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Branch

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by

Anne Rezac

A Terminal Project

Presented to the Faculty of

The College of Architecture at the University of Nebraska

In Partial Fulfillment of Requirements

For the Degree of Bachelor of Science in Design

Under the Supervision of Professor Katherine Ankerson

May, 2010

Project Abstract

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Branch is a restaurant serving local grown & influenced cuisine. Patrons are Branched Oak lake visitors, local residents, and Lincoln visitors.

Branch is a family restaurant with a casual feel during the day. At night Branch becomes a music and entertainment venue with a bar and lounge for casual conversations and socializing. The interior provides a modern, casual atmosphere for younger adults while giving the visitor an insite to local culture and farming. A boutique hotel is located above the restaurant for travelers to rest and experience a modern twist on a small-town bed & breakfast.



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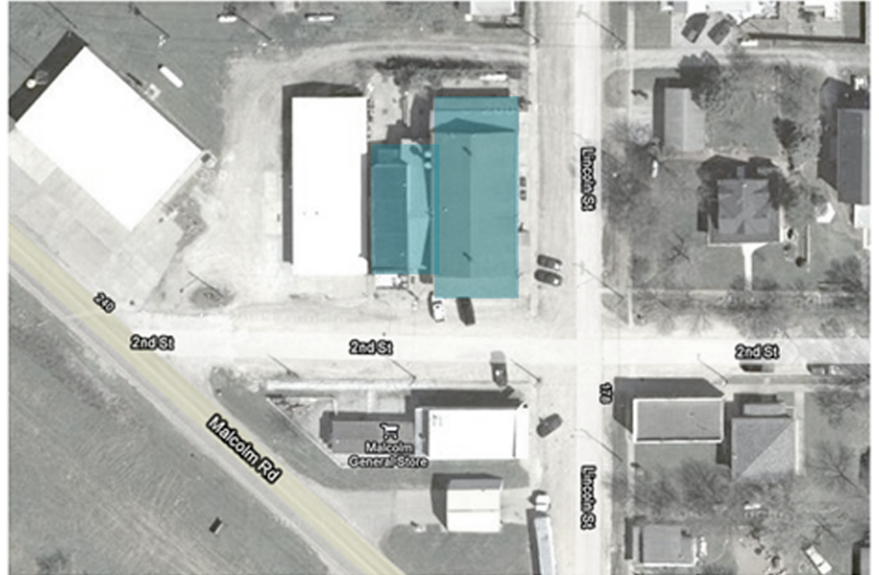
Acknowledgements

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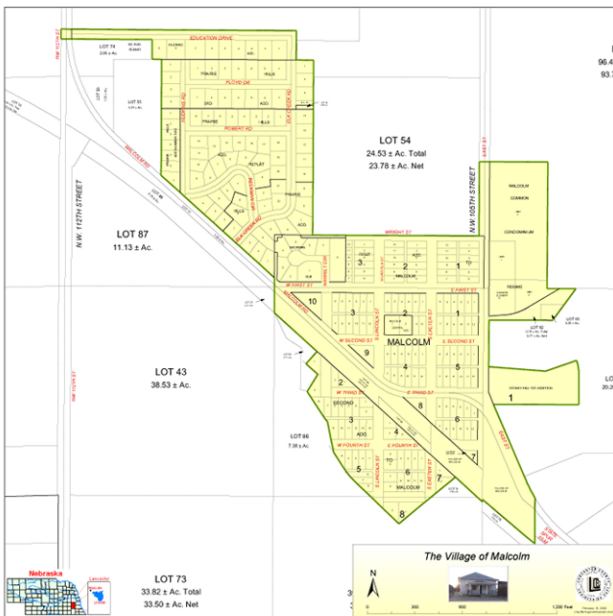
Research Analysis

Site Analysis

Branched Oak Inn is located in Malcolm, Nebraska at the intersection of 2nd and Lincoln St.

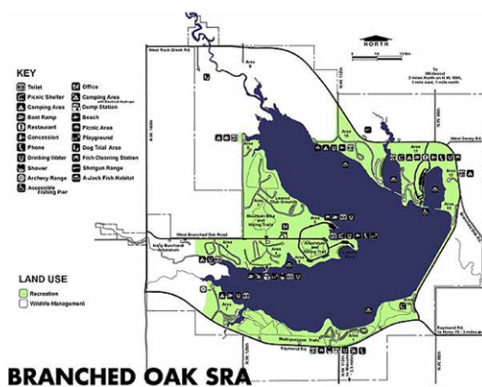


Branched Oak Inn aerial view



Village of Malcolm: population 483

Malcolm is located 14 miles north and west of Lincoln, and 8 miles south of Branched Oak Lake. Branched Oak Lake is the state's most heavily visited recreation area, hosting nearly one million visitors annually.



Research Analysis

Building Analysis

Since Branched Oak Inn is currently structurally unstable, the current entrances and exits will alter upon reconstruction. The old entryways did not uphold ADA standards.

The renovated building will not contain a sub-level, and an elevator will be provided for the handicapped for access to the second floor.

The structure of the building is wood frame with concrete columns in the sub-level. The awnings on the front and the back were intended for shelter from weather conditions. The westernmost section of the structure was originally a grocery store. The middle structure was an addition to join the Inn and the store together in the 70's.

patio facing north: rear facade



facing south: front facade



western side of structure

addition



sub-level entrance on south side

Research Analysis

Precedents

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Bread & Cup
Lincoln, NE

restaurant

Whenever possible, Bread & Cup buys from **local vendors and producers**. Be it cheese, meat or vegetables, we are always looking for fresh, unique and seasonal products that come from the nearby ground. Doing so gives a better end result, and a us more **vibrant local economy**.

The **materiality** is warm and welcoming, using wood furnishings, polished concrete floors, and neutral colors. The Branched Oak Inn will be aiming for a similar ambiance for its patrons.



Research Analysis

Precedents

6

Doug Fir Lounge Portland, OR

Live Music Venue Lounge & Bar

Doug Fir Lounge is the renowned **music venue** situated below the Doug Fir Restaurant. Doug Fir is adjacent to the 85-room **boutique hotel**, The Jupiter.

This is the first venue of its size in Portland that has been built from the ground up to house live music. Offering a state-of-the-art sound system, beautiful performance area and exceptional hospitality. Doug Fir Lounge delivers to Portland a world class restaurant and venue for bands, music lovers, and gourmands alike.

The **materiality** of the lounge also attracts patrons. The wood was used from Oregon timber. Since the Branched Oak Inn has a wood structure, this use of materials would work well in the renovated inn in Malcolm.



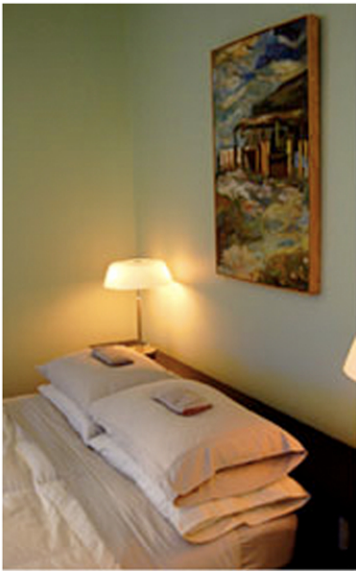
Research Analysis

Precedents

7

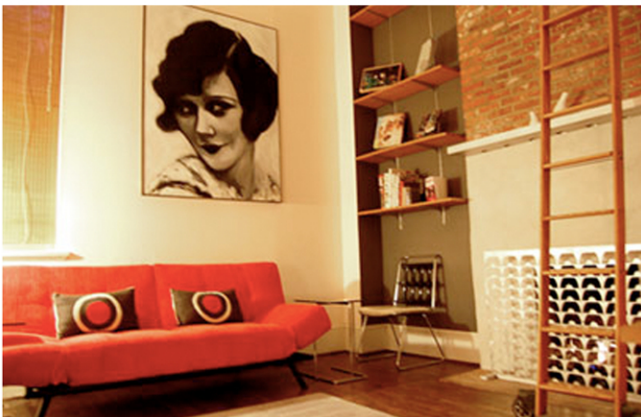
Dwell 912
Saint Louis, MO

Bed & Breakfast



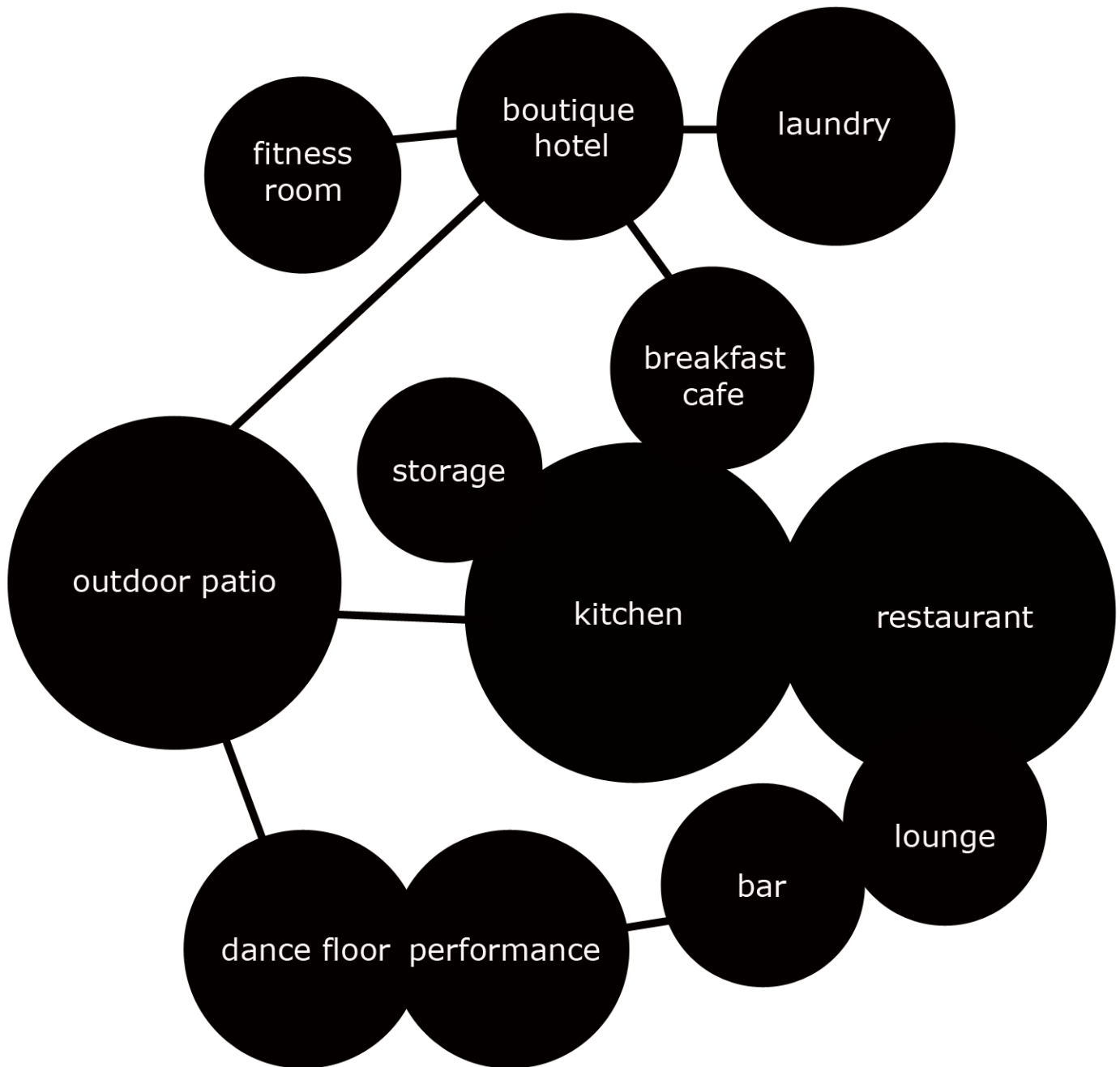
Dwell Nine Twelve is a private apartment bed and breakfast attached to a 3,500 square foot home in the historic LaSalle Park neighborhood just south of downtown Saint Louis, Missouri. Separate from the main house, this **modern b&b** is accessed by its own separate entry through the side yard, making this urban hotel' the perfect St. Louis getaway for extended-stay, business and leisure travelers.

Peppered with local art throughout the space the aesthetics create an experience that is not only relaxing, but engaging as well. On the first level, the **modern lounge**, accented by a gas fireplace, invites guests to chill on chilly nights. While during warm weather, the outdoor courtyard beckons guests with professional landscaping.



Breakfast is prepared and supplied, the full kitchen is also armed with cooking necessities so gourmet guests can create their own meals or even stock a few of their own provisions for a quick nosh. Be it take-out or dine-in anytime is mealtime at this boutique retreat.




Research Analysis Diagram



Research Analysis

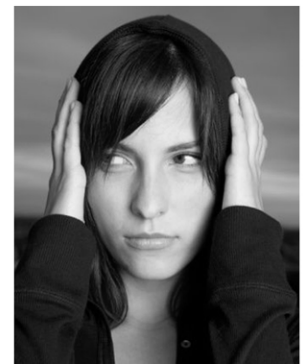
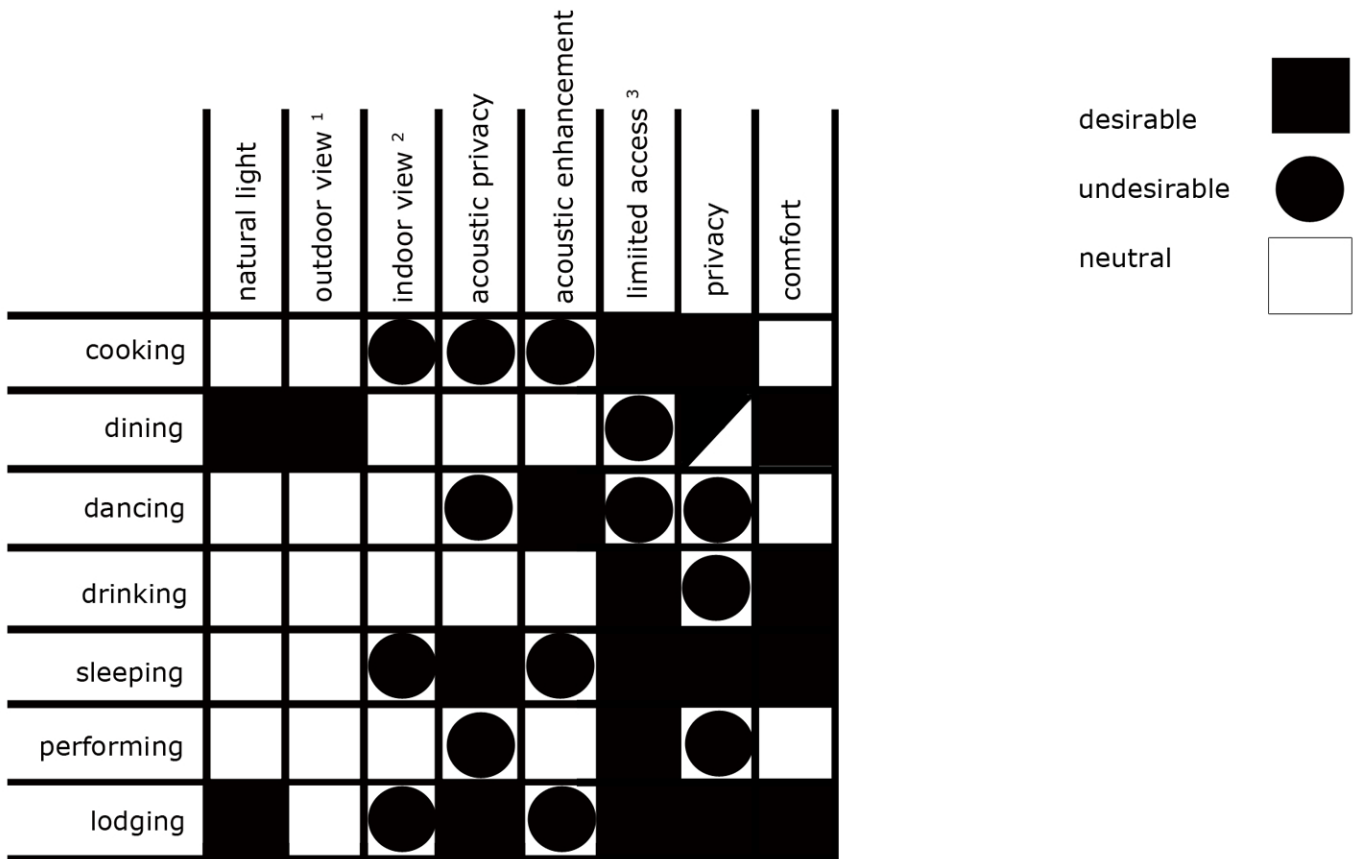
Space Adjacency

| | breakfast ¹ | kitchen | performance ² | refrigeration | restrooms | laundry room | outdoor patio | storage | lounge | bar | hotel rooms | fitness room |
|--------------------------|------------------------|---------|--------------------------|---------------|-----------|--------------|---------------|---------|--------|-----|-------------|--------------|
| breakfast ¹ | | | ● | | | | | | | ● | | |
| kitchen | | | | | | ● | | | | | ● | ● |
| performance ² | ● | | | ● | | ● | | | | | ● | ● |
| refrigeration | | | ● | | | ● | ● | | ● | ● | ● | ● |
| restrooms | | | | | | | | | | | | |
| laundry room | | ● | ● | ● | | | ● | ● | ● | ● | | |
| outdoor patio | | | | ● | | ● | | | | | | |
| storage | | | | | | ● | | | | | ● | |
| lounge | | | | ● | | ● | | | | | | ● |
| bar | ● | | | ● | | ● | | | | | | ● |
| hotel rooms | | ● | ● | ● | | | | ● | | | | |
| fitness room | | ● | ● | ● | | | | | ● | ● | | |

desirable 
 undesirable 
 neutral 

- 1- Breakfast is for hotel patrons only
- 2- Performance indicates raised platform or stage for music and entertainment

Characteristic Analysis



- 1- view to 2nd street (facing south)
- 2- activity indoors is visible from outdoors
- 3- limitations include staff only, 21 & over, & hotel guest only

Research Analysis

Lighting

Breakfast

Ample light is needed so that customers can read the morning newspapers while enjoying their coffee and/or breakfast.

Lunch

A moderate level of lighting will help to create a fast turnover of customers, especially needed for lunch rushes.

Dinner

The dinner hour requires a low intensity of light to create an intimate and leisurely atmosphere.



Family dining Establishments

Well lit to give the impression of fast service with decorative fixtures to create a homey atmosphere.

Fine dining

Requires a low intensity of light to create an intimate and leisurely atmosphere and imply a high quality meal. Low levels of lighting are generally associated with higher prices and a high quality of service. Too dark and customers can't see and enjoy the appearance of the masterpieces your Chefs have created and could have difficulty reading their menus. Also, you need to have enough light so that your staff and customers don't trip or fall.

Kitchen

This area should be well lit to prevent accidents, increase efficiency, facilitate quality control and prevent waste. Fluorescent light fixtures are recommended because of their efficiency and cool operating temperatures.

Research Analysis

Color

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Blue and purple:

These colors are usually the subconscious mind anchors blue or purple to toxins. Yes, I know there are some healthy Chinese food that is blue, yet studies showed that they decrease your appetite. If you want a lot of customers to come to your restaurant and eat a lot, avoid the blue color.

Yellow:

Yellow is an irritating color. Some fast food restaurants paint their walls in yellow in order to let people order food and leave (to free more space for new customers).

Green:

Green is anchored in our mind with nature and that's what makes people comfortable and want to stay in a room painted in green.

Red:

Red is a very eye-catching color and this makes it useful in case that you want to draw some attention to your restaurant, but take care, do not over use the red color because still it's an irritating color. It's a good idea to use some red to catch the eye if your restaurant lies in between many other ones. Red stimulates a faster heartbeat and breathing and it stimulates appetite.



Research Analysis

Color

13

Light and Cool Colors Recede

Light and cool colors can make a small space seem bigger.

Dark and Warm Colors Advance

Dark and warm colors can be used in large rooms to keep the space from feeling vast.

Bold, Primary Colors = Speed

Primary colors are appropriate for encouraging fast food turnover and in children's areas.

Subtle Colors are Restful

Pastels can make a room feel bigger and often have a calming, peaceful effect.

Color Can Convey a Style

Color can evoke a theme or style: For example, Green for nature, pastels for Post-Modernism, red, black & white for a 1950's diner look or gray & pink combinations for a 1930's, 1940's Art Deco Look.

Colors Should Relate to Climate

Warm colors feel right in colder climate restaurants, cool colors feel right in warmer climate restaurants.



Research Analysis

Color

14

BLUE

Blue goes well with warm colors and materials.

BLACK

Black can have negative sociological connotations.

Black can be very stylish and and modern. Black works well as an accent with other colors.

WHITE

White suggests the virginal, the cold and the clean (think table linen).

White walls can encourage turnover and are in keeping with the bright, clean atmosphere of a fast food environment. Too much white can cause glare.

NEUTRALS

Dark browns suggest masculinity, lighter browns warmth and femininity.

A neutral background allows for flexibility.



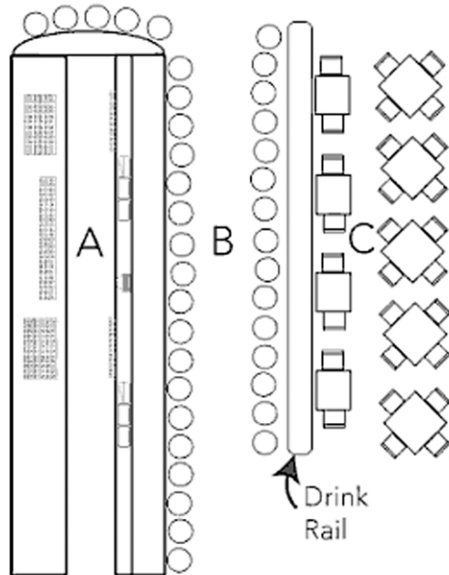
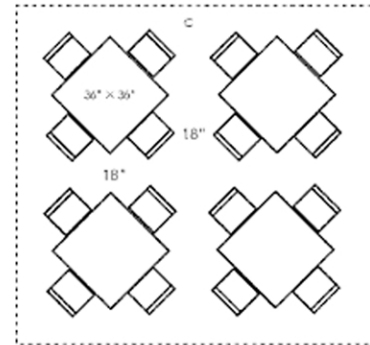


Figure 4.13
A bar is typically divided into three areas: (a) Production and storage, (b) Service area, (c) Cocktail seating. Drink rails help divide the scene into a more active service area on one side of the rail, and a quieter lounge area filled with tables and chairs on the other side.



11' 6" x 11' 6" = 133 □ per 16 seats

Figure 4.24
The layout of seating and tables affects the square footage requirement per seat. In (A), 14 square feet is required per seat. (B) requires 11½ square feet per seat. In (C), the most efficient layout, only 8½ square feet is required per seat.

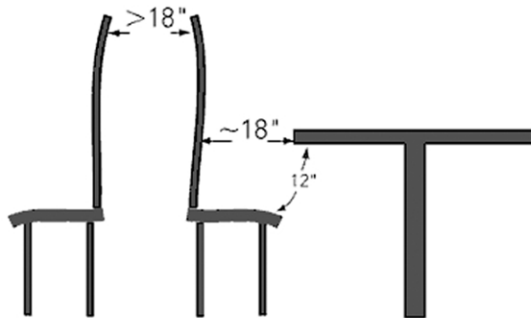


Figure 4.20
At least 18 inches of space should be planned between chairs to prevent customers from getting bumped as servers and guests pass by. The same distance from the chair back to the table edge serves as a guideline. The seat cushion should sit 12 inches below the tabletop. The same rules apply to booth and banquet seating.

TABLE 4.1 FRONT-OF-THE-HOUSE SQUARE FOOTAGE ESTIMATES

| Type of Service | Square Footage per Seat |
|-----------------|-------------------------|
| À la carte | 8–16 |
| Full-service | 16–20 |
| Quick service | 10–14 |
| Banquet | 10–16 |
| Family style | 13–16 |
| Buffet | 12–18 |
| Cafeteria | 12–15 |

rotating
growth



Conceptual Design

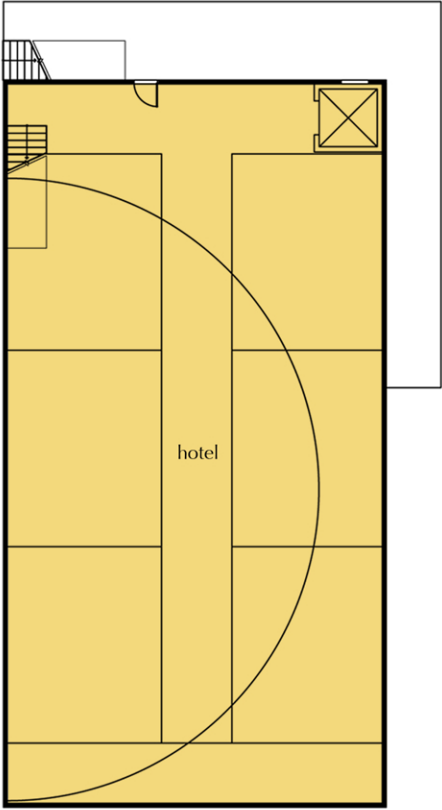
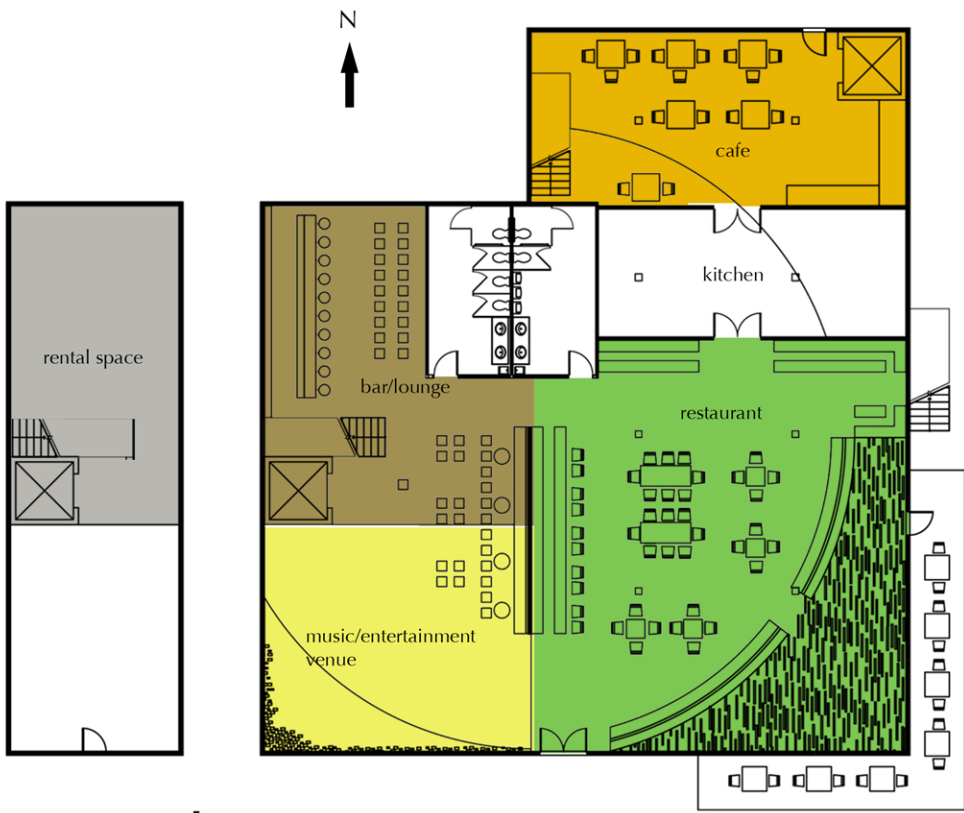


Process Documentation Model



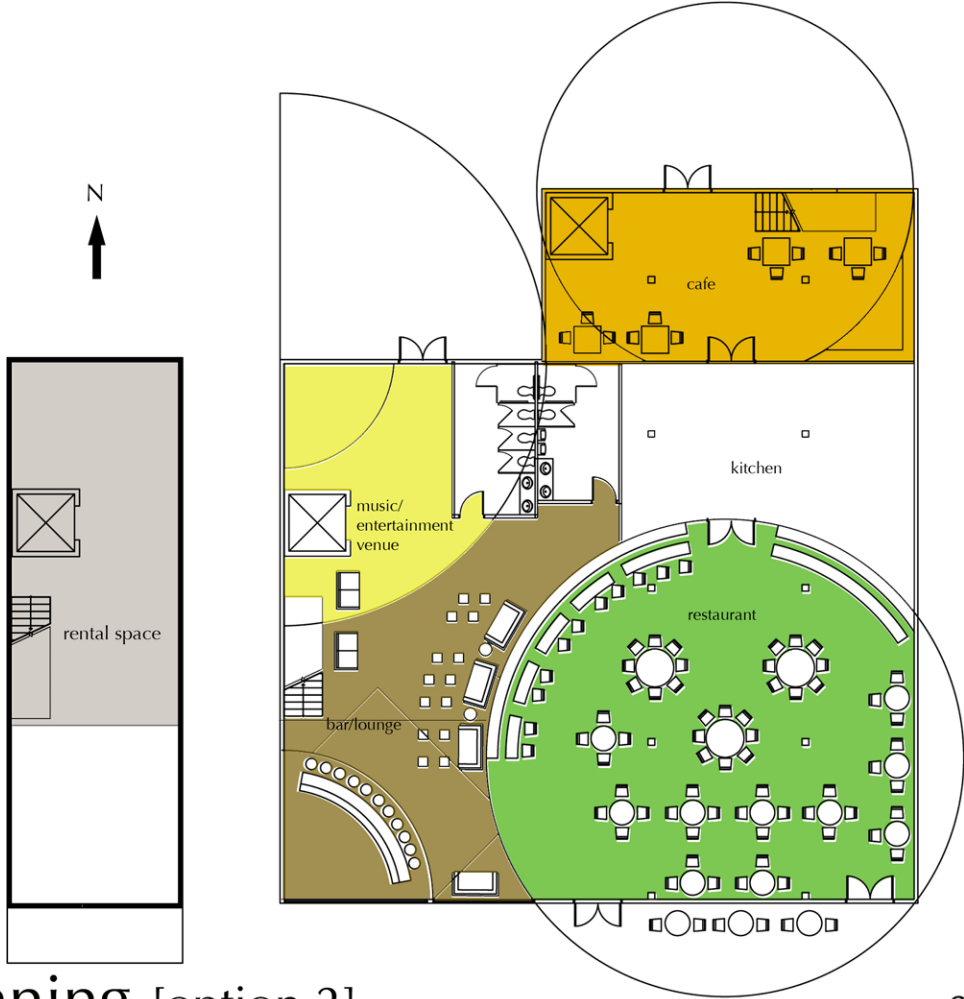


Process Documentation Plans



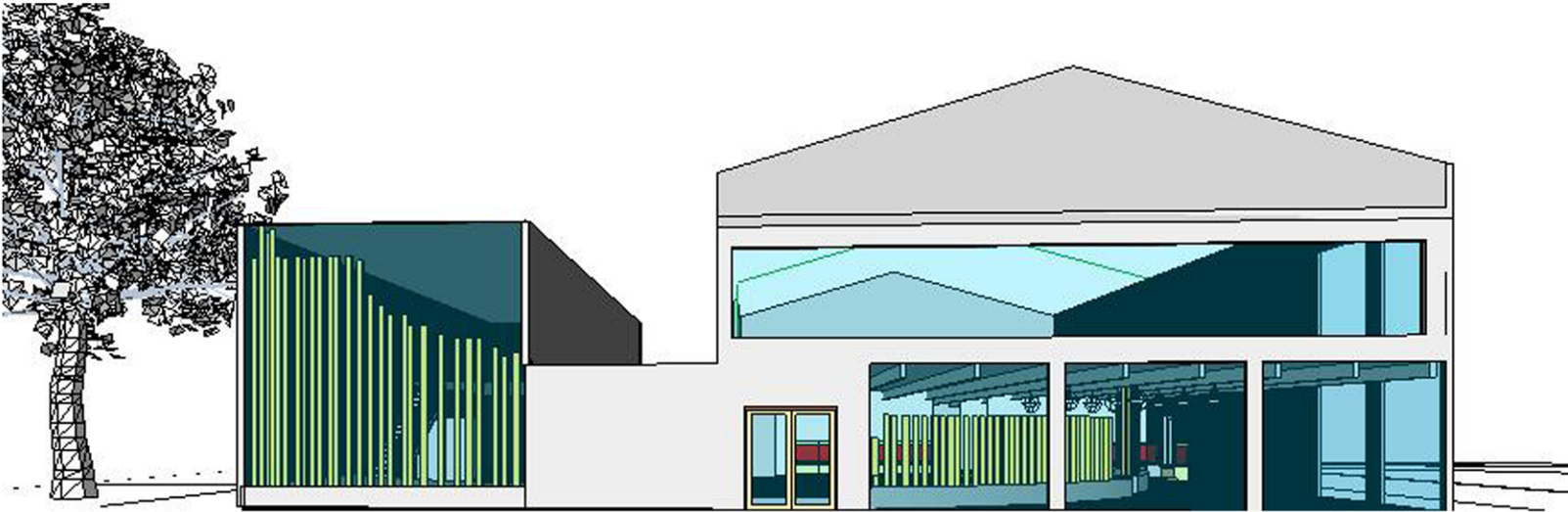
space planning [option 1]

Process Documentation Plans

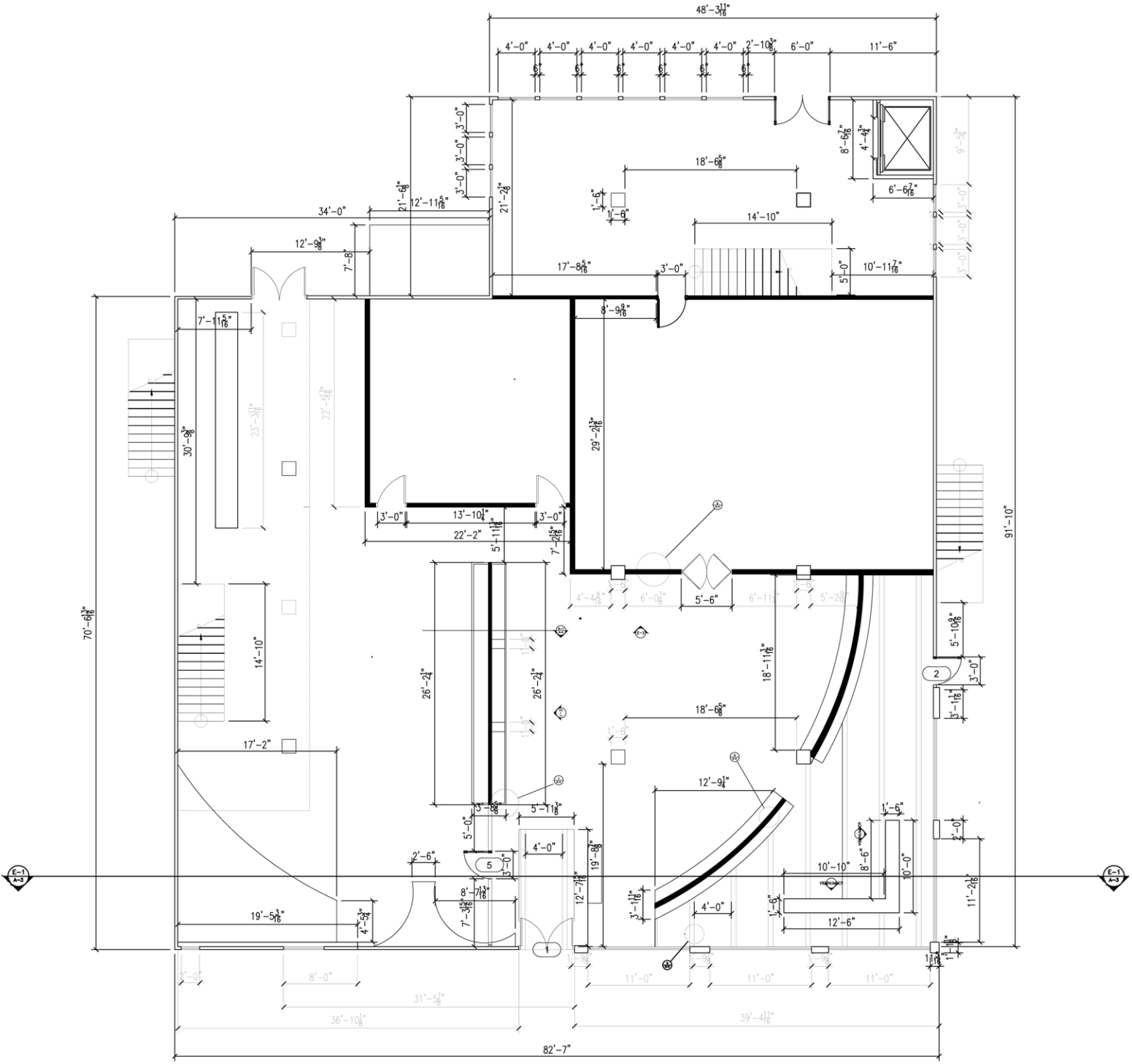


space planning [option 2]

scale: 1'=1/16"







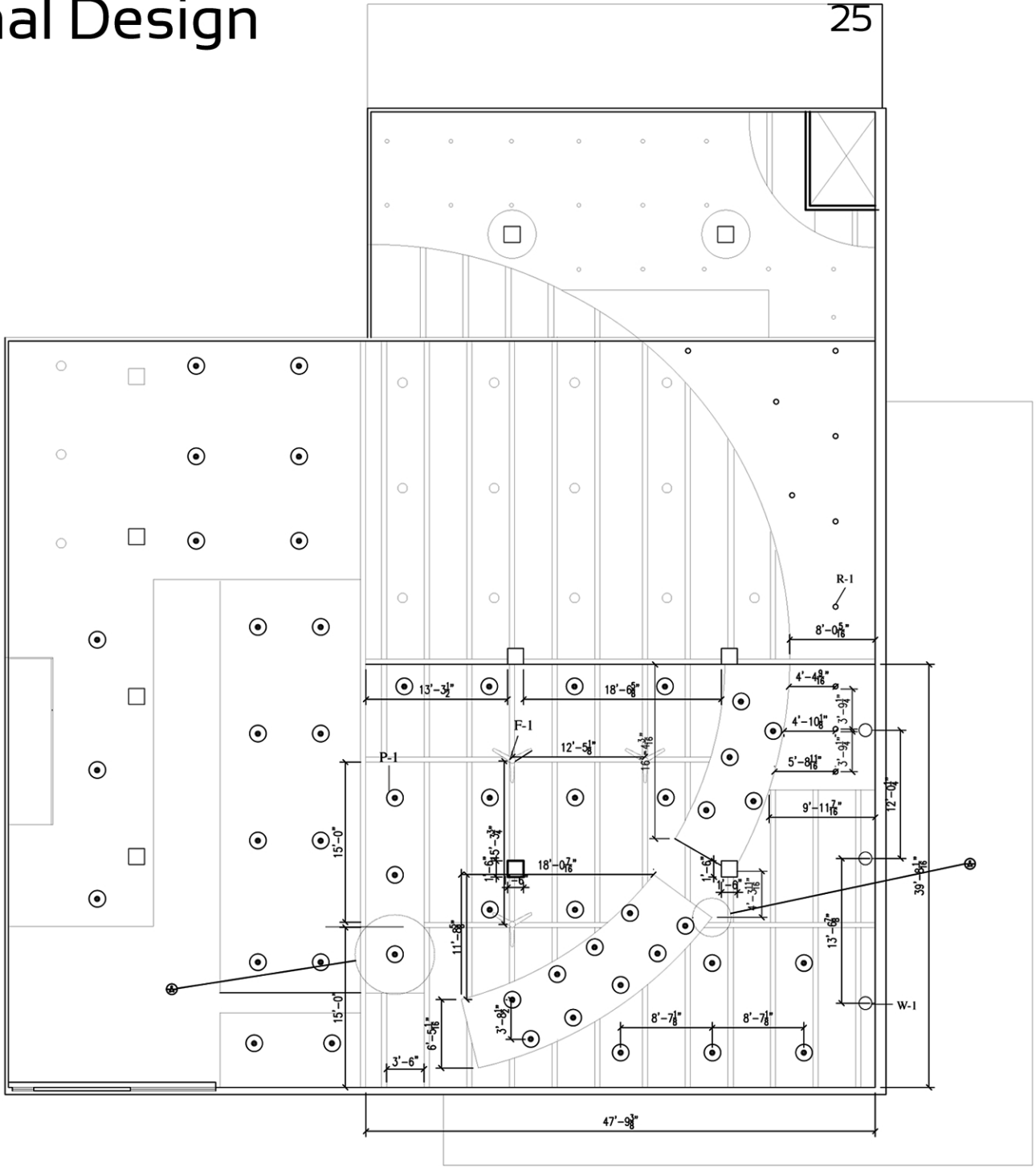
1 FIRST FLOOR PLAN
SCALE: 1/16" = 1'

↑
N

NEW WALLS
 EXISTING WALLS

Final Design

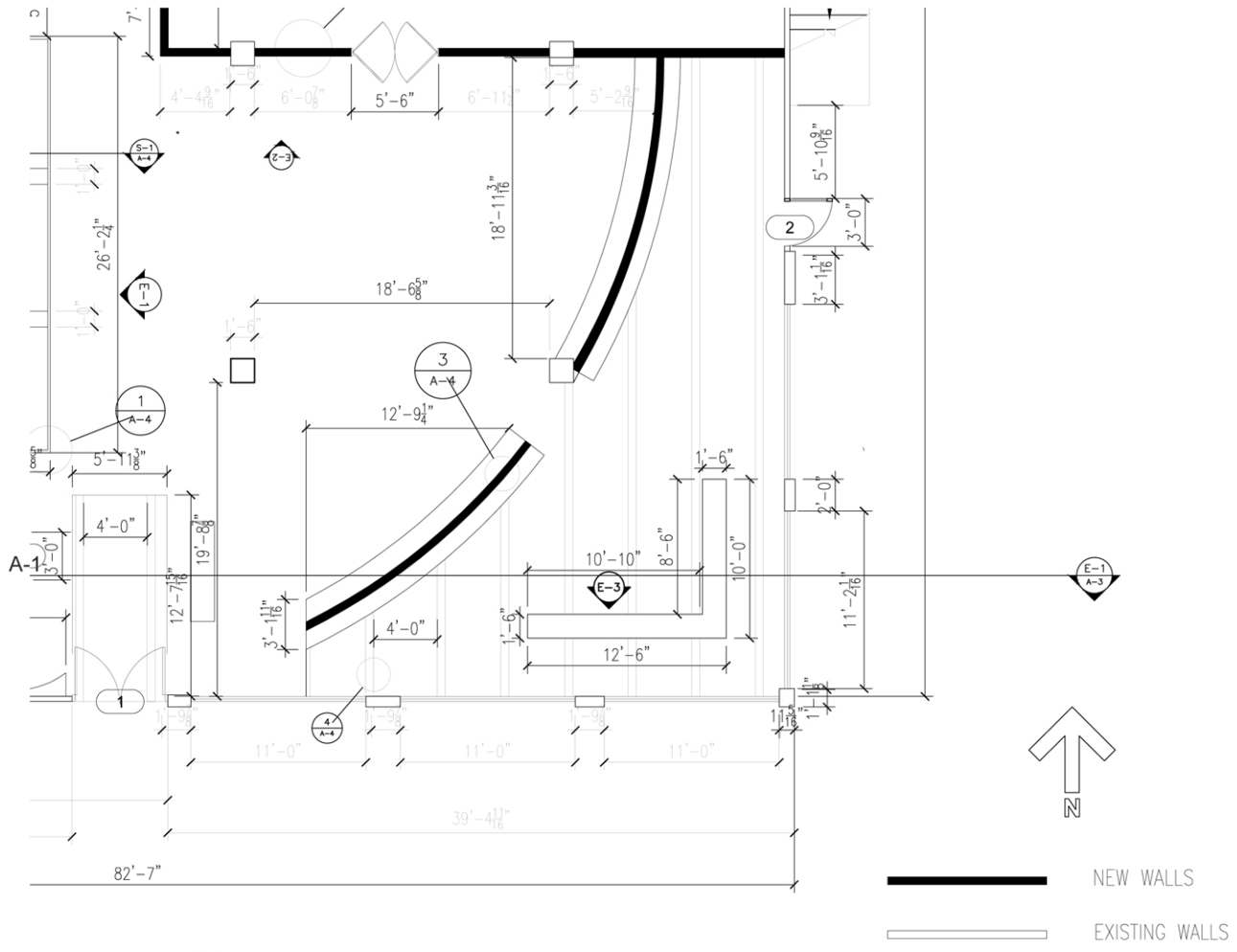
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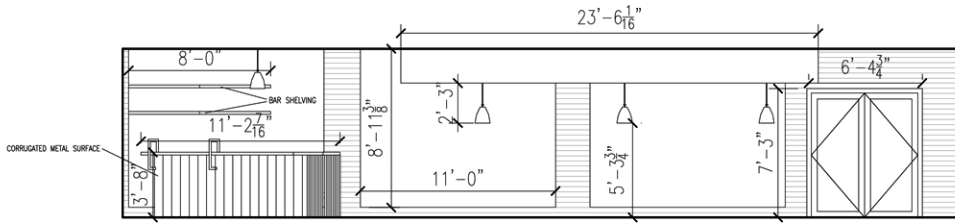
- ⊙ PENDANT INCANDESCENT LIGHT FIXTURE
- RECESSED COMPACT FLUORESCENT LIGHT FIXTURE
- ⊖ WALL MOUNTED INCANDESCENT

1 FIRST FLOOR CEILING PLAN
SCALE: 1/16"=1'

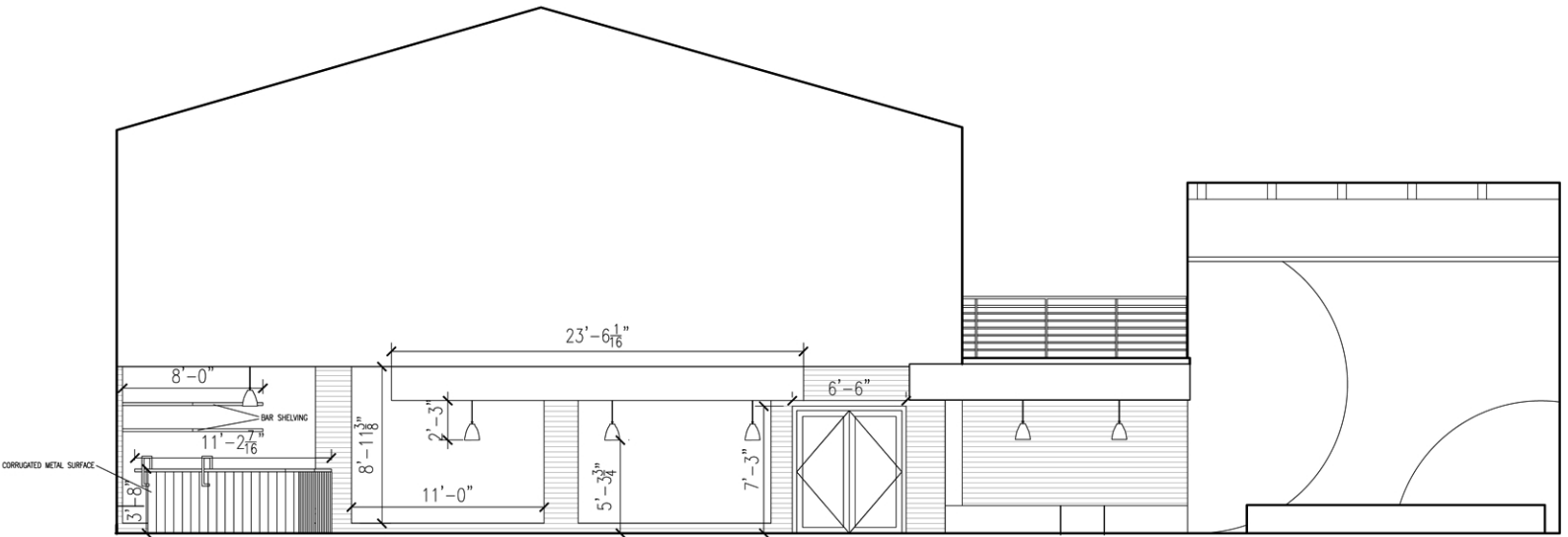
LEGEND



1 FIRST FLOOR PLAN
SCALE: 1/8"=1'



E-3 SOUTH RESTAURANT/LOUNGE ELEVATION
SCALE: 1/8"=1'



E-4 SOUTH INTERIOR ELEVATION
SCALE: 1/8"=1'

126 W 2nd Street

Malcolm, NE

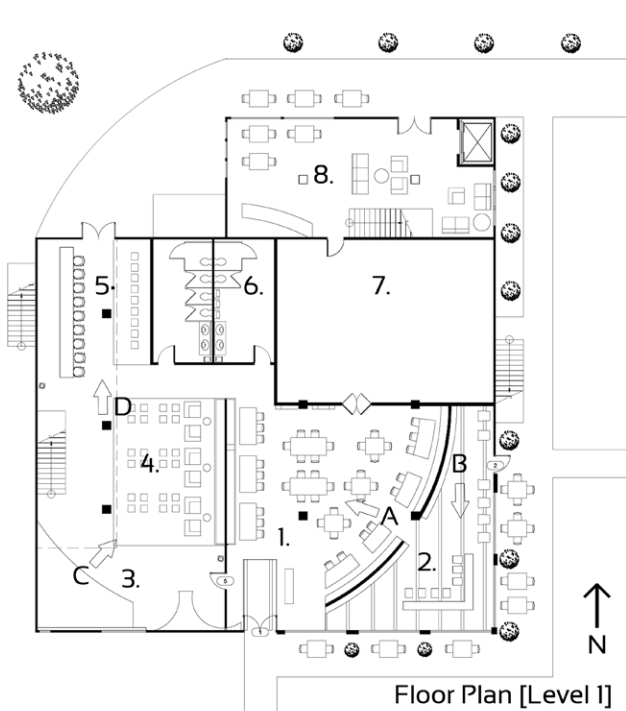
branch



anne rezac



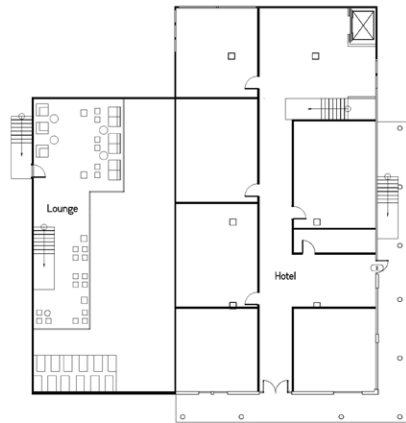
view A



- 1. Restaurant Dining
- 2. Bar/Lounge
- 3. Stage & Performance
- 4. Lounge
- 5. Bar/Lounge
- 6. Restrooms
- 7. Commercial Kitchen
- 8. Hotel Registration/Lounge



view B



Floor Plan [Level 2]
1' = 3/32"



view C

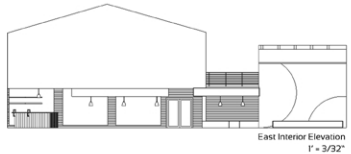


view D



RCP 1/8" = 1'

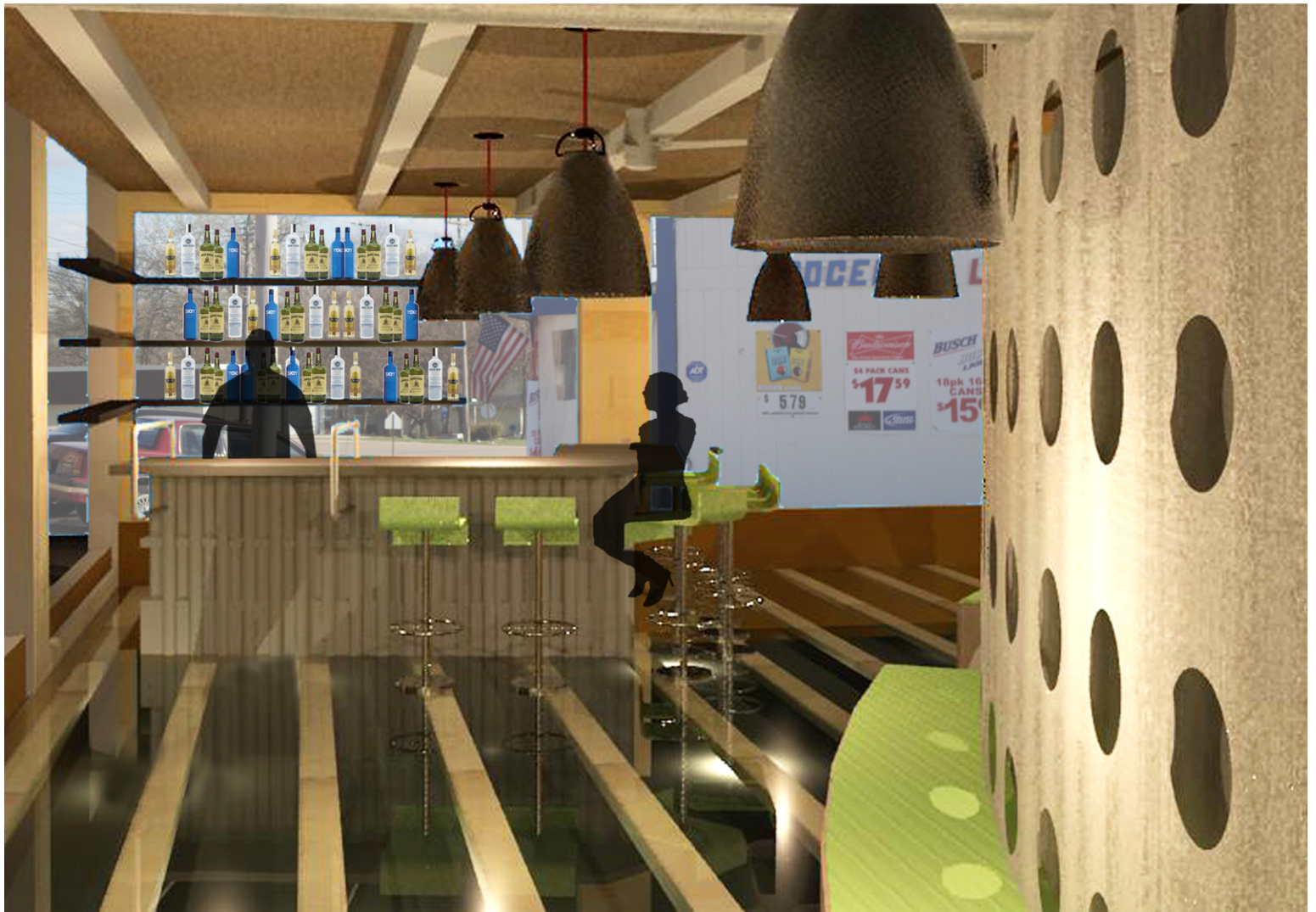
[rotating growth]



East Interior Elevation
1" = 3/32"













Branch utilizes materials, lighting, and accents that provide patrons with a place to enjoy local cuisine with a casual atmosphere. The restaurant provides a family-friendly dining experience while the lounge & venue offer a location for nightlife for Malcolm. The history of the original building is reflected in the exterior form, and the exposed floor in the lounge. The exterior also combines modern design with the original frame of the building.

Acknowledgements

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