



HOSPITALITY & COMMERCIAL ARCHITECTURE FIRM

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FIRM PROFILE



Who We Are:

Established in 2021, Parshva Associates is a comprehensive architectural design firm focused on hospitality and commercial projects, with a strong commitment to sustainable practices. Currently licensed in Georgia, Florida, and Tennessee, we are actively expanding our reach.

With over two decades of diverse experience across hospitality, retail, commercial, mixed-use, multifamily, and industrial sectors, we are passionate about transforming your vision into reality. Our goal is to meet your aesthetic, functional, and economic needs, ensuring that each project reflects your unique aspirations while promoting environmental stewardship. Let us partner with you to create spaces that inspire and endure.

What We Do:

We enable developers to maximize project efficiency and minimize costs by delivering top-notch, quality-assured documentation that ensures seamless and stress-free construction. Our approach includes educating clients on the advantages of sustainable and eco-friendly design, equipping them with straightforward and cost-effective strategies that can significantly lower operating expenses. Together, we create projects that are not only economically viable but also environmentally responsible.

Key Highlights of Partnering with Us:

Collaborative Approach: We prioritize listening to your ideas and experiences while keeping your vision at the forefront. This enables us to not only meet but exceed your expectations. By doing so, we can offer valuable insights to help you make informed decisions and foster successful projects and lasting relationships.

High Quality Documents: Our attention to detail and quality assurance of documents helps minimize RFI's and eliminate change orders leading to smooth construction of projects from start to close-out.

Value Engineered Design Solutions: Our adaptive design approach during the early stages of a project enables us to explore value engineering options without sacrificing the project's overall aesthetics. Furthermore, integrating sustainable and eco-friendly design strategies can help reduce your operating costs, a key advantage of collaborating with a LEED Accredited Professional.

Quick Turnaround: Our expertise and efficient process enable us to deliver projects promptly. As a small firm, we provide focused attention to each project, ensuring quality and speed.

By partnering with us, developers can achieve not just financial success, but also a positive impact on the environment.

PAST PROJECTS



Towneplace Suites, Nashville, TN

193 Rooms, 10 stories, 212,705 Sq. Ft., Year 2021



Hampton Inn & Suites, Tampa, FL

178 Rooms, 8 stories, 110,407 Sq. Ft., Year 2016



Courtyard by Marriott, Dallas, TX

167 Rooms, 12 Stories, 162,411 Sq. Ft., Year 2018



Springhill Suites, Lakeland, FL

123 Rooms, 5 stories, 86,551 Sq. Ft., Year 2020

Marriott & Hilton Brand projects ranging from 100 to 200 rooms, efficiently documented and managed by firm owner, Binita D. Vora, from schematic design through construction while working at LPB & Associates.

PAST PROJECTS



Fairfield Inn & Suites, Savannah, GA

146 Rooms, 8 Stories, 83,543 Sq. Ft., Year 2016



Homewood Suites, Savannah, GA

162 Rooms, 8 Stories, 97,603 Sq. Ft., Year 2016



Universal's Aventura Hotel, Orlando, FL

600 Rooms, 17 Stories, 630,398 Sq. Ft., Year 2018



Universal's Cabana Bay Resort Towers, Orlando, FL

200 Rooms, 10 stories, 124,000 Sq. Ft., Year 2017

Hotel & Resort projects ranging from 100 to 200 rooms, efficiently documented and managed by firm owner, Binita D. Vora, from schematic design through construction while working at LPB & Associates.

PROJECT LIST

Projects worked on by Binita Vora from Year 2013 to 2021 at LPB & Associates



Sr. No.	Project Name	Location	No. of Keys	No. of Stories	Gross Sq. Ft.	Owner/Client
1	Hyatt Place	Columbia, SC	130	6	84,259	Noble Investments, LLC
2	Marion Square	Charleston, SC	185	9	202,915	Library Associates, LLC
3	Aloft Greenville, Marriott	Greenville, SC	144	12	301,464	Hughes Development Group + McKibbon Hotel Group + The RPM Partnership
4	Homewood Suites, Hilton	Little Rock, AR	116	6	158,666	McKibbon Hotel Group
5	Homewood Suites, Hilton	Savannah, GA	162	8	128,359	Northpoint Hospitality Group + East River Street, LLC
6	Fairfield Inn & Suites, Marriott	Savannah, GA	146	8	159,146	Northpoint Hospitality
7	Courtyard Marriott	Cary, NC	105	6	78,577	CARPS, LLC
8	AC Hotel, Marriott	Asheville, NC	132	9	201,760	McKibbon Hotel Group MHG Tower, LLC
9	Springhill Suites by Marriott	Atlanta, GA	170	12	144,520	Vision Hospitality Group / Luckie Hotel Group
10	Hampton Inn & Suites, Hilton	Tampa, FL	178	8	110,407	McKibbon Hotel Group, MHG Tampa Avion Park HN, LP
11	Courtyard Marriott	Dallas, TX	167	12	162,411	Equity Hotel Group, LLC
12	AC Hotel & Residence Inn, Marriott	Charlotte, NC	300	22	220,982	McKibbon Hotel Group, MHG-Epicentre I, LLC
13	Universal Cabana Bay Towers	Orlando, FL	400	11	245,550	Universal Parks & Resorts
14	AC/RI/SHS, Marriott	Nashville, TN	470	22	539,139	NP 5th, LLC
15	Hampton Inn & Suites, Hilton Midtown Atlanta	Atlanta, GA	186	20	168,246	Northpoint Hospitality, LLC NP 15th Street, LLC
16	Universal Aventura Hotel	Orlando, FL	600	17	630,398	Universal Parks & Resorts
17	Hilton-Homewood Suites	Raleigh, NC	278	11	259,575	RAL - Lot 3, LLC
18	Springhill Suites, Lakeland, FL	Lakeland, FL	123	5	86,551	Lakeland Hospitality Group
19	Courtyard-Element, Atlanta, GA	Atlanta, GA	282	14	289,499	Owner - NF-IV VA Atlanta Midtown LLC Developer - Noble Investment Group
20	SHS Jacksonville Beach, Jacksonville, FL	Jacksonville, FL	136	5	127,401	3H Group - Jax Pier Lodging Group, LLC
21	Towneplace Suites, Nashville, TN	Nashville, TN	193	10	212,705	3H Group Charlotte Avenue Lodging, LLC
22	Home 2 Suites-Tru, Atlanta Airport, GA	College Park, GA	253	6	147,952	Hotel Group, LLC Premier Petroleum, Inc.
23	Courtyard Marriott	Raleigh, NC	178	14	194,202	Raltdt, LLC Winwood Hospitality
24	Hilton Garden Inn - Home 2 Suites	Orlando, FL	224	8	140,682	Magnolia Lane Lodging, LLLP c/o 3H Hotel Group
25	Homewood Suites, Hilton	St. Augustine, FL	117	5	114,633	Sebastian Lodging, LLLP c/o 3H Group Hotels, Inc. Developer - Grace Construction Consultants
26	Element	Roswell, GA	108	6	92,596	PSH Buckhead, LLC
27	Hampton Inn & Suites	Fultondale, AL	89	5	56,766	Stafford Fultondale, LLC ; Spectrum Development Group, LLC
	Total		5572		5,259,361	

TESTIMONIAL



I had the pleasure of working with Binita on our Towneplace Suites project in Nashville, TN. She was an invaluable team member that we owe a great deal of our success to. Whether it was her timely review of submittals and shop drawings or her thoughtful & practical approach to resolving issues, Binita helped us keep the project moving forward at all times. She was a strong advocate for the Owner through her focus on cost and quality control, all the while viewing us as an equal partner in the project. It was truly one of the best experiences I've had working with an architect, and I hope to work with her again in the future. I would definitely recommend Binita for your next project!

~ Brent McGee, Project Manager at Crain Construction, Inc.

I highly recommend anyone who desires architectural services to retain Binita Vora of Pashva Associates. She is qualified, highly skilled, thoughtful, and hardworking. She was able to meet my deadline, stay within budget and guide me through all the steps of the design phase. Moreover, as a bonus, she added more features to the mixed use tower in addition to providing me with potential financing sources and equity recommendations to hopefully get the project off the ground. In the architectural field, that is unheard of. When hiring Binita, you are getting the red carpet treatment at all times just like your visionary designs.

~ Michael L. Gilmore, Ed.S., CEO of Gilmore Homes

One of the most pleasant and professional interactions I have experienced in quite sometime. Very efficient, timely and detail oriented. Great Pricing for a set of plans. Would absolutely recommend!

~ Cheryl Allen, Owner at The Peach Cobbler Factory, Atlanta GA

I am so grateful. Binita was very professional and efficient. She took what was a complicated project and made it possible for our business to move forward. I am so impressed because no matter how difficult the tasks seemed there was no complaints or excuses. You went above and beyond and I am extremely grateful. Thank you!

~ Diana Clarke, Diamond Gem Oasis, Senior Care Living in Acworth GA

Binita is a wonderful architect, she works quickly, has a great knowledge of applicable codes and very communicative!

~ Prescott Balch, General Contractor at Balch Build, Atlanta, GA

ABOUT



Binita D. Vora, R.A., LEED AP

Owner, Principal Architect

With over 20+ years of experience in the architectural industry, Binita is a distinguished leader known for her innovative work in hospitality design and commercial architecture across the United States. Having worked with some of the most notable architectural firms, she has mastered the complexities of the design and construction process, making her a valuable asset in understanding the unique requirements of hospitality owners and commercial clients.

In 2017, Binita transitioned to freelancing, driven by her vision to fill the gaps in client services within the architectural sector. This entrepreneurial journey led her to establish Parshva Associates, LLC, a firm dedicated to enhancing the quality of service architects provide. Binita's approach centers on being a keen listener and a problem-solver, effectively addressing clients' challenges and advocating for their best interests.

Binita has earned numerous accolades for her ability to complete projects on time and within budget, showcasing her exceptional project management skills and attention to detail. Her perseverance and determination have garnered high praise from both clients and industry leaders, solidifying her reputation as a top-tier registered architect.

She holds a Bachelor of Architecture from Mumbai, India, and a Master of Architecture from the Savannah College of Art and Design. Additionally, Binita has an MBA from DeVry University, which complements her extensive architectural knowledge. After gaining significant experience at nationally ranked firms in the U.S., she became a registered architect in 2009 and achieved national certification through NCARB in 2014.

A strong advocate for sustainable architecture and green building practices, Binita is committed to helping clients design eco-friendly projects. Her expertise is further validated by her certification as a LEED Accredited Professional (LEED AP BD+C) for new construction, underscoring her dedication to environmentally responsible design.

Through her innovative solutions and client-focused approach, Binita continues to inspire and lead in the fields of hospitality and commercial architecture, shaping spaces that are both functional and sustainable.