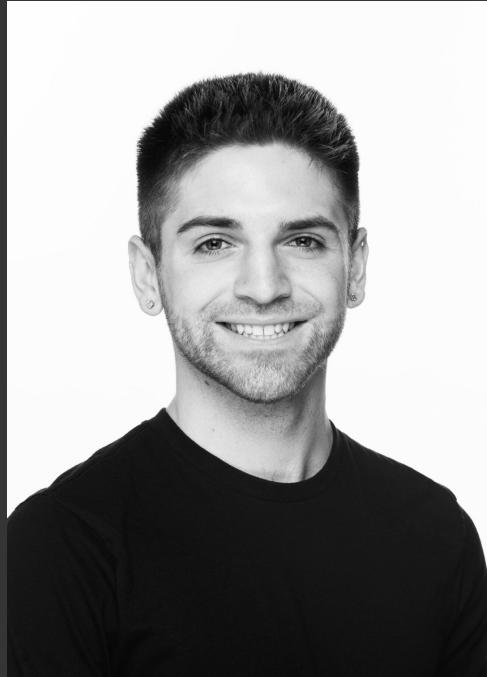


FACTORY 151



151 ST. PAUL ST.
ROCHESTER, NY 14604



CHRISTOPHER BECKLEY

INTERIOR DESIGN
HOSPITALITY DESIGN
INDE 212.01

ROCHESTER INSTITUTE
OF TECHNOLOGY

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151 ST. PAUL STREET

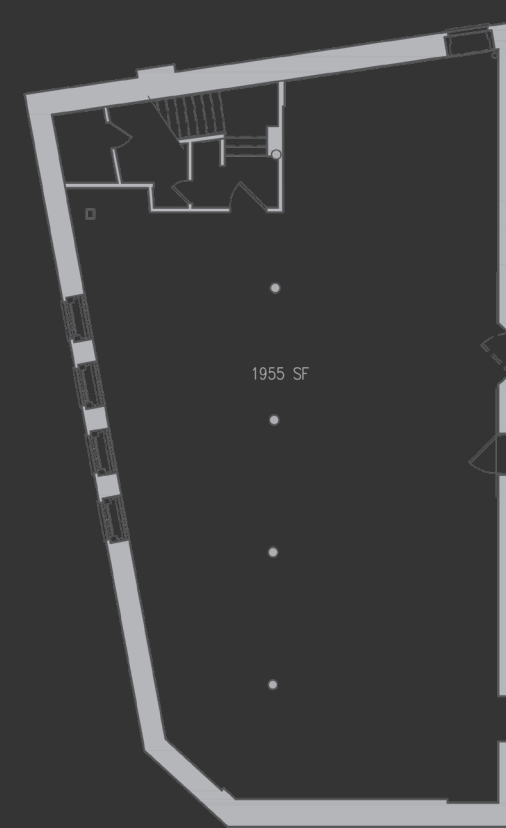
HISTORICAL CONTEXT

Rochester was found in 1812 and became a large commercial area after the construction of the Erie Canal. Three decades later, Rochester became known as “The Flour City” as railroads were built parallel to the canal and opened resources from the old northwest. It then boomed as one of the thriving cities for expanding transport lines which led to the implementation of a variety of industries throughout the following centuries.

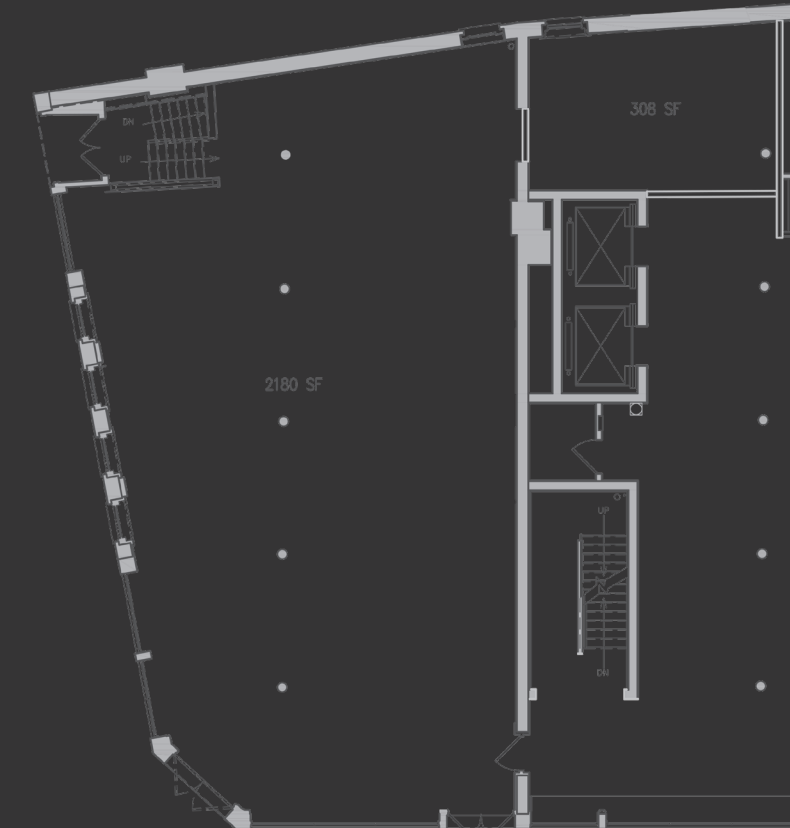
During the mid-eighteenth century, second line industries such as clothing and shoe factories became popular for the civil war’s demand for ready-made supplies. This provided jobs for many Rochester residents, employing about 5,000 workers. The gradual achievement of responsible labor organizations, good working conditions, skilled craftsmanship, and enterprising leadership in promotion and management resulted in a leading position in the industrial world of the 20th century. During this period of time, there were concerns for the sweatshops of the sub-contractors labored in crowded houses yet few large concerns sparked for the several hundred workers in four-five story factories that were established on St. Paul and Andrews streets. Firms such as Adler Brothers and Company, Stein, Bloch and Company, Koch and Company appeared and only focussed on the capital investments and value of output--lthough this made the clothing industry the leading industry in Rochester at the time.

The 1890’s began the advance to reduce the number of competing factories and to develop larger corporations. With the advancement of of labor unions, one-fourth of the 64 shoe factories left Rochester to non-union areas due to labor wars and firm’s refusal to deal with them.

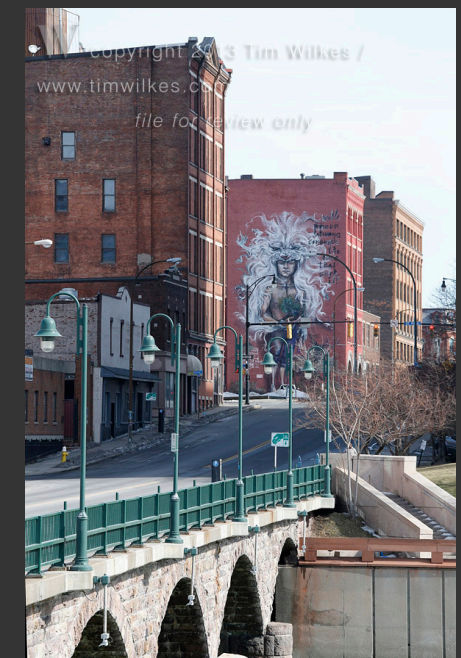
Thus, in 1894 at the corner of Andrews Street and St. Paul Street, a six-story building was constructed as the Tichner and Jacobi Building and began as a garment factory and retail outlet for \$60,000. At the time, this factory and outlet was a once-booming tailoring company until the top three floors went up in flames 10 years later. The building is easily identified due to its architectural features like the “Tichner & Jacobi” engraved at the top of the structure, along with its classical architectural elements. Along the top of the building features a detailed mosaic brick which stands out in contrast to the existing brick as the exterior finish.



Lower Level



First Level



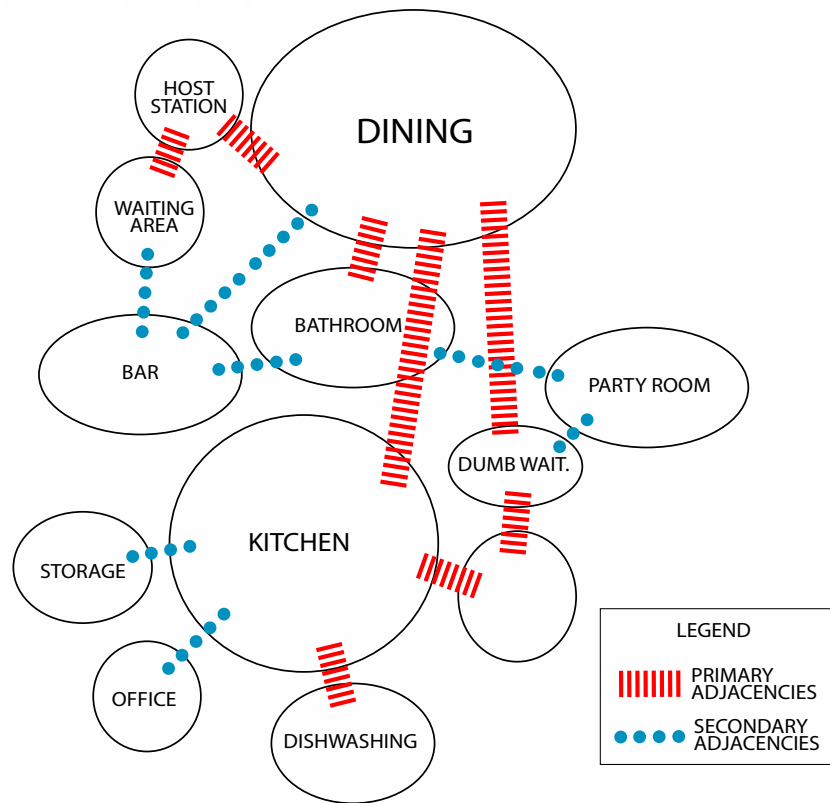
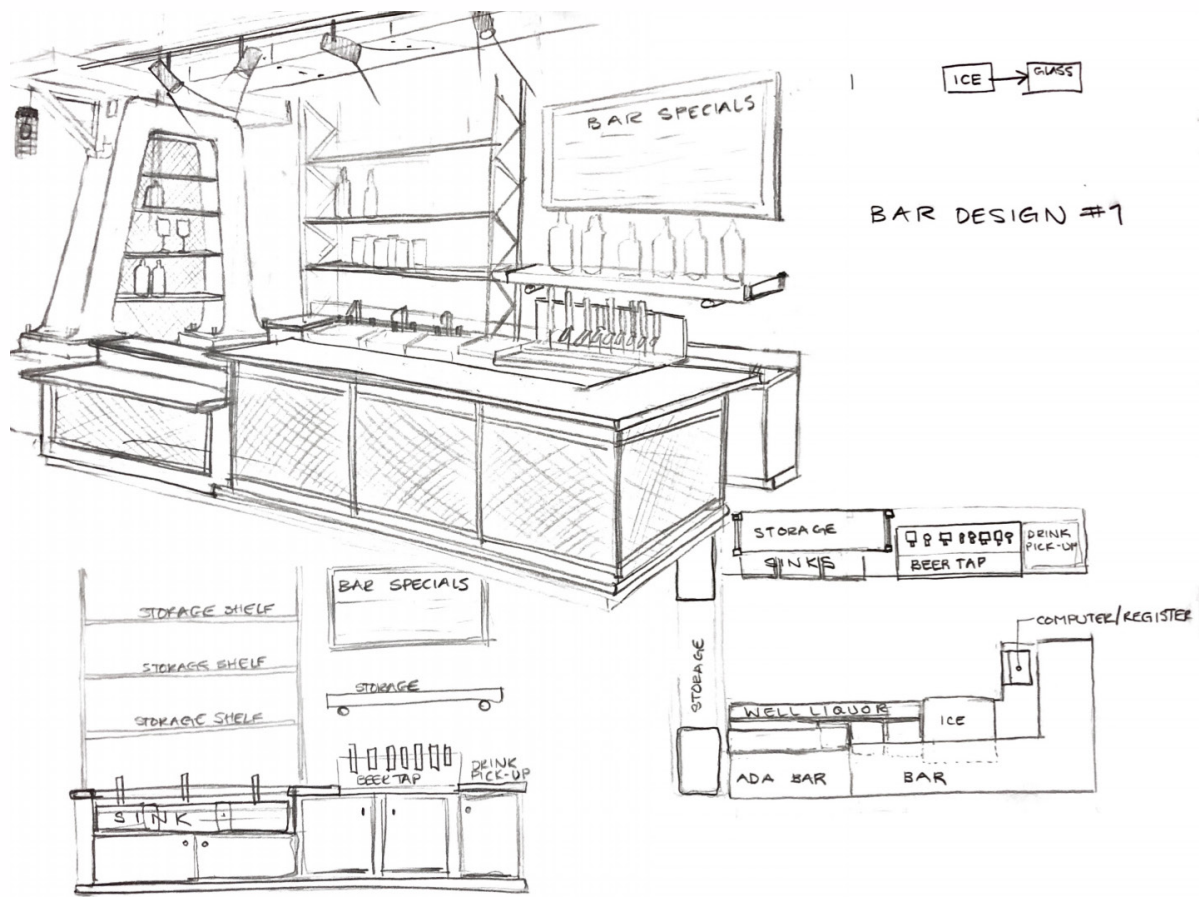
CONCEPT

The addition of Factory 151 will become the fourth location of the City Restaurant Group's brand. The restaurant will be located in the center of one of Rochester's restless neighborhoods, once referred to as the "Garment District," on the first story and lower level of 151 St. Paul Street.

Factory 151 will feature an intriguing environment by uniting the heritage of the old Garment District and vibrancy of the up and coming location to attract young professionals and families. The historical precedent of the site will be used to accent a modern industrial-styled theme that flows through the layout in a sophisticated, timeless manner. Exposed structural elements and low-lit seating matched with a neutral color scheme will create a dynamic experience that celebrates Rochester's sustainability and modernization. Each key aspect of the restaurant will visually interact with each other to complete the flow of the design.



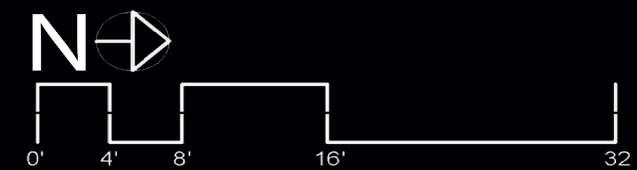
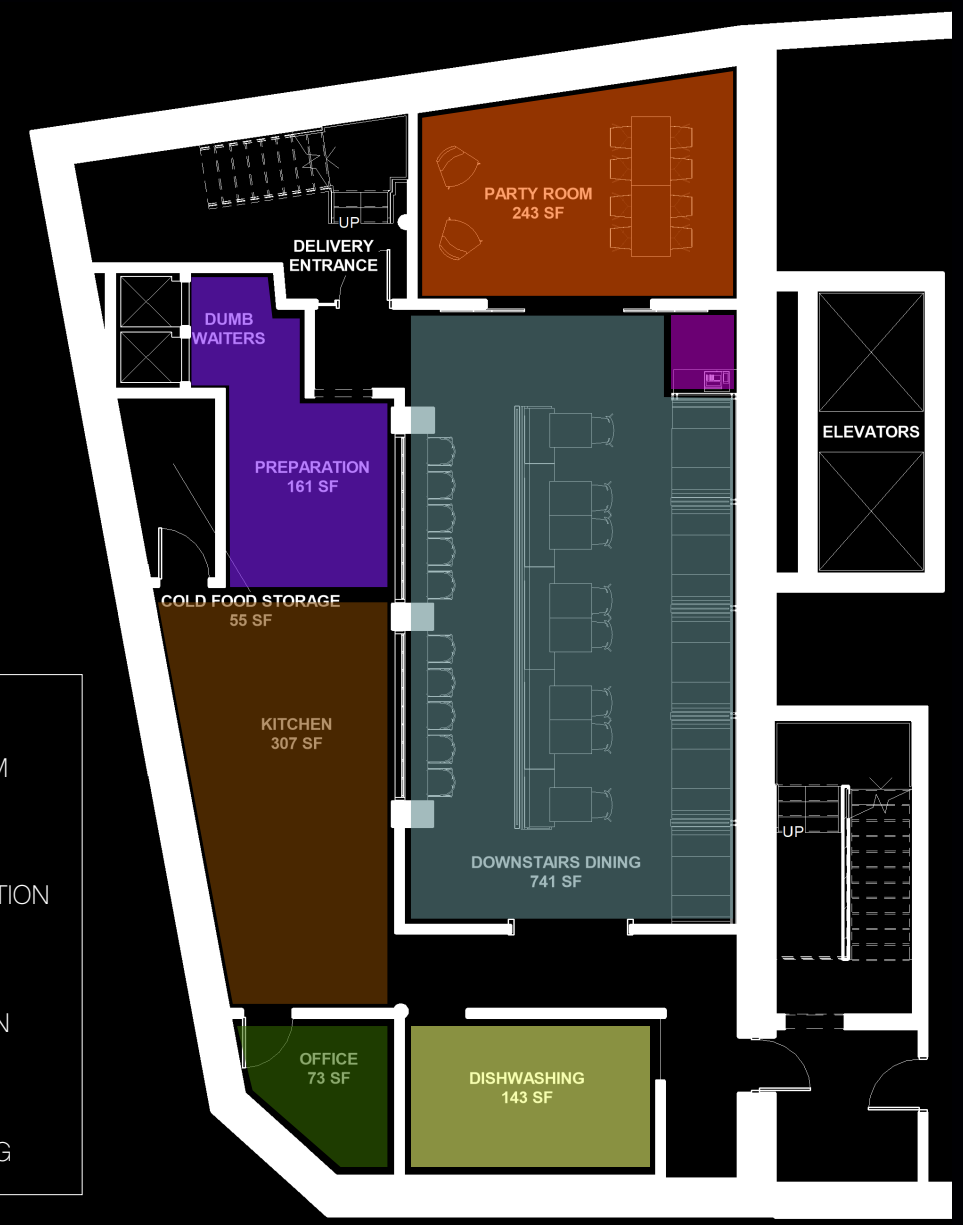
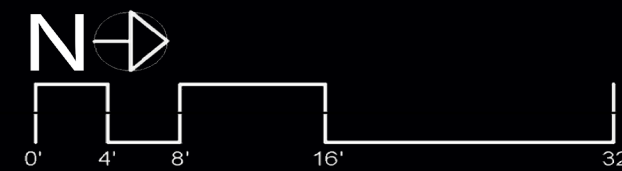
PROCESS WORK



	ADJACENCIES KEY												
	●	○	×	□									
	●	○	×	□									
	●	○	×	□									
KITCHEN	□												
BATHROOM		●											
PREP AREA	×	●											
STORAGE	○			○									
HOST STAND				□									
WAITING AREA	●		×	□									
DINING	□	□		○								×	○
PARTY ROOM		○		□									
BAR			×	×									
ENTRANCE	□												
DELIVERY			×	×									
COLD STORAGE		○											
OFFICE		○											
WAIT STATION													

ZONING

MAPS



FIRST FLOOR
FACTORY 151



LOWER LEVEL
FACTORY 151



FIRST FLOOR DINING



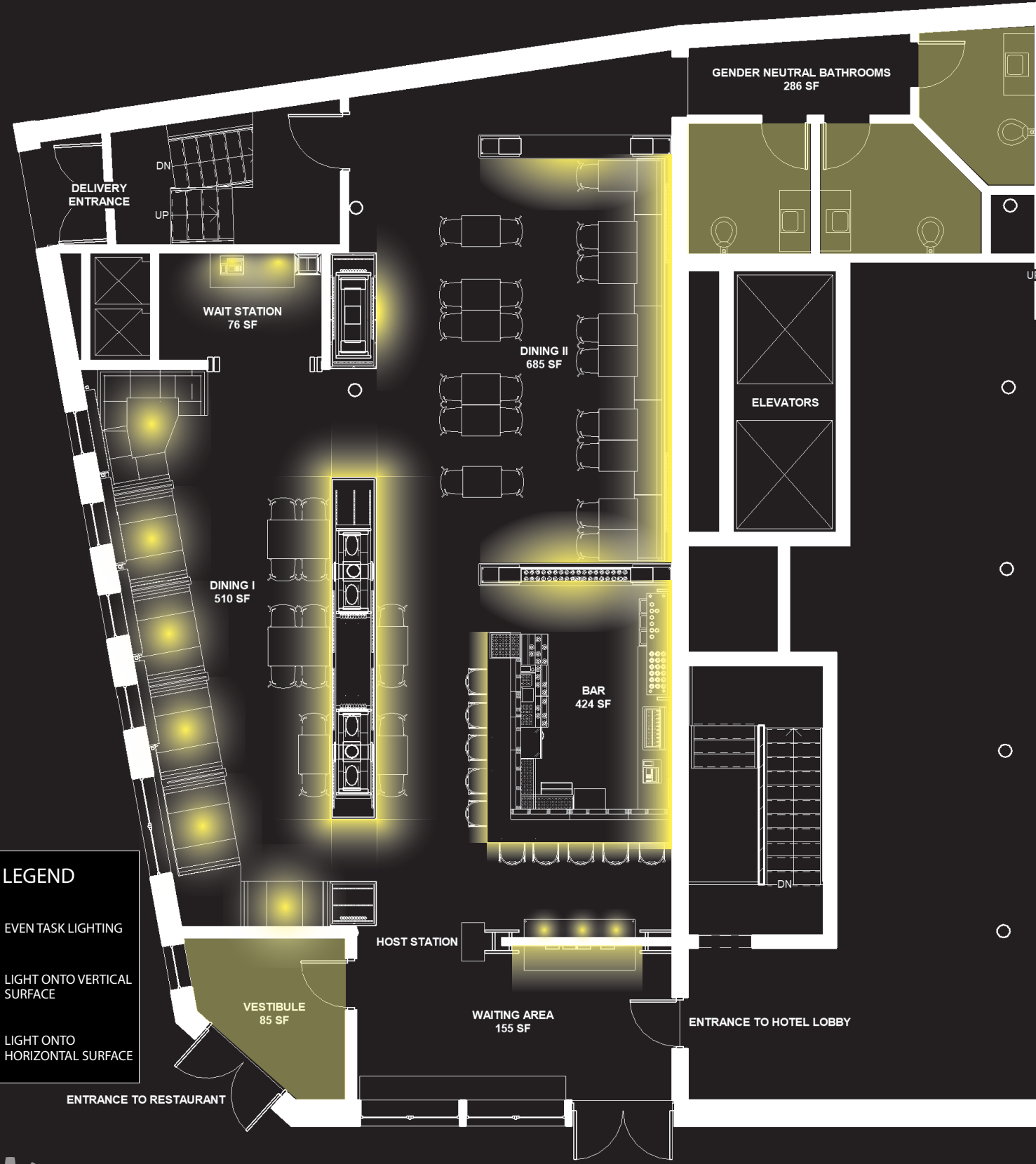
FIRST FLOOR DINING



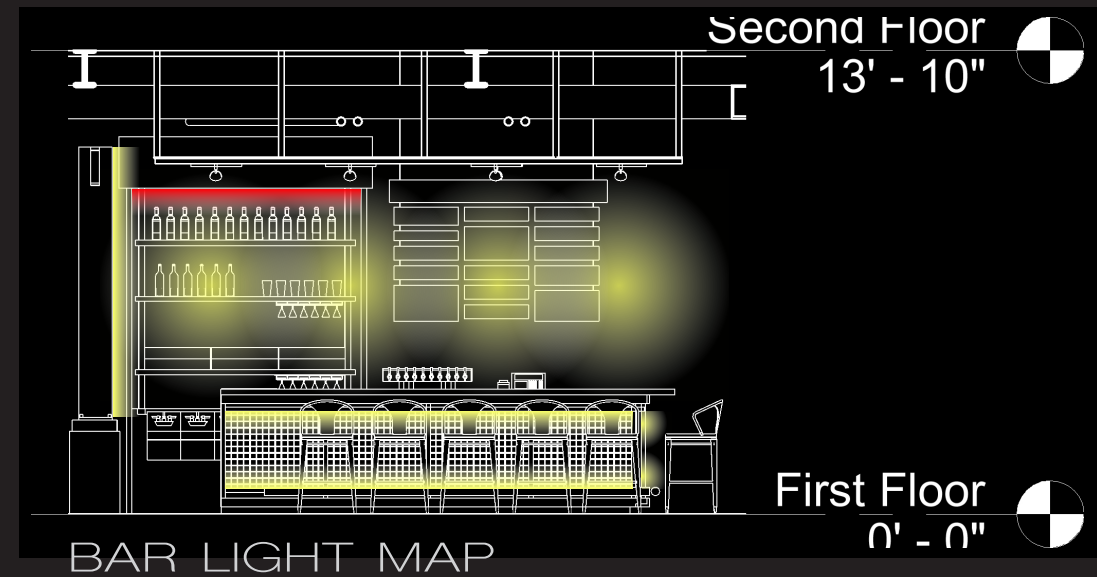
FIRST FLOOR DINING



FIRST FLOOR LIGHT MAP

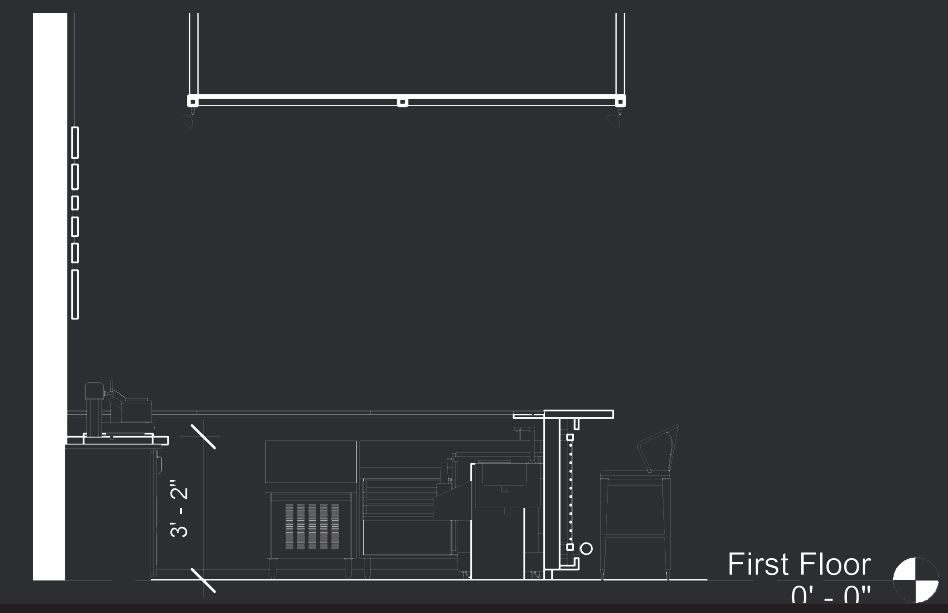
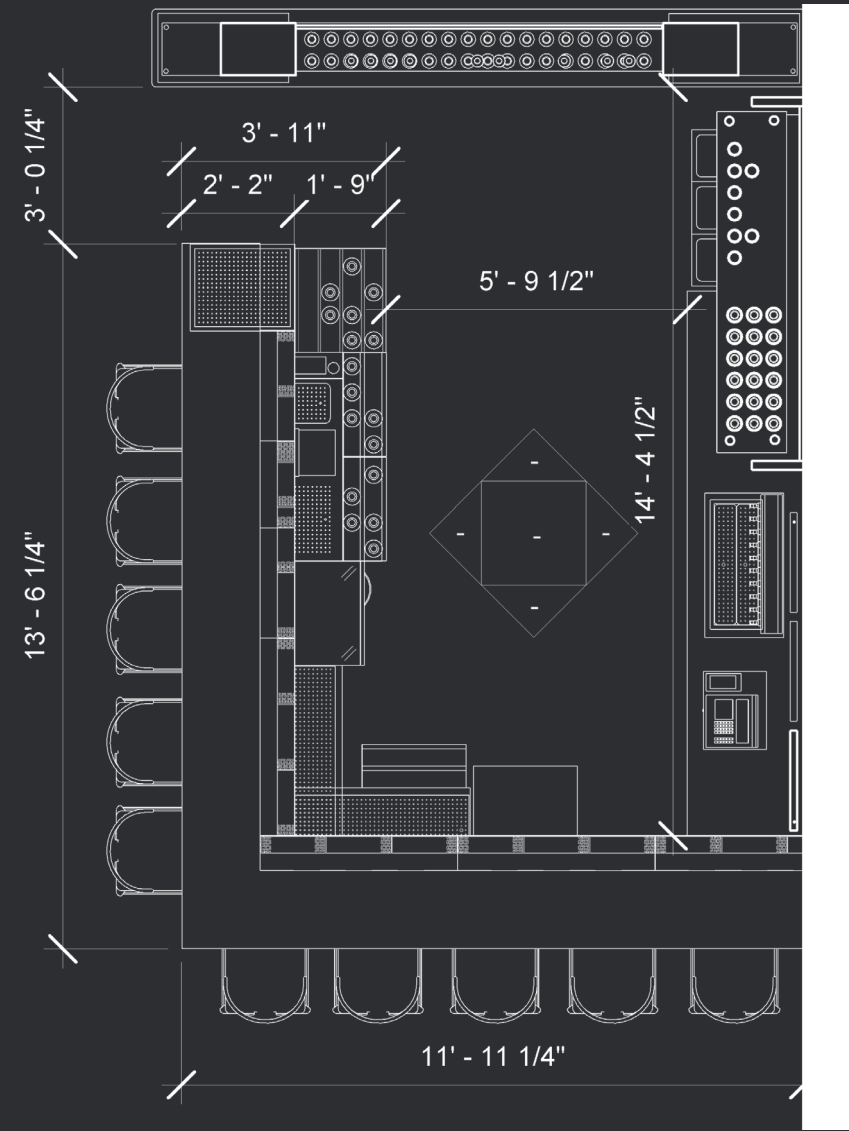


BAR AREA

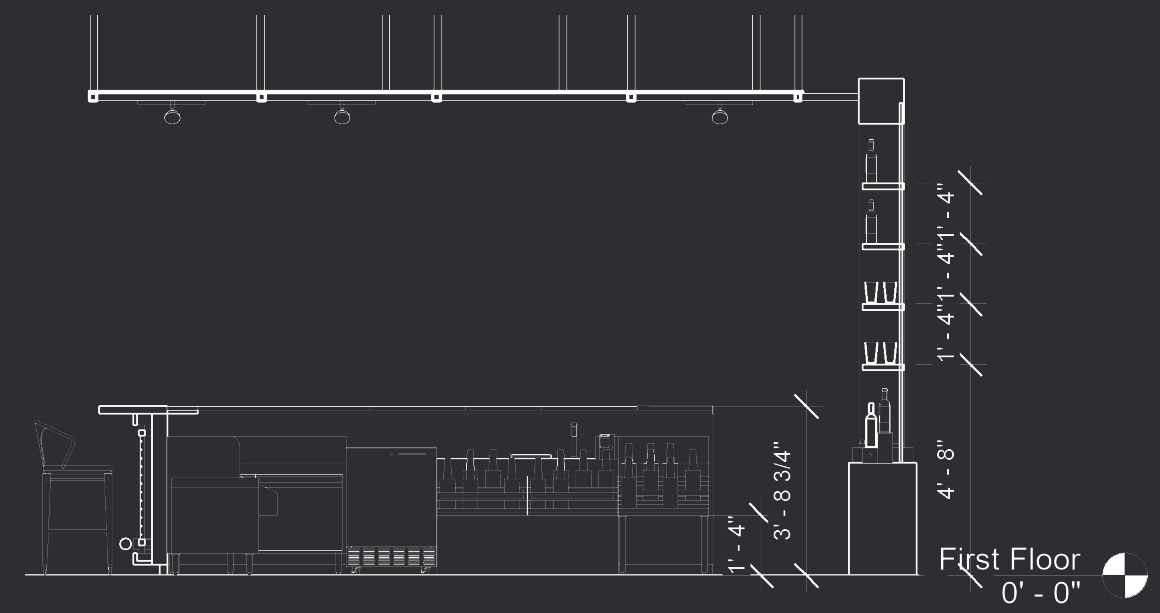


BAR ANTHROPOMETRICS

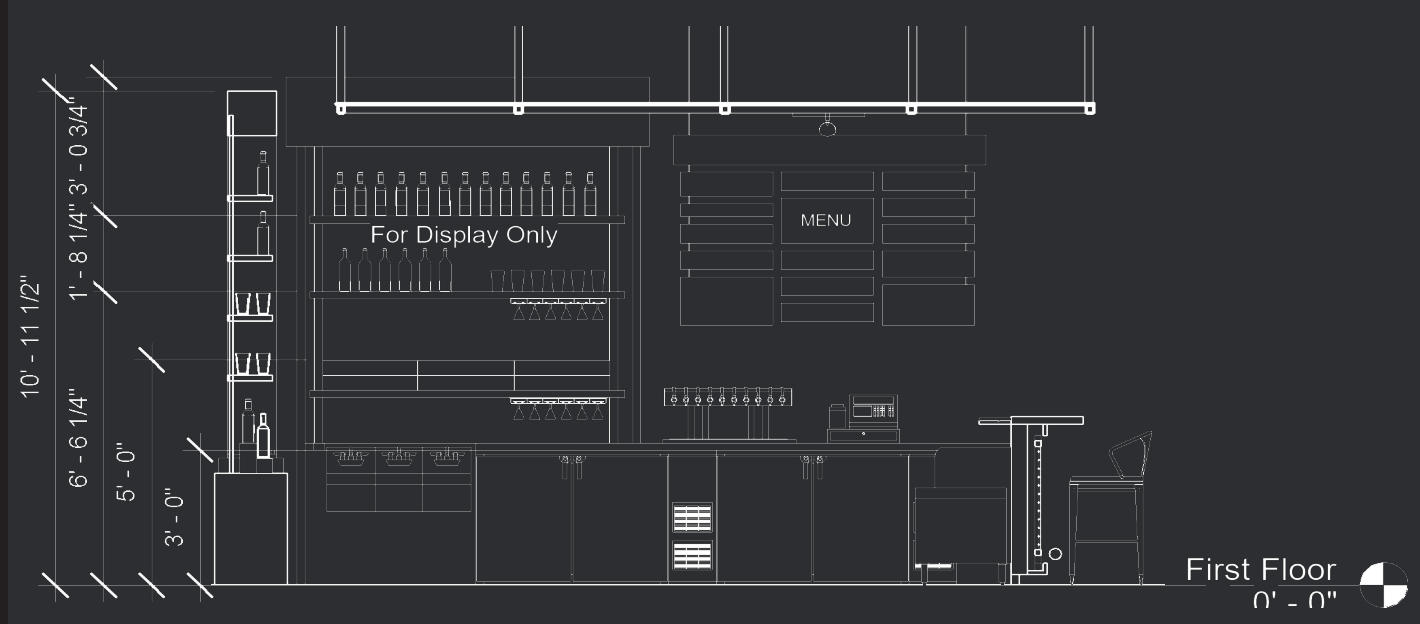
16



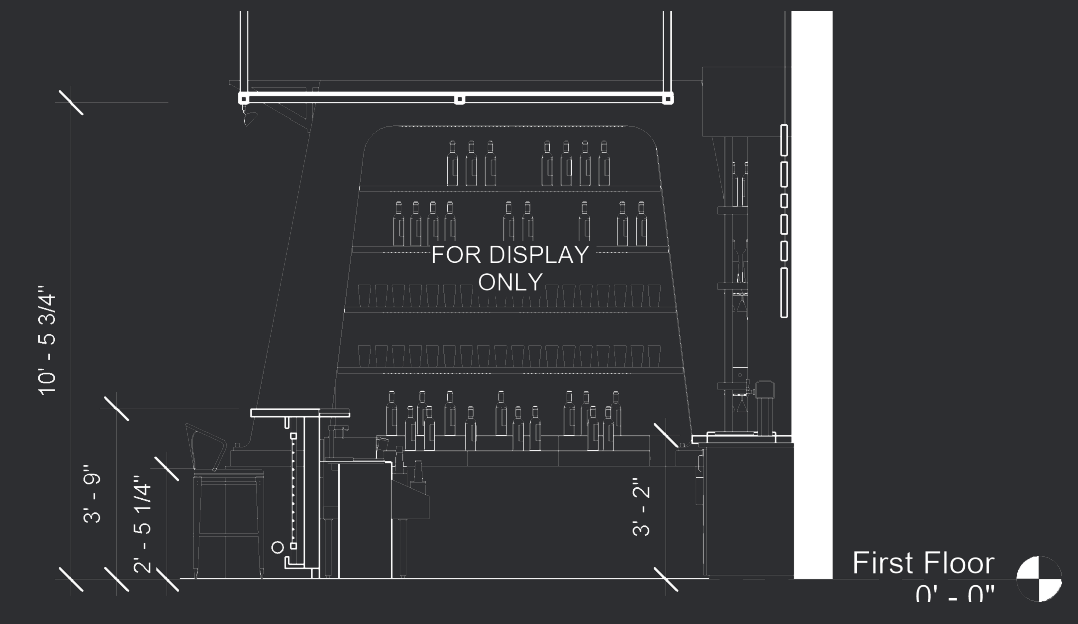
BAR ELEVATION - EAST



BAR ELEVATION - SOUTH

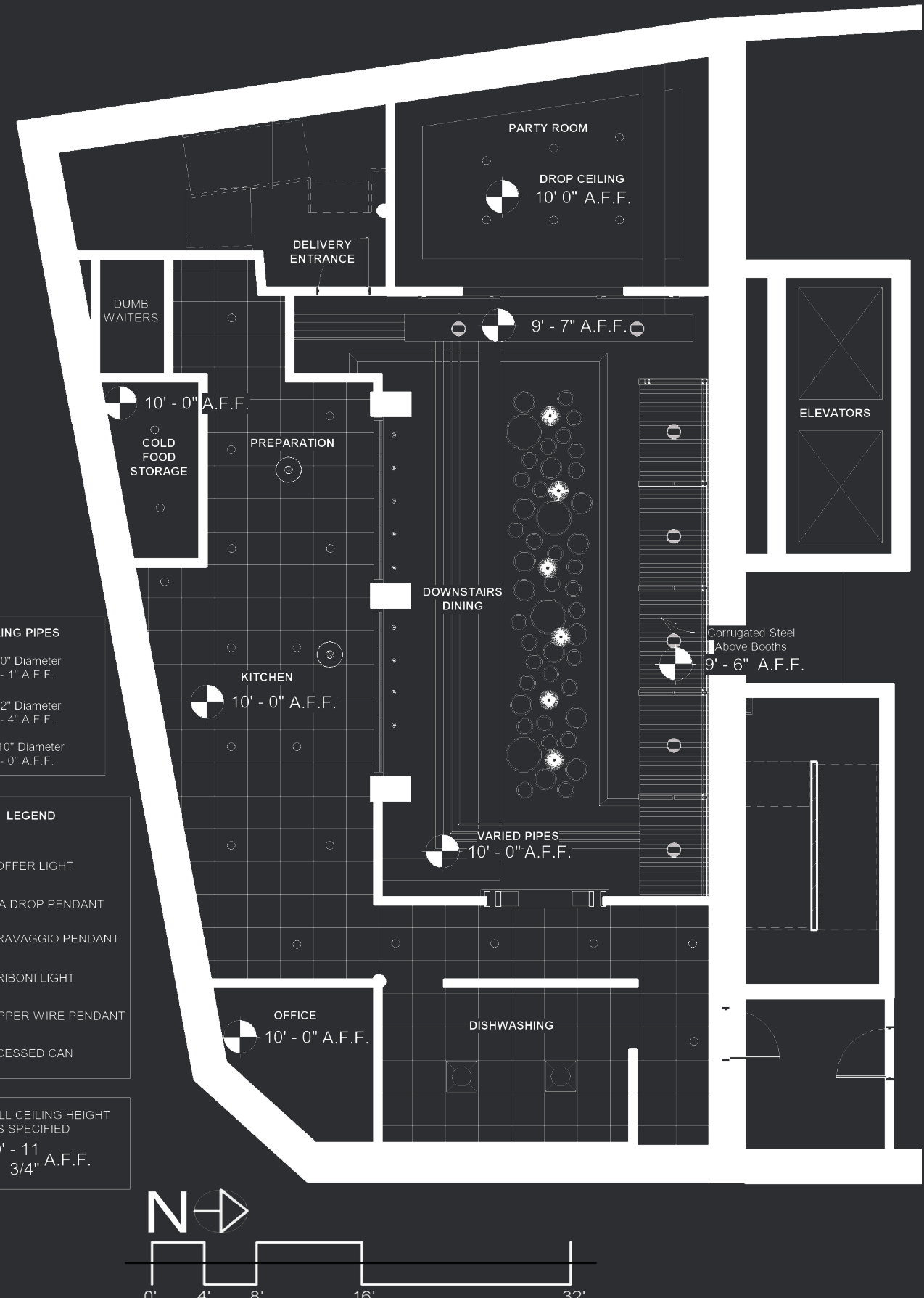
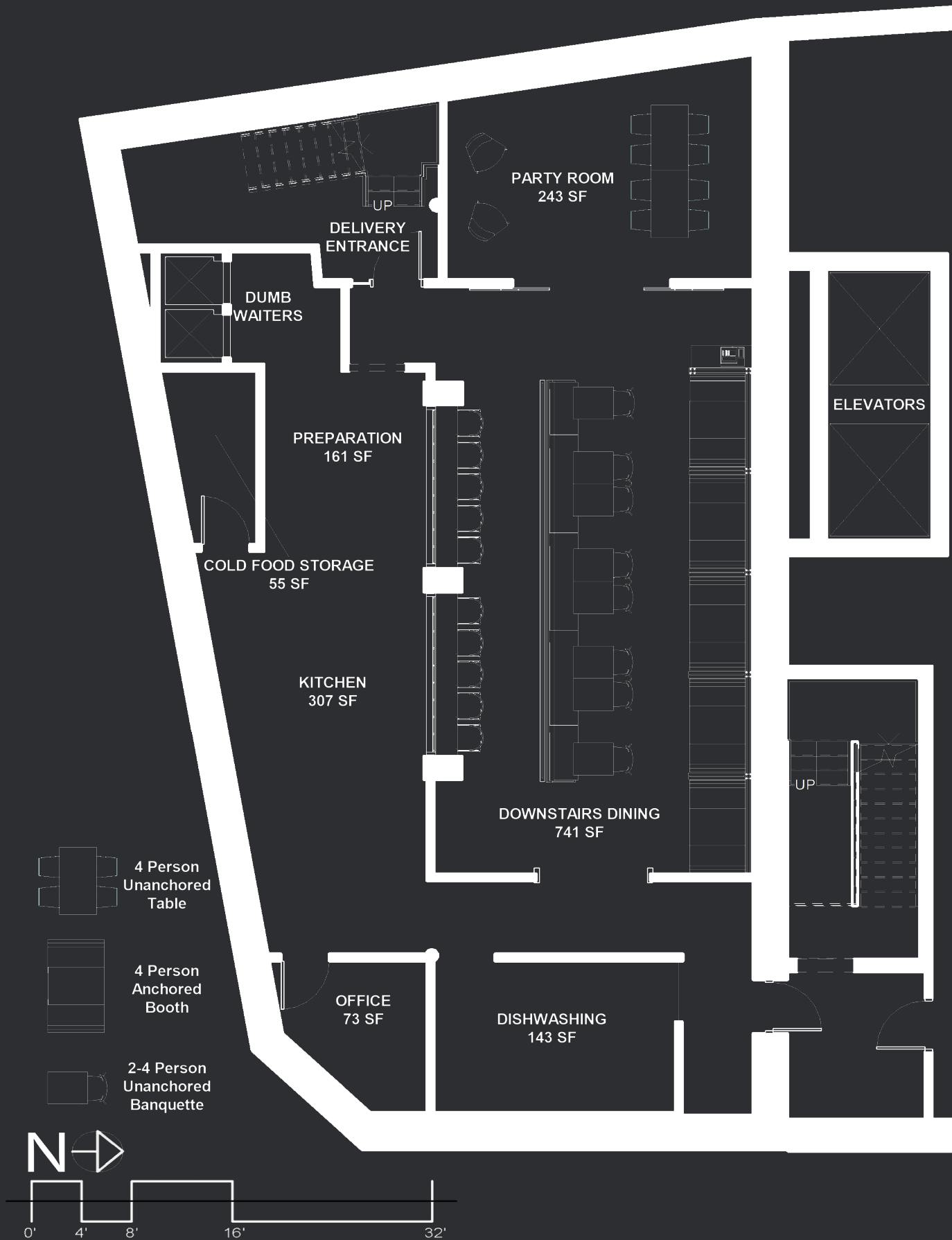


BAR ELEVATION - NORTH



BAR ELEVATION - WEST

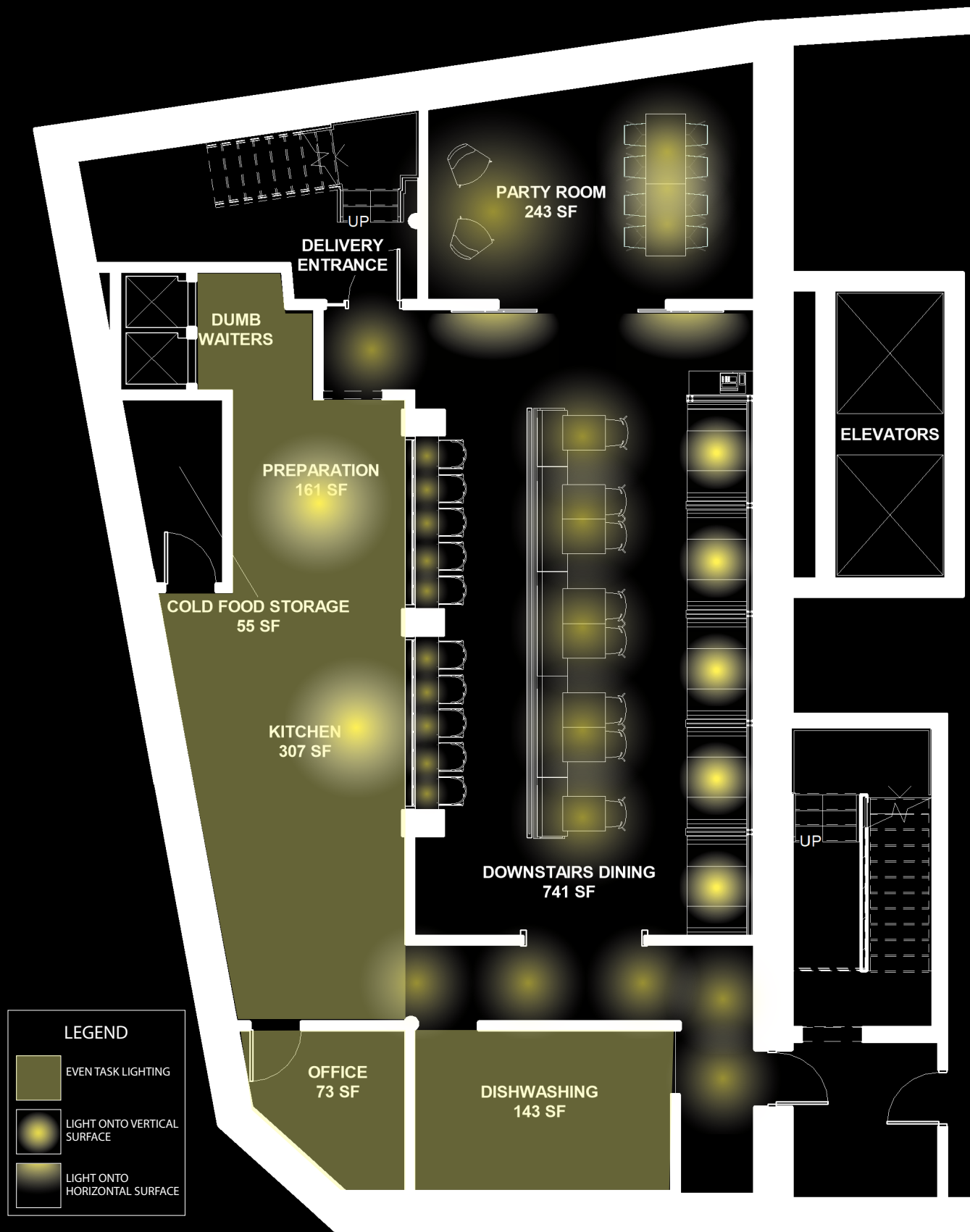
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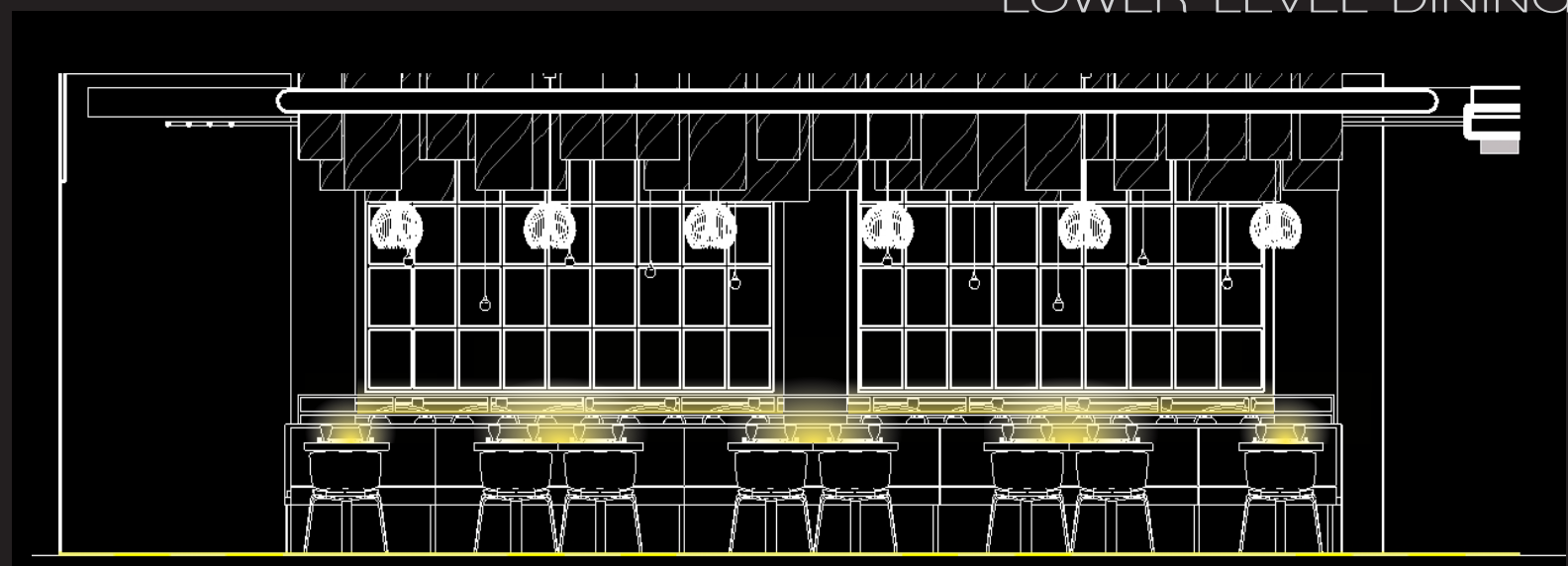


The lower level serves as an additional dining space where you have the opportunity to watch your food being prepared right before your eyes through the large factory windows.

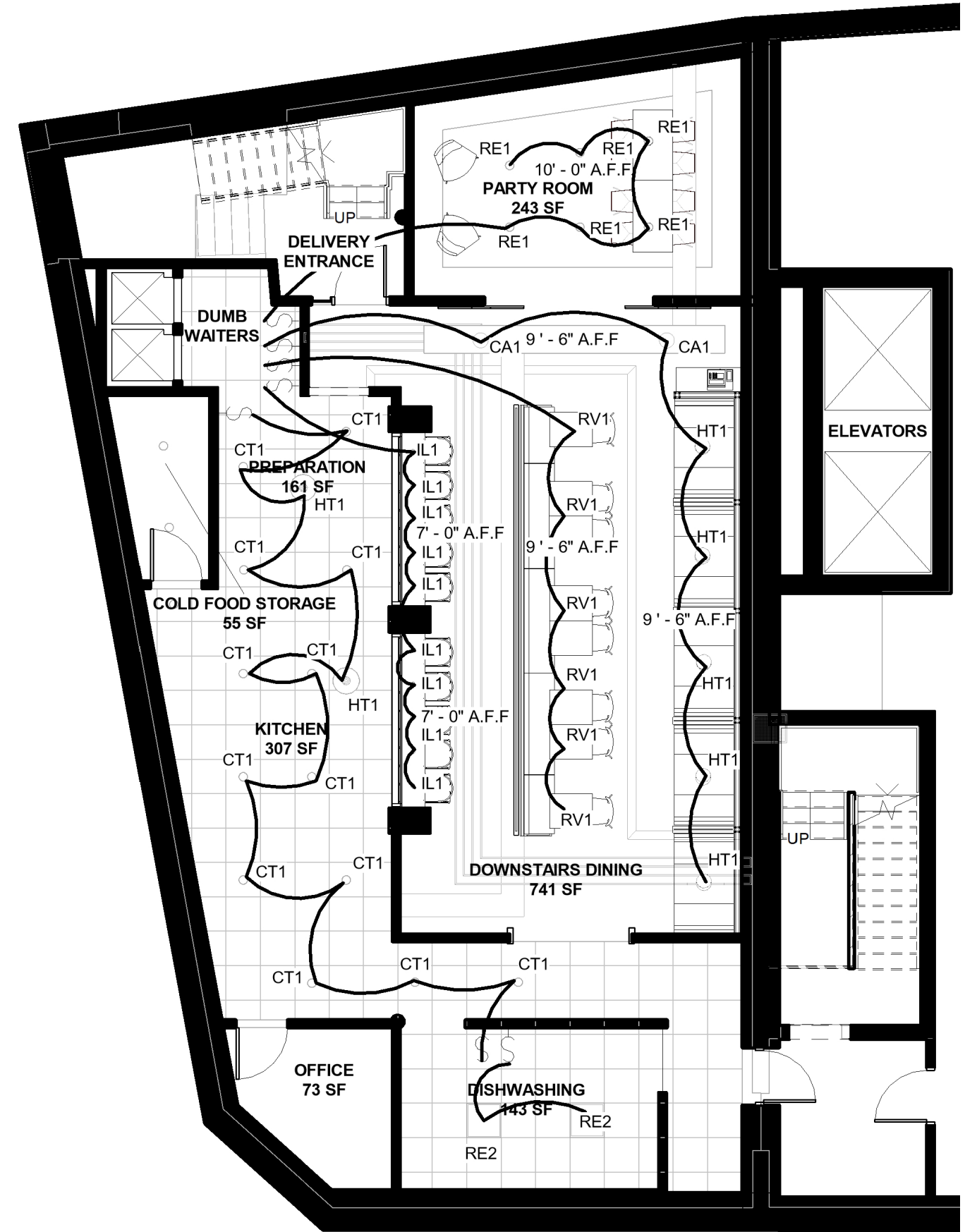
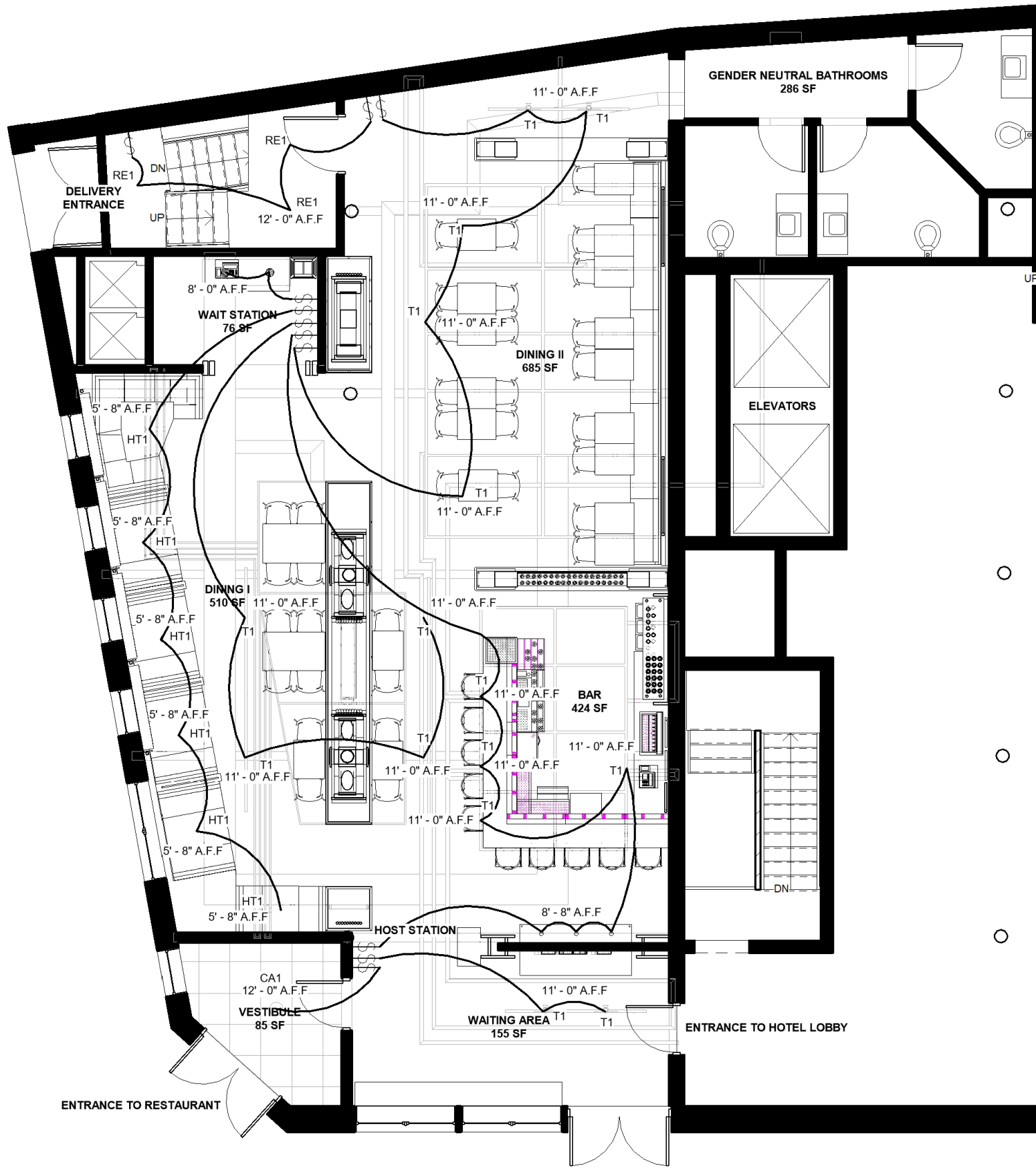
LOWER LEVEL LIGHT MAP



LOWER LEVEL DINING



LOWER LEVEL DINING LIGHT MAP



FACTORY 151



FIRST LEVEL DINING

DESIGN CONCEPT

The addition of Factory 151 will become the fourth location of the City Restaurant Group's brand. The restaurant will be located in the center of one of Rochester's restless neighborhoods, once referred to as the "Garment District," on the first story and lower level of 151 St. Paul Street.

Factory 151 will feature an intriguing environment by uniting the heritage of the old Garment District and vibrancy of the up and coming location to attract young professionals and families. The historical precedent of the site will be used to accent a modern industrial-styled theme that flows through the layout in a sophisticated, timeless manner. Exposed structural elements and low-lit seating matched with a neutral color scheme will create a dynamic experience that celebrates Rochester's sustainability and modernization. Each key aspect of the restaurant will visually interact with each other to complete the flow of the design.

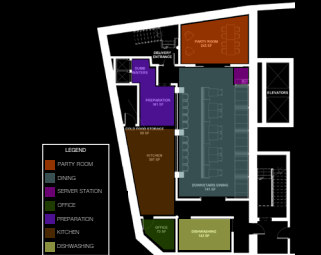
MOOD BOARD



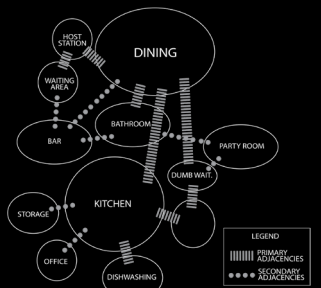
FIRST LEVEL ZONING MAP



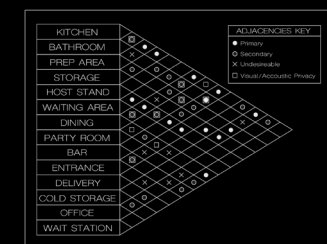
LOWER LEVEL ZONING MAP



BUBBLE DIAGRAM



ADJACENCIES



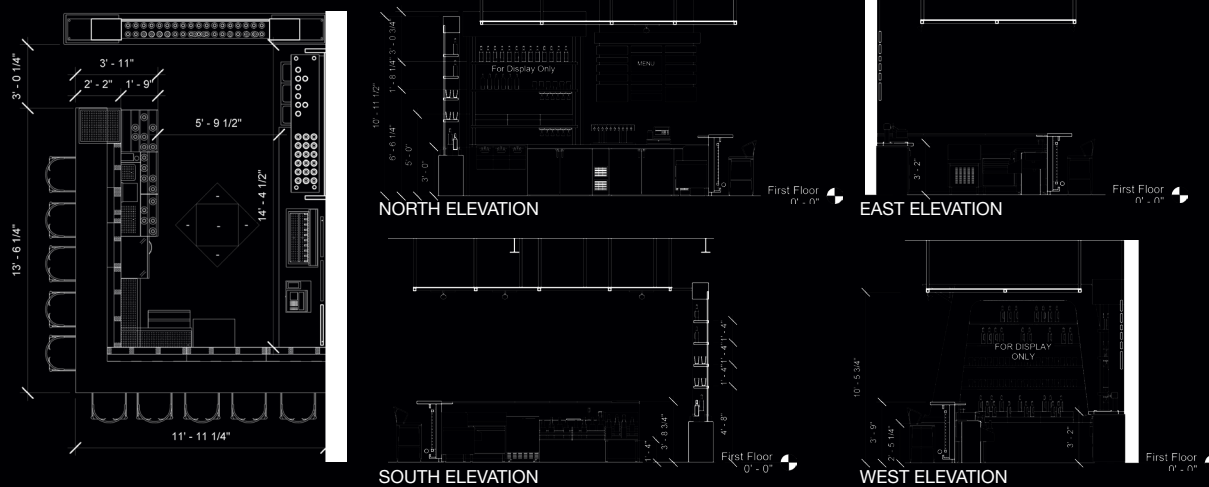
FIRST LEVEL



LOWER LEVEL



BAR ANTHROPOMETRICS



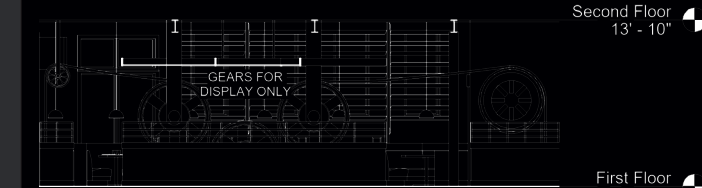
FIRST LEVEL CEILING PLAN



LOWER LEVEL CEILING PLAN



SECTION OF GEARS



CHRISTOPHER BECKLEY

INTERIOR DESIGN
HOSPITALITY DESIGN
SPRING 2018

ROCHESTER INSTITUTE OF
TECHNOLOGY

