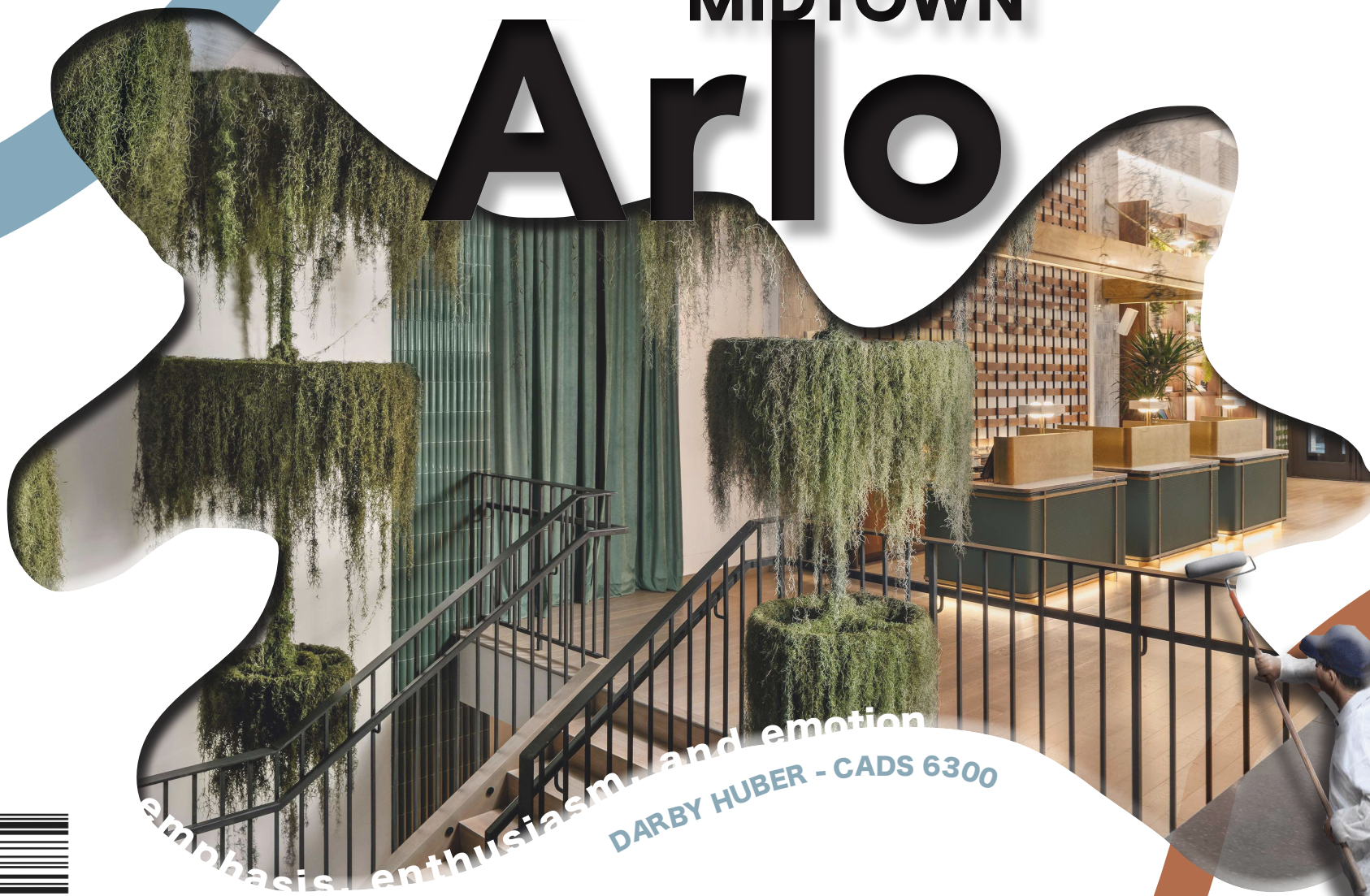


MIDTOWN

# Arlo

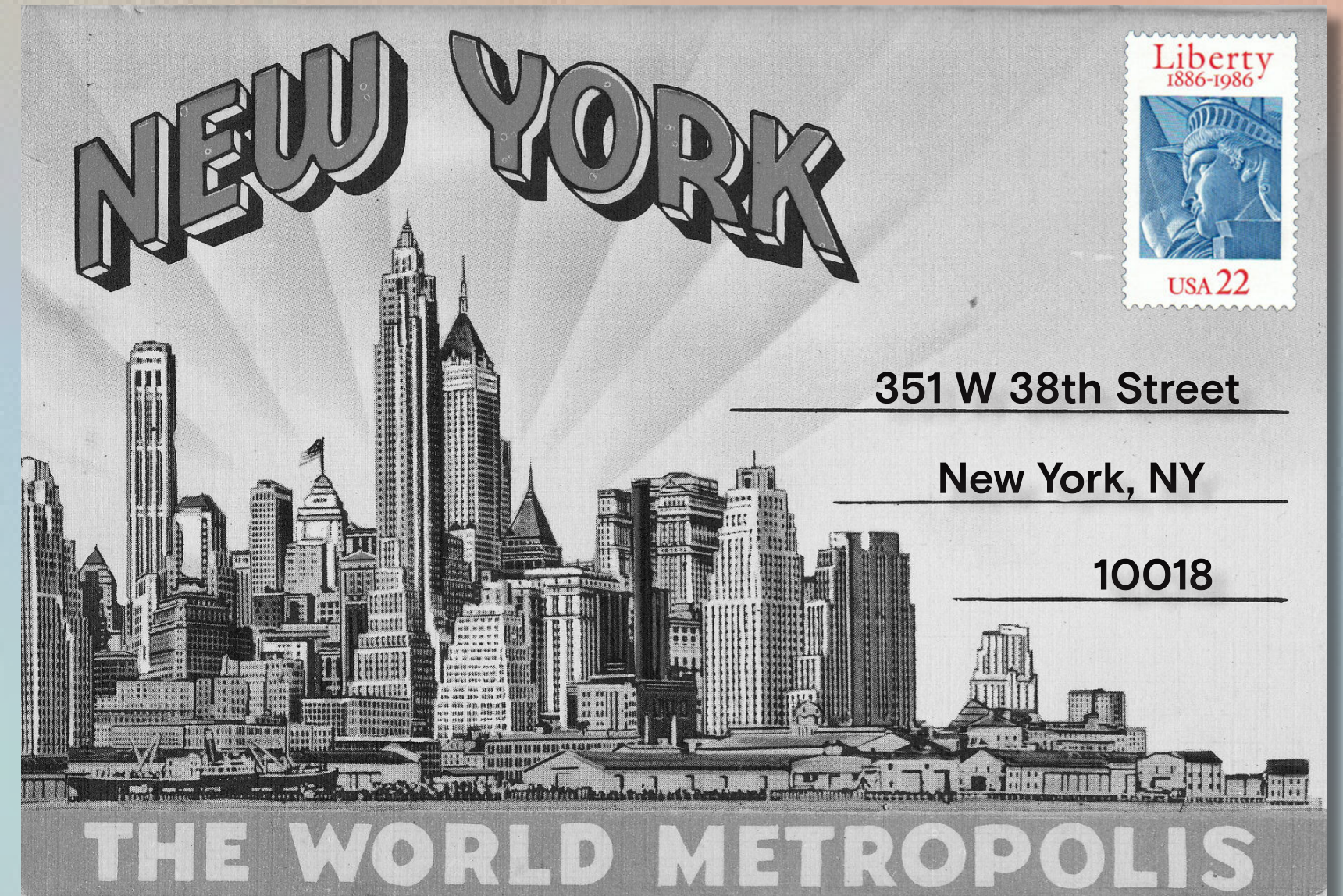
emphasis, enthusiasm, and emotion  
DARBY HUBER - CADS 6300

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ADVENTURE AWAITS YOU HERE.





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# OWNERSHIP

Let's go team Arlo!





**Oleg Pavlov**  
CEO of Quadrum Global



**Ilyas Aslam**  
Chief Operating Officer  
Quadrum Global



**Michael Betley**  
Non-Exec Member of Group Subsidiaries  
Quadrum Global



**Bruce James**  
Independent Director  
Quadrum Global



**Amir Setayesh**  
Group Managing Director  
Quadrum Global



**Jimmy Suh**  
Chief Commercial Officer  
Arlo Hotels



**Heather Berti**  
Senior VP of People Services  
Arlo Hotels



**Maggie Stokes**  
Corporate Director of Operations  
Arlo Hotels



**Cordell Nelson**  
General Manager  
Arlo Washington



**William Burpitt**  
General Manager  
Arlo Williamsburg



**Mark Butler**  
General Manager  
Arlo Midtown



**Joe Kavanagh**  
General Manager  
Arlo NoMad



**Richard Tucker**  
General Manager  
Arlo SoHo



**Jennifer Hiblum**  
General Manager  
Arlo Wynwood



**Kierra Moore**  
General Manager  
Arlo Chicago

## Arlo's Journey

Arlo Hotels is owned by Quadrum Global, an integrated development, investment management and advisory group focused on real estate opportunities (History – quadrum global – investor developer, n.d.). Quadrum Global launched in 2005 with the aid of current CEO Oleg Pavlov. Pavlov was responsible for a decent number of Russian public and private companies, which consisted of pre-IPO financing (initial private offering), primary, secondary equity, and debt issuance (Oleg Pavlov – quadrum global – investor developer, n.d.). In 2003, Pavlov became a cofounder of Cube Capital and started their real estate team in 2005, which consisted of the launch of the first ever Quadrum Property Fund, which was an alternative investment group. This company was initially active in 2006 throughout the markets of the former Soviet Union and Southeast Asia, but eventually expanded and moved to America in 2008 (History – quadrum global – investor developer, n.d.). In December of 2012, Quadrum acquired the first Arlo property, what's now known as Arlo SoHo. Arlo Hotels was founded in 2016, with the first hotels SoHo and NoMad opening in New York City during the fall of that same year. Arlo currently has seven properties: Arlo SoHo, NoMad, Midtown, Williamsburg, Chicago, Wynwood, and D.C. All are received well, with every hotel holding over a four-star rating besides the newly opened D.C. location, at 3.4 stars.

Ratings combined, this holds Arlo at an average rating of 4.02 across all hotels, which is impressive considering how large of a population seven hotels across four different states will serve. Earlier this year, Mark Butler, originally the General Manager of Arlo NoMad, was promoted to being the new General Manager of Arlo Midtown. On his LinkedIn, he stated, “Very lucky that I get to work for a company that embraces team members being themselves, wishing to give every guest a memorable experience and a leadership team who supports and encourages innovation and free thinking” (Butler, 2024).



Some of the staff of Arlo at the conference for the “Best Places to Work in NYC 2023”



Arlo workers celebrating award

Alongside him are some other notable workers, such as CCO Jimmy Suh, Director of Marketing Kristen Daniels, and Head of IT Darren DeSilva (Arlo Hotels Management, n.d.). Their ownership mission falls under “ARLO CARES,” which in short is a whole ideal that all employees shall hold themselves accountable and serve equal and deserving opportunities and treatment to all different backgrounds that they work with. “Exceptional service, operate sustainably, strengthen local communities, create access and opportunity” (Arlo Cares, 2023). Arlo was also recognized as an Inclusive Workplace for 2023 by the Best Companies Group and COLOR magazine. (Arlo Cares, 2023).

Word Count on Spread: 421

## Arlo's Hotels



Arlo SoHo  
September 2016



Arlo Wynwood  
November 2016



Arlo Midtown  
May 2021



Arlo Wynwood  
November 2022



Arlo Chicago  
April 2023



Arlo Williamsburg  
September 2023



Arlo Washington DC  
Fall 2024



Arlo's New York Hotel's Locations



# BIG APPLE



# New York

New York is composed of five different boroughs (a town with its own government, and in New York’s case it represents part of the city, representing a more formal division). Manhattan (where Arlo Midtown is located), Brooklyn, the Bronx, Queens, and Staten Island. Manhattan is known for where the majority of the city’s attractions are housed, and it’s unspokenly declared that it’s the most known borough and centralized hub for New York. It is geographically the smallest borough, yet is the most dense in its population-also housing the most wealthy neighborhoods. Brooklyn is home to the Brooklyn Bridge, and Coney Island-which is another huge destination spot to visit. Queens is home to both of New York City’s airports, JFK and La Guardia. Queens is also rich in its diversity, bringing some of the best culinary varieties throughout the city. The Bronx is most famous for it being home to the Yankee Stadium, and the Bronx Zoo-which is the largest zoo in the United States. It also has a lot of open land, and breaks up the congestion from the other boroughs. Lastly, often referred to as “The Forgotten Borough” is Staten Island, which is the least populated borough out of all five. Staten Island is home to parks, historical sites and museums, and is the second wealthiest borough, behind Manhattan (The Boroughs of New York, n.d.)



New York's Five Boroughs

## The Garment District

Looking at Manhattan specifically, it’s important to understand the different districts within this borough, especially the ones that surround Midtown. The Garment District is known for being the epicenter for everything that surrounds fashion in the United States. Aided by the sewing machine invention in 1830, the garment industry grew exponentially fast. By 1910, the industry carried 46% of the industrial labor force in New York City. Before being known as the Garment District, it was originally a site for some of the highest crime and prostitution, and was out of control-so much so local police officers started giving districts nicknames. It was full of nightlife, bars, clubs, everything you could imagine, and officers were trying to eradicate all of this for years. Luckily for everyone, the Garment District did it all on its own by taking over as the fastest growing site of construction in the whole city. The first buildings were the Co-Operative Garment Center Buildings, that wrapped around the Hotel Navarre and the Hotel York. Brownstones that housed illegal bordellos were now being torn down and replaced with garment lofts, and by 1919 prostitution was completely erased. When World War II came, then the district became known as the world capitol of fashion, as they recognized it was the city’s largest employer during the wartime recession. Today, the United States wouldn’t be what it is without this district, as it’s forever changed history (Montero, n.d.).



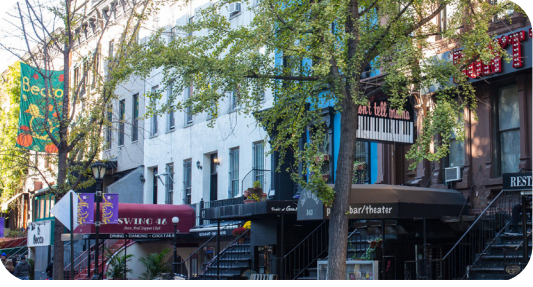
Districts in Manhattan

## Hell’s Kitchen

Hell’s Kitchen comes from a multitude of different stories passed down throughout time, and not one can be definitively named for taking credit: one being that it comes from a German restaurant in the area called Heil’s Kitchen, another that there was a 19th century gang called Hell’s Kitchen that ran the district, and another that a cop once told his partner that “This place is hell itself.This is Hell’s Kitchen” as it was a filthy area at the time. However, it’s now known for its diverse restaurant scene due to the amount of cultures in this one district. There’s even an entire street called “Restaurant Row”, which is solely full of eateries between Eight and Ninth avenues.



Garment District, featuring the famous Big Button Sculpture by James Biber



Restaurant Row in Hell’s Kitchen

## Attractions & History

New York as a whole is home to some of the most famous landmarks, architectural structures, land, and is extremely rich in history. It’s home to the Brooklyn Bridge, the Statue of Liberty, Ellis Island, the 9/11 Memorial & Museum, the Empire State Building, Broadway, the Vessel, but additionally there’s highly ranked universities, job opportunities, events, and the list continues. There is such easy access to go or see so many different things in the spur of the moment. Every block has a different vibe and completely different stories/history than the next.



This is all due to the fact that New York was the first capital of the United States and home to the first urban expansion. Not to mention, the birth of modern media. It’s the hub for anything you could ever dream of, and therefore is a great destination and travel spot for millions. To get an idea, the nearest airport, JFK (John F. Kennedy International Airport) sees approximately 50,000 people pass through a day, and about 60 million in a year (Khawaja, 2024).

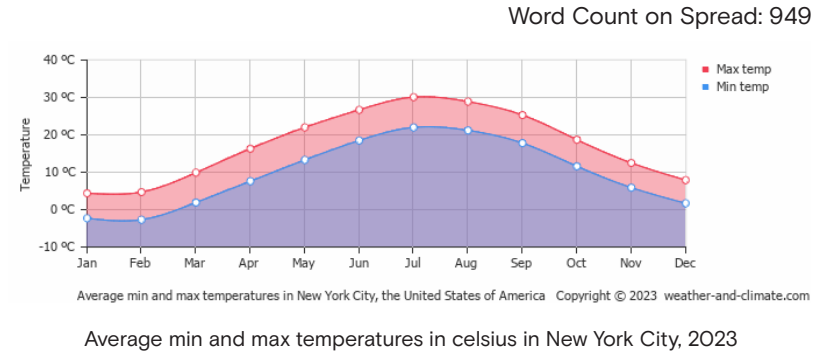
## Culture

Another element is the fact that New York is one of the most dynamic, diverse, and creative cities in the world. More than 800 languages are spoken throughout the state, making New York the most linguistically diverse city across the globe. As of 2019, around 37% of the population were immigrants from every country in the world. It’s essentially become a melting pot for multiculturalism, and all places in New York carry a unique cultural identity.

There are currently 20 ethnic micro-neighborhoods in NYC, but the most well-known neighborhoods are Koreatown, Little Italy, and Chinatown; all in Manhattan.

## Climate

New York is home to a humid subtropical climate, which creates humid summers and decently cold winters. New York’s annual average snowfall is 30 inches every winter. The average temperature in New York City is around 57 degrees; 31 degrees average in January and 72 degrees average in June. New York City specifically is also subject to an urban heat effect, which is due to the sheer population size for such a small area, as well as the number of large buildings on every inch of the street.





# Manhattan

Arlo Midtown is located in **Manhattan**, New York, bordering some of the most influential areas in New York City: Times Square, Central Park, and the Garment District. New York City as a whole has contributed more to America than most other states, with pivotal points in finance, Broadway, shopping, advertising, fashion, and politics, along with the influence from all ethnicities and backgrounds. Manhattan is really a **demonstration of urban progress over time, as it's currently one of the top most populated cities in the world.** It always had a large influential role, however, as by the mid-1800s New York handled more than half of America's oceangoing travelers, and even today it still dominates the water trade of the northeast (Midtown, n.d.). Manhattan in the late 19th century used to be full of residential lots and was nothing like what it's become in the present day. The area was full of brownstones and mansions, unlike the never-ending skyscraper and billboard-covered streets we know now.

## Grand Central

The kickoff, you might wonder, was the opening of the Grand Central Terminal. Opening at 12:01 a.m. on February 2nd, 1913, the building amassed a total of **150,000** visitors solely on its opening day. New Yorkers Flatiron building in Mahnnattan, NYC-a popular sight to see by tourists

came to love this building, as it sparked an entire new era and ease of transportation—and was also just an incredible sight to be able to experience, as it's the largest train station in the world (Baker, 2014). As stated by Le Corbusier, "In New York then, I learn to appreciate the Italian Renaissance." "It is so well done that you could believe it to be genuine. It even has a strange, new firmness, which is not Italian but American" (Baker, 2014). It was a remarkable building and a **newfound outlook and change in the architecture and design of the area.** Unfortunately, not everyone else agreed. New York Central Railroad, the owner of Grand Central, saw it as nothing more than a bunch of dollar signs. In 1954, the company proposed replacing it with an office building consisting of 108 stories and taking up 1600 feet, called The Hyperboloid. There ended up being such a large amount of backlash and outcry from the New Yorkers that they pulled the idea and made a scaled-down version just north of Grand Central, now known as the MetLife building. The company didn't stop here, though. In 1961, they proposed the idea of a three-story bowling alley that would be built in the Main Concourse, completely cutting off the views and the "grand" aspect in the first place; lowering ceiling heights down to 15 feet. Once again, this plan was stopped



Grand Central Terminal, a famous and historic landmark that changed history

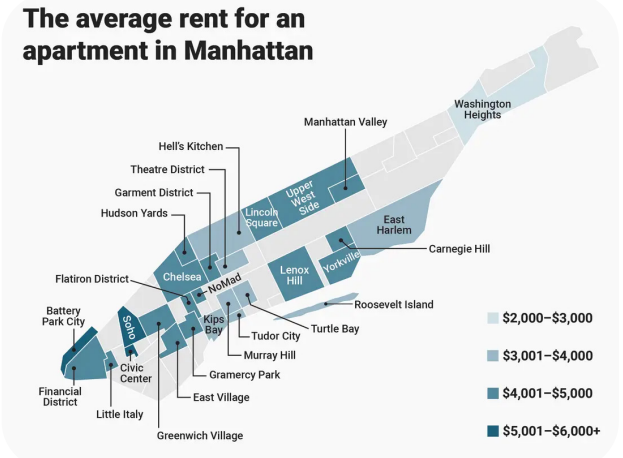
thanks to preservationists and architecture enthusiasts in a Supreme Court case, so New York Central decided to throw ads all over the inside and call it there (Baker, 2014).

There is a true **love and passion that New Yorkers have for where they live.** They want to see it thrive, perform, and create, and they don't want the exact things making it unique to vanish. New York would lose its whole essence, so incorporating its history and culture is vital. These are the elements that make New York both truly unique and a great asset globally.

## Statistics

Along with its mass amount of diversity and population of **8.804 million** comes the fact that New York does not span on forever, and space has become extremely limited—especially in the city. There's a population density of **27,483 people per square mile**, which jumps to 40,978 in regard to Midtown specifically, and there's only around 7.8 million housing units in the city as a whole. Annual income is around \$74,694, and the median sales price for homes is \$764,000, while the average apartment is \$3,865 a month. In Manhattan specifically, it's \$4,939 a month. The national average rent price is \$1,563, making New York **147% higher** than the national average. An annual income of \$74,694 based on an average of 2080 work hours a year is \$35 an hour, meaning it'll take a resident an average of working 110 hours (2 straight weeks) solely to pay their rent (Bureau, 2022). This has caused a huge hurt to their socioeconomics, as there's up to **18.3% of people living there in poverty.** 24.5% are under 18,

16.0% are 18–64, and 19.5% are 65+. In 2022, nearly 500,000 more New Yorkers than in 2021 lived in poverty. Youth unemployment and homelessness are also huge current issues in NYC, being at a **5.6% unemployment rate** and over 100,000 people currently living homeless (Midtown neighborhood in New York, n.d.).



Average price for rent depending on the district in Manhattan in 2018

## Geography

What anchors all of the skyscrapers across Manhattan is built on three strata (a series of rock layers underground): Manhattan Schist (formed around 450 million years ago), Inwood Marble, and Fordham Gneiss. Present day the West side of Manhattan has a lot more characteristics of hilliness, whereas the East side has been flattened

(McCully, 2018). Manhattan is essentially a granite protrusion a few hundred feet above sea level. The highest skyscrapers are situated in the Midtown and Downtown districts, due to the fact that the bedrock is closest to the surface in those areas. It's easier to build skyscrapers the closer the bedrock is to the surface, due to it preventing uneven settling. Manhattan is situated on one of the world's largest natural harbors, and is flanked in by the East River on the south, the Hudson River on the west, and the Harlem River on the east.

Word Count on Spread: 926



View from a street in Midtown, Manhattan



Manhattan from the view of Central Park



# ARLO'S BRAND







## Arlo's Journey

Arlo focuses on making their hotels a place inspiration, a workshop away from the office, a living room away from home. Their brand originally focused on being microhotels, but they are now trying to transition to housing bigger rooms. A new adaptation of this started with bringing The Williamsburg Hotel in Brooklyn under its brand, which exemplified how Arlo was responding to the new consumer demand since the rooms in this hotel were larger than Arlo's first properties (Arlo Hotels' owner, 2023)

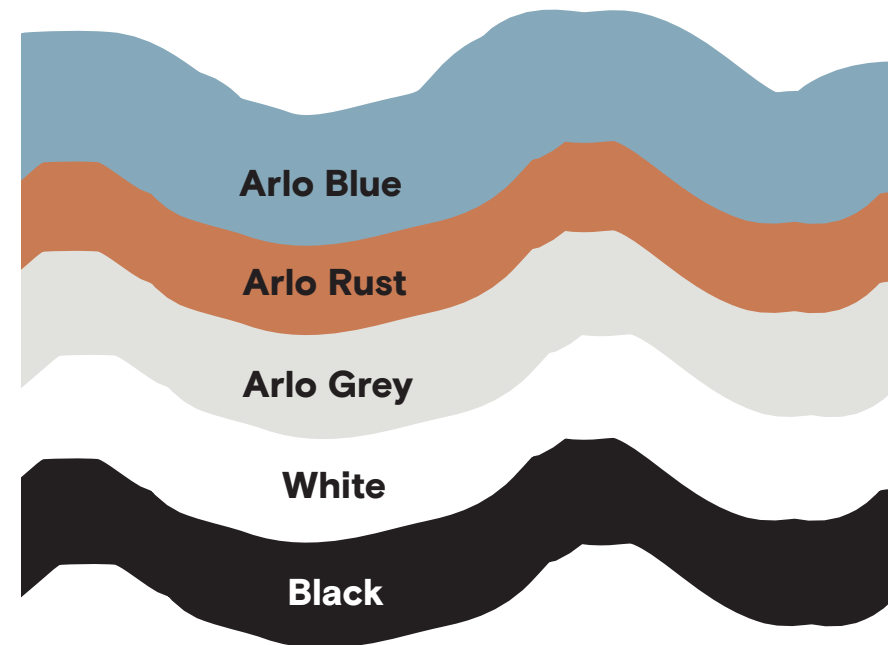
Arlo strives to operate a sustainably conscious hotel that makes a positive impact on the community, and they carefully curate all types of events, festivals, and clean-ups that all contribute to keeping our world clean. Every single one of their restaurants also has a portion dedicated to plan-based options for health-conscious users that visit their spaces. They operate this way all while reducing impact on their overall carbon emissions, water usage, and waste byproducts. Arlo is also huge on contributing to charities, volunteering, and providing. They support the Henry Street Settlement (opens doors for lower east side residents), New York Cares (deals with social issues in NYC), and the Miami Rescue Mission (men, women, and children affected by homelessness). Arlo is a very considerate company, and they want to give as much as they receive (Arlo Cares, 2023).

## House Rules

Arlo has "house rules" at all of their hotels, which induces no parties, no weapons, and mutual respect for all. They have an anti-racism policy, prohibiting discrimination or harassment, which falls directly in line with their overall respect for their community established in what they support/fund (Arlo Hotels 2023). Their target guests are urban explorers who are looking for an adventure, community, and a comfortable (of course) place to stay. They want to provide a home that immerses them in their local culture and for those who value city time over being in their room, expressing the importance of exploring elsewhere.



Arlo's fonts: Basis Grotesque Bold & Regular



## Colors

Arlo's colors are blue, gray, rust, green, black, and white, and they often use patterns, grids, and brushstrokes that draw from urban design. Their drive of operations is "expression without excess, and "emphasis, enthusiasm, and emotion." (Hi, we're Arlo, 2023). Arlo's brand was curated by Brand Bureau, who helped to establish and conceptualize the adventurous and funky elements, as Brand Bureau is known for their holistic input as a creative studio. However, these colors are just the blanket for the overall brand. Each of Arlo's hotels has a different individual color designated to it, and when all hotels are put together (shown on ownership page) it forms a rainbow. Arlo Midtown is green, Soho is red, NoMad is yellow, Wynwood is orange, Chicago is a dark blue, Williamsburg is aqua, and Washington DC is purple. The rainbow color scheme also flows perfectly based on when each hotel opened, so whether this was an additional brand idea thought about before they were in production is unclear. If intentional, it makes a cool "easter egg" to showcasw how they push their brand.

## Arlo's Vibe

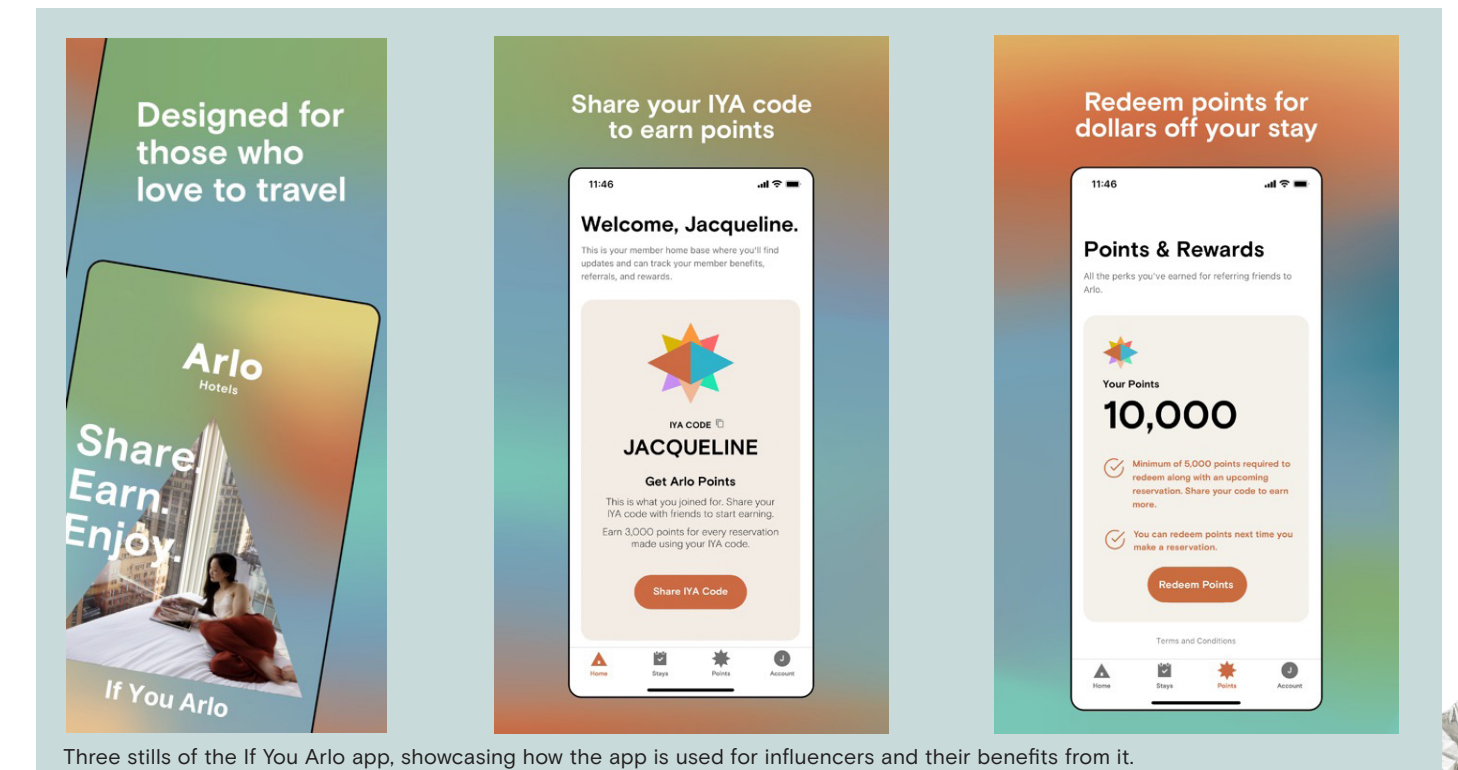


## If You Arlo

Arlo wants to craft a getaway location that really grounds you in purpose. They aim to be a great place to work, using new tech and management techniques to really build a good operation of efficiency and exceptional service to all (Hi, we're Arlo, 2023). One major component is the fact that Arlo wants to be in more collaboration with today's influencers. In today's generation, where everything is published online instantly, influencers are seriously a make or break of a business. If something goes wrong, an influencer could make a short 60-second video explaining their experience of dissatisfaction, post it, and boom, millions of people will see it and now form their own opinion of dissatisfaction—and therefore never visit the business. By one person having a negative experience, you just drove away millions of people. This is not an exaggeration either. People look up to influencers for recent news, advice, ideas, entertainment, and reassurance and have formed parasocial relationships with them.

So naturally, Arlo launched an app, IFA (If You Arlo), which "allows influencers, friends and family, or content creators to play a pivotal role in driving hotel booking and engendering guest loyalty." Arlo recognized the impact that influencers have on shaping consumer choices, so this app allows them to engage their followers with inside discounts and tips. Jimmy Suh, Chief Commercial Officer at Arlo Hotels, emphasized the transformative potential of the IYA app, saying, "Social influencers are a new class of travel agents, but they have lacked the infrastructure to make it actionable—until now. Travel is tailor-made for socially driven commerce. Our aim with the If You Arlo app is to offer influencers an opportunity to capitalize on their passion for travel and Arlo Hotels."

Word Count on Spread: 789



Three stills of the If You Arlo app, showcasing how the app is used for influencers and their benefits from it.



## Arlo's Competitors



Moxxy is a Marriott Bonvoy brand known for affordable and stylish rooms meant for younger, socially-active travelers. They maximize every inch of their hotel room space with little surprises (motion activated LED guidelights, walk-in showers). There are currently over 70 hotels spanning across Europe, Asia, and North America.

Graduate Hotels are known for their one-of-a-kind experiences that are centered around an emphasis on the local culture, history, and attributes, that make the hotel speak on the uniqueness of the college town it's located in. Graduate Hotels blend the past and the present, maximalist style, and attention to detail. There are currently 34 hotels listed, with a few in various stages of development.

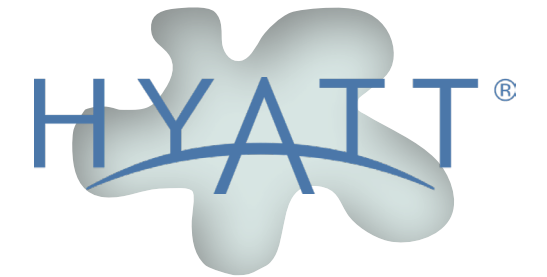


Marriott, owned by Marriott International, is the number one hotel chain in the world. Known for their innovative hospitality, tech, guest experiences, and the fact that they own over 9,000 locations and over 30 brands which allows for flexibility when it comes to booking. Marriott owns Moxxy, Aloft, St. Regis, Gaylord Hotels, Renaissance Hotels, The Ritz-Carlton, W Hotels, and more. Marriott also has a superior reputation for customer service.

Aloft hotels are known for more of their modern architecture design, with a funky and different take on a regular hotel experience. They utilize a vibrant, colorful, and personality-filled atmosphere throughout their rooms, and curate a social scene that brings in global travelers. Aloft also pumps scents through their HVAC and has innovative music programming through their speakers.



Hyatt Hotels Corporation owns over 30 different hotel branches: Grand Hyatt, Hyatt Regency, Hyatt Hous, Andaz, and Dream Hotels, just to name a few. Hyatt is built off the fact that they're a company built by family, and they take that value down to how they care for their guests to curate a distinct guest experience.



SYDELL GROUP

Founded by Andrew Zabler, Sydel Group focuses on creating architecturally intentional buildings that take the location into consideration with its appearance. They're known for their vibrant public spaces, and the fact that they aim to create a intricate narrative to their guests throughout their hotels.

Owned by Hyatt, Thompson Hotels are known for their curated blend of design, luxury, and culture. This branch utilizes iconoclastic designers (breaking established rules), which breaks the norm with a juxtaposition of classics and modern, with high-end residential styling. Thompson Hotels embraces a "Culture Lives Here" ethos.



1 Hotels is a brand all about sustainability when it comes to how their buildings are operated, as they stand out for their commitment to the environment and the guests' health. 1 Hotels lets "nature lead the way", and spaces are designed to "bring the outdoors in", and create total serenity. They're the world's first mission-driven luxury brand, with 11 current hotels and 7 "sprouting" soon.





# EXISTING SITE



# Existing Building

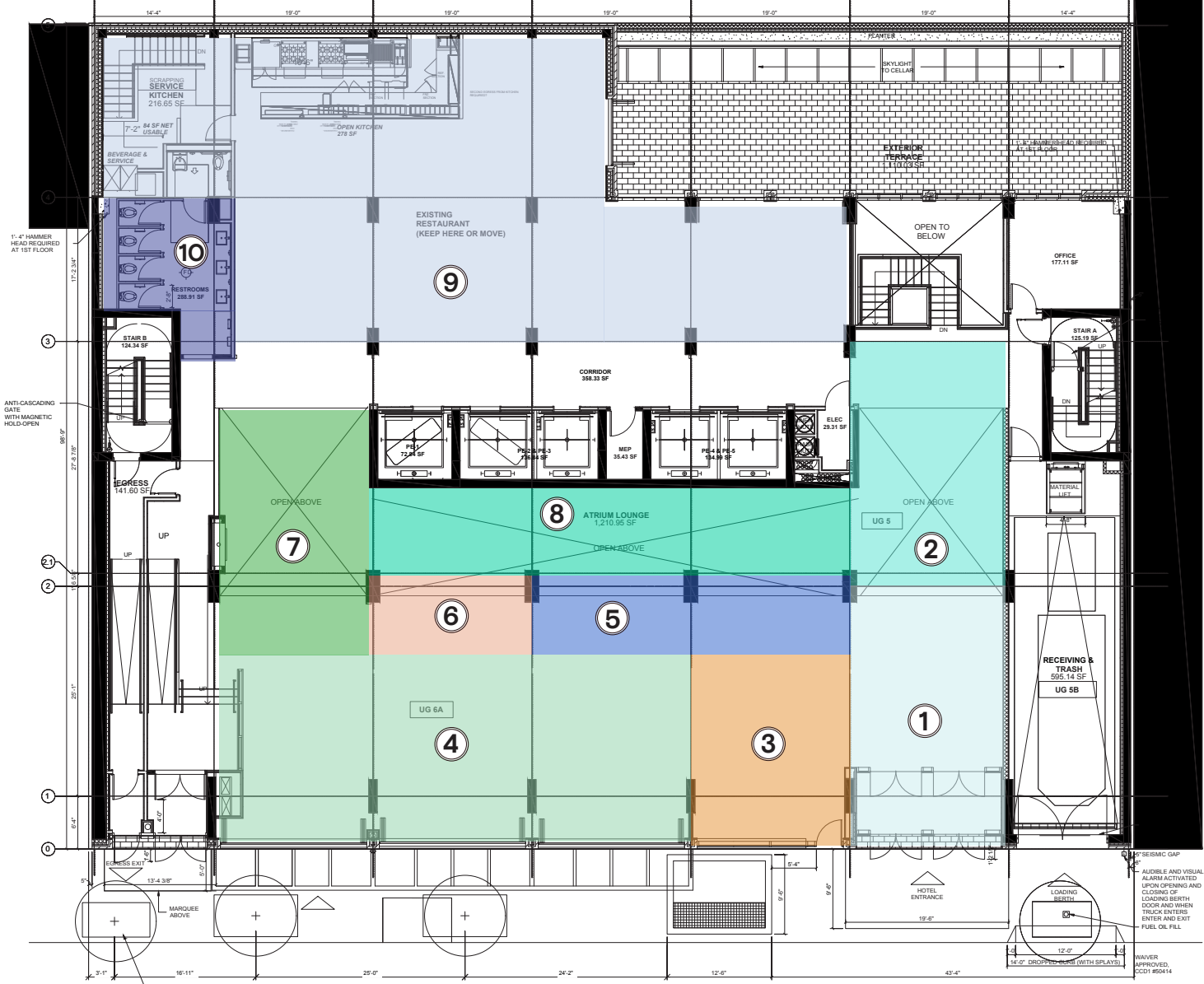
Arlo Midtown is located on 351 W 38th Street and opened on May 27th, 2021. The site originally did not have anything in its place, so in 2014 Quadrum acquired a fee simple interest and bought the property but did not start construction for the hotel until 2017. The building has 26 floors, is 280 feet . tall, and is home to 176,000 sq. ft. The building today currently has a tax assessor’s market value of \$80,816,000 (351 W 38th st., n.d.). There are 489 rooms, and they offer 12 different room types: King: 150-170 sq ft, Urban King: 160-190 sq ft, Terrace King: 170+ sq ft, City King: 170-190 sq ft, Terrace City King: 170+ sq ft, Two Double: 200 sq ft, Terrace Two Double: 240-280 sq ft, King Suite: 320-220 sq ft, Arlo Suite: 490 sq ft, Accessible King: 250-260 sq ft, Accessible Terrace King: 290 sq ft, and Accessible Two Double: 300 sq ft. The hotel also offers seven different venues that accommodate up to 7,334 sq. ft. of meeting spaces across three floors.

# Client Needs

- 1. **Lobby space** must have: 3 check in pods, 2 attendants at each, with one pod having ADA access. A minimum of 215 sq. ft. of luggage storage near check in, 2’x4’ luggage cart storage, a bodega (grab and go + retail) of around 500-600 sq. ft., a seated living room that houses 55-75 seats, and a bar room that houses 45-60 seats. The atrium needs to be heavily considered due to noise that will emit; consider buffers or acoustics.
- 2. **The restaurant** must have: A host stand, bar, seated dining, a private dining room that houses up to 50 seats, a kitchen, and 2 touchdown spaces for service areas. This restaurant will be around 2000 - 2200 sq. ft. This is managed separately from the hotel group, and either an existing restaurant or new concept that is synonymous with Arlo’s brand will be put in place.
- 3. **The hotel needs to have a gracious arrival**, an effective “guest experience”, experience design, so that guests will want to come back and stay once again, and recommend their hotel to other people who visit the area.
- 4. **Through the guest rooms**, Arlo is looking to better accommodate their guests needs through a new design, appealing to a **wider demographic of generations** and expanding their clientele. The hotel was designed originally with the millennial generation in mind as a “micro hotel”, but is now trying to break away from that and reach every other generations as well.

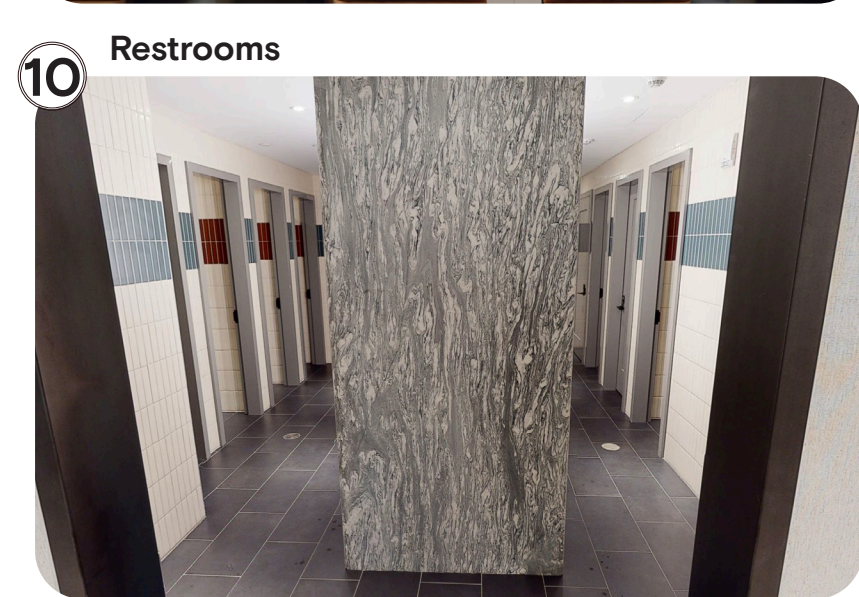
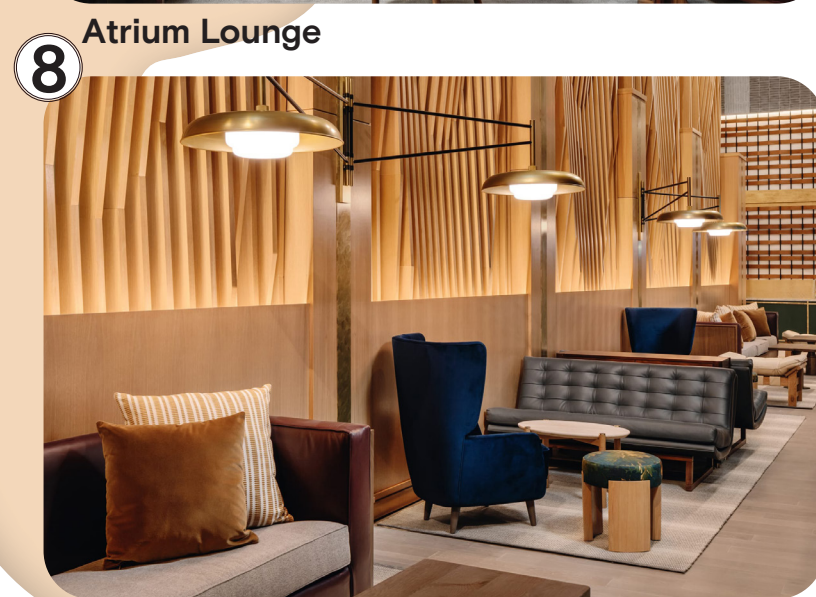
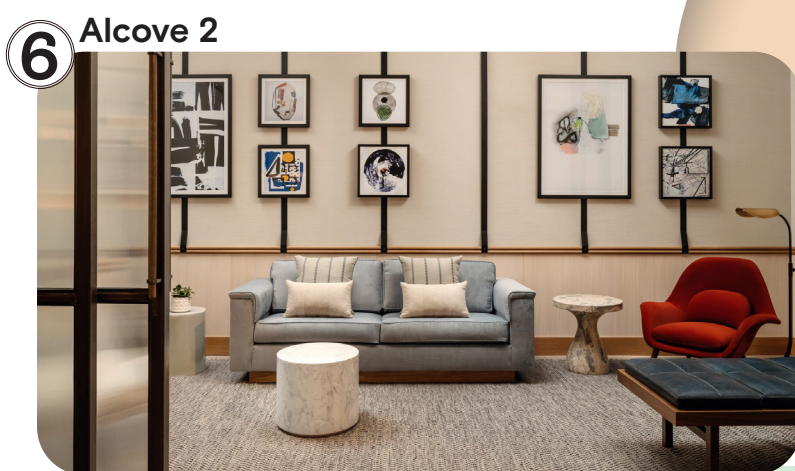
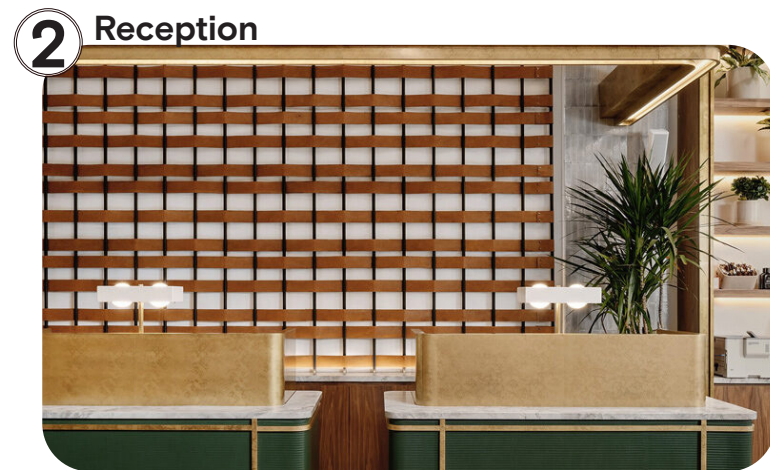
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# Annotated Floor Plan



- ① **Entry**
- ② **Reception**
  - 3 pods
  - 2 attendants per pod
  - One ADA access
- ③ **Bodega**
  - Type of F&B and retail
  - 500-600 sq. ft.
- ④ **The Bar Room at Altair**
  - 45-60 seats
- ⑤ **Alcove 1**
- ⑥ **Alcove 2**
- ⑦ **Lounge**
- ⑧ **Atrium Lounge**
  - 55-75 seats among lobby
- ⑨ **Altair - Restaurant**
  - 2000-2200 sq. ft.
  - Host stand, seated dining, bar, kitchen
  - Private dining room (up to 50 seats)
  - 2 touchdown spaces for service areas
- ⑩ **Restrooms**



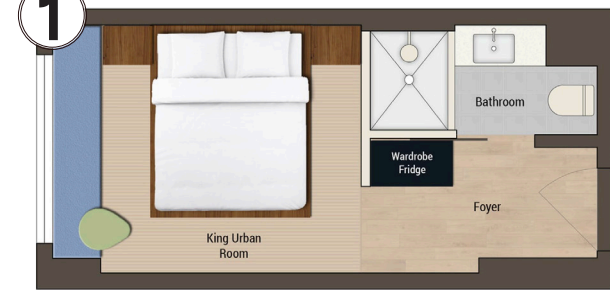




# Existing Room Plans

 = Handicap Accessible    **1** = Noteable views of room on next spread

**1**



Room Dimensions: 20' x 9'

KING URBAN ROOM  
180 SQ FT

Room Dimensions: 17' x 10'



Foyer

King Room

Wardrobe Fridge

Bathroom

KING ROOM  
170 SQ FT

Room Dimensions: 19' x 13'



Bathroom

Foyer


Accessible King Room

Wardrobe Fridge

 ACCESSIBLE KING ROOM  
250 SQ FT

Room Dimensions: 18.75' x 9' | Terrace Dimensions: 15.5' x 9'

**2**



Terrace

King Terrace Room

Wardrobe Fridge

Bathroom

Foyer

KING TERRACE ROOM  
170 SQ FT (ROOM) + 141 SQ FT (TERRACE)

**4**



King City Room

Wardrobe Fridge

Bathroom


Foyer

Room Dimensions: 20' x 9'

KING CITY ROOM  
180 SQ FT

Room Dimensions: 18.75' x 9' | Terrace Dimensions: 15.5' x 9'

**3**



Terrace

King Terrace Room

Wardrobe Fridge

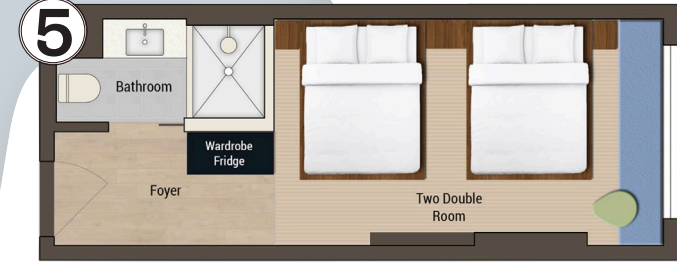
Bathroom

Foyer

KING TERRACE ROOM  
170 SQ FT (ROOM) + 141 SQ FT (TERRACE)

Room Dimensions: 24.25' x 8.25'

**5**



Bathroom

Foyer


Two Double Room

Wardrobe Fridge

TWO DOUBLE ROOM  
200 SQ FT

Room Dimensions: 26' x 11' | Terrace Dimensions: 26' x 12.25'

**6**



Two Double Terrace Room

Foyer

Wardrobe Fridge

Bathroom

Terrace

TWO DOUBLE TERRACE ROOM  
280 SQ FT (ROOM) + 320 SQ FT (TERRACE)

Room Dimensions: 26' x 11' | Terrace Dimensions: 30' x 11'

**8**



Bathroom

Foyer

Accessible King Terrace Room

Wardrobe Fridge

 ACCESSIBLE KING TERRACE ROOM  
290 SQ FT (ROOM) + 330 SQ FT (TERRACE)



King Suite


Wardrobe Fridge

Bathroom

Room Dimensions: 22' x 15'

 KING SUITE  
330 SQ FT

**7**



Foyer

Arlo Suite

Bedroom


Dining & Living Room

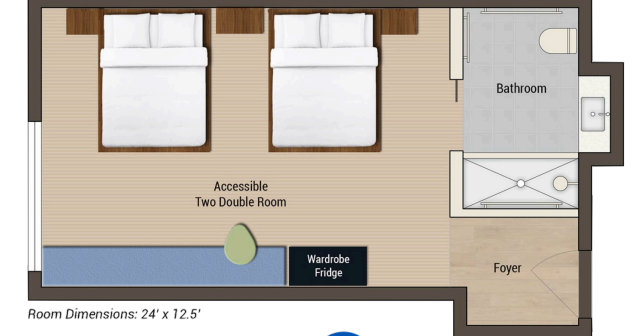
Bathroom

Wardrobe Fridge

Terrace

Room Dimensions: 29' x 21' | Terrace Dimensions: 39' x 10'

 ARLO SUITE  
490 SQ FT (ROOM) + 200 SQ FT (TERRACE)




Accessible Two Double Room

Wardrobe Fridge

Bathroom

Foyer

Room Dimensions: 24' x 12.5'

 ACCESSIBLE TWO DOUBLE ROOM  
300 SQ FT



1

**Urban King  
Manhattan's Streets View**



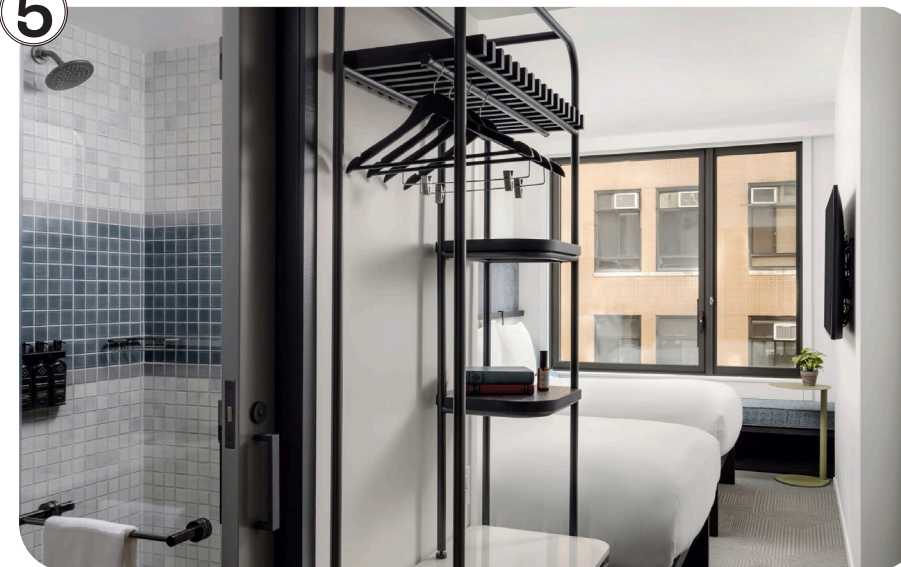
3

**Terrace City King  
Manhattan Cityscape View**



5

**Two Double  
Bustling Street View**



7

**Arlo Suite  
Private Furnished Terrace with Sweeping City Views**



2

**Terrace King  
Private Terrace View**



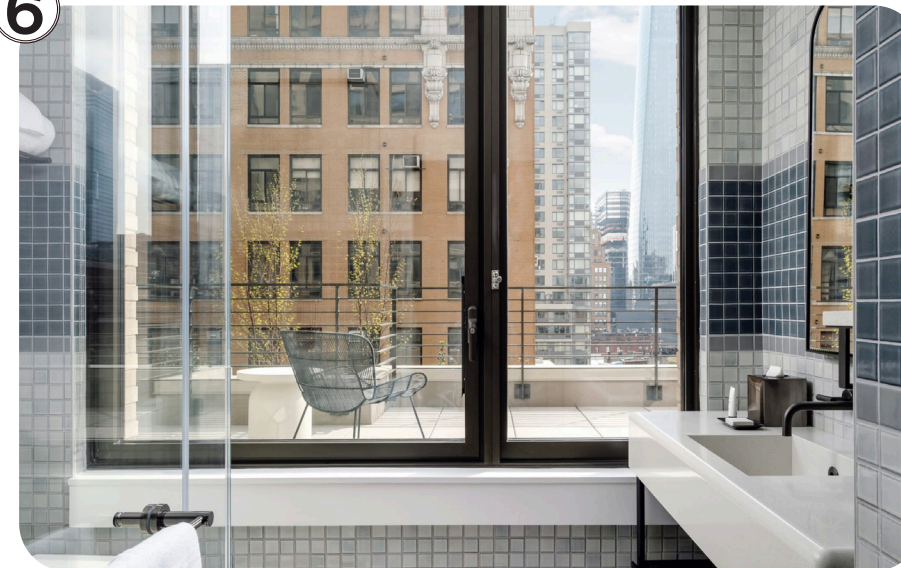
4

**Urban King  
City View**



6

**Terrace Two Double  
Private Surrounding Cityscape View**



8

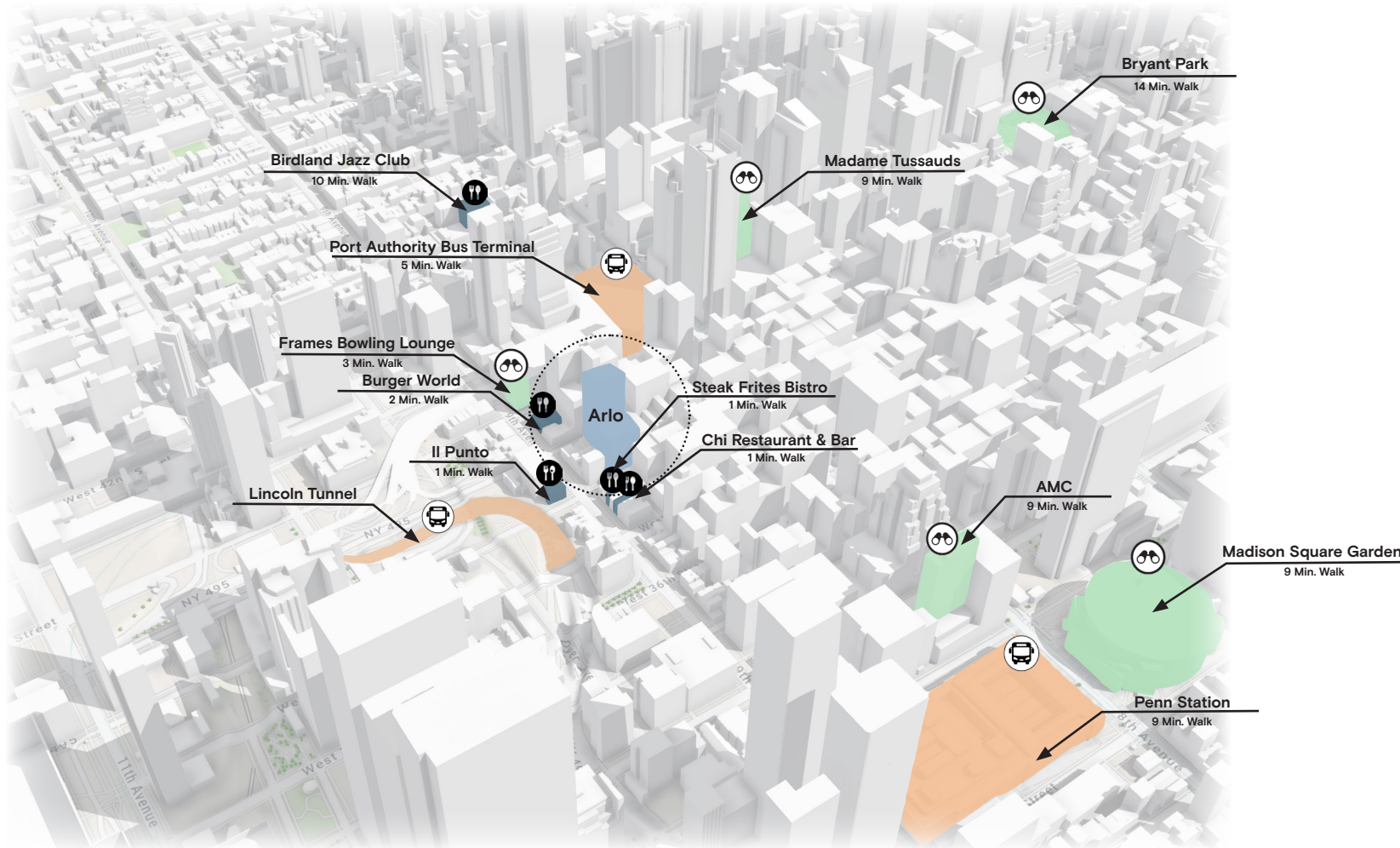
**Accessible Terrace King  
City Views**





# Site Diagram

- Arlo's Building
- Attractions
- Transportation
- Eateries

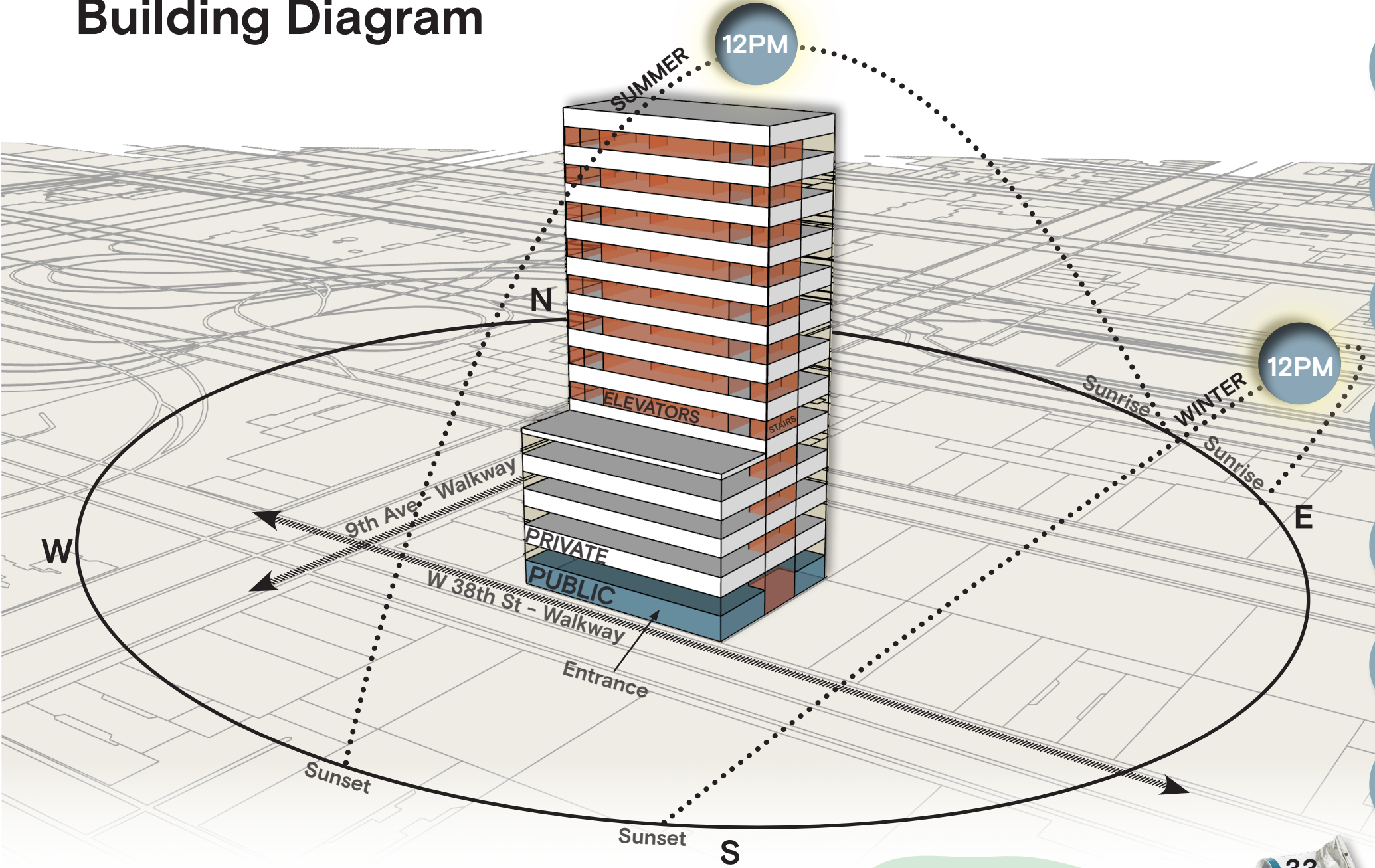


## Other Notable Attractions Near Arlo

- The Vessel - 14 Min. Walk Southwest
- Empire State Building - 16 Min. Walk Southeast
- Koreatown - 18 Min. Walk Southeast
- Broadway Theatre - 22 Min. Walk Northeast
- Rockefeller Plaza - 24 Min. Northeast



# Building Diagram





# Current Reviews of Arlo Midtown

One of the main components of hospitality are your guests. In order to become a place that brings guests back, it's important to listen to all of the feedback that they give. Both the good, and the bad. These are real comments taken straight from Arlo Midtown's google reviews, however names will be left out to keep anonymity.

"Super small room and bathroom. No free breakfast or coffee bar or hair dryer in the room. No water bottles or mini fridge available in the room. Overall not worth the price."



"Insanely tiny room, no space to move around, no soap bars, no flat sheets on the bed or extra blankets, bed was literally on the window with no outlets to charge our devices, no closet, just a mere wire rack with 4 hangars, no kettle, coffee pot, coffee, tea bags etc. While we were happy to even find a room during a very busy NY week, this hotel was way below average standards. We felt that more effort was placed into the design and layout of the general areas. The rooms felt like an afterthought and did not offer any frills or comfort to us whatsoever."



"They do not have any doorman in the hotel and as they completely ignored us everytime we go in and out I wonder about the security of this hotel. Room was small but that's okay. Not the same as the photos. Again not an issue. But there's literally nothing in the room. No coffee maker, no water. No safe box. Not even a closet."



"The bathroom was great, very nice shower and sufficient space to put toiletries. But the room was SUPER small and the photos are very deceiving. There is no closet. The room I reserved at a different much larger patio, that is not what we got and the room also looked more spacious. For 2 people with 2 suitcases it is absolutely not sufficient. There was no space to put away our suitcases and walk around the bed easily."



"Love the added security of the key cards only bringing you up to your floor only."



"...The bellboy service was exceptional as well, providing prompt assistance with my luggage and offering helpful tips about the hotel amenities."



"I was so incredibly surprised with how clean, smooth, comfortable, and safe this hotel felt. I always have had bad experiences in NYC hotels and this felt like it was a whole new world! The room was so perfect with so much storage, extremely clean, and very nice amenities. Also the shower pressure was the best ever it was incredible. The gym was so fantastic, I wish I could go every day! The lobby and decor felt very upscale. I wish i got to try the bar but didnt have time. Would absolutely stay here again, the price cannot be beat!!"



"Overall very nice hotel for reasonable price! The staff are very helpful and super friendly. I appreciate the gestures Ashley made for us when we booked the room decor! Rooms are a bit small but that's just NYC. This was our second time staying here and it went great!"



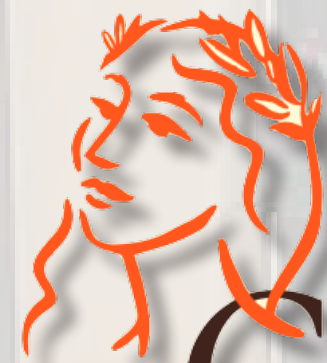
"My daughter and I stayed for her birthday weekend 10/7- 10/11. Even though the rooms are small they are cozy with nice views. The staff was very friendly and helpful. They even offered Black car service to the airport at checkout. The hotel is located near Time Square and the subway which made it easier to get around to some of sight seeing locations. Thanks for a great stay."





# PRECEDENTS





# CASA MONTI

VIA PANISPERNA

*Roma*

Opening on June 1st, 2024, Casa Monti, designed by Laura Gonzalez, is a small boutique hotel located in Rome, Italy. “Casa Monti is the artist’s residence reimagined and opened to the world. All with the city of Rome as a muse. Casa Monti celebrates the art of dolce vita (sweet life)”.



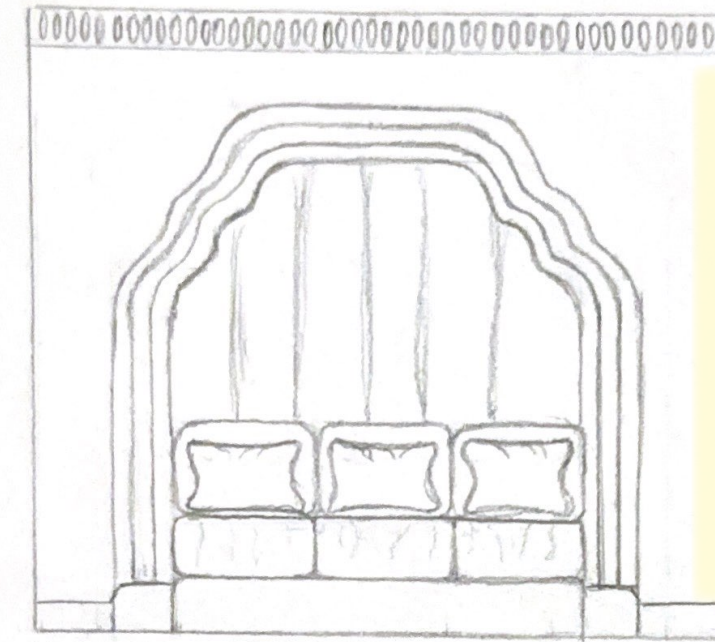
# Guest Room

Scale: 1/4" = 1'-0"

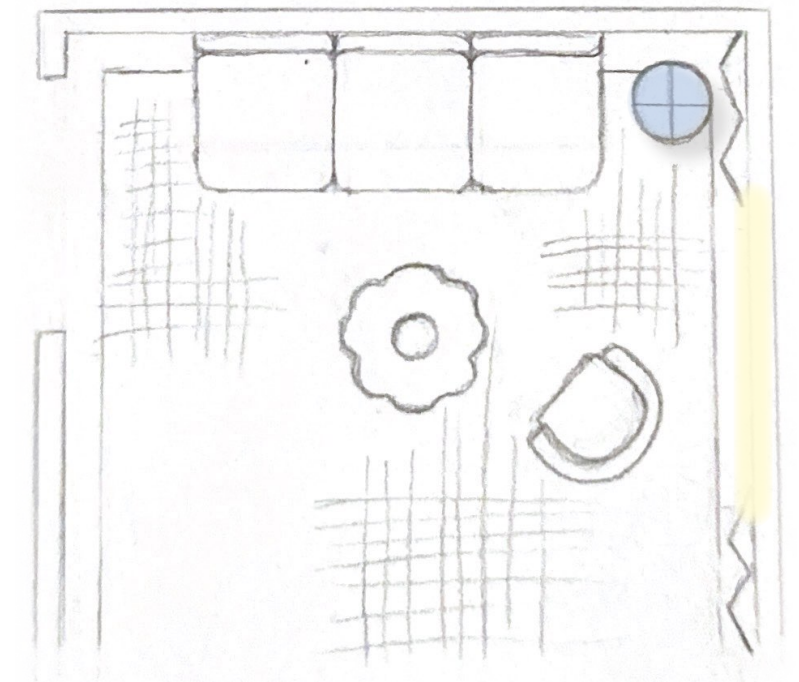


- 1 The floral drapery added behind the moulding ornamentation brings in the vibrancy of Roma and allows the room to feel basked in sunlight throughout the night. The bright pinks and subtle greens create the perfect boutique feel, similar to how Arlo can incorporate their colors.
- 2 The burnt yellow carpeting that sections off the living area to the bar in the room is a classy subtle indicator that the rooms serve different purposes, and creates a more "home" feeling than a traditional hotel room that runs together.
- 3 The wavy ornamentation that creates a niche into the wall creates an illusion that there's more to the room than there is, creating a larger aspect to a small room, which is a great solution for the transition into multi-generational at Arlo.
- 4 A green lounge chair is a nice tie into cohesion with the green scattered in the drapery, as well as a juxtaposition with the warmer tones on the walls and floor. This allows all elements of the room to compliment each other tastefully.

## Elevation



## Floor Plan



Daylighting

Artificial



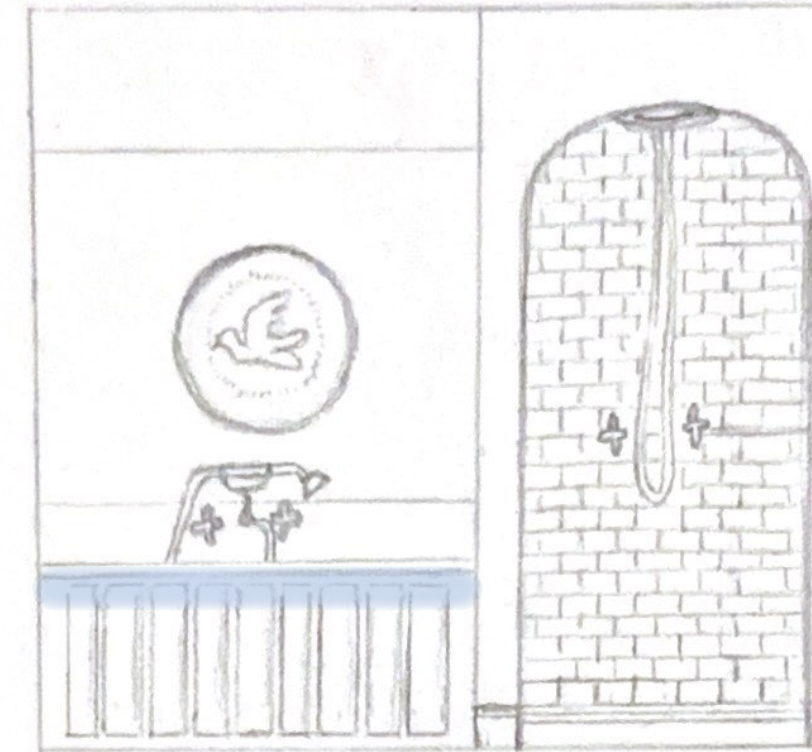
# Bathroom

Scale: 1/4" = 1'-0"

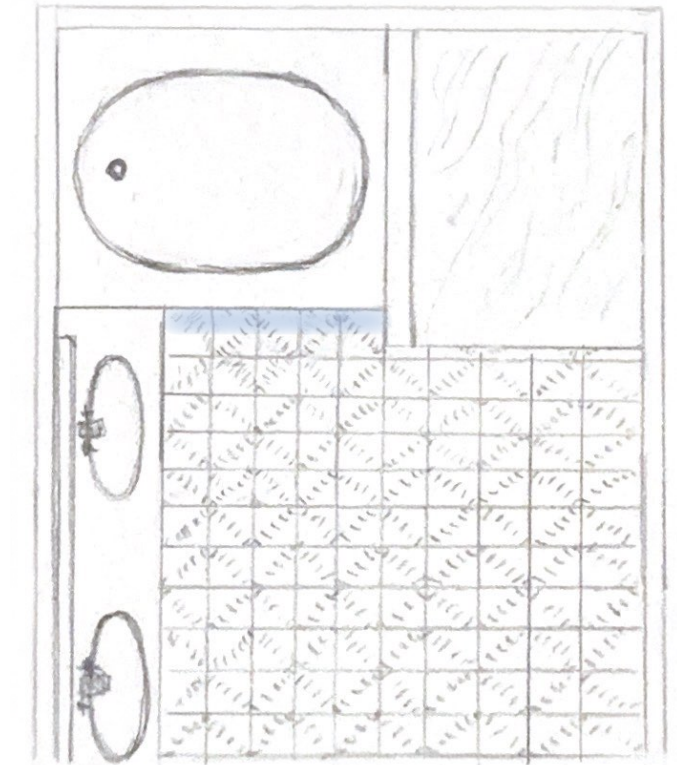


- ① The recessed glow lighting from the tub allows for a more intimate feel at night, and for the bathroom to transform with the lights off. This allows the user to pick if they're feeling more harsh or moody lighting.
- ② The diagonal pattern on the floor (along with the red subway tile) is a juxtaposition to the pale yellow tone on the walls, adding a lovely nod to Rome; its city colors being red and yellow.
- ③ The arch for the shower entrance directly ties in with the mural above the tub wall, keeping the circular components consistent.
- ④ The marble's veining is moving towards the back of the shower, creating an illusion that the shower is actually bigger than it is. It's also "guiding" you in, subconsciously; great for immersing the guests.

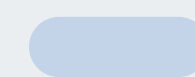
## Elevation



## Floor Plan



Daylighting



Artificial



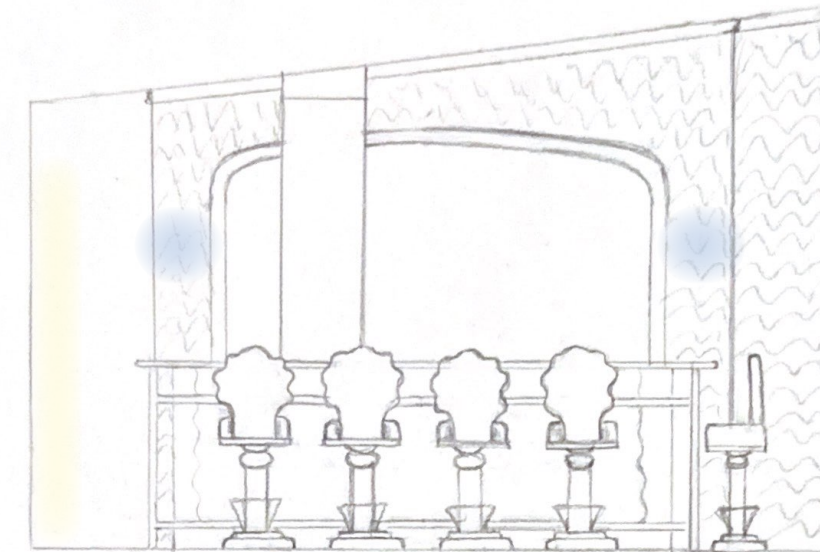
# Public Space

Scale: 1/4" = 1"-0"

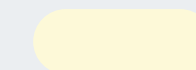
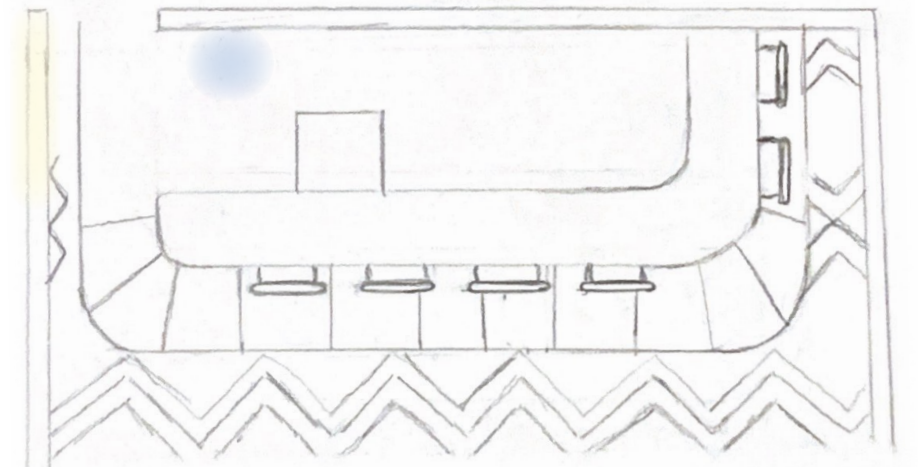


- ① The continuation of the mural artwork across from the bar to the support beam is a great way to make this element look intentional, even though it's not. It shows every piece to the area has been considered.
- ② The separation of floors switching from the tile to the diagonal wood is a good indication subconsciously of where the bar ends. This prevents people becoming confused and cluttering the space.
- ③ Wallcovering in a upwards pattern alludes to the wall seeming higher, giving a upscale vibe for this rooftop bar, which can be adapted through Arlo's design to create an illusion of a bigger space.

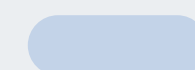
## Elevation



## Floor Plan



Daylighting



Artificial



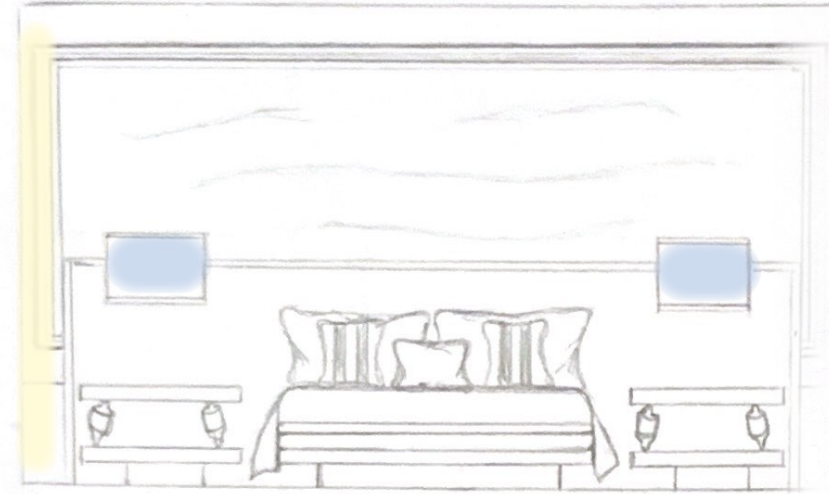
Janu Tokyo, which opened in March of 2024, is a minimilastic, soulful and light hotel based off of wellness and and socializing. Across eight floors, their 122 rooms and suites are designed by Jean-Michel Gathy of Denniston.

# JANU

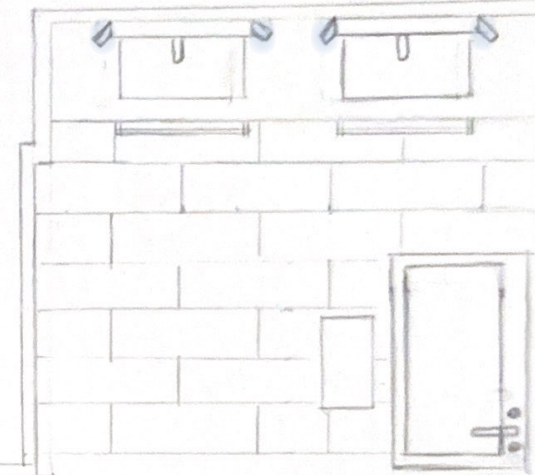


Scale: 1/4" = 1"-0"

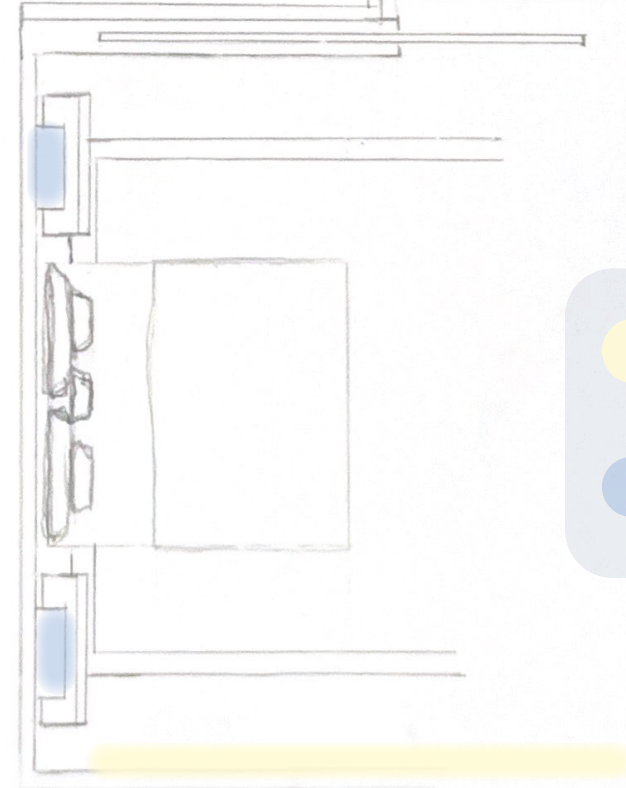
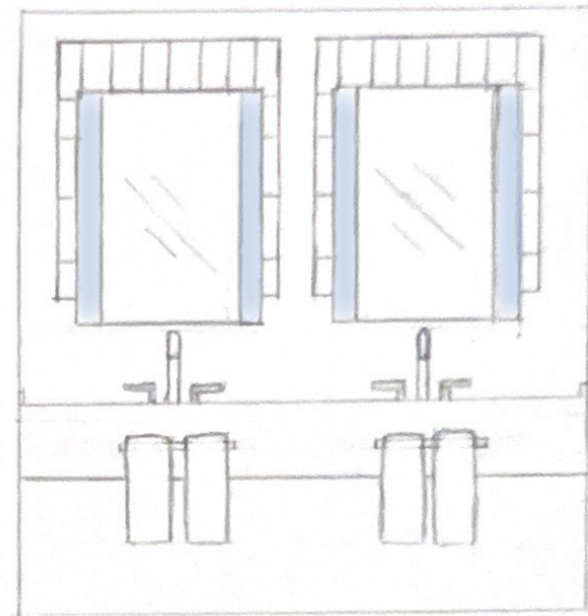
## Elevation



## Floor Plan



## Elevation



Daylighting

Artificial

## Guest Room



1

The raised ceiling creates an illusion that the room is larger than it is - which will be shown through rooms in Arlo to add a larger aspect to the current micro sized rooms to appeal to more generations.

2

A framing mural around the bed adds a second element to the space, creating dimension and a personality for the room. This dimensional aspect will be incorporated through Arlo Midtown to add variation to rooms.

3

The subtle box sconces add such a warm delicacy that it seems as though they're a part of the mural, and almost a pop out aspect. Elements like this will be incorporated throughout Arlo Midtown to add different textures and a break in visuals to add identity to the space.

## Bathroom



1

The panels behind the mirrors reflect the vertical lines throughout the element of the two partitions sectioning off the bathroom, also through the lines in the ceiling material, making the entire space flow. The use of patterns and lines will be utilized throughout Arlo's designs to create cohesion and flow of the rooms.

2

Lighting being implemented throughout additional side panels of the mirror is a great solution to allocating for good lighting so that it's an all encompassing experience for the users. This will be shown in Arlo through creative and innovative lighting strategies to really become immersive and create a productive experience.

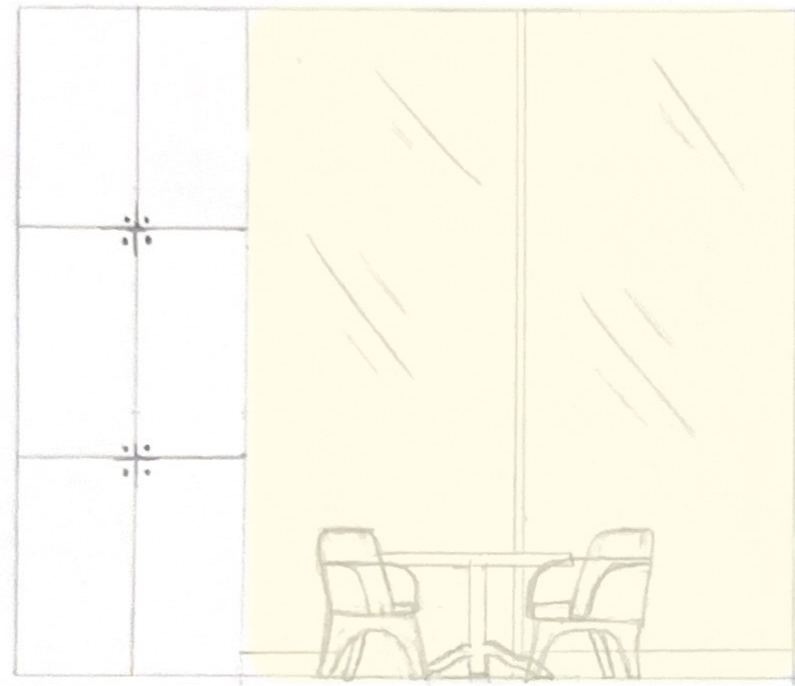
3

The use of partitions is a great space saver, but also can be used as an excuse to really drive home the design. This will be considered throughout spaces in Arlo to advocate for more space to be utilized, as it was originally built for a micro feel.



Scale: 1/4" = 1"-0"

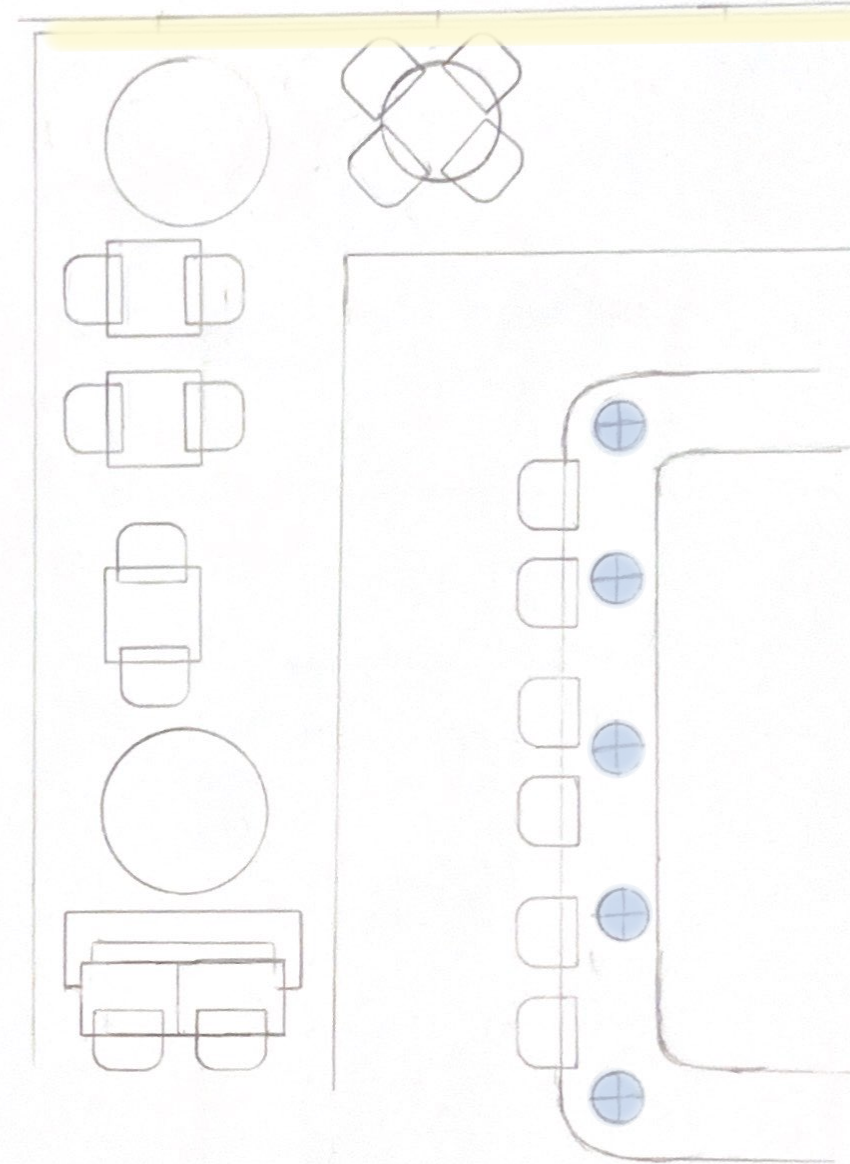
## Elevation



Daylighting

Artificial

## Floor Plan



## Public Space



1

Floor to ceiling windows are a great way of allowing enough natural light through the day, but allow the space to transform at night with city views. Utilizing the area Arlo is placed in, allowing views to be top priority will really elevate the design.

2

Little lamp fixtures for the bar are a creative way to make it moody at night, while also creating a variation in the space with a pop of color in the shades. While this is a great idea, the fixtures look large and so frequent for such a thin bar space that it might be overkill, and not ideal for Arlo's design.

3

The flooring change creates subconscious awareness that the two different areas serve two completely different purposes - one for sitting down and a more intimate meal, and one for casual conversation and drinks



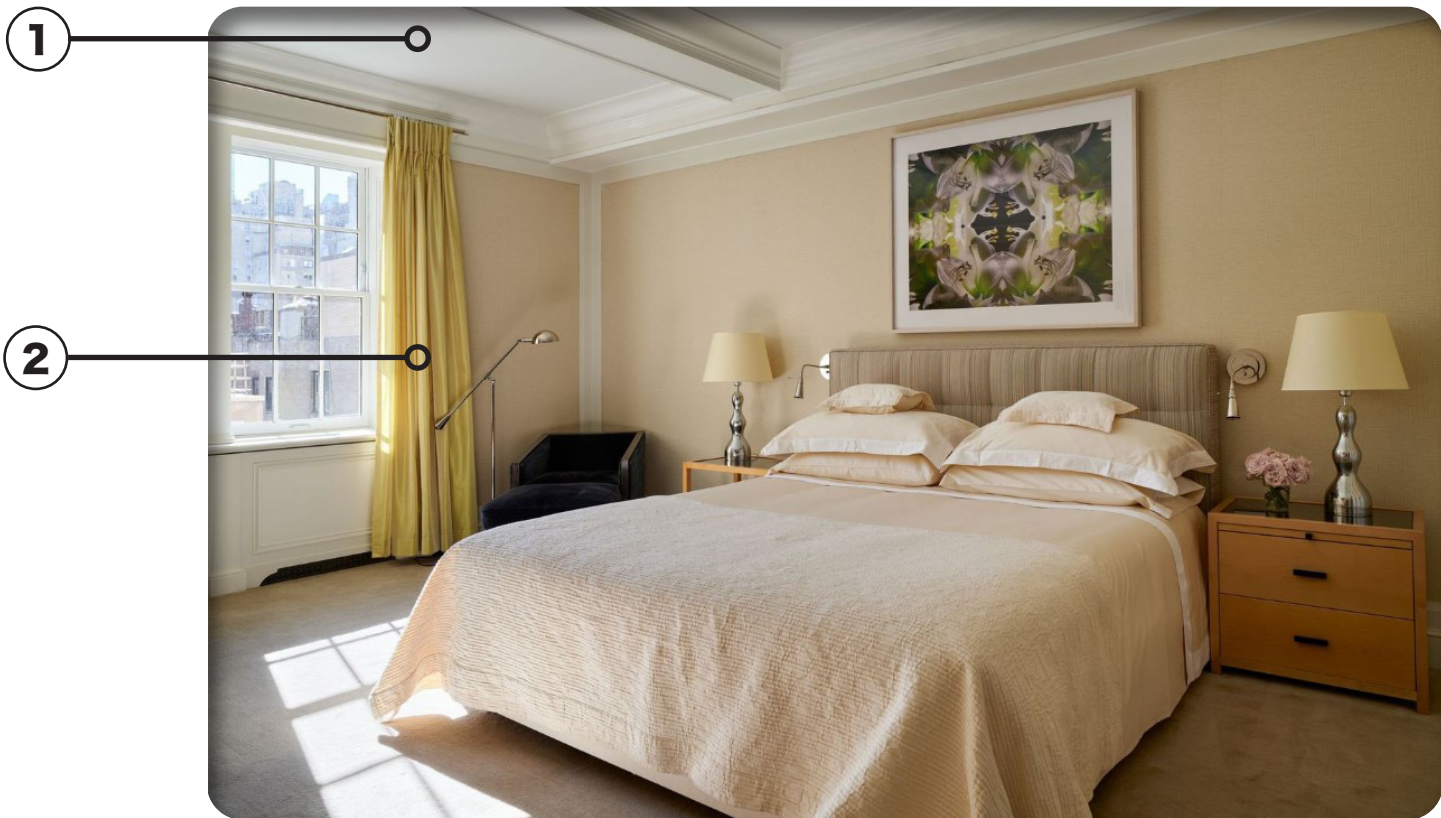


# THE MARK

The Mark, located on Madison Avenue in New York, is a 5-star luxury hotel in Manhattan designed by Jacques Grange. The hotel is a gorgeous nod to classic luxury with black and white flooring, and houses unique amenities throughout.



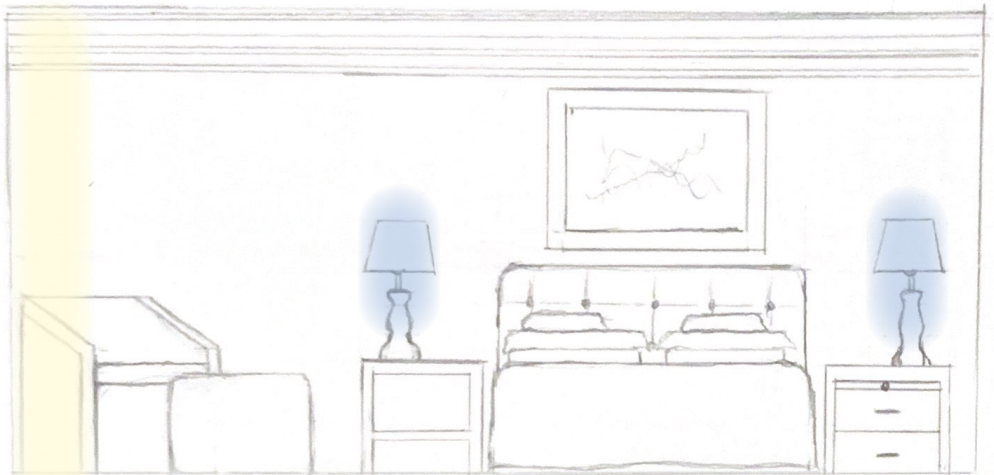
# Guest Room



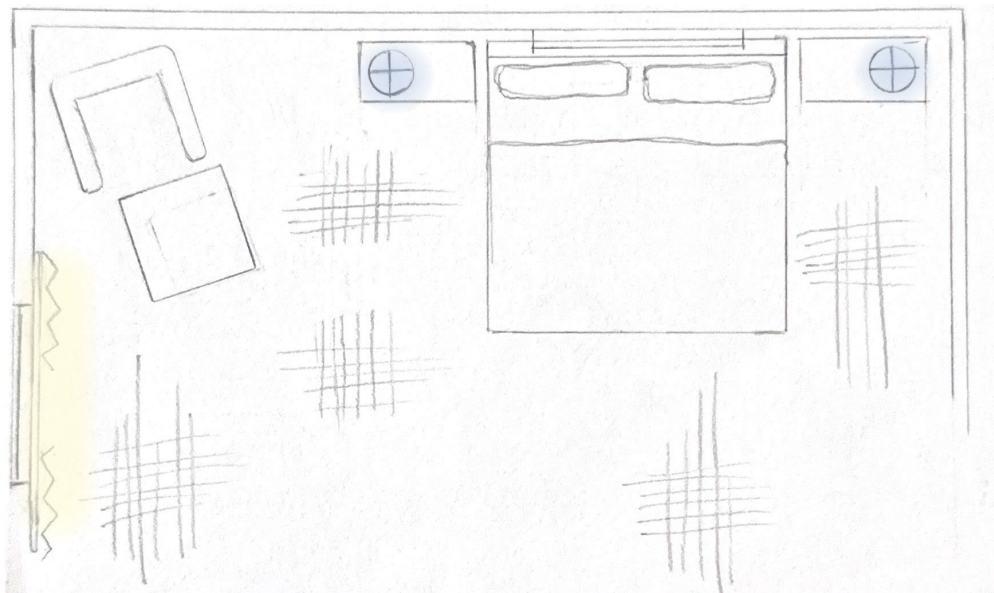
- 1 Coffered ceiling with intricate molding adds a nice dimensional aspect that elevates the room upwards, making it more appealing than an average flat space. Incorporating this element in Arlo allows for an elevated experience that makes a simple room feel high end.
- 2 Added color through drapery/fabrics creates a playfulness and focal point in the room, which will drive home the overall design. Implementation of this element plays right into Arlo's expression of branding through organic strokes, making Arlo Midtown speak for itself in its personality.

## Elevation

Scale: 1/4" = 1"-0"



## Floor Plan



- Daylighting
- Artificial

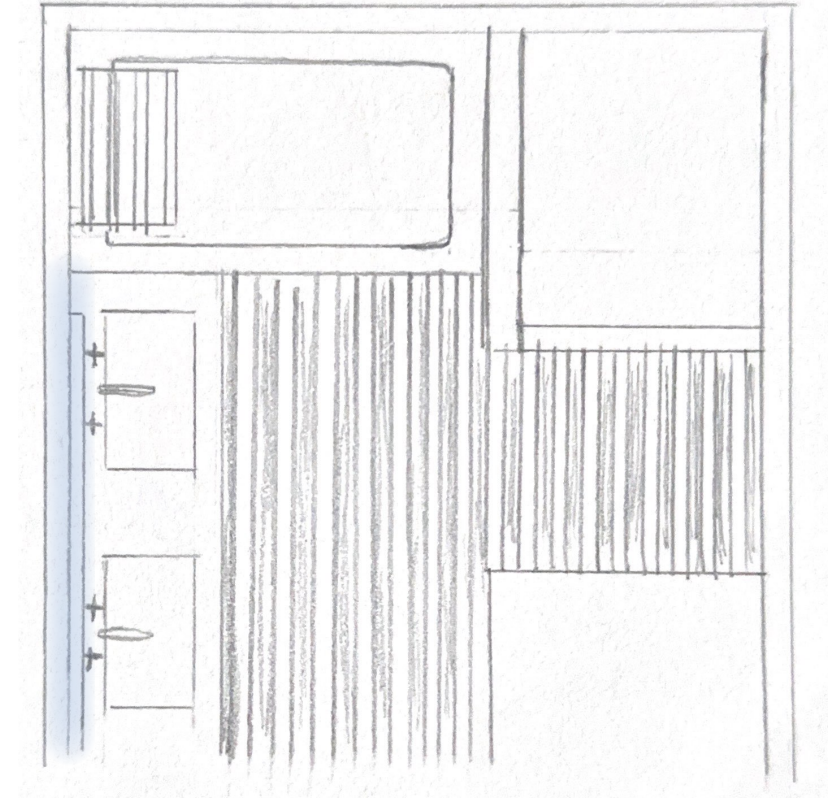


# Bathroom

Scale: 1/4" = 1"-0"

## Elevation

## Floor Plan



1

1

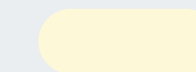
A black and white vertically oriented floor allows you to flow right through the room, additionally giving your brain a subconscious signal that pulls you in. This also contrasts with the rest of the bathroom, adding personality through the floor. Through Arlo's design, the intentionality of pattern orientation on floors will help to create a more inviting atmosphere that adds a fun element to the spaces.

2

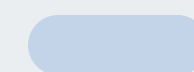
The marble throughout the walls adds a nice soft element to the bathroom, creating an elegant and untouchable feel, which is invigorating to experience on a vacation. It should feel like a luxury. Keeping this in mind for Arlo's design will allow the guests to feel so good about themselves, that they'll want to come back.

3

Behind this wall is the water closet, which fir context isn't shown in the photo, but rather in the room's floor plan. By encasing such a private aspect, (especially sharing a room with others), allows for privacy and security if by chance someone needs to grab something from the vanity. By implementing this in Arlo's design, it creates a comfortable and eliminates the worries of a vulnerable setting so that the guests can all be equally as comfortable using their rooms.



Daylighting



Artificial



# Public Space

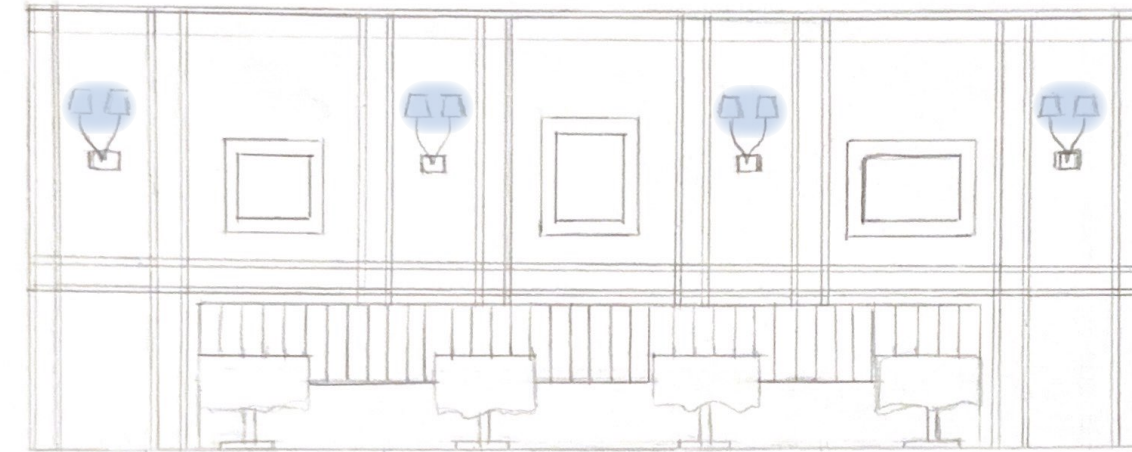


**1** Using glass as a framing aspect to break up such a long wall helps to curate a visually entertaining space, and allows for more opportunity to incorporate elements that enhance the vibe of the space (warm lighting in sconces in between the glass that match the small fixtures on the table). By utilizing every inch of space to its most potential in Arlo, allows the design to only become more thorough and cohesive down to the smallest details.

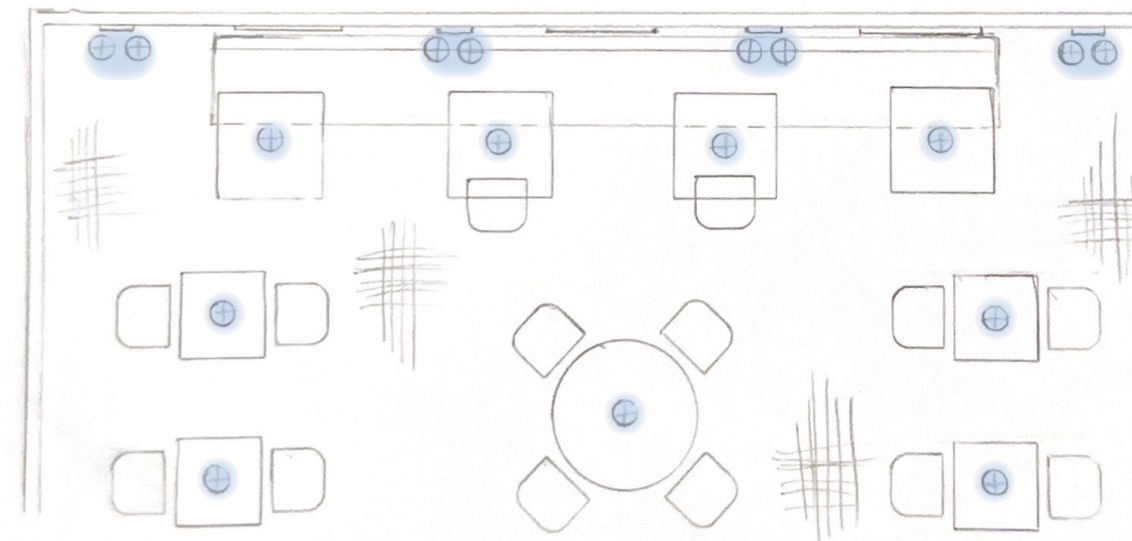
**2** Bold abstract and geometric patterns are a great way to break up a space, especially when it has no cohesion with what's going on in the overall design. It creates visual interest that piques your conscience, especially when something (like this) intentionally looks out of place. By creating variation in Arlo, it creates a more memorable experience for guests, and can foster core memories.

**3** Choosing chairs that have a whimsical element in their border/shaping ties directly back to the same element that the geometric paintings serve - which is a break in the continuity of a space. It allows for a differentiation, and acknowledges the unique. By incorporating this feel in a space, it can unknowingly affect its users too, allowing them to feel more inspired and let loose in the space.

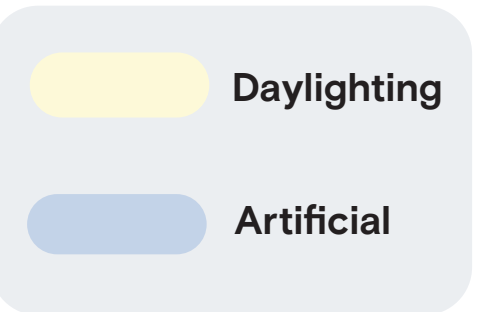
## Elevation



## Floor Plan



Scale: 1/4" = 1'-0"





Located in New York City's Lower East Side, The Bowery Hotel is centered around the musicians, writers, and artists of the Bowery District. Designed by nightlife impresarios Sean MacPherson and Eric Goode, the hotel opened in February of 2007.



*The Bowery Hotel*

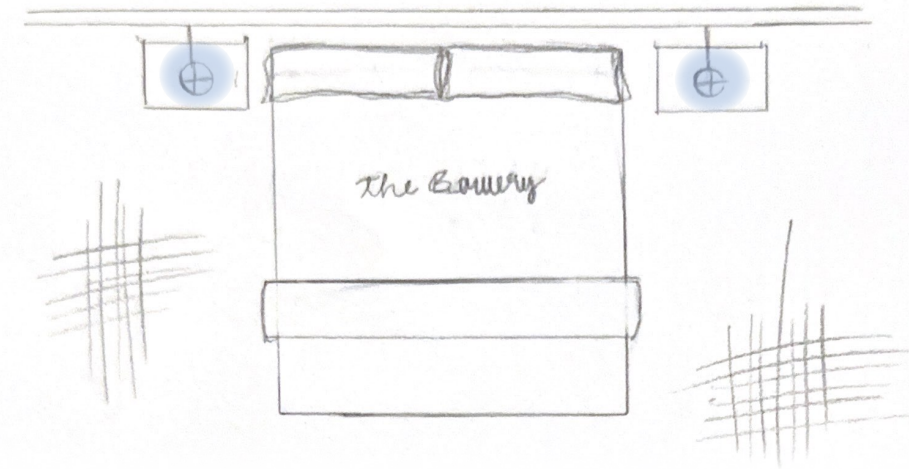


Scale: 1/4" = 1"-0"

## Elevation



## Floor Plan



Daylighting

Artificial

## Guest Room



1 A niche that acts as a headboard is a very creative and alternative option to something that's commonly done one way, especially with the use of a contrasting material. By using this element, it allows the room to become broken up and create differences that exhibit character in the space.

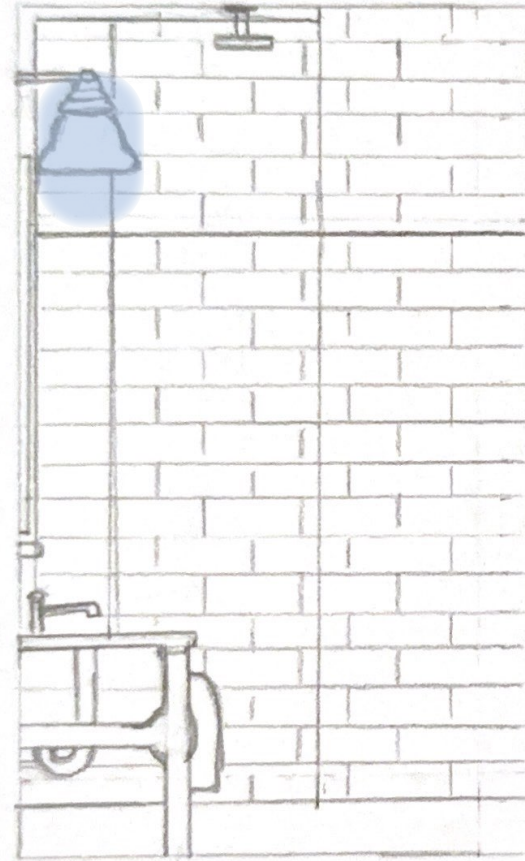
2 The beds in The Bowery have self branding on their comforters and throw blankets, with the hotel name embroidered in a contrasting color on their signature font. Although a small detail, adding this element in Arlo can create a more intimate and intentional experience that is luxurious and catered to all guests.

3 New York carries a lot of cultural and historical aspects throughout all corners of the state, so seeing an implementation of an older technological mechanism in a modern day world elevates the intention of the space to a whole new meaning. Tying this in with where Arlo Midtown is situated, this is a great tool to really create that atmosphere for the adventurer.

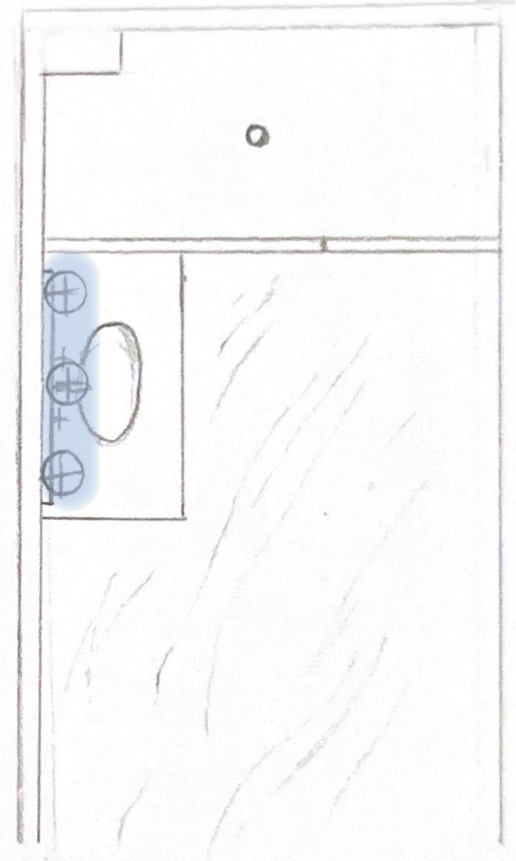


Scale: 1/4" = 1"-0"

## Elevation



## Floor Plan



Daylighting

Artificial

## Bathroom



1

2

3

Although the brass touches are a nice way to define the ends of the space here, it's a little repetitive and could be changed for a little variation. This is a gorgeous bathroom, but that's all it really conveys, as there isn't much personality due to very low contrast. This will be kept in mind for Arlo's design, as you want every room in a hotel to continuously match the same vibe throughout the rooms and bathrooms.

Adding a little shelf situated below the mirror is a great utilization of creating additional space. Guests are usually bringing in a lot of their own hair/skincare products and need a place to put everything, and oftentimes hotels don't create enough counter space for the user(s) of the room. Implementing this in Arlo's design is a great way to alleviate stress for the users in regard to where they'll be able to layout their belongings.

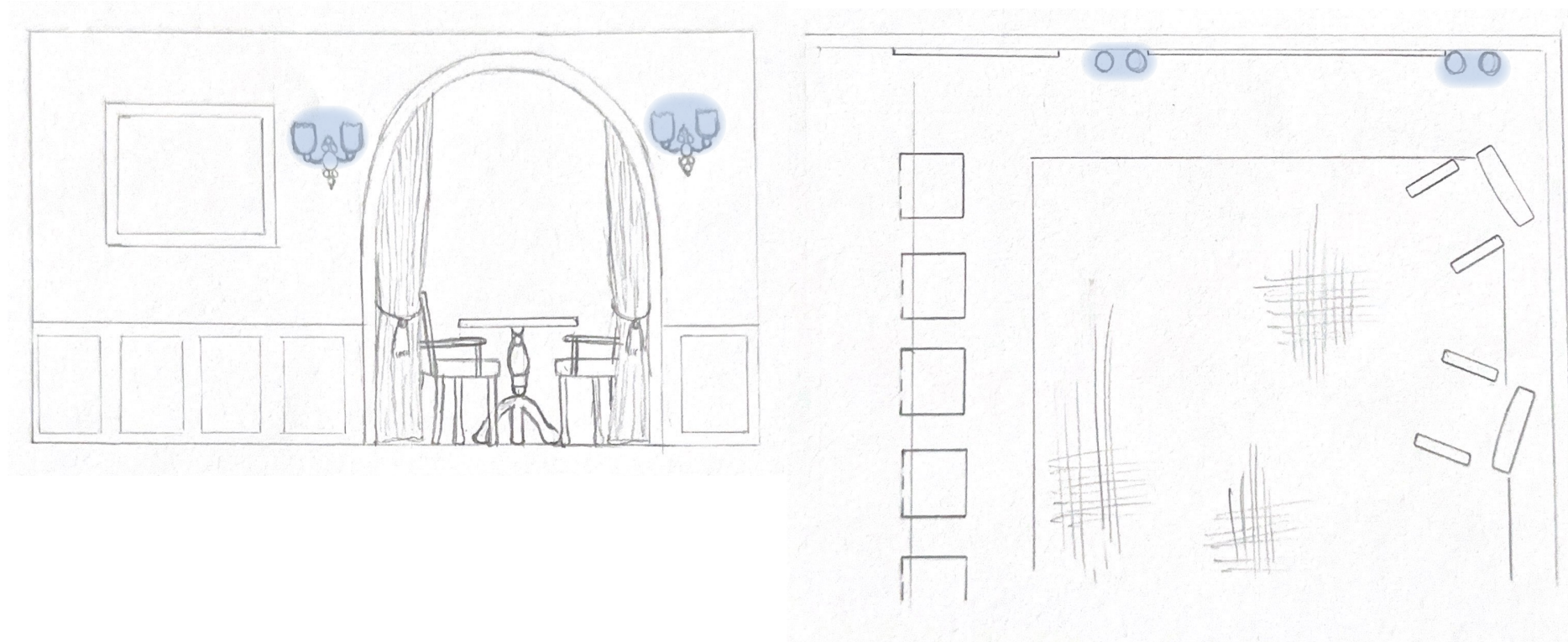
Allowing for an open concept in the bathroom vanity not only doubles as an aesthetic design feature, but is a great ADA solution as well. In regard to Arlo's implementation, it's a great feature to consider as it conveys a welcoming and usable place for all types of individuals.



Scale: 1/4" = 1"-0"

## Elevation

## Floor Plan



Daylighting

Artificial

## Public Space

1



2

3

1 The square bordered glass ceiling adds an entire new world to the space, almost like an interdimensional aspect to what would be a normal room. Especially being placed in the bar room, it's already very intimate and moody which only heightens the sultry vibe of the space. Adding unique elements this to Arlo's design

2 The curvilinear arches that flow into the other rooms emphasizes that sultry experience of the bar, almost a subtle nod to the natural curves of a body. These features added in Arlo Midtown respective design would really elevate the experience and attract more customers to the hotel.

3 Adding drapery to openings allows for a flexible transition to a more intimate space, depending on the vibe of a possible event, time of day, occasion, etc. For Arlo's design, keeping flexibility in mind for all spaces is a high priority to making the hotel effective for all different needs.



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