

corryville
LOFT
&
EATERY





Colleen Smith &
Merielle Jurlina
University of Cincinnati
Interior Design
3rd Year Studio

With thanks to



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WHAT IF...

Kroger exposed the surrounding community to a new kind of third place?

“ **Third places** are the public places on neutral ground where people can gather and interact. In contrast to first places (home) and second places (work), third places allow people to put **aside their concerns** and simply enjoy the **company and conversation** around them¹.”

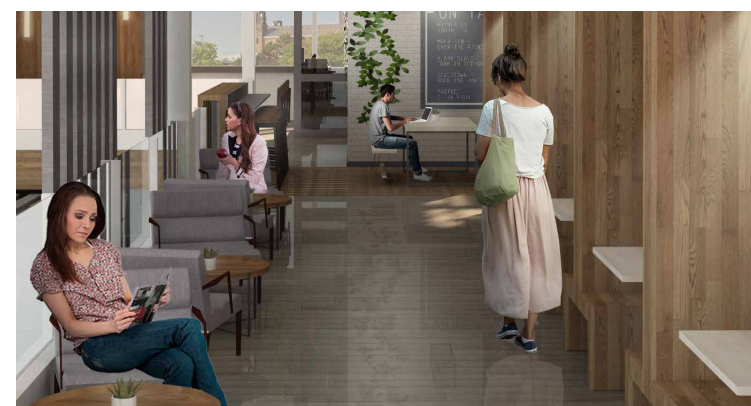
1

CAPTIVATING Ethos [Credibility]



- provide customer incentives
- enabling loyalty and trust
- visual cues to encourage exploration
- social experience

INTIMATE Pathos [Emotion]



- inviting environment
- sense of familiarity
- privacy in seating
- low profile space

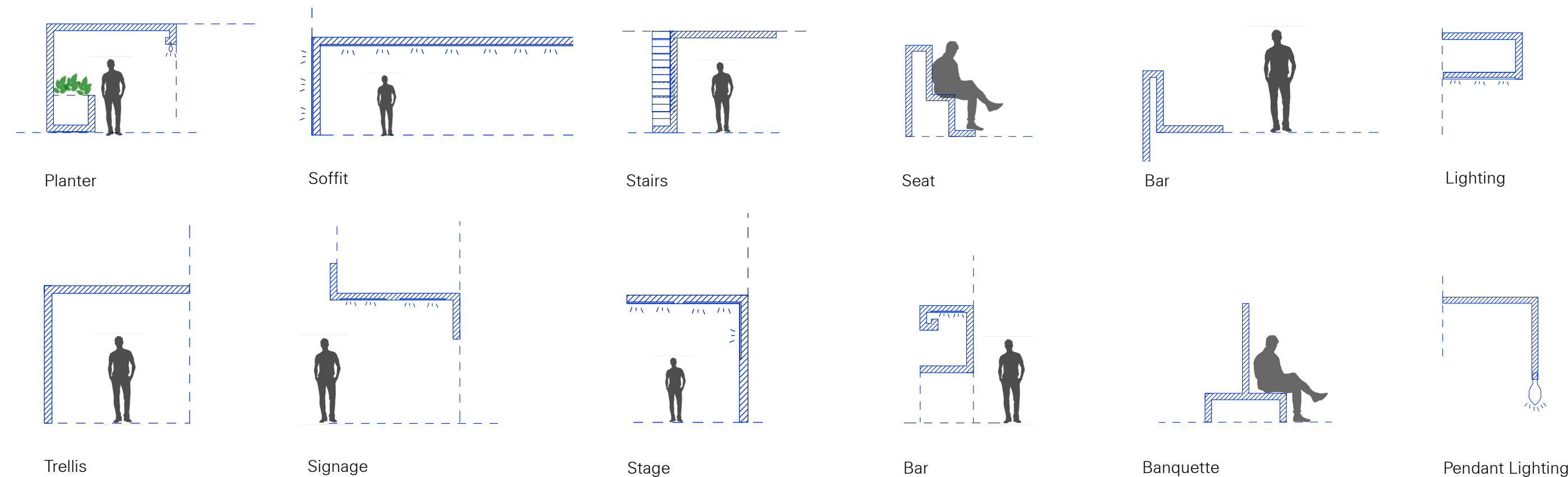
EFFICIENT Logos [Logic]



- convenient accessibility
- effortless experience
- fast casual dining
- affordable and quick process
- sustainable design and materials

DESIGN INTENT

Through a system of lines and planes, structures wrap and reveal individual spaces allowing them to be connected, but still keeping a distinct identity and ambiance. This creates a third place suitable for all Kroger shoppers.



¹ *Celebrating the Third Place*, Ray Oldenburg

NORTH SECTION



Scale: 1/8" = 1'

WEST SECTION



Scale: 1/8" = 1'

02

EATERY

What if Kroger...
Saved you time by obscuring the distinction
between grocery and restaurant.

The **Eatery** consists of a quick and casual dining space, weekly food and drink specials, and fresh prepared local and international food.



EATERY FLOOR PLAN



SEAT COUNT

Indoor:
 12 bar height standing
 34 dining height seating

Outdoor:
 50 dining height seating

Scale: 3/32" = 1'

CAPTIVATING

Plants catch the attention of customers by creating an outdoor feeling.

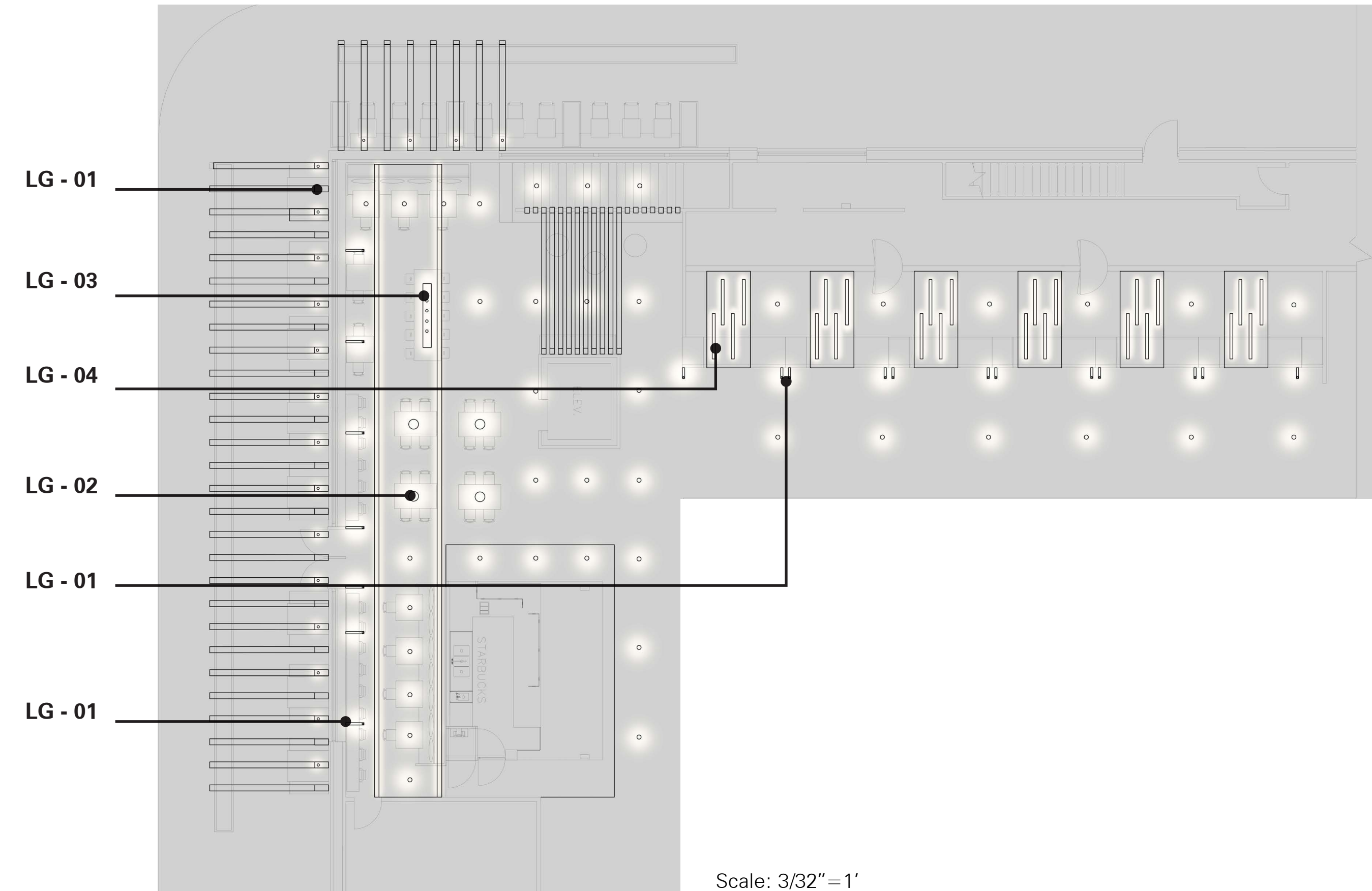
INTIMATE

Outdoor planters offer privacy from parking lot and a garden-feel in an urban area.

EFFICIENT

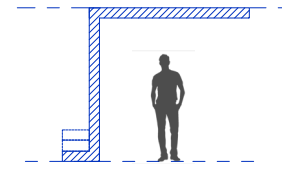
The linear sequence of the space allows for easy circulation for a fast casual dining experience.

EATERY REFLECTED CEILING PLAN



Scale: 3/32" = 1'

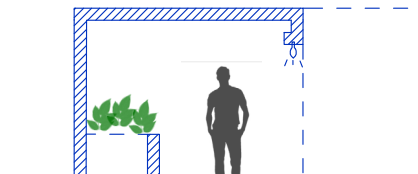
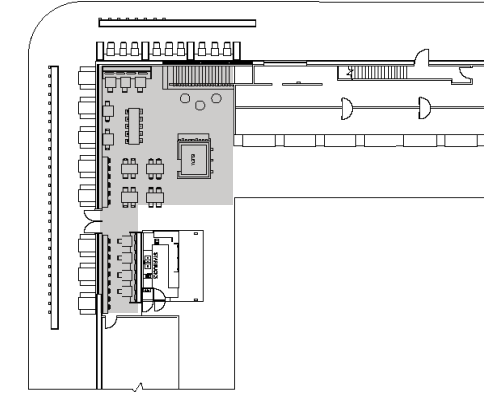




Stairs

INDOOR

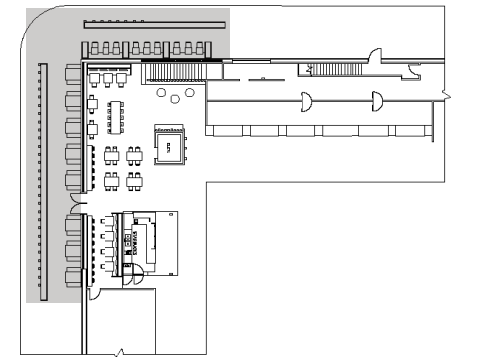
This space is designed as a quick and casual dining area. The open layout also provides quick and clear circulation for guests on a time limit.

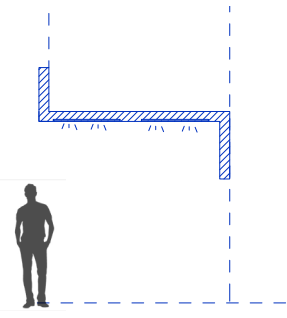


Planter

OUTDOOR

As an extension of the indoor quick dining, this area allows guests to enjoy the outdoors and fresh air for a short time, before getting back to their daily routine and work.

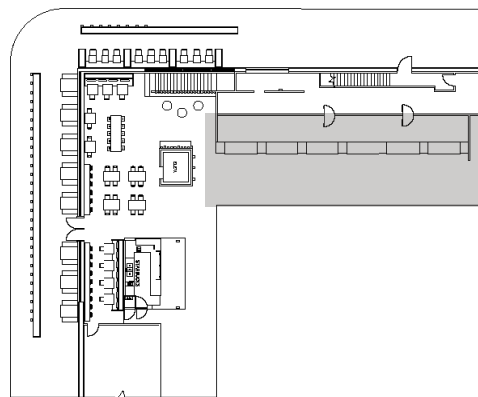




Signage

FOOD STATIONS

Customers can quickly choose from a wide selection of foodie options, including fresh smoothies, local dishes and international cuisines.



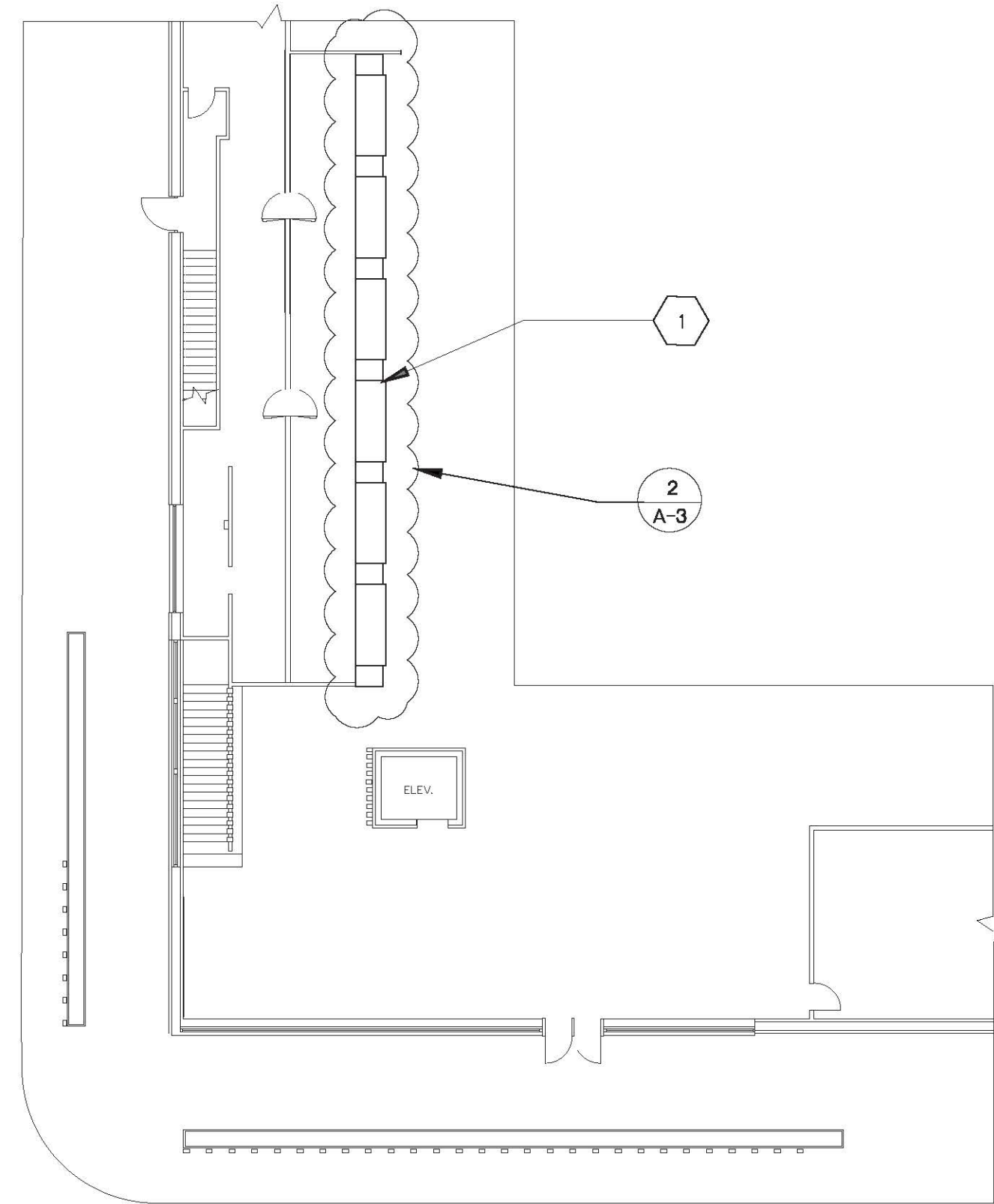
03

FOOD STATION MILLWORK SET

SHEET INDEX		
Sheet Number	Sheet Title	Scale
A-1	Floor Plan	1/16"=1'-0"
A-2	Reflected Ceiling Plan	1/16"=1'-0"
A-3	West Elevation	1/8"=1'-0"
A-4	West Elevation (Single Unit)	1/8"=1'-0"
A-5	Back Detail: Panel Attachment	3/8"=1'-0"
A-6	North Elevation: Overhang	1/2"=1'-0"
A-7	North Elevation: Cabinet	1 1/2"=1'-0"
A-8	Section: Cabinet	1"=1'-0"
A-9	Section: Overhang	1/2"=1'-0"
A-10	Section: Details	6"=1'-0"
A-11	Lighting: Section Details	1"=1'-0" 3"=1'-0"

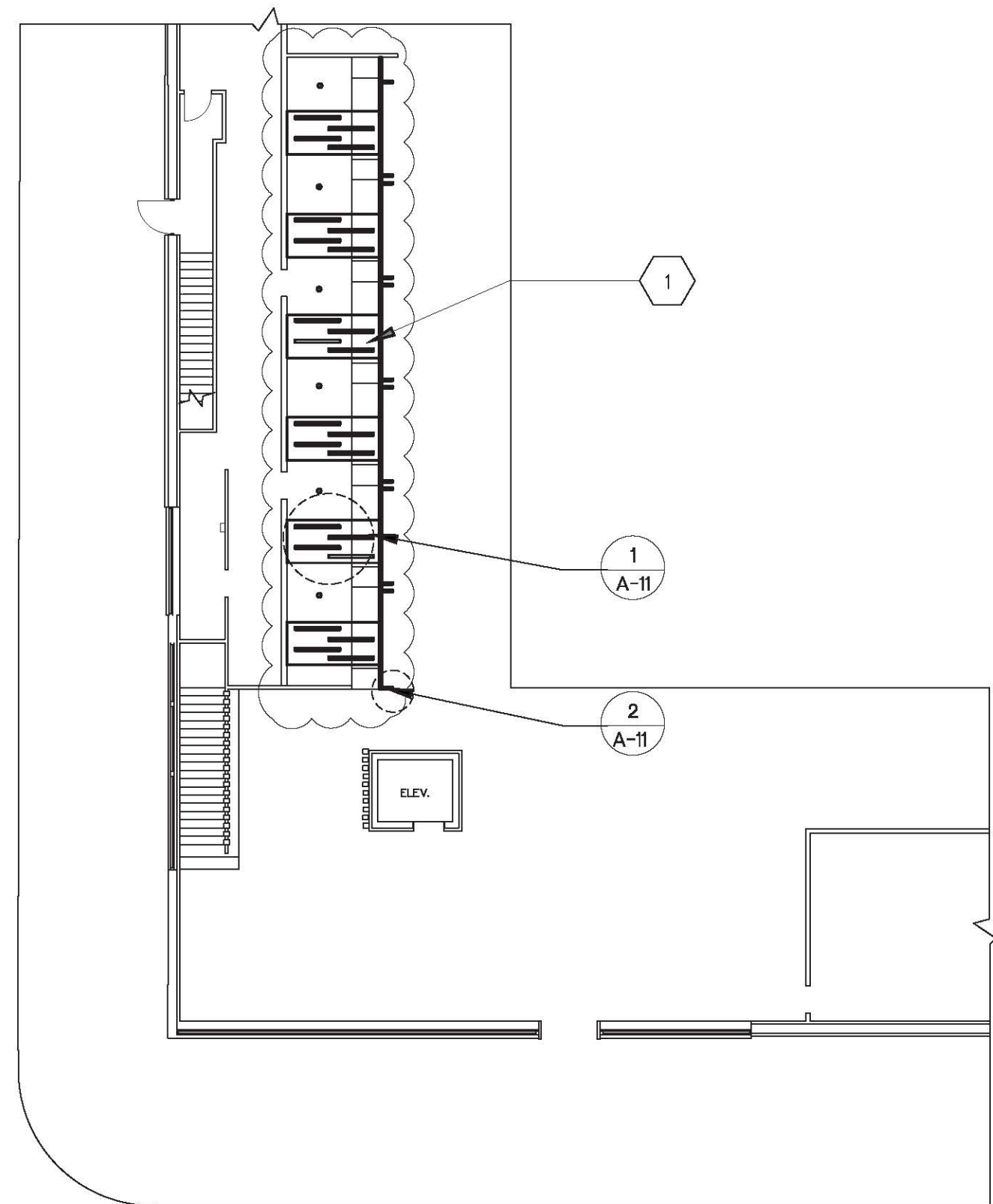
corryville
EATERY
&
LOFT

Interior Design Studio 3rd Year Spring Semester
Corryville Kroger 1 W Corry St., Cincinnati, OH 45219 <small>Location</small>
Colleen Smith Merielle Jurlina <small>Designers</small>
22 April, 2016 <small>Date Issued</small>
A-0 <small>Sheet Number</small>



① FIRST FLOOR PLAN
SCALE: 1/16" = 1'-0"

DRAWING NOTES
1. FOOD STATIONS
Corryville Kroger 1 W Corry St, Cincinnati, OH 45219 <small>LOCATION</small>
Colleen Smith Merielle Jurlina <small>DESIGNERS</small>
Floor Plan <small>SHEET TITLE</small>
A-1 <small>SHEET NUMBER</small>



① REFLECTED CEILING PLAN
SCALE: 1/16" = 1'-0"

DRAWING NOTES

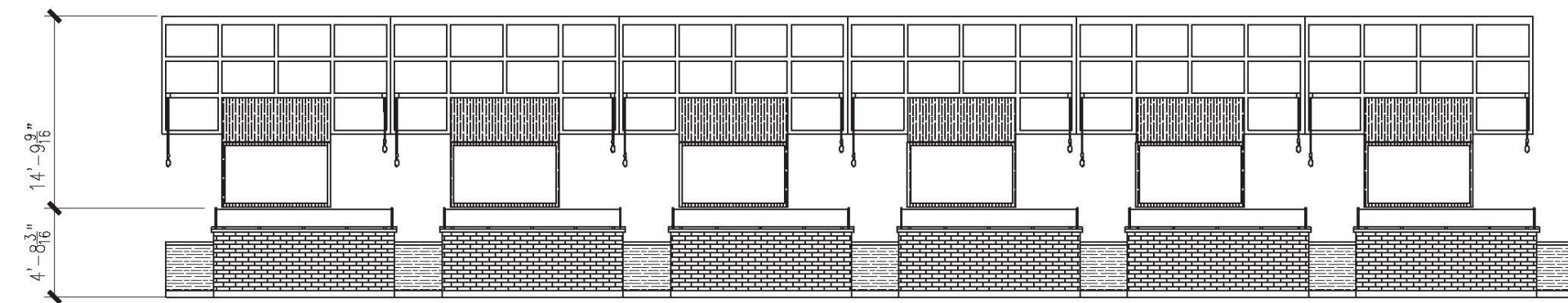
1. FOOD STATIONS

Corryville Kroger
1 W Corry St, Cincinnati,
OH 45219
LOCATION

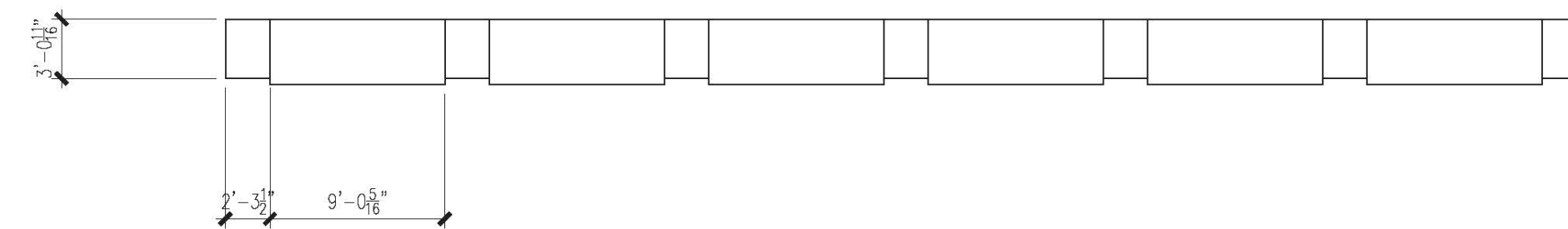
Colleen Smith
Merielle Jurlina
DESIGNERS

Reflected Ceiling Plan
SHEET TITLE

A-2
SHEET NUMBER



① WEST ELEVATION
SCALE: 1/8" = 1'-0"



② PLAN
SCALE: 1/8" = 1'-0"

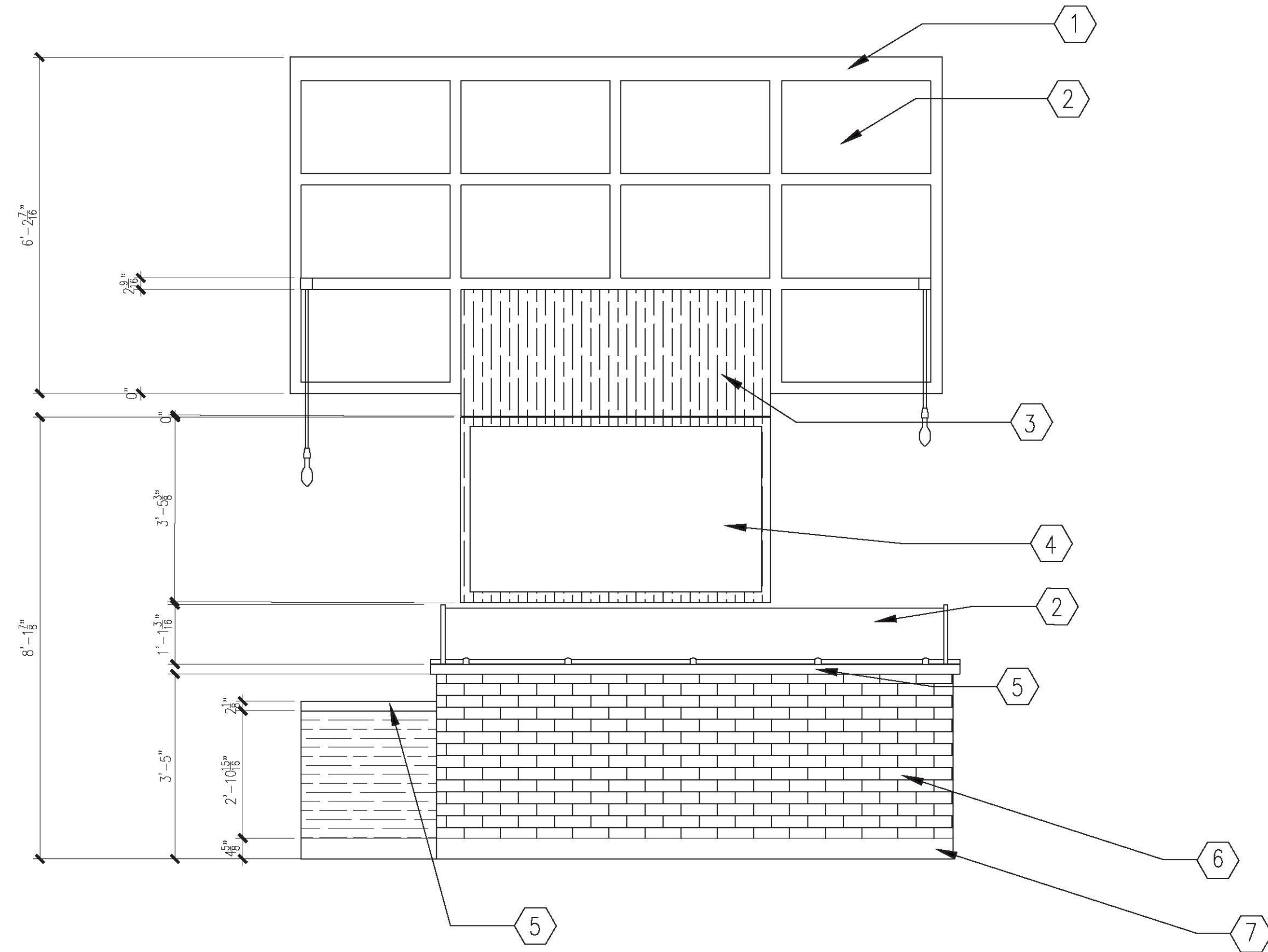
DRAWING NOTES

Corryville Kroger
1 W Corry St, Cincinnati,
OH 45219
LOCATION

Colleen Smith
Merielle Jurlina
DESIGNERS

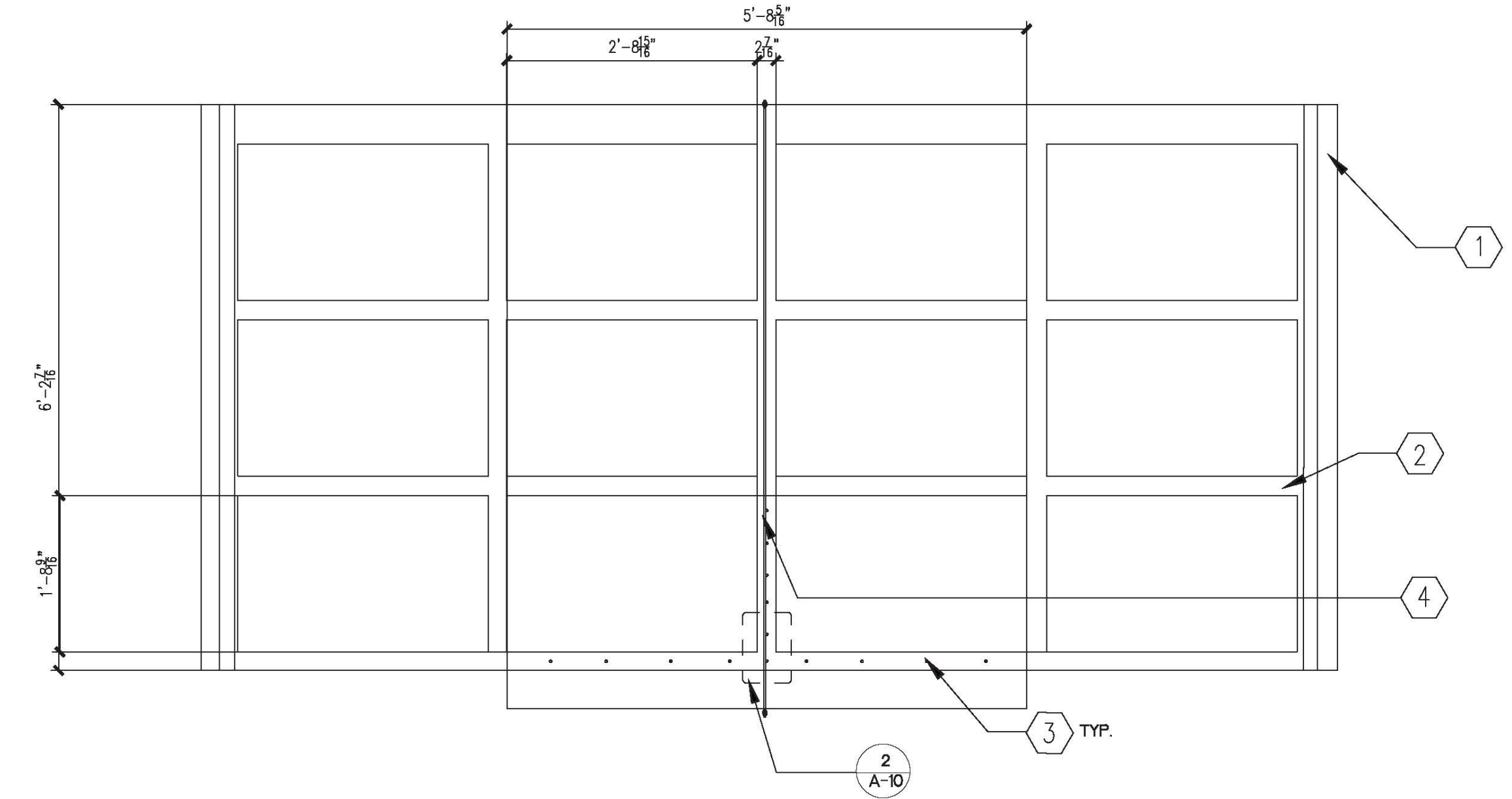
West Elevation
SHEET TITLE

A-3
SHEET NUMBER



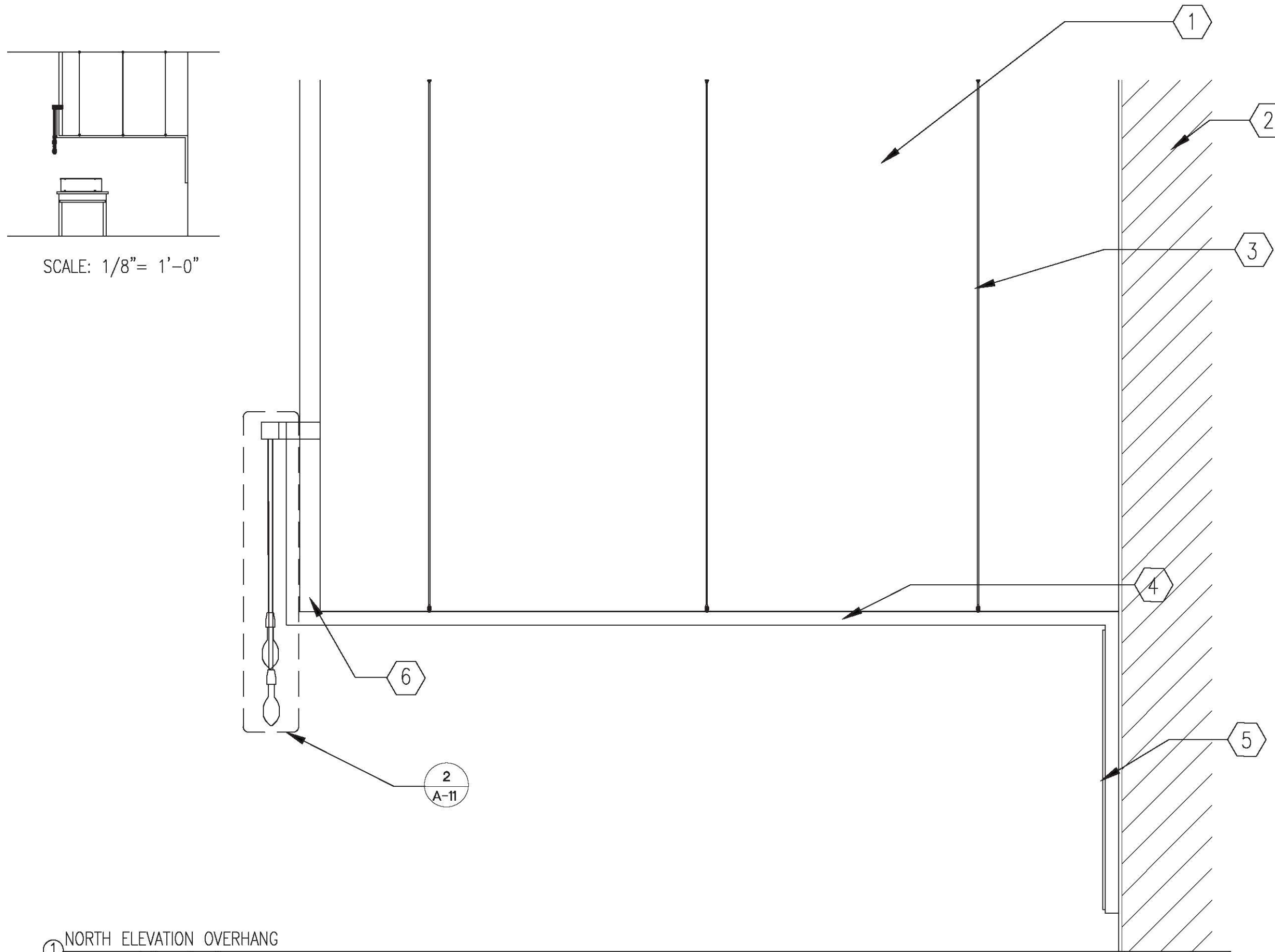
① WEST ELEVATION
SCALE: 1/2" = 1'-0"

DRAWING NOTES	
<ol style="list-style-type: none"> 1. 1'-1/2" Blackened Steel Frame 2. 1/4" Tempered Low-Iron Glass 3. 3/4" Baltic Birch Plywood with Medium Brown Water Based Dye Stain 4. 1/4" Chalk Board 5. 2" Stainless Steel Counter 6. 2"x6" White Subway Tile 7. 1/8" Blackened Steel Kick Base 	
Corryville Kroger 1 W Corry St, Cincinnati, OH 45219	
LOCATION	
Colleen Smith Merielle Jurlina	
DESIGNERS	
West Elevation-Single Unit	
SHEET TITLE	
A-4	
SHEET NUMBER	



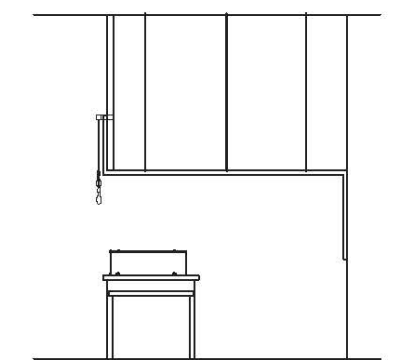
① BACK DETAIL: PANEL ATTACHMENT
SCALE: 3/8" = 1'-0"

DRAWING NOTES	
<ol style="list-style-type: none"> 1. DRYWALL PARTITION 2. 1 1/2" BLACKENED STEEL FRAME 3. 4" GALVANIZED SCREW 4. 1/8" STAINLESS STEEL CABLE 	
Corryville Kroger 1 W Corry St, Cincinnati, OH 45219	
LOCATION	
Colleen Smith Merielle Jurlina	
DESIGNERS	
Back Detail: Panel Attachment	
SHEET TITLE	
A-5	
SHEET NUMBER	

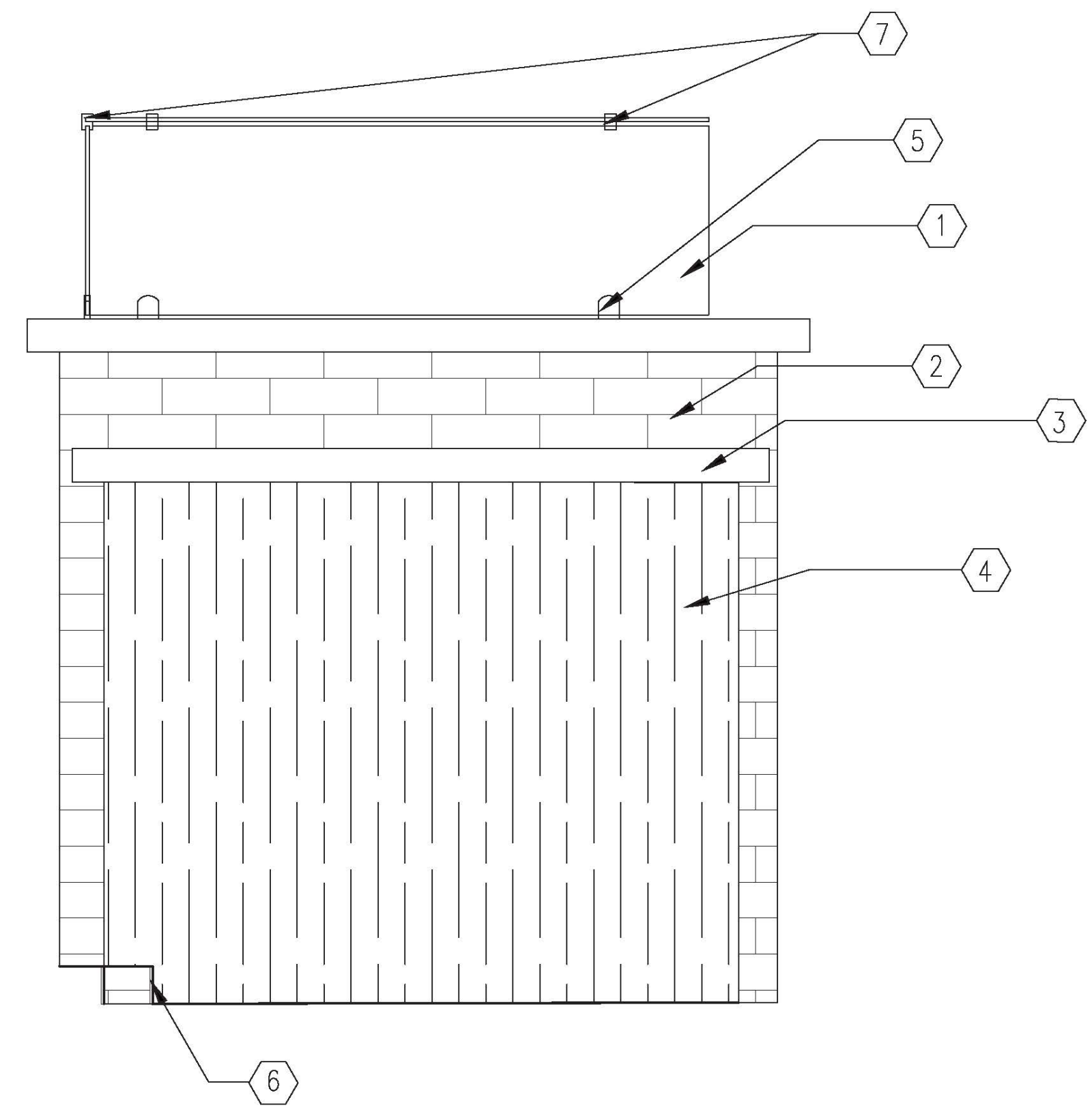


① NORTH ELEVATION OVERHANG
SCALE: 1/2" = 1'-0"

<p>DRAWING NOTES</p> <ol style="list-style-type: none"> 1. Drywall Partition 2. 5" Gypsum Board Wall 3. 1/8" Stainless Steel Cable 4. 3/4" Baltic Birch Plywood with Medium Brown Water Based Dye Stain 5. 1/4" Chalk Board 6. 1 1/2" Blackened Steel 	
<p>Corryville Kroger 1 W Corry St, Cincinnati, OH 45219</p> <p>LOCATION</p>	
<p>Colleen Smith Merielle Jurlina</p> <p>DESIGNERS</p>	
<p>North Elevation: Overhang</p> <p>SHEET TITLE</p>	
<p>A-6</p> <p>SHEET NUMBER</p>	

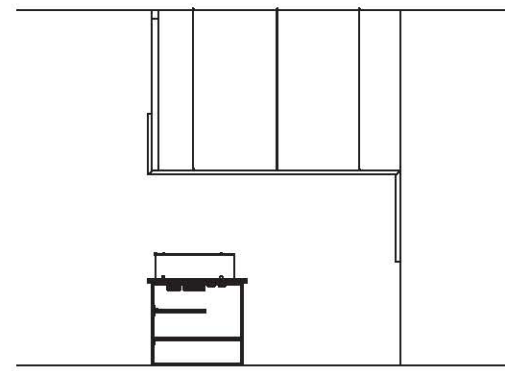


SCALE: 1/8" = 1'-0"

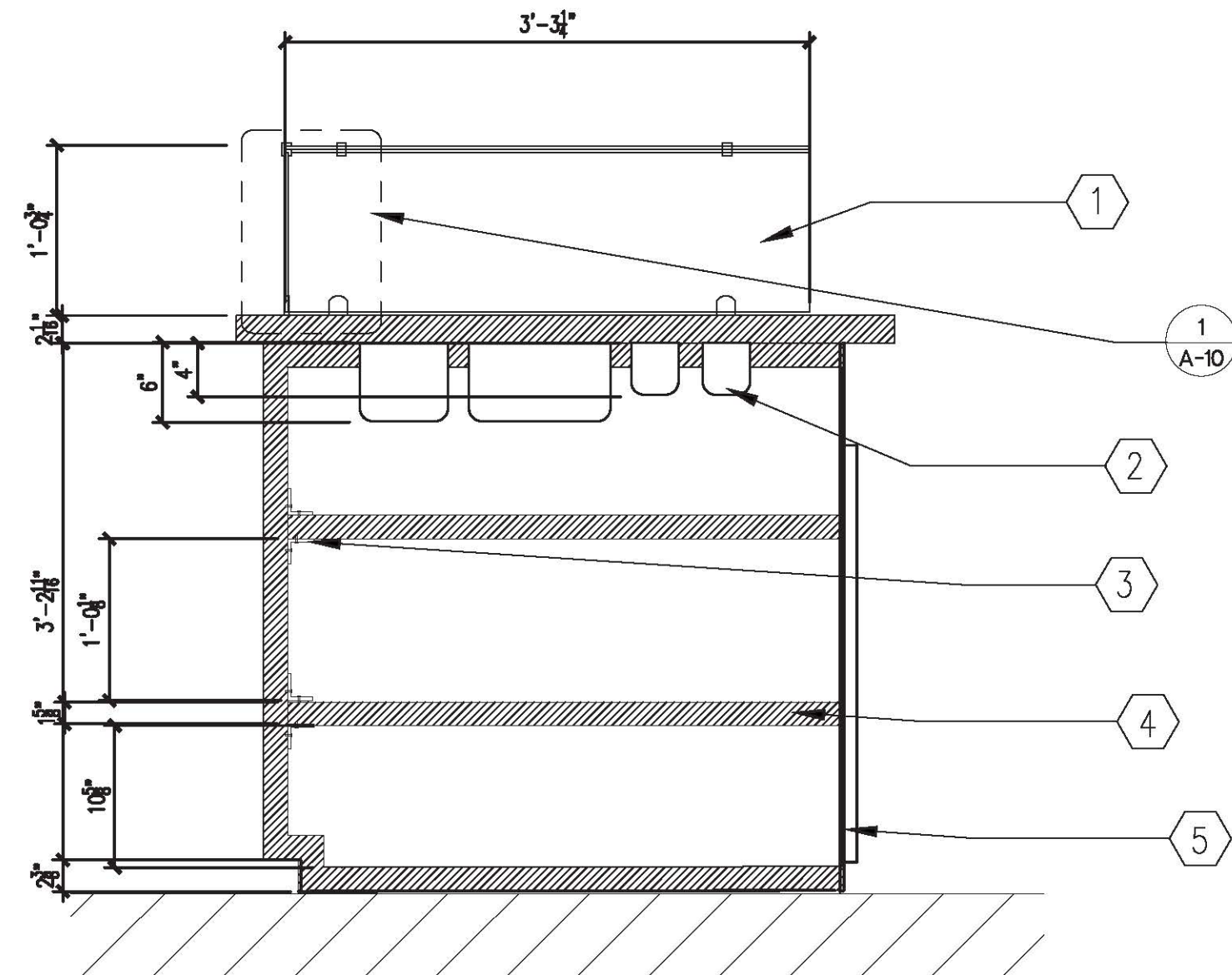


① NORTH ELEVATION: COUNTER
SCALE: 1 1/2" = 1'-0"

<p>DRAWING NOTES</p> <ol style="list-style-type: none"> 1. 1/4" Tempered Low-Iron Glass 2. 2"x6" White Subway Tile 3. 2" Stainless Steel Counter 4. 3/4" Baltic Birch Plywood with Medium Brown Water Based Dye Stain 5. Stainless Steel "D" shaped glass clamp with flat base and satin finish for 1/4" glass 6. 1/8" Blackened Steel Kick Base 7. Stainless Steel glass corner connector with Satin Finish for 1/4" glass 	
<p>Corryville Kroger 1 W Corry St, Cincinnati, OH 45219</p> <p>LOCATION</p>	
<p>Colleen Smith Merielle Jurlina</p> <p>DESIGNERS</p>	
<p>North Elevation: Counter</p> <p>SHEET TITLE</p>	
<p>A-7</p> <p>SHEET NUMBER</p>	



SCALE: 1/8" = 1'-0"



SECTION: CABINET
SCALE: 1" = 1'-0"

DRAWING NOTES

1. 1/4" Tempered Low-Iron Glass
2. 4-6" deep Stainless Steel Food Pan
3. Stainless Steel 2-3/8" Angle Bracket
4. 3/4" Baltic Birch Plywood
5. Stainless Steel Door

Corryville Kroger
1 W Corry St, Cincinnati,
OH 45219
LOCATION

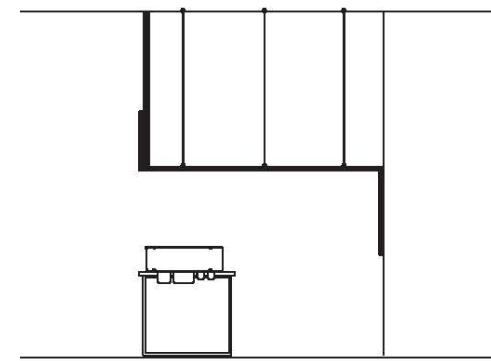
Colleen Smith
Merielle Jurlina
DESIGNERS

Section: Cabinet

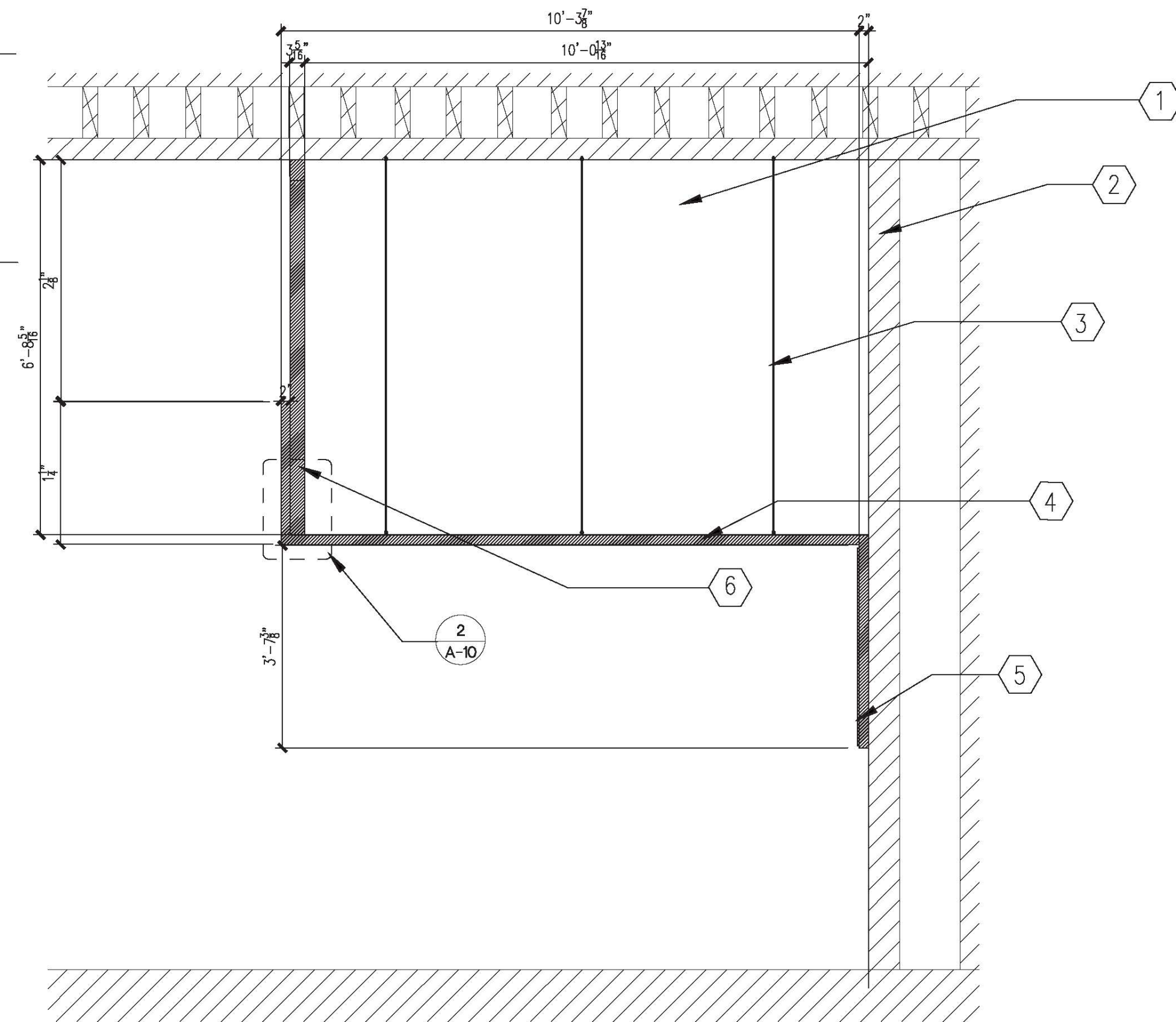
SHEET TITLE

A-8

SHEET NUMBER



SCALE: 1/8" = 1'-0"



SECTION: OVERHANG
SCALE: 1/2" = 1'-0"

DRAWING NOTES

1. Drywall Partition
2. 5" Gypsum Board Wall
3. 1/8" Stainless Steel Cable
4. 3/4" Baltic Birch Plywood with Medium Brown Water Based Dye Stain
5. 1/4" Chalk Board
6. 1 1/2" Blackened Steel

Corryville Kroger
1 W Corry St, Cincinnati,
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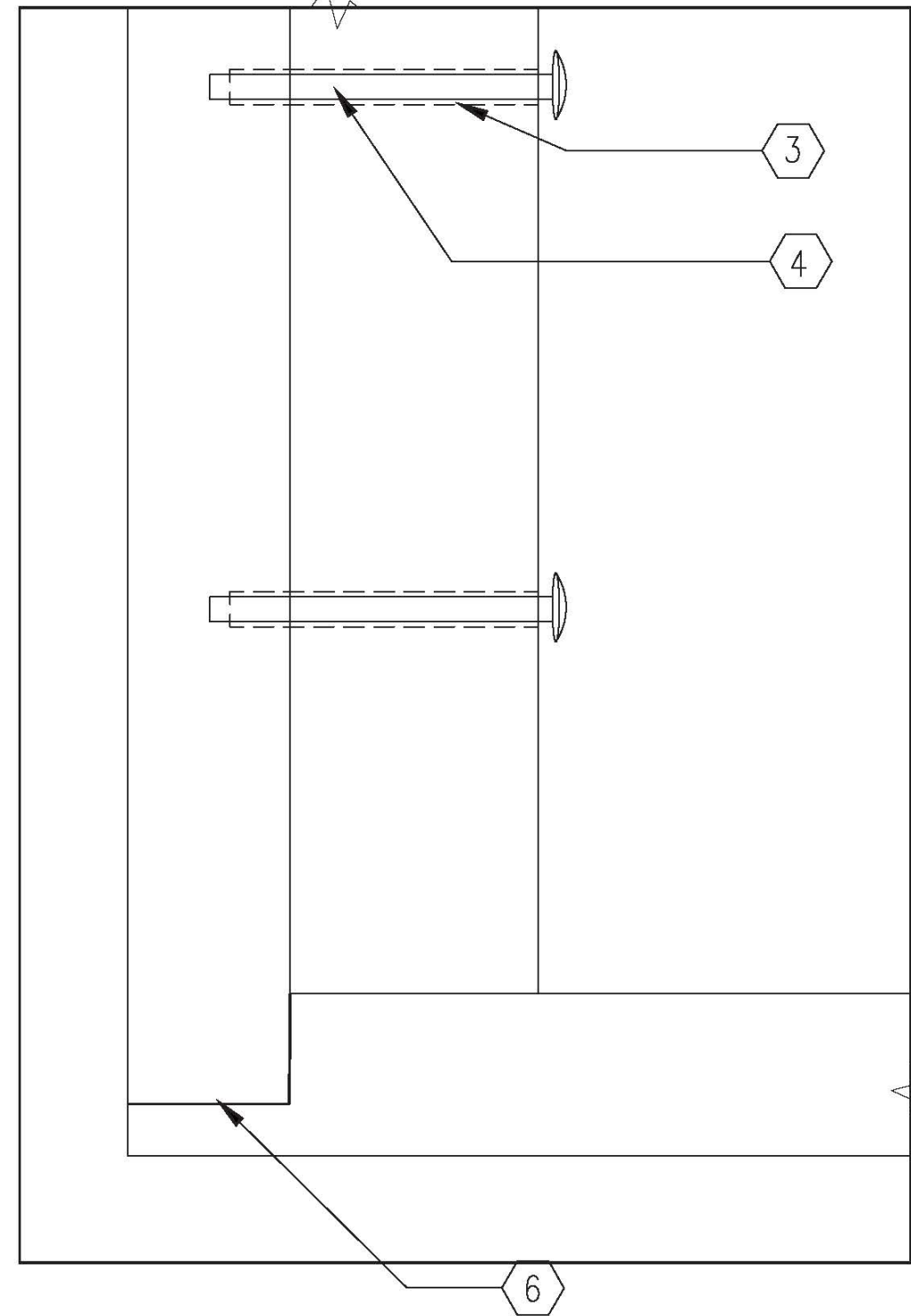
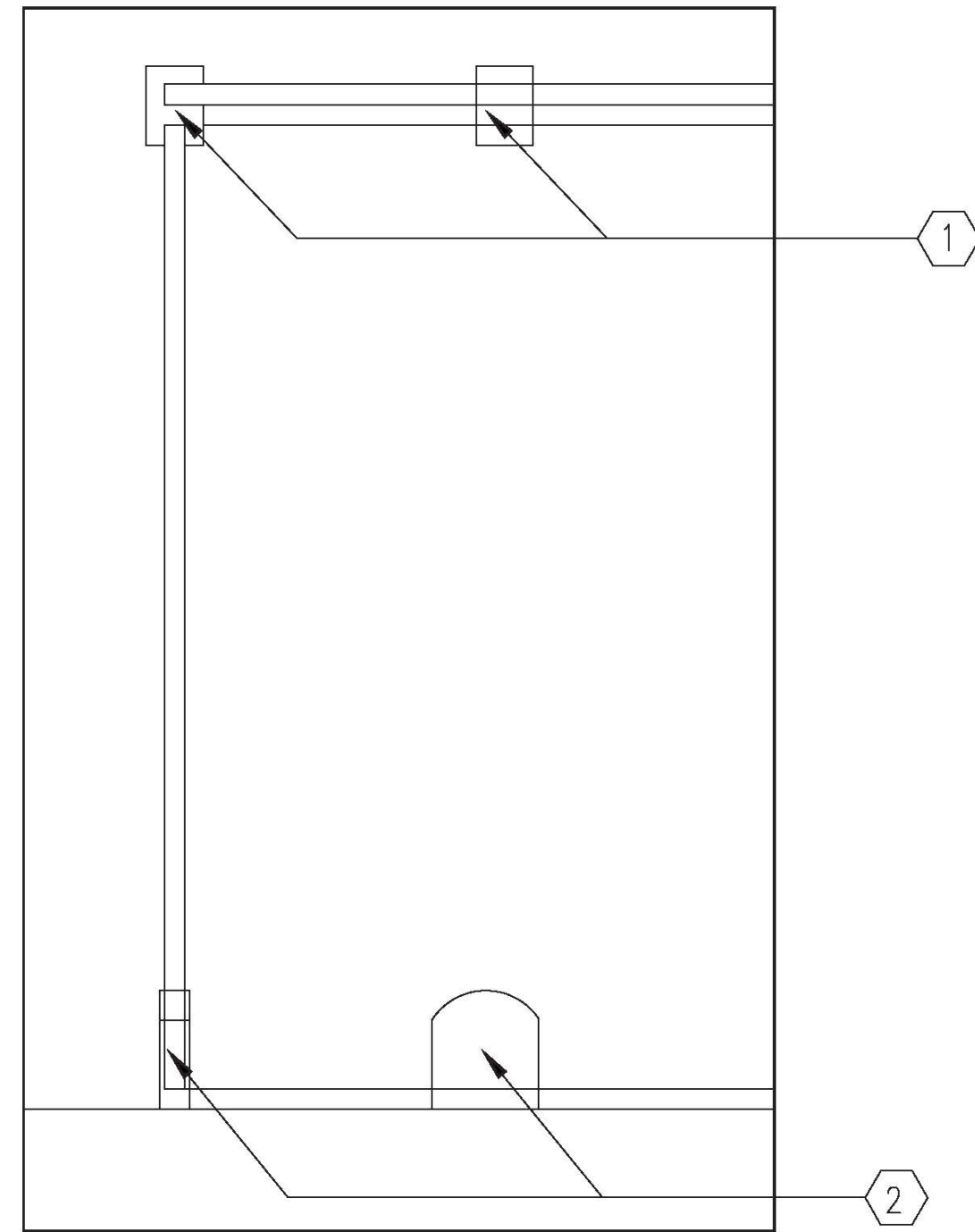
Colleen Smith
Merielle Jurlina
DESIGNERS

Section: Overhang

SHEET TITLE

A-9

SHEET NUMBER



- DRAWING NOTES
1. Stainless Steel glass corner connector with Satin Finish for 1/4" glass
 2. Stainless Steel "D" shaped glass clamp with flat base and satin finish for 1/4" glass
 3. Pre-drilled Hole
 4. 4" Galvanized Screws
 5. Rabbet Joint with wood glue

Corryville Kroger
1 W Corry St, Cincinnati,
OH 45219

LOCATION

Colleen Smith
Merielle Jurlina

DESIGNERS

Section: Glass Hardware
at Cabinet

Section: Overhang Detail

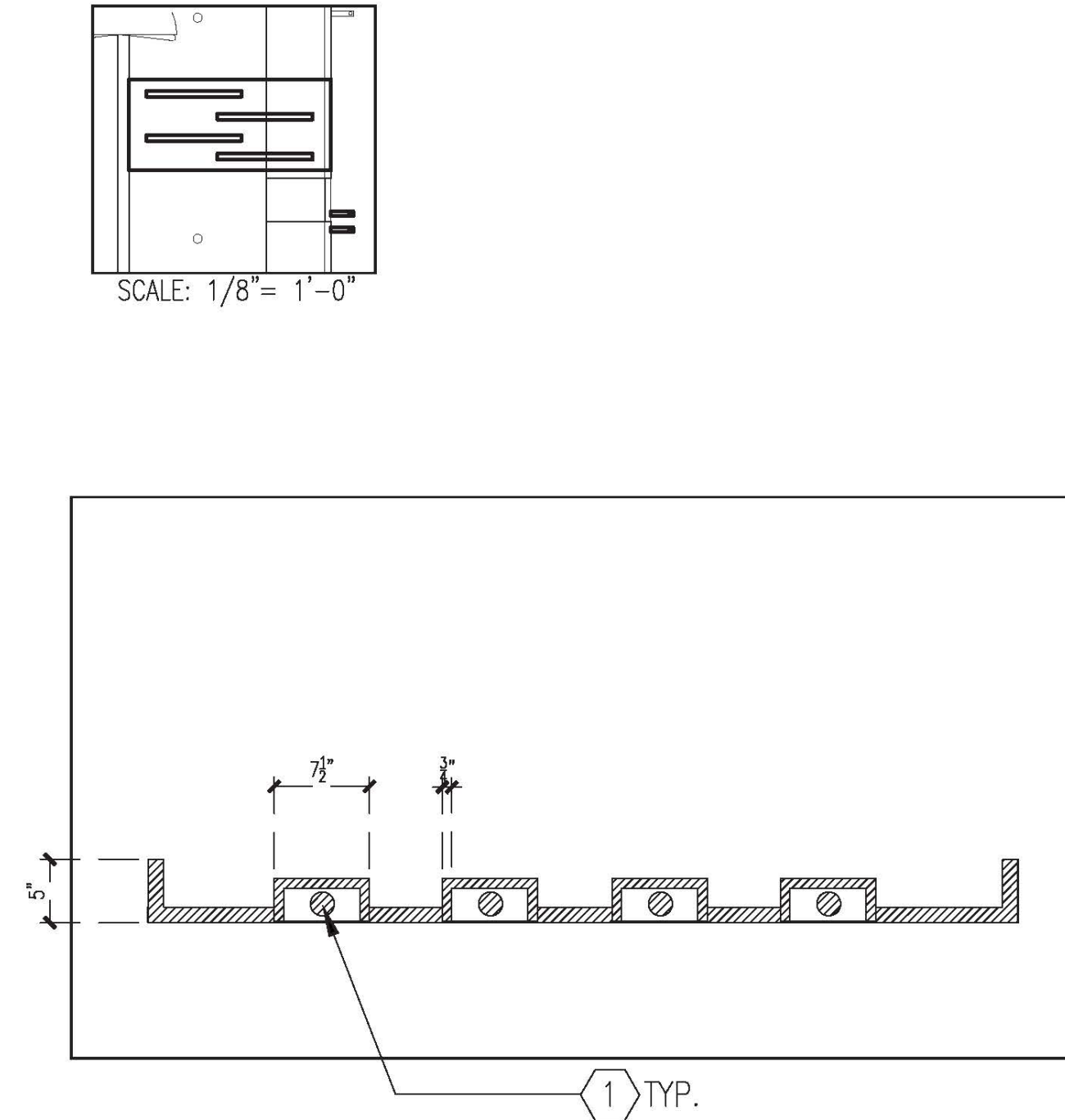
SHEET TITLE

A-10

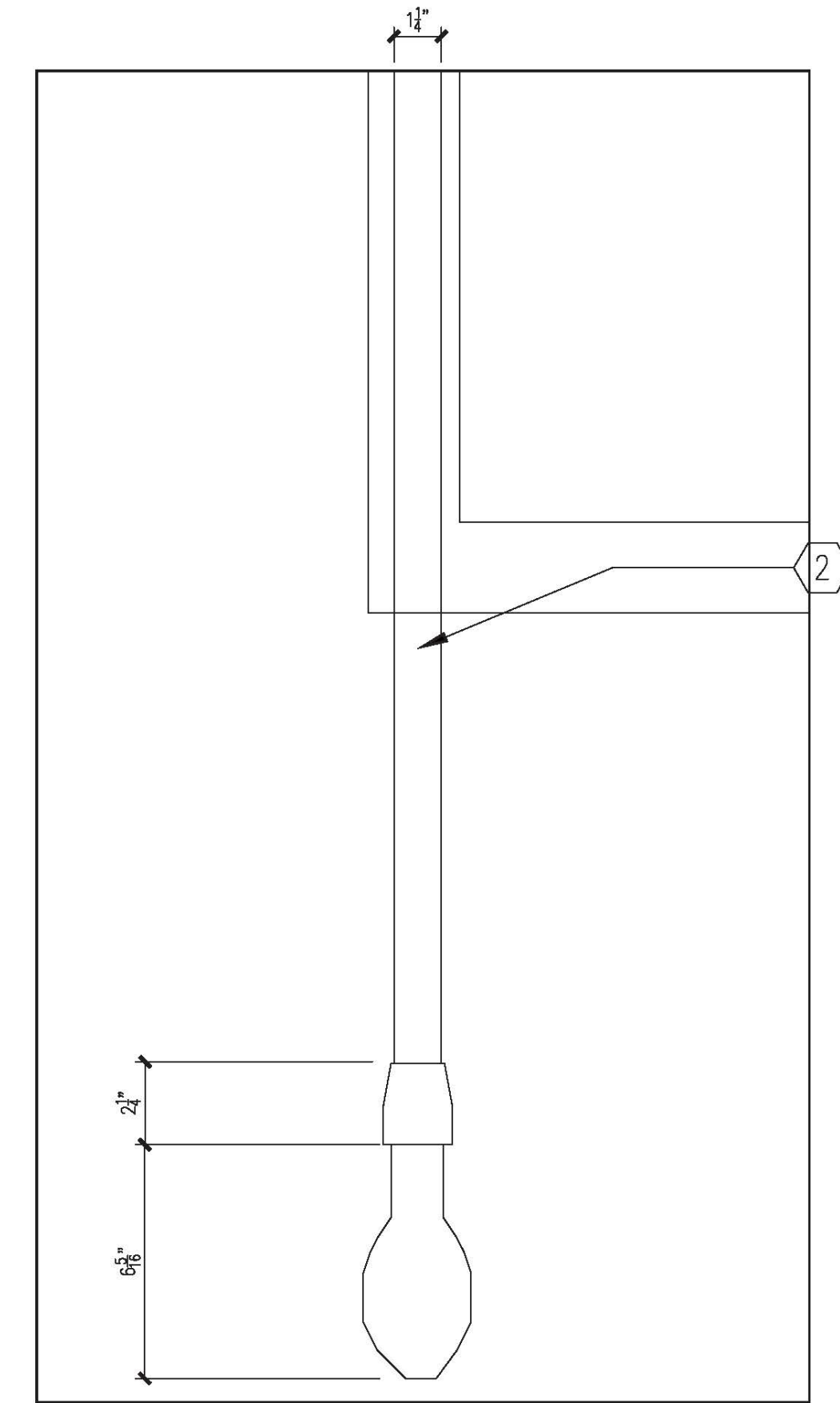
SHEET NUMBER

1 SECTION: GLASS HARDWARE AT CABINET
SCALE: 0'-6" = 1'-0"

2 ELEVATION: OVERHANG DETAIL
SCALE: 6" = 1'-0"



1 LIGHTING SECTION: INSET DETAIL
SCALE: 1" = 1'-0"



2 LIGHTING: PENDANT DETAIL
SCALE: 0'-3" = 1'-0"

DRAWING NOTES

1. Fluorescent Tube Lamp, 50 W
2. 3' Mini Pendant with Matte Black Finish, 120 V, 60 W

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1 W Corry St, Cincinnati,
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LOCATION

Colleen Smith
Merielle Jurlina

DESIGNERS

Lighting Section Detail

SHEET TITLE

A-11

SHEET NUMBER

04

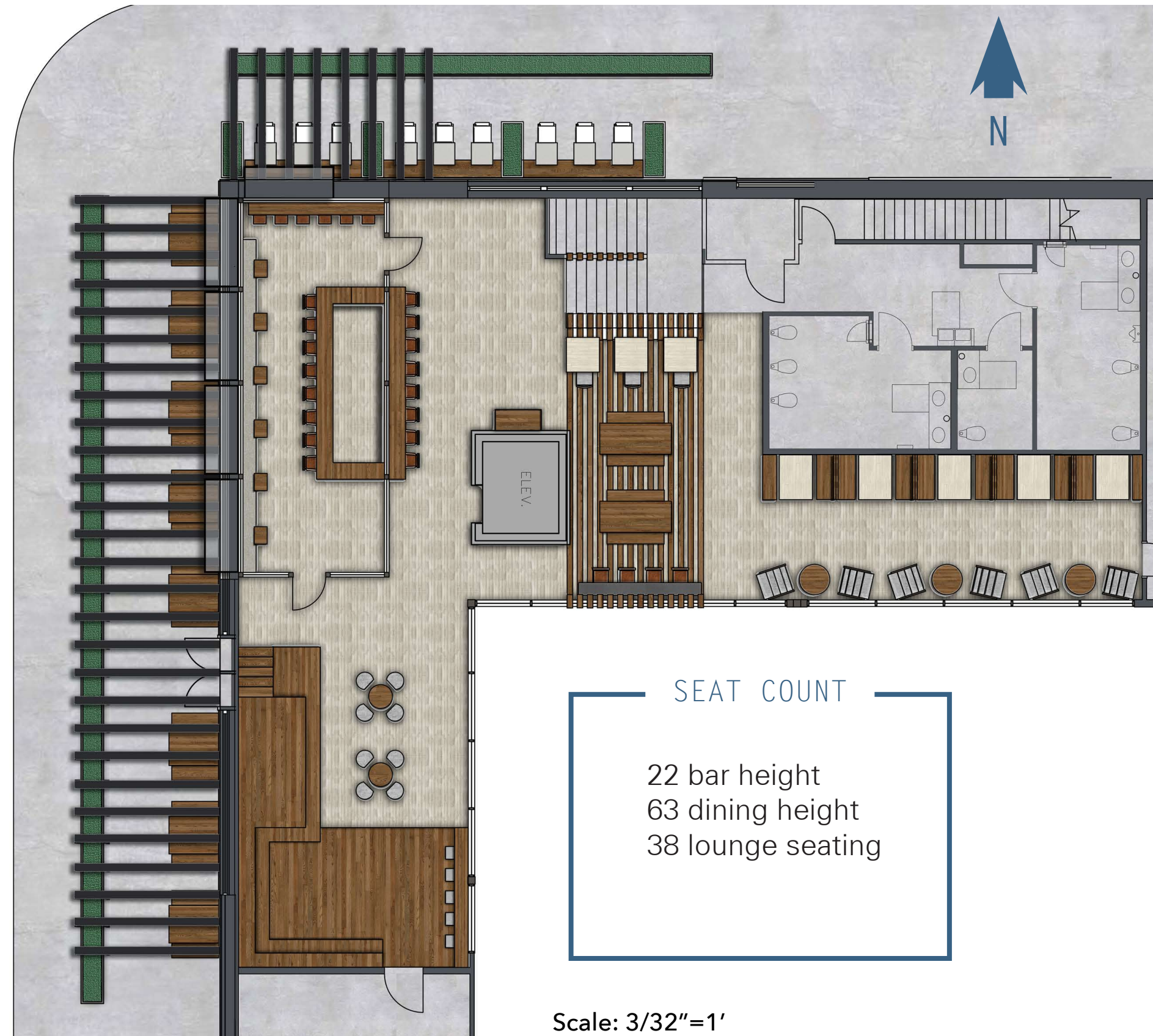
LOFT

What if Kroger...
Held your attention longer by providing an area
to work, eat, drink and socialize.

The **Loft** consists of three different areas: an intimate study space, an outdoor terrace bar, and a community corner stage for local music and vendors. This third place allows customers to linger.



LOFT FLOORPLAN



SEAT COUNT

22 bar height
 63 dining height
 38 lounge seating

Scale: 3/32"=1'

CAPTIVATING

Built in seating seamlessly transitions into a stage for entertainment

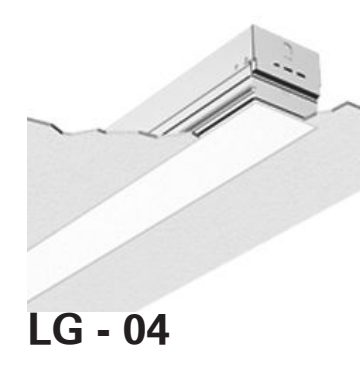
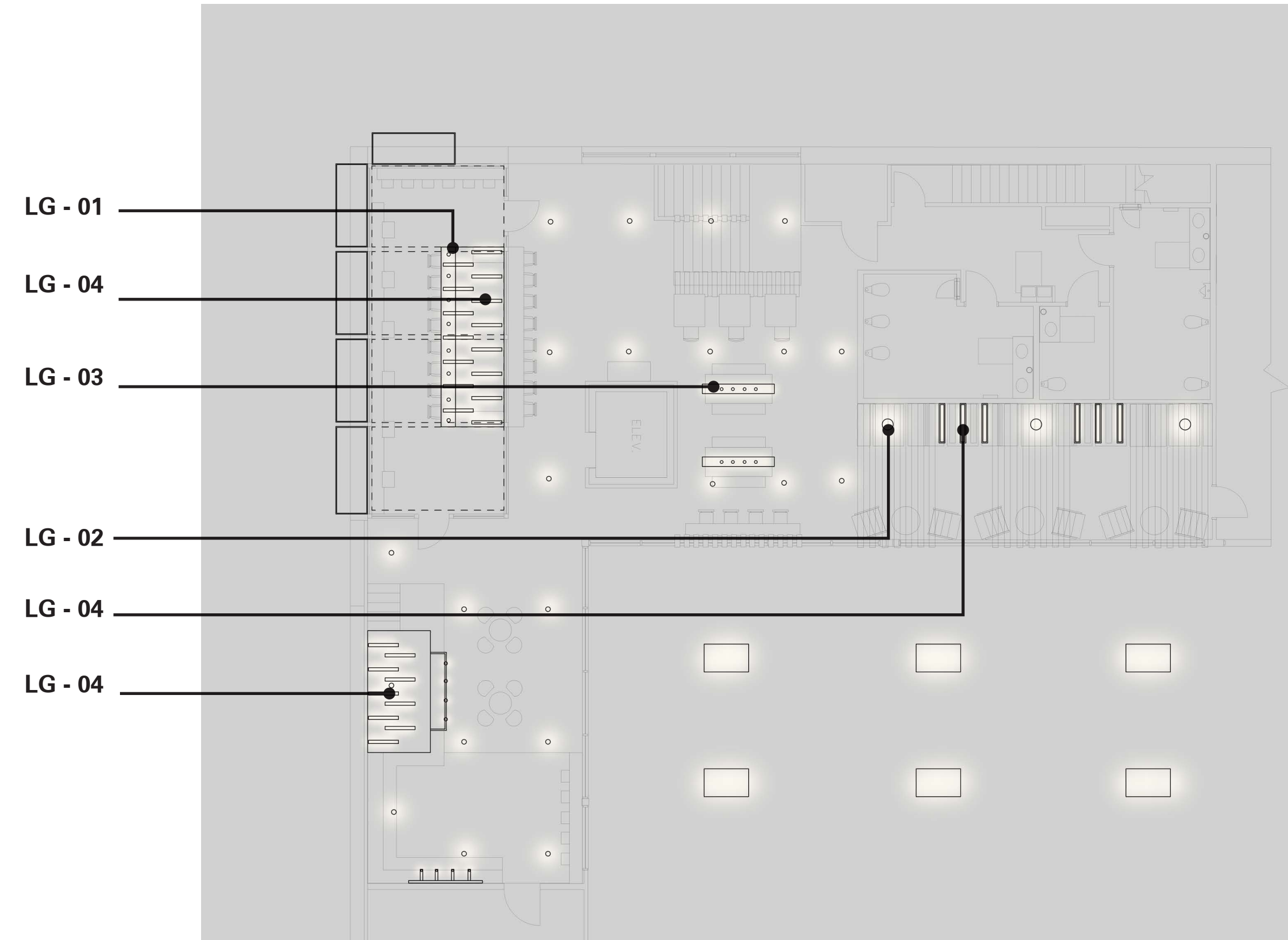
INTIMATE

Secluded booths allow view of grocery store activity, while still providing a sense of privacy

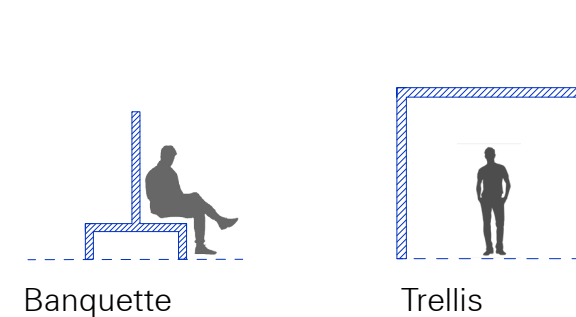
EFFICIENT

Sealed indoor patio allows the option to access natural ventilation without affecting the remaining controlled environment

LOFT REFLECTED CEILING PLAN

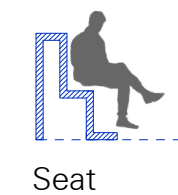
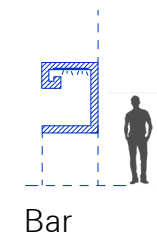
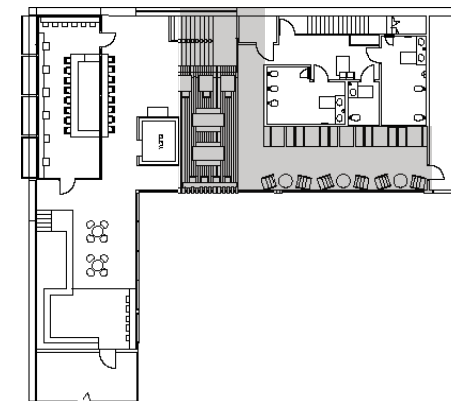


Scale: 3/32"=1'



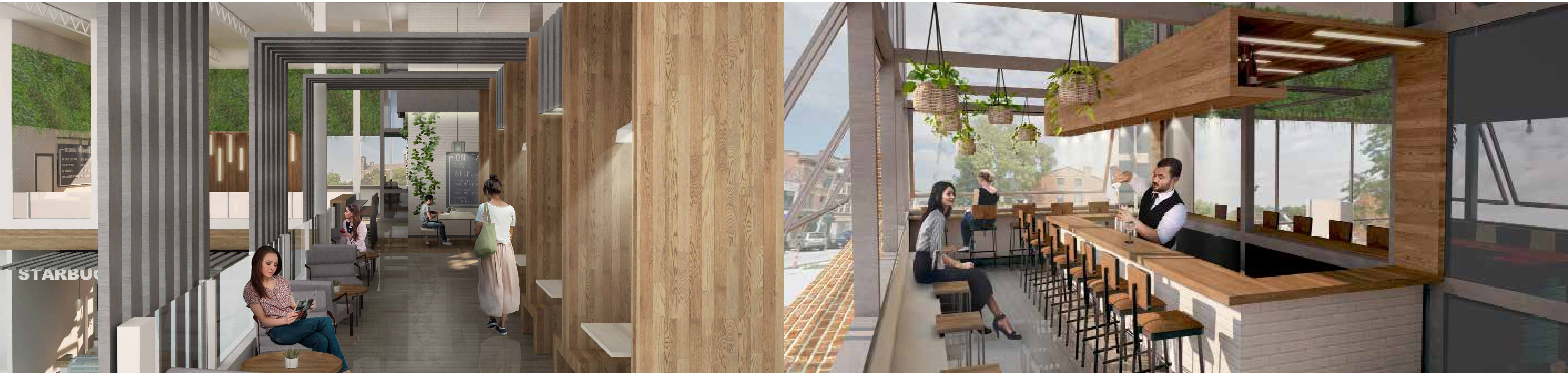
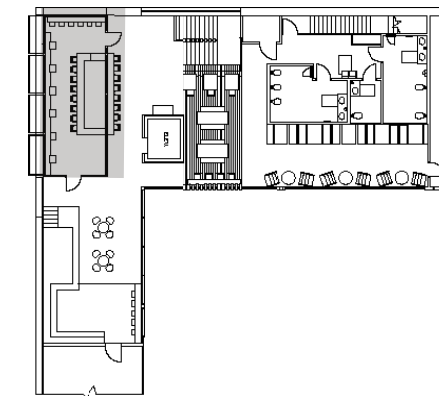
WORK

An area designed to allow guests to work, read or enjoy time alone. This section of the cafe lounge is meant to feel independent from the rest of the space, but is connected via the views below to the grocery, and the wooden form work that continues down towards the first floor.



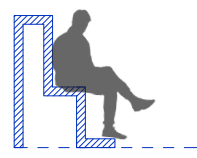
EAT & DRINK

Designed as an indoor patio, this area allows guests the exposure to sunlight, fresh air and ventilation, without affecting those who do not wish to feel like being outside.

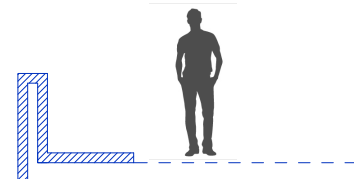


TRANSITION

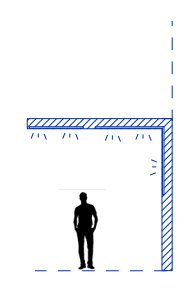
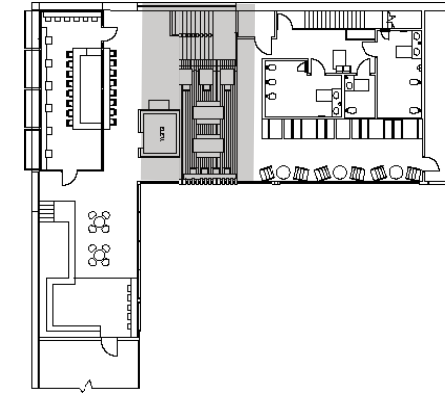
This open transition area allows customers to work while also being a part of the upbeat bar atmosphere.



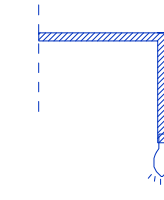
Seating



Bar



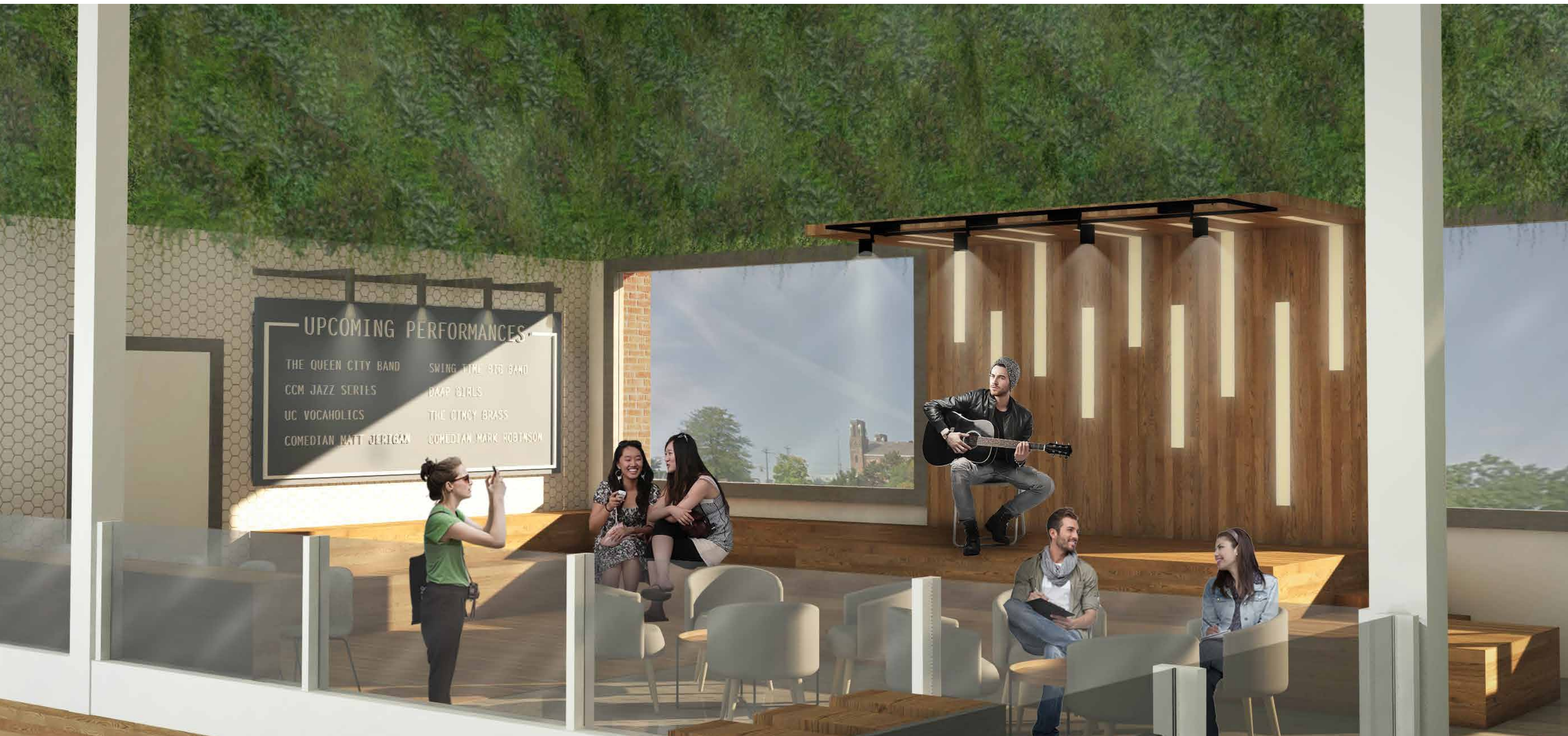
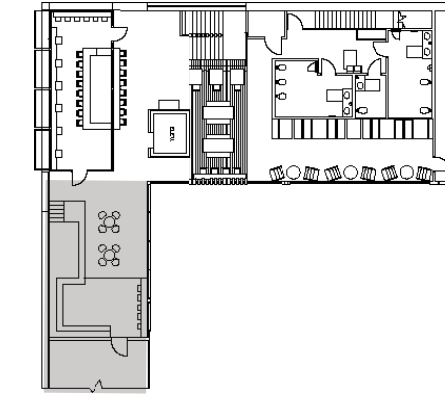
Stage



Pendant Lighting

SOCIALIZE

The design of a single structure allows guests to sit and enjoy good company while listening to live music. When a performance is not in session, the stage can be used as extended seating.



05

FURNITURE & FINISHES

MATERIALS



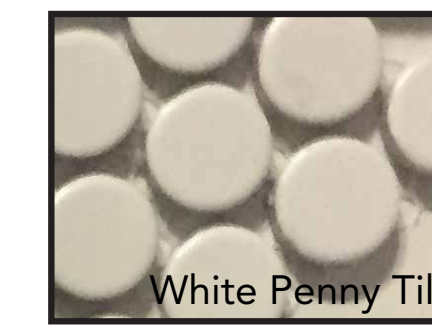
Steel



Polished Concrete



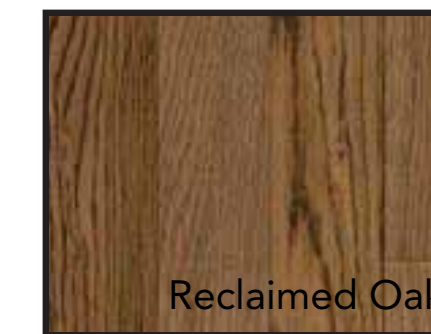
Stamped Concrete



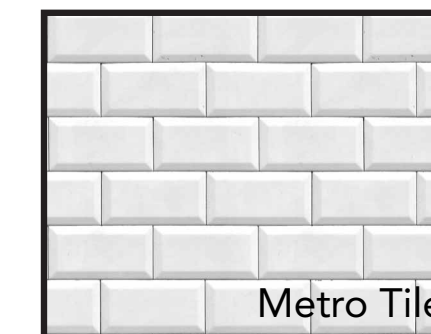
White Penny Tile



Vinyl



Reclaimed Oak



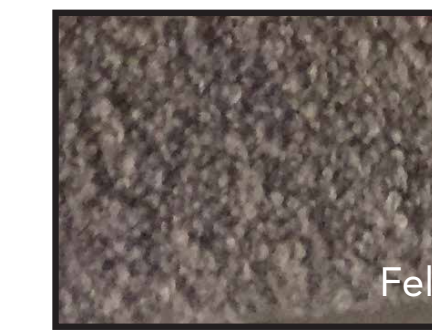
Metro Tile



White Washed Oak

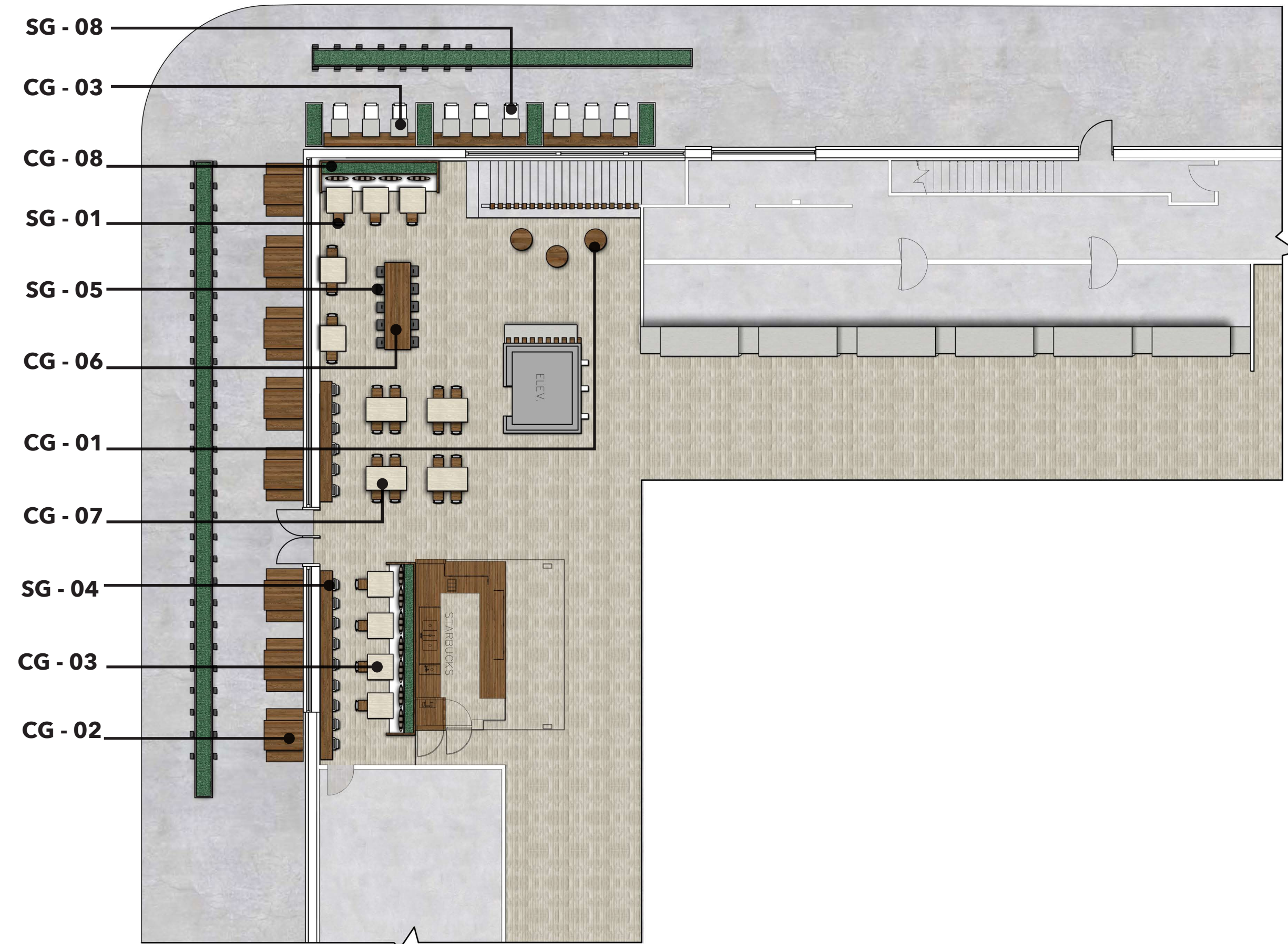


Upholstery Fabric




Felt


EATERY FURNITURE





SG - 01
Public Chair
Company: Industry West
Product Number: MS-521-STW-CONFIG



CG - 02
Falster Outdoor Table & Benches
Company: Ikea
Product Number: 890.540.04
Color: Black/Brown




SG - 04
Bertoia Wire Bar Stool
Company: Modist
Product Number: MOD-BS-105
Color: White
Finish: Glossy
Cushion Color: PU Vintage Brown




CG - 03
Screw Pump Side Table
Company: District Eight Design
Product Number: V40S-S




SG - 05
Marais Bar Stool
Company: Industry West
Product Number: MS-857-H75-CONFIG




CG - 06
U Table Large
Company: Industry West
Product Number: TGE-044010
Color: Walnut




SG - 08
Velletri Indoor/Outdoor Solid Wire Dining Chair
Company: The Block Shop
Product Number: N/A
Color: Black



CG - 07
Industrial Oak + Steel Dining Table
Company: West Elm
Product Number: N/A
Wood: Oak - Soap
Fabric: Remix 2 123

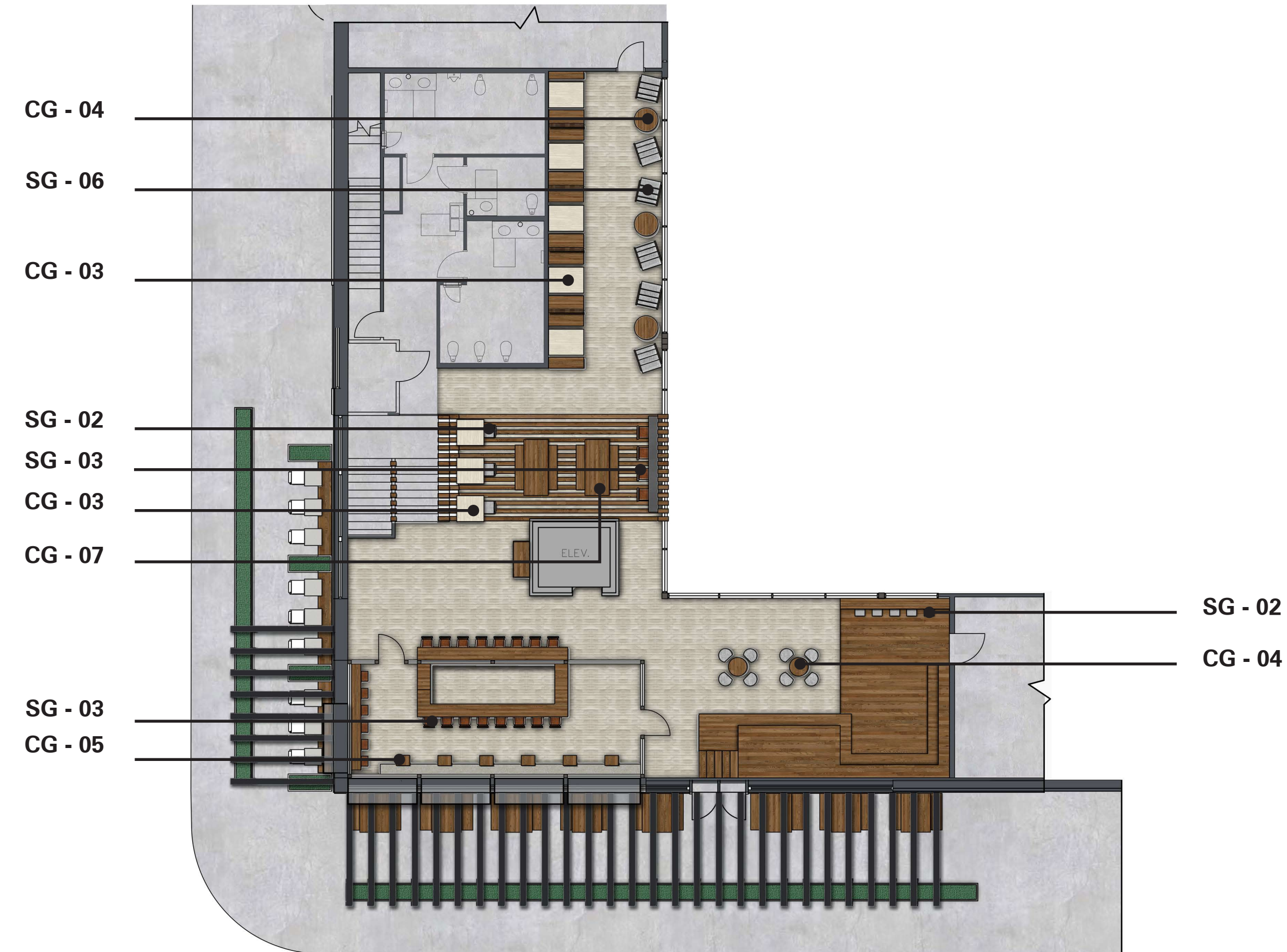



CG - 01
Memo Table (Standing Table)
Company: Materia
Product Number: 1092888




CG - 08
Custom Banquette with Built-in Planter


LOFT FURNITURE


SG - 02
Lolli Chair
Company: Industry West
Product Number: G38-BLK-GRY
Color: Grey




CG - 03
Screw Pump Side Table
Company: District Eight Design
Product Number: V40S-S




SG - 03
Prouve Bar Stool in Brown Leather
Company: Industry West
Product Number: FA-1004-H75-GUNMETAL/PU1406
Color: Chestnut



CG - 04
Cross Base Metal Coffee Table
Company: Mark Tuckey
Product Number: N/A



SG - 06
Mcqueen Club Chair
Company: Industry West
Product Number: B-7191-1-GREY



CG - 05
Takat C-Table
Company: Pier 1 Imports
Product Number: 2772888
Wood: Natural Mango

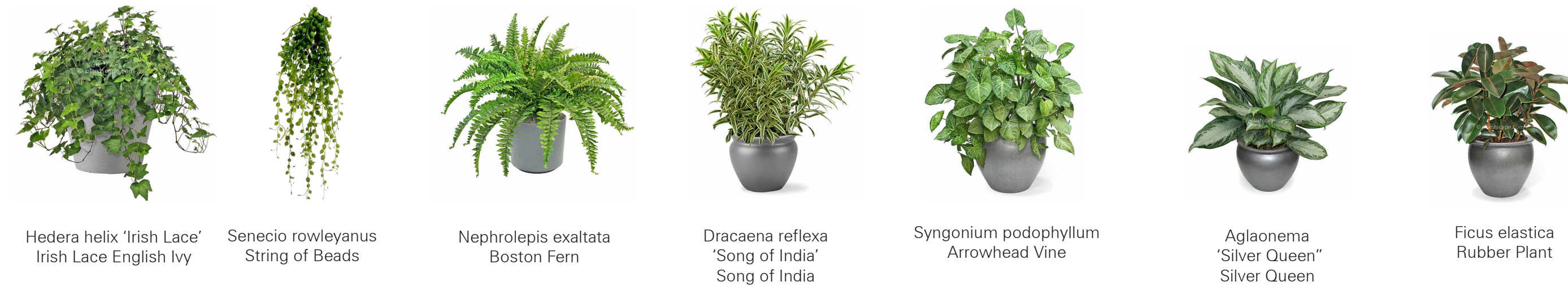
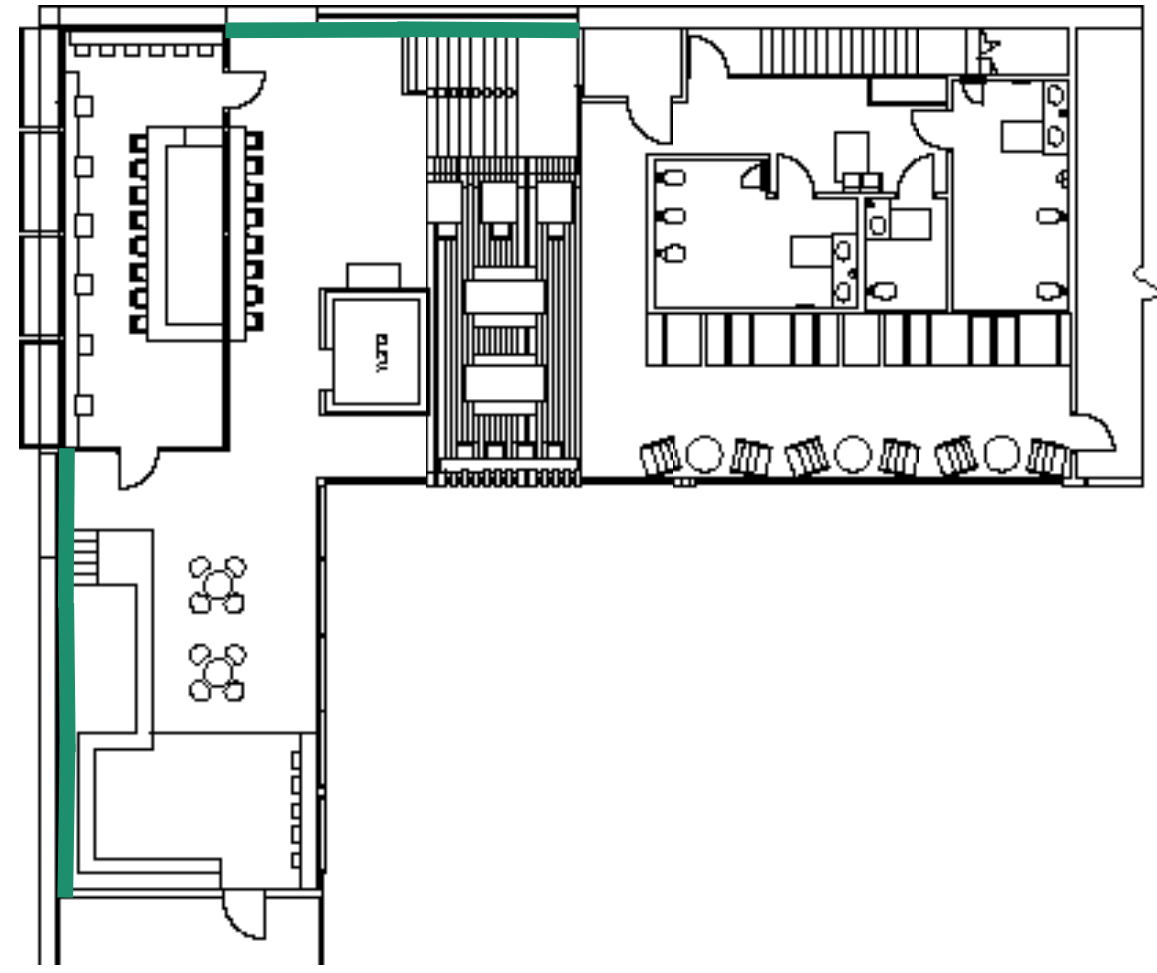


SG - 07
About A Chair Wood Base / Upholstered Shell
Company: Danish Design Store
Product Number: AAC23
Wood: Oak - Soap
Fabric: Remix 2 123



CG - 07
Industrial Oak + Steel Dining Table
Company: West Elm
Product Number: N/A
Wood: Oak - Soap
Fabric: Remix 2 123

GREEN WALL



Sources: www.plantscape.com, www.pinterest.com

INITIALS	SCIENTIFIC NAME	COMMON NAME	DIMENSION
AS	Aglaonema 'Silver Queen'	Silver Queen Chinese Evergreen	12" H x 12" W
DR	Dracaena reflexa	Song of India	16" H x 12" W
FE	Ficus elastica	Rubber Plant	12" H x 12" W
HH	Hedera helix 'Irish Lace'	Irish Lace English Ivy	6" H x 24" W
NE	Nephrolepis exaltata	Boston Fern	12" H x 12" W
SR	Senecio rowleyanus	String of Beads	4" H x 24" W
SP	Syngonium podophyllum	Arrowhead Vine	12" H x 12" W

LIGHTING



LG - 01

Vintage Industrial Exposed Bulb Pendant
Company: Shades of Light
Product Number: PEC1227 BZ
Color: Bronze



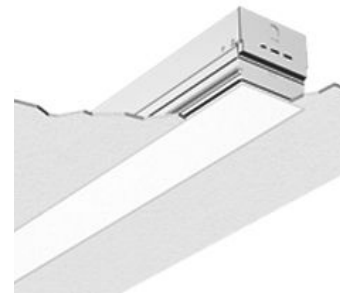
LG - 04

New Harbor Island Chandelier
Company: Quoizel
Product Number: NHR538WT
Color: Bronze



LG - 03

Ivanhoe® Esso Warehouse Porcelain Pendant
Company: Barn Light Electric
Product Number: BLE-C-WHE
Color: 250 White



LG - 04

Grüv® 6" High Efficiency Recessed Linear LED
Company: Amerlux
Product Number: GRUV6-HE-GB-LED