



RESTAURANT

PROJECT

RIVERSTONE BREWING CO.

Noah McGrew
Studio 3
Fall 2024



Welcome to
Riverstone
Brewing
Co!

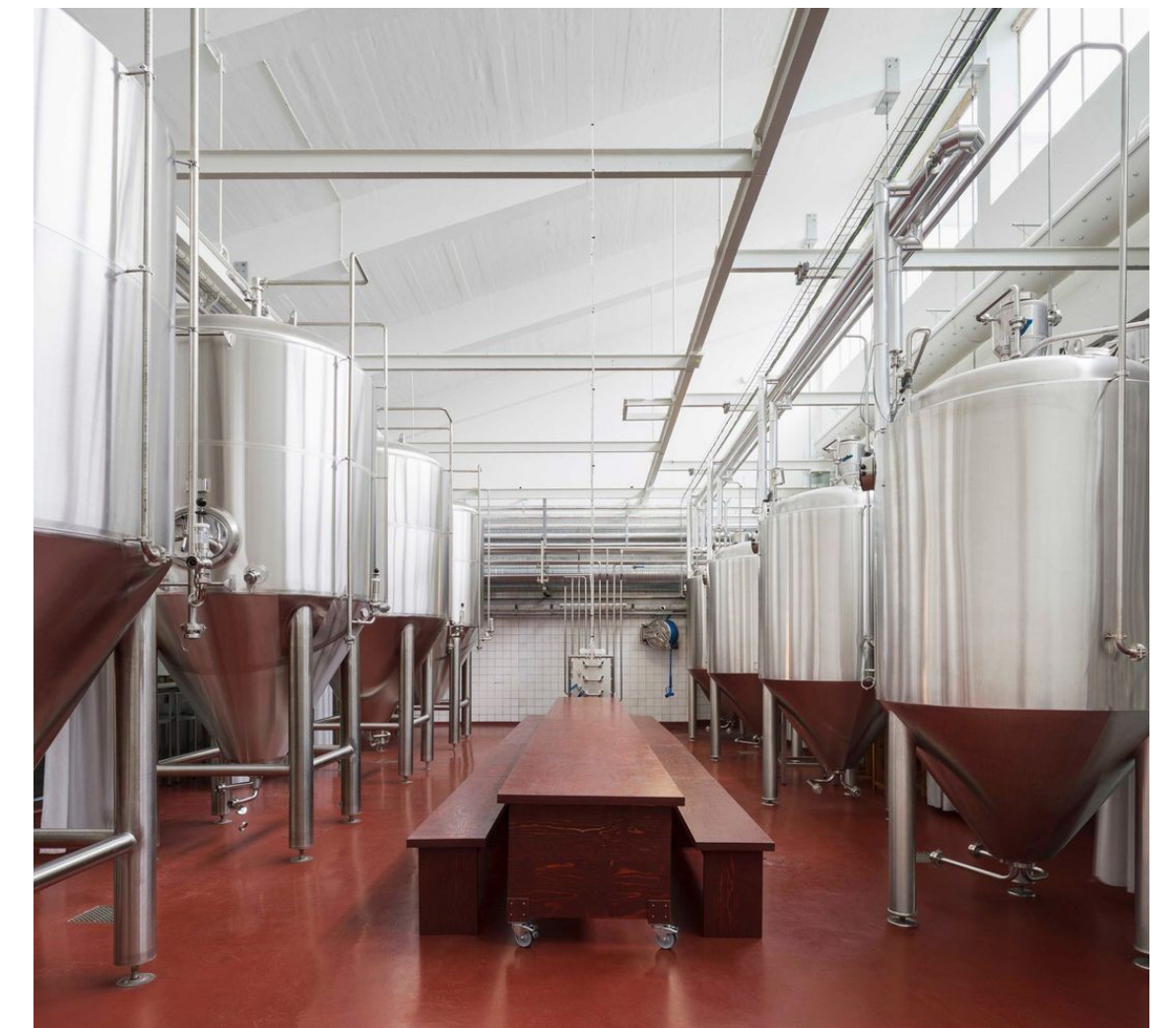
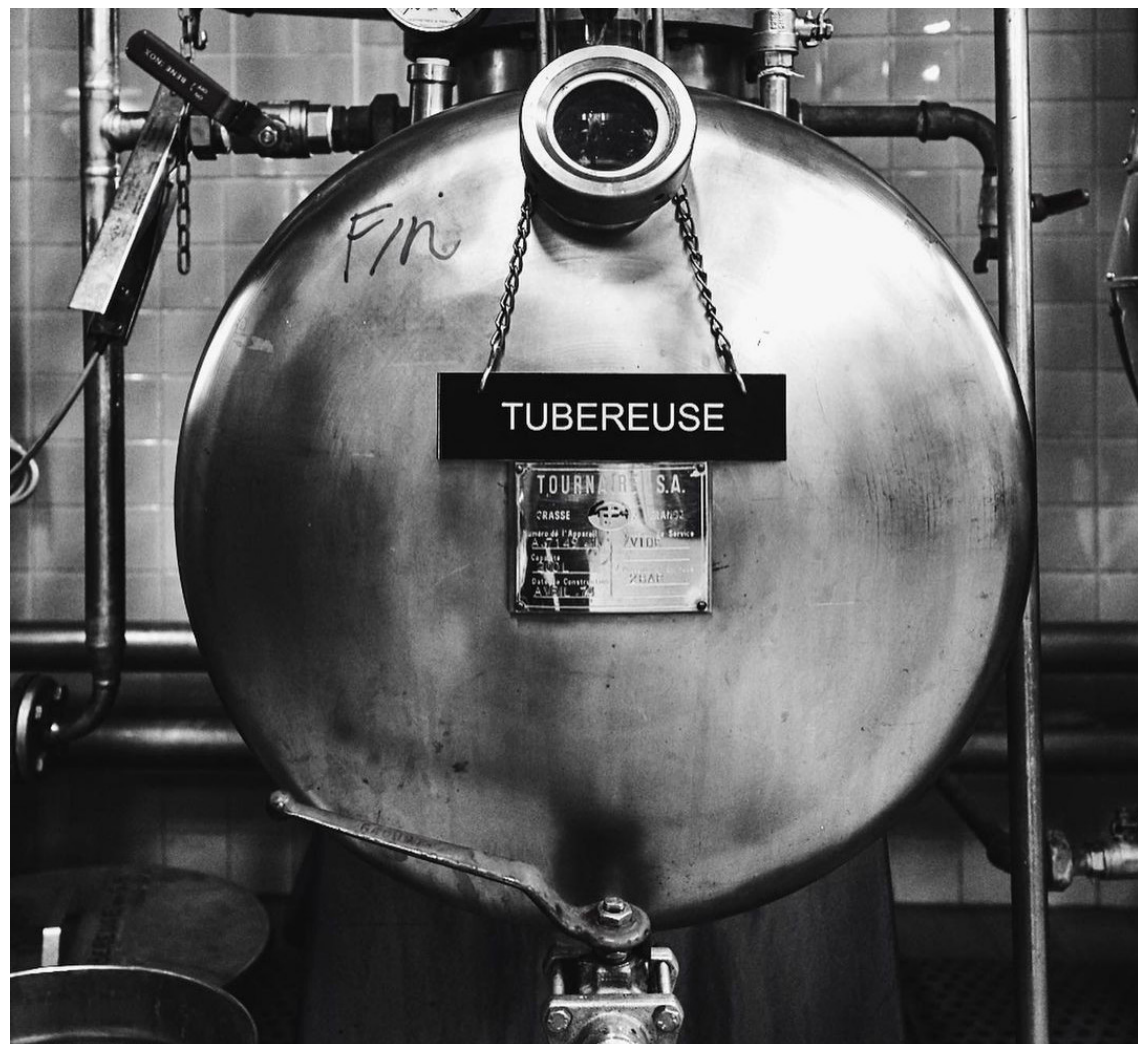




CONTENTS

Mood Board	03
Research & History	04
Site Location & Info	05
Concept	06
Mission & Vision	07
Use of the Space	08
Design Principles	09
Floor Plan & RCP	10
Materials & Renderings	13
End	21

MOOD BOARD



RESEARCH & HISTORICAL ELEMENT

Eau Claire has lots of rich history tied to the **logging industry**, which played a significant role in shaping the region during the late 19th and early 20th centuries. The **Chippewa River** and other waterways in Eau Claire were integral to transporting logs from the forest to sawmills, where they were developed into lumber for construction, paper making, exporting, and more. This booming industry not only spurred the rapid development of Eau Claire, but also left a **long-lasting legacy** on the local economy and landscape as a whole.

Eau Claire's involvement in logging has been documented over a long period of time. **At its peak, the logging industry in Wisconsin employed tens of thousands**, with **Eau Claire serving as a key hub because of its immediate access to waterways and their large stock of timber resources**. However, by the early 20th century, the depletion of timber and the logging industry's shift to other regions of the US led to its decline, leaving behind large areas of deforested land that were challenging to repurpose. **Today, Eau Claire is still a bustling community with lots of things to do!**

This historical element will be worked into the project through **reclaimed wood being used in the space**, along with **Riverstone Brewing Co honoring the history of the greater Eau Claire area as a whole**.



SITE LOCATION - EAU CLAIRE, WI

01 SITE INFO

Eau Claire is a city in northwestern Wisconsin that is known for its **history, natural beauty, and arts scene**. It's a regional hub for **culture, education, and outdoor activities** that lies in-between many small towns in Wisconsin, making it a great location for a community-centered restaurant.

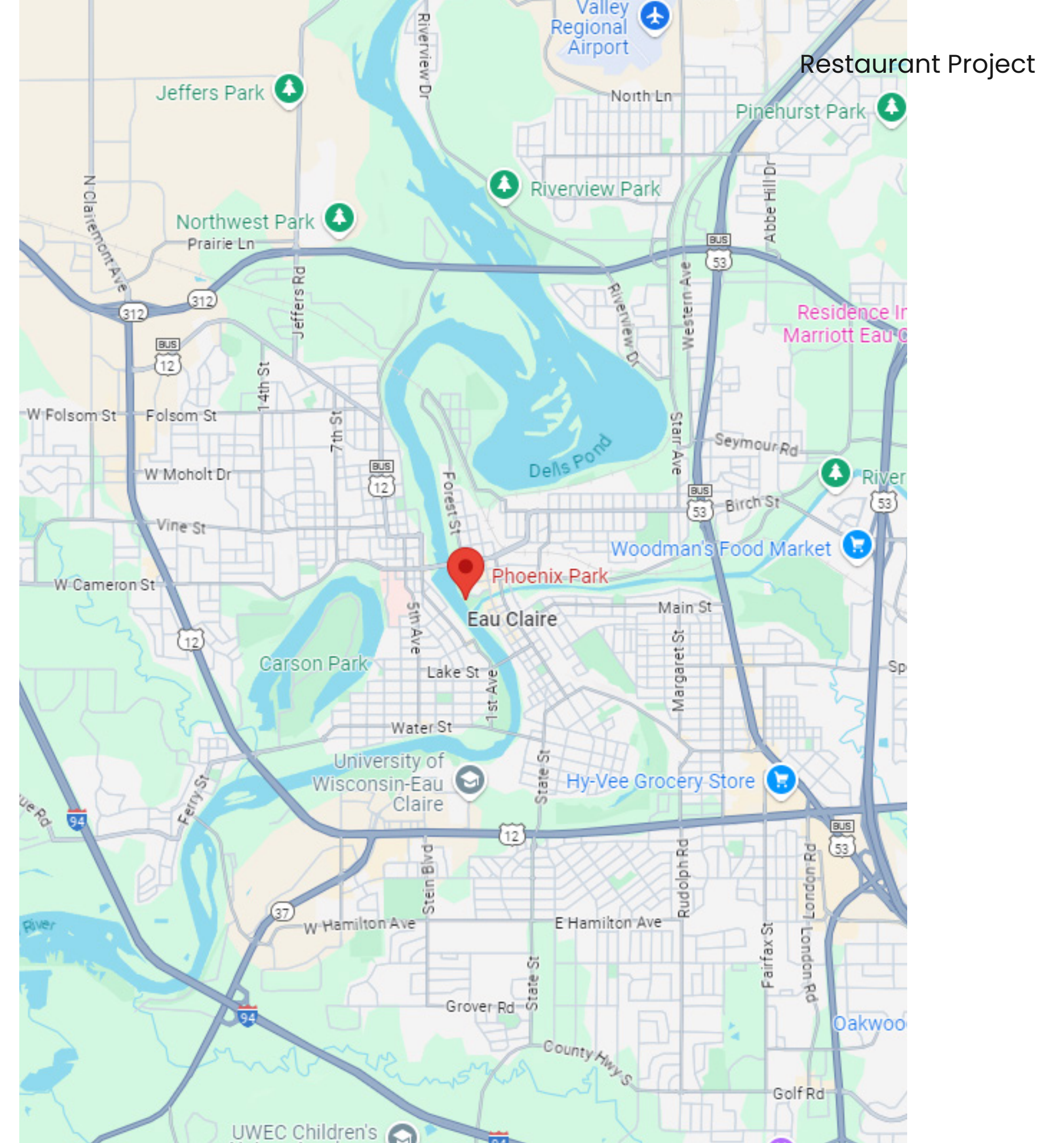
02 HISTORY

Eau Claire has a significant **logging and lumber** industry history, earning it the nickname "Sawdust City" during its peak logging days in the 19th century.

Historic districts like Water Street and Downtown showcase old **brick buildings and industrial-era architecture**.

03 LOCATION

Riverstone Brewing Co is located in **Phoenix Park**, near both the **Chippewa River and the Eau Claire River**. There are also many trails and outdoor activities located near Phoenix Park for people to enjoy before or after their stop at Riverstone Brewing Co.



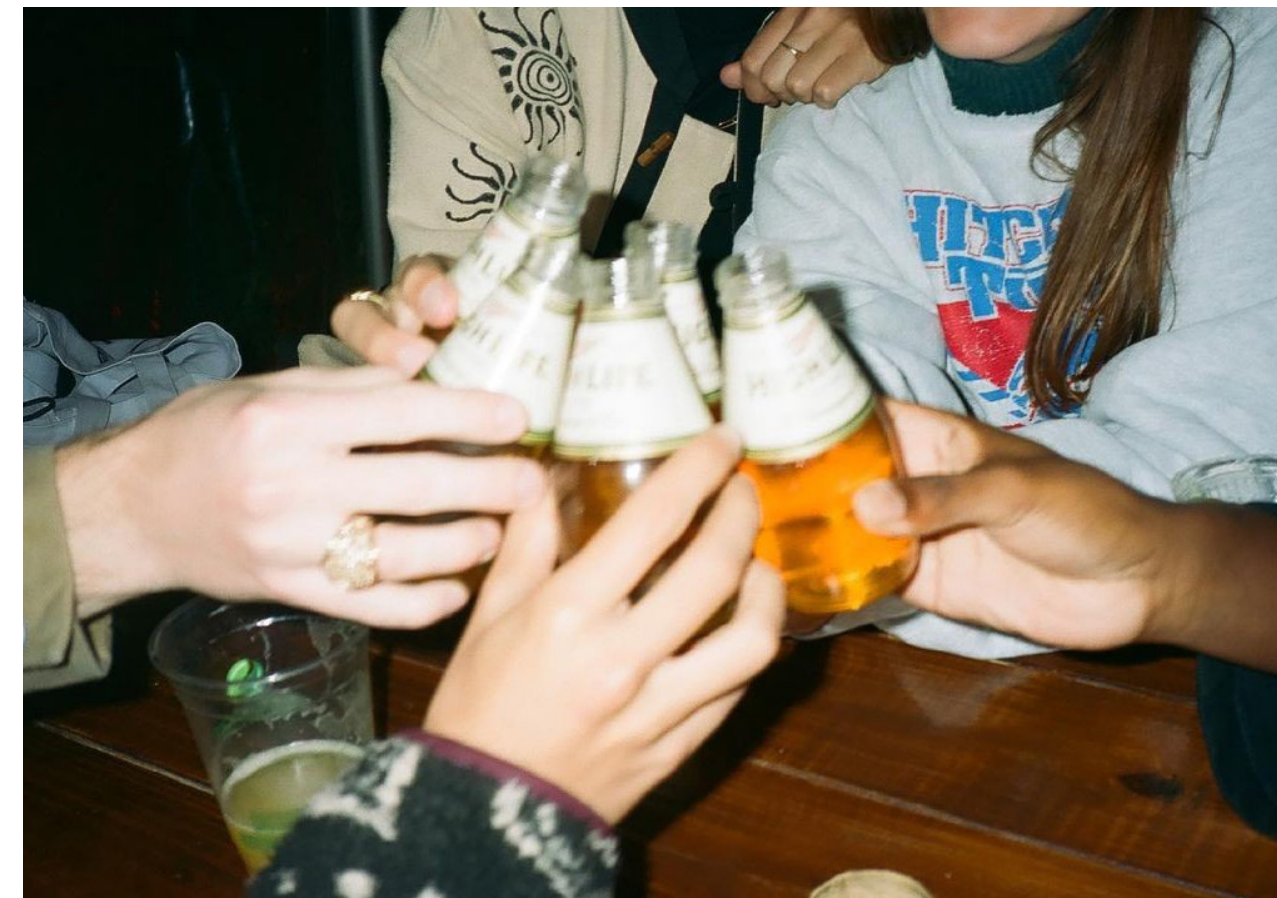
CONCEPT - GATHER AND GRAZE

Concept Statement

This space is rooted in both **community** and **craft** and strives to be a **celebration of both local heritage and flavor**. The design of the space combines the **warmth of exposed brick and reclaimed wood with the industrial charm of brewing equipment**. This creates an inviting atmosphere for gatherings, whether they are large or small. Riverstone Brewing Co offers seasonal, locally sourced ingredients, artisanal brewing, and wood-fired pizza. Our goal is to deliver a **dining experience that connects guests to the heart of the region's logging history and current culture**.

Atmosphere

A cozy little **industrial chic** feel that brings **warm earthy tones** together with polished metal and glass. **Exposed brewing tanks** will tower over the space, emphasizing that the brewery wants to **show off their craft**. The wood fired pizza oven will be in view of the bar, so that people can see their food being cooked in real-time.





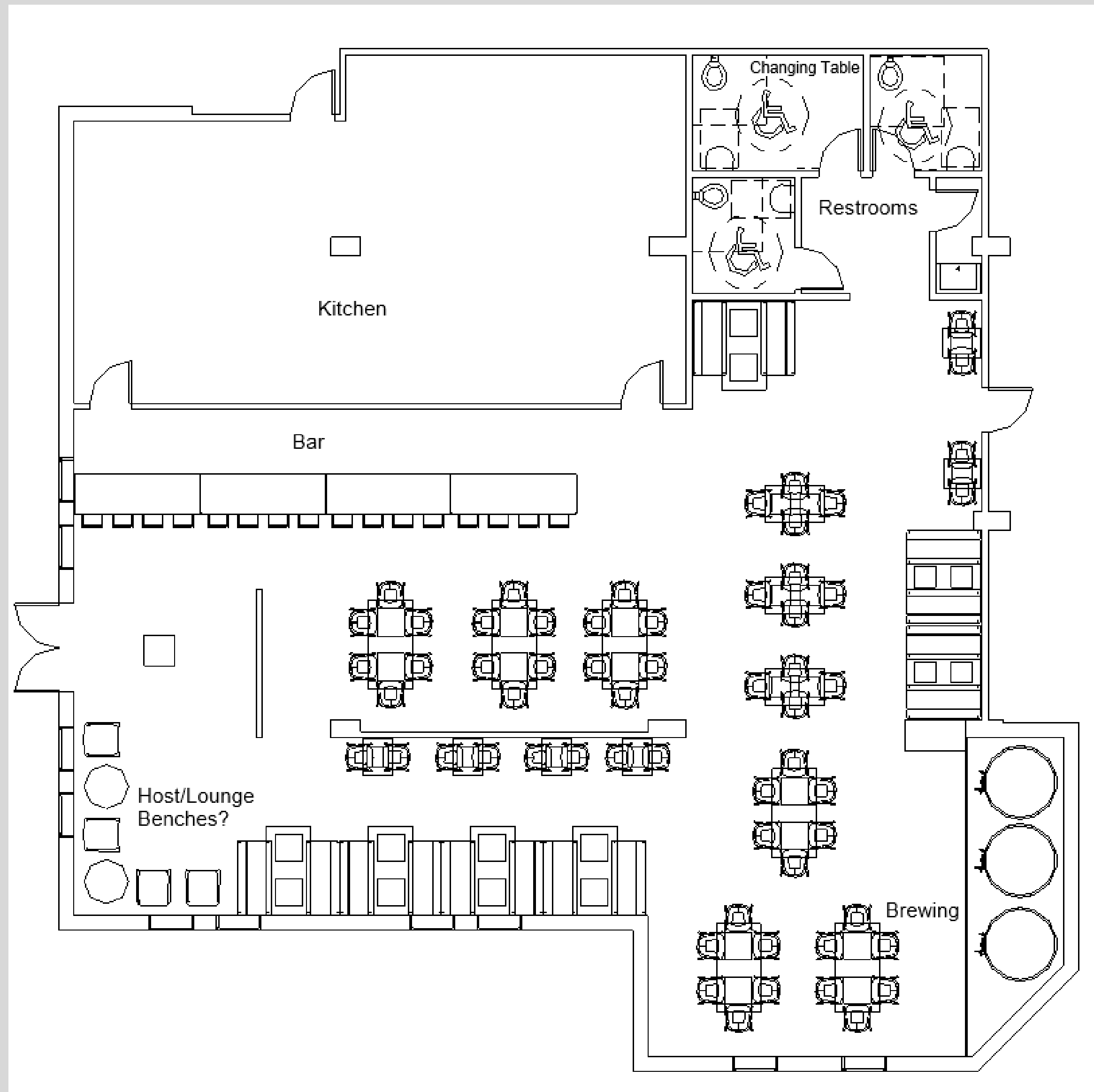
MISSION AND VISION

Mission Statement

At Riverstone Brewing Co, we are dedicated to developing and crafting exceptional beer and gourmet wood-fired pizzas using **local ingredients** found in the Eau Claire area. Our mission is to foster a **welcoming space for all** where community will gather to celebrate **flavor, friendship, and tradition**, inspired by the **history and heritage** of Eau Claire.

Vision Statement

Our vision for Riverstone Brewing Co is to be the **heart of Eau Claire's culinary and brewing scene**, blending both innovative craftsmanship together with respect for our local history. We aim to create an environment known for its **quality food and experience, honest practices**, and a long-term commitment to **uniting people in our community** through both the **art of brewing and a love for great food**.



Early Development of the Floor Plan

USE OF THE SPACE

Riverstone Brewing Co is dedicated to making the most out of their space. Here is a breakdown:

Space Planning

The space planning process for the floor plan consisted of continuous review on how much square footage was used for seating vs open space. For a restaurant, it is vital that they **get the most out of all of the total square footage**.

Host and Lounge

A **host/hostess stand** along with a welcome message is right in the entryway. A **small lounge space** has been provided for those who may be waiting to be seated or want to relax. The **bar will also act as overflow seating** when needed.

DESIGN PRINCIPLES

At Riverstone Brewing Co, we strive to develop a **distinctive personality**, capturing the essence of our culinary identity and **creating memorable experiences** for all of our patrons. We feel as though we are described through the following three key attributes:

■ Warmth and Hospitality

Immerse guests in an **inviting atmosphere** where **warmth and hospitality** are a key focus.

■ Culinary Innovation

Embrace a brand personality that celebrates **culinary creativity and innovation**.

■ Community Connection

Forge connections with the community by embodying a **brand personality** that **connects with the greater Eau Claire area**.



FLOOR PLAN



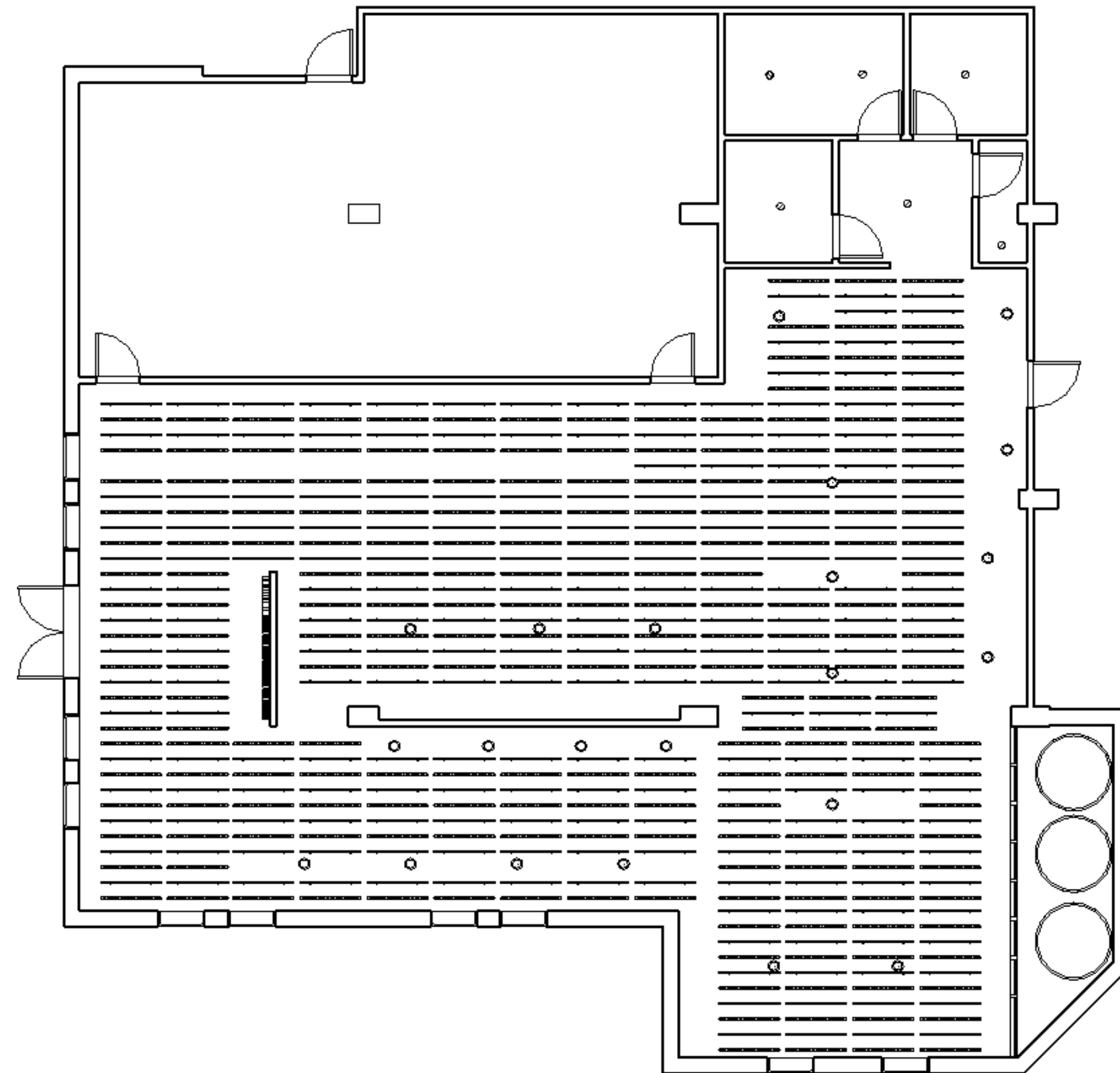
Seating Options
Dining Area Seats: 98
Bar Seats: 16
Lounge Seats: 4
Total: 118

1 Floor Plan (Level 1)
1/8" = 1'-0"

RENDERED FLOOR PLAN



REFLECTED CEILING PLAN



① Ceiling Plan (Level 1)
1/8" = 1'-0"

Acoustical Considerations

Riverside Brewing Co has integrated **Class A industrial ceiling baffles** from **Snowsound USA** into their space to help **moderate sound levels** and keep everyone comfortable in their space. Furthermore, **wood dividers** have been installed **between each booth** to help **keep conversations within a desired space** and to **manage volume** throughout the entire space. Breweries commonly have issues with acoustics, but Riverside Brewing Co wants to stand out and provide a space that has comfortable audio levels for everyone.

KEY FURNISHINGS (AND LIGHTS!)



1: Bernhardt Capri Chair



2: Monaco Cafe Table



3: Monaco Conference Table



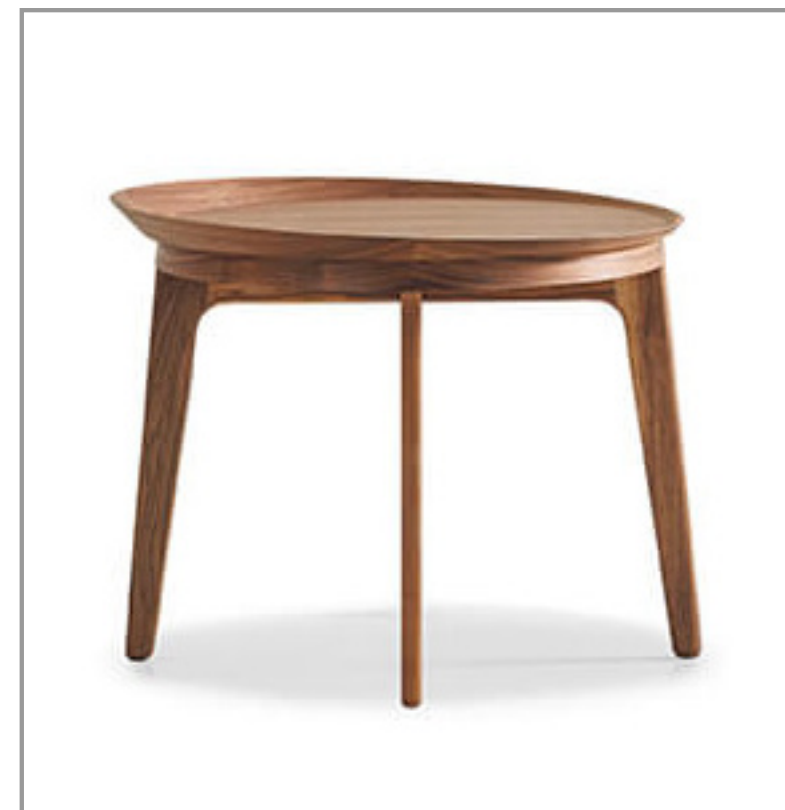
4: Santa Cole Arne Domus S



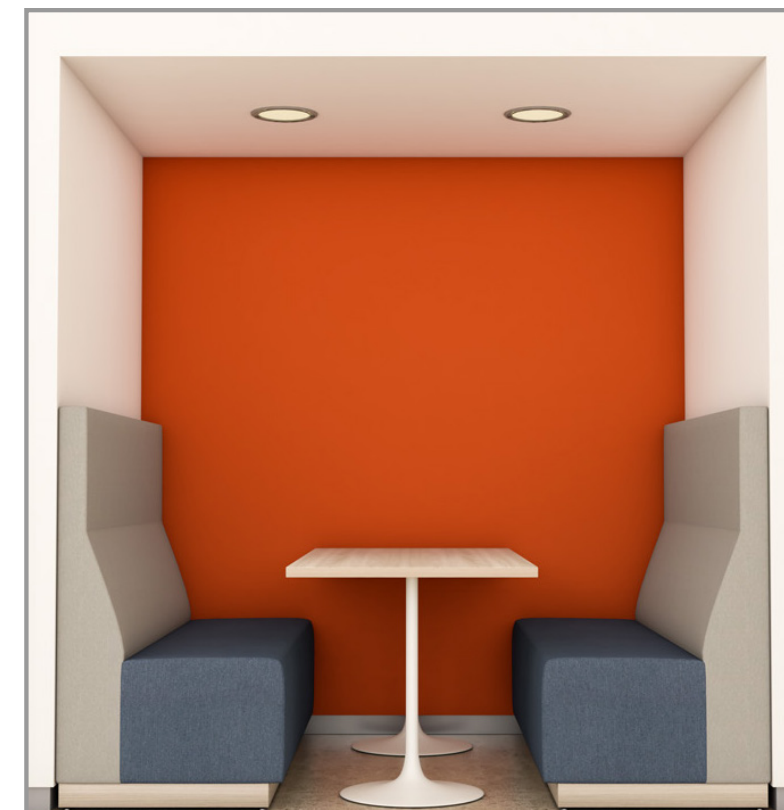
5: Platek Flamingo LED Wall Lamp



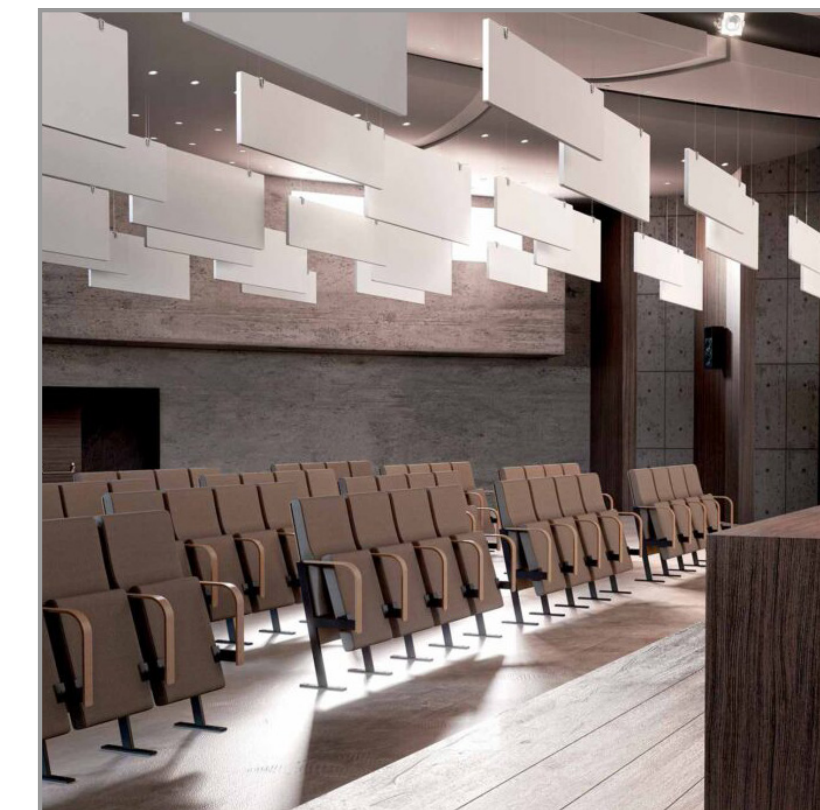
6: Bernhardt Loft Lounge Chair



7: Bernhardt LosAndes Occasional Coffee Table



8: ERG International Raven Booth

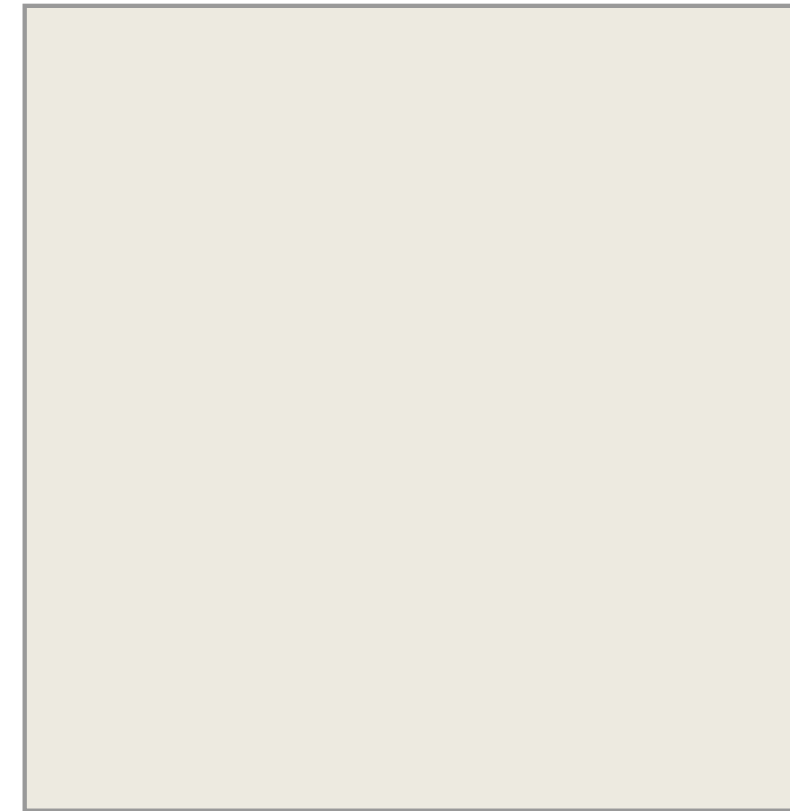


9: Snowsound Industrial Sound Absorbing Panels by Cami Lab

KEY MATERIALS & FINISHES



1: Benjamin Moore Baked Terracotta (Center Walls)



2: Sherwin Williams Alabaster (Bathroom Walls)



3: Cosentino Dekton - DK Industrial Trilium (Bar Top)



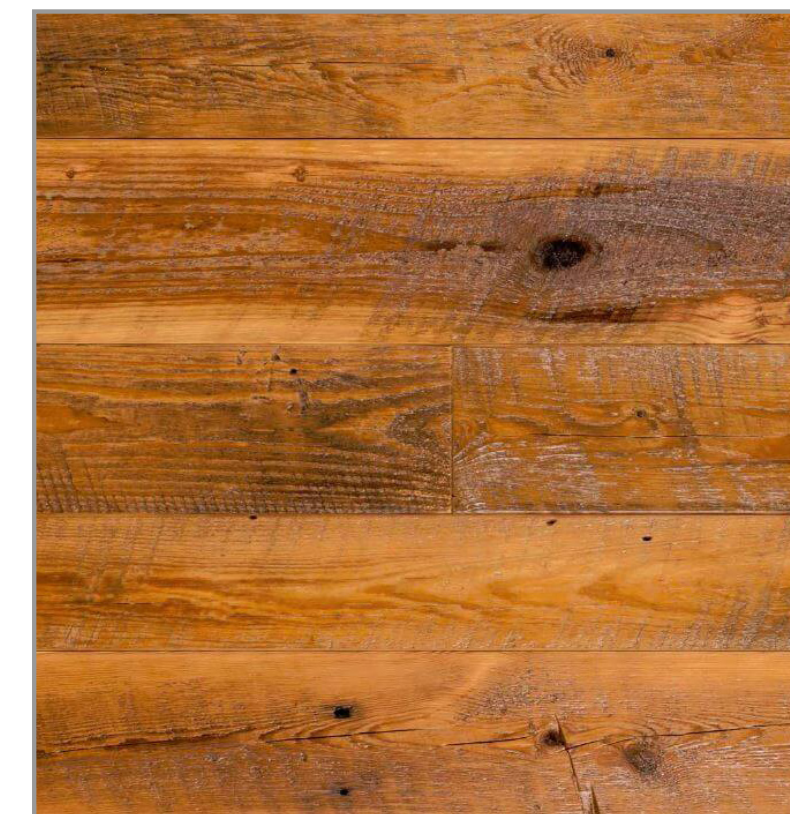
4: Genisis Fabric Innovations Faux Leather - Persimmon



5: BFM Seating Relic Knotty Pine Square Melamine Table Top with Matching Edge (Host Stand)



6: Oak Wood Locally Sourced From Eau Claire (Booth Dividers)



7: Reclaimed Wood Flooring Sourced from Eau Claire and developed by American Heritage Reclaimed Flooring

AXON VIEW - BAR













END OF PRESENTATION. THANK YOU!

Phone

(218)-349-8623



Email

noahmcgrew19@gmail.com



Address

2544 Hagberg St, Duluth MN

