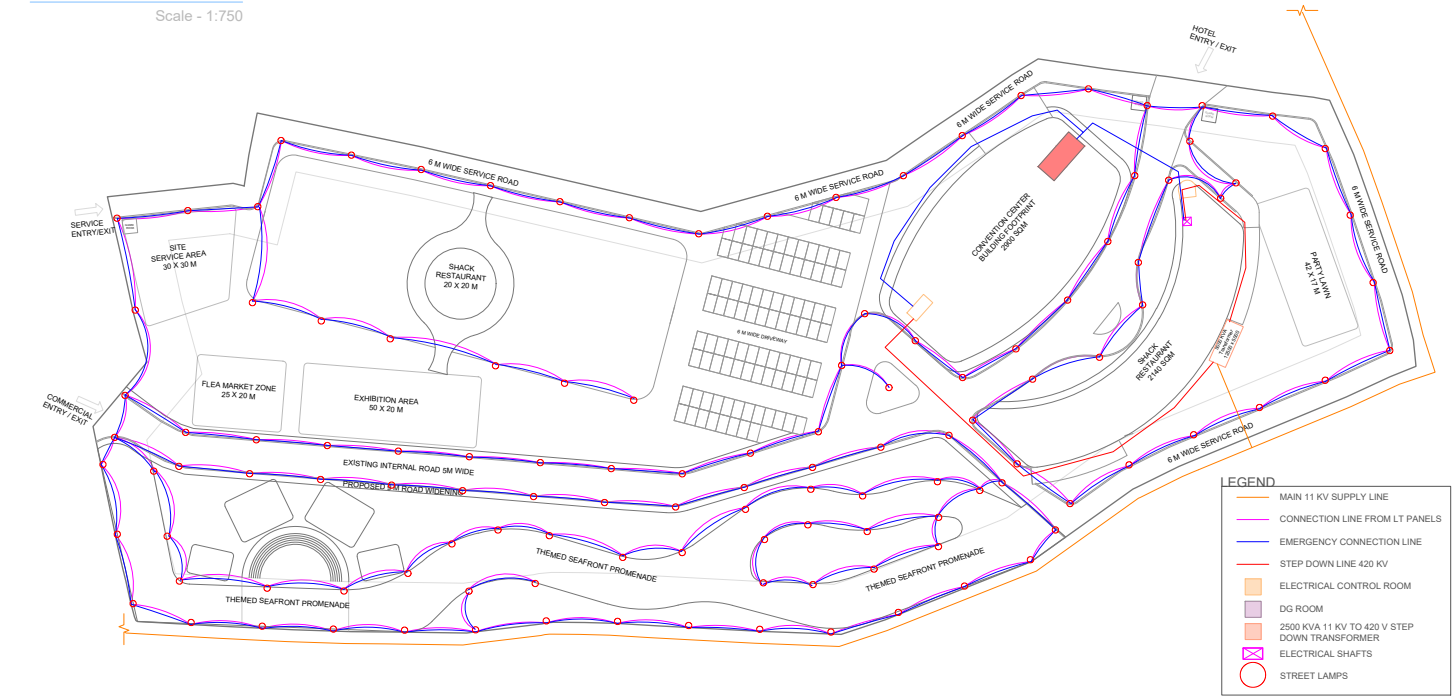
STP	
Total Water Demand	173640
90% of Demand	156276
KLD	156.27
Dimensions (h=5m)	8 x 4 x 5 m

Water Supply & Sanitation

User	Nos.	Water Reuirement (L per head/day)	Total Requirement (in L)
Keys	221		
Considering 2 heads per room	442	320	141440
Rest. Seats	460	70	32200
Total Water Demand			**173640**
			173.6 m³
Size of UG Tank			5 x 6.95 x 5 m

SITE ELECTRICAL PLAN

Scale - 1:750



Calculation for Emergency

Total consumption	1025844.25	w
Considering 80%	820675.4	w
(1000w=1kva)	**820.6754**	**kva**
Provide 1x1250 kva Diesel Generator		
Cummins K 50 1250 kva Generator size	5212 x 2179 x 3001	mm

Substation Size

Size of 2500 kva Transformer (approx): Length: 4.0 m, Width: 2.5 m, Height: 3.0 m. Room size: 12.5 x 5.0 m

Electric Load Calculation

Avg consumption of electricitty of an Average Hotel = 0.55 kWh/m²	Main line, Step Down 11kv to 433 v	
P (w) = 1000 x E (kWh) / t (hr)	(Considering time to be 24 hrs everyday)	
0.55 kwh/m² = 22.92 w/m²		
for safety factor we take **25 W/m2**		
Builtup Area	41033.77	m²
Total Consumption in watts	**1025844.25**	w
Area Per Building		
Ampere = watt/volts	1025844.25/433	
	2369.155312	**kva**
Provide 1x2500 kva Transformer		

5 STAR HOTEL
VISHAKAPATNAM
CONVENTION CENTER

VIJAYARAGAVAN S
2 1 1 1 1 0 0 5 2

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Subject-Code: ARC-24511
Semester: 09

Thesis guide:
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Scale: 1:750
SITE SERVICES

06

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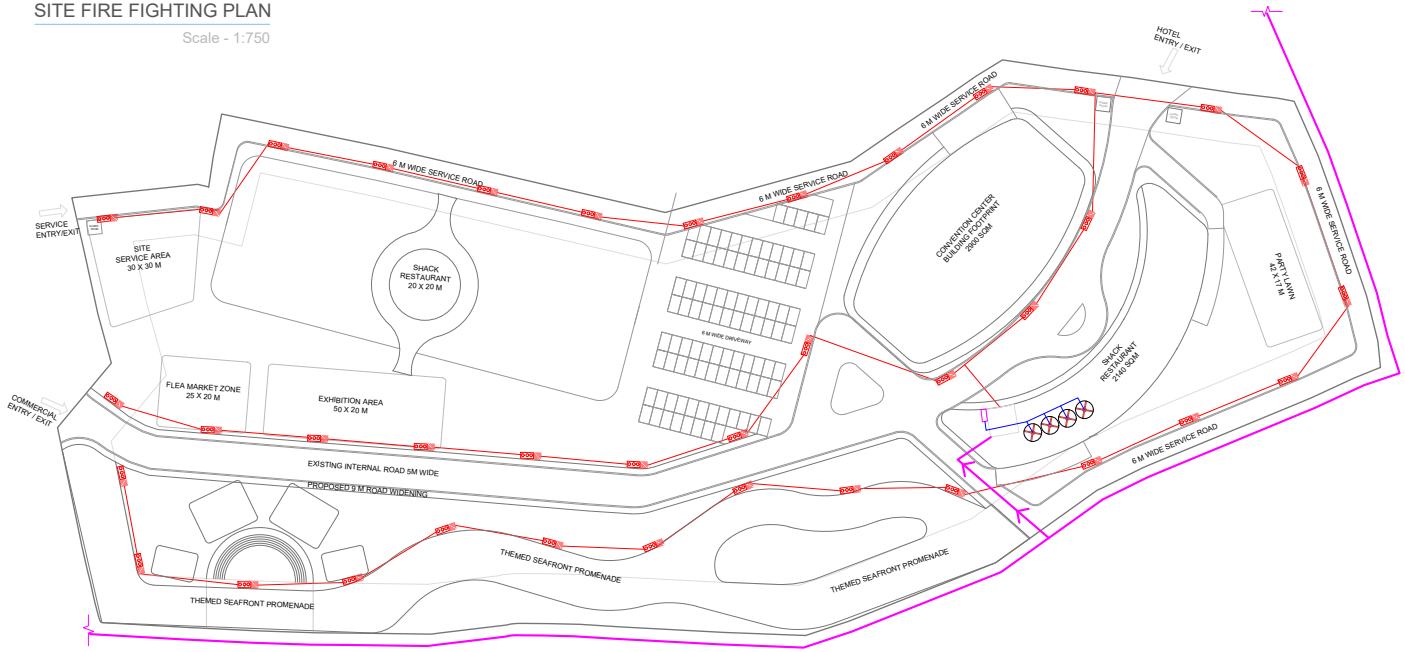
SITE FIRE FIGHTING PLAN

Scale - 1:750



LEGEND

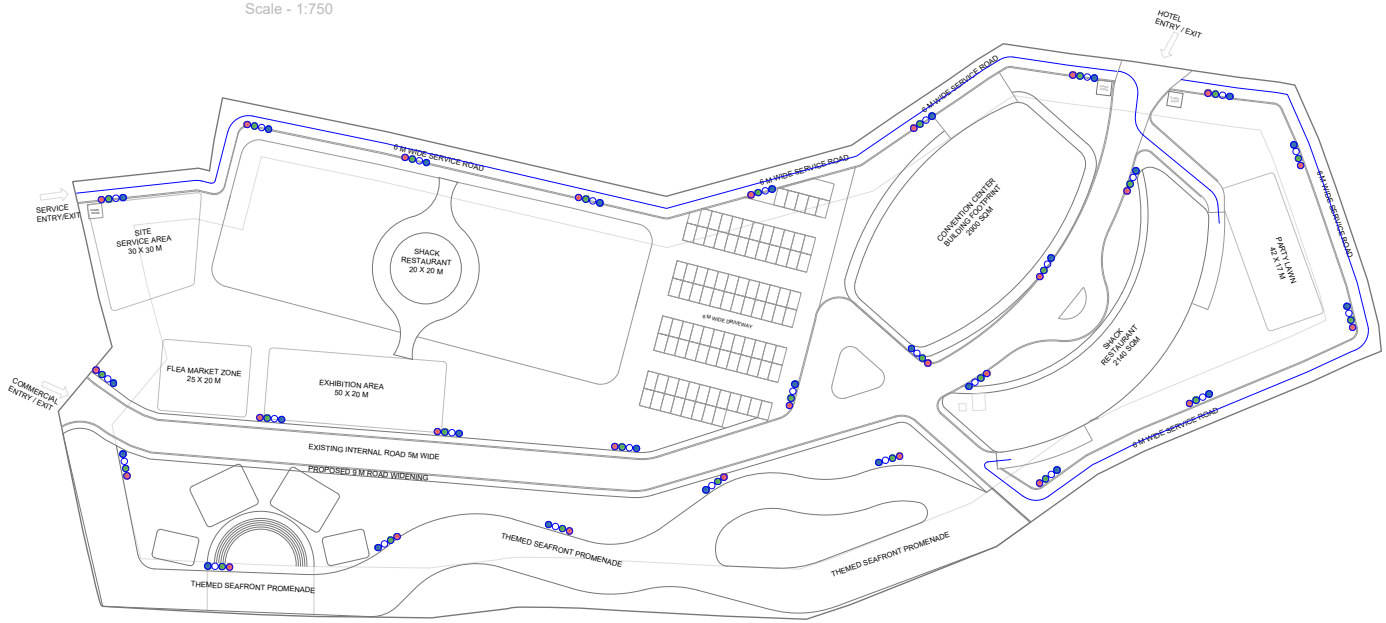
- MUNICIPAL WATER CONNECTION PIPE (600 MM DIA.)
- WATER SUPPLY PIPE (300 MM DIA.)
- SUPPLY PIPES TO BUILDING
- PLUMBING SHAFTS
- FIREFIGHTING PUMP ROOM AND UNDERGROUND TANK
- OVERHEAD WATER TANKS
- FIRE SAND BUCKETS AT 30 M C/C
- FIRE HYDRANTS AT 30 M C/C

Fire Safety Requirements for Hotel
(From NBC Part 4 (Table 27))

Fire Sprinkler Grid	3x3 to 4x4 m
Underground Tank	200000 L
	200 m^3
Size of UG Tank	8 x 5 x 5 m
Overhead tank	20000 L
Pumps	
2 Electric, 1 Diesel Pump of Capacity 850 L/min	
1 Electric Pump of capacity 180 L/min	

SITE WASTE MANAGEMENT PLAN

Scale - 1:750



LEGEND

- COLOUR CODED DUST BINS
- GARBAGE COLLECTION ROOM
- GARBAGE CHUTE
- GARBAGE VEHICLE FLOW

VISHAKAPATNAM
5 STAR HOTEL
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SITE SERVICES

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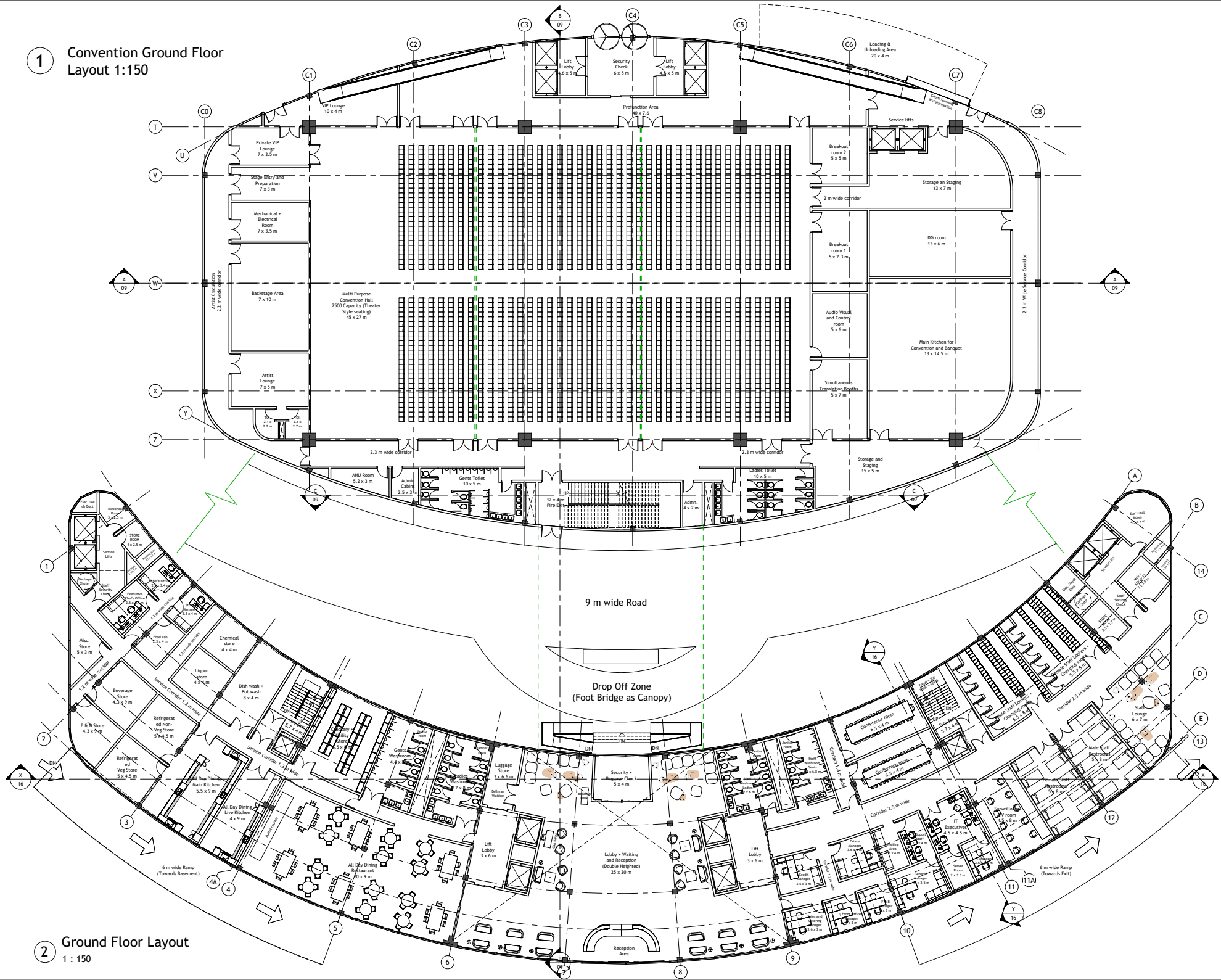
1 Convention Ground Floor Layout 1:150



2 Ground Floor Layout
1 : 150

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5 STAR HOTEL
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Scale 1:150

Ground Floor Plan

08

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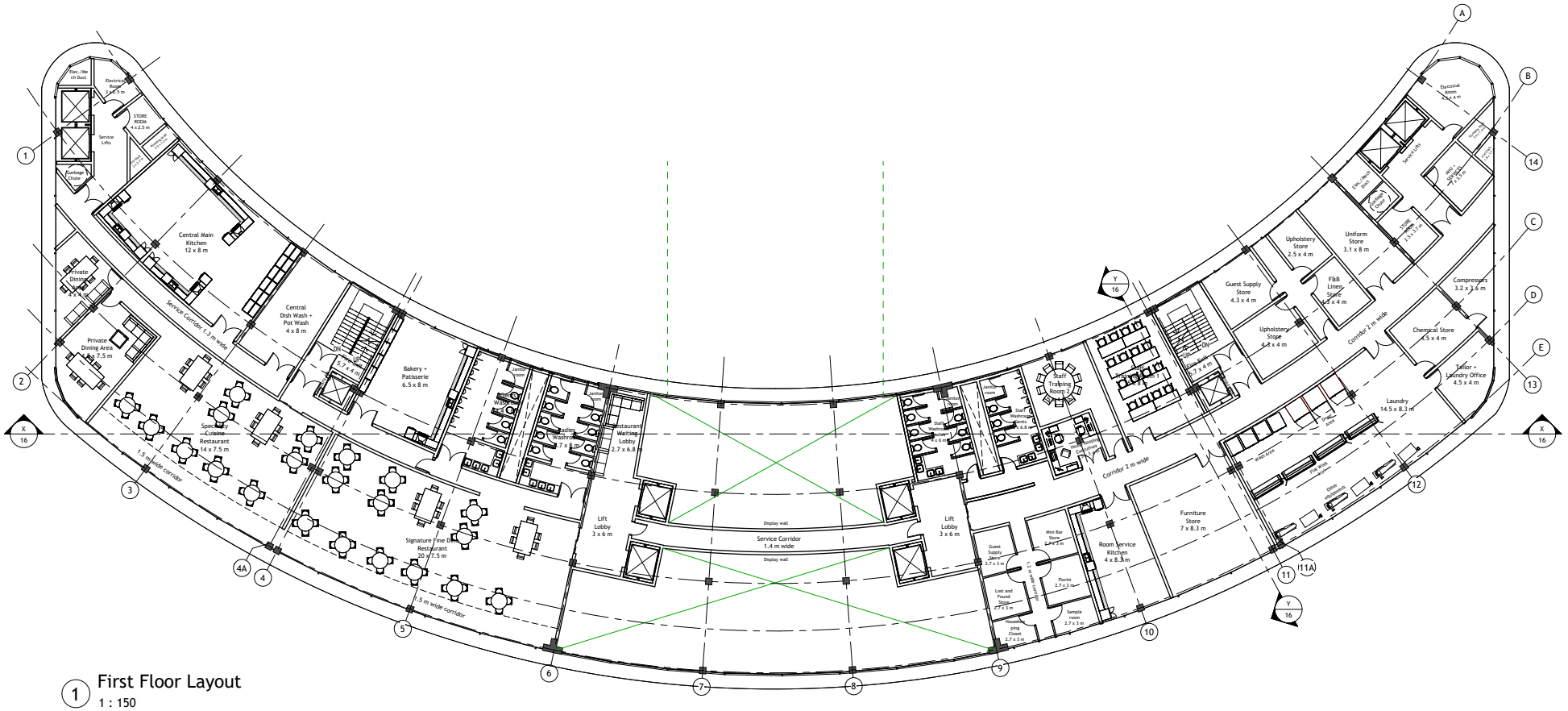
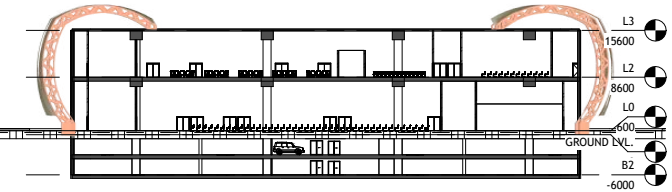
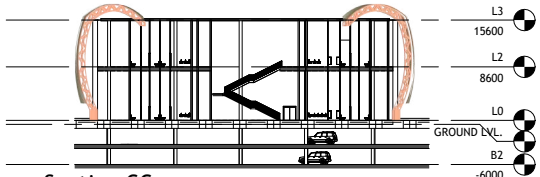


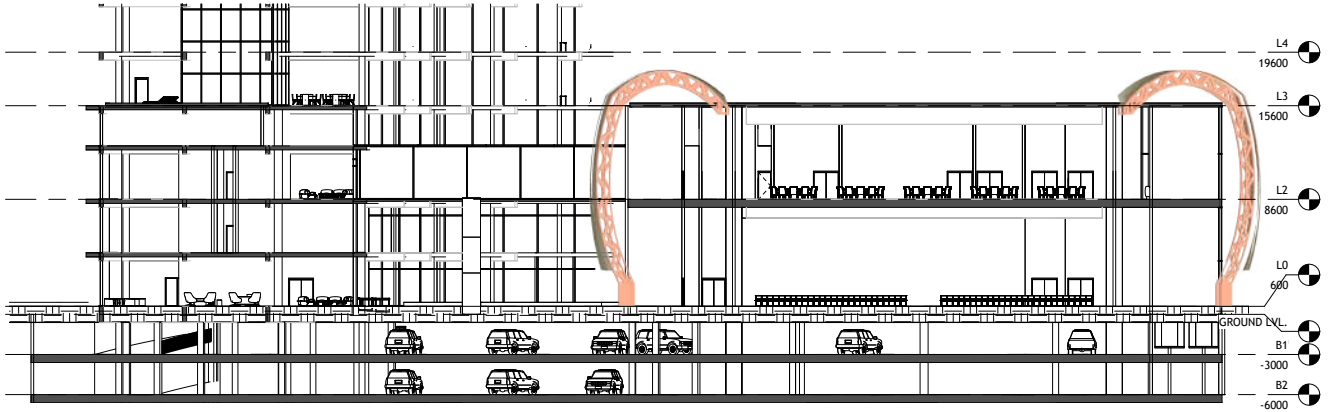
1 First Floor Layout
1 : 150



A Section AA
1 : 400



C Section CC
1 : 400



B Section BB
1 : 200

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

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Scale As indicated

First Floor Plan + Convention Sections

09

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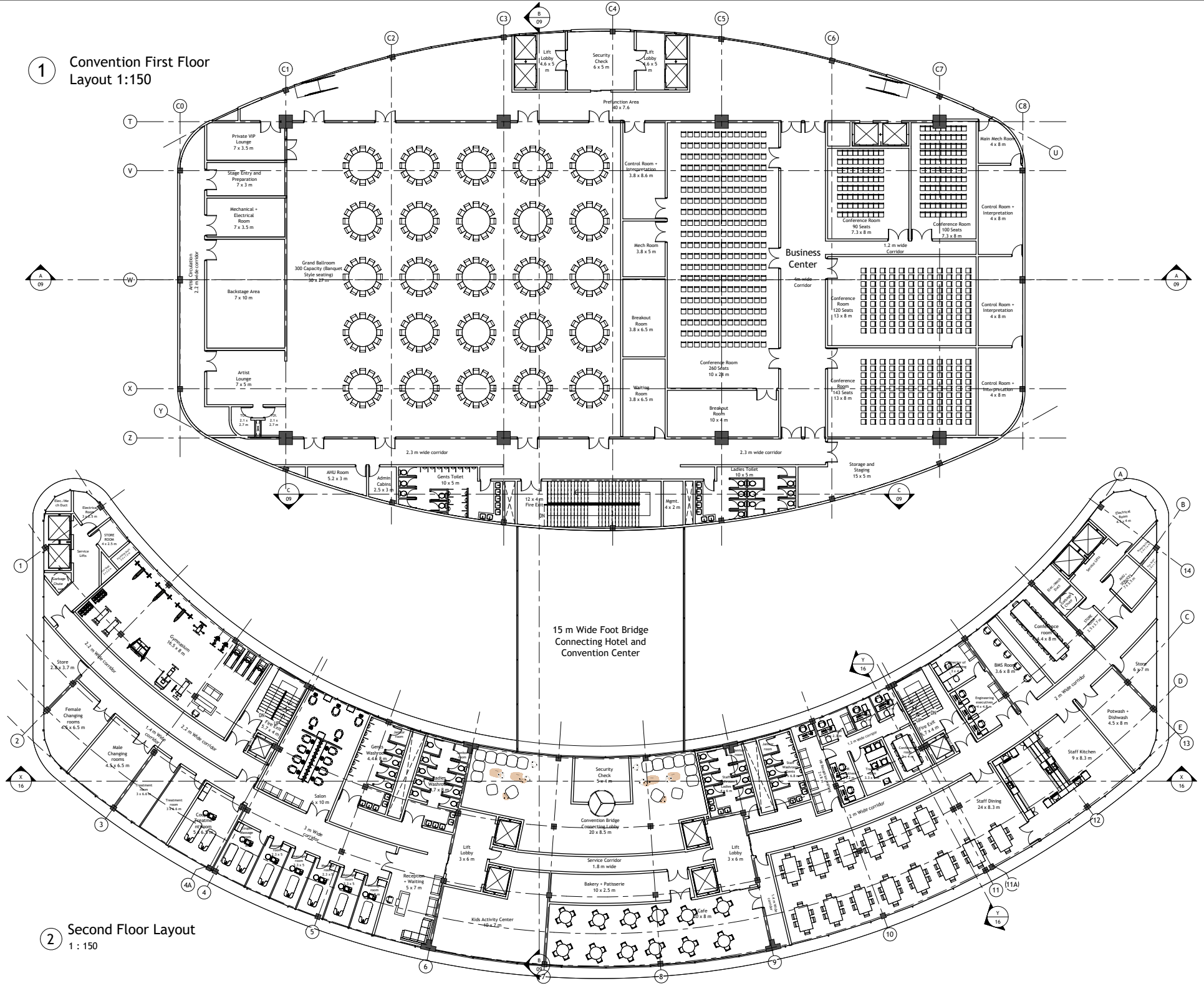
1 Convention First Floor
Layout 1:150



2 Second Floor Layout
1 : 150

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5 STAR HOTEL
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Scale 1:150

Second Floor Plan

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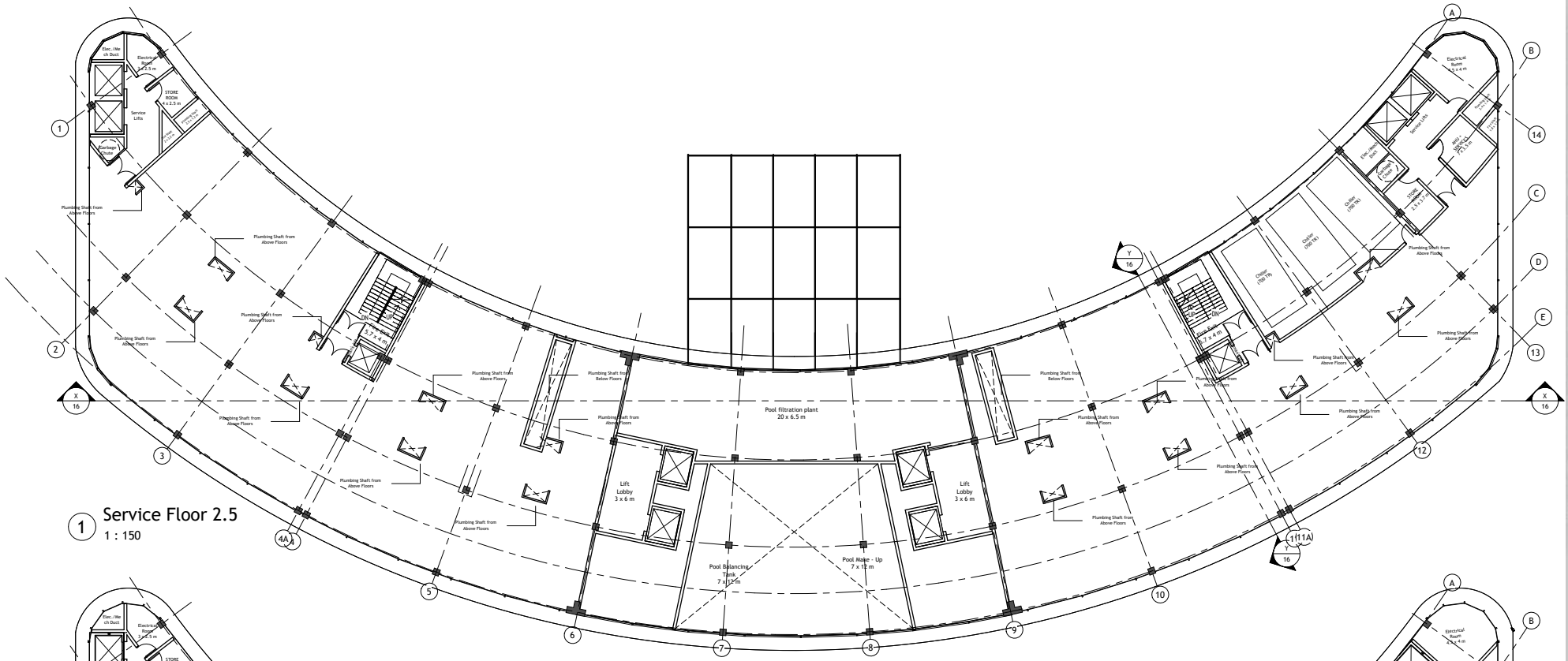
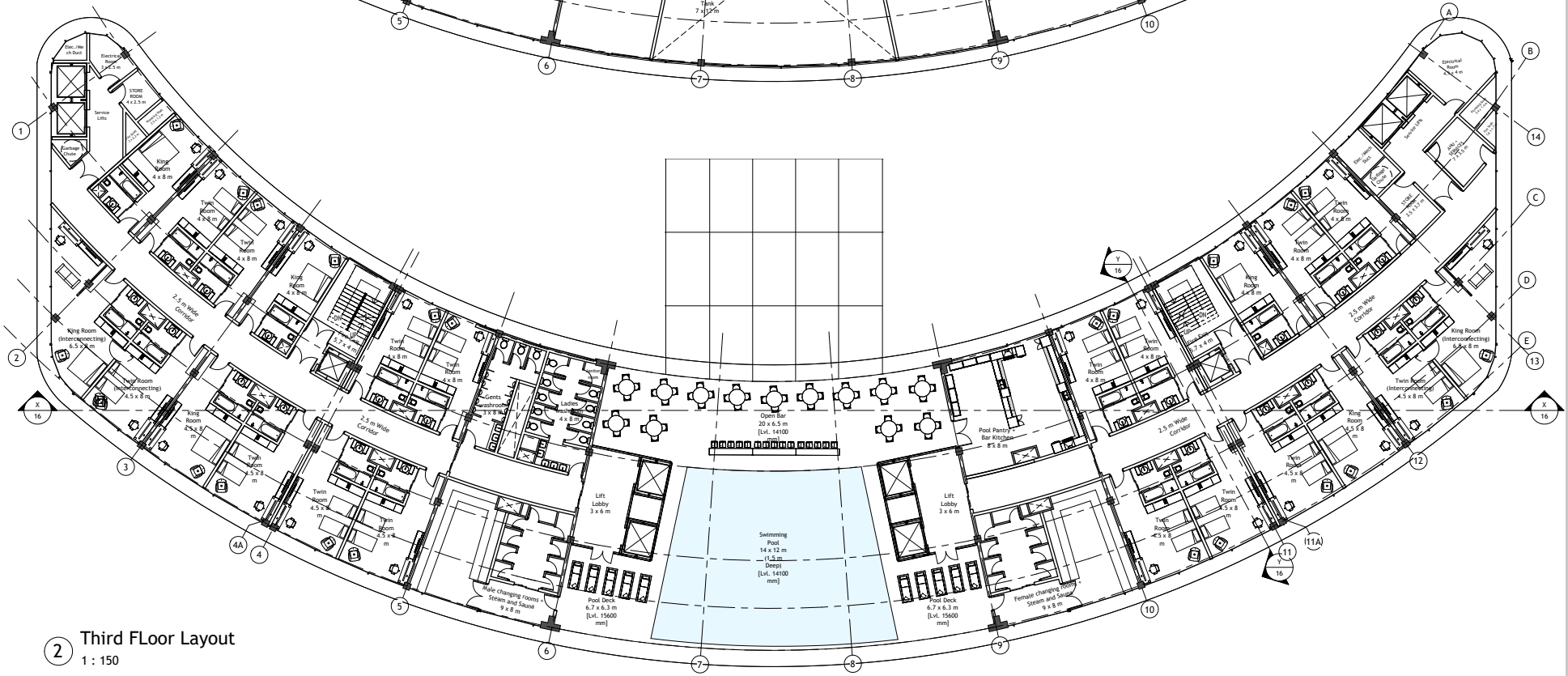


1 Service Floor 2.5
1 : 150



2 Third FLoor Layout
1 : 150

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5 STAR HOTEL
CONVENTION CENTER

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Scale 1: 150

Service Floor (2.5) + 3rd Floor Plan

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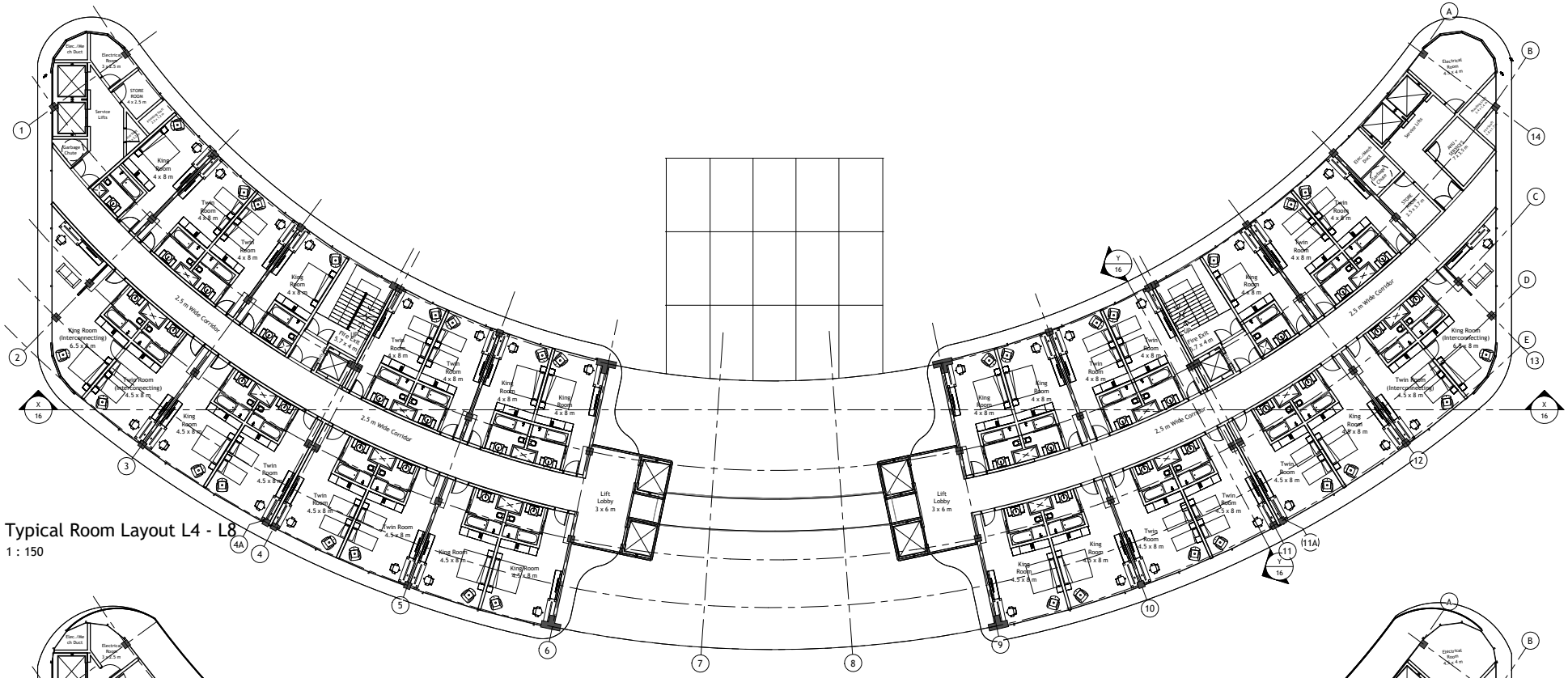

King Room 4 x 8 m
Twin Room 4 x 8 m
King Room (Interconnecting) 4.5 x 8 m
Twin Room (Interconnecting) 4.5 x 8 m
King Room 4.5 x 8 m
Twin Room 4.5 x 8 m
2.5 m Wide Corridor
Lift Lobby 3 x 6 m
Fire Esc. 3.7 x 4 m
Electrical Room 3 x 2.5 m
STORE ROOM 4 x 2.5 m
Service Lifts
Garbage Chute
Esc. /Ele ch Duct
Electrical Room 4 x 4 m
Service Lift
STORE 2.5 x 3.7 m
Twin Room 4.5 x 8 m
King Room 4 x 8 m
Twin Room 4 x 8 m
King Room (Interconnecting) 4.5 x 8 m
Twin Room (Interconnecting) 4.5 x 8 m
Twin Room 4.5 x 8 m
King Room 4.5 x 8 m
King Room 4 x 8 m
Twin Room 4.5 x 8 m
Twin Room 4 x 8 m
King Room 4 x 8 m
Twin Room 4.5 x 8 m
King Room 4.5

L3

Room Typology	Nos.
King Rooms (Hill View)	3
King Rooms (Sea View)	4
Twin Rooms (Hill View)	8
Twin Rooms (Sea View)	8
Total	**23**

L7 (Standard Floors)

Room Typology	Nos.
King Rooms (Hill View)	8
King Rooms (Sea View)	7
Twin Rooms (Hill View)	8
Twin Rooms (Sea View)	8
Total	**31**

L9 (Suite Floors)

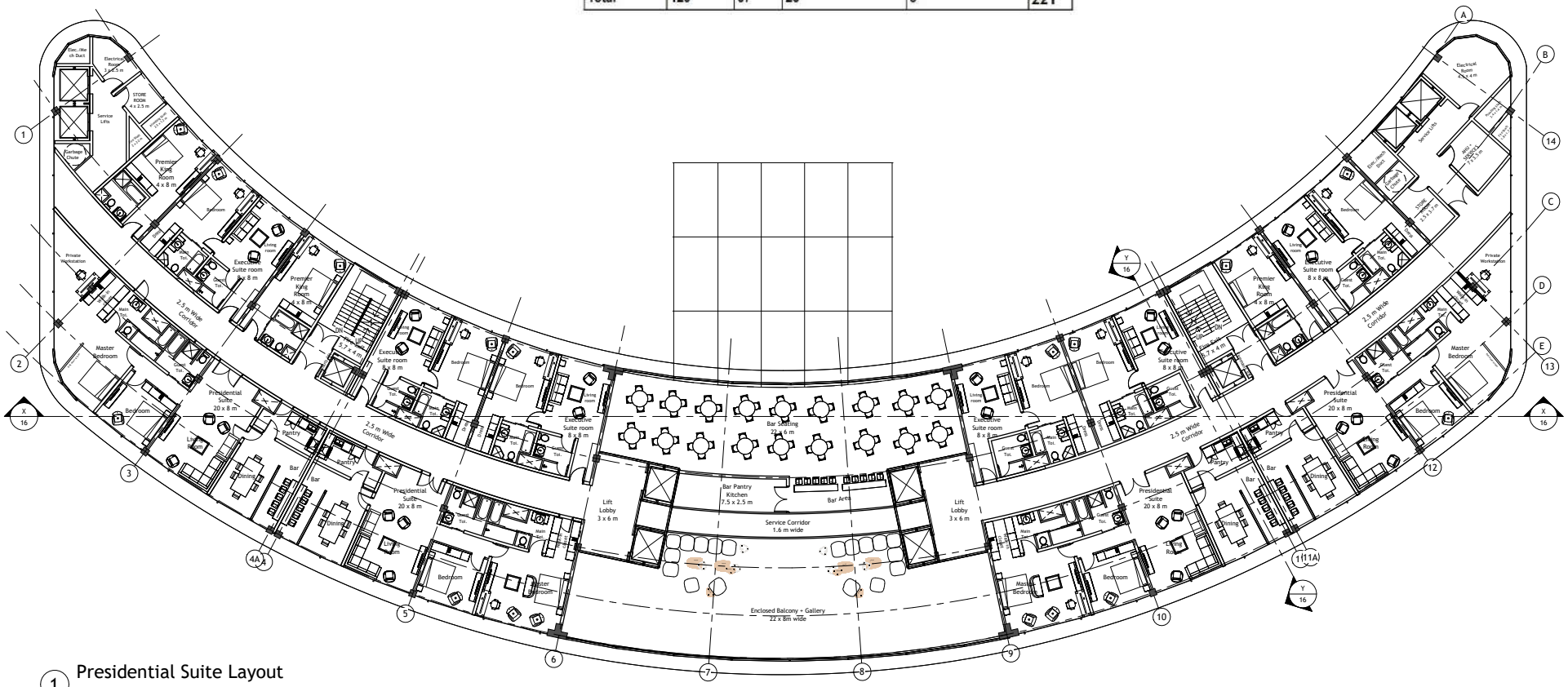
Room Typology	Nos.
Premier King Rooms (Hill View)	2
Premier Twin Rooms (Hill View)	1
Deluxe Suite Rooms (Sea View)	8
Executive Suite Rooms (Hill View)	6
Total	**17**

L10 (Presidential Suite Floor)

Room Typology	Nos.
Presidential Suite (Sea View)	4
Premier King Rooms (Hill View)	3
Executive Suite Rooms (Hill View)	6
Total	**13**

Room Type	No. of Keys
Standard Rooms	120
Twin Rooms	67
Suites	26
Presidential Suites	8
Total	**221**

Floor	King Rooms	Twin Room	Suite	Presidential Suite	Total
Floor 3-6	66	50	0	0	116
Floor 7-8	46	16	0	0	62
Floor 9	2	1	14	0	17
Floor 10	3	0	6	4	13
Floor 11	3	0	6	4	13
Total	**120**	**67**	**26**	**8**	**221**



1 Presidential Suite Layout
1 : 150

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5 STAR HOTEL
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Scale 1:150

Typical Guest Floor Plan L-10,11

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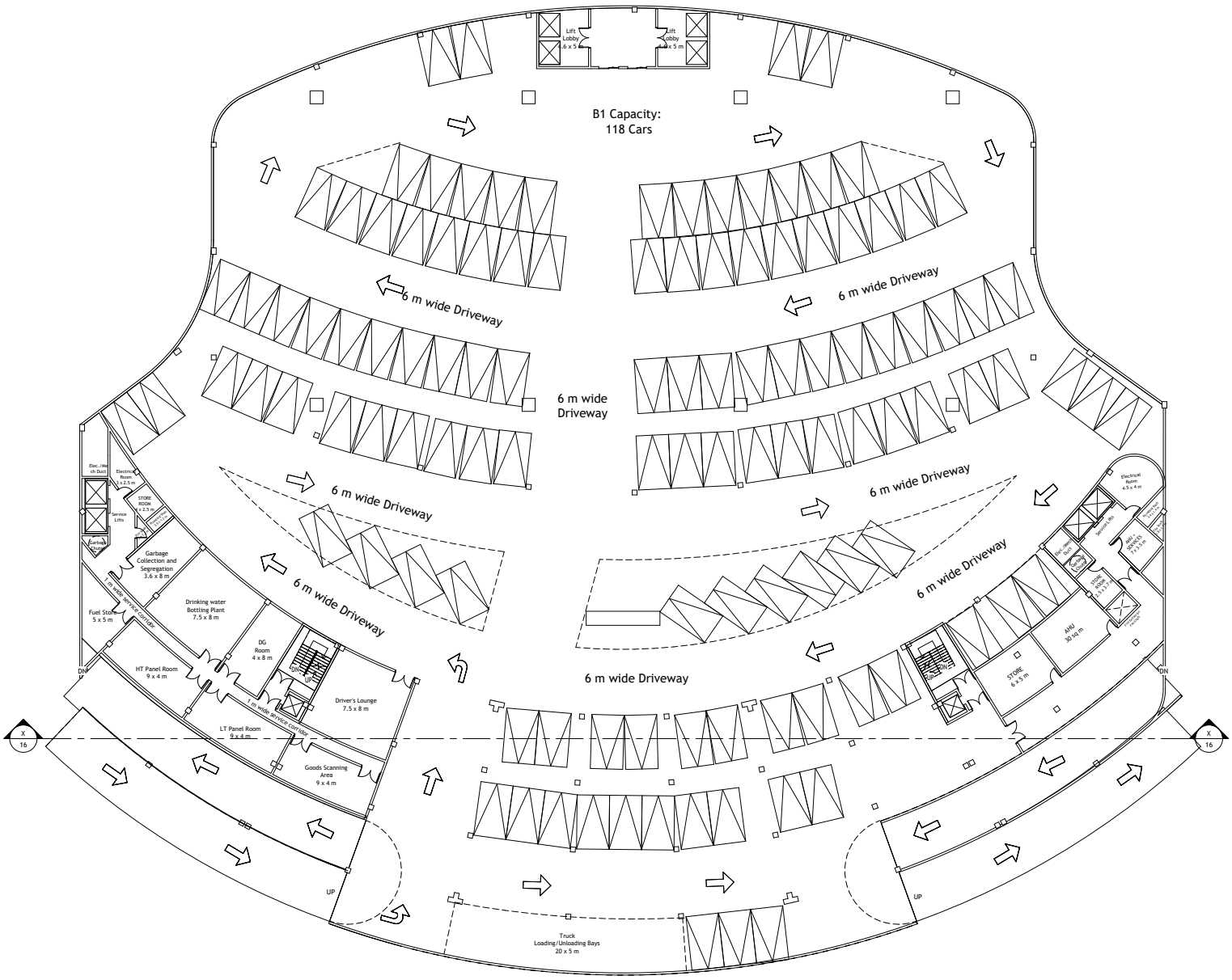

Basement Layout Plan at Lvl_B1

1 1 : 200

Parking			
Parking req. for Convention	2 ECS / 100 sqm B. U.		According to URDPFI
Convention Builtup	8745	sqm.	
÷100	87.45		
Parking req. for Convention	**174.9**	**nos.**	
Parking req. for Hotel	1 ECS for every 2 guest rooms		According to URDPFI (For Population more than 50 Lakh)
Parking req. for Hotel	**111**	**nos.**	
Total Requirement	**285.9**	**Cars**	
Proposed Parking			
Basement B1	118		
Basement B2	129		
On Site	95		
Total	**342**	**Cars**	

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

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Scale 1:200

Basement Plan B1

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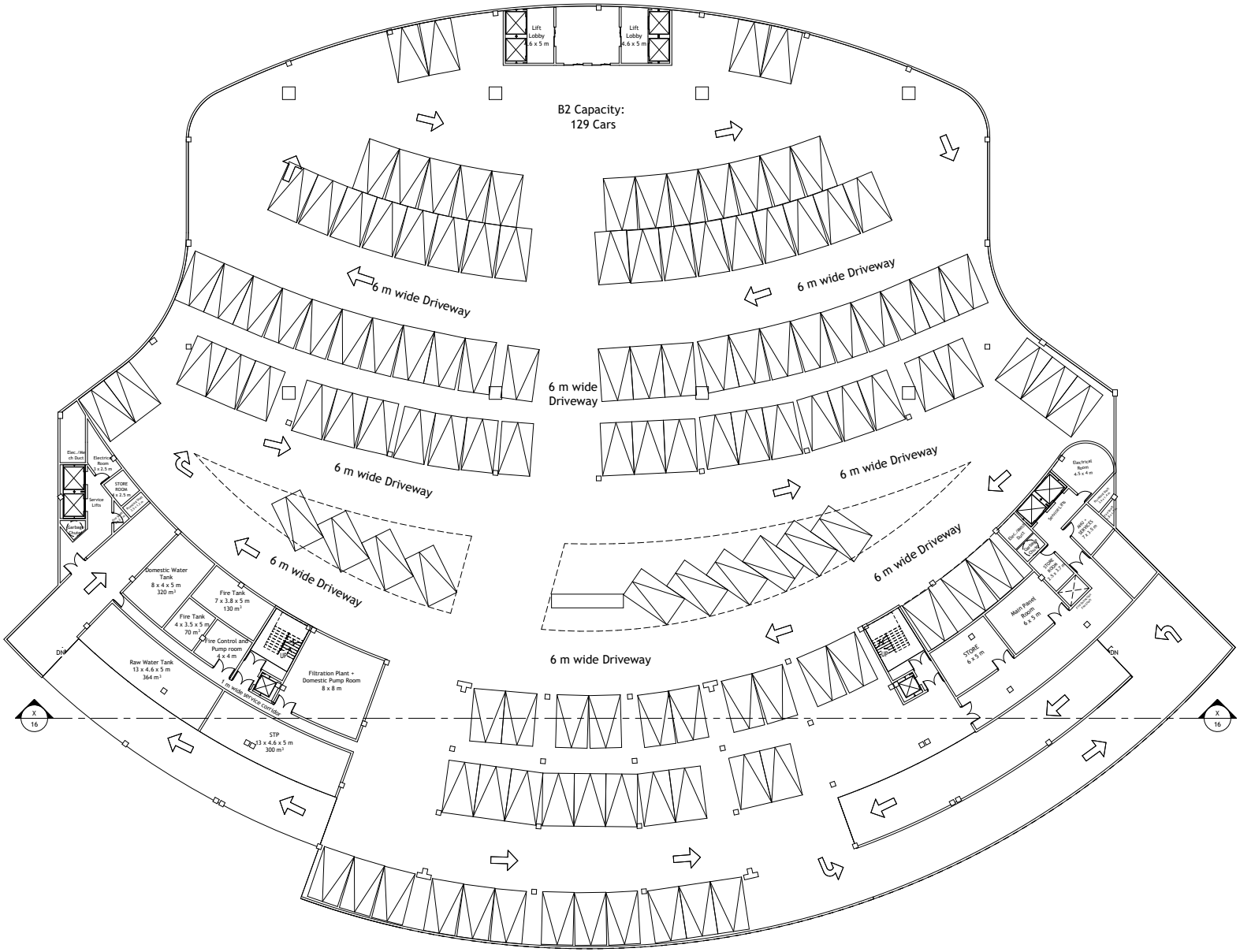

Basement Layout Plan at Lvl. B2

1 1 : 200

Parking			
Parking req. for Convention	2 ECS / 100 sqm B. U.		According to URDPFI
Convention Builtup	8745	sqm.	
+100	87.45		
Parking req. for Convention	**174.9**	**nos.**	
Parking req. for Hotel	1 ECS for every 2 guest rooms		According to URDPFI (For Population more than 50 Lakh)
Parking req. for Hotel	**111**	**nos.**	
Total Requirement	**285.9**	**Cars**	
Proposed Parking			
Basement B1	118		
Basement B2	129		
On Site	95		
Total	**342**	**Cars**	

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

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Scale 1:200

Basement Plan B2

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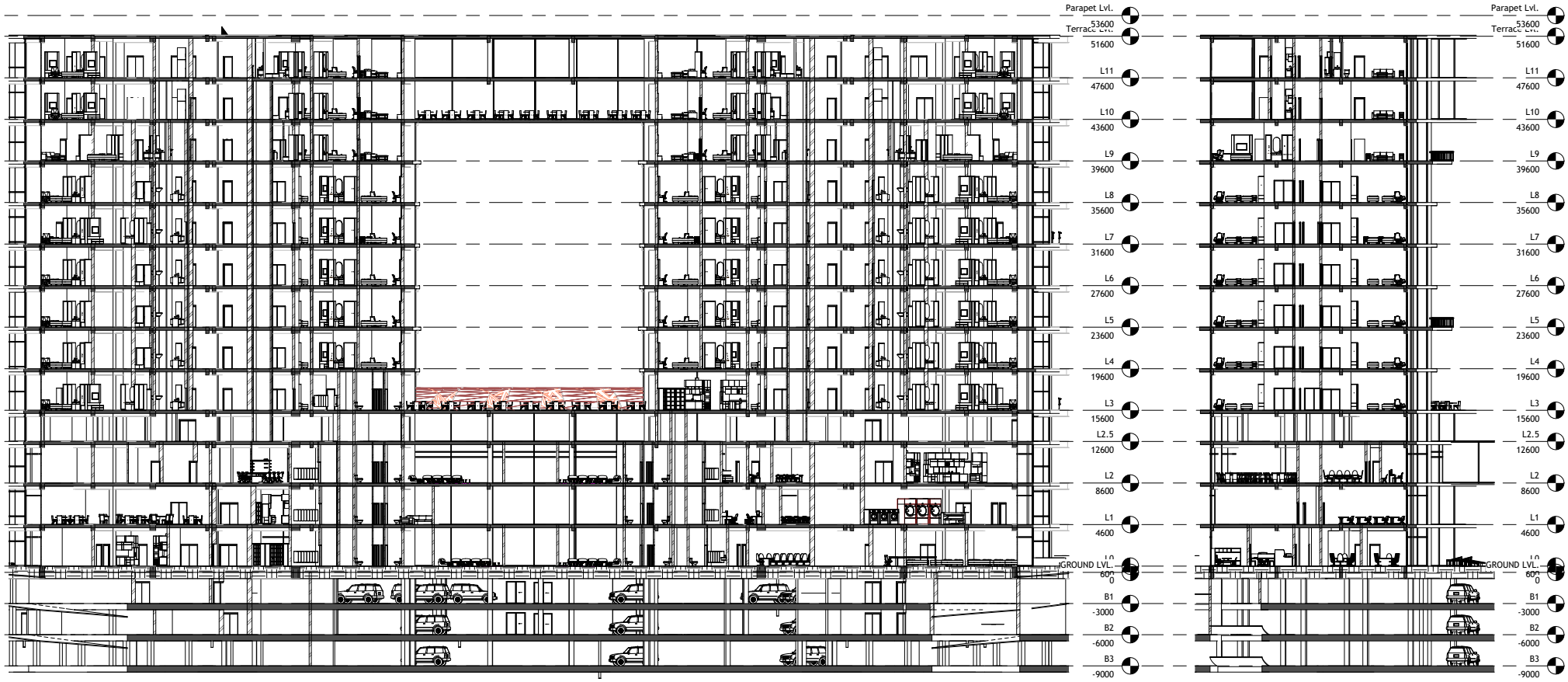

X Section XX
1 : 200

Y Section YY
1 : 200

VISHAKAPATNAM 5 STAR HOTEL CONVENTION CENTER

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Scale: 1:200

Hotel Sections

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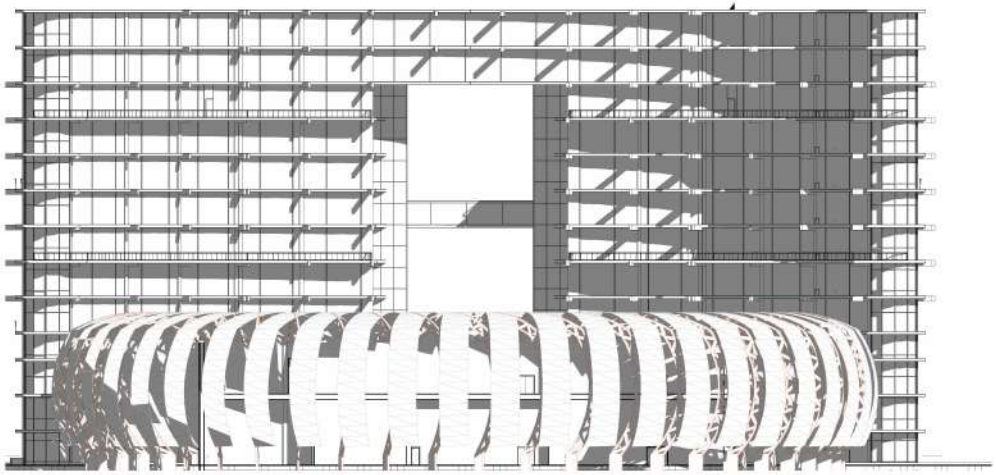
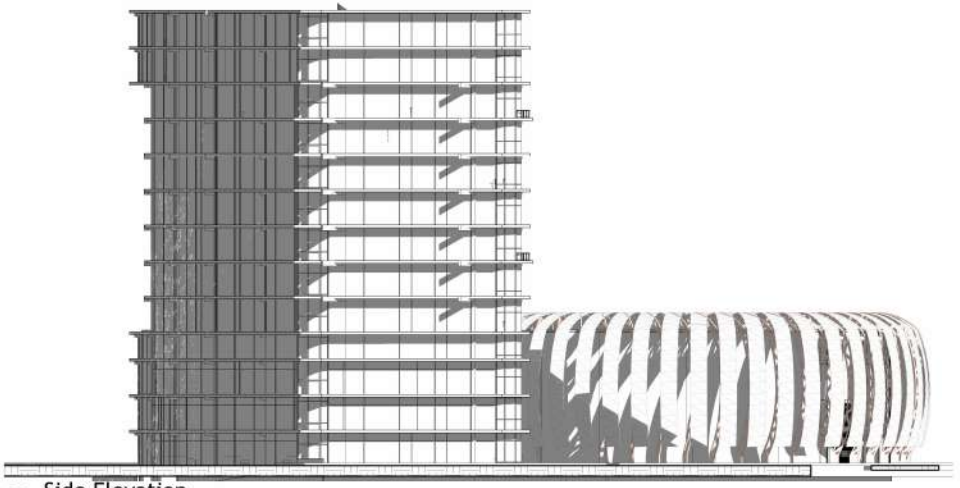


1 Front Elevation
1 : 300



2 Side Elevation
1 : 300

VISHAKAPATNAM 5 STAR HOTEL CONVENTION CENTER

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Scale
Elevations + 3D Form

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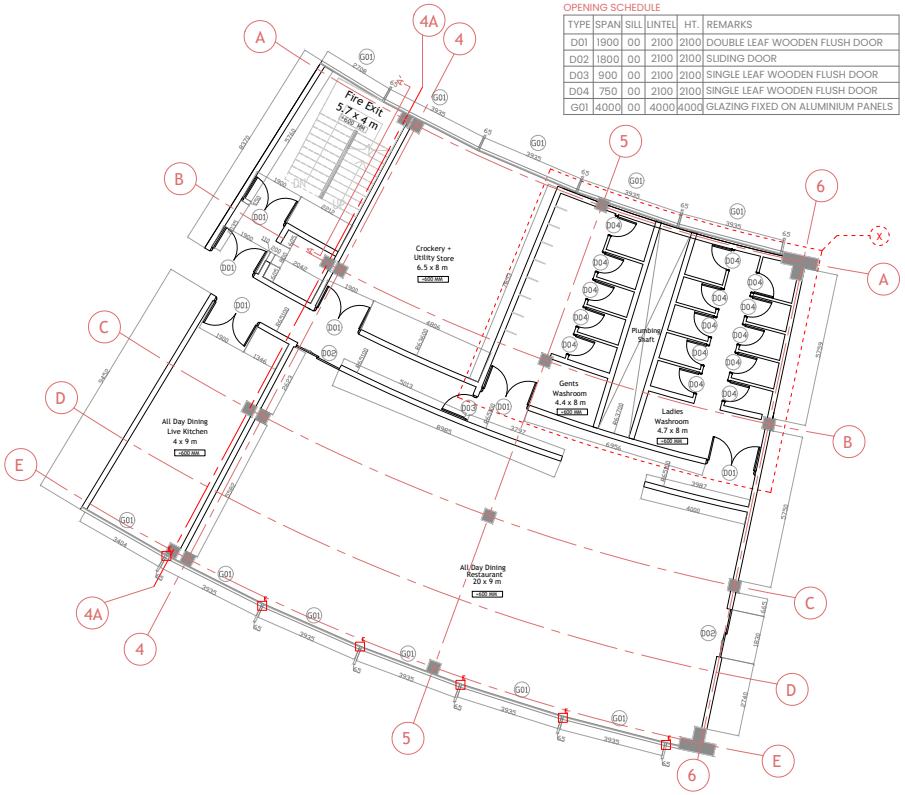
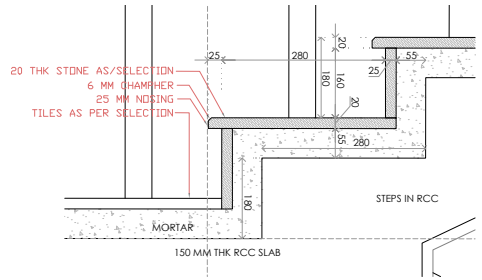
OPENING SCHEDULE

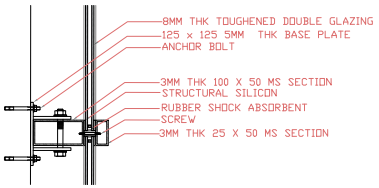
TYPE	SPAN	SILL	LINTEL	HT.	REMARKS
D01	1900	00	2100	2100	DOUBLE LEAF WOODEN FLUSH DOOR
D02	1800	00	2100	2100	SLIDING DOOR
D03	900	00	2100	2100	SINGLE LEAF WOODEN FLUSH DOOR
D04	750	00	2100	2100	SINGLE LEAF WOODEN FLUSH DOOR
G01	4000	00	4000	4000	GLAZING FIXED ON ALUMINIUM PANELS



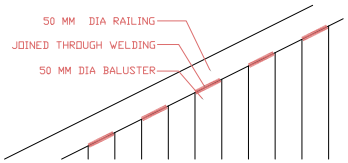
BRICKWORK LAYOUT PLAN | SCALE 1:100 | 01



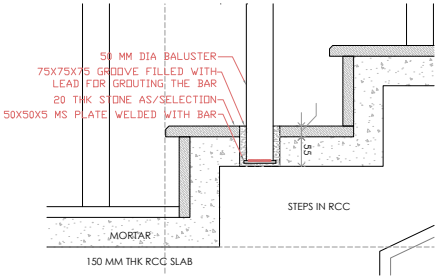
DETAIL A | SCALE 1:5 | 04



DETAIL B| SCALE 1:5 | 05



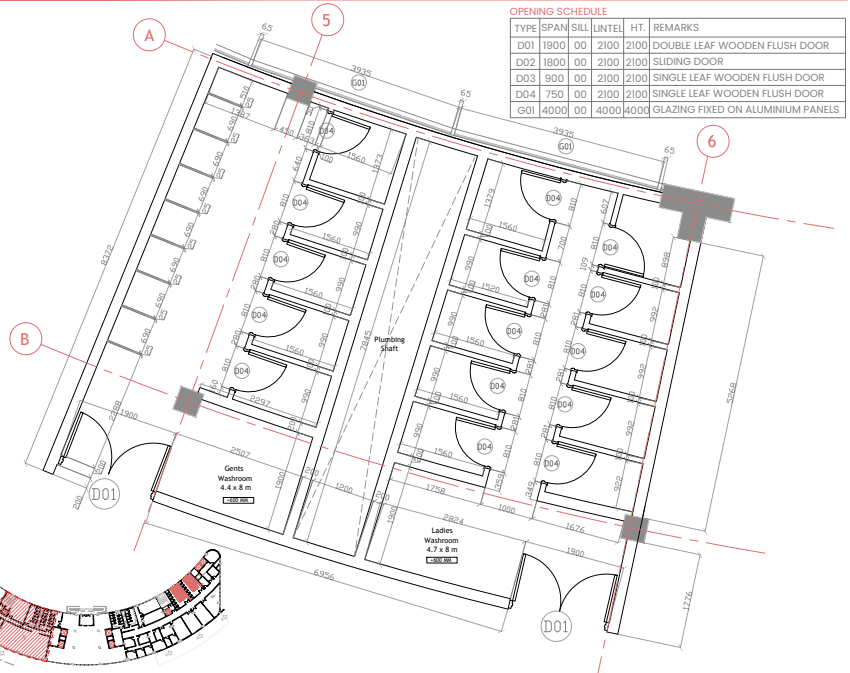
DETAIL C | SCALE 1:5 | 06



DETAIL D| SCALE 1:5 | 07

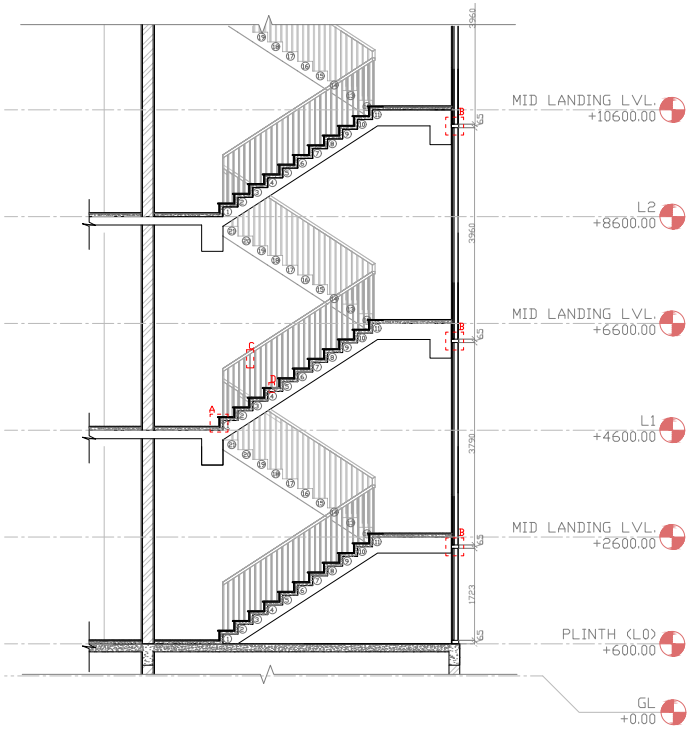
OPENING SCHEDULE

TYPE	SPAN	SILL	LINTEL	HT.	REMARKS
D01	1900	00	2100	2100	DOUBLE LEAF WOODEN FLUSH DOOR
D02	1800	00	2100	2100	SLIDING DOOR
D03	900	00	2100	2100	SINGLE LEAF WOODEN FLUSH DOOR
D04	750	00	2100	2100	SINGLE LEAF WOODEN FLUSH DOOR
G01	4000	00	4000	4000	GLAZING FIXED ON ALUMINIUM PANELS

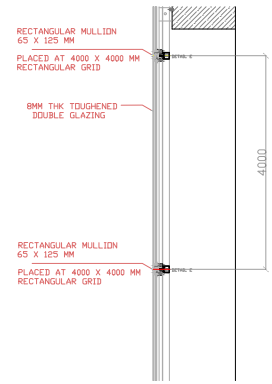


BRICKWORK LAYOUT PLAN (DETAIL X) | SCALE 1:50 | 02

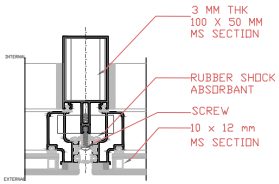
KEY PLAN | SCALE 1:1000



SECTION AA' (STAIRACSE DETAIL) | SCALE 1:50 | 03



SECTION AA' | SCALE 1:50 | 03



SECTION AA' | SCALE 1:3 | 03

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

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Scale: As Specified

Working Drawing:
Hotel GF – All Day Dining Restaurant

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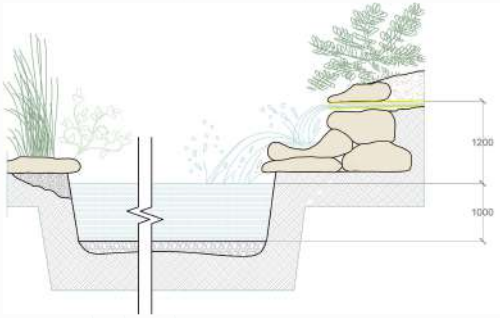
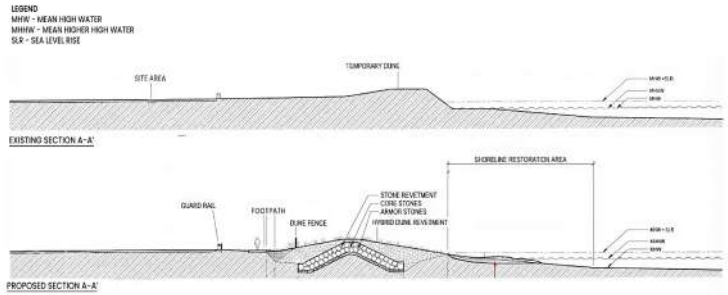
SECTION XX'
WATER BODY DETAIL TYPICAL SECTION



SECTION AA'
COASTLINE PROTECTION



VEGETATION SPECIFICATIONS

Botanical Name	Common Name	Foliage Type	Height (m)	Canopy Spread (m)	Landscape Use	Other Info
Borassus flabellifer	Palmyra Palm	Evergreen	15–30	6–10	Coastal theme, vertical accent, windbreak	Drought/salt tolerant, iconic
Cocos nucifera / other palm species	Tall Palm Trees	Evergreen	10–30	4–7	Promenade rhythm, tropical aesthetic	Salt-resistant, low maintenance
Avicennia marina	Grey Mangrove	Evergreen	5–15	4–8	Coastal buffer, erosion control, habitat	Very salt-tolerant, native
Magnolia champaca	Champak Tree	Evergreen	8–15	6–10	Shade, fragrance, ornamental	Orange-yellow fragrant flowers
Casuarina equisetifolia	Casuarina	Evergreen	15–35	1–1.5	Coastal windbreak, screening, quick cover	Tolerates sand/salt; fast growth



SHACK RESTAURANT ISOMETRIC





VEGETATION LEGEND

- TALL PALM TREES, PALMYRA PALM (P01)
- THE GREY MANGROVE (M01)
- CHAMPAK TREE (C01)
- CASUARINA (C02)
- EXISTING VEGETATION
- PROPOSED VEGETATION

LEGEND

- PROPOSED ROADS
- 10 M SETBACKS
- EXISTING ROADS
- PROPOSED BUILDINGS
- WATER BODY
- PAVER BLOCKS
- SEAFRONT PROMENADE
- SOFTSCAPE
- BUILTUP AREA

VISHAKAPATNAM
5 STAR HOTEL
CONVENTION CENTER

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2 1 1 1 1 0 0 5 2

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Scale: 1:600
Elective 1: Landscaping

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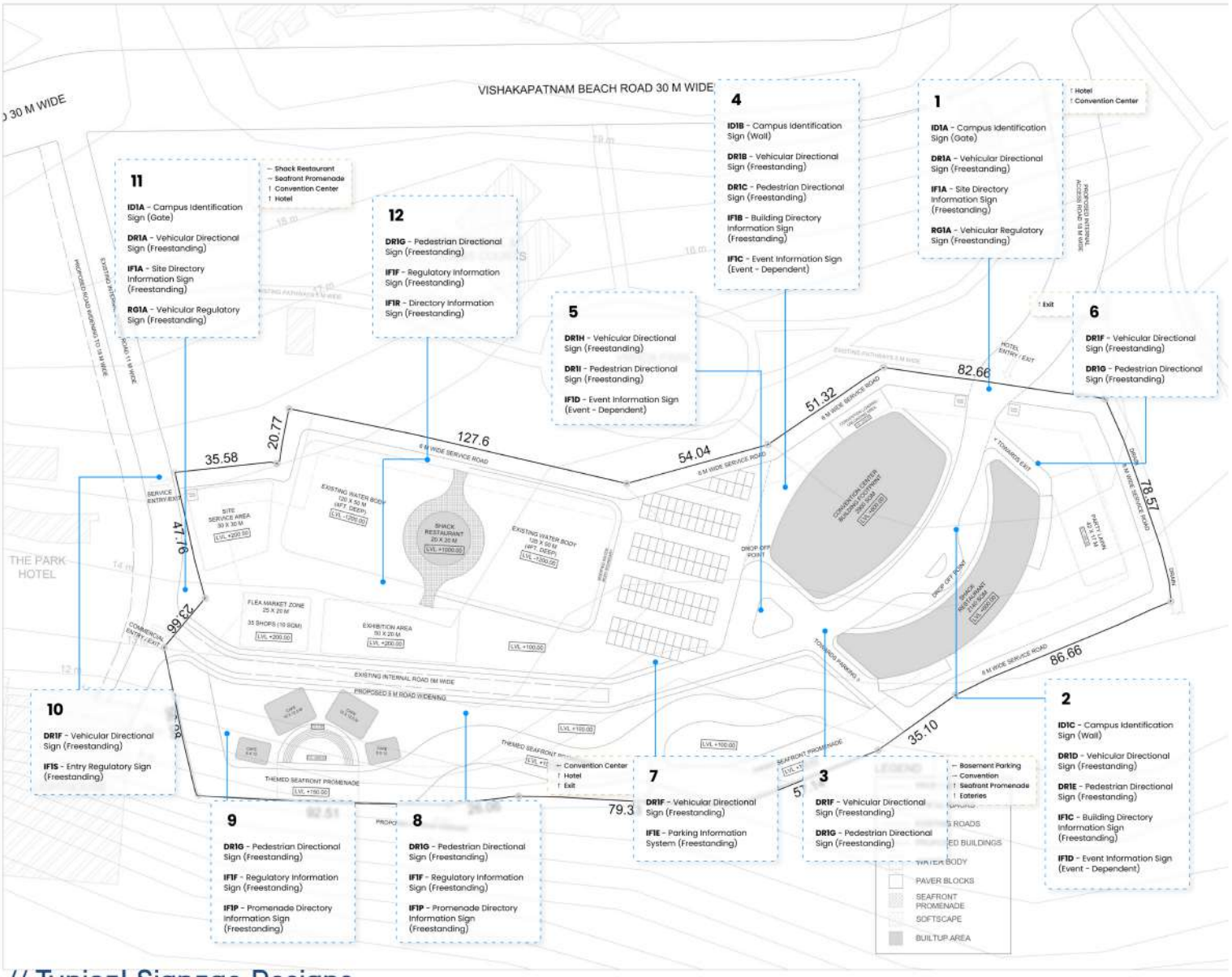
// Site Level Signage Mapping



// Typical Signage Designs

Category of sign

Sign type number

Variant letter

ID1a

SIGN TYPE CODE

DR Directional

ID Identification

IF Information

RG Regulatory

Colour Strategy

Charcoal
Pantone Black C
RGB 45, 41, 38
Paint Dulux 'domini' PG1 A8
Vinyl Avery 'Komatsu Grey' 759-01 PF

Access Blue
Pantone 2945C
RGB 0, 76, 151
Paint AS2700 Ultra Marine B21
Vinyl Avery Vivid Blue 934

USP Teal
Pantone 321C
RGB 0, 140, 149

USP Dark Teal
Pantone 2965C
RGB 0, 38, 62



Identification Signage

Sign Type	Typical Location
ID1a Campus Identification Sign QUT Cube	• High level building sign • Integrated with architecture • Visible from approach roads
ID1b Campus Identification Sign QUT Square	• High level building sign • Integrated with architecture • Visible from approach roads
ID2a Campus Identification Sign Low Wall	• Low level sign integrated into landscape/entry statement • Visible from approach roads and pathways
ID2b Campus Identification Sign Fence Mounted	• Low level sign integrated into landscape/entry statement • Visible from approach roads and pathways
ID3 Campus Identification Sign Vertical Blade	• Freestanding at major arrival and gathering points



Directional Signage

Sign Type	Typical Location
DR1a Vehicular Directional Sign Freestanding	• Typically located on roads within each precinct area at vehicular decision points
DR2a Pedestrian Directional Sign Freestanding	• Along pedestrian paths at decision points
DR2b Pedestrian Directional Sign Finger Post	• Along pedestrian paths at decision points
DR2c Pedestrian Directional Sign Wall Mounted	• Along pedestrian paths at decision points
DR2d Pedestrian Directional Sign Suspended	• Above pedestrian paths at decision points

VISHAKAPATNAM

5 STAR HOTEL

CONVENTION CENTER

VIJAYARAGAVAN S

2 1 1 0 0 5 2

Subject Design Thesis

Subject-Code ARC-24511

Semester 09

Thesis guide:
Dr. Manmohan Kapshe

Submitted to:
Prof. Vicky Lalramsangi

Project North

Scale -

Elective 2:
Experiential Design

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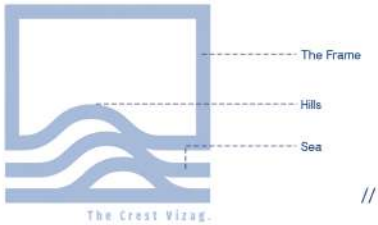
// Brand Identity



Logo and
// Concept

The logo for The Crest, Vizag symbolizes the project's central idea — the architectural frame that captures the meeting of sea and hill.

The rectangular outline represents the built frame, while the flowing lines below suggest waves rising toward the horizon, merging into the landform. Together, they express the dialogue between motion and stillness, nature and structure.

Rendered in a calm slate-blue tone, the mark reflects the serenity of the coast and the refined luxury of the space. The minimalist form allows the concept to stand timelessly, while the text "The Crest Vizag" anchors it in place and identity.

// Typography

SK Conreita - for English communication with an elegant and modern style

Chahthura - for Telugu communication with a complementray style

The Crest Vizag
ది క్రెస్ట్ వైజాగ్

// Color Palette

Dying Storm Blue		A very dark blue that feels serious, deep, and authoritative.
Sea Crystal		A muted, medium gray-blue that feels stable, subtle, and subdued.
Cyan-blue		A very light, pale cyan-blue that feels calm and tranquil.
Warm beige		A light, muted, warm beige that feels gentle, comforting, and inviting.
Cream		A very light, pale cream color that feels soft, subtle, and elegantly calm.
Black		For Contrast, Clarity and grounding the visuals.
White		For Contrast, Clarity and grounding the visuals.

// Branding and Packaging

The branding was developed by focusing on simplicity, consistency, and user comfort. Inspired by coastal hues. Uses a unified blue palette and minimal graphics across all elements, packaging, fabrics, and signs for an inviting, relaxing ambiance.

Every detail, from cosmetic bottles to wayfinding signage, was designed to enhance the guest experience and create a coherent identity throughout the space. Also prioritizes clear direction and tactile quality in fabrics and finishes to strengthen both usability and visual appeal.



// Cosemtic Bottles

// Room Key cards



// Drinking water bottles



// Door Hangings



// In Room Slippers



// Wall mount dispensers

// Pictograms



// Fabrics and Upholstery



// Bath Robes

// Bath Towels



// Tote Bags



// Carpets

// Directional Signages (site)



// Interior Signages

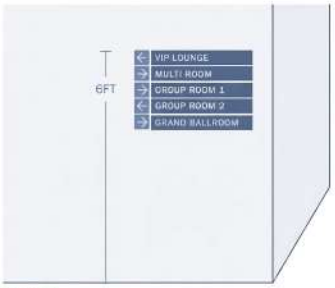
Dimensions: Primary totems vary in height; widths adjusted to suit text while maintaining a consistent family proportion across all panels.

Artwork: Printed self adhesive vinyl with marble texture background and white graphics, ap plied to sign face.

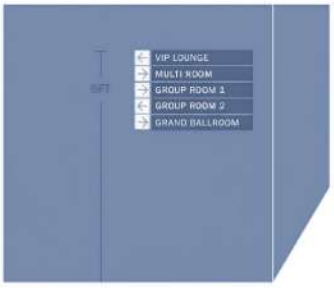
Substrate options: 10–15 mm Alu panel / HPL sheet, with option for back painted glass for premium areas.

Installation: Floor mounted with concealed base plate and anchor bolts; wall panels fixed with countersunk screws or structural adhesive as required.
Typography: Sans serif typeface, mixed case; primary destinations 80–120 mm cap height, sec ondary text and arrows scaled proportionally.



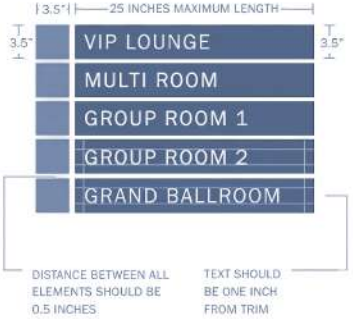


OPTION 1
White or light wall with grey and blue vinyl



OPTION 2
Blue or green wall with white and grey vinyl

Dimensions: The width of text panels can be adjusted to fit the text—ensure all panels in the same block are the same width
Artwork: Self adhesive vinyl applied to wall or substrate
Substrate options: Wood, Sintra, Alu-panel, Plexi Glass
Installation: Directly onto wall if vinyl, double-sided tape if substrate
Typography: Ensure type is set in all caps



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