

CAFE DELANO PROGRAMMING

Commercial Studio: INDS 1345

By Kali Steele

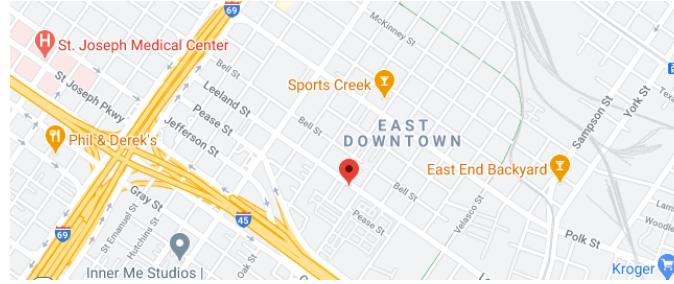
Prof. Kevin Hamby

April 17, 2021

INTRODUCTION AND CONTENTS:

INTRODUCTION:

- Café Delano is a new restaurant that offers seasonal cuisine
- Located in the EaDo (East Downtown) District of Houston
- On the first floor, east wing and courtyard of the historic Schlumberg Building
- Designed under COVID-19 Protocols and Guidelines
- Clients are inspired by the area and want their café to reflect that
- Would like to become a staple of the community and work in partnership with other small companies



CONTENTS:

- Inspiration:
 - Dynamic Restaurant Design in Houston
- COVID 19 and CDC Guidelines for Restaurants
 - Why
 - Texas Restrictions
 - CDC Overall Guidelines
 - Considerations for Interiors
 - Considerations for Exteriors
- Building and Site Research
 - The Building
 - The Location
 - The Site
- Neighborhood Research
 - Style
 - Transportation
 - Points of Interest
 - District
 - Culture
- The Clients and Requirements
- Inspiration:
 - EaDo District
- Design Concept Development
 - Style and Ideology of Post Modernism
 - Style and Ideology of Memphis Style
 - Cyclical Menu
- Design Concept Statement

INSPIRATION: HOUSTON RESTAURANT DESIGN

BARNABY'S:

- Open air patio, but provides umbrellas to shade from sun and elements
- Accent lighting string above to give a great night-time ambience.
- Interior Striped theme carries throughout space, even bar
- Light fixtures and back wall are in the same style



Barnaby's Exterior



Barnaby's Interior

INSPIRATION: HOUSTON RESTAURANT DESIGN

SIPHON COFFEE:

- Industrial design
- Multiple options for seating: Lounge, Bar height, small tables, large tables
- Open Café/ Coffee area for patrons to order and see employees work
- Exterior has a colorful graffiti wall mixed with greenery and awnings



Siphon's Exterior



Siphon's Interior

INSPIRATION: HOUSTON RESTAURANT DESIGN

BOOMTOWN COFFEE:

- Industrial design
- Multiple options for seating: Lounge, Bar height, small tables, large tables
- Open Café/ Coffee area for patrons to order and see employees work
- Exterior is covered completely and offers some seating variety



Boomtown's Exterior



Boomtown's Interior

INSPIRATION: HOUSTON RESTAURANT DESIGN

THE CLASSIC

- Interior is a balance of mood that can make a guest feel comfortable with lingering.
- Layers of lighting- task and ambient
- Multiple seating options: tables and chairs, booths
- Exterior has brightly colored furniture, as well as seating for different situations.
- Overhead pergola provides some sun protection



Classic's Exterior



Classic's Interior

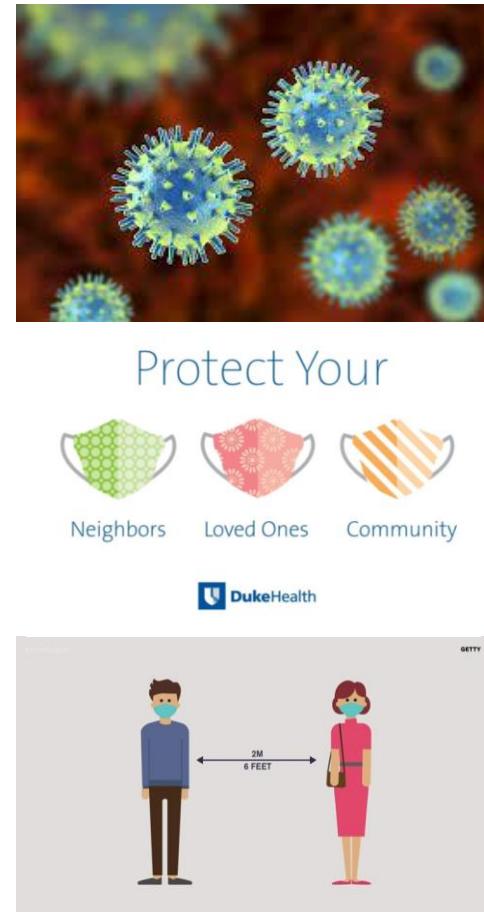
COVID-19 AND CDC GUIDELINES:

WHY:

- The COVID-19 Virus is a global issue that has affected America since the end of 2019.
- With a virus that can spread easily through the air, restrictions were placed on all public areas to prevent the spread of disease

TEXAS RESTRICTIONS:

- As of March 10, 2021, Governor Greg Abbott allowed Texas Restaurants to resume 100% of their indoor seating.
- Also announced was the lifting of the “mask mandate”, allowing restaurants to decide for themselves if they will require guests and employees to wear masks.



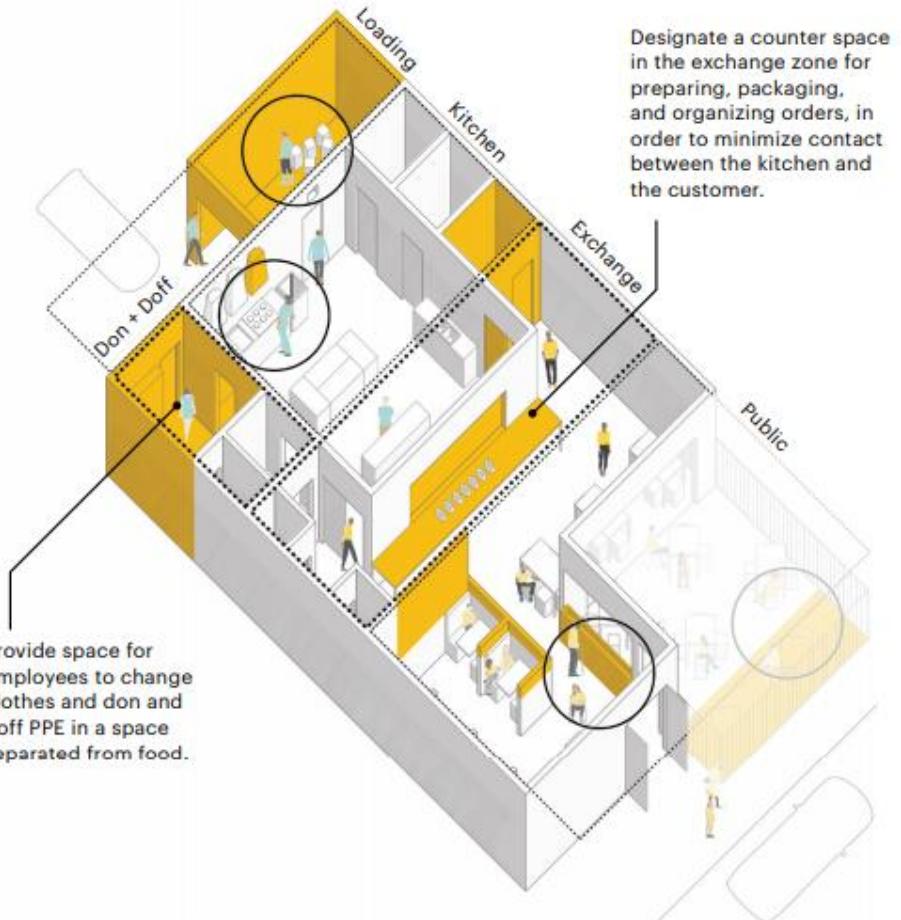
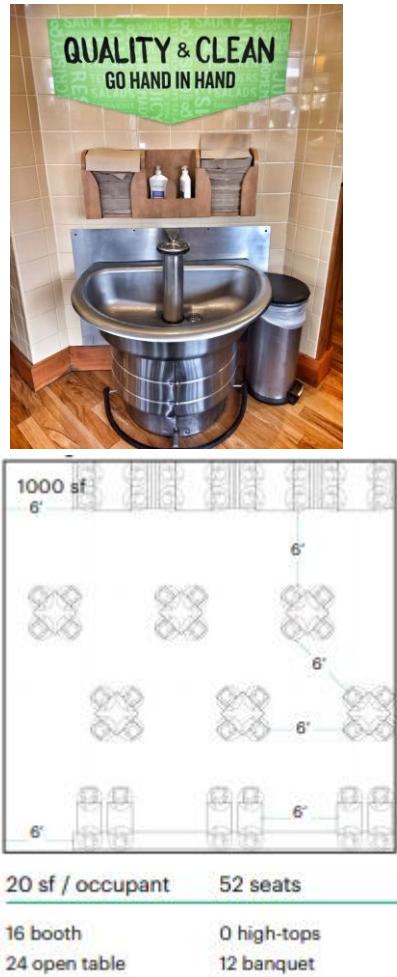
CDC OVERALL GUIDELINES:

- Employees must frequently wash hands
- Employees and guests must wear masks when possible
- Have supplies to support hygiene
- Clean and disinfect frequently
- Use disposable food service items
- Use touchless payment options
- Offer drive through, delivery ,and take-out options.
- Prioritize outdoor seating
- Change layout of tables and chairs for 6' spacing
- Consider barriers, partitions, and sneeze guards
- Discourage crowded waiting areas; offer systems like a notification service for when tables are ready
- Stagger staff shifts and break times
- Post signs to promote healthy habits

COVID-19 AND CDC GUIDELINES:

THINGS TO CONSIDER FOR INTERIORS:

- Designate spaces to limit virus contamination
 - Offer a designated entry for employees, where their temperature can be checked and logged.
 - A changing and storage area can provide space to don clean attire and PPE
- Eliminate touch points if possible, such as adding a occupancy-sensor door or a foot opener in the bathroom.
- Rethink handwashing:
 - Providing additional handwashing stations outside the lavatory area can promote sanitation
- Control how many hands the food will go in
 - Pickup and takeout can go directly from back of house to customer
- Consider types of seating that can be adapted to COVID-19
 - Booths can have higher barriers
 - Tables are flexible and can accommodate larger groups, but better in larger spaces
 - High tops and bars are not great for social distancing; but some stools can be put away to ensure compliance
 - Banquets are great for long walls, but every other table will be useless for now.



COVID-19 AND CDC GUIDELINES:

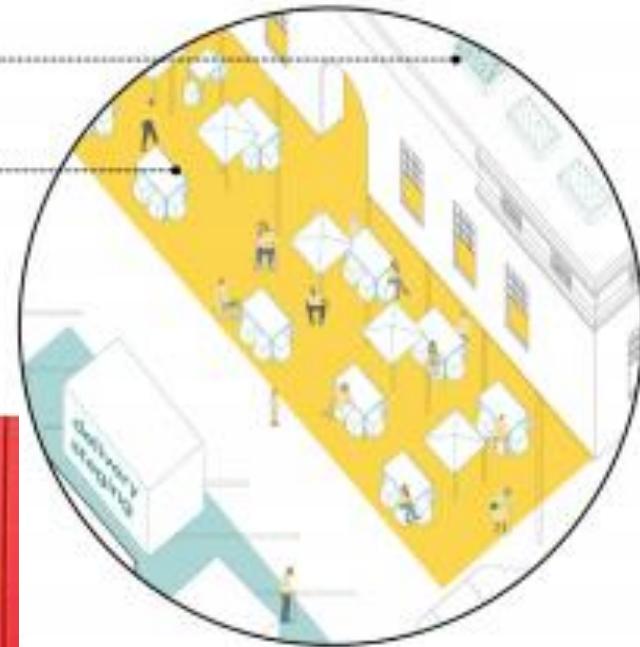
THINGS TO CONSIDER FOR EXTERIORS:

- If the restaurant does not own outdoor seating, or it is limited, consider using part of the parking lot and transforming it into an outdoor seating area
- Some places like New York have allowed restaurants to occupy street space
- When considering outdoor options, fresh air is the reason that it allows for more seating.
 - Be wary that if you are enclosing a space, it is more than 50% open, otherwise, the indoor regulations would apply
- Consider roofs, pergolas, canvas, louvers, or other options for protecting patrons from rain, cold, wind, and sun.
- If using a parking lot or street space, remember to consider where restaurant deliveries will occur
- Visually instruct patrons on your requirements for takeout, pickup, masks and safety protocol, and payment options.
 - Provide masks and sanitizer for clients who may wish to dine, but are unprepared.
- Overall, reassure clients and employees that safety protocols are being followed, and check that they are being enacted.



Localize food production in underutilized spaces like roofs and vacant plots to minimize supply chain hand-offs.

Alleys can provide overflow space for delivery, storage, and even dining.



BUILDING AND SITE RESEARCH:

BUILDING:

- Known as the “Schlumberger Building”, it was previously the headquarters for oil services of Schlumberger.
- Built in 1938.
- Purchased by David Denenberg to preserve



Front Entrance on Leeland Street

- Style: Art Deco
- Size: 25,000 square feet
- 3 stories high with rooftop access



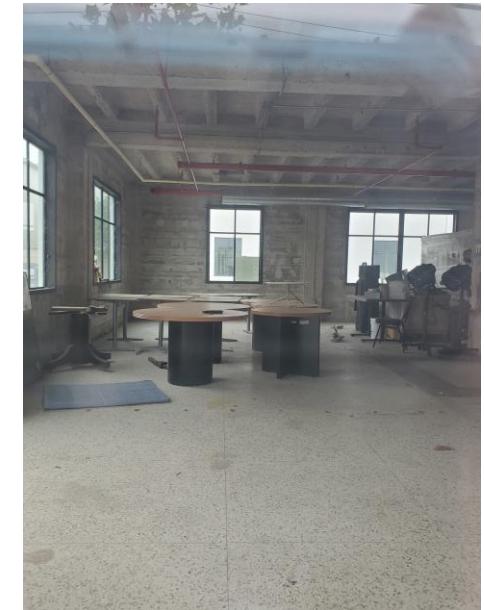
Front Entry Area

LOCATION:

- 2720 Leeland Street, Houston TX 77003
- EaDo (East Downtown) District



Middle Area



Back near Parking

BUILDING AND SITE RESEARCH:

SITE:

- Café Delano is to be on the first floor, on the East wing on the building
- Courtyard area will be utilized
- Parking is accessed off Delano Street
- Main Entrance is located on Leeland Street



Back Entrance and Courtyard



Parking Lot off Delano Street



Entrance to Parking Lot
on Delano Street



Sidewalk to Front Entrance
on Leeland Street

NEIGHBORHOOD RESEARCH:

STYLE OF BUILDINGS:

- Subtractive design
- Warehouses
- Industrial style buildings
- Townhomes and apartments



Subtractive Design Townhomes

TRANSPORTATION:

- Metro Transit Bus Access
- Metro Light Rail Tram Access
- Biking friendly
- Within walking distance of many points of interest



Industrial Design



Warehouses

POINTS OF INTEREST:

- Minute Maid Park- Baseball Stadium
- BBVA Soccer Stadium
- Discovery Green Park
- George R. Brown Convention Center
- Toyota Center- Basketball Stadium



Metro Light Rail Tram Access

NEIGHBORHOOD RESEARCH:

DISTRICT:

- EaDo (East downtown) is quickly becoming a district that business and boutiques are seeing as a great opportunity
- Not as developed as other areas of Houston, it provides opportunity for smaller companies to be able to get a great location without the price of being in the center of downtown.
- With plans in place to improve infrastructure, roadways, and public utilities, EaDo will continue to grow

CULTURE:

- Already the home of many unique businesses, EaDo is making a name for itself as an art- loving, diverse, and ethnic area.
- Type of businesses in EaDo are: Grocery marts, restaurants, bars, nightclubs, and art galleries.
- Interesting art and graffiti is commonplace in EaDo and is becoming a huge part of the culture of that area.



Graffiti art walls seen within minutes of driving near Café Delano's location

CLIENT REQUIREMENTS:

WHO THEY ARE:

- Best Friends, Mark and Steve



CAFE OFFERINGS:

- Open for breakfast, lunch, dinner, and late night
- Quick, easy, and simple food
- Take-out and pick-up available
- Iconic “Picnic Basket” offering: build your own basket



INSPIRATION:

- The clients are inspired from the neighborhood and district of EaDo
- Urban, Creative, Historic, Diverse



COLLABORATIONS:

- Work with local neighborhood businesses
- Would like to host pop-up markets
- Would like to host farmer's markets

EVOLVING UNDER COVID PROTOCOLS:

- Following CDC and Local guidelines in their new design
- Creative solutions to service their patrons effectively
 - Curb-side
 - Pickup window
 - Takeout and Pick-up Counter
- Versatility for when pandemic is over and café can resume full service business

INSPIRATION: EADO DISTRICT

GRAFFITI WALLS:

- Businesses all throughout EaDo are adorning their walls with handmade Graffiti walls by local artists.
- Even large chains, like McDonalds and Frost bank are adapting their brand for this unique opportunity
- Both a great attraction and a way to portray creativity, these murals can be seen all throughout EaDo
- Within this artistic expression, themes for the graffiti can be seen

ABSTRACT:

- Enjoying just the creativity of color of the abstract building of shapes, some graffiti art walls are just abstract



INSPIRATION: EADO DISTRICT

SPACE THEMED:

- With NASA nearby, space and astronauts are a great way to pay homage to Houston's Space Industry



HOUSTON THEMED:

- Representing Houston and Specifically the Eado District, you'll see icons of Houston, such as the skyline or team sports use as inspiration.



INSPIRATION: EADO DISTRICT

NATURE THEMED:

- Enjoying the aspect of nature, whether flowers or animals, these artists used their skills to highlight nature.



DESIGN CONCEPT DEVELOPMENT:

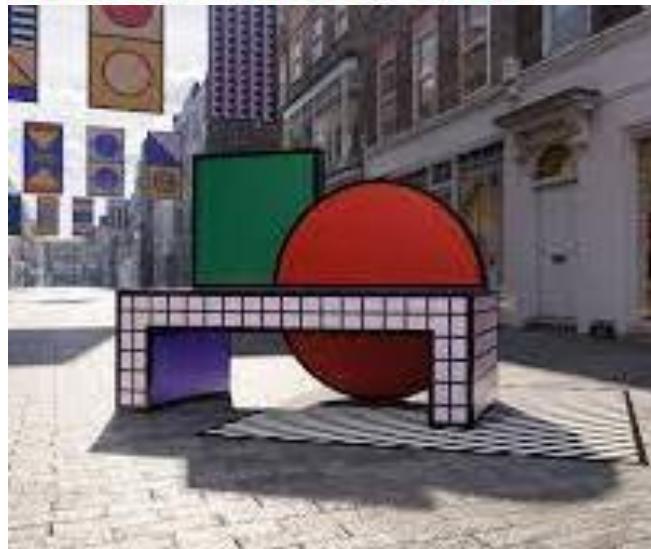
STYLE AND IDEOLOGY:

Post Modernism:

- Rejects grand narratives and ideologies (aka the norm)
- Popular in 1980s and 1990s.
- Characterized by eclecticism, open to all groups, cultures, and traditions.
- Criticizes the institutionalized authority in multiple contexts, it goes against the norm.

HOW THIS WILL INFLUENCE THE DESIGN:

- We are going against the “norm” of designing this restaurant in boring, constrictive ways.
- Post Modernism created a world that accepted ideas from everyone and was willing to be bold in this portrayal. Similar to this idea, the EaDo District of Houston has the same ideology.
- Bold, creative, inclusive, and interesting design ideas will be used.



DESIGN CONCEPT DEVELOPMENT:

STYLE AND IDEOLOGY:

Memphis Style:

- Popular in 1980s
- Displays bold colors and patterns
- Inspired by a Bob Dylan song, "Stuck Inside of Mobile with the Memphis Blues Again", the Memphis group began.
- They created "furniture, fabrics, patterns, ceramics, and other products."
- They used a distinct Postmodern style, blending 1950's Kitsch, Art Deco, and Pop Art

HOW THIS WILL INFLUENCE THE DESIGN:

- With the building being a Art Deco designed building, it seems to be the perfect fit that the new café has elements of Memphis Style and Postmodern design.
- Not only will elements of the bold style of this style be used, but also the freeform and creative ideology behind it.



DESIGN CONCEPT DEVELOPMENT:

THE CYCLICAL MENU:

- The menu offered at Café Delano will alter according to the seasons.
- This clever offering shows that the chef is bold, talented, willing to be creative, and is constantly changing and growing.
 - This will allow the chef to be continually inspired by new ingredients.
 - This helps with ingredients that are seasonally available
 - Gives clients a new experience each time, so they don't get burnt out on eating the same menu items
 - Is a great way to market to new clients that may have not enjoyed a previous menu item.



THE MENU AND COVID-19:

- With COVID-19, Restaurants have begun using digital menu boards, websites, and quick links such as QR codes to direct the customers to their menu, while still thinking of their safety.
 - Through the necessity of having a digital menu that can not be passed through layers of hands, restaurants have realized that this allows them more freedom to change and customize their menu.
 - Changing a menu allows the restaurant to "save face" if an ingredient has not been delivered, whether because of COVID delaying resources, or other reasons
- Additionally, this cyclical menu allows the restaurant to adapt for selling more take-out and pick-up friendly menu items.
- This also provides the opportunity for pop-up kitchens to work in the same space, and test out different menu items.

DESIGN CONCEPT STATEMENT:

STATEMENT:

A CULTURE OF CREATIVITY

CONCEPT:

Inspired by the neighborhood of EaDo, as well as Post Modern and Memphis Style Design, Café Delano will encourage the sense of creativity, boldness, and freedom. Using these design styles as stepping points, we will design a space that energizes the client and employee. With a cyclical menu based on the chef's creativity and local ingredients, the design of the space will both enhance the boldness of the chef and reflect the local talent.

SYNOPSIS OF KEY FACTORS:

There are a few key elements that bring this concept together:

1. Inspiration by the neighborhood of EaDo
2. Inspiration behind the ideology of Postmodern and Memphis Style design, that correlates to the same ideology of EaDo
3. The chef's cyclical menu that shows bold creativity



RESOURCES FOR RESEARCH:

CDC GUIDELINES AND TEXAS RESTRICTIONS:

- <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/business-employers/bars-restaurants.html>
- <https://www.restaurantbusinessonline.com/topics/texas-lifts-all-covid-related-restaurant-restrictions>
- <https://www.7shifts.com/blog/restaurant-floor-plan/>
- https://massdesigngroup.org/sites/default/files/multiple-file/2020-05/Spatial%20Strategies%20for%20Restaurants%20in%20Response%20to%20COVID-19_.pdf

BUILDING AND SITE RESEARCH:

- <https://www.bizjournals.com/houston/news/2017/01/16/new-owner-to-restore-old-schlumberger-building-in.html>
- <https://www.chron.com/business/real-estate/article/Schlumberger-building-to-be-remade-in-EaDo-10854832.php#photo-12185191>
- <http://swamplot.com/start-and-stop-on-schlumbergers-art-deco-former-headquarters-in-east-downtown/2016-01-14/>

NEIGHBORHOOD RESEARCH:

- <https://eadohouston.com/the-neighborhood/>
- <https://www.visithestontexas.com/about-houston/neighborhoods/eado-east-end/>
- <https://eadohouston.com/news/big-walls-bold-art-houston-graffiti-park/>

DESIGN CONCEPT DEVELOPMENT:

- <https://en.wikipedia.org/wiki/Postmodernism>
- <https://theconversation.com/explainer-what-is-postmodernism-20791>
- <https://design.tutsplus.com/articles/what-is-the-memphis-style--cms-31160>
- <https://www.touchbistro.com/blog/why-your-restaurant-menu-should-always-be-changing/>
- <https://upserve.com/restaurant-insider/how-restaurants-use-seasonal-concepts-to-attract-repeat-guests/>
- <https://www.qsrmagazine.com/news/r-house-launch-rotating-pop-kitchen-concept>

CAFE DELANO PROCESS WORK

- Criteria Matrix
- Bubble Diagrams
- Test Fits

Project: Café Delano

Date: April 25, 2021

Prepared By: Kali Steele

Commercial Studio Class

CRITERIA MATRIX

Key	Space	Sq. Footage	Adjacencies	Public Access	Visual Privacy	Acoustical Privacy	Seating Requirements	Lighting Needs	Plumbing	Special Equipment	Special Considerations
		1015	6	n	y	y		h	y	y	
1	Kitchen	1015	6	n	y	y		h	y	y	Kitchen can be partially open for viewing
2	Restrooms and Storage Closet	150	6	y	y	y		m	y		
3	Private Office	80		n	y	y	2	h	n		
4	Market Retail and Waiting	200	5,6	y	n	n		m	n	y	POS Systems
5	Bar, Coffee, and Bakery	200	4,6	y	n	n		m	y	y	Espresso Machines
6	Dining	1020	5,6	y	n	n	*	m	n		As many as possible w/ COVID-19 Guidelines
7											
8											
9											
10											
11											
12											
13											
14											
15											
16											
17											
18											

Total SQ.FT. Needed:

2665

Total SQ. FT. Available:

3505 sq ft

Less 25% For Circulation:

840 sq ft

Total SQ Ft for Spaces:

2665 sq ft

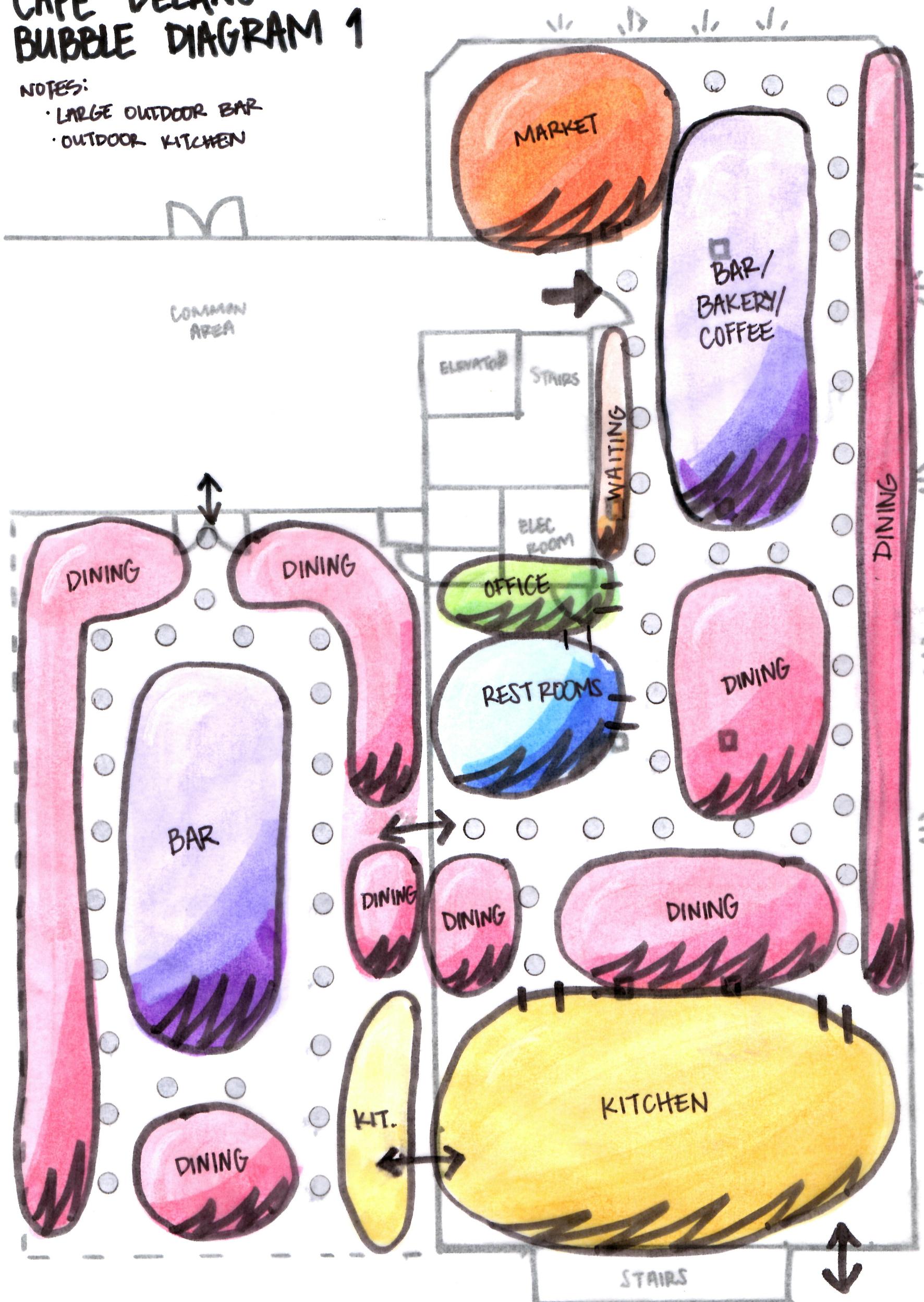
Legend

H=High
M=Medium
L=Low
Y=Yes N=No
I=Important
but not
req'd

CAFE' DELANO BUBBLE DIAGRAM 1

NOTES:

- LARGE OUTDOOR BAR
- OUTDOOR KITCHEN



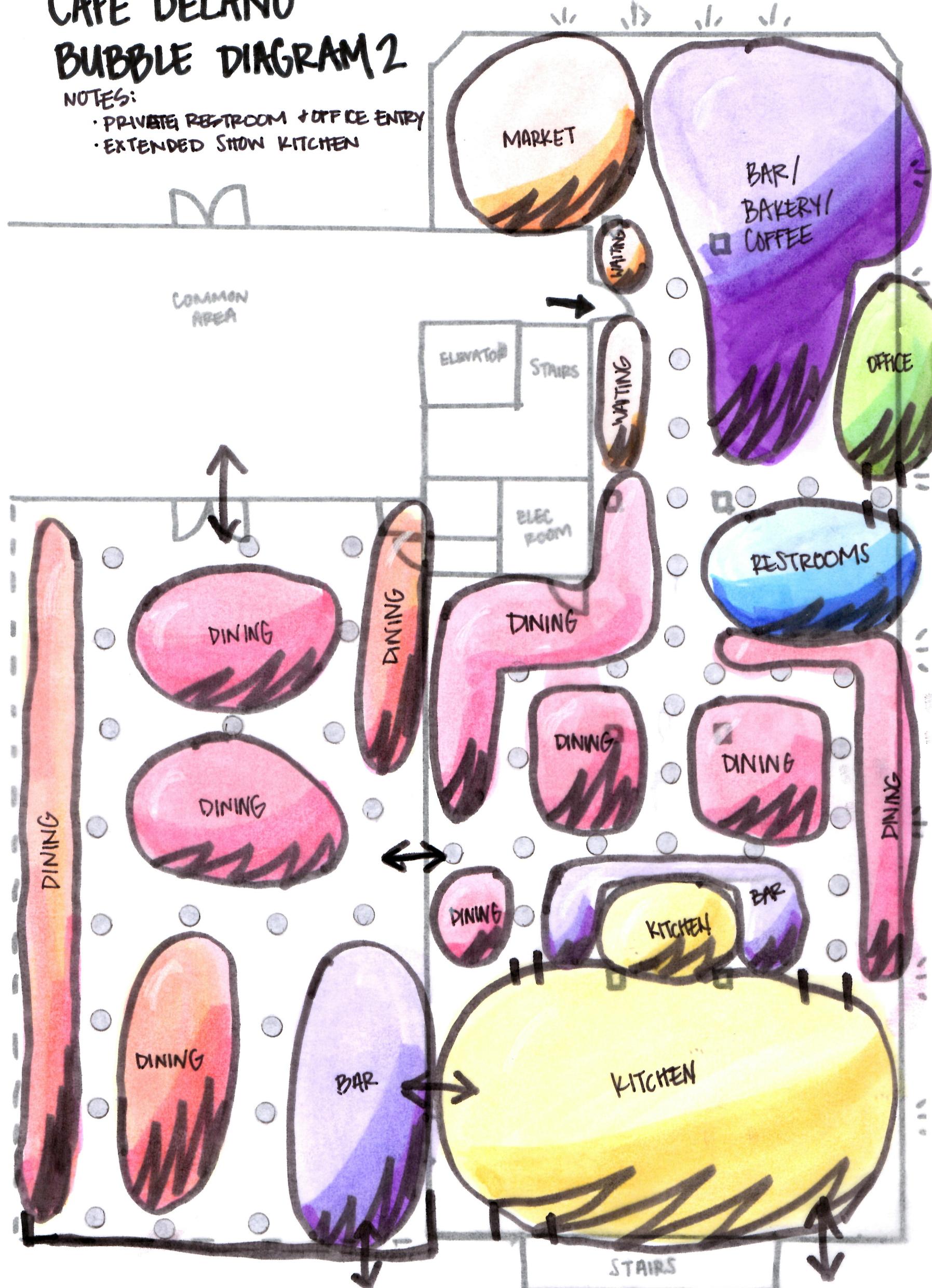
PARKING

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CAFE' DELANO BUBBLE DIAGRAM 2

NOTES:

- PRIVATE RESTROOM + OFFICE ENTRY
- EXTENDED SHOW KITCHEN



PARKING

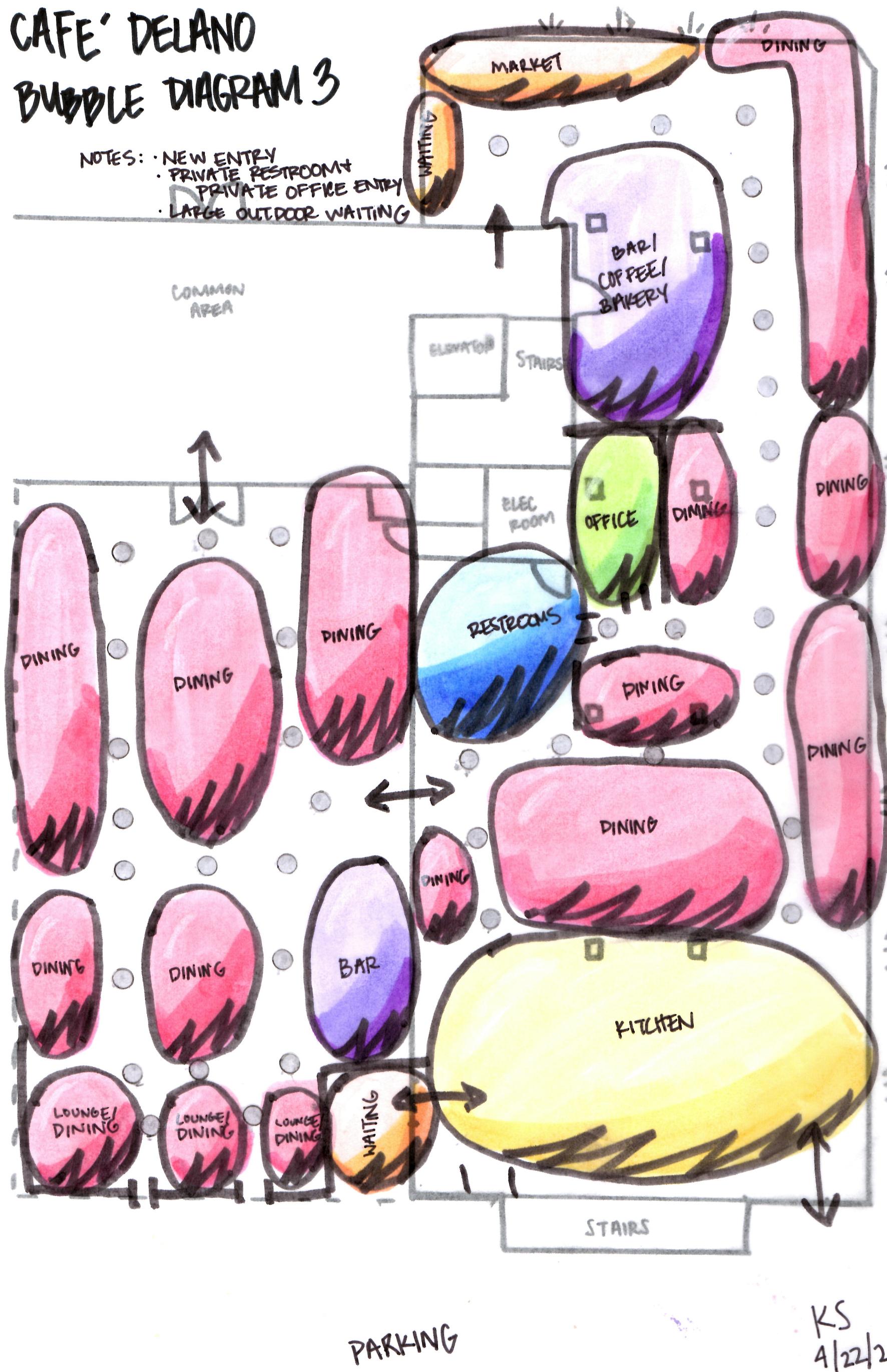
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CAFE' DELANO

BUBBLE DIAGRAM 3

NOTES:

- NEW ENTRY
- PRIVATE RESTROOM
- PRIVATE OFFICE ENTRY
- LARGE OUTDOOR WAITING



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LEGEND:



KITCHEN



REST ROOMS



PRIVATE OFFICE



MARKET RETAIL
+ WAITING AREA



BAR AREA / COFFEE
+ BAKERY AREA



DINING

○ CIRCULATION

△ EXTERIOR
LIGHT

↑ MAIN
ENTRANCE

↓ SECOND DRY
DOOR OR
PASS-THROUGH
PRELIMINARY
WALLS
- - PRELIMINARY
OPENINGS

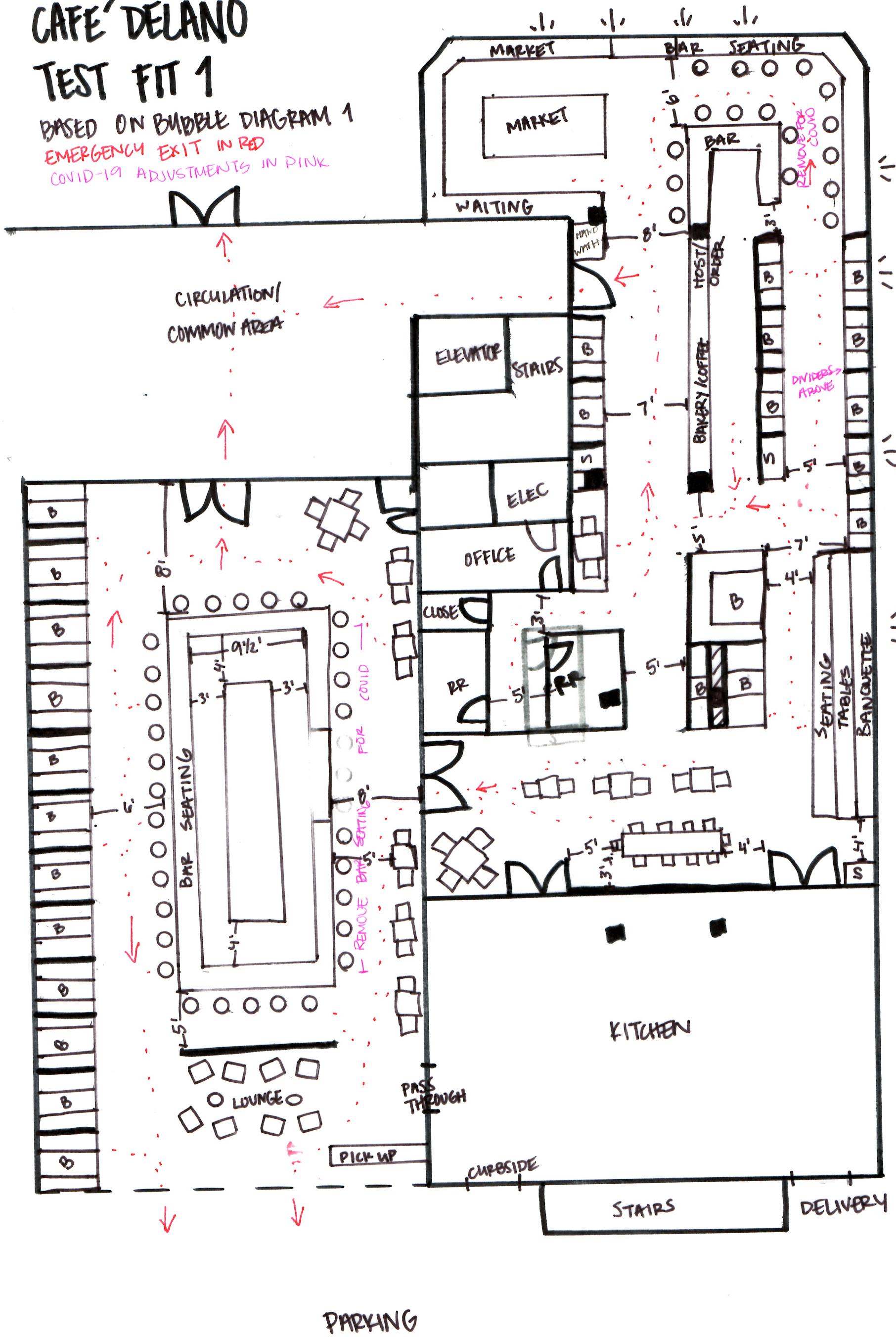
CAFÉ' DELANO

TEST FIT 1

BASED ON BUBBLE DIAGRAM 1

EMERGENCY EXIT IN RED

EMERGENCY EXIT COVID-19 ADJUSTMENTS IN PINK

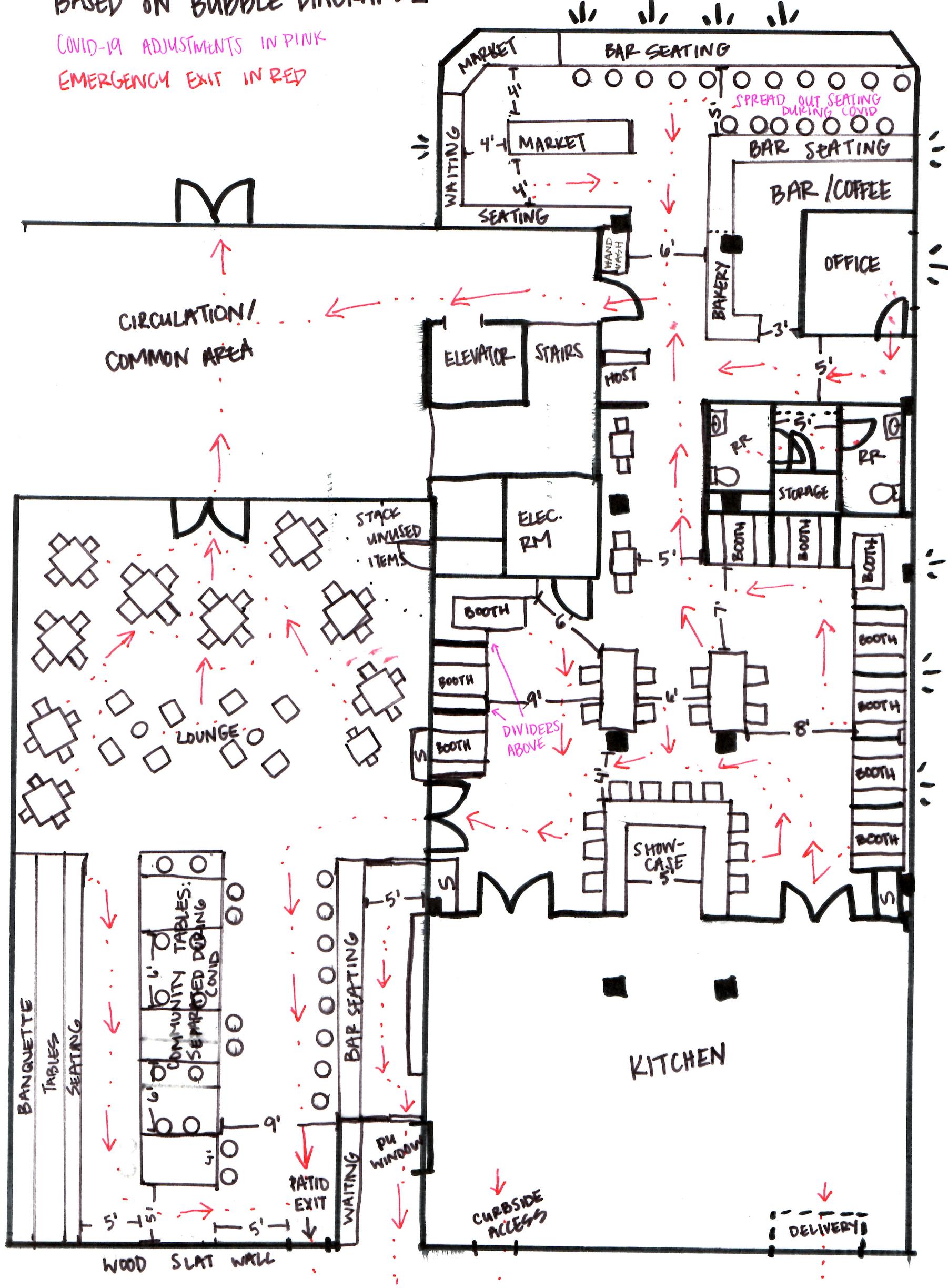


CAFE' DELANO TEST FIT 2

BASED ON BUBBLE DIAGRAM 2

COVID-19 ADJUSTMENTS IN PINK

EMERGENCY EXIT IN RED



PARKING LOT

KS
4/21/21

CAFE' DELANO

TEST FIT 3

BASED ON BUBBLE DIAGRAM 3
EMERGENCY EXIT IN RED
COVID-19 ADJUSTMENTS IN PINK

