

# restaurant development + design

JANUARY/FEBRUARY 2017

*It begins here*  
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ORDER**

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## Features

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The *rd+d* awards honor professionals doing great work in restaurant development and design, of course, but they also allow us to get closer to our readers, hear their stories and learn about the projects that make them proud.

By The Editors

### 42 Beverage Bonanza: Coffee & Tea

The first in a three-part series on beverage-driven restaurants, *rd+d* takes a deep dive into the segment with a mix of news, analysis, interviews, and case studies on coffee and tea bars.

By Dana Tanyeri, Senior Contributing Editor



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David McDougall, CEO of Back Yard Burgers, discusses the 30th anniversary of the chain and the brand's reemergence since filing for bankruptcy protection in 2012.

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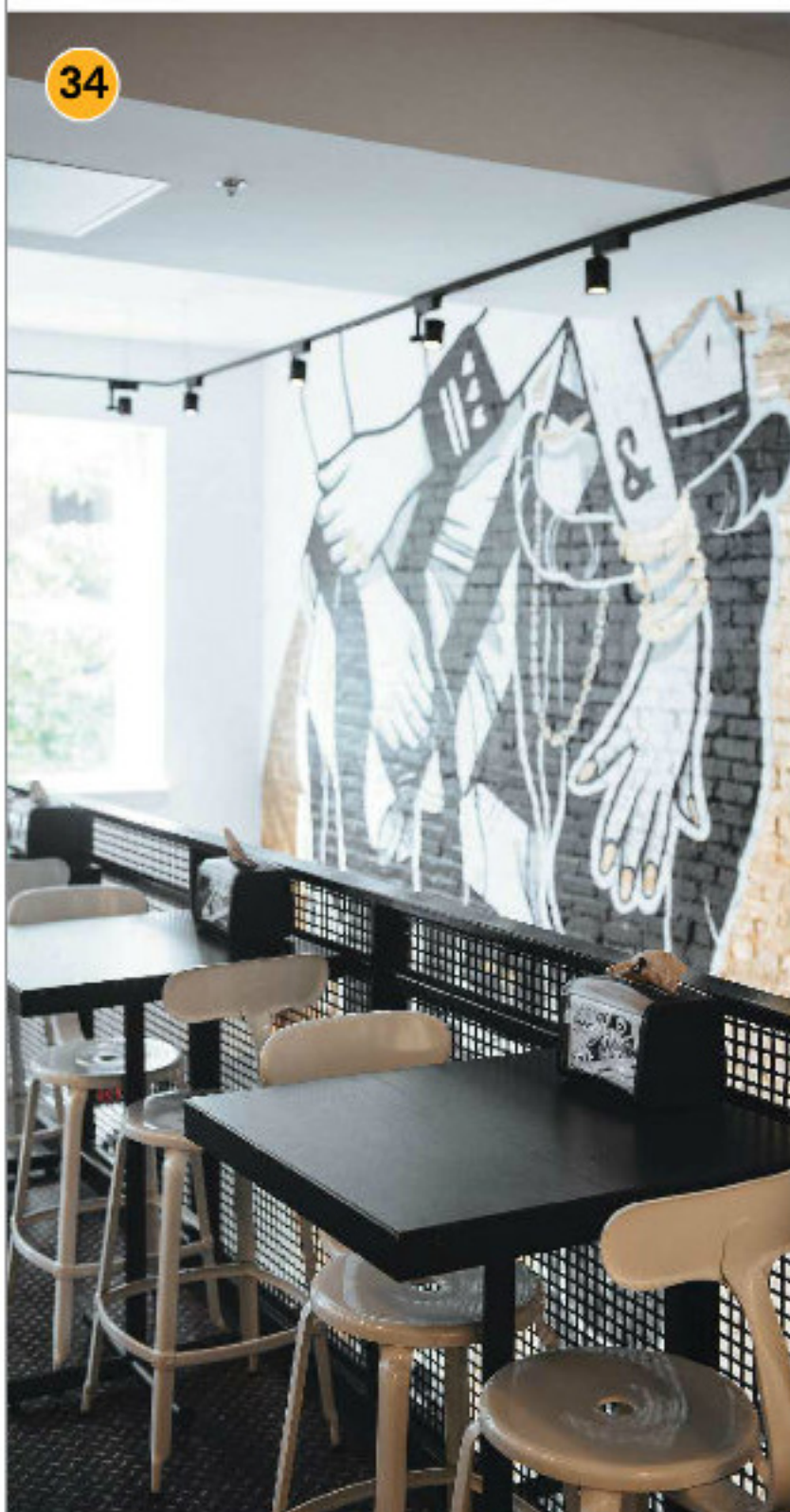
When Restaurants Meet Retail

Adding restaurants to a retail mix can be a winning situation for retailers and restaurateurs alike, but the most popular mixed-use development styles present some key challenges for restaurant designers, writes Mimi Williams, associate partner at starrdesign.

### 76 Talk Shop

Psychology and Design

Stephani Robson, senior lecturer at Cornell University School of Hotel Administration, discusses how restaurant design affects consumer behavior.



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On the Front Cover

Buena Onda, Philadelphia Photo by Michael Moran

# the rd+d awards

## Best Full-Service Restaurant Design-Casual

### Mabel's BBQ, Cleveland

**OWNER/OPERATOR:** Michael Symon Restaurants

**ARCHITECT:** David A. Levy & Associates

**DESIGN, IDENTITY AND BRANDING:**

Richardson Design

**CONTRACTOR:** Fortney & Weygandt, Inc.

**SQUARE FEET:** 4,178

**SEATS:** 115 inside, 30 patio

**OPENED:** April 2016

The Mabel's BBQ project team sought to create a design that evokes the "industrial warmth of eras past" while providing an elevated dining experience for guests. Design challenges included moving the bar, expanding the mezzanine and embracing the character of the space.

The judges noted the design was a perfect execution of the brand's intent. "You can see the history in it even though it feels modern. The bar feels like a Coleman cooler at a backyard barbecue." The judges liked the lack of pretention and noted, "It's relevant and current but has character." The careful execution also garnered praise: "The sightlines are great," and "it has a clear entry and a clear dining area. Everything is distinct and well-thought-out."

*Photos courtesy of Mark Steele Photography*

