

42 &  LAWRENCE

refresh ideas 2019

early description of space

In the design for Larry's new coffee bar, 42 & Lawrence, we sought to create a timeless, sophisticated look with a modern twist. We looked to the early 20th century for inspiration, but left ourselves the freedom to explore scale and materials – to mix design elements in a way that relates more directly to this time and place. We'll have a cool, clean and calm color palate with some playful & whimsical twists on tradition!

It's a small space in the middle of Raleigh's vibrant downtown, so we designed the flow of the space to make it easy to get the "pick-me-up" that you need and get back to your busy day.

Larry's desire was to create a community who live and work downtown, and provide them with high quality coffee, and nourishing ingredients. We wanted the design of the space to reflect that quality – like the relaxing comfort of a drink in the lobby of an upscale hotel - except that it's right in your neighborhood.

Questions:

- ◇ 42 & Lawrence is a more sophisticated sister to Larry's Coffee - related, but separate.
- ◇ What is Larry's Coffee current branding? (*Larry is sending me details soon.*)
- ◇ 42 & Lawrence is to be refined and elegant and match the design of the space. It will echo the elements of Larry's that are more refined and elegant:

INCLUDE:

- √ bowler hat
- √ simpler fonts
- √ meaningful quotes
- √ education on:
 - √ fair trade
 - √ B-Corp
 - √ good for the earth practices
 - √ farm-to-cup...

EXCLUDE:

- X rainbow of many bright colors
(instead, keep the pallet more simpler & less saturated)
- X Larry's handwriting font
- X "mascot man" (stick figure) logo

Contents

◇ Condiment Station	5
◇ Retail Display	11
◇ Barista Dress	22
◇ Bakery Case	24
◇ Menu Board & Advertising	26
◇ Wine Display	38
◇ Beer Taps	42
◇ Electrical Outlets	46
◇ Artwork & Storytelling	50
◇ Exterior Signage & Curb Appeal	52
◇ Exterior Seating	63

condiment station



condiment station location



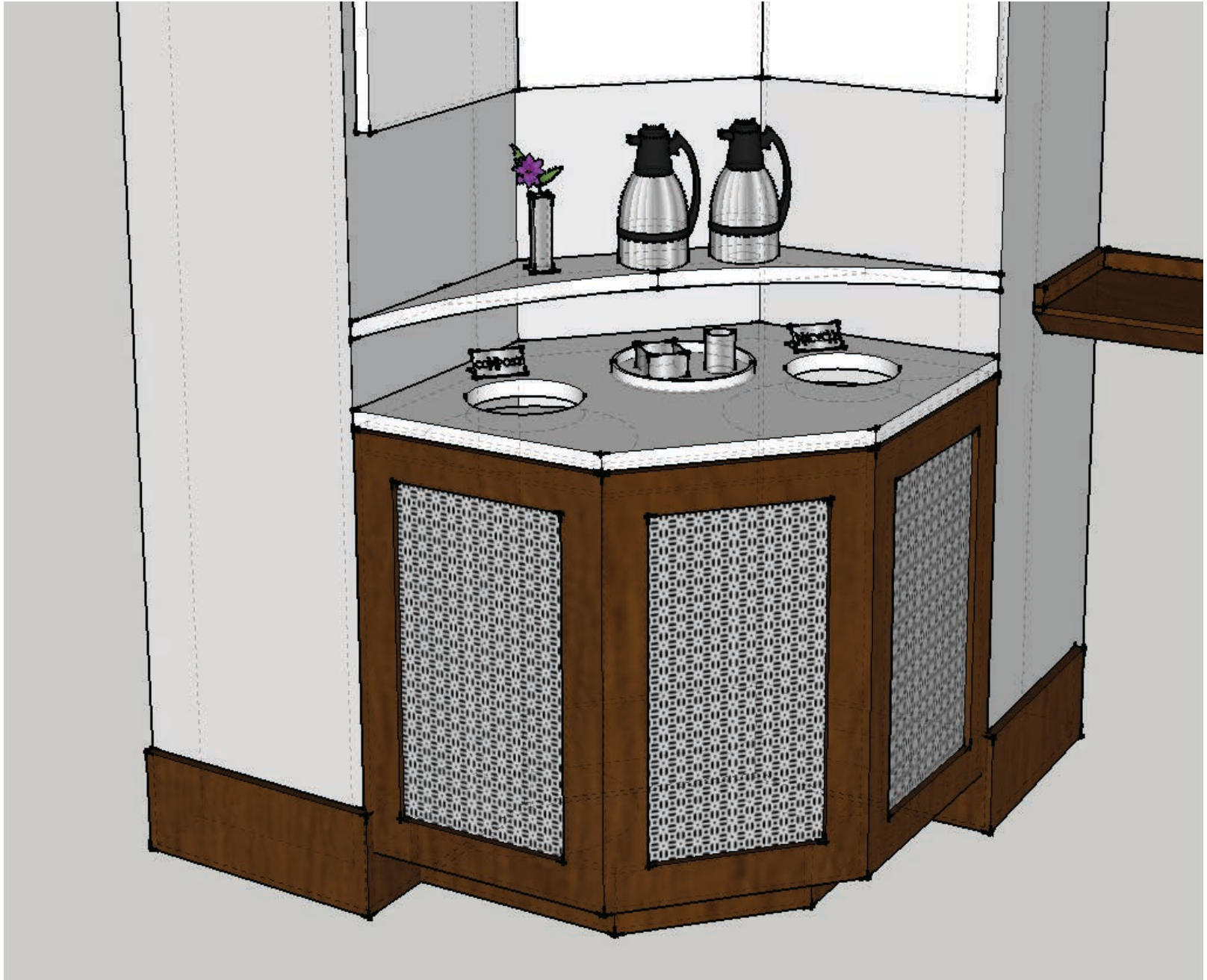
condiment station location



condiment station location flow of space



condiment station - idea 1



condiment station - older design

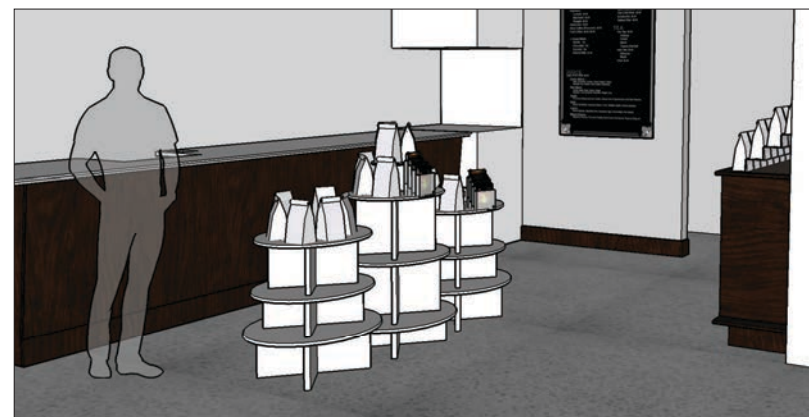
retail display ideas



retail displays - idea 1



retail displays - idea 2



retail displays - idea 3



NOTE: Lori doesn't think that the "mascot man" is a good fit for 42&L, but including this option for discussion.

retail displays - idea 4

42 & LAWRENCE



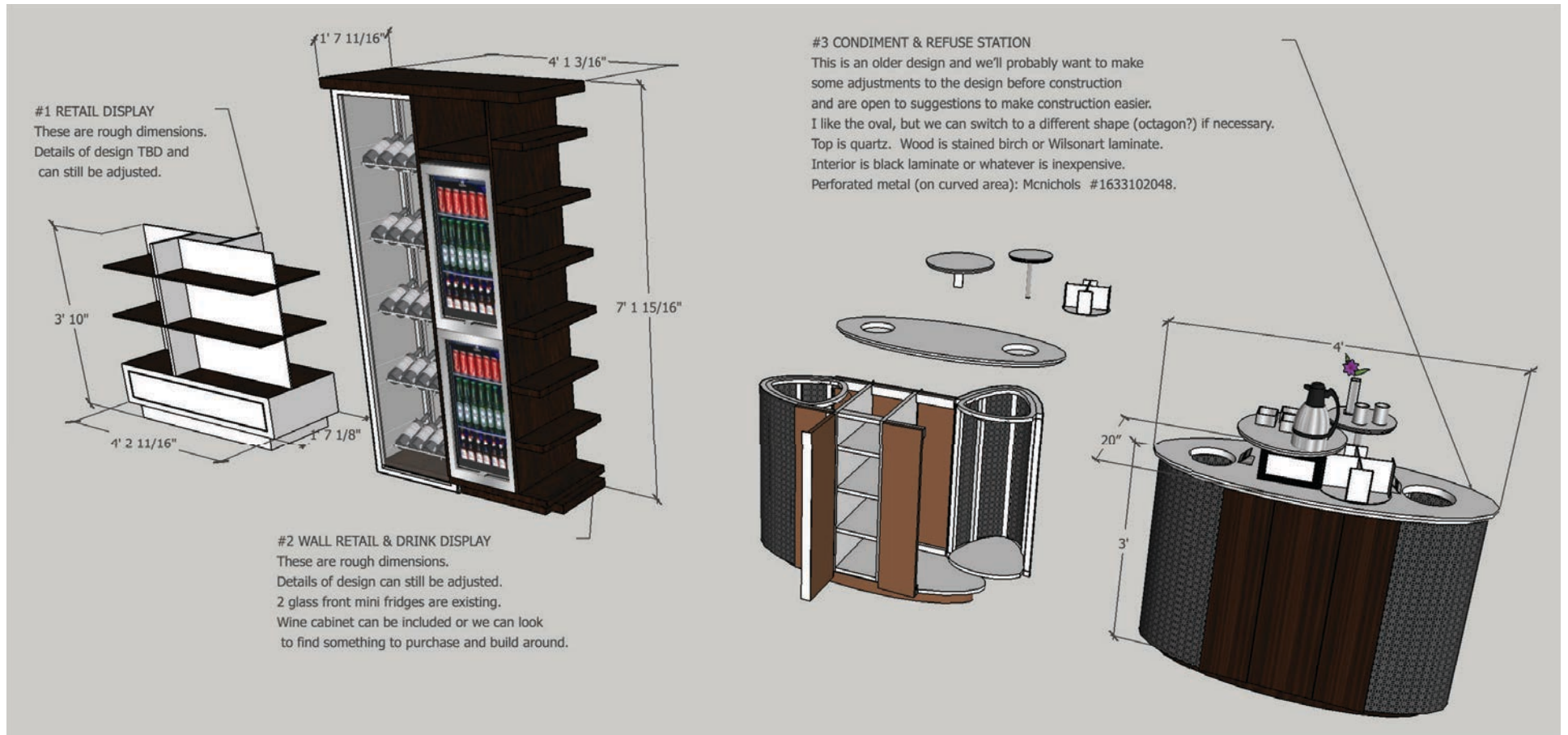
retail displays - rough idea

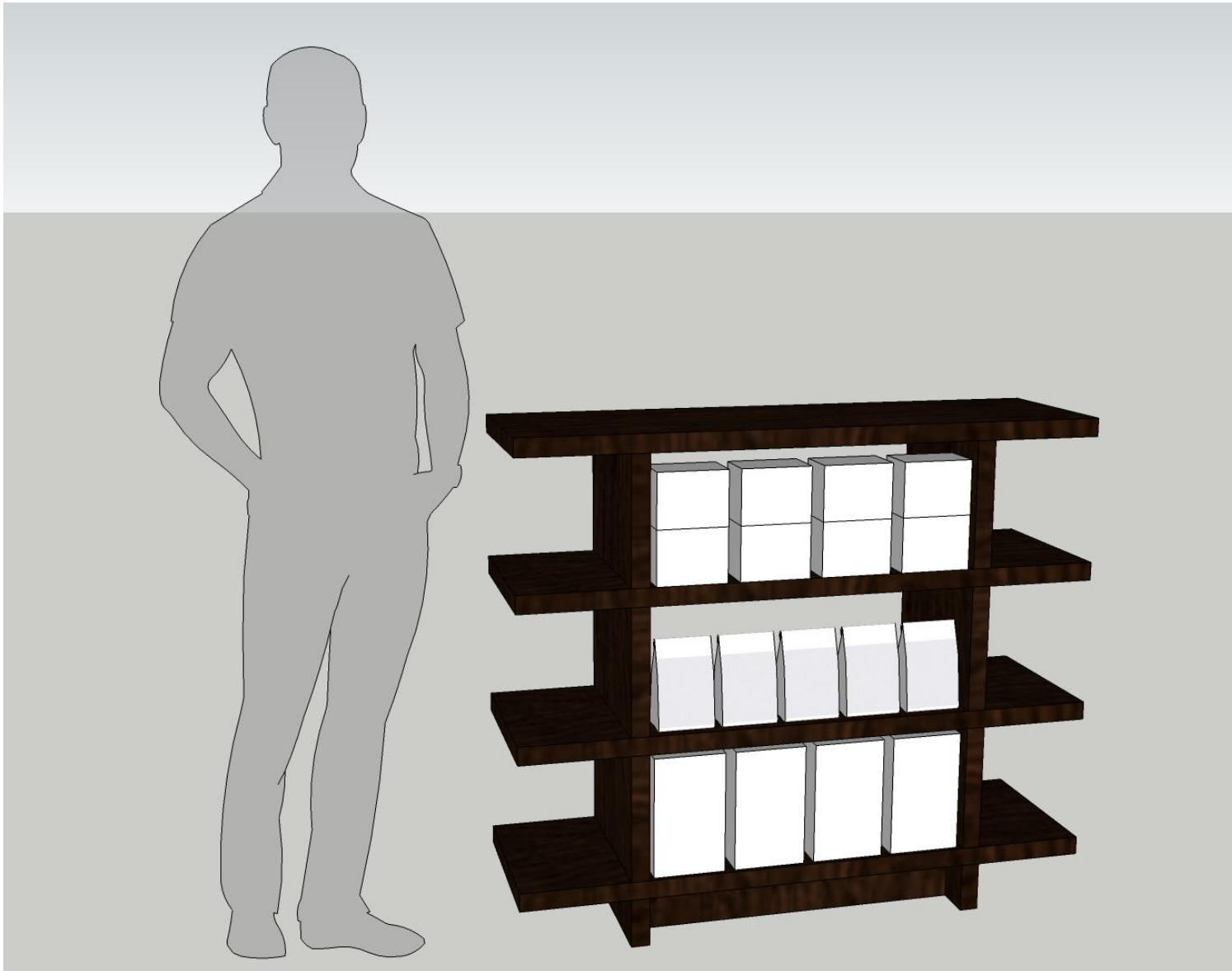


retail displays - rough idea

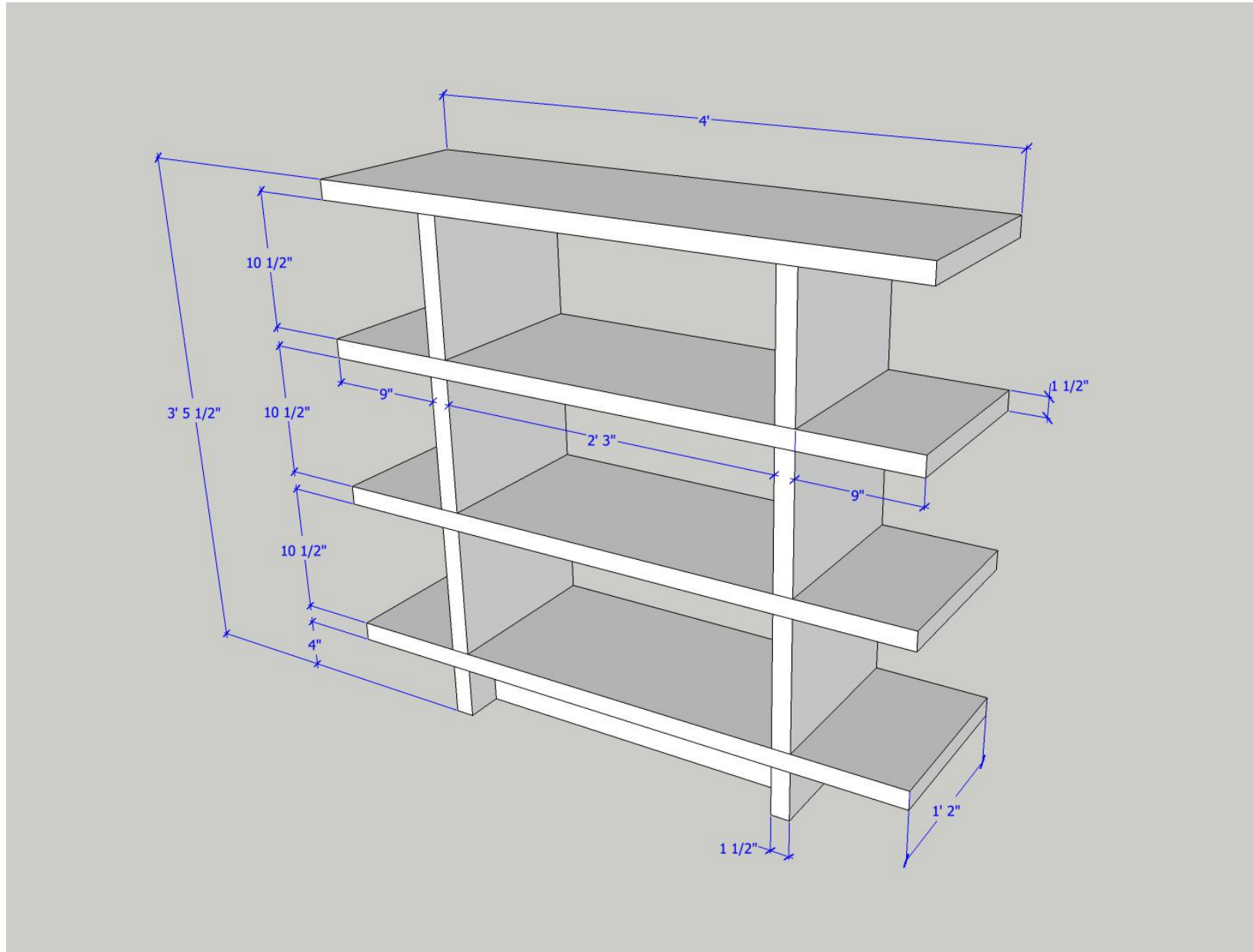


retail displays - rough idea





final point of purchase retail display - scale rendering with product



final point of purchase retail display - build plans

42 & LAWRENCE

barista dress



barista dress examples

bakery case



original intentions for bakery case.

original sign holder:
<https://www.webstaurantstore.com/american-metalcraft-ac112-1-1-8-stainless-steel-card-holder-with-angled-cut/124ACS112.html>



bakery case

<p>More from Lucette Grace:</p> <p>Larry's meets Escazu Cake: \$5.00</p> <p>Tiramisu Verrine: \$4.75</p> <p>Lime Buttermilk, Rhubarb & Shortbread Verrine: \$4.75</p> <p>Coffee Macarons: \$2.25 <i>gluten free!</i></p>	<p>More from Lucette Grace:</p> <p>Larry's meets Escazu Cake: \$5.00 <i>Allergens: chocolate, dairy, gluten</i></p> <p>Tiramisu Verrine: \$4.75 <i>Allergens: dairy, gluten</i></p> <p>Lime Buttermilk, Rhubarb & Shortbread Verrine: \$4.75 <i>Allergens: almond, dairy, egg, gluten</i></p> <p>Coffee Macarons: \$2.25 <i>gluten free! - Allergens: almond, dairy, egg</i></p>
--	--

This was the original tent card design for the bakery case. (It was folded in half with the allergens highlighted and facing the baristas).

menu board & advertising

42 & LAWRENCE	
COFFEE:	TAPS:
Latte \$4.00	Draft Latte \$4.50
Cappuccino \$3.50	Black & Tan \$4.50
Espresso	Nitro Cold Brew \$4.00
Cortado \$4.00	Flat Cold Brew \$3.50
Machiatto \$3.25	Kombucha \$4.50
Straight \$3.00	Seltzer Elixir \$2.50
Americano \$3.00	
Slow Coffee (Pourover) \$4.50	TEA:
Fast Coffee \$2.25 / \$2.50	Hot Tea \$3.50
	Oolong
+ House Made:	Green
Vanilla 75¢	Black
Chocolate 75¢	Tisane (Herbal)
Caramel 75¢	Iced Tea \$3.00
Almond Milk \$1.00	Hibiscus
	Black
	Chai \$4.00
JUICE:	
Large \$7.00 / Small \$3.50	
Green Blend -	
Kale, Cucumber, Tomato, Green Pepper, Celery	
Benefits: Eye Health, Heart Health, Cleansing	
Red Blend -	
Carrot, Apple, Beet, Celery, Ginger	
Benefits: Liver Scrubber, Detoxifier, Weight Loss	
Apple -	
Promotes Kidney and Liver Health, reduces risk of Hypertension and Heart Disease	
Beet -	
Blood Cell Builder, Improves Kidney / Liver / Bladder Health, Immune Booster	
Carrot -	
Blood Cleanser, Beautifies Skin, Increases Vigor, Anti-Oxidant, Anti-Cancer	
Mixed Greens -	
Digestive Cleanser, Promotes Healthy Cell Growth, Anti-Cancer, Restores Body pH	



original menu board and location



Critique of current menu board:

- difficult to read and follow - no clear headlines / hierarchy
- pricing is missing
- neither sophisticated or fun - looks very amateur
- spacing is odd - too close to margins, too crowded at top, much blank space at bottom
- mounted in an odd location on wall
- neon sign distracts from the menu board, complicating ordering process

Ideas for new board:

- better fit the design of the space - more sophisticated
- clear concise layout
- include some aspects to help echo the "story" of Larry's
- consider menu board outside too?

Questions:

- current menu offerings?
- how to keep it updated in consistent way?

changes to current menu board

42 & LAWRENCE



This menu board is:

- easy to read: clearly laid out and well organized,
- sophisticated: limited color pallet, nice hierarchy of elements, consistent font.
- fun: the graphic elements keep it interesting and add a touch of whimsy



for menu items that change - features



Printed sheets with more information



(more) menu board examples

Every Love Story is beautiful but ours is our Favorite
9 & 2016

SALAH & JOANNE

Our Love began in 2013

From the chef
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Special offer
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

New today
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

A few days later they parted the night away with family on a Nile Cruise in Luxor, Egypt.

Their union, the endless paperwork and waiting finally Salah married in the UK.

They spent the next 2 years "Shipping" for hours daily and long to his beloved Joanne, who Joanne was able to visit when Joanne was able to visit.

On August 1th 2016 Salah and Joanne were happily married in the British Embassy in Cairo.

for the very beginning they have asked they had was something rather special.

Restaurant name

Menu

Time to eat & time to drink

From the chef
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Special offer
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

New today
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Breakfast-Dinner

Maindishes

Name of dish	\$0.00	Name of dish	\$0.00
Lorem ipsum		Lorem ipsum	
Name of dish	\$0.00	Name of dish	\$0.00
Lorem ipsum		Lorem ipsum	
Name of dish	\$0.00	Name of dish	\$0.00
Lorem ipsum		Lorem ipsum	

Seafood

Name of dish	\$0.00
Lorem ipsum	
Name of dish	\$0.00
Lorem ipsum	
Name of dish	\$0.00
Lorem ipsum	

Drinks-Sweets

Beverage

Name of drink	\$0.00
Lorem ipsum	
Name of drink	\$0.00
Lorem ipsum	
Name of drink	\$0.00
Lorem ipsum	

Sweets

Name of piece	\$0.00
Lorem ipsum	
Name of piece	\$0.00
Lorem ipsum	
Name of piece	\$0.00
Lorem ipsum	

WE'LL CREATE IT

SAUCE (choose 1)

- POKESTORY
- HOUSE SHOYU
- SPICED YUZU PONZU
- HOT & SPICY SHOYU
- GINGER WASABI AIOLI
- SRIRACHA AIOLI
- CITRUS CHOJANG

TOPPINGS

- AVOCADO - \$1.50
- CRAB SALAD
- SEAWEED SALAD
- SQUID SALAD
- GREEN ONION
- TOBIKO
- regular/wasabi yuzu/inked
- SESAME SEEDS
- FURIKAKE
- PINEAPPLE
- DAIKON SPROUTS
- PICKLED GINGER
- MANGO (SEASONAL)
- QUAIL EGGS (3) - \$1.00



CRUNCH

- SHREDDED NORI
- MACADAMIA
- GARLIC CRISPS
- ONION CRISPS
- RICE PUFFS
- LOTUS CHIPS
- BONITO FLAKES



SIDES

- MISO SOUP \$2
- BOTTLED WATER \$1.50
- MINERAL WATER \$2.00
- GREEN TEA \$2.50
- MILK TEA \$2.50
- ALOHA CANNED DRINK \$1.50
- BOTTLED SOFT DRINK \$2.00

TAIYAKI EVER AFTER

Taiyaki Cone \$4.95 • In a Cup \$3.50

SOFT SERVE ROTATION

2 flavors weekly

- MILK
- MATCHA
- BLACK SESAME
- STRAWBERRY
- SWIRLED
- SPECIAL/SEASONAL

ask us!



FILLED FIN

NUTELLA CUSTARD

TOPPINGS

MOCHI POCKY STICKS

Sweet, happy ending

MENU

STARTERS

SOUP OF THE DAY
Cup ... \$2.99
Cup with a grilled cheese sandwich ... \$5.99
Bowl ... \$3.99

SANDWICHES

CAPRESE PANINI ... \$8.95
Fresh mozzarella, basil & tomato

REUBEN PANINI ... \$10.95
Fresh corned beef, Swiss cheese, 1000 Island dressing & sauerkraut

TURKEY REUBEN PANINI ... \$9.95
Fresh turkey, Swiss cheese, 1000 Island dressing & sauerkraut

HAM & CHEESE ... \$7.95

TURKEY & CHEESE ... \$8.95
(served hot or cold!)

GRILLED CHEESE ... \$5.95

Available breads: White, Marble Rye or Multigrain
Available cheeses: American, Cheddar, Mozzarella, Parmesan or Swiss
Available condiments: Dijon Mustard, Yellow Mustard, Mayonnaise

SALADS

CAESAR ... \$7.95
Romaine lettuce, shaved Parmesan cheese, garlic croutons

MEDITERRANEAN ... \$8.95
Romaine & Arcadian lettuce, tomatoes, cucumber, red onion, crumbled feta & pitted Kalamata olives

AN UNLIKELY SALAD ... \$8.95
Arcadian lettuce, pineapple, applewood smoked bacon, cucumber, onion, shredded cheddar & carrots

Dressing options: Caesar, Balsamic, Oil & Vinegar
Add grilled chicken ... \$2.95

KIDS

GRILLED CHEESE ... \$3

SUN BUTTER & JELLY ... \$3

P B & J ... \$3.25

HAM & CHEESE ... \$4

TURKEY & CHEESE ... \$4.50

Available breads, white or wheat

Kitchen Hours:
9am - 3pm

BEFORE PLACING YOUR ORDER PLEASE INFORM YOUR SERVER IF YOU OR A PERSON IN YOUR PARTY HAS ANY FOOD ALLERGIES.

Welcome to Pour Girls Coffee

Hot Drinks	Espresso Drinks	Iced Drinks	Breakfast
ESPRESSO \$2.50 LATTE \$3.00 CAPPUCCINO \$3.50 MILK SHAKE \$4.00 MILK TEA \$3.50 FRUIT & YOGURT \$4.50 FRUIT & MILK \$4.00 FRUIT & SMOOTHIE \$4.50	ESPRESSO \$2.50 LATTE \$3.00 CAPPUCCINO \$3.50 MILK SHAKE \$4.00 MILK TEA \$3.50 FRUIT & YOGURT \$4.50 FRUIT & MILK \$4.00 FRUIT & SMOOTHIE \$4.50	ESPRESSO \$2.50 LATTE \$3.00 CAPPUCCINO \$3.50 MILK SHAKE \$4.00 MILK TEA \$3.50 FRUIT & YOGURT \$4.50 FRUIT & MILK \$4.00 FRUIT & SMOOTHIE \$4.50	ESPRESSO \$2.50 LATTE \$3.00 CAPPUCCINO \$3.50 MILK SHAKE \$4.00 MILK TEA \$3.50 FRUIT & YOGURT \$4.50 FRUIT & MILK \$4.00 FRUIT & SMOOTHIE \$4.50

Blended Drinks: Mango Passion Fruit, Raspberry Lemonade, Strawberry Lemonade, Peach Mango, Pineapple Mango & Strawberry

Extras: Caramel, Vanilla, Chocolate, Honey, Lemon, Lime, Orange, Strawberry, Raspberry, Peach, Mango, Pineapple, Strawberry

Smoothies: Mango Passion Fruit, Raspberry Lemonade, Strawberry Lemonade, Peach Mango, Pineapple Mango & Strawberry

Breakfast: Pancakes, Waffles, French Toast, Breakfast Burrito, Breakfast Sandwich, Breakfast Bowl, Breakfast Smoothie

(even more) menu board examples



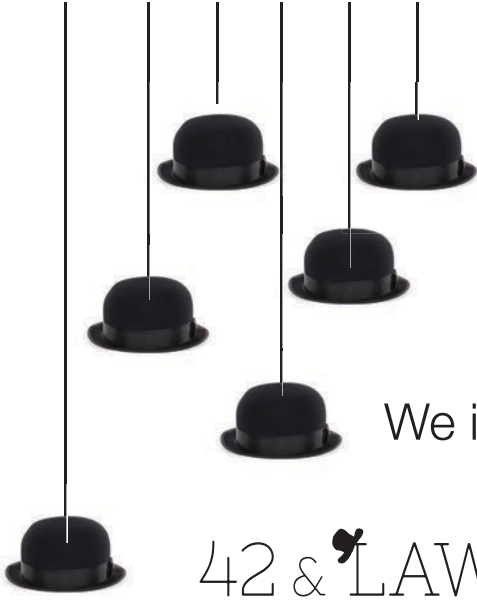
Dear SkyHouse Friends,

We love being your neighbor
and would like you to think of us
as an extension of your living room.

We invite you to enjoy a
10% discount
on all house-made beverages.

Just show us your Skyhouse key fob!

Love,
42 & LAWRENCE



We invite you to
experience
42 & LAWRENCE

Warm up your holidays with
half off
your entire drink purchase
at 42 & Lawrence

- good for you and your friends!

thru January 8, 2017 with this coupon
134 E Martin St Raleigh | 919.322.1668



early advertising

One reason our drinks taste so good:

THE MILK COMES FROM LOCAL JERSEY COWS...

the most nutritionally rich rich-tasting milk available – also the rarest –

because most U.S. dairies use holstein cows, bred for efficiency over quality.

Our jersey milk comes from the Simply Natural Farm & Creamery in Ayden, NC.

mushroom gravy biscuit

Allergens: gluten


Lucette Grace - Raleigh, NC

Cannonball (Mushroom)

Cannonball
Lucette Grace - Raleigh, NC

\$5.00


mushroom gravy biscuit




Farmhouse Greens
The original Lumi blend. This energizing juice is what got us all hooked on juicing.
Ingredients: Kale ♦, Cucumber ♦, Celery ♦, Fuji Apple ♦, Lemon ♦, Italian Flat Leaf Parsley ♦



Jump Shot
Literally blended at the request of a pro basketball player, this blend will make you hustle.
Ingredients: Cucumber ♦, Kale ♦, Spinach ♦, Collard Greens ♦, Lemon ♦




Big Green
Big-time calcium, vitamin A, and vitamin C. Drink your way to good health.
Ingredients: Granny Smith Apples ♦, Broccoli Leaf ♦, Pear ♦, Lemon ♦, Ginger ♦



Piedmont Pineapple
This juice balances cucumber, apples, and collard greens (these all grow in the heart of the Virginia Piedmont) with the sweetness of pineapple.
Ingredients: Pineapple ♦, Cucumber ♦, Granny Smith Apples ♦, Collard Greens ♦




Belmont Beet
With nutrients that support the cardiovascular system and fight inflammation, Belmont Beet provides you with the tasty recharge you need to wake up and dance.
Ingredients: Beet ♦, Carrot ♦, Celery ♦, Cucumber ♦, Lemon ♦, Orange ♦



Upbeet Pear
This exciting blend will wake you up on the right side of the bed.
Ingredients: Orange ♦, Pear ♦, Beet ♦, Lime ♦, Cilantro ♦, Jalapeño ♦



Morning Sunrise
An excellent way to welcome the day. Chock full of vitamin C, this simple blend is like drinking the sun!
Ingredients: Grapefruit ♦, Lime Juice ♦



♦ Organic

Larry's Coffee

Raleigh, NC

12 OZ : \$13.50 - \$14.50
1 KILO : \$34.00 - \$37.00

Uli Mana Truffles : \$4.99 - \$5.49

Asheville, NC

vegan, raw, dairy-free, gluten-free and fair trade

More from Lucette Grace:

Larry's meets Escazu Cake: \$5.00

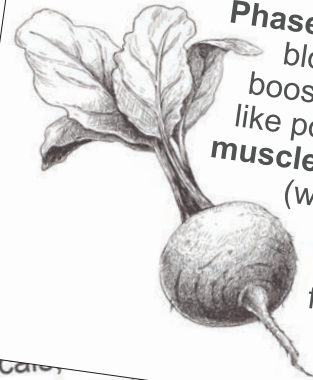
Tiramisu Verrine: \$4.75

Lime Buttermilk, Rhubarb & Shortbread Verrine: \$4.75

Coffee Macarons: \$2.25
gluten free!

Beet

Studies show that beets help **lower blood pressure, fight cancer** and **boost stamina**. They are rich in betaine - a nutrient that helps **fight inflammation**, protects cells, proteins, and enzymes from **environmental stress, protect internal organs**, improve **vascular risk factors**. And they are great for **Phase 2 Detoxification** helping to purify your blood and liver. Beets are high in immune



boosting vitamin C, fiber, and essential minerals like potassium (essential for **healthy nerve and muscle function**) and manganese (which benefits bones, liver, kidneys, and pancreas). Beets also contain the B vitamin folate, which helps reduce the risk of **birth defects**.



Apple

Apples are a "rich source of phytochemicals, epidemiological studies have linked the consumption of apples with reduced risk of some **cancers, cardiovascular disease, asthma, and diabetes**. In the laboratory, apples have been found to have very strong **antioxidant activity, inhibit cancer cell proliferation, decrease lipid oxidation, and lower cholesterol.**"

- National Center for Biotechnology Information



wine display



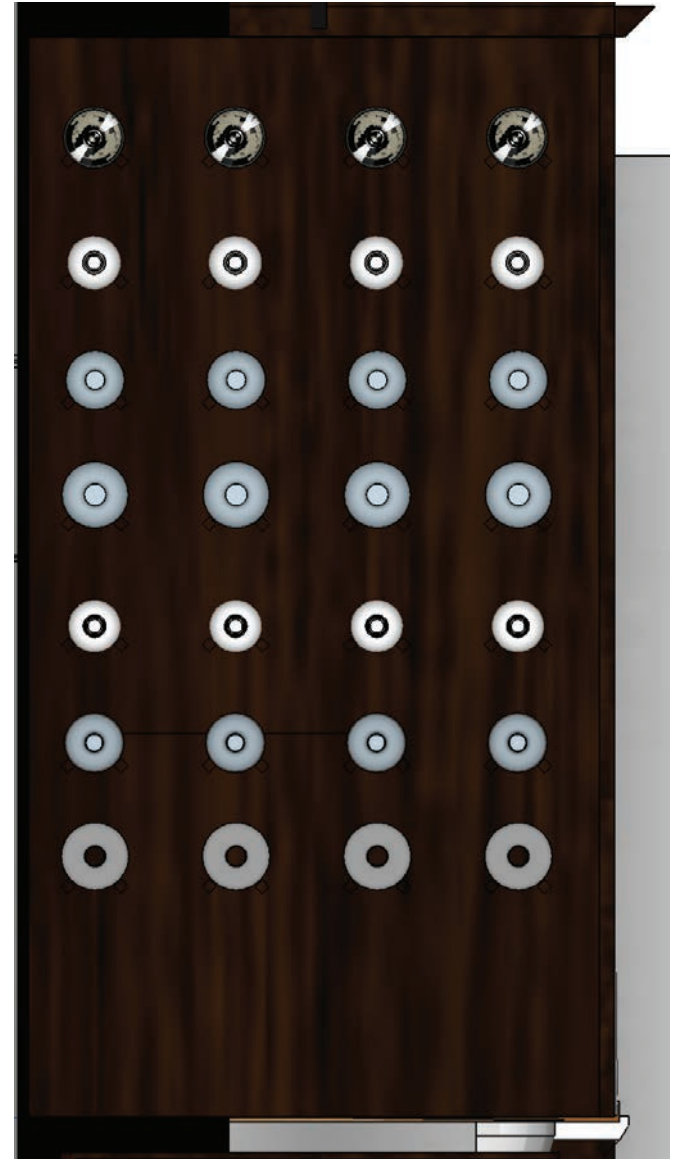
wine display ideas



wine display location and idea



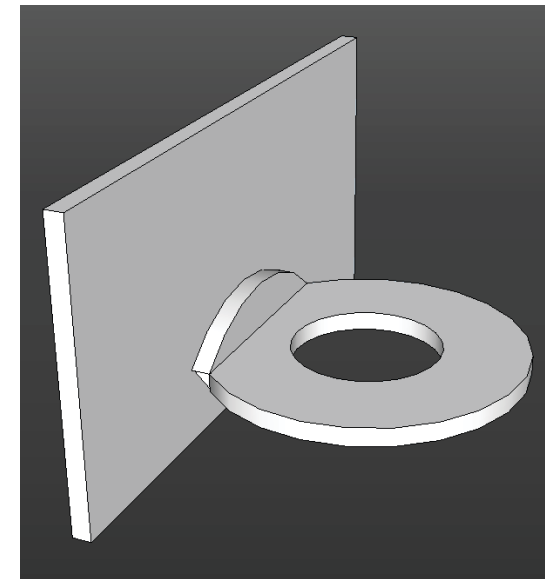
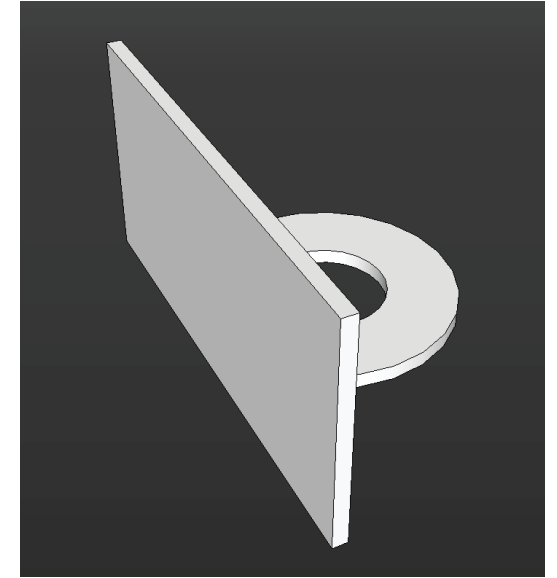
wine bottles would rest on metal bars



cross section of wine storage

wine display

beer taps



We used to have these nice metal tap handles. Are they still around somewhere?

beer taps

42 & LAWRENCE



\$35 each

I like these because they have a frame that we could print and keep the text consistent and neat.

These are made locally. He could make these in walnut for us. He would hand deliver in about **7-10 days** tops.

I need to double check the spacing of our taps to make sure they will fit. 2.5" wide, 5" tall. (He can also make the handle in longer lengths.)

https://www.etsy.com/listing/185420768/small-brazilian-cher-ry-tap-handle?ref=shop_home_feat_3&frs=1

beer taps

42 & LAWRENCE



\$7 - (I think we need 8 of them.)

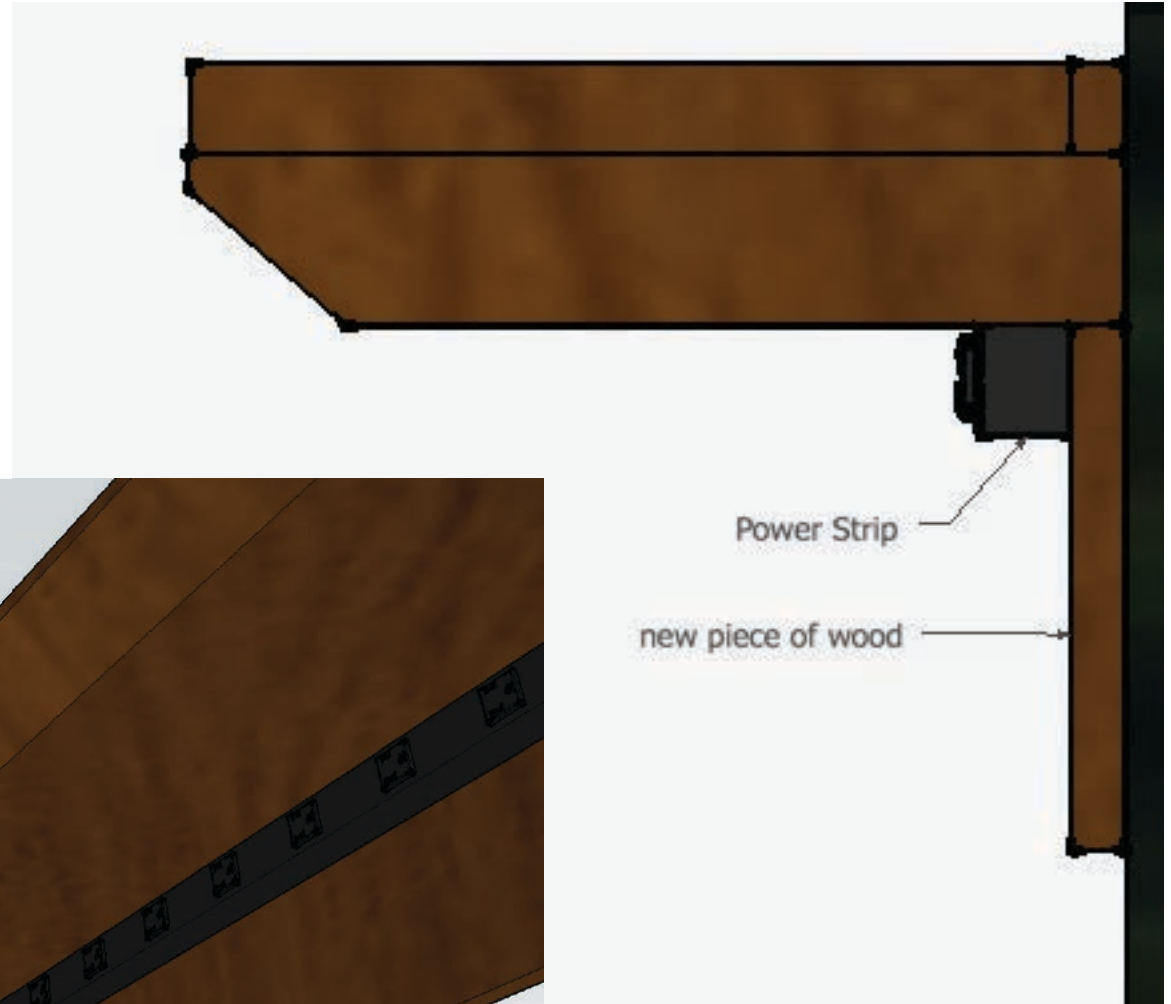
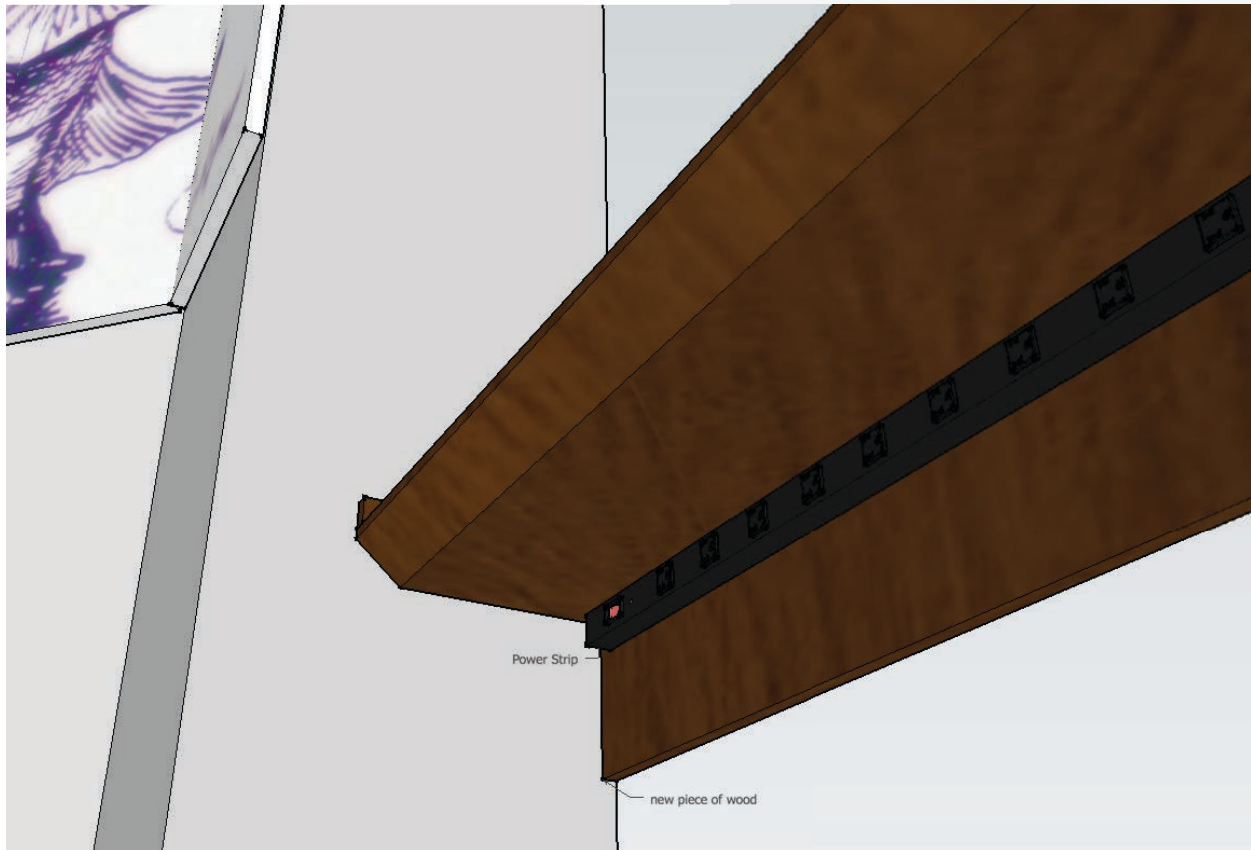
I think these could work, but they may start to look messy depending on who is doing the writing.

https://www.etsy.com/listing/669182847/mini-wooden-beer-tap-handle-with-two?ref=pla_similar_listing_top-2

beer taps

42 & LAWRENCE

electrical outlets



electrical outlets

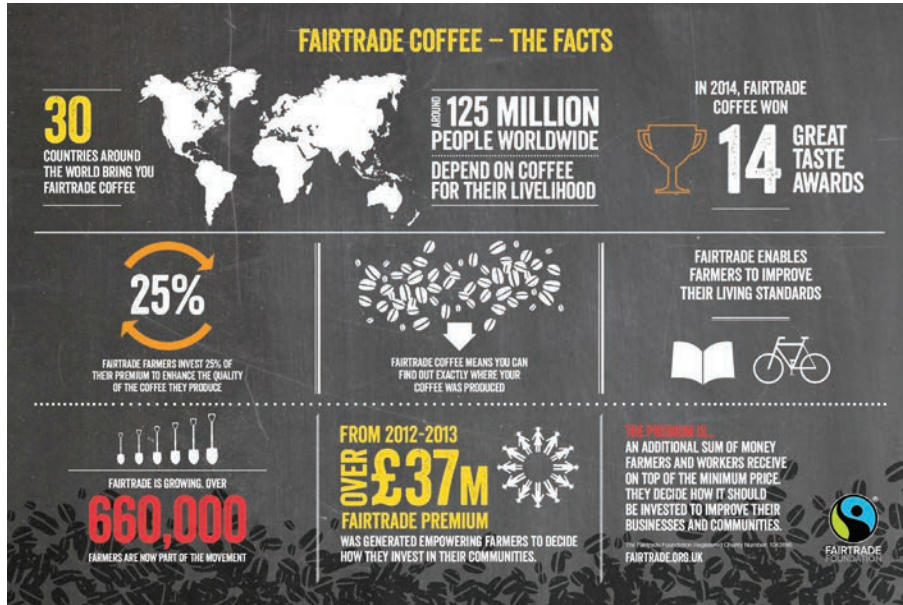


electrical outlets - pop up out of counter



electrical outlets - if extension cords are needed

artwork & storytelling



sophisticated info-graphics that tell a story at a glance.



Photographs from our co-ops to tell the story of farm to cup



any illustrations kept simple and refined

story telling

exterior signage & “curb appeal”



exterior images

42 & LAWRENCE



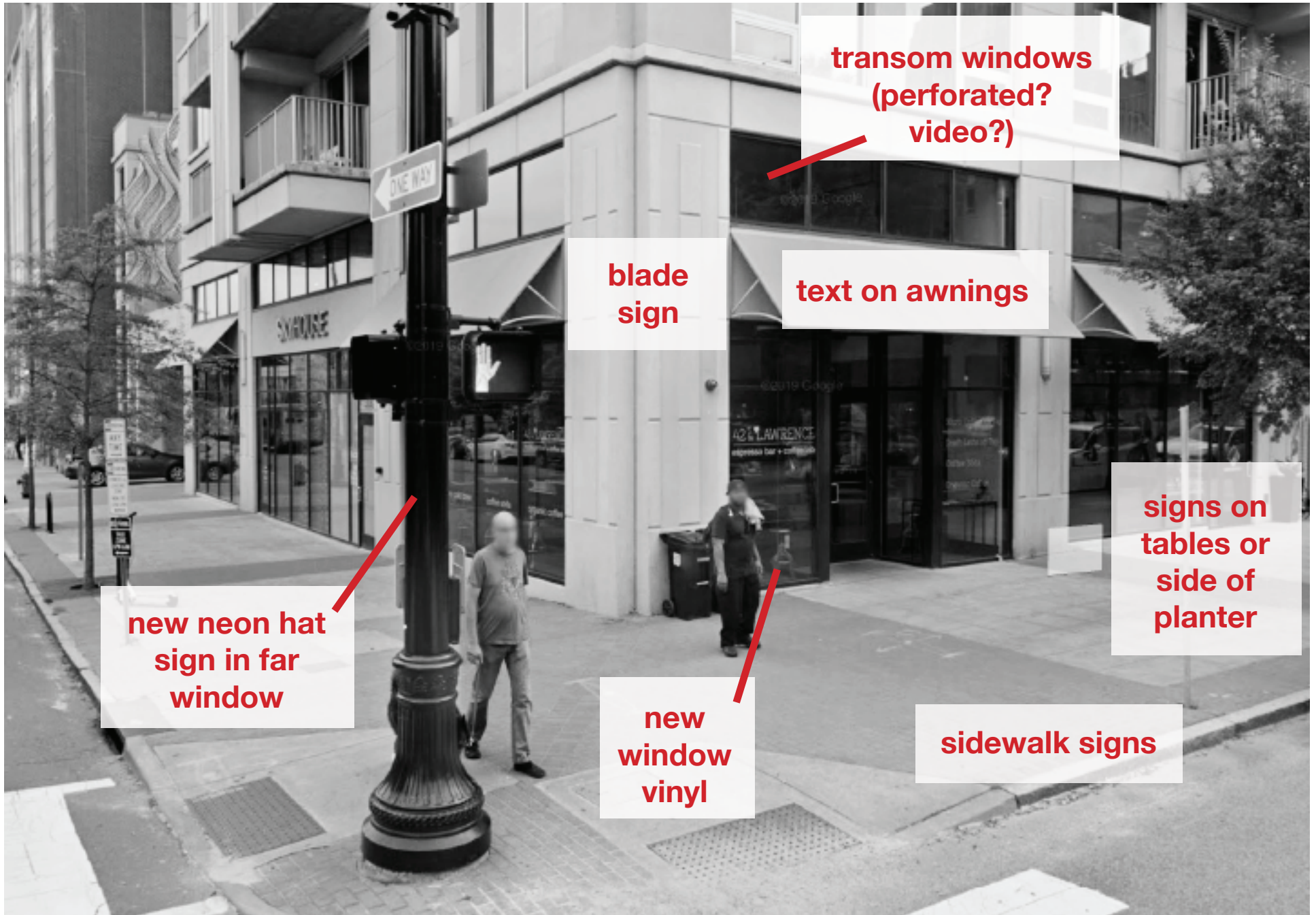
exterior images

42 & LAWRENCE



exterior images

42 & LAWRENCE



new neon hat sign in far window

blade sign

text on awnings

transom windows (perforated? video?)

signs on tables or side of planter

new window vinyl

sidewalk signs

potential opportunities for signage



This was an early quick rendering with a blade sign. Also, note window signage. The large band that said 42 & Lawrence was intended as a **privacy screen** under the tables so people walking by aren't looking at the customer's legs. Especially user friendly since street is much lower than seating height. I recommend incorporating this idea with an updated design.

blade sign examples

42 & LAWRENCE



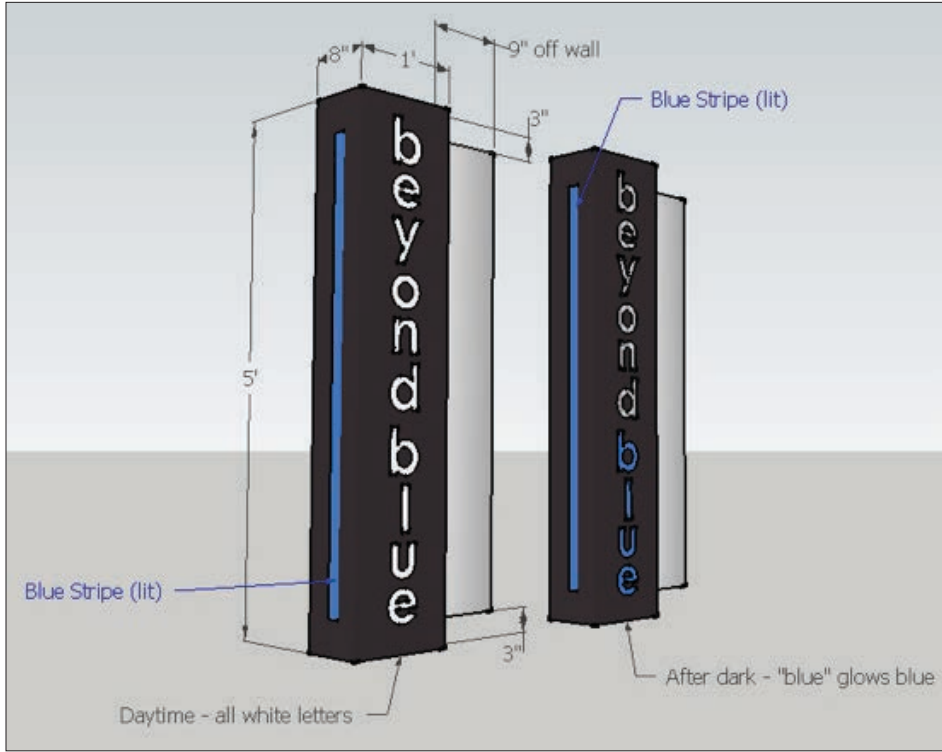
Old ideas of how to incorporate "Larry's" into the window signage

window signs

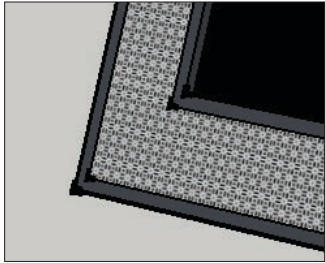
42 & LAWRENCE



blade sign examples



blade sign examples



original designs used the same metal mesh that's behind the speakers.



this pallet sign is unique and eye catching



The pipes on this one tie in with our furnishings.

menu on exterior A-Frame sign

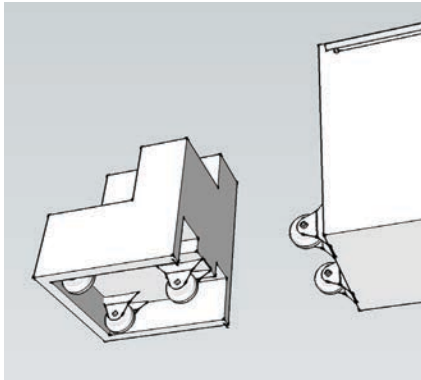


menu on exterior A-Frame sign

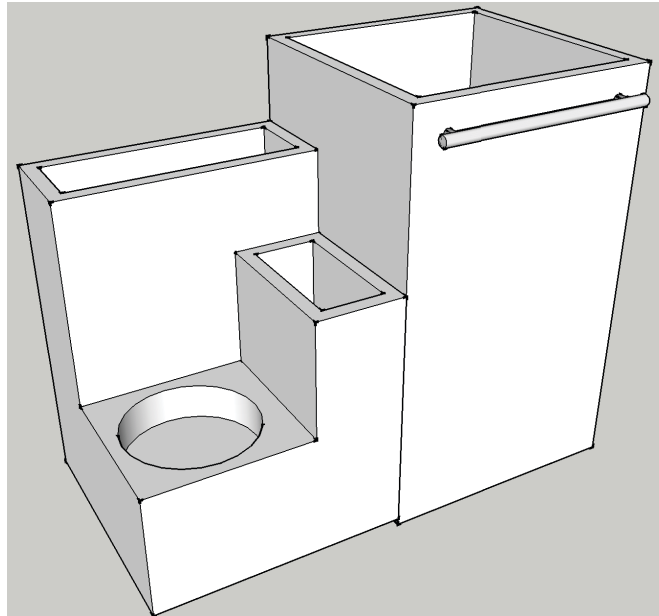
exterior seating



Exterior seating is currently being used by anyone and everyone. Creating a more defined space may help with that and give us more presence from the street attracting customers and increasing a strategic price

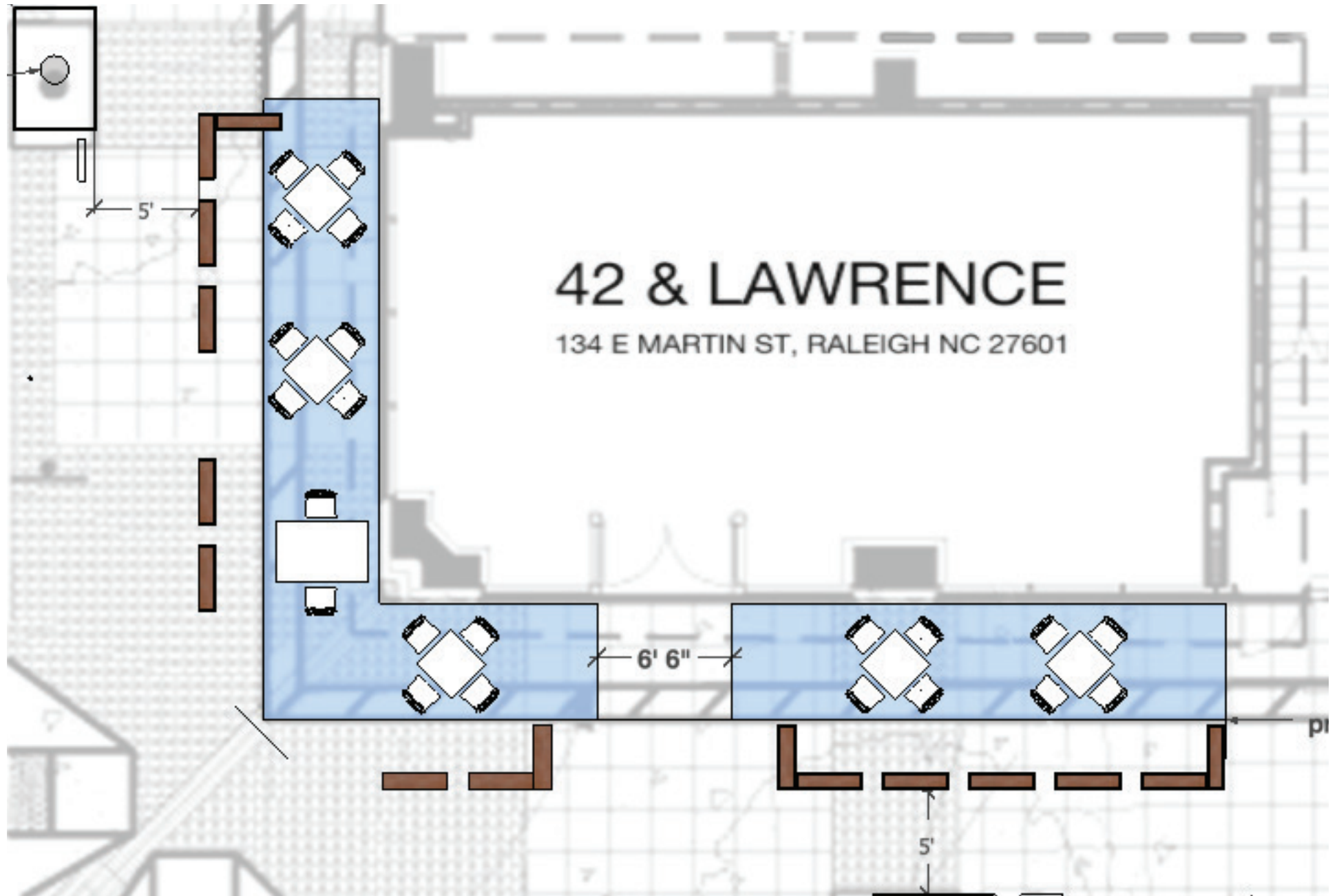


This was an earlier design for dog water bowl and leash tie with planters. There are two pieces on wheels for mobility.



exterior seating - more examples

42 & LAWRENCE



exterior seating - layout with a i u seating



<https://www.allmodern.com/decor-pillows/pdp/metallic-series-corten-planter-box-vrdk1021.html?piid=20733629>

exterior seating - planter for defining outdoor seating

42 & LAWRENCE



exterior seating - rendering of layout with a i u seating

42 & LAWRENCE



exterior seating - rendering of layout with a i u seating

42 & LAWRENCE



exterior seating - rendering of layout with a i u seating

42 & LAWRENCE



exterior seating - rendering of layout with a i u seating

42 & LAWRENCE