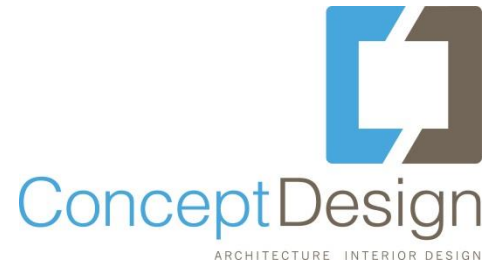


January 21, 2014



## Design Review Board Narrative

### Proposed New Restaurant

314-S. Fourth St., Ann Arbor, MI

#### Project Details:

This project involves the complete renovation of this single story, freestanding, vacant building into the internationally acclaimed restaurant franchise known. Well known for the high quality of their food as well as consistent service and execution, these principles must also be reflected in the restaurant's architecture and interior design.

The existing structure is approximately 125 feet deep by 66.5 feet wide and occupies the entire site. Plans include the addition of a second level mezzanine over the front portion of the existing building to increasing the amount of private dining rooms and modify the building's street presence to be more appropriate for the Main Street Area.

The building is directly adjacent to the massive 4<sup>th</sup> and Williams parking ramp which will be utilized for both employee and patron parking. We are currently working with the DDA for permits that would allow valet parking for our patrons directly in front of the restaurant. The adjacent parcel to the north is a secure parking lot for Postal employees.

#### Project Details:

The primary design principle for the main façade starts with a more traditional masonry base which expresses the strong and stable reputation earned by this franchise over many years which from this base rises a more modern, contemporary, edgy expression reflecting the energy of Ann Arbor and sophistication of its residents.

The "storefront" has been designed to maximize the principles of the Downtown Design Guidelines:

- Main Street Character District: The design is intended to reflect the sense of scale of main street both in height and traditional lot width. The use of durable, high quality materials will also reflect quality execution.
- Our design hopes to address contextual and site planning guidelines by creating an exciting, vibrant, high quality storefront between adjacent underdeveloped or uninviting properties. This street currently lacks a sense of human scale which our design attempts to establish. While the current streetscape has some limited contextual and landscaping characteristics, it is our understanding that this portion of Fourth St. will be studied soon by the DDA for improvements.
- Building guideline strategies applied to the front façade include a clear definition between the lower and upper portion of the building reinforced by material changes. Materials include a masonry stone base, glass and aluminum framing topped off with high quality, clean lined aluminum panels. Symmetry reinforces the entry and focal point.

- Building element guidelines have also been utilized. Clear glass and ground floor transparency has been maximized to activate the streetscape and provide a sense of scale. The curved canopy, materials changes and accent lighting clearly identify the front entrance. The vertical expression of the windows and mullions balance the horizontal expression of the overall building mass. The design expresses a traditional building which incorporates a creative, modern interpretation reinforced by details and elements as well as high quality materials.

Sincerely:

A handwritten signature in black ink, appearing to read "Stephen Fry". The signature is fluid and cursive, with a large initial "S" and "F".

**Stephen C. Fry, AIA, NCARB, LEED AP**

President, Concept Design LLC