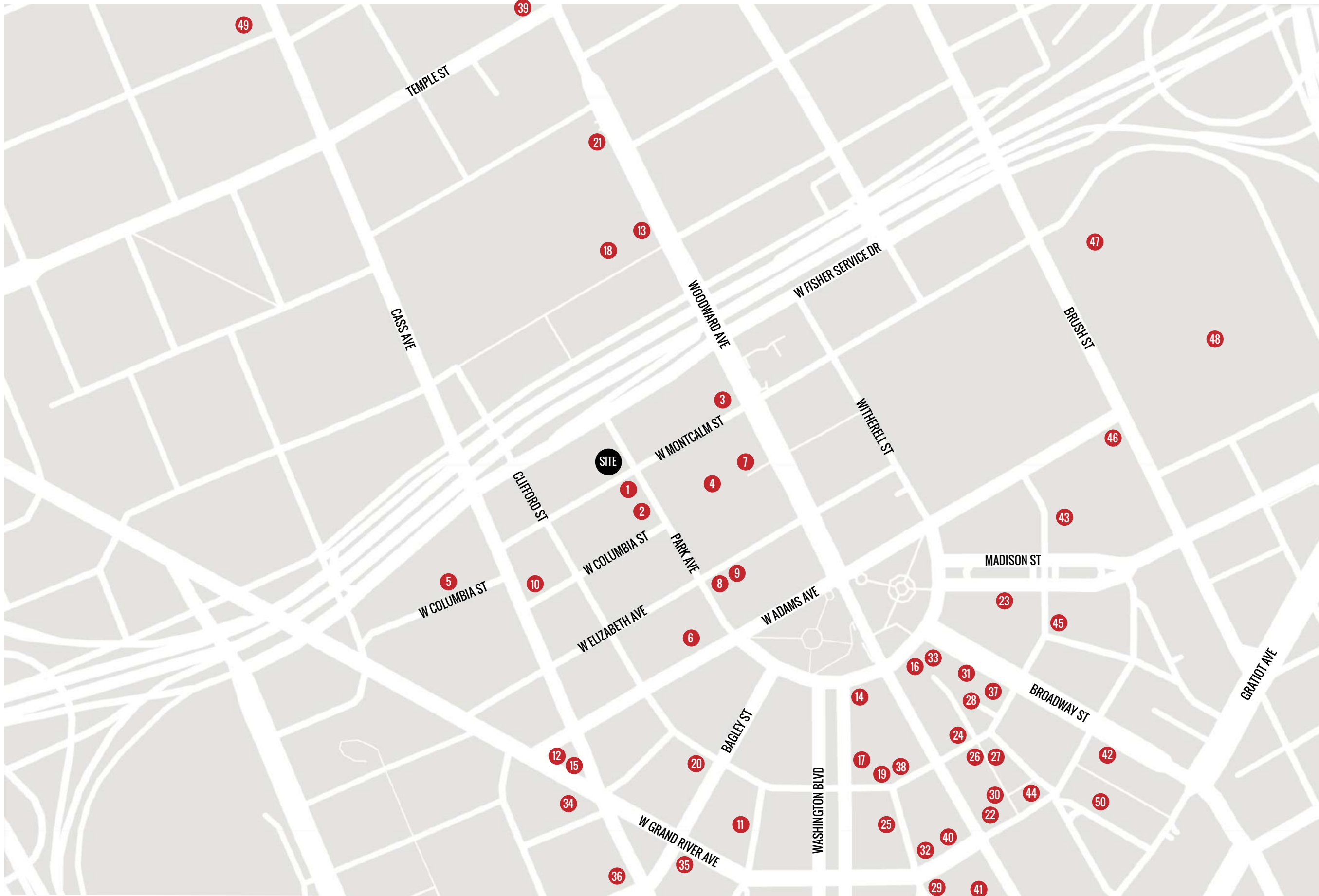


# THE ROYAL PALM DETROIT

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FINAL DESIGN PACKAGE





1. TOWN PUMP TAVERN
2. HOT TACO
3. HOCKEYTOWN CAFE
4. FRITA BATIDOS
5. BUCHAREST GRILL
6. PAO DETROIT
7. RUSH BOWLS
8. CLIFF BELL'S
9. PARK BAR
10. BOOKIES BAR AND GRILL
11. SAVANNAHBLUE
12. REPUBLIC TAVERN
13. MIKE'S PIZZA BAR
14. WXYZ LOUNGE
15. PARKS & REC DINER
16. GRAND CIRCUS DINER
17. LA PECORA NERA
18. SPORTS & SOCIAL DETROIT
19. CHICKP DETROIT
20. COACHES CORNER
21. DISTRICT MARKET DETROIT
22. SAN MORELLO
23. CADILLAC CAFE
24. WRIGHT & COMPANY
25. CAFE D'MONGOS SPEAKEASY
26. HUDDLE!
27. PENNY RED'S
28. SID GOLD'S REQUEST ROOM
29. CANNELLE DETROIT
30. EVENING BAR
31. DETROIT BEER CO.
32. LOVERS ONLY
33. BUDDY'S PIZZA
34. LUMEN DETROIT
35. NICK'S GASLIGHT
36. LUCI & ETHELS DINER AND MORE
37. ALBENA
38. DOWNTOWN LOUIE'S LOUNGE
39. PHO LUCKY DETROIT - MIDTWN
40. IGGY'S EGGIES
41. LA LANTERNA
42. PUNCH BOWL SOCIAL
43. DETROIT ATHLETIC CLUB
44. QUEENS BAR DETROIT
45. DILLA'S DELIGHTS
46. ELWOOD BAR & GRILL
47. TURF TAVERN
48. THE BREADSTICK
49. FOUNDER'S BREWING
50. VINCENTE'S CUBAN CUISINE

| RESTURANT               | ATMOSPHERE AND FOOD TYPE   | PRICE  | DISTANCE | RATING      | HOURS OF OPERATION  | CHAIN | LOCATION                           | EATERY TYPE                       |
|-------------------------|--|--------|----------|-------------|---|-------|------------------------------------|-----------------------------------|
| Town Pump Tavern        | Neighborhood adored local sports bar   | \$\$   | 350 ft   | 4.2 (99)    | 11am - 2am  | N     | Park Ave & W Montcalm St           | Sports Bar                        |
| Hot Taco                | Casual Mexican cafe for tacos & burritos   | \$     | 430 ft   | 4.0 (1,243) | 11am - 2am  | Y (2) | Park Ave & W Montcalm St           | Quick-Eats Resturant              |
| Harry's                 | Sports bar for pre-game pub grub eats; free shuttle to events  | \$\$   | 0.1 mi   | 4.4 (918)   | 11am - 2am  | N     | W Fisher Service Dr & Clifford St  | Bar/Pub                           |
| Hockeytown Cafe         | High-energy pub packed with big-screens & Red Wings memorabilia offers burgers & light meals.  | \$\$   | 0.1 mi   | 3.8 (1,325) | (M) 11am - 8pm<br>(Tu - Th) 11am - 11pm<br>(F - Sa) 11am - 12am   | N     | Woodward Ave & W Montcalm St       | Sports Bar                        |
| Frita Batidos           | Burgers and Milkshakes in a trendy enviroment  | \$\$   | 0.1 mi   | 4.8 (69)    | (Su - W) 11am - 11pm<br>(Th - Sa) 11am - 12am   | N     | W Montcalm St & Park Ave           | Resturant                         |
| Bucharest Grill         | Trendy chain serving Middle Eastern/American specialties like shwarma, sandwiches, burgers, dogs   | \$     | 0.1 mi   | 4.5 (2,590) | (M - F) 10am - 11pm<br>(Sa - Su) 11am - 11pm  | Y (5) | Cass Ave & W Columbia St           | Reasturant                        |
| PAO Detroit             | Upscale Asian inspired cuisine   | \$\$   | 0.2 mi   | 4.3 (87)    | (Su - M) 4pm - 9pm<br>(Tu - Th) 4pm - 10pm<br>(F - Sa) 4pm - 12am   | N     | Park Ave & W Adams Ave             | Reasturant                        |
| Rush Bowls              | Health food resturant serving smoothies and bowls  | \$\$   | 0.2 mi   | 4.0 (1)     | 7am - 7pm   | N     | Woodward Ave & W Columbia St       | Quick-Eats Resturant              |
| Cliff Bell's            | Swanky, restored art deco club serves creative, eclectic fare with live jazz on stage nightly.   | \$\$\$ | 0.2 mi   | 4.5 (1,302) | (Tu - F) 5pm - 12am<br>(Sa) 5pm - 12:30am<br>(Su) 11am - 10pm   | N     | Park Ave & Elizabeth St            | Jazz Club                         |
| Park Bar                | Big beer selection & shawarma sandwiches along with a circular bar, big-screen TVs & live music.   | \$     | 0.2 mi   | 4.0 (79)    | (Su - Th) 4pm - 12am<br>(Sa - Su) 4pm - 12am  | N     | Park Ave & W Elizabeth St          | Middle Eastern - American Bar/pub |
| Bookies Bar & Grille    | American fare, live entertainers & sports on plasma TVs  | \$\$   | 0.2 mi   | 3.7 (693)   | (Tu - Sa) 11am - 2am<br>(Su) 11am - 2am   | N     | Cass Ave & W Columbia St           | Bar/Pub                           |
| SavannahBlue            | Stylish eatery featuring contemporary soul food, sophisticated cocktails & a select wine list.   | \$\$   | 0.3 mi   | 4.5 (1,190) | (M - Th) 4pm - 11pm<br>(F - Sa) 4pm - 12am (Su) 12am - 8pm  | N     | W Grand River & Times Square       | Reasturant                        |
| Republic Tavern         | Elevated, seasonal pub food pairs with craft beer, wine & brown spirits in a hip, rustic-chic space.   | \$\$\$ | 0.3 mi   | 4.5 (526)   | (Tu - Th) 4pm - 10pm<br>(F - Sa) 5pm - 11pm<br>(Su) 5pm - 9pm   | N     | Grand River Ave & Cass Ave         | Reasturant                        |
| Mike's Pizza Bar        | Modern, airy outpost featuring specialty pies, sandwiches & wings, plus draft brews & patio seating.   | \$\$   | 0.3 mi   | 4.2 (546)   | (Su - Th) 11am - 10pm<br>(F - Sa) 11am - 12am   | N     | Woodward Ave & W Fisher Service Dr | Resturant                         |
| Wxyz Lounge             | Modern, blue-hued bar inside Aloft Detroit serving bites, cocktails & beers, plus a pool table.  | \$\$   | 0.3 mi   | 4.3 (40)    | Open 24 hours   | N     | Washington Blvd & Witherell St     | Hotel Bar                         |
| Parks & Rec Diner       | Bright diner for upscale breakfast fare.   | \$\$   | 0.3 mi   | 4.5 (849)   | (M - F) 8am - 2pm<br>(Sa-Su) 8am - 3pm  | N     | Grand River Ave & Cass Ave         | Diner                             |
| Grand Circus Diner      | Fast casual restaurant that is walking distance from the fox, fillmore, little ceasers and more  | \$\$   | 0.3 mi   | 3.5 (65)    | (M - Th) 11am - 12am<br>(F - Sa) 11am - 3am   | N     | Woodward Ave & Witherell St        | Diner                             |
| La Pecora Nera          | Informal Italian cafe & deli offering hearty subs, breakfast sandwiches, salads, gelato & coffee.  | \$     | 0.3 mi   | 4.6 (129)   | (M - F) 8am - 6pm<br>(Sa) 9am - 3pm   | N     | Washington Blvd & Clifford St      | Sandwich Shop                     |
| Sports & Social Detroit | Spacious sports bar offering burgers & sandwiches in stylish digs with patio seating.  | \$\$   | 0.3 mi   | 4.1 (253)   | (Su - Th) 11am - 10pm<br>(F - Sa) 11am - 12am   | N     | Woodward Ave & W Fisher Service Dr | Sports Bar                        |
| Chickp Detroit          | Shawarma and falafel spot serving wraps, bowls, salads, smoothies, and fries. fresh, healthy fast-casual eats in downtown detroit near capitol park! | \$\$   | 0.3 mi   | 4.6 (28)    | (M - F) 11am - 6pm<br>(Sa) 11am - 4pm   | N     | Clifford St & Griswold St          | Resturant                         |
| Coaches Corner          | Bustling pre-game hangout with a small pub-grub menu & 2-floor dance parties   | \$     | 0.3 mi   | 3.9 (90)    | Sunday 11am - 7pm   | N     | Clifford St & Bagley St            | Sports Bar                        |
| District Market Detroit | Modern marketplace with an industrial vibe & an array of casual eateries, plus a bar & coffee spot.  | \$\$   | 0.3 mi   | 4.0 (32)    | (M - F) 8am - 2:30pm  | N     | Woodward Ave & Adelaide St         | Marketplace                       |
|                         |  |        |          |             |   |       |                                    |                                   |
| San Morello             | Stylish location for upscale Italian fare, wood fired pizza & handmade pasta with seasonal ingredients   | \$\$   | 0.4 mi   | 4.4 (447)   | (M - W) 7–11am, 11:30am–3pm, 5–10pm<br>(Th - Fr) 7–11am, 11:30am–3pm, 5–11pm<br>(Sa) 7am–3pm, 5–11pm<br>(Su) 7am–3pm, 5–9pm | N     | Grand River Ave & Woodward Ave     | Reasturant                        |
| Cadillac Cafe           | Upscale Opera House bistro, serving themed meals, plus sandwiches & drinks before & after events.  | \$\$   | 0.4 mi   | 4.5 (51)    | Opens 2.5 hours before an event   | N     | Witherell St & Madison St          | Bistro                            |
| Wright and Company      | Creative small plates with a seasonal focus, plus craft cocktails, in polished vintage surroundings.   | \$\$\$ | 0.4 mi   | 4.6 (858)   | (Tu - Th) 4pm - 12am<br>(F - Sa) 4pm - 2am  | N     | John R St & Parkers Alley          | Gastropub                         |
| Cafe D'Mongos Speakeasy | Eclectic hipster watering hole with quirky decor featuring classic drinks & live music.  | \$     | 0.4 mi   | 4.4 (364)   | (Th) 5:30pm - 1:30 am (F) 5pm - 1:30am<br>(Sa) 7pm - 1:30am   | N     | Grand River Ave & Griswold St      | Speakeasy                         |
| Huddle!                 | A new walk-up quick serve ice cream window located inside the former Chickpea in the D stand.  | \$     | 0.4 mi   | 4.4 (8)     | (M - Sa) 11am - 11pm<br>(Su) 12pm - 5pm   | N     | John R St & Farmer St              | Ice Cream Shop                    |





## Jackie Amshay

**Residence:** Denver, CO

**Occupation:** Hospital Administrator

**Age:** 32

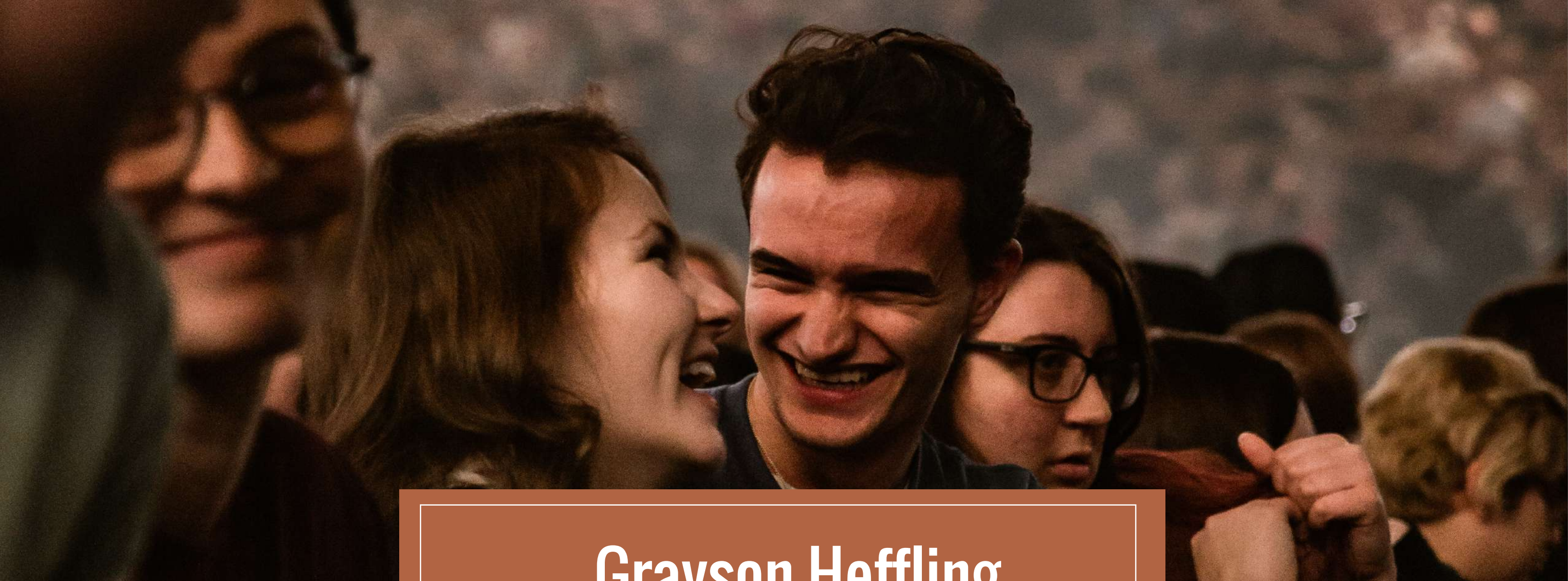
### Biography

Jackie is a fun loving mom of two, a self proclaimed “technology addict” and for the past couple years, has been very interested in discovering new boutique hotels when traveling for work.

### Reason For Visit

Jackie is in town for a medical supplier exhibition in Downtown Detroit. Rather than stay at a chain hotel, Jackie has opted for the trendy and fashionable Royal Palm Detroit because of the hotels rich history and reputation for exceptional service.





# Grayson Heffling

**Residence:** Novi, MI

**Occupation:** Student

**Age:** 23

## Biography

Grayson is a college student with a passion for reading, writing, and journalism. On the weekends he can be caught watching reruns of Man Hunt on the discovery channel or taking a trip downtown with his friends.

## Reason For Visit

Prior to catching their favorite artist at The Fox, Grayson and his friends decide to meet up at The Parlor inside of The Royal Palm Hotel for a few drinks before walking over.





# Rodolfo Assis

**Residence:** Miami, FL

**Occupation:** Restaurant Owner

**Age:** 56

## Biography

Rodolfo is a Miami based restaurant owner who enjoys traveling to new places in search of his next hit menu item. When he isn't working at his restaurant, Rodolfo loves to spend time fishing with his son and daughter.

## Reason For Visit

Rodolfo is in town for his Niece's college graduation. While in Detroit, Rodolfo makes a point to visit the top rated new eateries, including Confection and The Parlor.



## RESTAURANT GOALS & CONCEPTS:

- A.) Leverage the past, present and future of Hotel Park Avenue to create a connection to the community, and attract hotel guests, event-goers and neighbors to the restaurant.
  - 1. Create an early to mid-1900's look and feel.
  - 2. Implement unique, local, custom elements.
  - 3. Initiate moments for hotel guests and locals to interact.
- B.) Create a unique, elevated atmosphere that encourages a desire to return, with the motivation to share and promote the experience.
  - 1. Establish an entertainment driven bar experience
  - 2. Provide seating arrangements for a variety of meal durations, comfort level and party sizes.
  - 3. Encourage guests to take pictures and share their experience by incorporating 'spectacular' or 'picture worthy' elements.
- C.) Foster an environment that supports staff and allows them to be successful while catering to customer needs.
  - 1. Provide staff with high-quality equipment to enhance both quality of life and quality of service.
  - 2. Ensure staff members are able to maintain easy and efficient contact with all restaurant guests.
  - 3. Provide adequate points of rest for staff members during service.

## CAFE GOALS & CONCEPTS:

- A.) Create a complementary aesthetic to hotel/overflow for restaurant.
  - 1. Create a 'homey' feel by incorporating early to mid-1900's residential aspects.
  - 2. Complimentary yet Contrasting theme from the adjacent restaurant
- B.) Create a unique, elevated atmosphere that encourages a desire to return, with the motivation to share and promote the experience.
  - 1. Create an uplifting environment for patrons.
  - 2. Provide a DIY element to elevate guest's sense of status.
- C.) Convenient, quick service.
  - 1. Enable customers to arrive, order and depart as quickly as possible.
  - 2. Provide a staff with a kitchenette for quick and easy preparation of basic food items.
  - 3. Use easily cleanable surfaces to allow for quicker and less expensive cleaning operations.





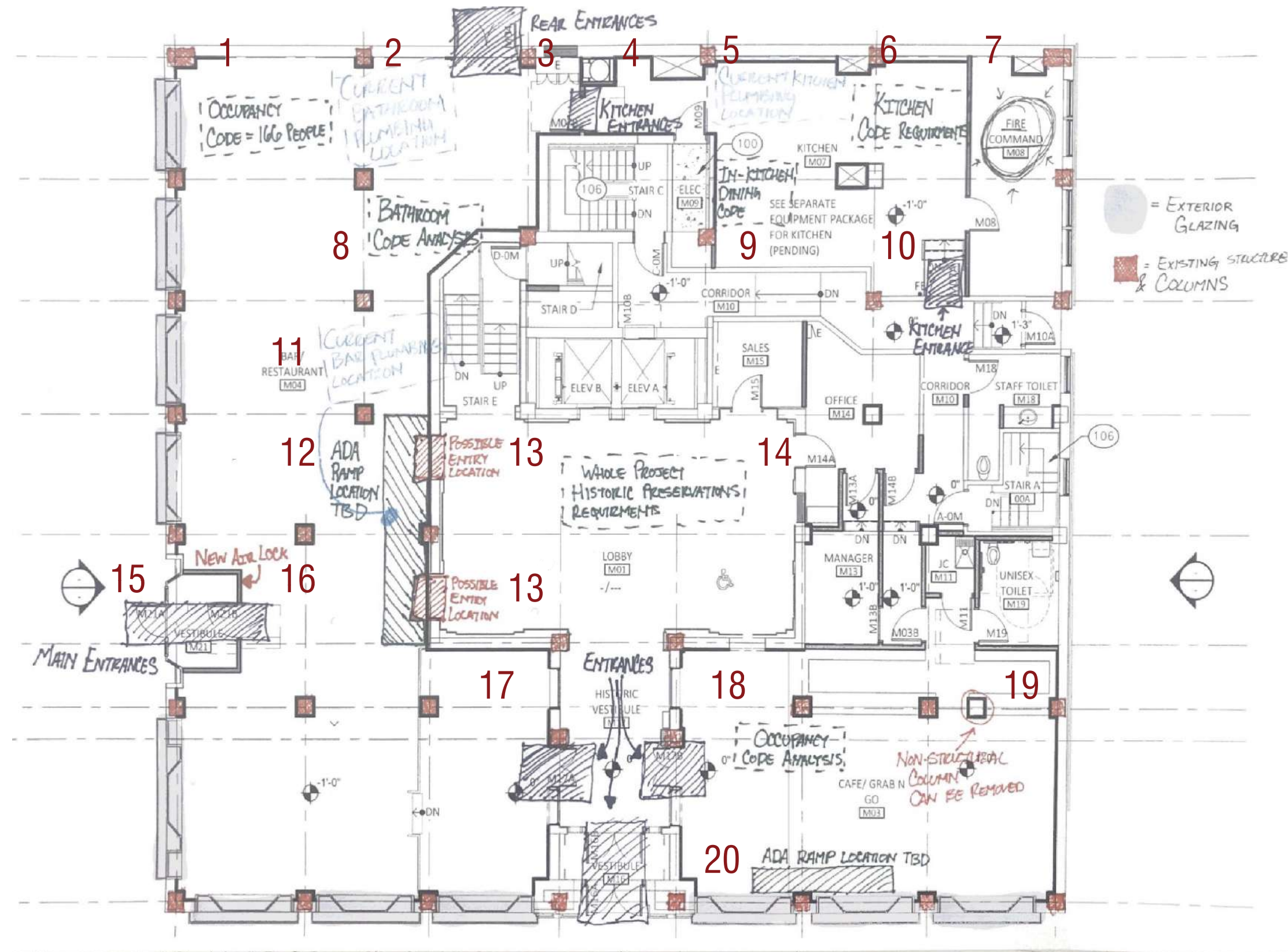
RESTAURANT INSPIRATION





CAFE INSPIRATION

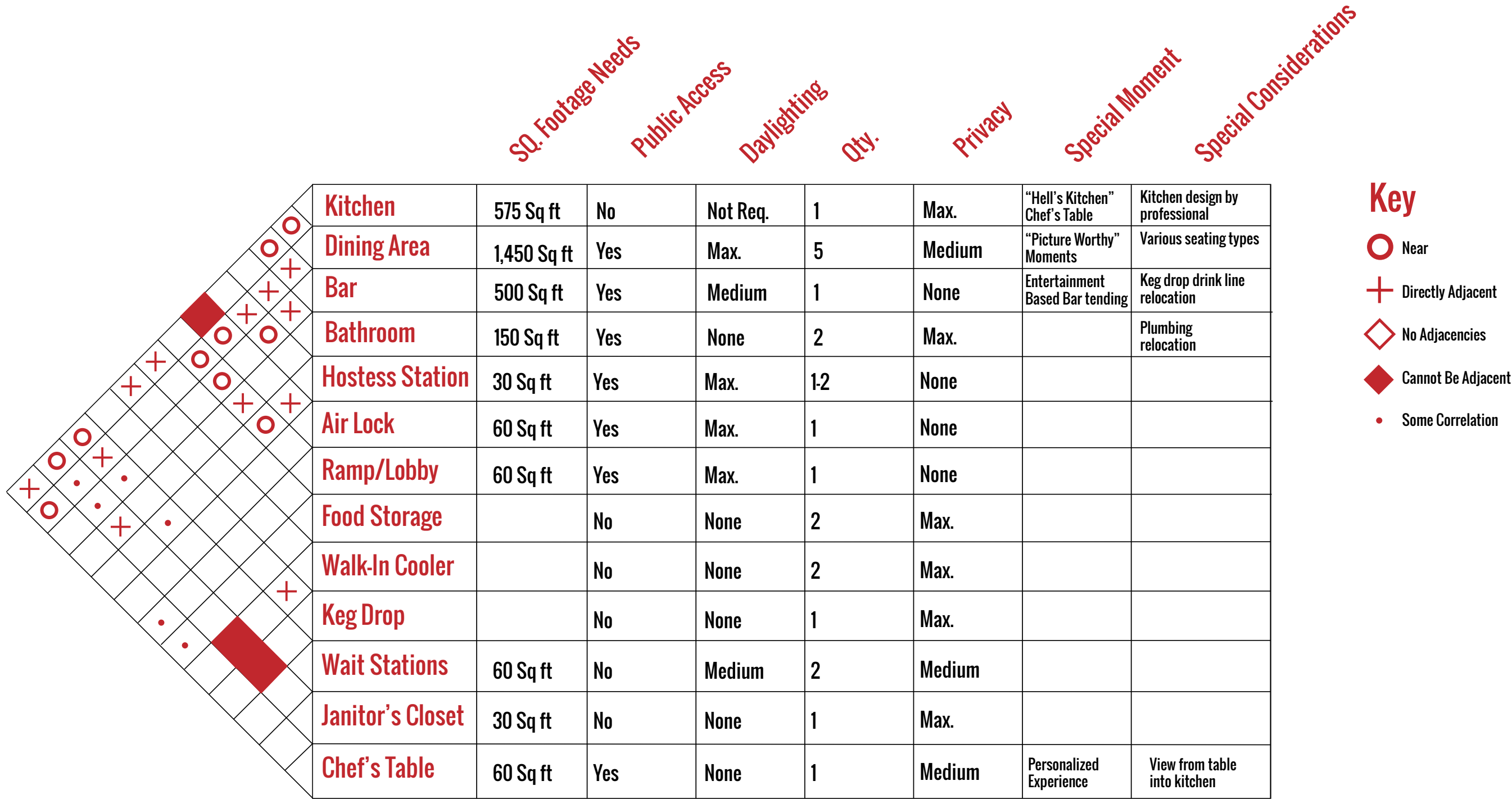




## PRELIMINARY CODE ANALYSIS. TAGS INDICATE LOCATION REQUIRING FURTHER FUTURE INVESTIGATION.

1. MAXIMUM OCCUPANCY FOR THE RESTAURANT IS 166 PEOPLE. FURTHER RESEARCH IS REQUIRED TO DETERMINE MAXIMUM OCCUPANCY FOR CAFE PORTION.
2. LOCATION OF CURRENT RESTROOM PLUMBING. RELOCATION MAY BE REQUIRED DEPENDING ON FINAL RESTROOM LOCATION
3. LOCATION OF REAR ENTRY. POSSIBLY TO BE USED FOR DELIVERY AND/OR RECEIVING CHEF'S TABLE GUESTS.
4. ENTRANCE TO KITCHEN AT THIS LOCATION.
5. CURRENT KITCHEN PLUMBING LOCATION. RELOCATION MAY BE REQUIRED DEPENDING ON FINAL RESTROOM LOCATION.
6. COMMERCIAL KITCHEN CODE RESEARCH REQUIRED PRIOR TO COMMERCIAL KITCHEN DESIGN.
7. MANDATORY FIRE COMMAND CENTER AT THIS LOCATION.
8. COMMERCIAL RESTROOM CODE AND ADA ACCESSIBLE RESTROOM CODE RESEARCH REQUIRED PRIOR TO RESTAURANT RESTROOM DESIGN.
9. IN KITCHEN DINING CODE RESEARCH REQUIRED PRIOR TO PLACEMENT AND DESIGN OF CHEFS TABLE DINING ELEMENT.
10. SECONDARY KITCHEN ENTRANCE, POSSIBLY DESIGNATED FOR DELIVERIES
11. LOCATION OF CURRENT BAR PLUMBING. RELOCATION MAY BE REQUIRED DEPENDING ON FINAL BAR LOCATION.
12. POSSIBLE LOCATION OF ADA RAMP CONNECTING LOBBY LEVEL TO RESTAURANT LEVEL. FURTHER RESEARCH REQUIRED.
13. POSSIBLE LOCATION OF NEW ENTRY TO RESTAURANT FROM HOTEL LOBBY.
14. HISTORIC PRESERVATION CODE RESEARCH REQUIRED PRIOR TO DESIGN OF THE RESTAURANT AND CAFE AREAS.
15. MAIN ENTRANCE TO RESTAURANT AREA FROM STREET.
16. LOCATION OF REDESIGNED VESTIBULE. VESTIBULE CODE RESEARCH REQUIRED PRIOR TO PRESENTING ALTERNATIVE DESIGN OPTIONS.
17. CURRENT ENTRANCES INTO HOTEL, CAFE AND RESTAURANT AREA.
18. FURTHER OCCUPANCY CODE ANALYSIS REQUIRED TO DETERMINE CAFE OCCUPANCY CODE.
19. LOCATION OF NON-STRUCTURAL CONCRETE COLUMN. COLUMN CAN BE REMOVED IF REQUIRED.
20. LOCATION OF POSSIBLE ADA RAMP CONNECTING BOTH FLOOR LEVELS IN CAFE AREA. FURTHER RESEARCH REQUIRED PRIOR TO RAMP DESIGN AND PLACEMENT.





Adjacency Matrix



