

**A RESORT HOTEL
IN PUNTA DEL ESTE**

**SUBMITTED BY
MONICA FEJER**

**THESIS ADVISOR
JERRY BANCROFT**

P378
.F3295

**MONTANA STATE UNIVERSITY
WINTER, 1987**

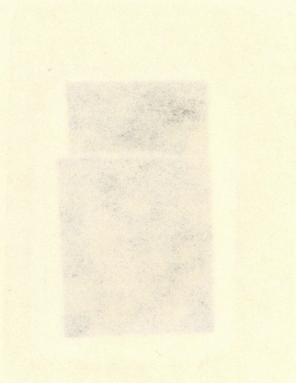

Montana State University Library, Bozeman

A RESORT HOTEL
IN PUNTA DEL ESTE

SUBMITTED BY
MONICA FEJER

THESIS ADVISOR
JERRY BANCROFT

MONTANA STATE UNIVERSITY
WINTER, 1967



**A resort hotel
in Punta Del Este, Uruguay**

**a study involving the
understanding of resort design**

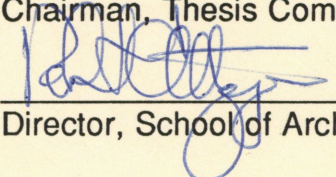
by: Monica Fejer

A thesis submitted in partial fulfillment
of the requirements for the degree
of
BACHELOR OF ARCHITECTURE

Approved:

Thesis Advisor

Chairman, Thesis Committee



Director, School of Architecture

Montana State University
Bozeman, Montana
June, 1987

P378
F3295

CAL
~~720.6~~
~~1196~~ AA2540
~~F3295~~

Statement of Permission to Copy

This thesis is a partial fulfillment of the requirements for an advanced degree of Bachelor of Architecture at Montana State University and it is apparent to me that the Library shall make it freely available for inspection by the public. Any copying of this thesis for scholarly purposes may be done only after permission has been granted by my advisor, the Director of Libraries, or the coordinator of the thesis program. Any copying or publication of this thesis shall not be allowed without my written permission.

Signature: Monica B. Lepp

Date: June 13, 1987

Acknowledgements

To my Parents:

without their understanding and valued support,
completion of this thesis would not have been
possible.

TABLE OF CONTENTS

EDUCATIONAL GOALS.....	3
STATEMENT OF ARCHITECTURAL INTENT.....	4
PROJECT SCOPE.....	5
JUSTIFICATION FOR NEEDS.....	6
UNDERSTANDING PUNTA DEL ESTE:	
AN OVERVIEW.....	7
HISTORY AND CONTEXT.....	10
LIFE AND PEOPLE.....	23
SITE ANALYSIS.....	26
CASE STUDIES.....	28
USER TYPOLOGY.....	32

ASSESSMENT OF USER TYPOLOGY.....	33
BUILDING CODE.....	34
GOALS AND CONCEPTS.....	37
SPACE REQUIREMENTS.....	41
SUMMARY OF SPACE REQUIREMENTS.....	64
FOOTNOTES.....	67
BIBLIOGRAPHY.....	70

Educational Goals

The following educational goals have been considered to broaden my knowledge and understanding in the field of architecture that I am most interested in pursuing.

- ☐ To increase my understanding of resort design.
- ☐ Formulate and design a resort hotel to become aware of implications of resort design.
- ☐ To understand the implications of design in a foreign resort area due to climate, region and culture.
- ☐ To learn the process of data gathering and interpretation needed for projects in foreign countries. This includes architect - local meetings, acquiring data from government offices and surveying.
- ☐ To develop a program and design in Thesis I and II respectively that will guide me in this and other design in resort areas.

CAL
720.6
M76
F3215

STATEMENT OF ARCHITECTURAL INTENT

To design a resort hotel that has a Uruguayan "flavor." Currently Punta del Este is a resort city that has been through many periods of different architectural styles, from the Victorian of the 1900's to that of Western modernization. This diversity of style has not been sensitive to the historical aspect of the country. Therefore, Punta del Este has lost the regional character of Uruguay. It is my intention in my Thesis Project to create a style that still reflect Uruguayan flavor. In this I need to look at the historical aspect of Uruguayan architecture and the cultural and the social aspects of the people of Uruguay and to create an architecture that is sensitive to these aspects as well as being sensitive to the needs of modern society.

PROJECT SCOPE

-Precedent research on historical building of Uruguay and the historical events that took place to change these buildings. This research will be divided into different time periods for a better understanding of the process that formed the architecture in Uruguay and the period in which it existed.

-Research of the people who live in and come to visit Punta del Este and its region and the life they lead. An overview of how the spirit of the place came to be and what it is now will also be discussed.

-The project is to include precedent research for spatial and design layout of hotels.

-Research on the type of people using the hotel and implications that they may have on the design.

-The programming and analysis is to include facilities required for a 500 room Resort Hotel. A convention center and a casino will be added to the program.

-Site development will consist of some on site parking, outdoor recreational facilities and landscaped areas.

Justification for Needs

There is a need for rooms and luxury hotels in Punta del Este. Currently, there are only 71 hotels with 2,413 guestrooms and 5,693 beds available to supply the demands of 300,000 tourists during the peak season that is from December 26 to February 28. Due to this shortage of rooms, people have been paying exorbitant prices of \$30.00 to \$50.00 a night plus shared bathrooms for small guestrooms, or rented local apartments that go for as much as \$1,400.00 a month for a one bedroom. Above all this, there is only one luxury hotel to supply the affluent customers that frequent the resort. This is the San Rafael Hotel with only 130 guestrooms ranging from double double rooms for \$73.00 a night to more luxurious suites for \$500.00 per night. This hotel is packed during the summer season and also during convention meetings.

There is now a proposal to build a 50 million dollar luxury hotel to help meet some of these demands, but because of the great shortage and a population increase of 25% by 1990, there is still a need for more hotels.

MAP SERIES





AERIAL PHOTOGRAPH OF SITE

The Resort: An overview

Punta del Este is the principal tourist center of Uruguay. It occupies an outstanding place among the best seaside resorts in the world becoming a preferable place of affluent escapees from South American capitals and European countries. These vacationers make up the majority of Punta del Este's population which fluctuates from 106,000 during the winter months to 250,000 during the high holiday season.

What makes Punta del Este so special to these vacationers? Its most striking feature is its scenic beauty, the diversity and duality of its setting and its favorable natural conditions. Lying 34°58', which is the same latitude as the famous Mediterranean resorts, it offers a year round temperate climate.¹ The average temperature for the summer month of January is about 71°F and that of the coldest month, July, is 50°F. The rainy season is mainly in the autumn with an average of 3.5" falling in April, May and June. Frost is almost unknown and at night a soft breeze blows off of the ocean.

Punta del Este is situated in the Department of Maldonado, the Uruguain term for State. Through years of growth and development, the capital, which is also called Maldonado, has become integrated with Punta del Este. This Department is distinguished from the rest of the country, which is flat with tall prairie grass, by three conditions: forests, hills and ocean.

Punta del Este contains 40 Km of Uruguay's 500 Km of beaches. The beaches are wide spans of golden sand and warm waters whose colors

alternate between blue and green. Part of Punta del Este is built up on a peninsula which extends out into the southern most tip of Uruguay. This peninsula marks the point where the Atlantic Ocean joins the River Plate. It is this meeting of waters that explains why there is a constant shift in colors.² On the Atlantic side is la Brava beach and other beaches that are untamed and exposed to the assault of heavy ocean breakers, drawing a fun-loving crowd, mostly of young people and surfers. The other side of the peninsula remains calm, uncrowded and unfrequented. It is preferred mostly by older people. Each year a particular beach becomes fashionable

Behind these beaches are the residential neighborhoods of flowering gardens, long green lawns and large maritime pinewood forests. Included in the residential neighborhoods are the recreation centers consisting of golf courses and tennis clubs. The streets are calm with almost no motor traffic.

The peninsula is the core of the city. It is a highrise area that is a commercial as well as a residential district. This is an area of elegant shops, hotels, restaurants, a casino, antique dealers, art galleries, exhibitions and museums, but the city is at the same time the place for marathons and Formula II races, beauty contests, auctions, sales of thoroughbred horses and launching of yacht races.³ Its main street is Gorlero Avenue: Punta del Este's favorite night attraction. It is the place to see and be seen, shop, dine and socialize till the early hours of the morning.

The port, situated on the peninsula, also becomes the place for



The Peninsula

launching of international yacht races. Every day, sailboats leave and arrive, especially during the summer months, giving special color to Punta del Este's coasts.

Punta del Este has also become a well known meeting place for conferences where Presidents of the Americas meet.⁴

The resort quiets down during the winter months. Population falls from 250,000 inhabitants during the summer season to 106,000 during the cold winter months. This can be accounted for by the fact that the average tourist only comes to spend one or two months during the summer season to take advantage of the resorts main attractions: the beaches and sunshine. The winter inhabitants are usually much older, consisting mainly of retired people from Argentina and Montevideo, while the summer residents are more family oriented, coming to Punta del Este to relax and enjoy the peacefulness the setting offers.

Punta del Este has grown in a couple of years from being a resort town to a major urban center. Its convergence with Maldonado has given Punta del Este a diversified architectural appearance. Maldonado is a picturesque town. This city was founded in 1757 to supply vessels on the River Plate. It was a rich bastion of the Spanish Colonial period. In Maldonado there are historical buildings dating from that period, and at the same time there is an echo of modern architecture due to social, economic and cultural influences that Punta del Este's convergence has had on this city. Maldonado is also the living quarters for the people who work in Punta del Este and live a sedentary life, spending their summers without setting foot on the beaches.

CONTEXT AND HISTORY:

1516 – 1724 Period of Exploration

Before the coming of the Europeans, Uruguay was inhabited by a group of Indians call the Charruas. On February 2, 1516, Jaun Diaz de Solis became the first European to set foot on this land. In 1526, Diego Garcia arrived on an island which he called Las Palmas, currently known as Gorriti Island. This island is located one mile off the coast of Punta del Este. However, it was not until around 1850 that Punta del Este was founded and the first settlers arrived. Later, Garcia was followed by an avalanche of explorers. Many of these entered the natural ports of Montevideo and Maldonado and bragged about the high quality of these ports.⁵ The importance of these ports was the protection it gave their ships against storms and their proximity to the entrance to the River Plate that led to commercial centers inland. The Spanish Crown realized this importance and in 1724 began to establish the first colony at Montevideo, the actual capital of Uruguay, against any invasions from the Portuguese. In effect, Spain began the occupation of this country.⁶

1724 – 1730 Founding Process

The town of Montevideo was founded after a long process that started with the layout of the town. The primitive plan consisted of the subdivision of the first blocks of the part and access roads. The blocks are square and run perpendicular to each other based on strict orders that the

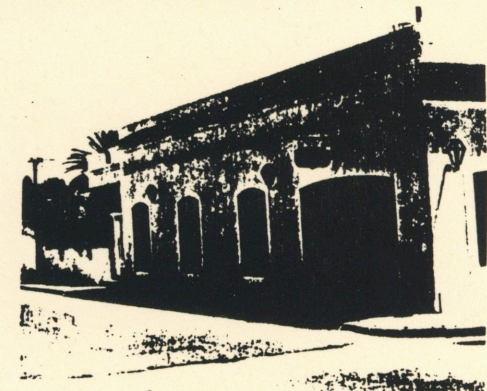
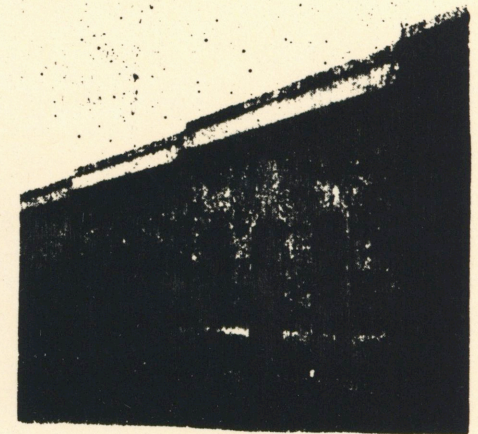


Plan of the City of Montevideo

Spanish Crown had for the establishment of their colonies: a design that did not change substantially for centuries to come. In 1726, the first blocks were given to civic workers. Then in 1730, Montevideo was considered founded when the governor of Buenos Aires instituted the first Cabildo, or meeting hall. In this way he recognized the civil life of the new city.⁷

1730-1830 The Spanish Colonial Period

Montevideo was poor and progressing very slowly and the construction of the fortifications was the main activity at this time, however everything changed when the Spanish Crown declared Montevideo the major port of the Southern region of South America, giving rise to mercantile activities and product exchange. This great push transformed Montevideo into a city of original characteristics, given its new fortification and civil architecture. Military architecture consists of the fortification planned according to the Spanish rules of this epoch. This consisted of the batteries, the inner city and the huge walls that surround the city. The first houses were very modest, made of stone and thatched roof. Later this style gave way to a still simple style with more details around the windows and dorrs and better quality of materials, such as brick, was introduced. The typical colonial house consisted of a one story well proportioned structure with an interior patio, a flat roof and simple facade. The one story house was superseded during this boom by a two story, flat roofed house with a look out tower.⁸ These houses, called "patricias," were large and complex because of the large families with married son's whose families continued



Early houses of the
Colonial Period

to live at home. They also housed the maids, slaves and other areas were designated for storage, workshops and horse stables. During this period, the right to own a lot in the city or what was called the "urban zone," was restricted to large land owners or people who held government jobs.⁹

In 1757, the Governor of Montevideo, realizing the importance of the strategic location of Punta del Este Bay, established a town inland called Maldonado, whose blocks are subdivided into the typical Spanish empire's city plan of square blocks. Later, fishing companies were founded based on the orders of King Charles the IV of Spain. These companies were established because of the abundance of whales off of these coasts. People from England, Ireland and Norway also came to pursue whale hunting. The first houses were made of stone and mud with thatch roofs and many years passed until one could talk about any major construction in this area. In 1771, the Maldonado Barracks, where the troops were quartered, was built. This was a building constructed of mud and stone with a mission tile roof. Later, more buildings were built in this region. In Punta del Este and on Gorritti Island, which is one mile off the coast of Punta del Este, batteries were built to protect the bay from any invasions.¹⁰ It was at this time that Maldonado became the second most important city in Uruguay next to Montevideo.

In October, 1806, an unexpected incident changed the life of Maldonado. The bay was invaded by British ships. The British took over Maldonado, and the local settlers were moved to the outskirts until 1810, when, with the help of troops from Montivideo, the city was retaken and life continued in the town.¹¹

1817 to 1828 marked the Portuguese – Brazilian occupation of this whole region, today known as Uruguay. An army from Argentina helped in defeating the Brazilians. A preliminary peace pact with Brazil was signed recognizing Uruguay's independence, in 1828.

1830 – 1894

By 1830, Uruguay had scarcely 74,000 inhabitants. Its main economic resource was livestock. A few landowners acquired economic empires over the country side. This brought much discomfort to the rest of the inhabitants, and after a long struggle, new reforms were put into effect. These reforms were that the government could now sell lots in the urban zones to people other than the privileged few. There were also fewer construction restrictions with these reforms.

New immigrants, freed slaves and people from the countryside began moving into the city and needed housing. Low quality houses called "conventillos" were built on speculation by the rich. The Conventillo was established around 1865.¹³ This was a way of life; a type of grouped living/bedrooms facing a common circulating balcony which opened to indoor patios. These dwellings lacked any type of private services and only in determined sectors of the building could you find the kitchen, the bathrooms, or washing sinks. These buildings also lacked comforts, were small and there was no ventilation or illumination. By 1908, it was reported that there were 486 of these conventillos with 8,400 rooms and 23,00 people living in them. Of these, 40% were minors. Most of these buildings now have been demolished, but a few have been made into



Conventillos

historical monuments.¹⁴

Those people who were connected to the upper classes, through industrial growth and land speculation, had a relatively good life, especially those who lived in Montevideo and Maldonado. This wealth was reflected in the quality and quantity of their housing. A slow but visible change of the aesthetic taste of the population became very apparent during this period. Now two story houses were built with balconies on the second floor and look out towers, with the principal characteristics inherited from the colonial house; such as the simplicity of the flat roof, the interior patio and the walls of a better quality brick and woods brought from Paraguay. However, new materials were also used, such as marble and ceramic mosaic tiles which were used mainly on interior patios. In general, the facades were influenced by the neoclassical style of the Italians. With respect to religious and public architecture, it too reflected the neoclassical influences. The Cathedral of Maldonado, built in 1870, is of neoclassic style with ogival doors and windows.¹⁵

By this time, the major cities such as Montevideo and Maldonado were becoming major commercial centers. However, Punta del Este was no more than a few houses dotted here and there. The first settlers were workers for the lighthouse and port fisheries, for exporting of what was considered exotic goods such as puma hides, seal fat, sealskins and whalebone for corsets and fish. Its first name was Villa Ituzaingo, but in 1907 it solicited to have its name changed to Punta del Este.¹⁶

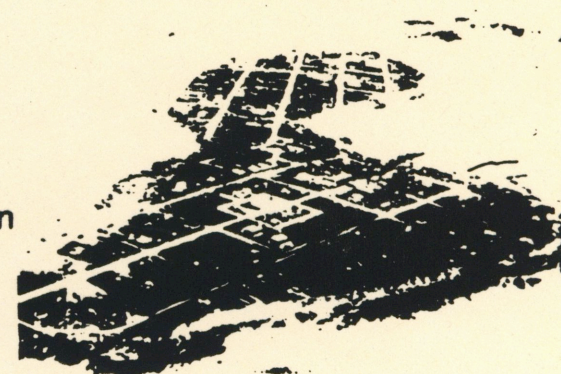
By 1890 the peninsula was divided into 81 Blocks, each of these divided into 12 lots. In the same year, maritime pine trees were planted along



Typical house of the period



Maldonado Cathedral



Aerial view of Punta del Este

1890

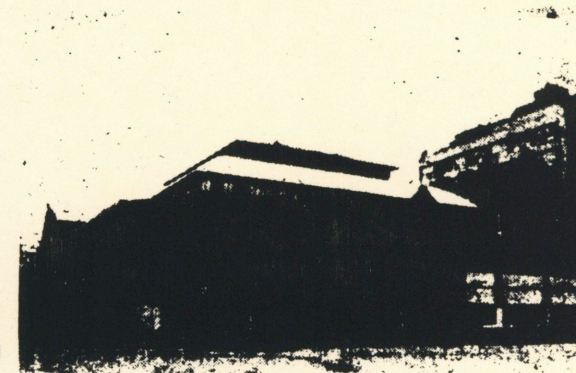
into 12 lots. In the same year, maritime pine trees were planted along the coast to combat the wind and sand dunes to protect inland plantations. It was a hard fight for five years, but those that have survived showed that the method was successful and more trees were planted along the coast that make now for the beautiful forested area in the region. In 1896 in Punta del Este there were only 50 houses with zinc or thatch roofs, walls of cooked mud and floors of soil. The light house was the tallest structure, standing 140 feet high.¹⁷

1895 – 1905 The Eclectic Period

Due to revolutionary happenings in the country where opposite parties demanded greater participation in political affairs, the President and part of his cabinet was assassinated. This caused a financial crisis and this was the period of least construction in Uruguay. However, I must mention two works that sprang up in the U.S. and Europe due to the industrial revolution, since they introduced new techniques into Uruguay. One was the introduction of iron. Joseph Paxton was the first to successfully use iron in an aesthetic and structural manner in the Cathedral Palace in London, in 1851, opening up extraordinary possibilities for construction, since iron offers great lengths of span with minimal support. This made it possible to building large multiple function buildings, particularly supermarkets, taken from the precedent design of Victor Ballard for Les Halles (1852 – 1859). In Uruguay iron was first used in the Market of Abundance built in 1904 by Leopoldo Peluffo,



Punta del Este's Lighthouse



Market of Abundance

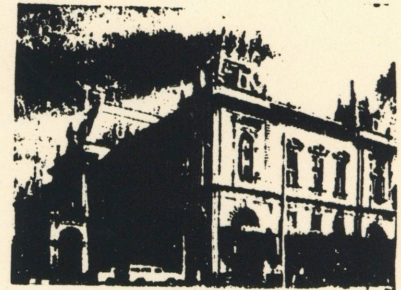
architects didn't consider to be artistic, and they put iron to more utilitarian purposes, until during the Art Nouveau period that sprang up later.¹⁸

On the other hand, the Central Railway Station by Luigi Andreoni was designed in a very distinct way. From the outside, we can't see the tall roof, almost 150 feet in height. It is hidden by an architectonic character in the eclectic style. This building was patterned after Henri Labrouste's library in St. Genieve in Paris (1843 - 1850).¹⁹

In 1900 a very significant incident happened that was to mark Punta del Este's growth in the future. The first tourists arrived in Punta del Este on large steam boats. These were a large group from Argentina and Montevideo, invited by the Society "Resort of Punta del Este." Attracted by the beauty of the natural scenery, new vacationers and pioneer hotel industrialists, gradually started arriving from Maldonado, Montevideo and neighboring Argentina. They built houses and hotel and this marked the future of this region. This was to be a period marked by an emergence of different styles, giving this region its unique architectural look.²⁰

1905 - 1914 The Art Nouveau and the Gaudi Style

After 1904 began a long period of internal peace that was to last until 1930. This period saw the most construction in the history of Uruguay. During World War I the agricultural based economy of Uruguay flourished with the export boom. There was a huge internal growth period that produced a surplus in the economy. Immigrants began to arrive by the hundreds, mainly from Italy and Spain. The principal capitalists however were from England. This period in Uruguay was known for its significant



Central Railway Station

boom in the construction of various public and private buildings. This period is known as "The Belle Epoque." Reflections from Parisian architecture began to spring up throughout the cities. The eclectic style continued to produce works, but there appeared a new artistic way of using iron which became known as the Art Nouveau style. This style was used extensively on railings, balconies and fences and this design style was seen practically everywhere, such as on material, books, etc. The most important works of this period were the houses built for Pedro Rodriguez by De Acosta y Lara and Guerra in 1906, the hospital for Tuberculosis by Leopoldo Tosi in 1906 and the school by Americo Maini in 1908. The "Modern" Spaniard, Gaudí, also had an influence with his undulating forms of organic origin on some buildings, but his styles were not as totally adopted as those of the Art Nouveau.²¹

This style of the eclectic and the Art Nouveau also had an enormous effect on the architecture of Maldonado. After this period, several buildings with public functions were built around the main square.

While the rest of the country was developing in a very formal way, Punta del Este was being connected to Montevideo by railway. Local British people working on the railroad or in Montevideo connected to British companies, started arriving in Punta del Este, attracted by the nice scenery, beaches and lush forested areas. These people – lovers of the outdoors and sports life – started building houses in the Victorian style along the beaches and especially on the Peninsula.²² Punta del Este was finally born as a true resort. We must not forget that these buildings represent the British culture of the period and the fact that Punta del Este



Hospital for Tuberculosis



Typical Victorian House
of the period

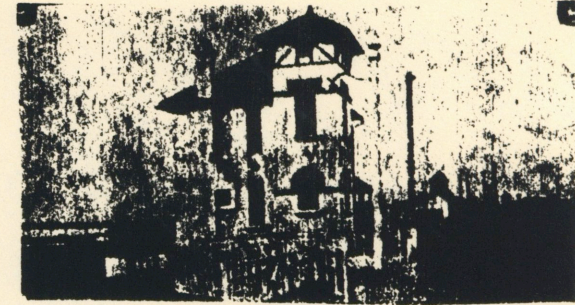
is a resort and the architecture responds to different needs than to those of urban commercialized cities.

1915 - 1924 Transition Period

This period is known as the transition period because of significant occurrences. On one hand appeared a window display of glass that was two stories high, built for the Pablo Ferrando Co., inspired by the "Maison du Peuple" by Victor Horta in Brussels. This was not part of the Art Nouveau or any other style that existed before. On the other hand, there appeared during this time the introduction of the technique of poured in place concrete. In effect, in 1922, Mario Paeanti constructed the Palacio Salvo in Montevideo. It is the tallest cement structure in South America. This building is typical of urban architecture of the period. It does not reflect any eclectic historic styles but created forms with no limits. These buildings were the premonitions of what was to come in this land: buildings with no decorations at all. Some of the works during this transition were good, but others tried to relate to the Art Nouveau period and to have protruding forms as in the Palacio Salvo. This was in effect what people of the time called a true "Bric a Brac" in unity.²³

1925 - 1934 Beginning of the Modernistic Movement

During this period, Uruguay had about 1,900,000 inhabitants. In 1929, with the New York stock market crash, there was a decline in exports and a price decrease for Uruguayan goods.²⁴ This, together with the coming

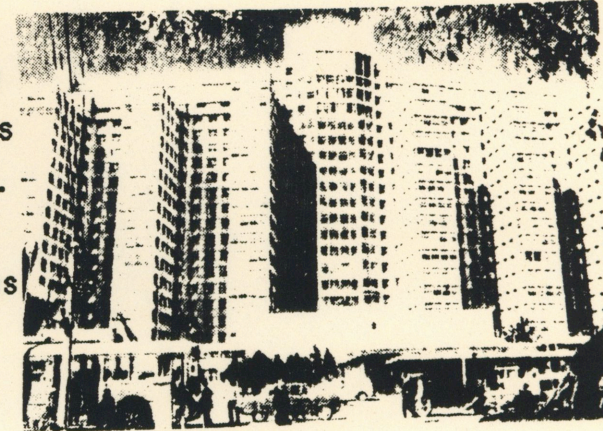


Victorian House



Pabo Ferranco Company

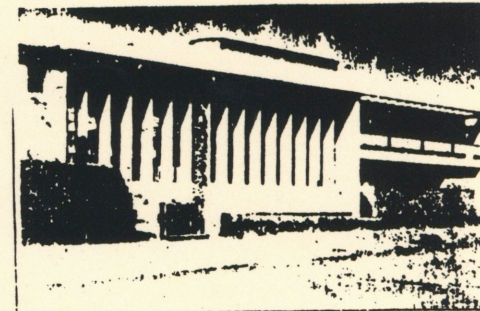
a price decrease for Uruguayan goods.²⁴ This, together with the coming of le Corbusier in the same year, caused further declines in decorations on buildings and a move more towards a simple, bare construction style. The best example of this is the Hospital Clinicas built in 1929 by Carlos a Surracio. With this new modern movement, houses in the coastal regions of Punta del Este started to be more simple bungalow types of white stuccoed walls with red mission tile roofs that marked the look of Punta during the 30's and 40's.²⁵



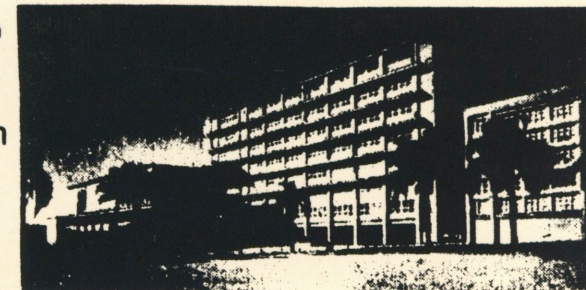
Hospital Clinicas

1935 - 1944 The Modern Movement

This period marks the maturation of the modern movement in which all buildings have no relation at all to history, but there is a play on geometric forms that is well balanced. This is also the period of the best architect Uruguay ever had: Julio Vilamajo, an architect that was chosen along with Oscar Niemeyer to design the United Nations building in New York. We see in his buildings such as the University for Women built in 1937, or the Faculty of Engineering of that same year, that simplicity of facades, dominance of forms and an asymmetrical look are well balanced. The most important thing was that he used exposed concrete, something that Le Corbusier would not do until 10 years later. In Punta del Este, Vilamajo made a different approach to his designs. He took into consideration the red mission tile that was dominant in that period and adapted this material in his own creation of the Debernardis House built in 1941. In this case he designed a small house with forward geometric forms, exposed concrete walls with a small relief and a roof that

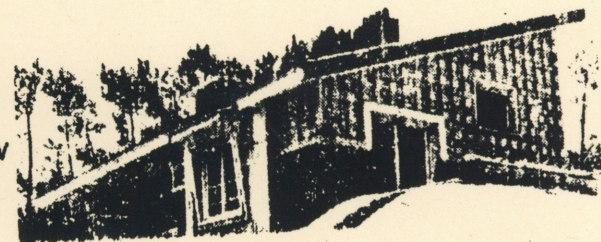


University for Women



Faculty of Engineering

continues to slope down from the back of the house as if defining the entrance. This house's simplicity of form and unique sloping roof set new trends in the wooded residential neighborhoods of Punta del Este and Maldonado.²⁶

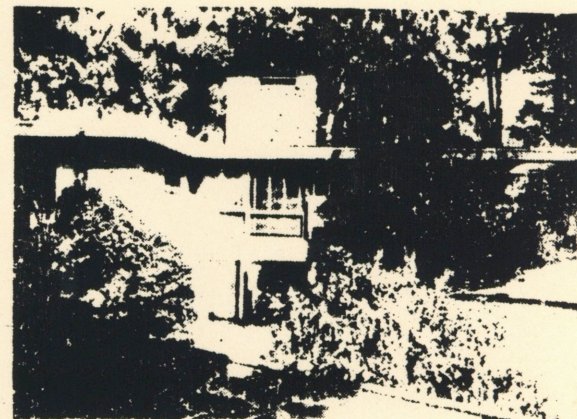


Debernardis House

1945 – 1954

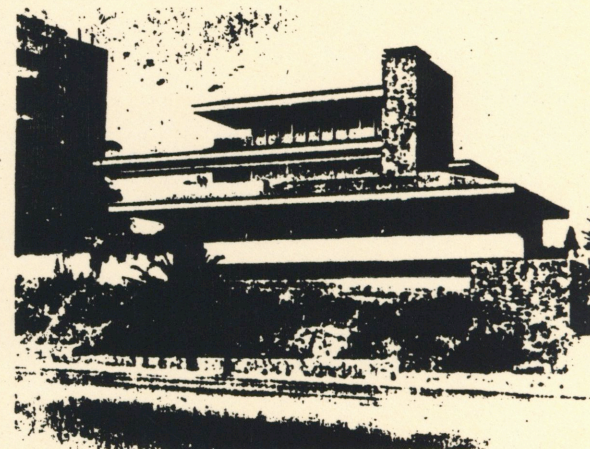
On again, a war came to Uruguay's aid. During the post-World War II era, the exporting of goods to European countries caused an industrial growth. A surplus of money among the people together with a large number of immigrants from Europe created another boom in the construction business. Apartment buildings built side by side went up along the coast creating a wall much like the Copacabana in Brazil, creating congested areas and shadows on the beaches.²⁷

On the other hand, residential architecture became more simple and the dominant feature became the lush gardens surrounding each house. The houses now consisted of simple forms with a flat roof and clean walls of brick or ceramic tile. A good example of how far the simplicity was carried is seen in the "Hausipungo" House built in Punta del Este in 1946 by Guillermo Jones.²⁸



Hausipungo House

This period also introduced into the country a style that would become very popular for many years; this was the prairie style of architecture with long roof spans, the use of materials extracted from the surrounding regions and the blending of building into site. One of the best and earliest examples is the Dr. Thomas Guena's house built in 1949 in Montevideo built



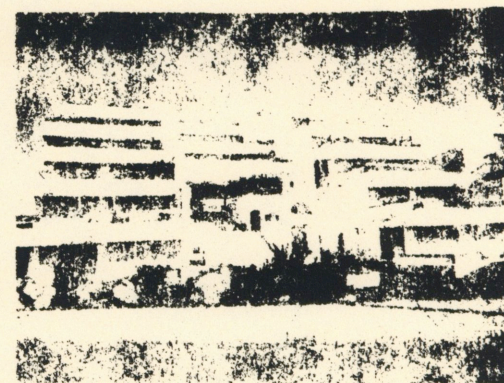
Dr. Thomas Guena's House

on a design concept adapted from Frank Lloyd Wright's Robie House.²⁹

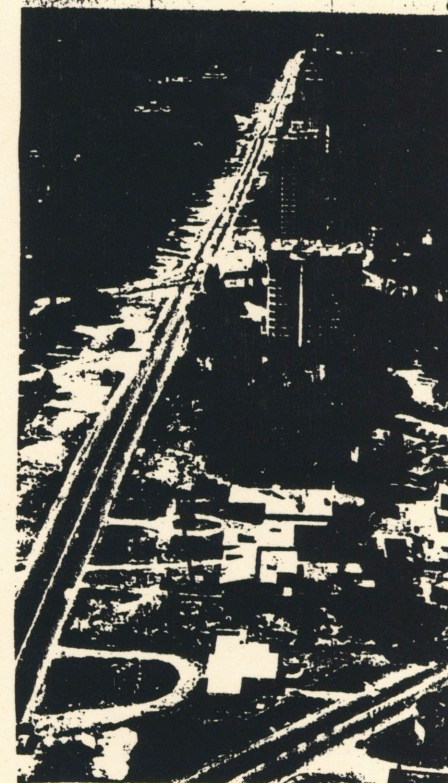
1954

After 1954, Uruguay entered a period of economic stagnation, followed by a period of recession aggravated by the lowering of world prices on its chief export products, wool, meat and leather. The inflation and production slump continued until the end of the 70's.³⁰ During these years, construction in Montevideo became practically to a halt. Punta del Este was hurt also, but not to the extent of the rest of the country since this region's major industry was tourism. Punta del Este continued its growth and the city became the architectural trend setter for the rest of the country. Within new blocks of subdivisions, luxurious residences were built with long roof spans of brown, blue and dark green glazed ceramic tile, some of them surprisingly extravagant considering their limited use only during the summer. However, the architecture here is designed to satisfy needs that are different from those of traditional home owners. Along with all the styles that were already coexisting harmoniously, there appeared differentiating elements in the region. These were the introduction of new ideas and exotic designs, the resurgence of grouped housing, especially terraced blocks of mediterranean influence and the highrise blocks that were built in three distinct areas, along the coastline, on the peninsula, and inland in the wooded areas along Franklin D. Roosevelt Avenue.³¹

Punta del Este presents a very kaleidoscopic architecture becoming very polemical, contradictory and surprising. The intermingling of the



Typical Terraced Blocks
of the '70's



Tower Blocks along
F. D. Roosevelt Avenue

of the wooden bungalows, against the mission roofs and against the brilliance of the glazed tile roofs. The architecture of Punta del Este offers a unique combination of diversified styles that seem to blend well in the region.

The site for my project is surrounded by three distinct areas. On the West are the highrise buildings that begin on the peninsula. On the north are the residential neighborhoods of long bungalows with glazed tile roofs of different colors. Finally, on the East is the San Rafael neighborhood with white stuccoed houses of mission tile roofs.

This diversity of styles is common throughout Punta del Este; there are neighborhoods located here and there with identities of their own. They exist harmoniously, side by side. However, there is a lack of character in this region: these buildings could be in Miami, California or on the Riviera.

Uruguay does not have a style of architecture that reflects the flavor of the country. This is needed, and I hope to design a Resort Hotel that will reflect the identity of Uruguay.

The Life and People of Punta del Este:

Each summer, especially from December into March, Punta del Este becomes an annex for affluent escapees. The Argentines account for at least 80% of Punta's holiday population. The remainder come from Montevideo, other South American capitals, and from the high society of Europe.³² The population in the summer months, from December 26th to March 15th accounts for 300,000 tourists who frequent this coast. The process that transformed this region culturally from a fishing community into a tourist area of international popularity started a long time ago and is due to the beauty of the scenery, the ocean and its temperate climate. The earliest vacationers started arriving around 1900. These were families from Maldonado, Montevideo, and a few from Buenos Aires. the life of Punta del Estate was quiet and sedentary at this time, when whole families would go to spend the entire day at the beach.³³

Around 1910, British workers from British companies in Maldonado and Montevideo who loved the outdoor, free life, and had a taste for sports activities came to Punta del Este to unwind on these peaceful grounds. They were the first to have big parties, barbeques and night long dances. These people, whom the locals called, "the crazy British" lead to the eccentricity of the resort. They built houses located along the main street, Gorlero, along the beach on sand dunes, and in forest areas.³⁴

In the early days, bathing on the Emir beach, about 2 Km from the peninsula, involved a day long excursion, and a trip to la Brava beach,



Punta del Este in the '20's

about half a mile from the peninsula, was an expedition of major proportions. One of the greatest attractions was the observation of phosphorescence noctiluca in the Bay of Maldonado. After 1920, with the arrival of the train to Punta del Este, the peninsula acquired a larger and more homogeneous population. Now simple pleasures like looking at the noctiluca and attending local parties gave way to concerts by the finest orchestras in South America. It was at this time that Gorlero, Punta's main street of attractions, was born. There appeared new hotels, night clubs and night concerts in the woods. It was a time of festivals, the decade of the 30's and the beginning of the 40's; a time of new life for Punta del Este. This era became known as the golden age of Punta del Este and it was the beginning of the time that Punta del Este became known as an international place for conferences and film festivals. The road that was built between Punta del Este and Montevideo, helped Punta become a more widely known international vacation spot, as it remains today.³⁵

Today life continues at the same pace. People come to relax, avoid deep thoughts, socialize and dress casually. Punta is attractive in looks and atmosphere. It resembles the Hamptons or Carmel, not glittery Biarritz or Palm Beach. The style is intimate, less contrived than that of most American and Mediterranean resorts. After all, this is Latin America; not the place for huge computerized hotels or chartered yachts, seething with stars. The routine of the vacationers is simple. They eat, bathe and socialize with one another. There is an endless cycle of dining and socializing, tennis and golf, intricate games of chemis de fer, picnics and late nights. In Punta del Este people adopt a life that is quite different



Punta del Este Country Club

from their usual daily routines of life in the cities. An ordinary day begins at noon and last until sunrise. First, a few hours is spent exercising, swimming, wind surfing, seeing and being seen. Then from about three to five is lunch. After lunch, vacationers return to the beaches where they swim and lie in the sun until nightfall. At night the main attraction is going to Gorlero Avenue, where everyone walks up and down, or sits in outdoor cafes. It is the place for socializing, to see and be seen, or to step into the shops that are open till four in the morning. The Casino's resound with the sound of the roulette wheel going round and round till four in the morning.

In contrast, in the winter months, life in Punta del Este is very serene. There are less tourists from all over South American and Europe and most of the visitors are people who are retired, the locals who live in Punta all year round, and the people who work in Punta del Este but live in Maldonado. The people of Maldonado continue their life style all year round in contrast to that of the visitors. This is due to the fact that Maldonado is the capital city, the center of ongoing administrative activities. In the winter, the town is quiet at night, and during the day it becomes a commercial shopping area for tourists.



Punta del Este in the '80's

SITE ANALYSIS

Site Analysis

The site I selected for my project is 4.2 acres situated in the east region of Punta del Este along the coastline. It is surrounded on all sides by streets. On the south side is a high traffic avenue that runs along the coastline and is the major road leading to the city center, where the commercial district lies. Buses also run along this coast, and there is a bus stop located near the middle of the site. Across the avenue from the site is a large parking lot for the cars of people going to the beach. The roads on the east and west of the site are less frequented, but pedestrian traffic is higher because of people going or coming from the beach to their respective houses in the neighborhood.

The climate is very mild with an average temperature of 70° F during the summer months of December, January and February, and 54° F for the winter months of June, July and August. The average wind velocity is 15 MPH and the direction is from the south. This means that it blows inland from the ocean, creating problems on the roads because of the formation of sand dunes. Lawn maintenance is difficult because of the sand that accumulates on the shrubs.

The annual average precipitation is 2.96 inches per month. The highest rainfall is during the autumn months of March, April and May. The driest period is in the summer with an average of 2.8 inches.

Existing topographic conditions are a gradual descent of 12' from the north of the site towards the ocean on the south. Vegetation is scarce

with a few junipers located near the coast line road on the north side of the site. There are also a few maritime pine trees scattered throughout. These trees are abundant in this region because they were planted in the 1900's to control the sand dunes from advancing inland.

The building height restrictions above grade, established by the Maldonado Planning Department is 180 feet. Set backs are 33 feet from the road on the coast and 15 feet on the other three sides of the site. The total footprint of the building cannot exceed 50% of the total area of the site, but 20% can be assigned for tennis courts, parking, swimming pool and other paving for outdoor recreational activities. Electricity and telephone lines are to be buried.



BIARRITZ AVENUE



BAHIA



2ND

265'

262'

357.5'

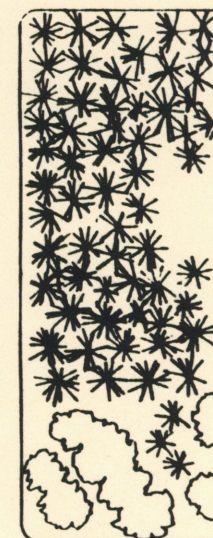
SITE

262'



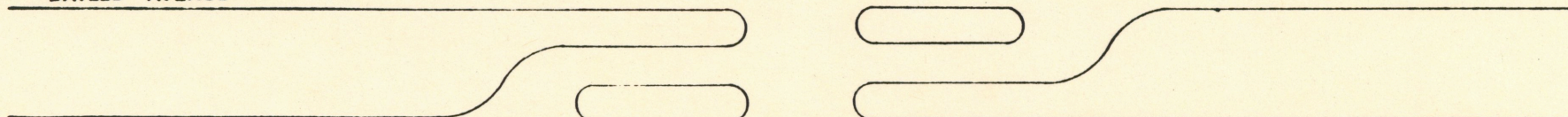
262'

3RD



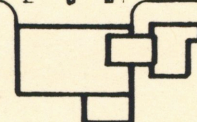
777'

BATLLE AVENUE



PARKING

RESTAURANT



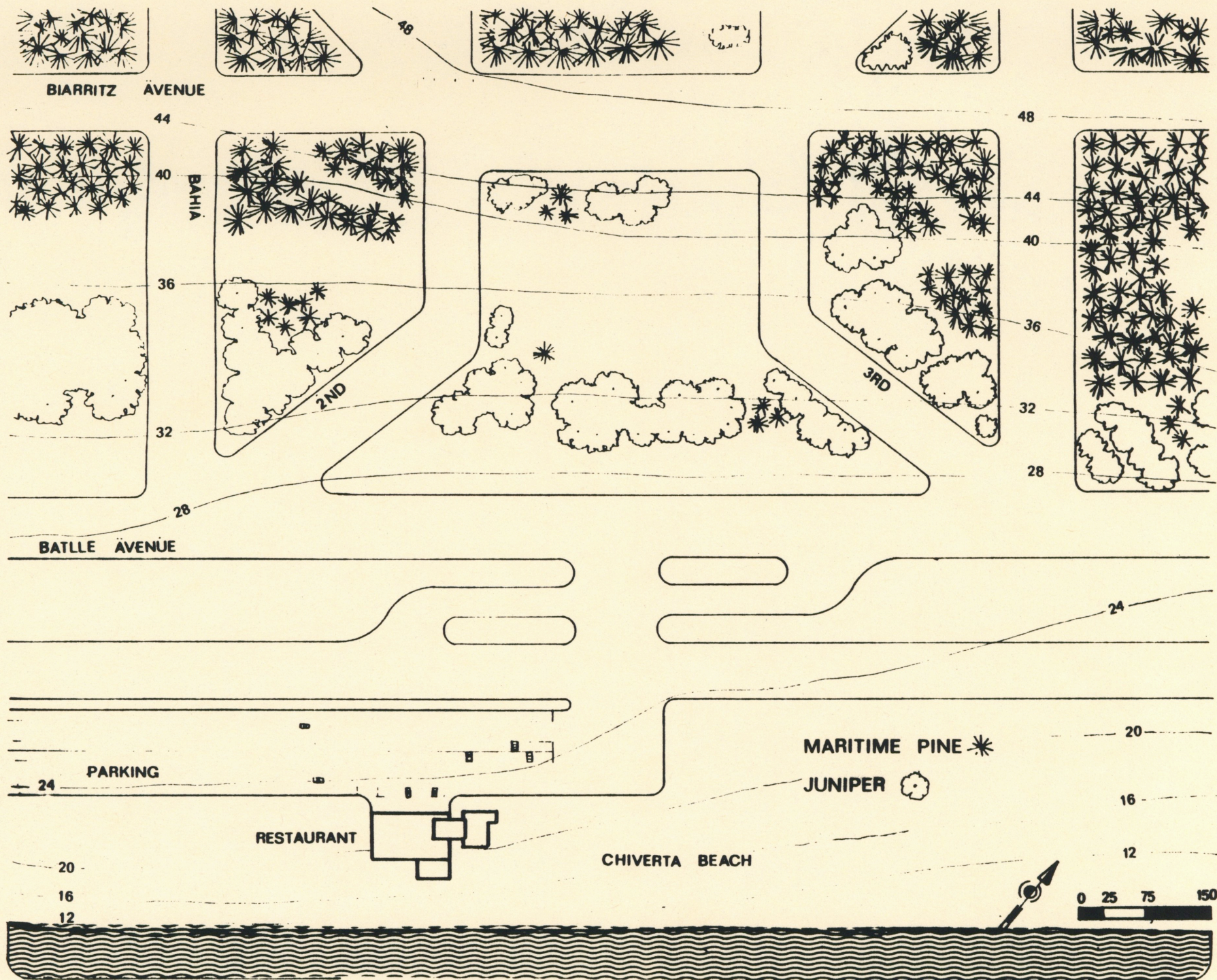
CHIVERTA BEACH



SITE

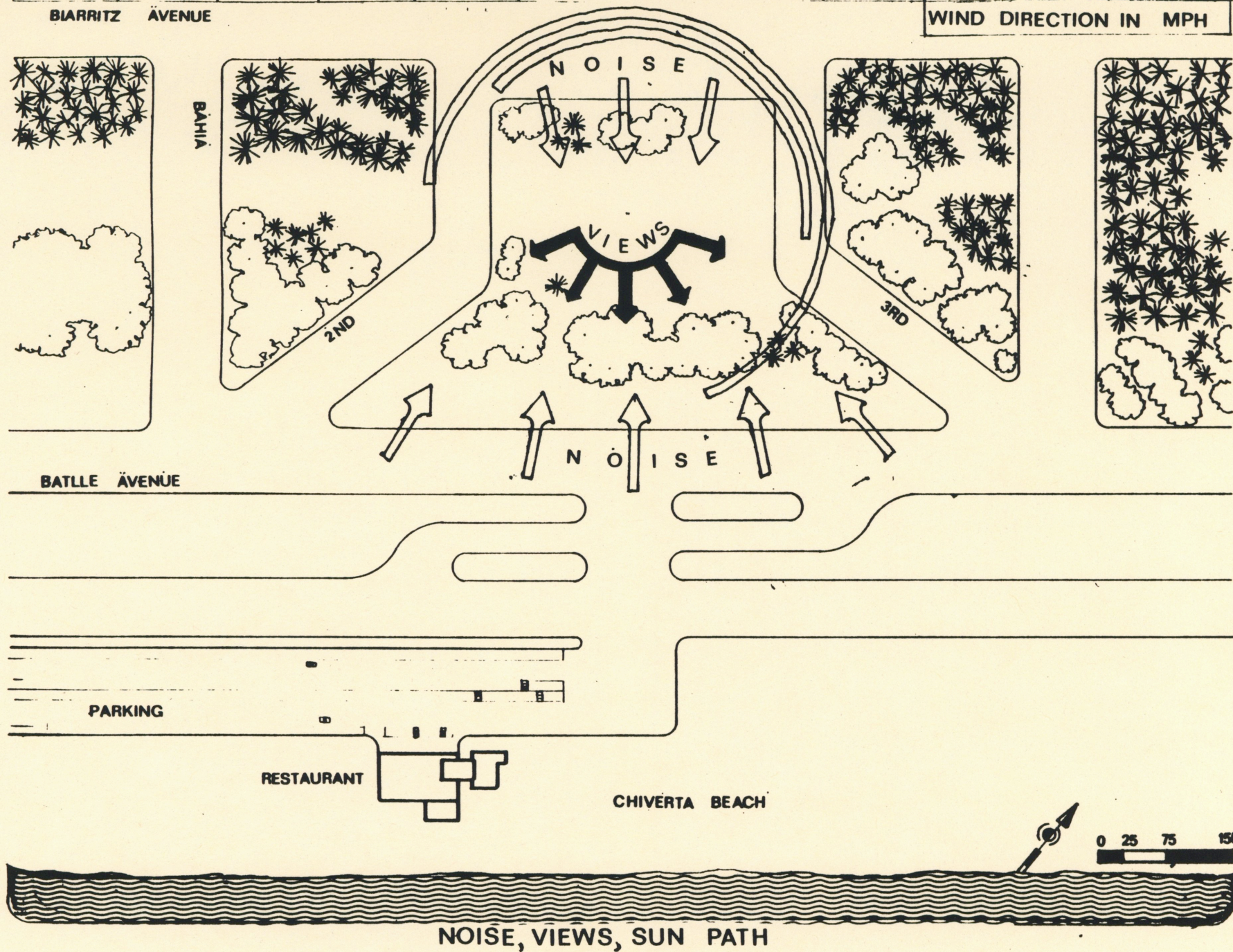


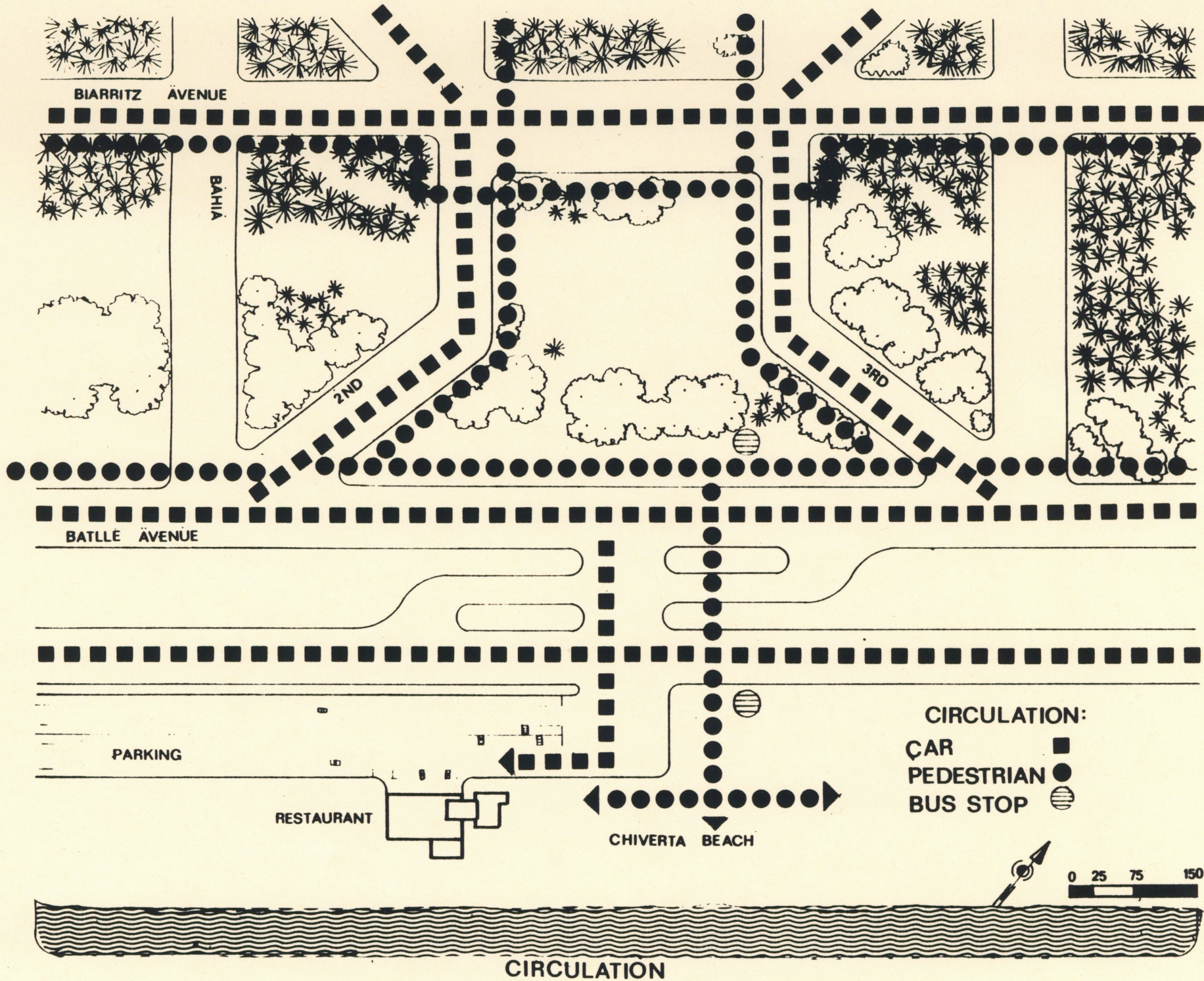
0 25 75 150



VEGETATION, TOPOGRAPHY

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BIARRITZ AVENUE									WIND DIRECTION IN MPH		





Case Studies

The following Resort Hotels have been chosen for study because of certain aspects of these hotels that are similar to my project. Only the positive implications that are relevant to my project will be considered in this study.

Case Study # 1:

Las Salinas Sheraton Hotel, Lanzarote, Canary Islands.

Completion: 1977

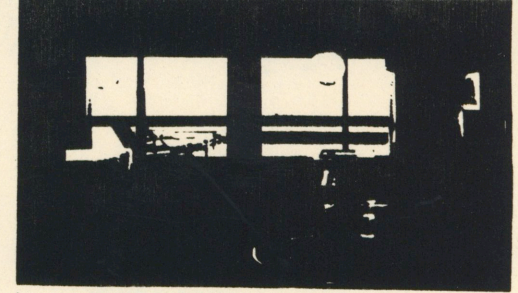
Architect: Hernando Higuera

Number of Guestrooms: 310

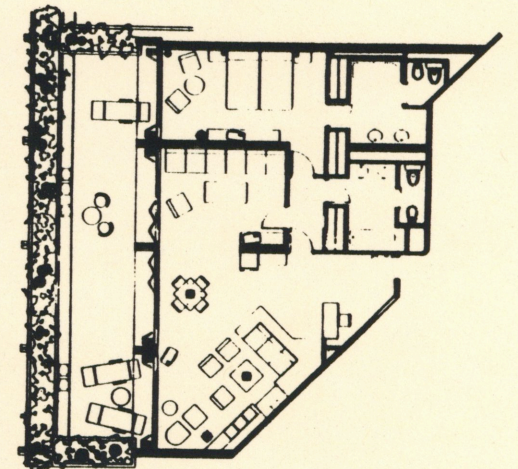
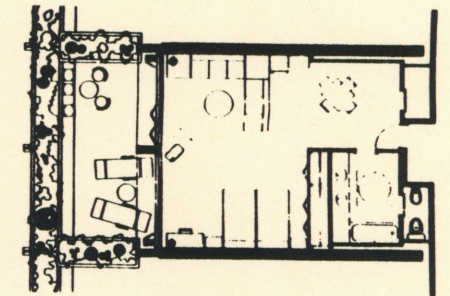
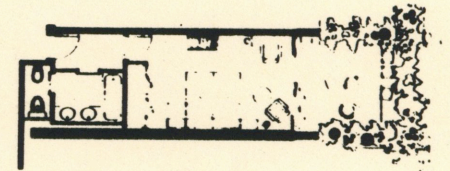
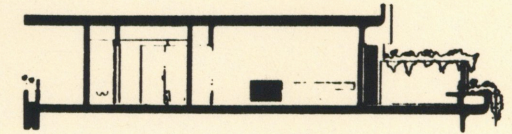
Positive Implications:

- Majority of guestrooms are designed to view the ocean
- Private terraced balconies large enough to have a seating area
- Guestrooms separated from public areas
- Large suites and guestrooms provided for different customer demands
- Elevator located in center area of guestroom floor for easy access
- Separate access provided to swimming pool instead of passing through lobby
- Design indigenous to region

- Interior atrium lushly landscaped
- Several amenities provide for different guestrooms - tennis courts
swimming pool, health club, retail, eating and drinking areas
- Some exterior parking provided for guests and general public

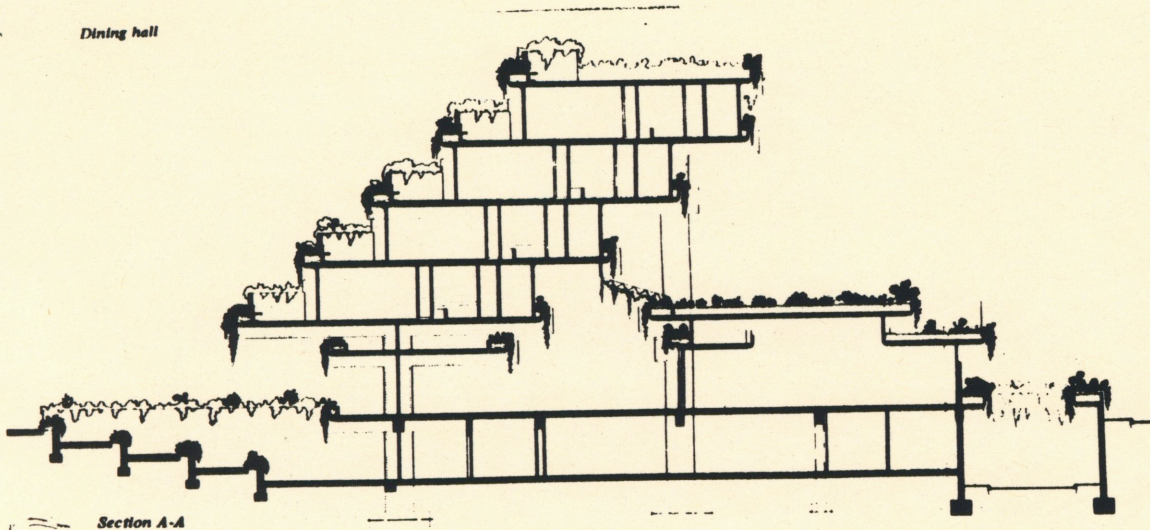


Hotel room interior

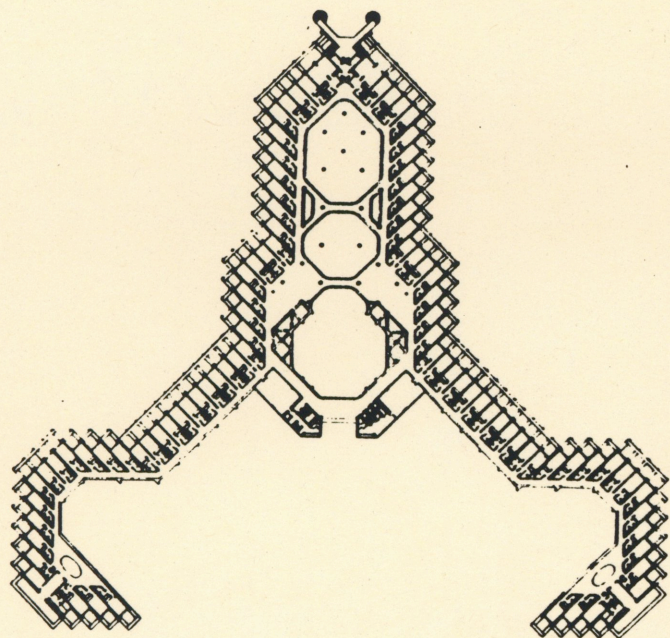


Plans and section of hotel rooms

Dining hall

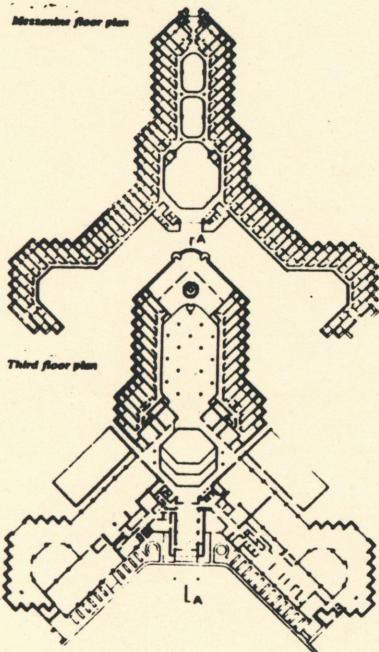


Section A-A

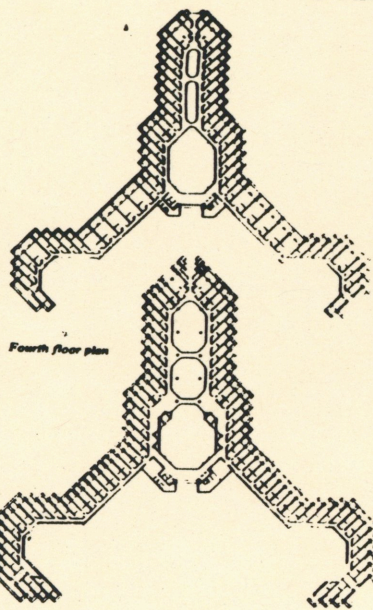


Mezzanine floor plan

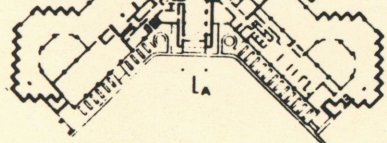
S. 1:1300



Third floor plan

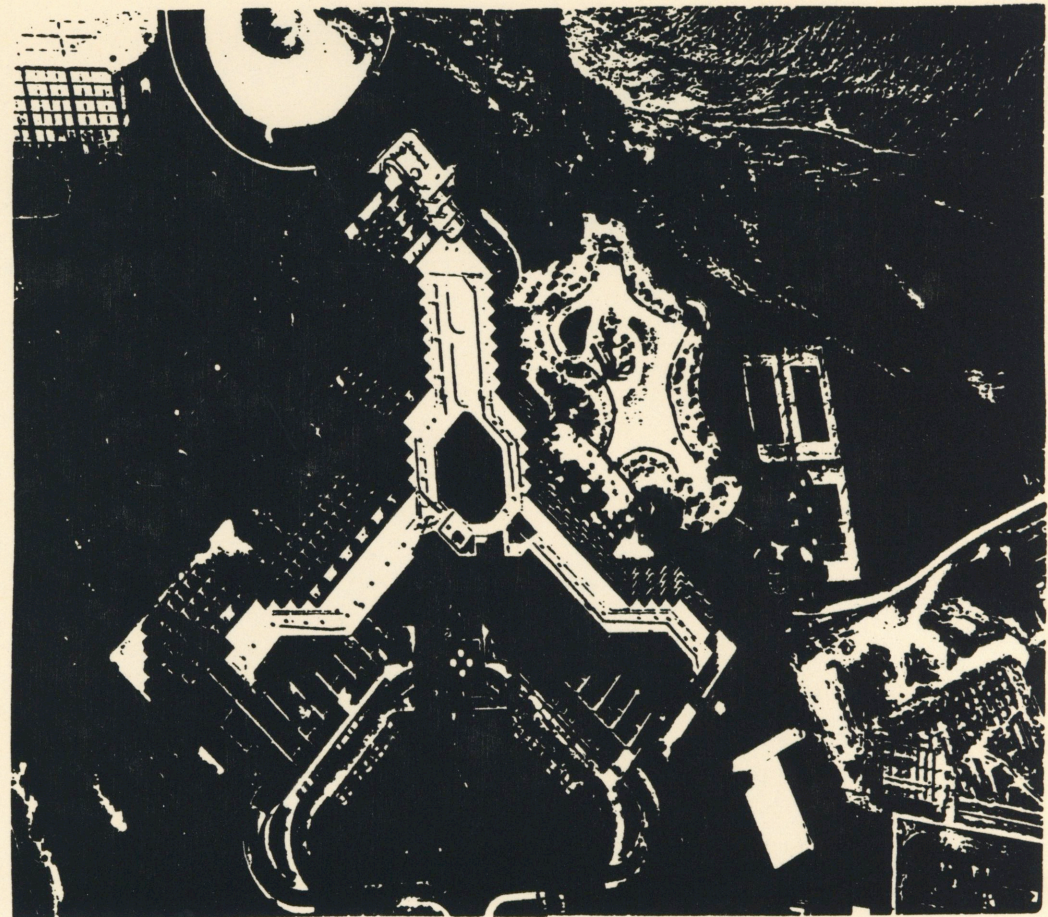


Fourth floor plan



First floor plan

Second floor plan



Case Study # 2:

Harrah's Marina Resort Convention Hotel, Atlantic City, New Jersey

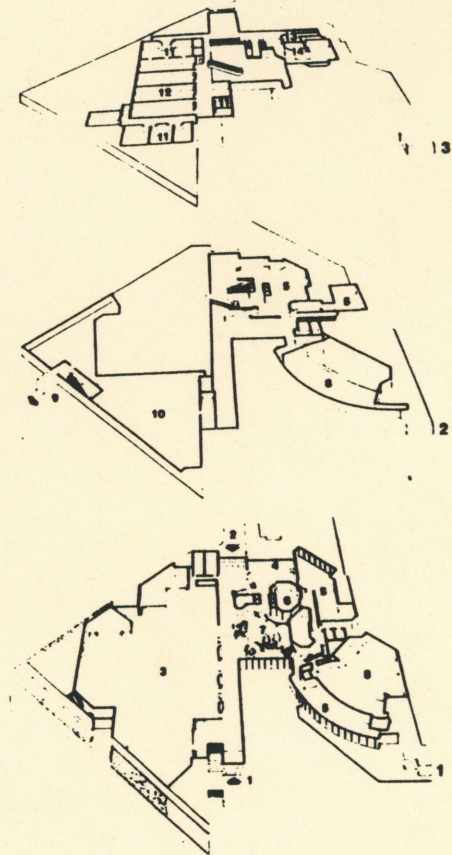
Category: Luxury Resort

Architects: B.W.B. Associates

Number of Guestrooms: 506

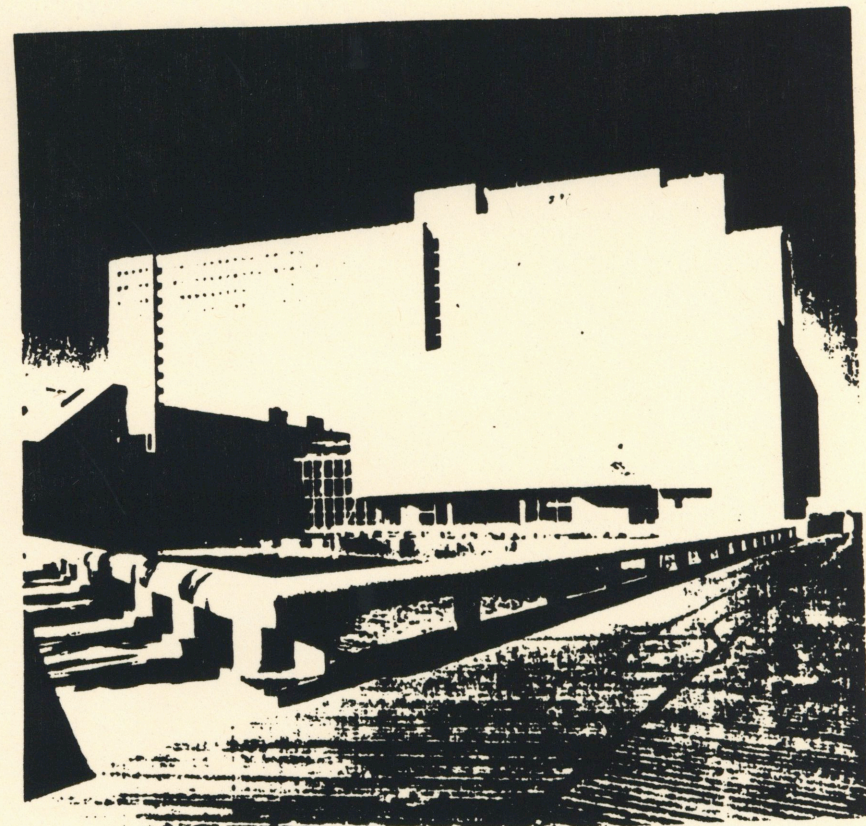
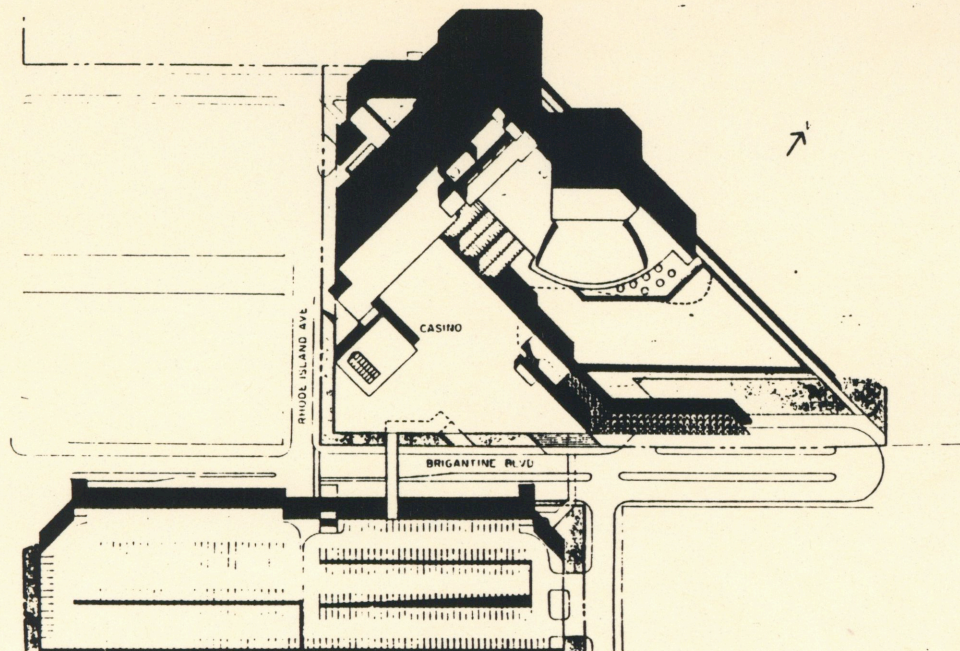
Positive Implications:

- Casino adjacent to lobby and drinking area
- Several retail shops provided for customers
- Different recreational facilities provided to cater to both the vacationing guests and conventioners. These include restaurants, coffee shops, cocktail lounges, sitting areas, marina and swimming pool
- Separate guestroom entrance to casino
- Restaurant and coffee shops provided with exterior entrances
- Conference and meeting rooms can be subdivided into smaller rooms
- Three levels of coffee shops and restaurants
- Some outdoor parking for guests and general public
- Highrise building designed to fit on a tight lot
- A gamut of ancillary spaces
- Natural lighting provided by atrium - a feeling of being open to the environment
- Broad main concourse with three levels provides easy access from atrium to other public spaces and function rooms
- Good horizontal and vertical circulation



1 ARCHITECTURAL RECORD December 1981

- 1 Casino entrance
- 2 Hotel entrance
- 3 Casino
- 4 Front desk
- 5 Restaurant
- 6 Shops
- 7 Atrium
- 8 Show theater
- 9 Bridge to garage
- 10 Administration/offices
- 11 Meeting rooms
- 12 Convention center
- 13 Hair salon
- 14 Recreation center



Case Study # 3:

Hilton Hotel, Kahala, Hawaii

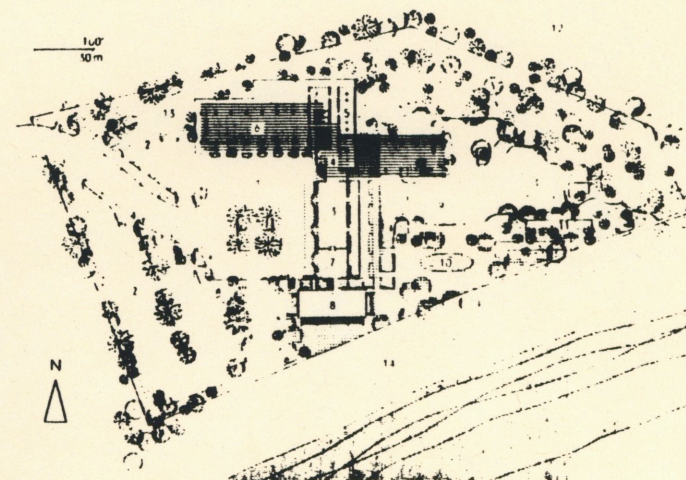
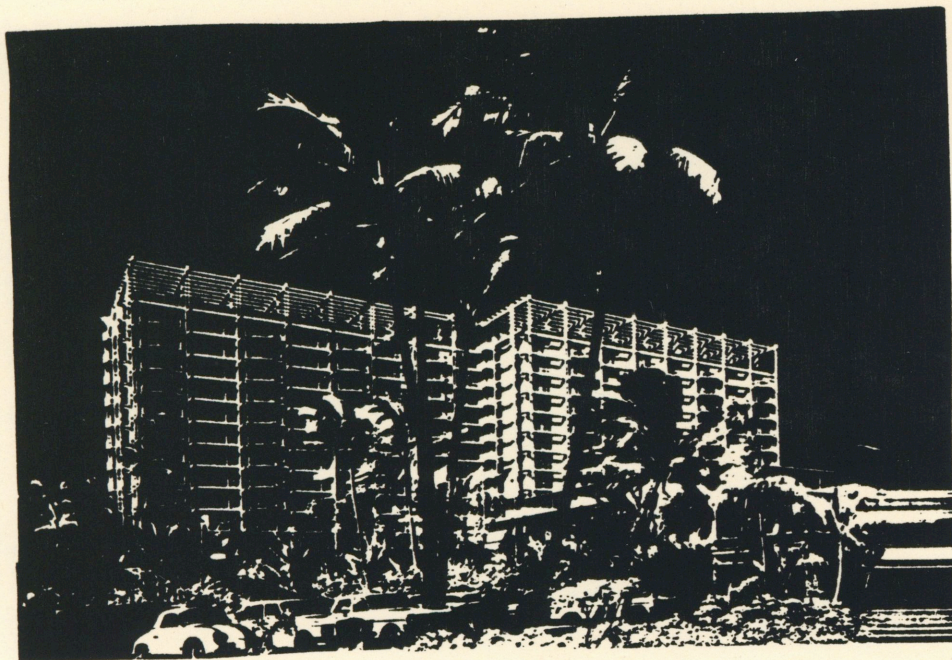
Category: Luxury Resort

Number of Guestrooms: 300 and 50 suites

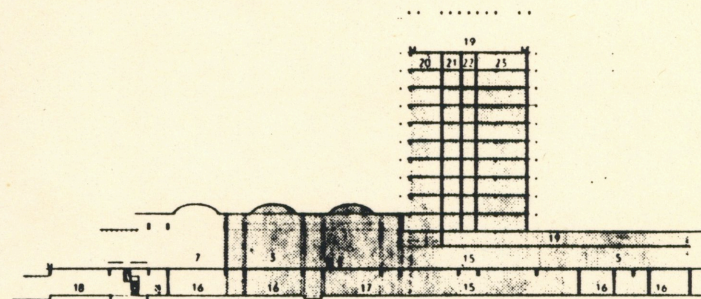
Positive Implications:

- Large balconies for relaxation and suntanning**
- Each balcony contains large boxes of different species of plants and vines that will overflow and grow downwards providing a landscaped scene**
- Large guestrooms for vacationers who spend alot of time dressing and grooming - 535 sq. ft.**
- Connecting doors provided between guestrooms to form suites**
- Large corner suites - 2,000 sq. ft.**
- Large numbers of suites provided for different guest demands**
- Large retail section for vacationing shoppers**
- Seperate access from lobby provided that leads to swimming pool**

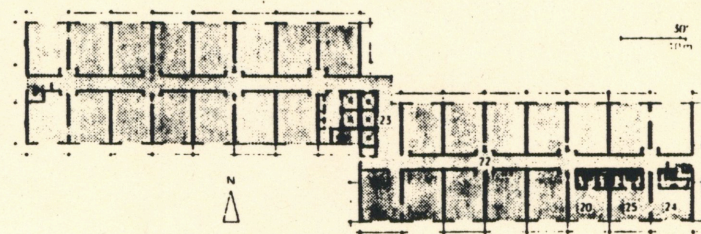
- Nicely landscaped, large pool deck for socializing**
- Several pools provided for different ages**



Site plan and floor plan. Layout plan of Hotelplan.



North-south cross section - Nord-Süd-Querschnitt.



Plan, typical floor / Grundriß Normalgeschoß.

Key to plans: 1. Motor court and lobby level, 2. Lanes, 3. Lobby, 4. Front desk, 5. Administration, 6. Pool, 7. Lanes, 8. Pool, 9. Cocktail lounge, 10. Lagoon, 11. Casino, 12. Golf course, 13. Service court, 14. Beach, 15. Elevators, 16. Dining rooms, 17. Courtyard, 18. Terrace, 19. Service machinery rooms, 20. Bath, 21. Bath, 22. Bath, 23. Elevator lobby, 24. Suite, 25. Suite, 26. Suite.

Note: Dining rooms, cocktail lounge, pool terrace and lagoon are on level below lobby.

USER TYPOLOGY

GUEST ROOM DEMAND BY MARKET SEGMENT

		Jan.	Feb.	March	April	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.
COMMERCIAL	Single					○	○	○	○	○	○		
	Group					○	○	○	○	○	○		
CONVENTION/ MEETING	Single					△	△	△	△	△	△		
	Group					□	□	□	□	□	□		
TOURIST/ Vacation	Singles	△	△	△	△							△	△
	Couples	△	△	△	△							△	△
	Family	□	□	□	□							□	□
LOCAL	Singles	○	○	○	○	○	○	○	○	○	○	○	○
	Couples	○	○	○	○	○	○	○	○	○	○	○	○
	Family	○	○	○	○	○	○	○	○	○	○	○	○
AGE CATEGORY	Children	△	△	△	△							△	△
	Young	□	□	□	□							□	□
	Middle age	○	○	○	○	△	△	△	△	△	○	○	○
	Old					□	□	□	□	□			

□ - High Demand 60-80%
 △ - Medium Demand 20-30%
 ○ - Low Demand Less than 10%

ASSESSMENT OF USER TYPOLOGY

ARCHITECTURAL IMPLICATIONS OF USER TYPOLOGY:

- Provide a range of guestrooms and suites to fill the typical demand
- Provide doors connecting guestrooms to form suites for families and groups
- Provide private balconies for relaxation and suntanning
- Provide outdoor recreational facilities – pool and tennis courts
- Provide indoor facilities for different age groups – casino, cocktail/entertainment lounge, wide range of food and beverage facilities, socializing and seating areas, health club
- Ballroom/convention center for meetings
- Provide meeting rooms with flexibility for subdivisions to accomodate different demand periods
- Provide parking for hotel guests, conventioners and general public
- Provide different driveways for people arriving for different facilities
- Provide surfboard and wind-surfboard storage for young people
- Provide drop off and pickup towel areas
- Provide day care center

Building Code

Occupancy Group: R-1, Hotels

Occupancy Load: 900

Allowable Floor Area and

Building Height: Type of Construction - I.F.R.

Floor Area - Unlimited

Building Height - Unlimited

Exits: Minimum 2 (from every floor), or 150" with sprinkler system - half of the required units of exit widths shall lead straight to the street or into an exit court, enclosed stairway or exit passage-way leading to a street

maximum distance to exit - 100'

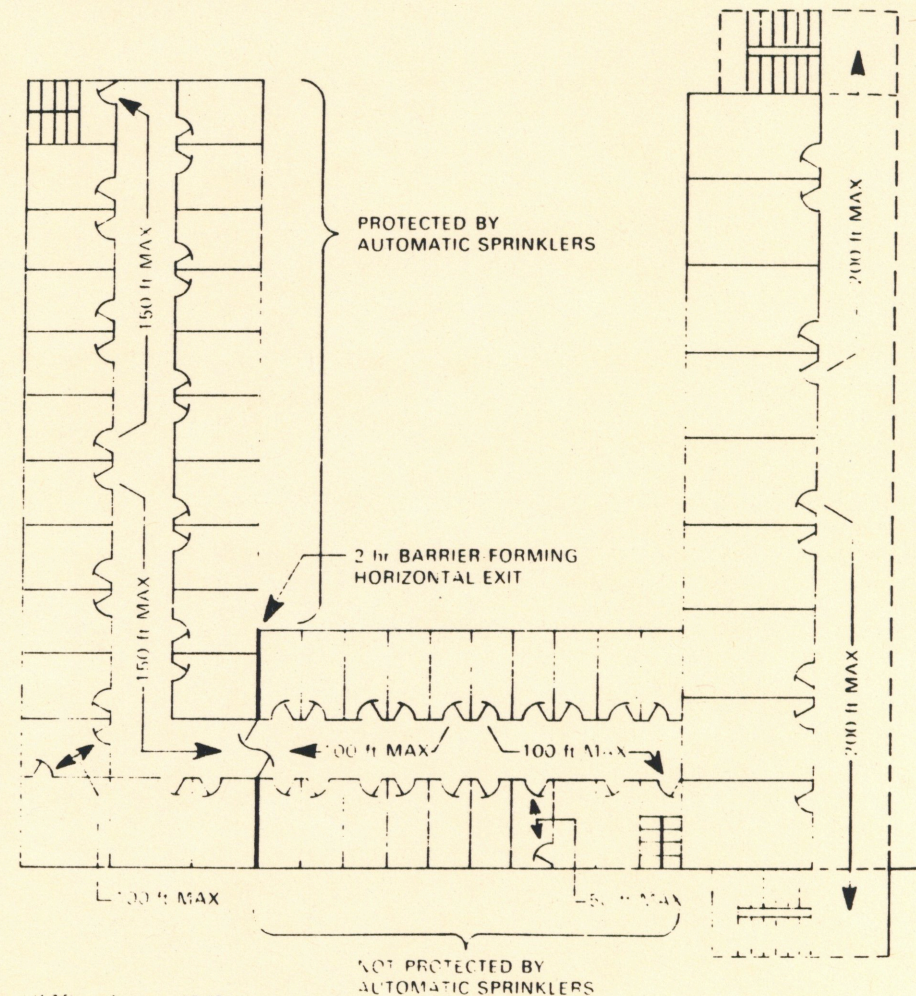
Corridors: 44 inches, minimum
1 hour fire resistance

Stairways 44 inches, minimum
2 hour fire barrier

Ramps: 44 inches minimum
1 inch 10 rise

Fire Resistance: Interior walls - guestrooms or suites seperated by not les than 1 hour fire resistive construction

Occupancy Group: A-1, Assembly, Class A



(1000 persons or more)
Ballroom/Convention center
Casino

Occupancy Load: Ballroom/Convention - 1200
Casino - 1420

Allowable Floor Area and Type of Construction - I.F.R.
Building Height: Floor Area - Unlimited
Building Height - Unlimited

Exits: Minimum 4 - Maximum distance to
exit - 150 feet or 200 feet with
sprinkler system

Ballroom:

Main Exit - 11 feet long exit
width required
Side Exits - 14 feet long exit width
required

Casino:

Main Exit - 13 feet long exit width
required
Side Exit - 18 feet long exit width
required

Corridors:

44 inches minimum
1 hour fire resistance

Stairway:

44 inches minimum
1 hour fire barrier

Ramps:

44 inches minimum
1 inch 10 rise

Fire Resistance:

2 hour barrier

Occupancy Group:	A-3 Assembly - Class C (less than 300 persons without a stage) Meeting/Banquet Restaurant Coffee Shop Cocktail Lounge Lobby Lounge Lobby Bar Entertainment Lounge Club Rooms
Allowable Floor Area and Building Height:	Type of Construction I.F.R. Floor Area - Unlimited Building Height - Unlimited
Exits:	Minimum 2, maximum distance to exit 150 feet or 200 feet with sprinkler system
Corridors:	44 inches minimum 1 hour fire resistance
Stairway:	44 inches minimum 1 hour fire barrier
Ramps:	Minimum 44 inches Maximum slope 1 inch 8
Fire Resistance:	2 hour barrier

Goals and Concepts

Goals – Pertaining to Function

G. Create a facility with different amenities to attract both families and business groups all year round. To provide for year round maximum occupancy of Hotel Guestrooms.

- C. -Provide outdoor recreational facilities – pool area, and tennis courts**
- Provide indoor facilities – good quality beverage and food outlets, cocktail entertainment lounge**
- Meeting spaces: Convention/Ballroom, Meeting rooms**
- Other amenities – Retail space and Casino**

G. Create Indoor spaces that reflect the character of Uruguay and its past.

- C. -Consider the Spanish – Colonial exterior gardens as a guide to the design of interior spaces**
- Consider historical buildings and their interior designs**

G. Create Indoor spaces that blend with the natural environment of the Resort .

- C. -Use large glassed areas**
- Landscape interiors**
- Use local materials**

G. Create indoor spaces that reflect the luxurious image of the Resort.

- C. -Use good quality materials, such as marble**
- Design socializing areas that are spacious and lavish**

G. Establish straight forward and well defined paths for circulation and general public.

- C. -Use the lobby as the main focus
 - Provide vertical circulation to guestrooms on upper floors
 - Provide horizontal circulation in the lower floors for guests and general public to public areas

- G. Separate guestrooms from public areas and back of the house for maximum privacy and no noise.
 - C. -Locate guestrooms on upper floors
 - Provide elevators that lead to guestrooms only

- G. Create guestrooms required for luxury Resort Hotels.
 - C. -Design large bedrooms and closets
 - Provide private, deep balconies for suntanning and relaxation

- G. Create guestroom floors with ease of maintenance.
 - C. -Design a multiple of eight on each floor for ease of maid services

- G. Provide easy and important access to Hotel
 - C. -Connect entrance to main traffic area

- G. Create exterior recreational facilities and amenities for vacationers needs.
 - C. -Large pool and deck area and tennis courts
 - Landscaped areas

- G. Create different size guestrooms and suites to provide for the different demands of business groups or vacationers.
 - C. -Design 75% guestrooms and 25% suites
 - Provide different size suites
 - Design doors between guestrooms to have the flexibility to form

into suites

- G. Separate the different users in the public areas
 - C. -Provide different entrance to Casino, to Convention Ballroom and to Lobby
 - Guestroom entrance
- G. Back of the House laid out with two objectives: Control and efficiency.
 - C. -Minimum distance to service areas
 - Good functional design of preparation areas, such as kitchens.

Goals - Pertaining to Form

- G. Building form to adapt to site, region and established physical and cultural context.
 - C. -Assimilate modern and historical buildings in the region
 - Use local colors, materials and details of precedent buildings
 - Consider context
- G. Consider prime location near the ocean
 - C. -Form the massing of the Hotels to provide views from guestrooms
- G. Create landscapes that blend with the rest of the Resort.
 - C. -Integrate site to surrounding environment by using indigenous trees of the region.

Goals - Pertaining to Economy

- G. Create a luxury Hotel to supply the current demand by people
 - C. -Design for customers needs, such as large guestrooms and several amenities
 - Design a total of 500 guestrooms for Hotel occupancy.
- G. Create an attractive looking place to entice new and former guests.
 - C. -Design spacious rooms and use good quality materials

Goals - Pertaining to Time

- G. Create a building that will attract guests now and in years to come.
 - C. -Consider a special design that reflects the region
 - Create an exciting looking Hotel
- G. Create a building that will stand for a long period of time
 - C. -Use good materials

Space Requirements

Area: Guestroom

Function: Sleeping, meeting, eating, relaxing

Users: Guests, room service, housekeeper

Number and Type of Guestrooms:

Double-Double - 70%	350
Kings - 5%	25
Junior Suites - 23%	115
Deluxe Suites - 2%	<u>10</u>
Total Guestrooms	500

Spatial Requirements in square feet:

	Guestrooms	Junior Suites	Deluxe Suites
Living/Dining Room		220 (125x175)	260 (14'x18')
Wet Bar		55	90
Bathroom	71 (7'6"x0')	60	70
Foyer/Dressing		30	35
Closet		15	20
Bedroom	<u>300 (15'x20')</u>	<u>210 (12'5"x16'8")</u>	<u>225 (12'5"x17')</u>
Total	450	590	700

Total Square Footage:

Double-Double and King.....	375 @ 450sq ft. = 168,750
Junior Suites.....	115 @ 590 sq ft. = 67,850
Deluxe.....	10 @ 700 sq ft. = 7,000

Total.....	243,600 square feet
------------	---------------------

Character:	Private, open to environment
------------	------------------------------

Quality:	Moderate to high
----------	------------------

Views/Orientation:	To ocean and mainland
--------------------	-----------------------

Illumination:	Natural and artificial
---------------	------------------------

Spatial considerations:	Minimum 5'0" deep, private balcony Large windows to floor Acoustic - 48 stc.
-------------------------	--

Planning Considerations:	-Minimize circulation and maximize guestroom space (at least 70% of gross floor area). -guestrooms seperate from other private and public spaces -locate handicapped guestrooms on lower floors -Design guestrooms back to back for plumbing -Recessed entries and door adjoining rooms to make into suites -minimize walking distance to guestoomrs and housekeeper -Design guestrooms a multiple of 6 for housekeepers
--------------------------	--

- attending in a luxury hotel
- Locate elevators and stairs in interior locations
- Provide structural bay

Public Areas:

Area:	Lobby
Function:	Meeting, Room checking. Access to adjacent spaces
Users:	Hotel guests, general public, front desk staff, bellboy
Capacity:	500
Spatial Requirements:	Flow area - 3,500 square feet Seating - <u>500</u> square feet 4,000
Character:	Private and public, open to environment, inviting
Quality:	High
Views/Orientation:	Lobby entrance to ocean
Illumination:	Controlled natural and artificial
Planning Consideration:	-Try to keep lobby are for hotel guests only -Provide easy access to

	- restaurant, lounges, bars and guestrooms -Design to direct guests to front desk -Elevators near front desk for staff to see passengers
Area:	Retail: 1 Barber/Beauty, Travel Agency, 3 Cloth and Jewelry shops
Function:	Selling, client service
Users:	Hotel guests, general public
Spatial requirements:	2,000 square feet
Character:	Inviting
Quality:	High
View/Orientation:	To drive way
Illumination:	Artificial
Planning Consideration:	-Easy access to lobby area and in circulating areas -Shops should be seen from the street
Area:	Lobby Toilets
Capacity:	To supply 700-1,000 persons

	using the lobby and eating areas
Users:	Guests, general public
Spatial Requirements:	Women's toilets - 150 sq. feet Men's toilets - <u>150 sq. feet</u> Total 300 sq. feet
View/ Orientation:	Not required
Illumination:	Artificial
Planning Considerations:	Women's washrooms: 5 toilets and 5 sinks Men's washrooms: provide 5 toilets and 5 sinks.
Area:	Elevator
Spatial Requirements:	500 sq. ft.
 Food and Beverages:	
Area:	Cafe
Function:	Eating drinking. Open for breakfast, lunch and dinner
Capacity:	220
Users:	Guests, general public, food

	service staff.
Spatial Requirements:	3,740 square feet
Character:	Private and public
Quality:	Moderate - High
Views/Orientation:	To outside to ocean or pool
Illumination:	Controlled natural and artificial
Planning Considerations:	-Easily available to public flow areas -Divide into two or more areas to create more private ambience -Provide exterior frontage and direct outside access -Provide 10% counter seating -Provide cashier hostess station
Area:	Restaurant
Function:	Eating, drinking, open for lunch and dinner only
Users:	Guests, general public

Capacity:	150
Spatial Requirements:	3,000 square feet
Character:	Private, intimate, elegant
Quality:	High
Views/Orientation:	To ocean or pool
Illumination:	Controlled natural and artificial
Planning Consideration:	-Easily available to public flow areas -Establish a foyer -Provide separations and intimate lighting for private dining -Provide to accommodate entertainment
Area:	Roof Top Restaurant
Function:	Eating, drinking. Opened for lunch and dinner only
Users:	Guests, public, food service staff
Capacity:	90 seats
Spatial Requirements:	1,800 square feet

Character:	Intimate
Quality:	High
Views/Orientation:	To ocean
Illumination:	Controlled natural and
Planning Considerations:	-Provide a special elevator for guests -Provide an entrance foyer -Provide for intimate lighting and private seating arrangements

Area:	Cocktail Lounge/ Entertainment Lounge
Function:	Meeting, drinking
Users:	Guests, general public, beverage service staff
Capacity:	250 seats
Spatial Requirements:	4,500 square feet
Character:	Lounge
Quality:	High
Views/Orientation:	Artificial
Illumination:	Flexible for entertainment

Planning Considerations:

or quieter lounge area

- Close to lobby
- Bar (20% of lounge)
- Bar and entertainment. Should be visible from entrance
- Establish distinctive zones for the bar:
 - Entertainment dancing area: 50 - 60%
 - Quieter lounge: 20-30%
- Install

Area:

Lobby Bar and Lobby Lounge

Function:

Drinking

Users:

Guests, general public

Capacity:

85

Spatial Requirements:

Lobby and bar 1,600 sq. ft.
Storage 100 sq. ft.

Character:

Friendly

Quality:

High

Views/Orientation:

Not required

Illumination:

Controlled natural lighting

Area:	Ballroom/Convention
Function:	Dining, dancing, conventions
Users:	Ballroom guests, conventioners, food and beverage service staff
Capacity:	800 for Ballroom with tables 1,200 for conventions
Spatial requirements:	8,000 square feet
Character:	Formal
Quality:	High
Views/Orientation:	Not required
Illumination:	Artificial
Planning Considerations:	-Provide diversibility of ballroom into smaller function rooms -no columns, long spans -Ceiling height - minimum 16'0" -Provide a projection booth

Area:	Ballroom Foyer
Function:	Entrance area to Ballroom
Spatial Requirements:	2,000 square feet

Character:	Inviting								
Quality:	High								
Views/Orientation:	Not required								
Illumination:	Artificial								
Planning Considerations:	-Provide separate entrance from hotel guestroom entrance -Provide drop off/pick up area								
Area:	Ballroom Convention Toilets and Cloakroom area								
Capacity:	Provided for 1,200 guests								
Spatial Requirements:	<table border="0"> <tbody> <tr> <td>Women's toilets</td> <td>300 sq. ft.</td> </tr> <tr> <td>Men's toilets</td> <td>300 sq. ft.</td> </tr> <tr> <td>Cloakroom</td> <td><u>1,200 sq. ft.</u></td> </tr> <tr> <td>Total</td> <td>1,800 sq. ft.</td> </tr> </tbody> </table>	Women's toilets	300 sq. ft.	Men's toilets	300 sq. ft.	Cloakroom	<u>1,200 sq. ft.</u>	Total	1,800 sq. ft.
Women's toilets	300 sq. ft.								
Men's toilets	300 sq. ft.								
Cloakroom	<u>1,200 sq. ft.</u>								
Total	1,800 sq. ft.								
Illumination:	Artificial								
Planning:	-Provide women's								
Area:	Meeting/Banquet								
Function:	Meeting, eating								
Users:	Conventioners								

Capacity:	400
Spatial Requirements:	4,800 square feet
Character:	Serious
Quality:	Moderate to high
Views/Orientation:	Not required
Illumination:	Controlled natural or artificial
Planning Considerations:	-Provide flexible diversibility\ to accommodate smaller rooms -Provide diversibility for 100 square foot rooms

Area:	Health Club
Function:	Recreation
Users:	Hotel guests

Spatial Requirements:	Whirlpool: 100 sq. ft. Lockers, toilets, suana men: 250 sq. ft. women: 250 sq. ft. Pool, storage equipment and chairs: 200 sq. ft. Exercise room: 500 sq. ft. Game room 300 sq. ft. Managers office 100 sq. ft.
-----------------------	---

Attendant	80 sq. ft.
Equip. storage	250 sq. ft.
Pool pump filter	<u>200 sq. ft.</u>
Total:	3,000 sq. ft.

Character:

Relaxing and enjoyable

Views/Orientation:

Overlooking the swimming pool,
North side

Illumination:

Controlled natural and artificial

Area:

Swimming Pool and Deck

Function:

Watching people, tanning,
Bathing

Users:

Hotel guests

Spatial Requirments:

Pool:	1,500 sq. ft.
Deck:	<u>3,500 sq. ft.</u>
Total	5,000 sq. ft.

Character:

Enjoyable and relaxing

Views/Orientation:

North, Receive sun all day

Planning Considerations:

- Provide direct access from
guestroom elevators without
passing through lobby
- Provide minimum 10' wide
deck area on all sides
- Do not provide diving board

Area:	Tennis Courts
Spatial Requirements:	Two. Each is 120' x 60' = 14,400 sq. ft.
Orientation:	North, northwest by south, southeast

Area:	Administration Offices		
Function:	Workplace for Administration of the Hotel		
Users:	Administrators		
Space Requirements:	Front office/ Guest related	Front desk Telephone operators Safe deposit area Work area/Mail General cashier	250 sq. ft. 150 sq. ft. 60 sq. ft. 100 sq. ft. <u>120 sq. ft.</u>

Sub-Total 880 sq. ft.

Non-guest 1,200 sq. ft.
related offices

Bellman storage 200 sq. ft.

Total 2,000 sq. ft.

Executive Offices 1,500 sq. ft.

Sales and Catering 1,500 sq. ft.

Accounting 1,500 sq. ft.

Toilets - for 4 200 sq. ft.

Total 6,500 sq. ft.

Character:

Serious, elegant in conference
and reception

Quality:

Highly finished reception and
conference rooms.

Views:

Not required

Illumination:

Controlled natural lighting or
artificial

Planning Considerations:

- Locate front desk so that it is
visible from the entrance.
- Locate the desk in sight of the
guest elevators
- Position luggage storage and
bellman near desk
- Cashier near safe deposit area
- Screen guest views into office
work areas

Area:	Main Kitchen and Banquet Kitchen																				
Function:	To housekeeping, repair, engineering and preparation of food and beverage services to the hotel																				
Space Requirements:	<table> <tr> <td>Main kitchen</td><td>4,820 sq. ft.</td></tr> <tr> <td>(preparation and pantry area</td><td></td></tr> <tr> <td>Storage:</td><td></td></tr> <tr> <td> Dry Food</td><td>510 sq. ft.</td></tr> <tr> <td> Cold Storage</td><td>595 sq. ft.</td></tr> <tr> <td> Beverage storage</td><td>340 sq. ft.</td></tr> <tr> <td> Non-food storage, china, etc.</td><td><u>255 sq. ft.</u></td></tr> <tr> <td>Subtotal</td><td>1,700 sq. ft.</td></tr> <tr> <td>Banquet kitchen :</td><td><u>800 sq. ft.</u></td></tr> <tr> <td>Total</td><td>2,500 sq. ft.</td></tr> </table>	Main kitchen	4,820 sq. ft.	(preparation and pantry area		Storage:		Dry Food	510 sq. ft.	Cold Storage	595 sq. ft.	Beverage storage	340 sq. ft.	Non-food storage, china, etc.	<u>255 sq. ft.</u>	Subtotal	1,700 sq. ft.	Banquet kitchen :	<u>800 sq. ft.</u>	Total	2,500 sq. ft.
Main kitchen	4,820 sq. ft.																				
(preparation and pantry area																					
Storage:																					
Dry Food	510 sq. ft.																				
Cold Storage	595 sq. ft.																				
Beverage storage	340 sq. ft.																				
Non-food storage, china, etc.	<u>255 sq. ft.</u>																				
Subtotal	1,700 sq. ft.																				
Banquet kitchen :	<u>800 sq. ft.</u>																				
Total	2,500 sq. ft.																				
Character:	Productive																				
Quality:	Low																				
Views:	Not required																				
Illumination:	Incandescent, general																				
Planning Considerations:	-Distances should be short to function economically and efficiently -Locate receiving area, food storage, kitchen bar,																				

restaurant on single floor for
ease of service
-Provide straight line flow of
food from storage to serving
-Minimize distance between
kitchen, serving area and
restaurant

Area:	Roof Top Kitchen
Function:	Preparation, beverage and food service to Roof Top Restaurant
Space Requirements:	Kitchen and storage: 300 sq. ft.
Character:	Productive; functional
Quality:	Low
Views:	Not required
Illumination:	Fluorescent
Planning Consideration:	Minimize walking distance within the kitchen and to the restaurant for efficiency

Area:	Personnel and Timekeepers Office
Function:	Interviewing and conselling to employees

Spatial Requirements:	<table> <tr> <td>Personnel</td> <td>1,250 sq. ft.</td> </tr> <tr> <td>Timekeeper</td> <td><u>250 sq. ft.</u></td> </tr> <tr> <td>Total</td> <td>1,500 sq. ft.</td> </tr> </table>	Personnel	1,250 sq. ft.	Timekeeper	<u>250 sq. ft.</u>	Total	1,500 sq. ft.
Personnel	1,250 sq. ft.						
Timekeeper	<u>250 sq. ft.</u>						
Total	1,500 sq. ft.						
Character:	Serious						
Quality:	Medium						
Views:	To employee entrance						
Illumination:	Artificial						
Planning Considerations:	-Locate timekeeper and personnel offices beside each other -Provide visual control of the employee entrance and main service corridor -Provide private offices for interviewing and meetings						

Area:	Lockers and Toilets						
Function:	Employee dressing						
Spatial Requirements:	<table> <tr> <td>Women's lockers/toilets</td> <td>1,250 sq. ft.</td> </tr> <tr> <td>Men's lockers/toilets</td> <td><u>1,000 sq. ft.</u></td> </tr> <tr> <td>Total</td> <td>2,250 sq. ft.</td> </tr> </table>	Women's lockers/toilets	1,250 sq. ft.	Men's lockers/toilets	<u>1,000 sq. ft.</u>	Total	2,250 sq. ft.
Women's lockers/toilets	1,250 sq. ft.						
Men's lockers/toilets	<u>1,000 sq. ft.</u>						
Total	2,250 sq. ft.						
Character:	Casual						
Quality:	Low						

Views:	Not required						
Illumination:	Artificial						
Area:	Laundry and Housekeeping						
Function:	Clean and distribute guestroom and table linen, uniforms, kitchen laundry and guest clothing						
Spatial Requirements:	<table border="0"> <tr> <td>Laundry</td> <td>4,300 sq. ft.</td> </tr> <tr> <td>Housekeeping</td> <td><u>2,600 sq. ft.</u></td> </tr> <tr> <td>Total</td> <td>6,900 sq. ft.</td> </tr> </table>	Laundry	4,300 sq. ft.	Housekeeping	<u>2,600 sq. ft.</u>	Total	6,900 sq. ft.
Laundry	4,300 sq. ft.						
Housekeeping	<u>2,600 sq. ft.</u>						
Total	6,900 sq. ft.						
Character:	Functional						
Quality:	Low						
Views/Orientation:	Not required						
Illumination:	Fluorescent, general						
Planning Considerations:	-Separate laundry and housekeeping -Locate laundry at the hotel's lowest floor levels to avoid noise and vibration from interfering with any guest area						
Area:	Employee Dining						

Function:	Dining/meeting area for employees
Spatial Requirements:	900 sq. ft.
Character:	Friendly
Views/Orientation:	Not required
Illumination:	Artificial
Planning Considerations:	Plan near employee lockers

Area:	Service Elevators
Function:	Provide vertical access for food, housekeeping and laundry services, as well as supplier to roof top restaurant
Spatial Requirements:	500 sq. ft.
Planning Consideration:	-Near kitchen and laundry rooms

Area:	Receiving /Trash
Function:	To unload all supplies and to

	load garbage
Space Requirements:	Loading Dock400 sq. ft. Receiving Trash1,600 sq. ft. Total2,000 sq. ft.
Character:	Functional
Views/Orientation:	Not required
Illumination:	Artificial
Planning Considerations:	
Receiving:	-Provide room to move goods to laundry, housekeeping, maintenance and general storage -Enclose receiving area so it's weather sound and odour protected
Loading Dock:	-Provide a loading dock large enough to accommodate two trucks at one time
Trash and Garbage:	-Separate from receiving -Enclose compactor yet provide accessibility at all times
Area:	General Storage
Function:	To store building and grounds maintenance equipment and outdoor furniture, extra indoor furnishings and equipment, record storage, and printed

	material
Space Requirements:	2,000 sq. ft.
Quality:	Low
Views/Orientation:	Not required
Illumination:	Fluorescent
Planning Considerations:	-Located at ground level for lawn care equipment
Area:	Mechanical
Spatial Requirements:	7,500 sq. ft.
Quality:	Low
Views/Orientation:	Not required
Illumination:	Artificial
Planning Considerations:	-Locate mechanical areas so that noise and vibrations do not affect guest area -Locate near large equipment
Area:	Engineering Office and Maintenance Shop
Function:	Equipment repair

Spatial Requirements:

Engineering offices	250 sq. ft.
Maintenance shop	<u>250 sq. ft.</u>
Total	500 sq. ft.

Character:

Functional

Quality:

Low

Views/Orientation:

Not required

Illumination:

Artificial

Area:

Parking

Capacity:

650 cars

Function:

Car parking for guests, general
public and staff

Spatial Requirements:

163,000 sq. ft.

Planning Considerations:

-Easy access to entrances

Spatial Requirements - Summary

Guestrooms and guestfloor area	168,950	square feet
Double Suites	67,850	
Deluxe Suites	7,000	

Public Areas

Lobby	Flow Area	3,000
	Seating	500
	Retail	2,000
	Toilets: Women's	300
	Men's	300
	Elevator Area	500

Food and Beverage Outlets

Cafe	3,740
Restaurant	3,000
Roof Top Restuarant	1,800
Toilets	200
Cocktail/entertainment Lounge and Bar	4,500
Lobby Bar	1,700

Function Spaces:

Ballroom/convention	8,000
Ballroom Foyer	2,000
Ballroom Storage	2,600
Meeting Banquet	4,800
Toilets and Cloakroom	1,800
Casino	10,000

Back of the House:

Administration	Front desk	250
	Other administrative spaces	1,750

Executive offices	1,500
Sales and Catering	1,500
Accounting	1,500
<u>Food Preparation:</u>	
Main Kitchen	4,820
Banquet Kitchen	800
Dry Food Storage	510
Cold Food Storage	595
Beverage Storage	340
Non-Food Storage	255
Roof Top Kitchen	300
<u>Receiving and Storage:</u>	
Receiving/Trash	400
Loading dock	400
Receiving/Trash area	1,600
General Storage	2,000
<u>Employee Areas:</u>	
Personnel and Time keepers	1,500
Lockers/Toilets	1,200
Women's	1,200
Men's	1,000
Employee Dining	900
<u>Laundry/Housekeeping:</u>	
Laundry	4,300
Housekeeping	2,600
<u>Engineering/Mechanical Areas:</u>	
Engineering	250
Maintenance shops	250
Mechanical	7,500
<u>Health Club:</u>	3,000
<u>Service Elevator</u>	<u>500</u>

Total Square Footage 332,900 sq. ft.

Parking Area: 163,000

Footnotes

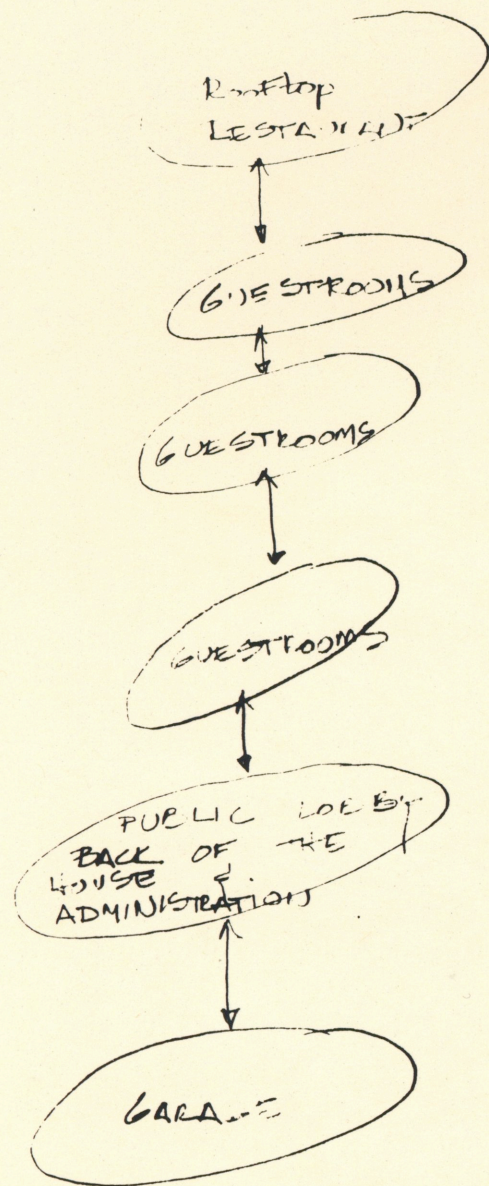
1. Miguel Carbajal, Punta del Este, (France: Graphic Vendee Press, 1978), p. 72.
2. Ibid. p. 73
3. Centre of Tourism, Punta del Este, (Uruguay: Barreiro S.A., 1984).
4. Miguel Carbajal, Punta del Este, (France: Graphic Vendee Press, 1978), p. 79.
5. Centre of Tourism, Punta del Este, (Uruguay: Barreiro S.A., 1984).
6. The group of Urban Studies. The old city of Montevideo, (Montevideo, Uruguay: Barreiro S.A., 1982). p. 1.
7. Ibid.
8. Ibid.
9. "The influence of liberal ideas in the typical Uruguyan home of the 19th Century", El Dia, 1, January, 1987.
10. Centre of Tourist, Punta del Este, (Uruguay: Barreiro S.A., 1984).
11. Ibid.
12. Encyclopedia Britannica.
13. "The influence of liberal ideas in the typical Uruguyan home of the 19th Century", El Dia, 1, January, 1987.
14. Ibid.

15. The group of Urban Studies, The old city of Montevideo, (Montevideo, Uruguay: Barreiro, S.A., 1982). p. 2.
16. Centre of Tourism, Punta del Este, (Uruguay: Barreiro, S.A., 1984).
17. Ibid.
18. "One hundred years of National Architecture", El Día, 8, January, 1987.
19. Ibid.
20. Centre of Tourism, Punta del Este, (Uruguay: Barreiro, S.A., 1984).
21. "One hundred years of National Architecture", El Día, 8, January, 1987.
22. Centre of Tourism, Punta del Este, (Uruguay: Barreiro, S.A., 1984).
23. "One hundred years of National Architecture", El Día, 8, January, 1987.
24. Encyclopedia Britannica
25. Centre of Tourism, Punta del Este, (Uruguay: Barreiro, S.A., 1984).
26. "One hundred years of National ARchitecture", El Día, 8, January, 1987.
27. Ibid.
28. Ibid.
29. Ibid.

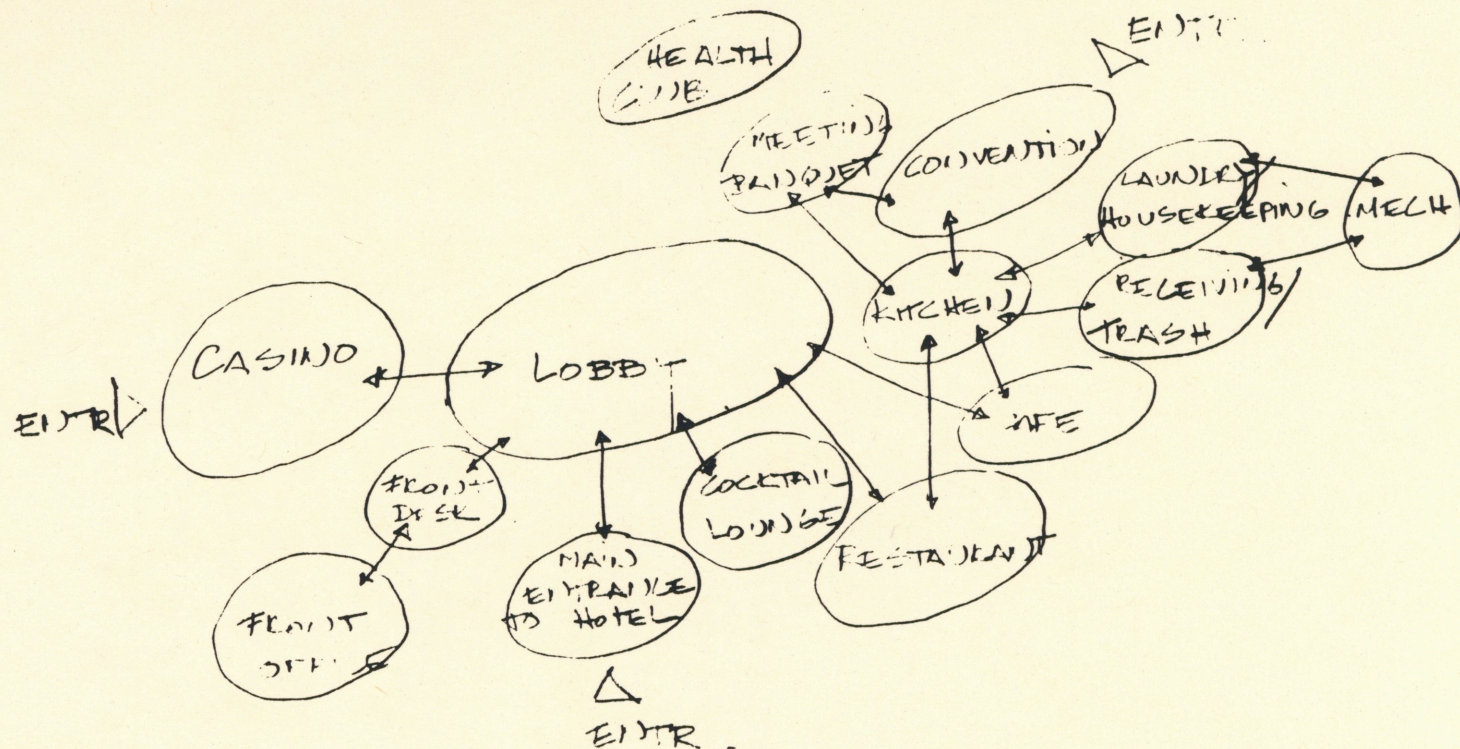
30. Encyclopedia Brittanica.
31. Centre of Tourism, Punta del Este, (Uruguay: Barreiro, S.A., 1984).
32. Linden, Patricia "The pleasures of Punta del Este." Town and Country, March 1986, p. 181.
33. Miguel N. Carbajal, Punta del Este. (France: Graphic Vendee Press, 1978). p. 76.
34. Ibid.
35. Ibid.

Bibliography

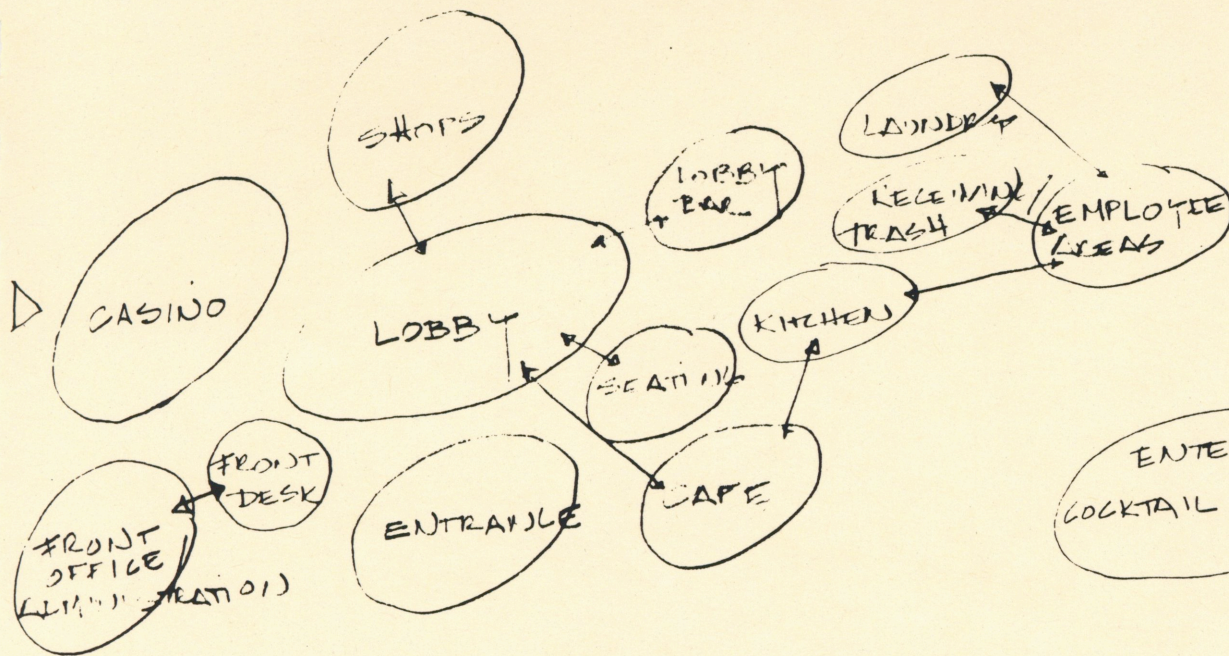
1. Abraben, E. Resort Hotels. New York: Reinhold Publishing Corporation, 1965.
2. Aloí, Gampicío. Hotel - Motel. Milano, Italy: Alrico Hoepli Editore Spa, 1970.
3. Carbajal, Miguel B. Punta del Este. France: Graphic Vendee Press, 19778.
4. Daven, Jean M., ed. Places for People. New York: The Bood Press, 1976.
5. The Group of Urban Studies. The Old City of Montevideo. Uruguay: Barreiro S.A., 1982.
6. "The influence of liberal ideas in the typical Uruguayan home of the 19th century", El Día, 11 January, 1987.
7. Linden, Patricia. "The Pleasures of Punta del Este." Town and Country, March 1986, pp. 174 - 181, 222.
8. "One hundred years of national architecture" El Día, 8 January, 1987. p. 1 - 13.
9. Peña, William. Problem Seeking: An Architectural Programming Primer. Boston: CGI Publishing Co., Inc., 1977.
10. Ruter, Walter E. and Penner, H. Richard. Principles of Hotel Design. New York: Watson Guptill Pulications, 1985.
11. Weisskamp, Herber. Hotels: an international survey. N.Y: Frederick A. Praeger, 1968.



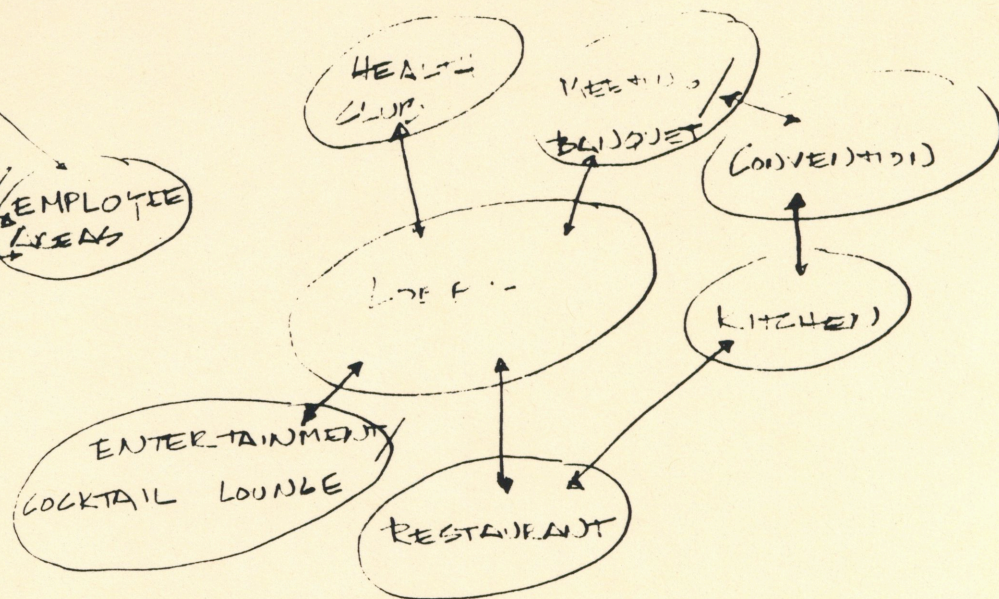
VERTICAL CIRCULATION



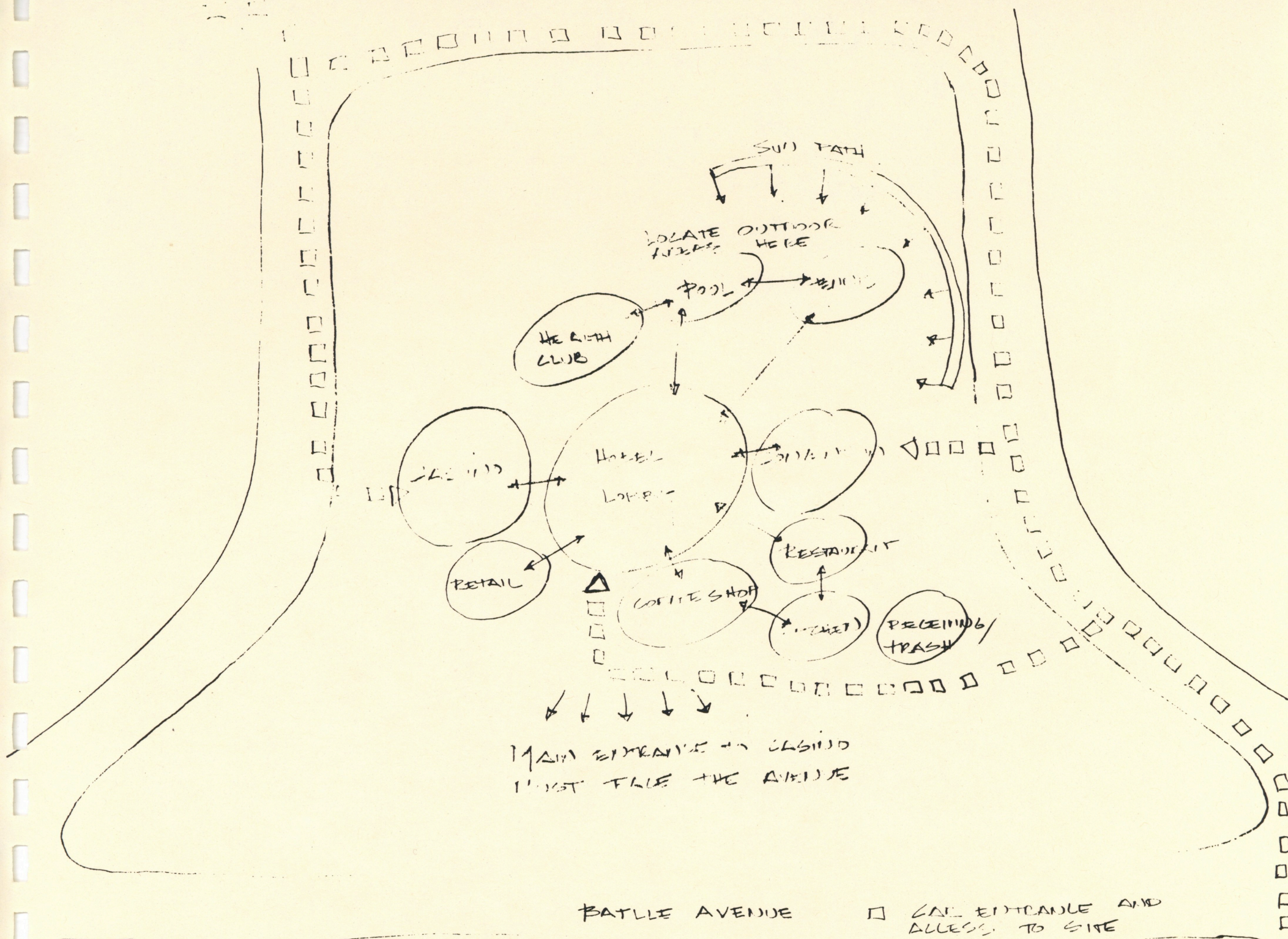
HORIZONTAL CIRCULATION

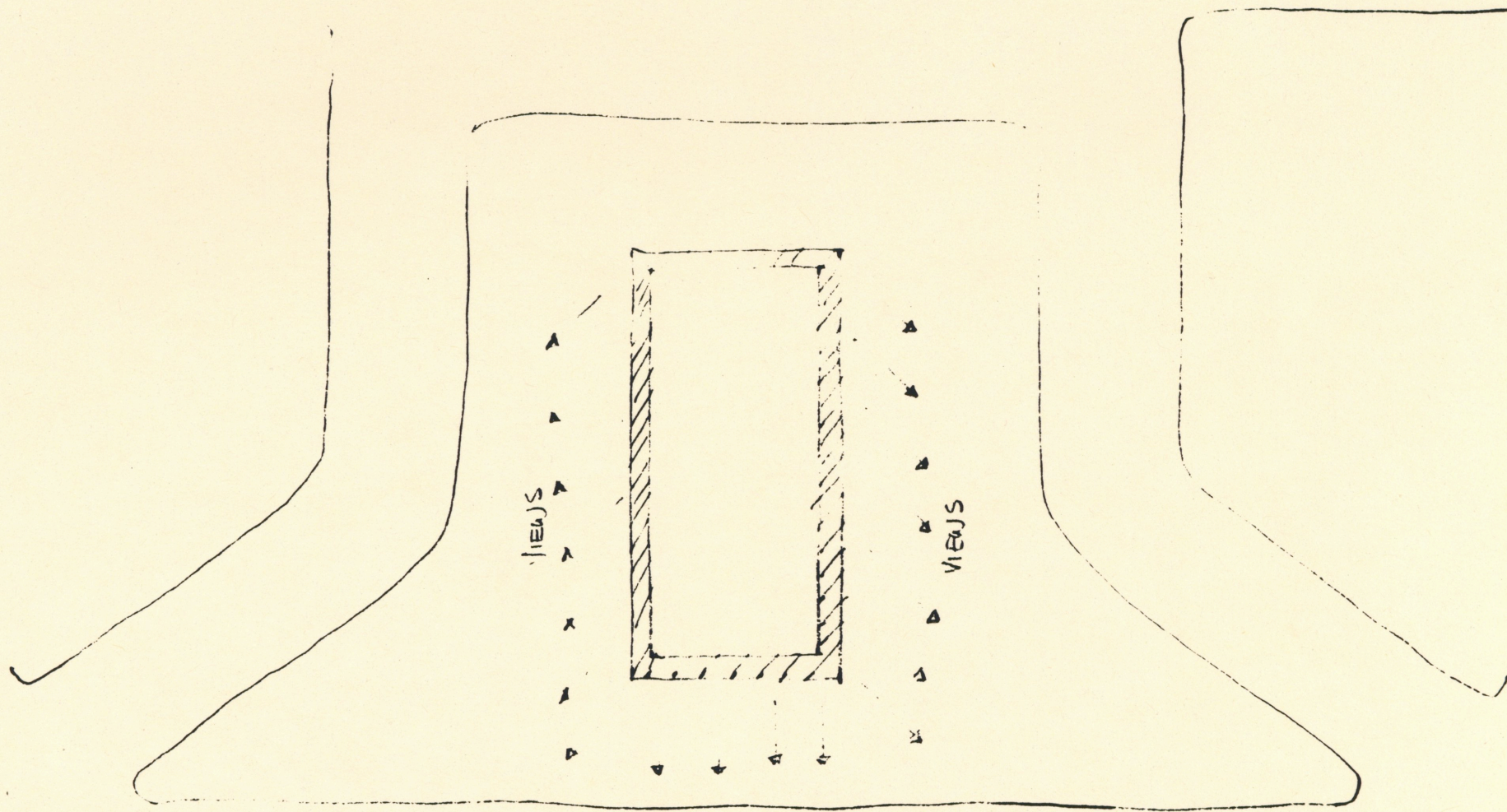


FIRST FLOOR SPACE ADJACENCY
DIAGRAM



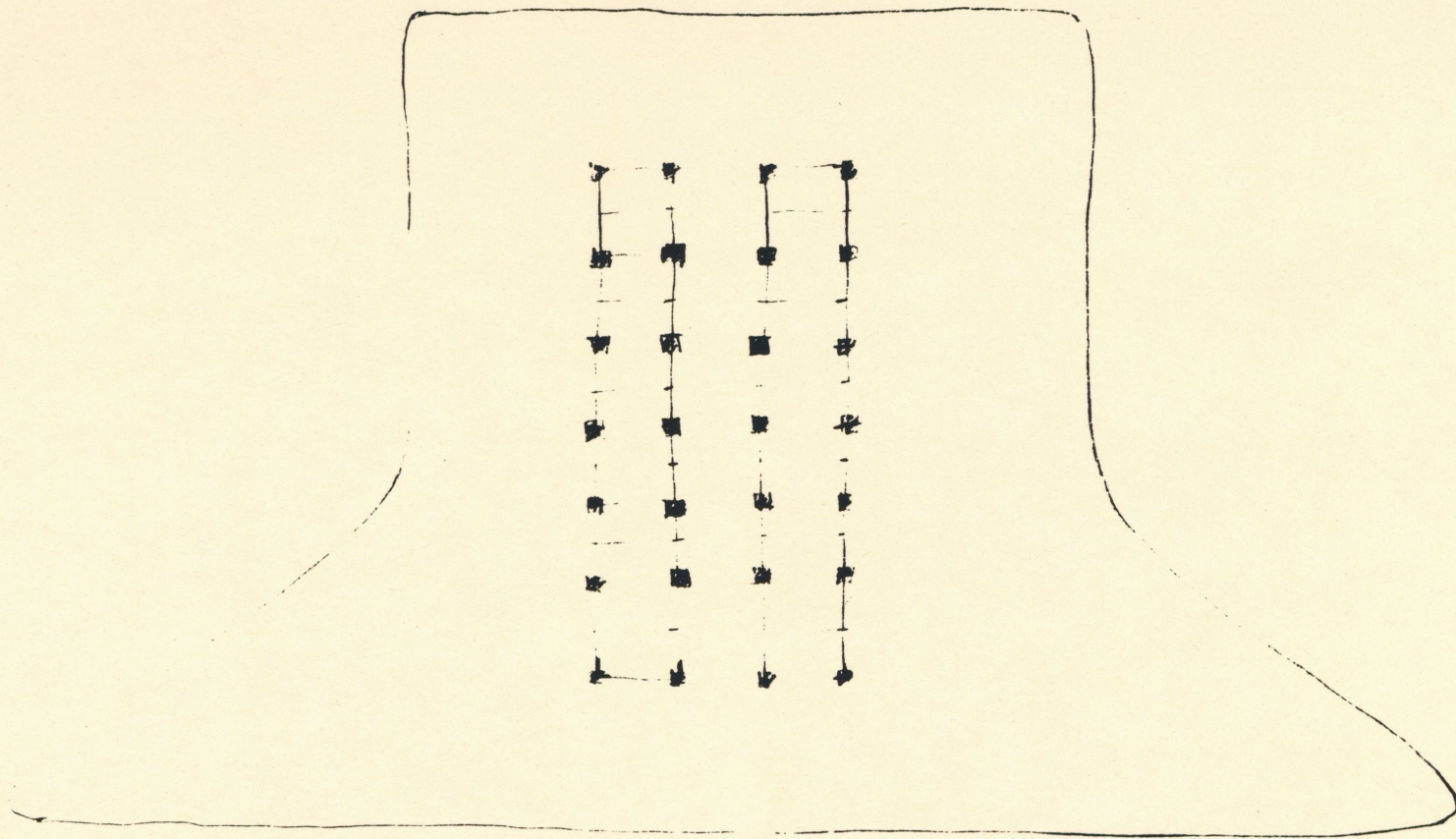
SECOND FLOOR SPACE
ADJACENCY DIAGRAM



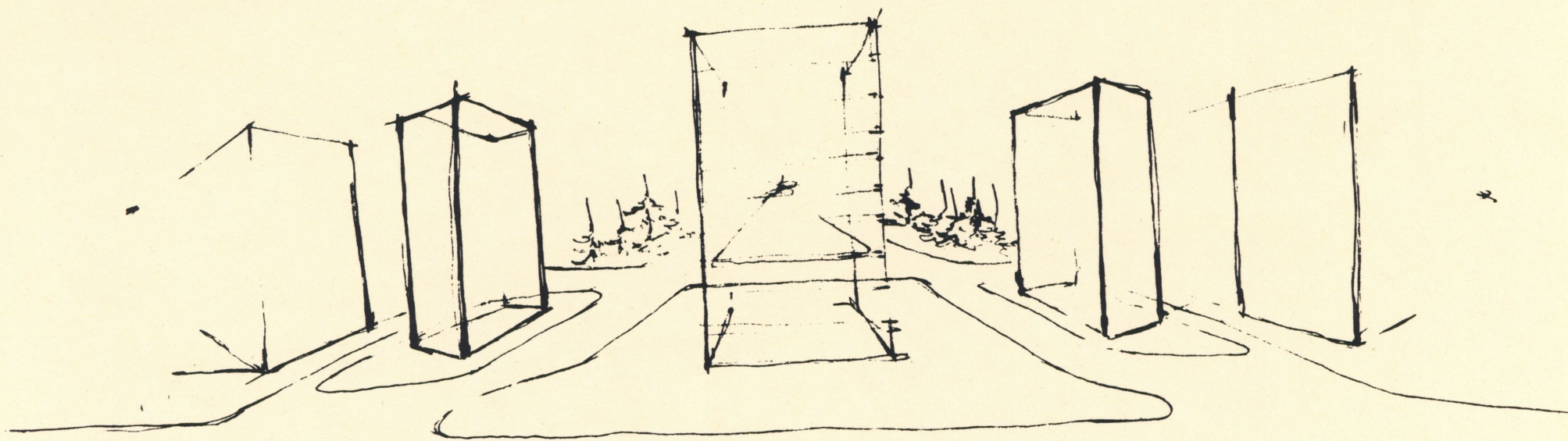


ORIENT BUILDING MASSING THIS WAY TO MAXIMIZE VIEWS.
TO OCEAN

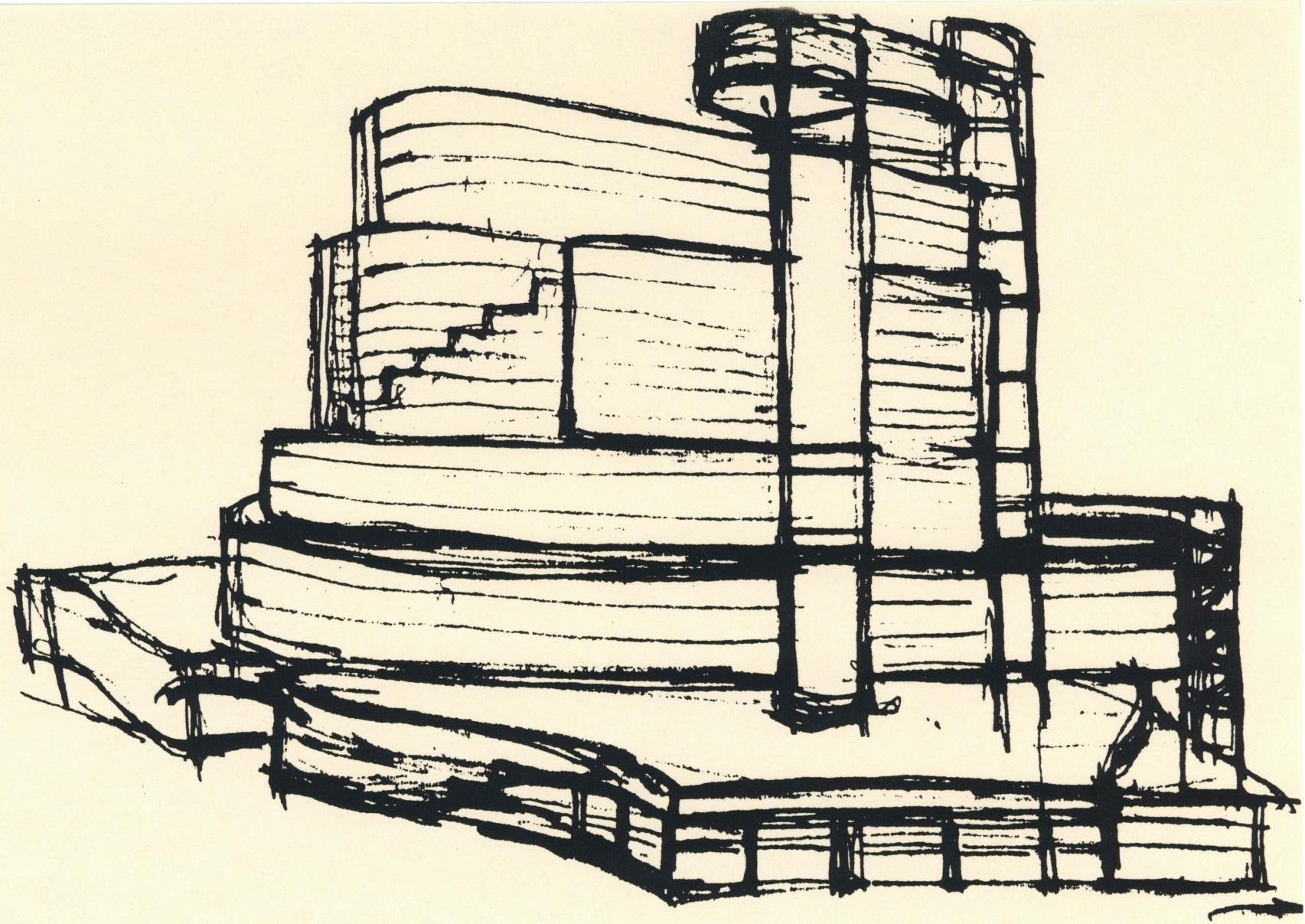
BEACH



STRUCTURAL BAY USED FOR THE DESIGN OF
GUESTROOMS



THE SYMMETRY OF THE SITE AND SURROUNDING BLOCKS
SUGGEST THAT THE BUILDING BE LOCATED IN THE MIDDLE OF
THE SITE



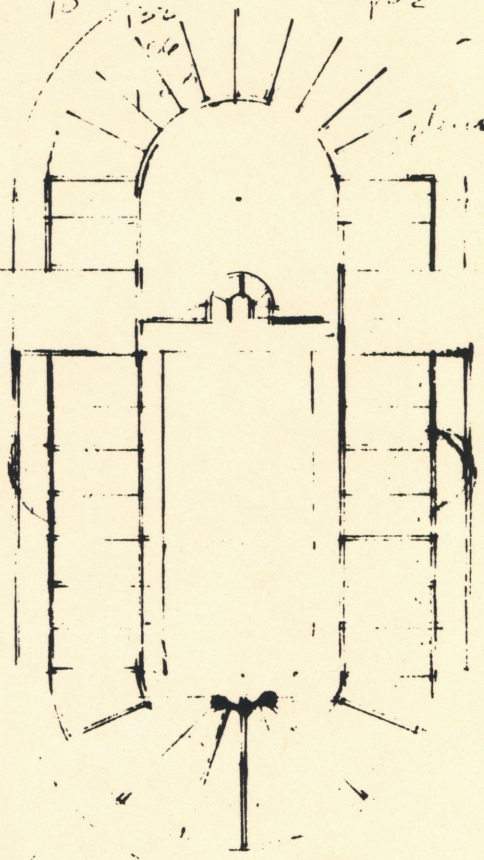
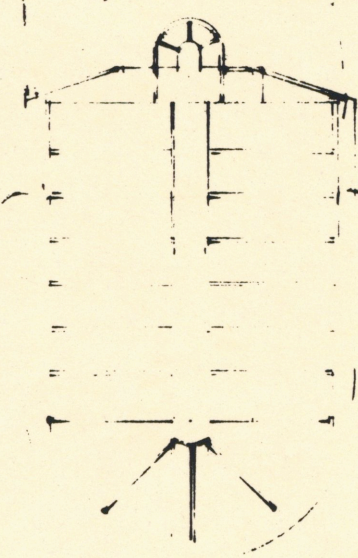
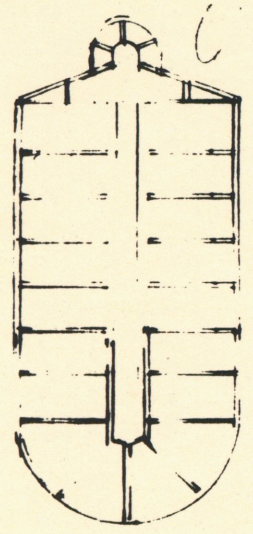
Conceptual Drawing

213

102

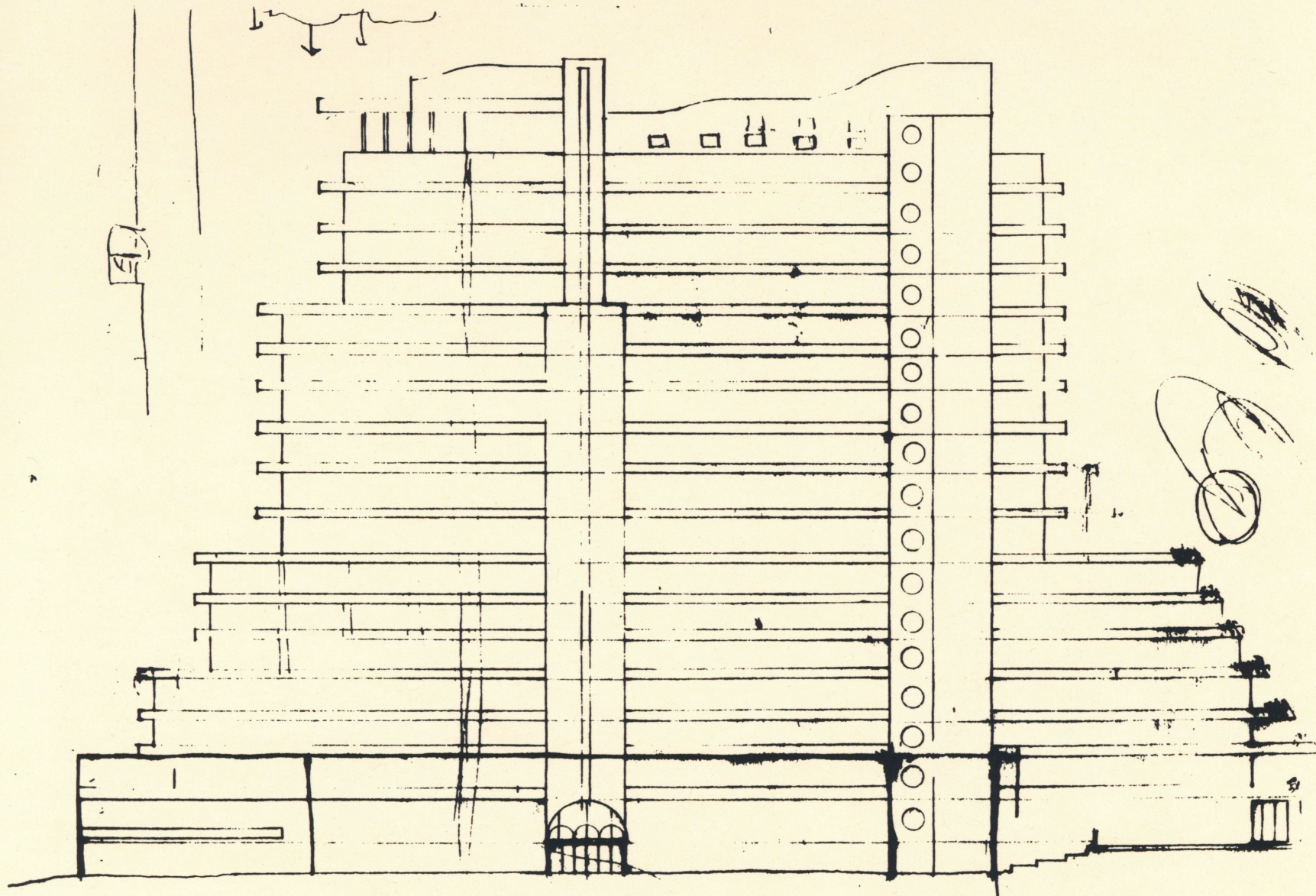
10

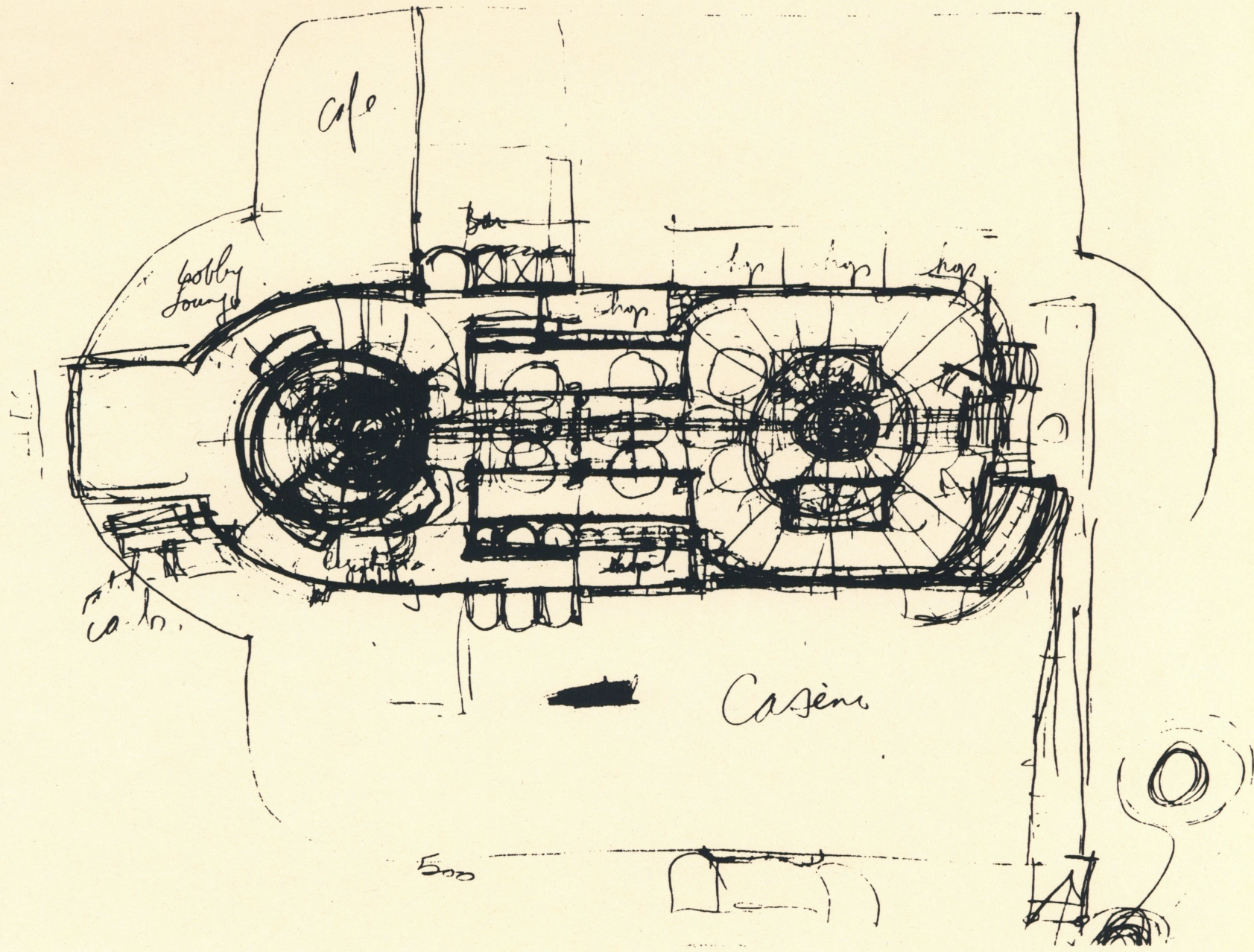
132

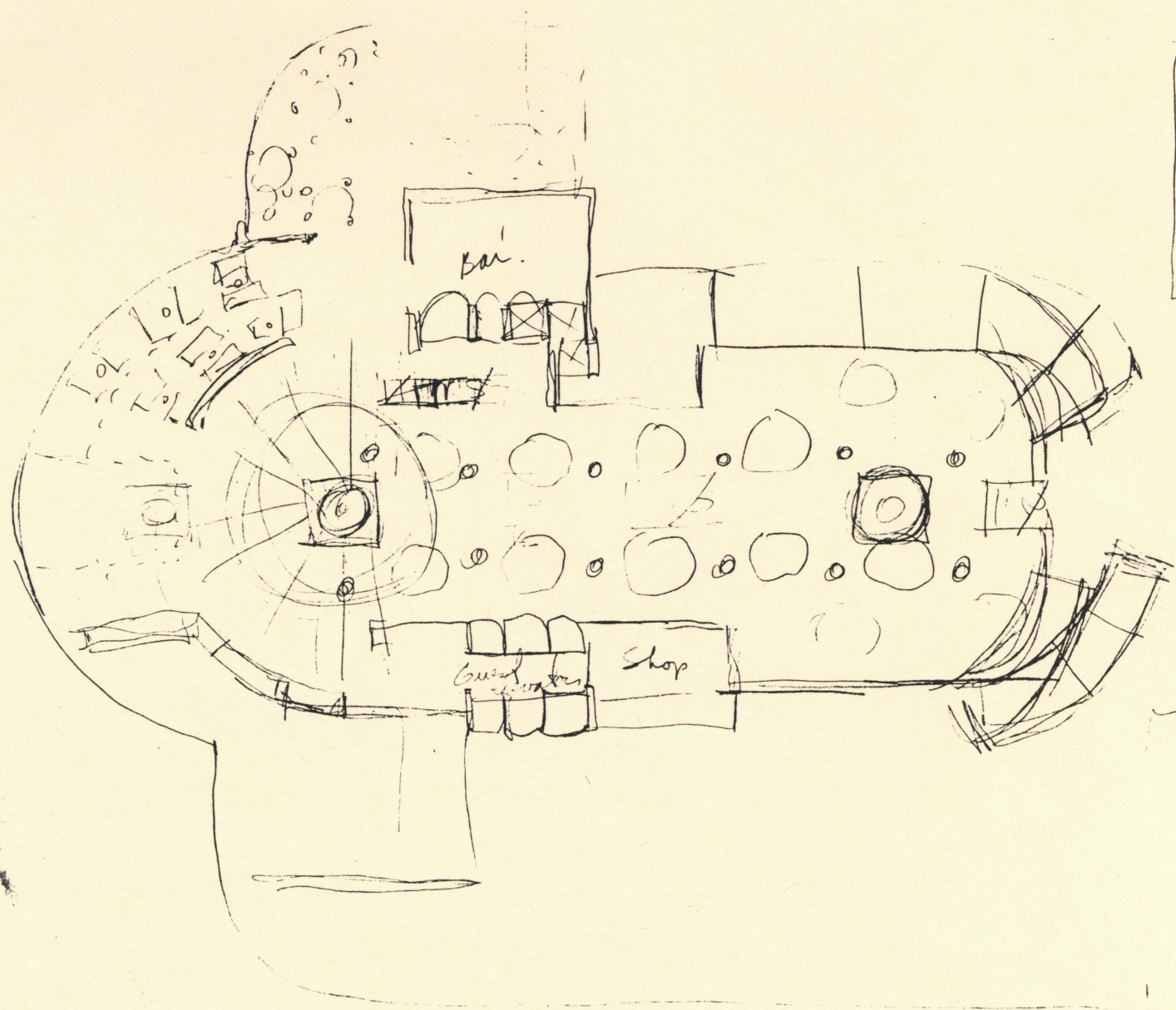


11
X 20

11
X 20







First floor

restroom

convention
room

lounge
seating

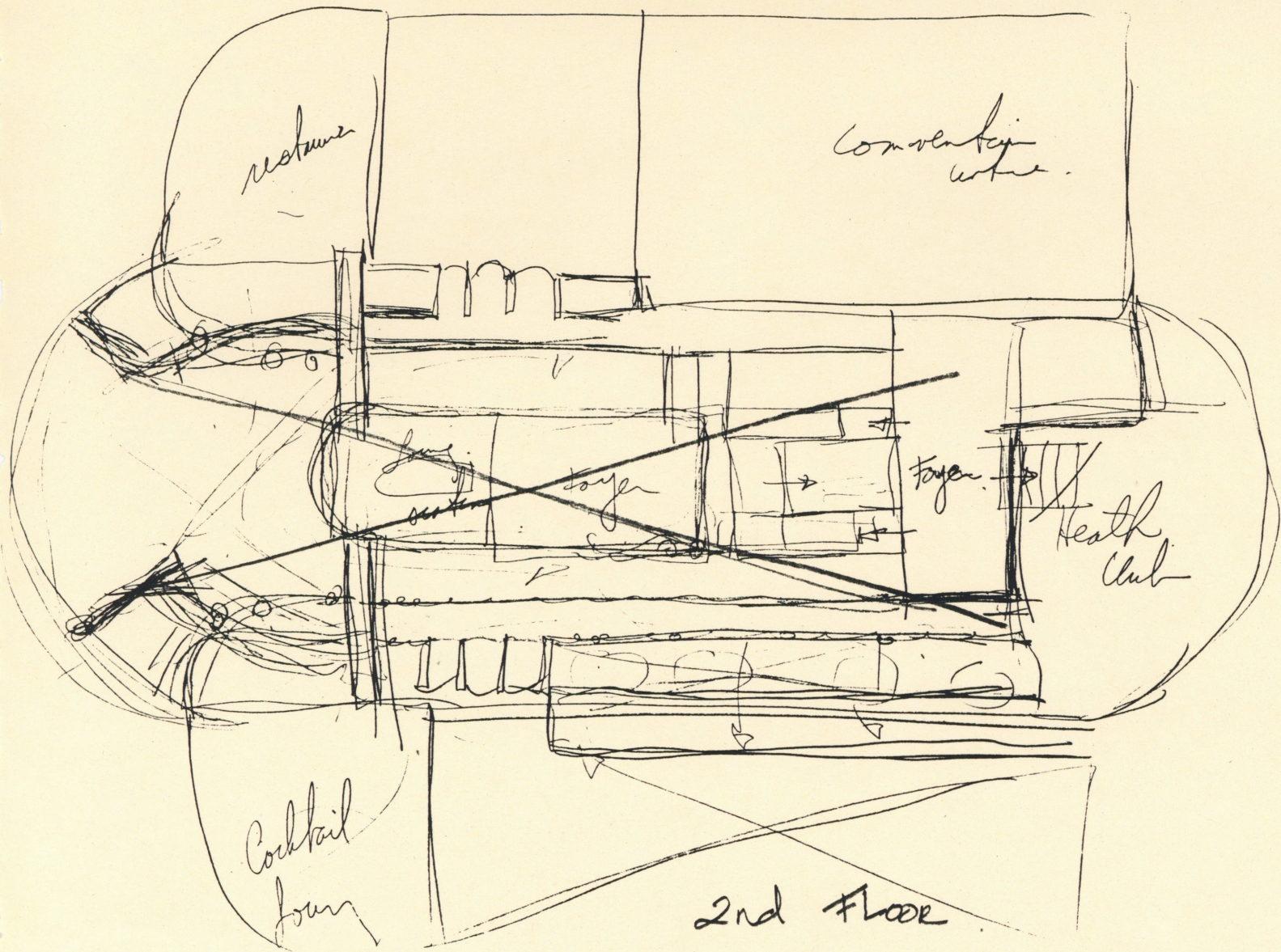
lounge

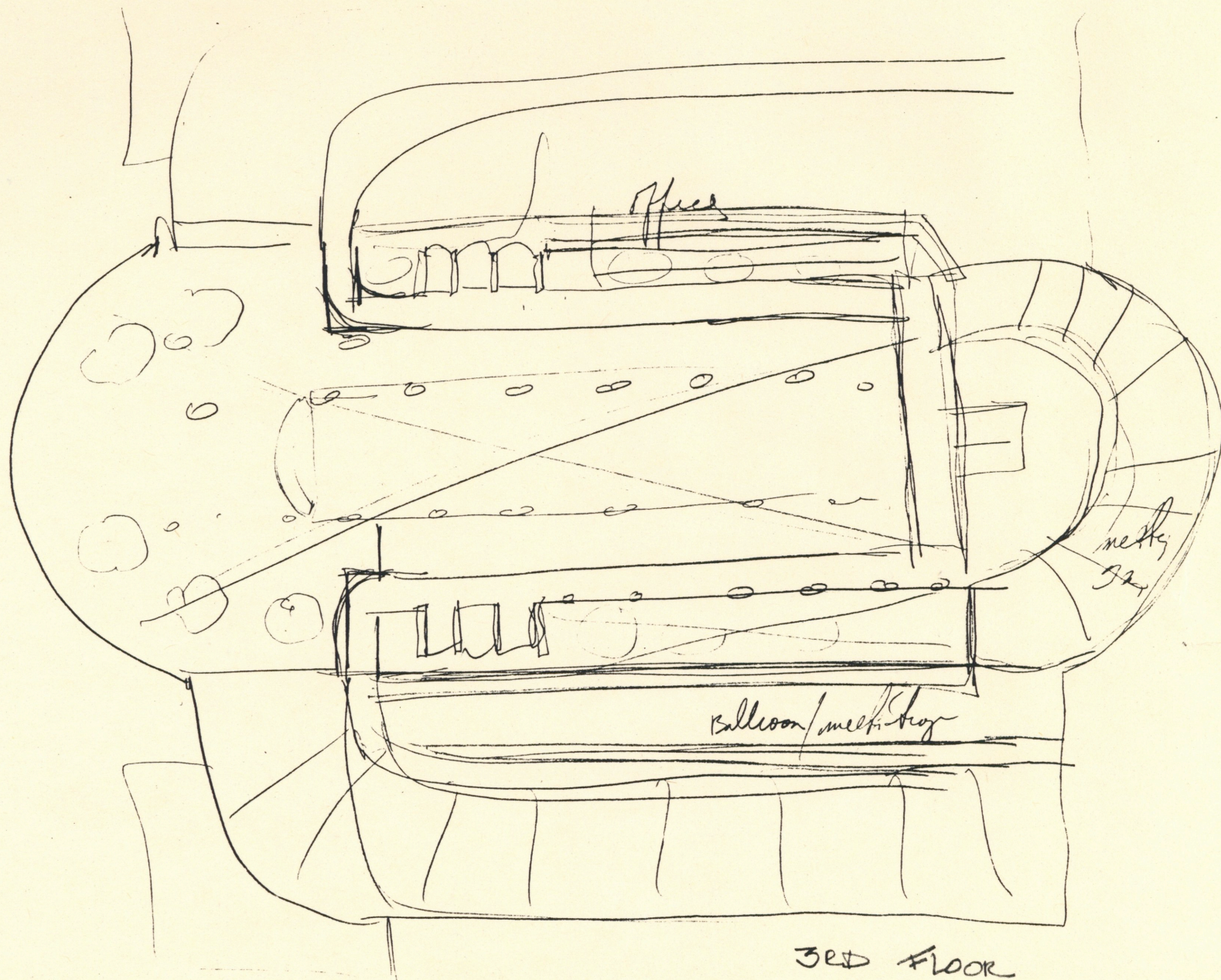
lounge

Heath
Club

Cocktail
lounge

2nd Floor





3rd Floor





A RESORT HOTEL

PUNTA DEL ESTE

URUGUAY



NORTH & SOUTH AMERICA



A RESORT HOTEL

PUNTA
DEL
ESTE

URUGUAY

CONTEXT



1900-1920 ECLECTIC

1930-1940 MISSION
RED ROOF TILE
HOUSES



1950s- GLAZED CERAMIC
ROOF TILES.

1960's- CERAMIC ROOF
TILES - BUNGALOWS-



1970-1987- HIGH RISE
TOWER BLOCKS.



A RESORT HOTEL

URUGUAY

LAND USE

HIGH DENSITY RESIDENTIAL	
MEDIUM DENSITY RESIDENTIAL	
LOW DENSITY RESIDENTIAL	
COMMERCIAL	
PARKING LOT	



A RESORT HOTEL

PUNTA
DEL
ESTE

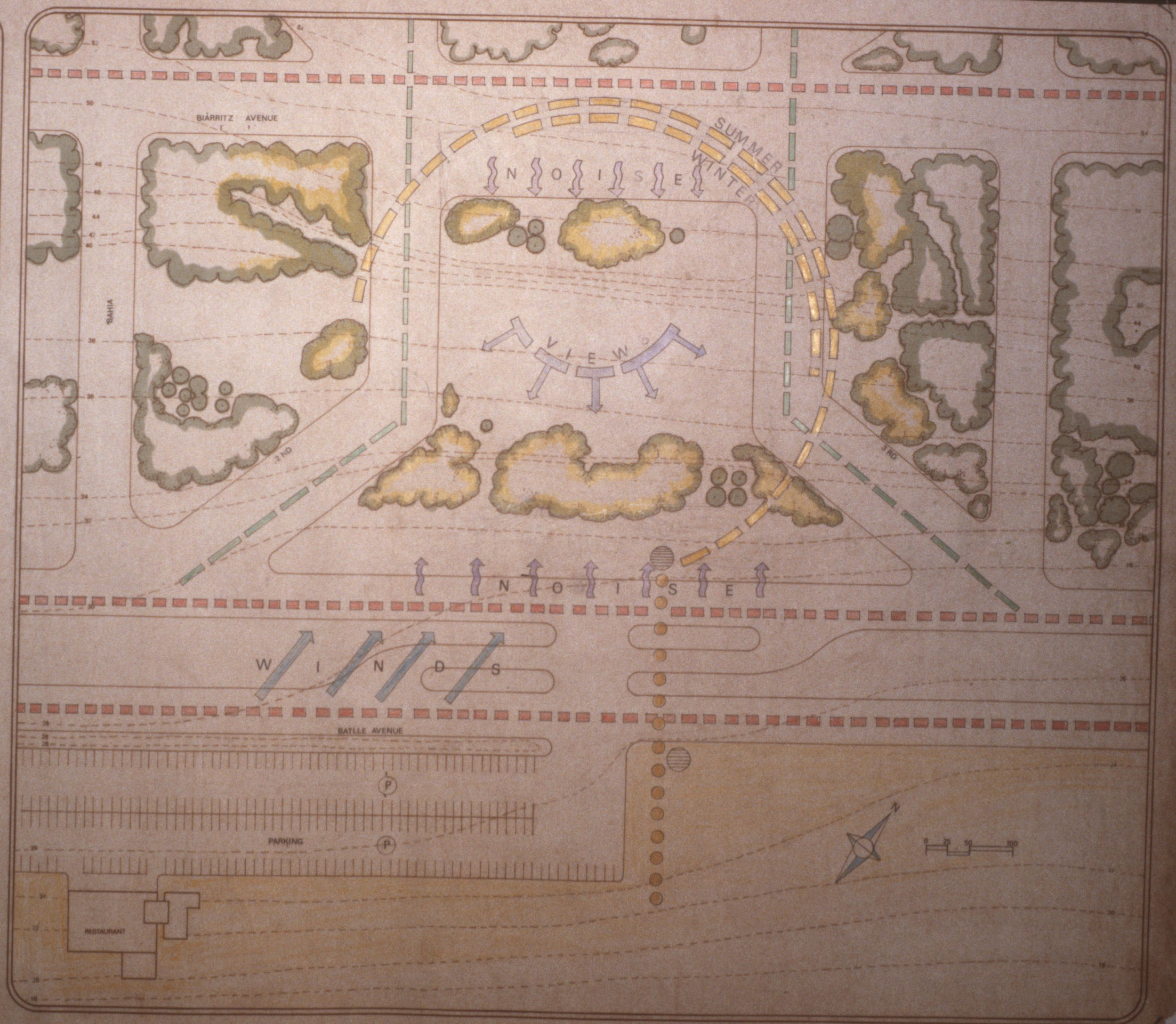
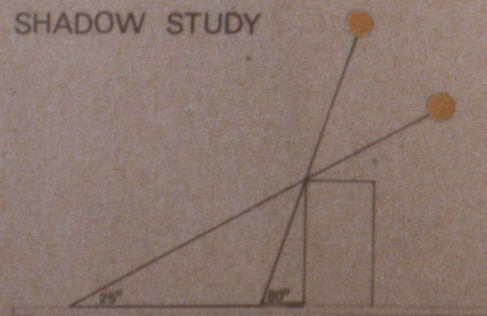
URUGUAY

SITE ANALYSIS

CIRCULATION: PEDESTRIAN ●
MAJOR VEHICULAR ACCESS ■
MINOR VEHICULAR ACCESS —
EXISTING BUS STOP (●)
PARKING (P)

VEGETATION MARITIME PINE
JUNIPER

SHADOW STUDY





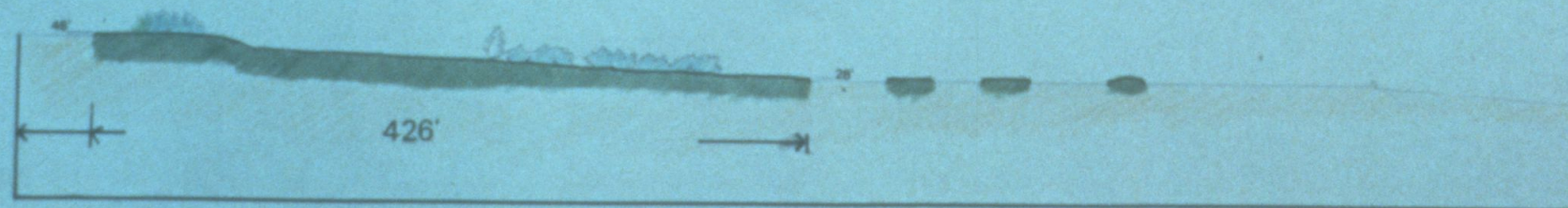
SITE SECTION AND PHOTOGRAPHS



SITE



AERIAL PHOTOGRAPH



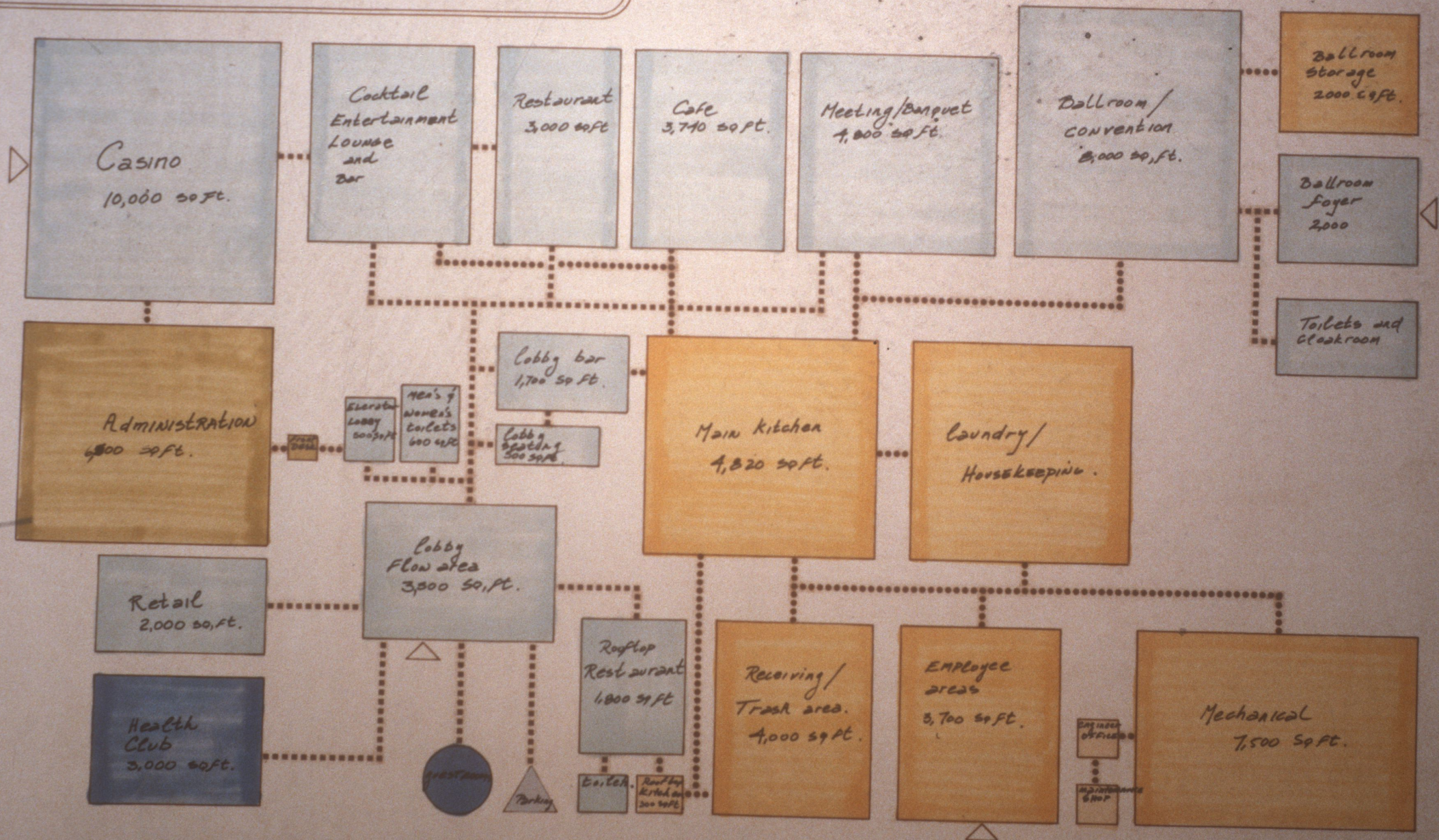
SITE SECTION



CIRCULATING & SPACE ADJACENCY DIAGRAM

BACK OF THE HOUSE - STAFF

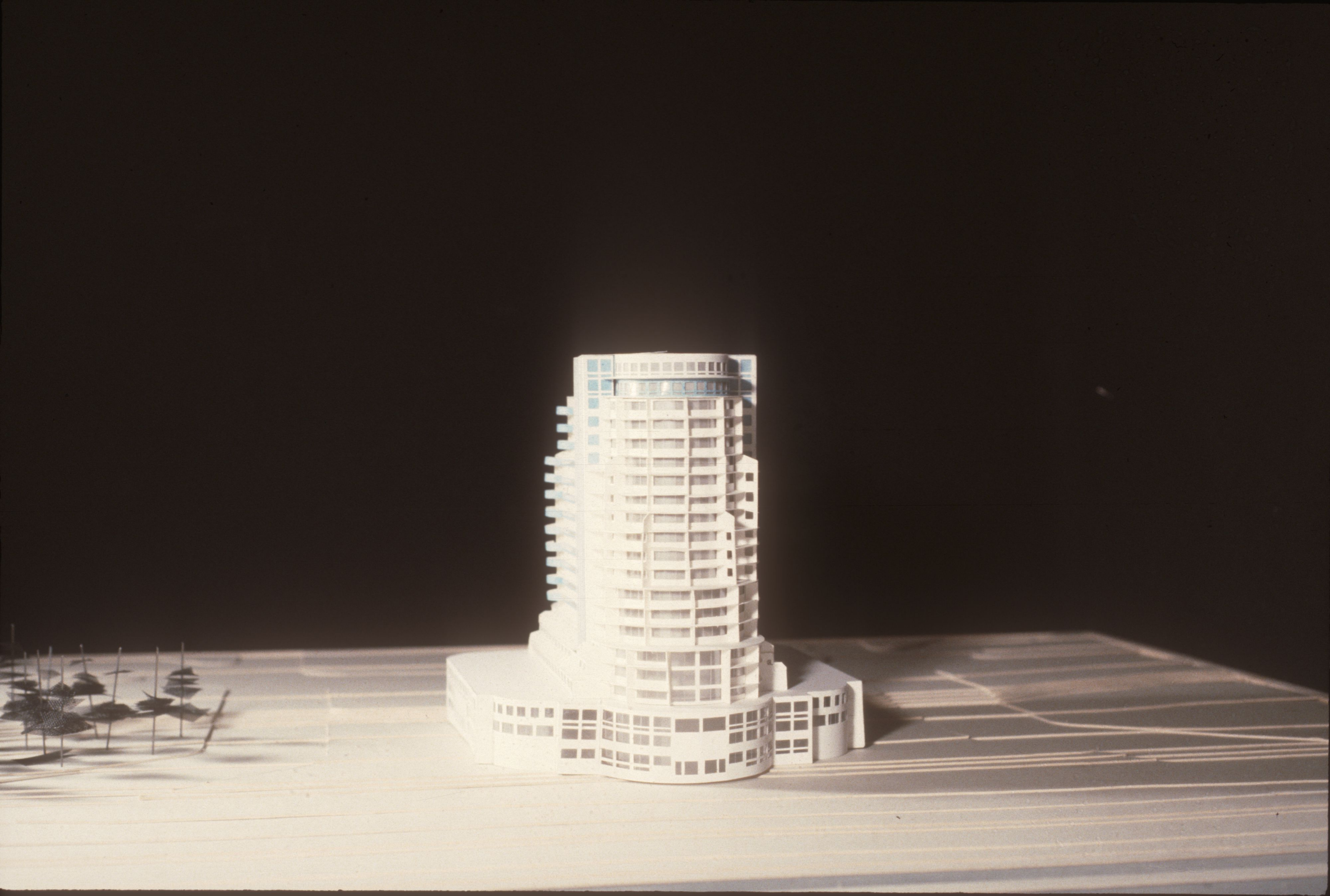
FRONT OF THE HOUSE - GUESTS
& GENERAL PUBLIC

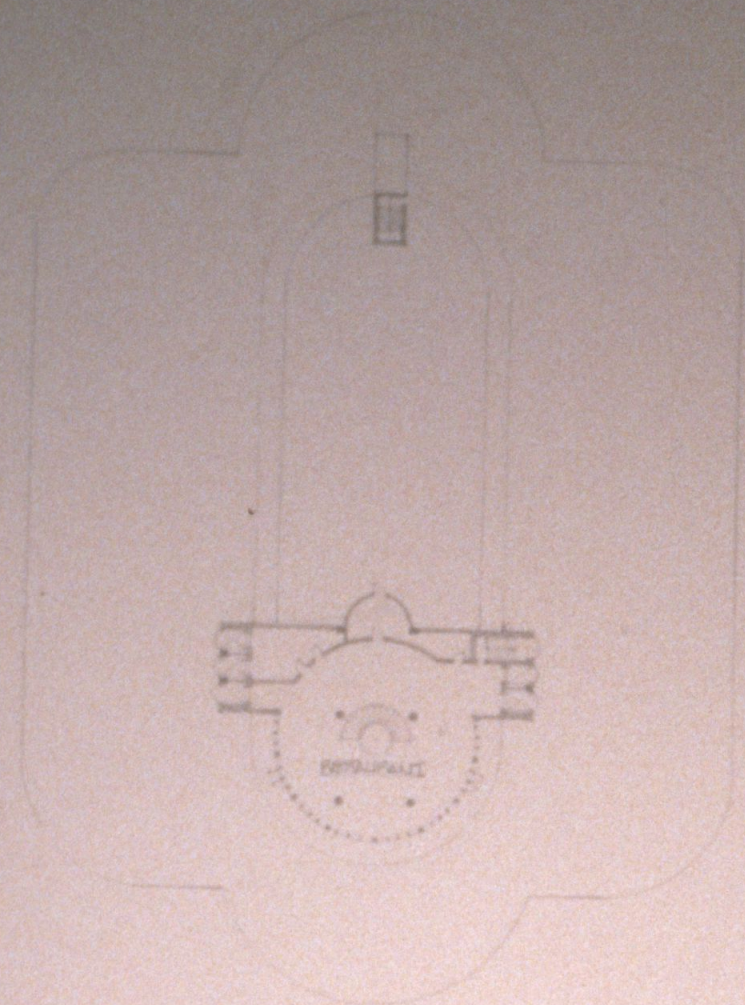




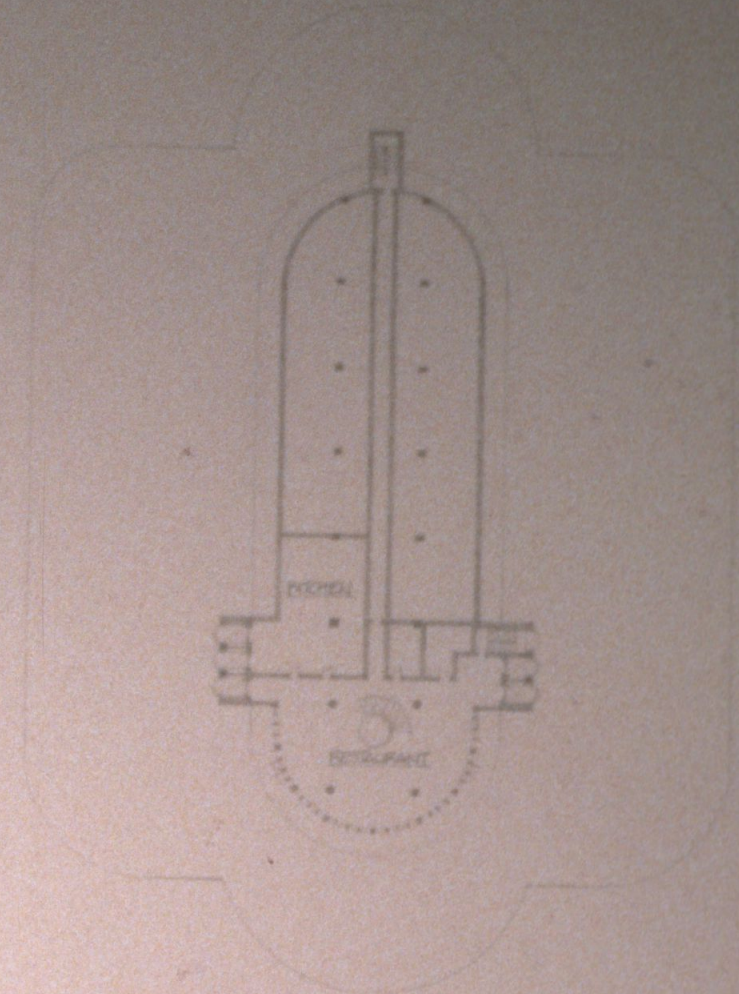




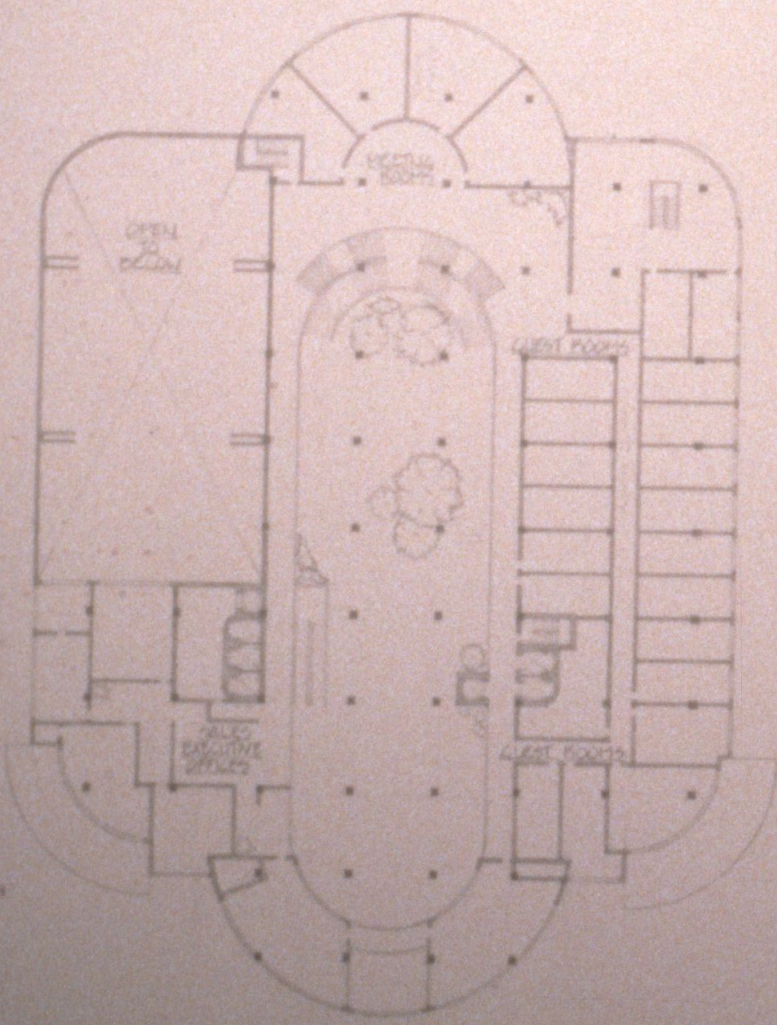




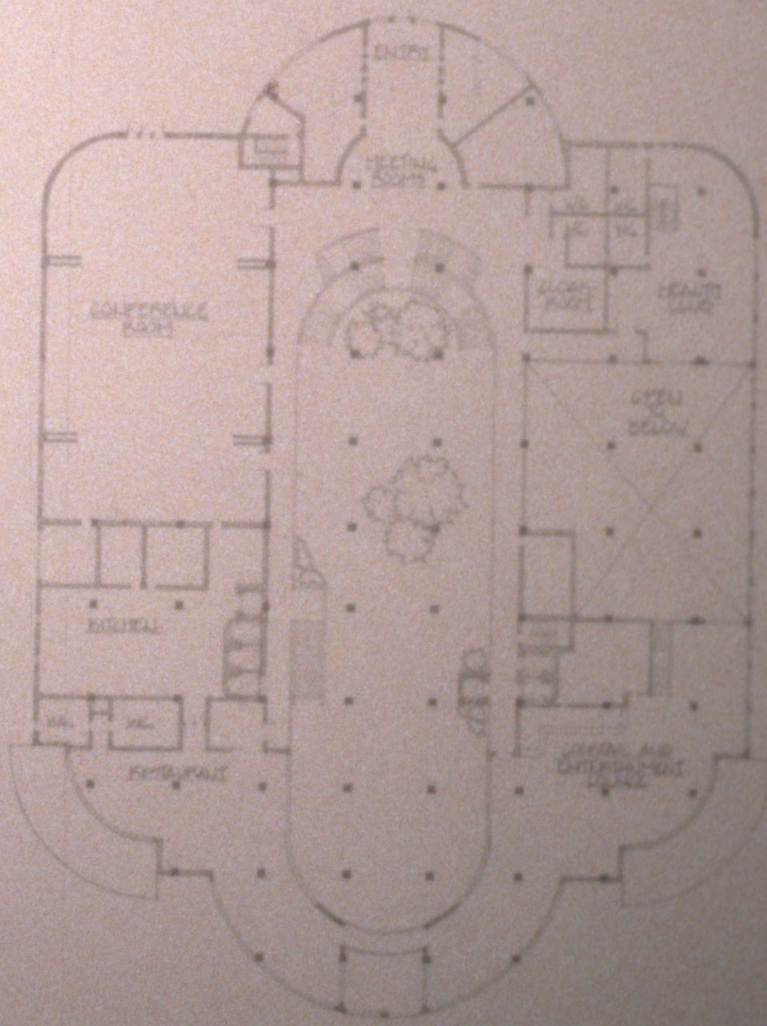
ROOFTOP RESTAURANT
SECOND LEVEL



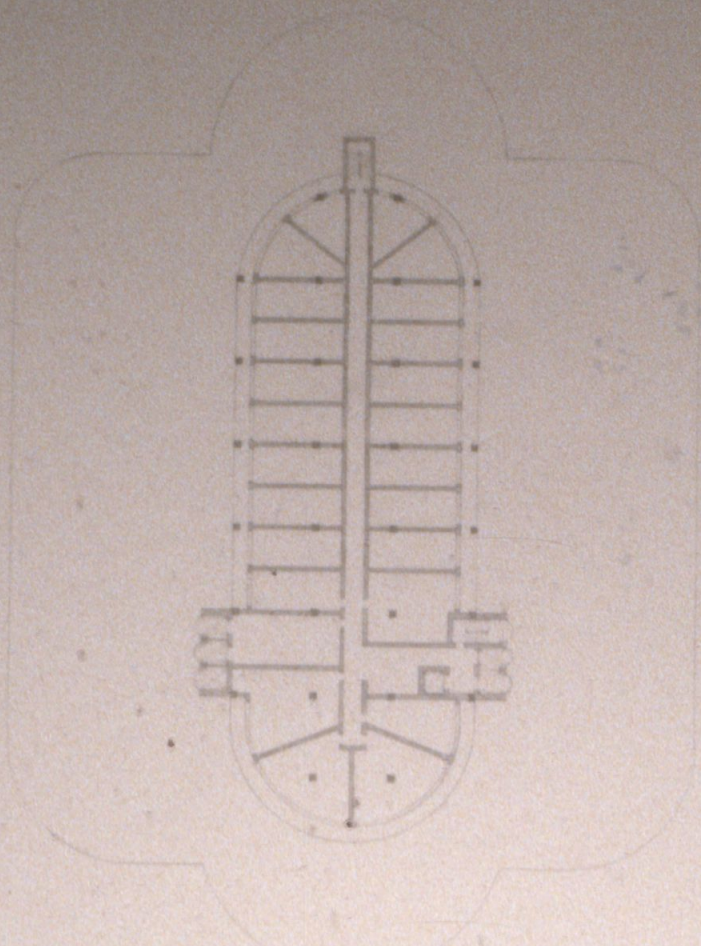
ROOFTOP RESTAURANT



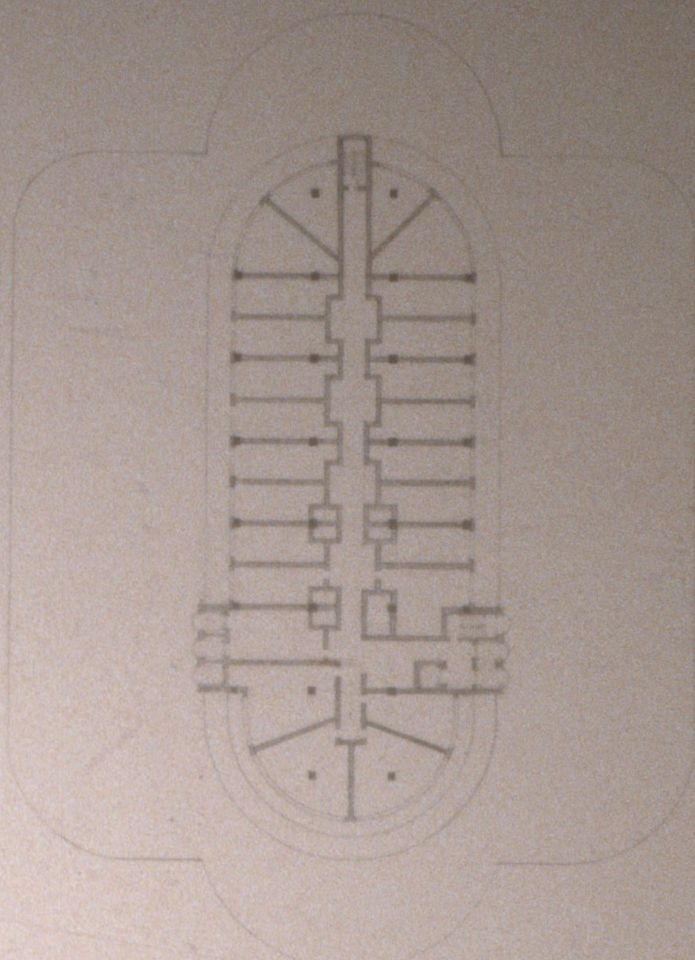
THIRD FLOOR



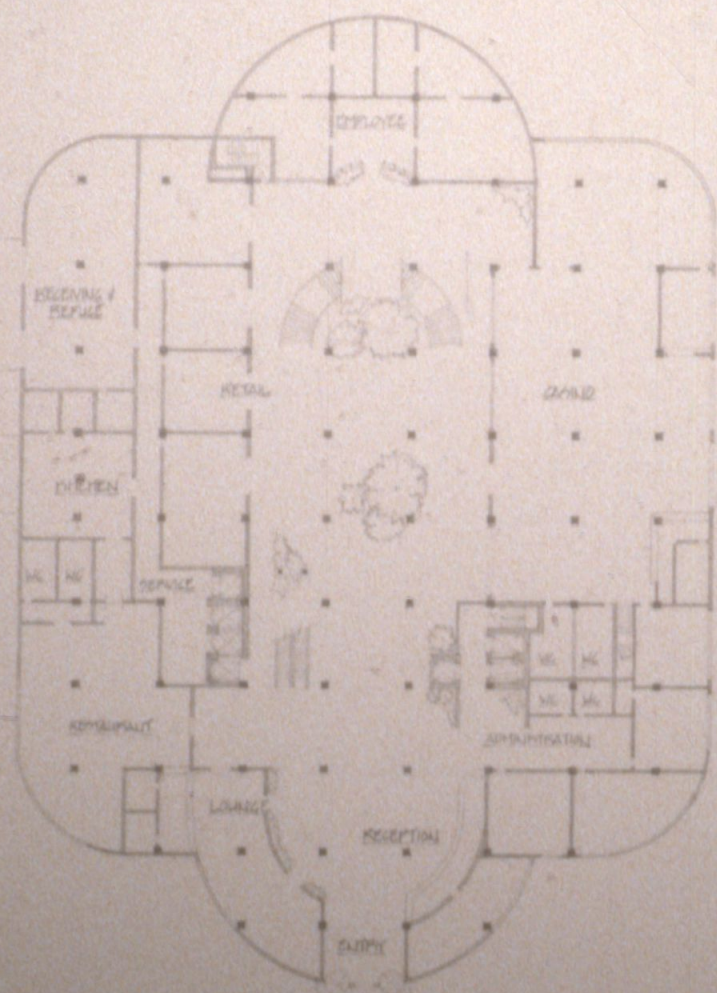
SECOND FLOOR



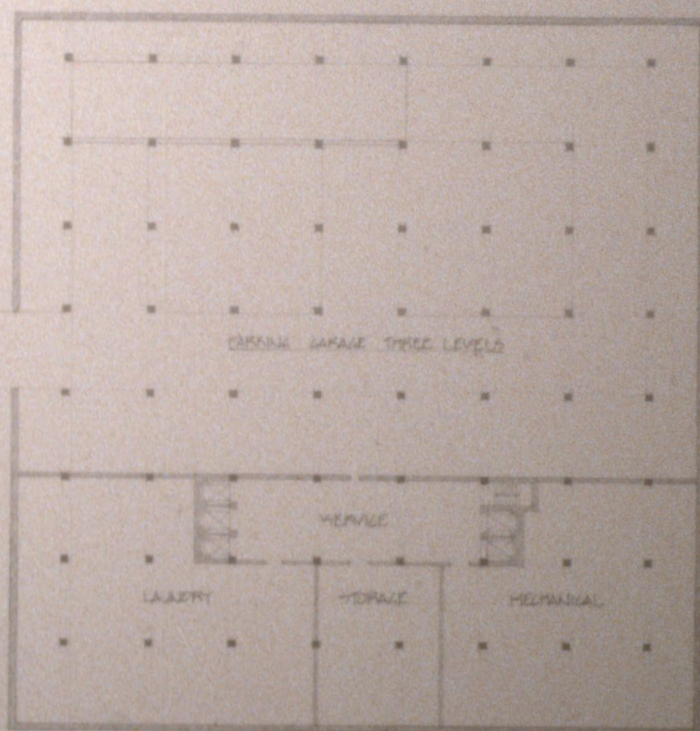
FLOOR LEVELS 16-17
GUEST ROOMS



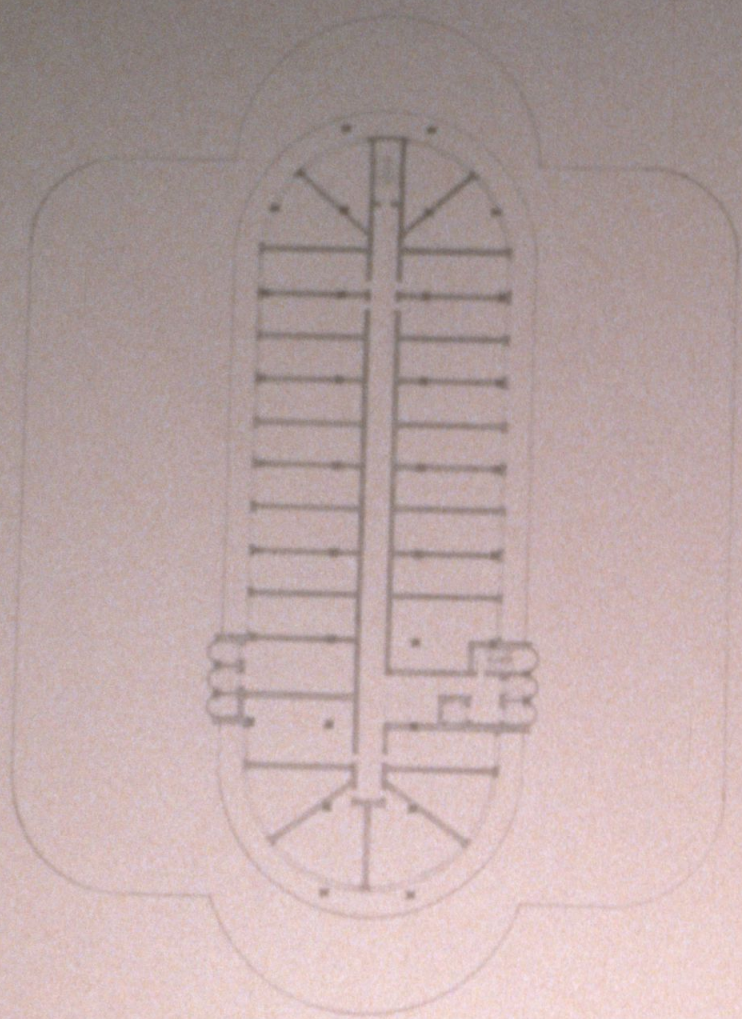
FLOOR LEVELS 18-19
GUEST ROOMS



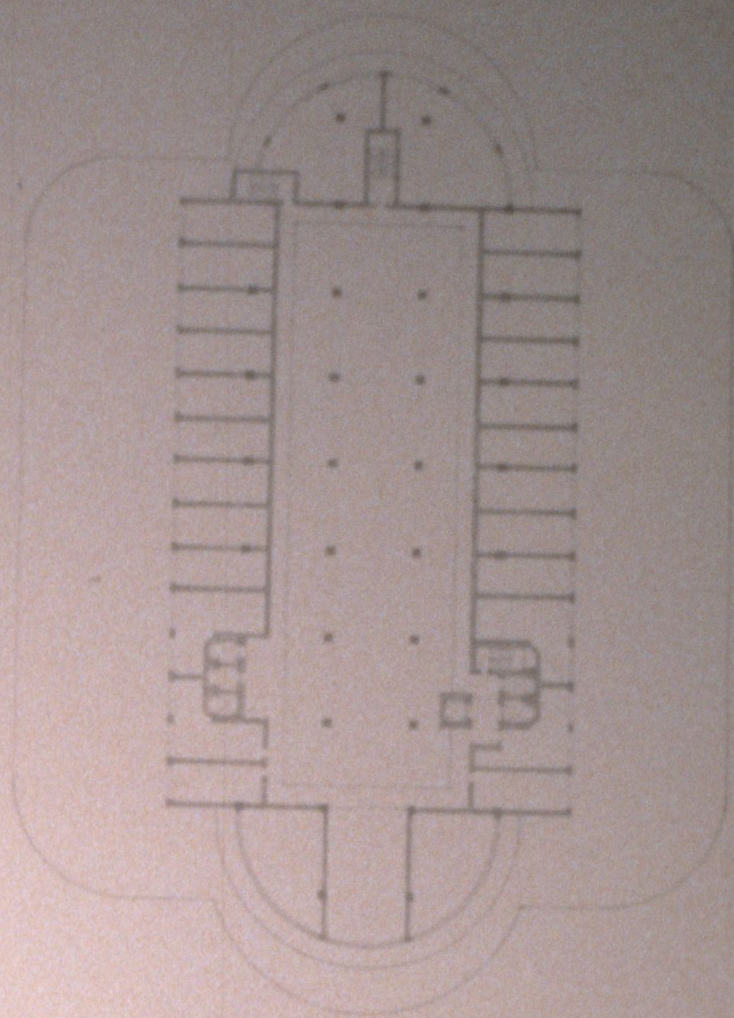
MAIN FLOOR



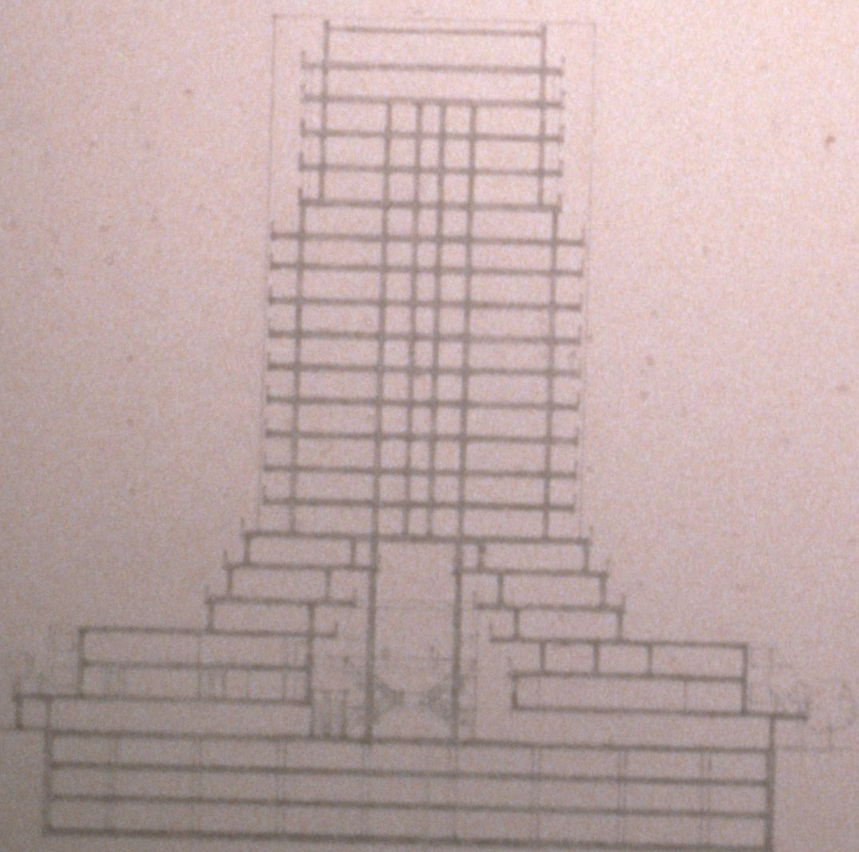
UNDERGROUND PARKING



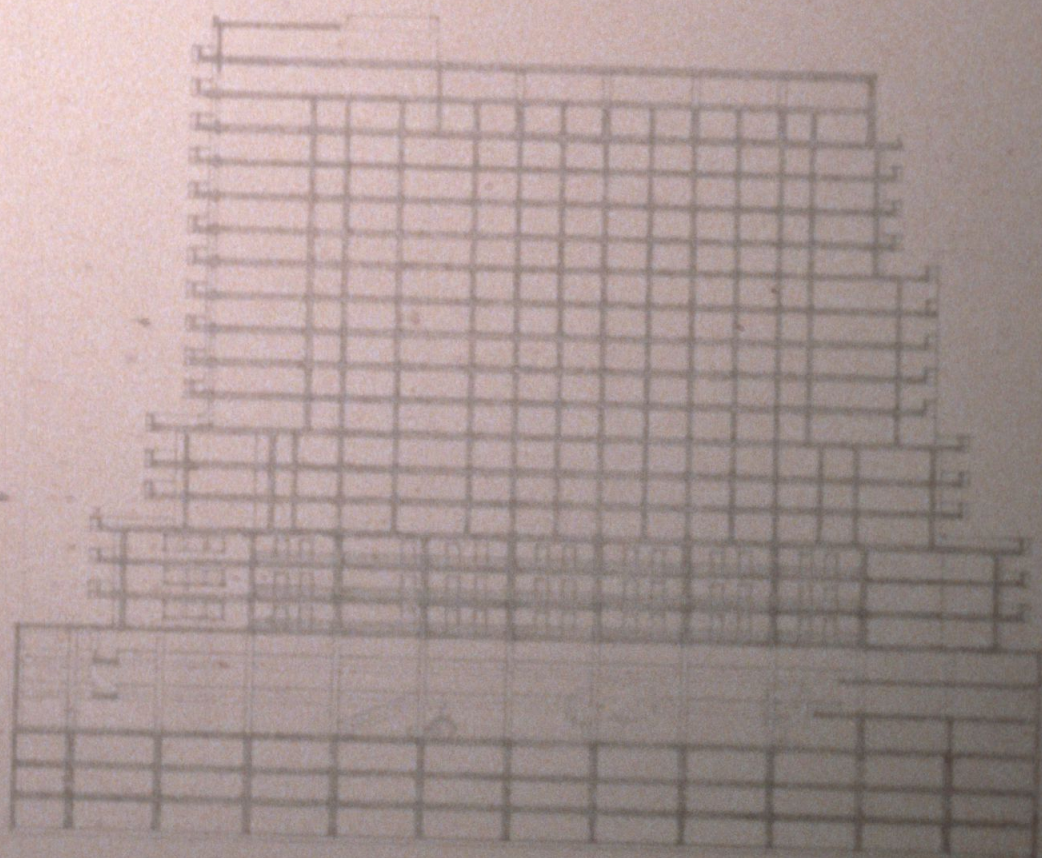
FLOOR LEVELS 7-9
GUEST ROOMS



FLOOR LEVELS 4-6
GUEST ROOMS



TRANSVERSE SECTION



LONGITUDINAL SECTION

[illegible]

MONTANA STATE UNIVERSITY LIBRARIES



3 1762 10080941 5

