

BST APPOINTMENT

Brighton Development

Date:

April 2006

Project:

Integrated Development



Where:	Brighton, VIC
When:	2006 Ongoing
Size:	2 hectares
Proj Cost:	\$15M-\$20M

BST Consulting is pleased to announce its appointment as [Specialist Development and Operations Consultant](#) to the Brighton Beach Development. David Breadmore, Director of BST Consulting said today that he “was delighted to see BST appointed to assist PACE development Pty Ltd with their development at Brighton”.

“We have been initially appointed to assist with the [analysis and feasibility](#) of the Hospitality and Tourism potential for the project. BST’s role will be to carry out an [investigation](#) and [audit](#) of the local tourism, hospitality and accommodation markets through market research, local and regional investigations, utilising our [extensive tourism accommodation and operational experience](#) and BST’s [HATS](#) (Hotel Accommodation and Tourism System) modelling system”.

“The [Feasibility Report](#) will also provide recommendations on the types, standards and structures for the hospitality and tourism components as well as preliminary [financial modelling](#) for the hotel, conferencing and associated food & beverage operations”.

“Subsequent stages will utilise BST’s [T8 Methodology](#) for developments such as these, driven by detailed [User Needs Workshops](#) and [Analysis](#) and resulting in a detailed design and operational [Brief](#) to the Architects & the Project Team”.

“The Brief will provide [interrelationship](#) and overall [design criteria](#) as well as management’s vision and corporate objectives for the project and will form the basis for subsequent [detailed design development](#) by the Architects, Interior Designers, Services & IT Consultants as well as allowing BST to [monitor](#) and [overview](#) the design process from an [operational perspective](#)”.

“Further, BST’s will assist in the determination of an appropriate operator for the site through [liaison](#) and [negotiations](#) with potential local and national [hotel operator’s](#)”, he said.

The Development

The development by Pace Development Group provides a new hotel, retail and commercial development at 242 The Esplanade in Brighton.

The proposed development on the site will provide a 41 apartment (totaling 49 dual key rooms) boutique or serviced apartment style hotel with 3 additional serviced penthouses (located on the upper levels) as well as the potential for conferencing, wellness centre/health spa and commercial facilities (located on the ground & lower levels directly accessible to the Hotel). Further, F&B (food & beverage) facilities servicing the hotel and fronting The Esplanade with access to the lower level & basement car park is also included in the design.

Other facilities include secure basement parking, roof terraces with lap pools for the Hotel patrons and serviced penthouses, and a central landscaped light court to the Hotel.

The Surrounds

Brighton is located with the Bayside City Council and among the city's most popular sites are picturesque shopping villages, historic mansions, great dining venues, wonderful coastline, waterfront bathing boxes and stress free leisure activities.

Only 15 minutes south of Melbourne's CBD, Bayside boasts 17 kilometres of stunning foreshore and beaches fronting Port Phillip Bay. It is characterised by the picturesque coastline from Brighton to Beaumaris, water-based activities and quality residential areas featuring stylish homes and traditional shopping villages.

There are substantial parks and reserves as well as numerous golf and yacht clubs which emphasis the area's visual splendour. Also adding to Bayside's appeal are heritage buildings and sites, cultural facilities, art galleries and local festivals, excellent sporting and recreational facilities and significant areas of native vegetation.

BST Consulting (Breadmore Soust Tobin & Associates Pty. Ltd.)

As background, BST have created some of Australia's [leading leisure and hospitality facilities](#) using [methodologies](#) that allow comprehensive pre-planning from the ground up to the final operating solution.

Throughout an entire project, BST's role is to ensure that the design of the facilities meets both the [client's vision](#) as well as [operational integrity](#) in terms of efficiency and functionality. Through many years of "hands on" [experience](#), BST is able to view each project or development from the perspective of the operators and owners, to ensure user and customer satisfaction whilst sustaining a [profitable, efficient and competitive business](#).

From project inception, [BST's T8 methodology](#) can assist with [feasibility studies](#) and [pre-planning](#) of the hotel, hospitality and leisure facilities to determine basic configurations, style, marketability and financial pre-planning.

BST's methodology also provides both a [Design Brief](#) that allows the Architects and Designers to design a solution right first time and an [Operational Brief](#) which encompasses the client's detailed expectations and requirements and provides the selection criteria for potential operators.

Once operations are up and running, BST can assist with all aspects of the operation and facilities including audits, facility assessment, branding, marketing, customer satisfaction, profitability, efficiency, technology, training. BST can [streamline](#) operations as well as enhance the business through tourism information, marketing and promotional activities to attract the target audience.

Further information can be found at www.bstconsulting.com.au or by contacting Sally Davey at sally@bstconsulting.com.au

