



# HARMONY HALL

WHERE EVERYONE DESERVES A SPOT  
AT THE TABLE

FRANKLINTON, OH



# ● MY PROJECT



## Hospitality Project

Franklinton would benefit from this project because of its hopes to...

- Help combat the food desert issue in Franklinton, and provide users a safe, and inclusive place to grab fresh produce to take home or grab an affordable ready to eat meal.
- Create jobs and provide a place to cultivate local businesses.

Food insecurity in particular is a major issue in Franklinton, as it is a food desert, meaning it is difficult to buy affordable or good-quality fresh food





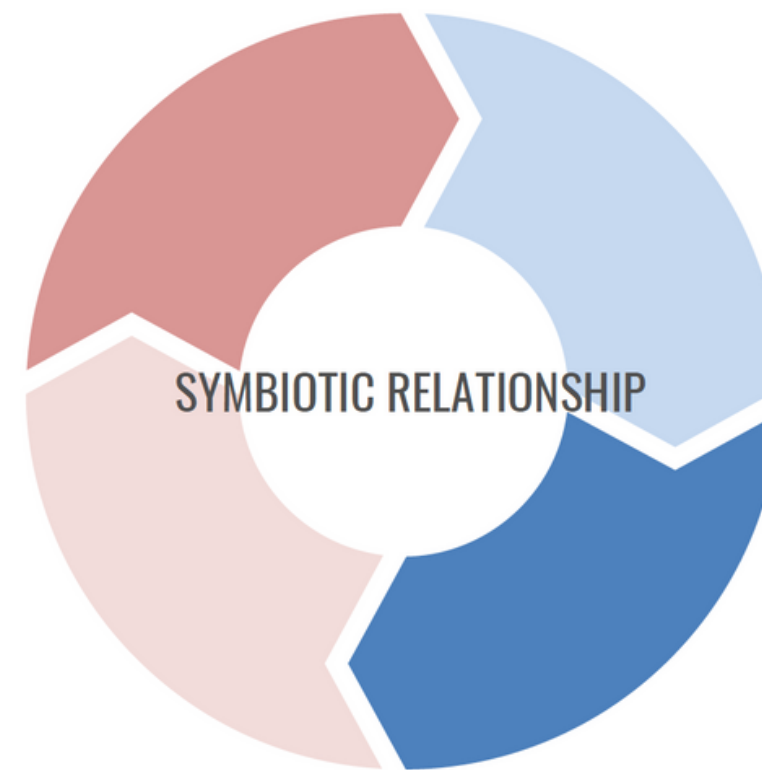
# MISSION STATEMENT



**A Food Hall that's about leveling the playing field.**

Everyone deserves a chance for opportunity no matter their current situation or history, which is why this Food Hall is designed to offer small businesses or wishful entrepreneurs the chance to open and grow their businesses while combating Franklinton's food insecurity problems.

**CULTIVATING  
ENTREPRENEURERS  
AND GROWING  
BUSINESSES**



**CREATE A SOURCE OF  
AFFORDABLE FOOD  
AND FRESH PRODUCE  
TO COMBAT FOOD  
INSECURITY**

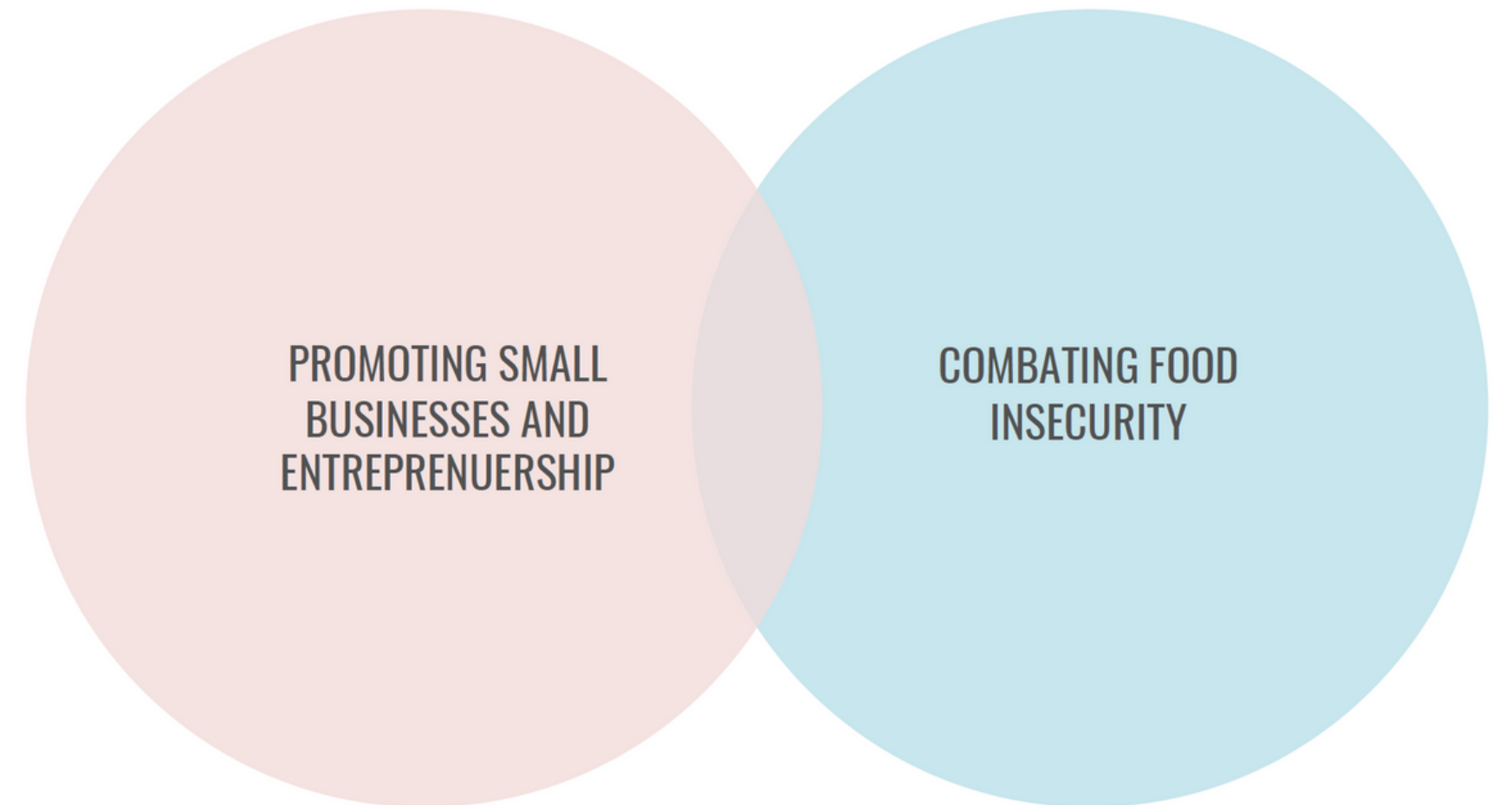
# ● ● ABOUT MY PROJECT



## Cultivating connection through food.

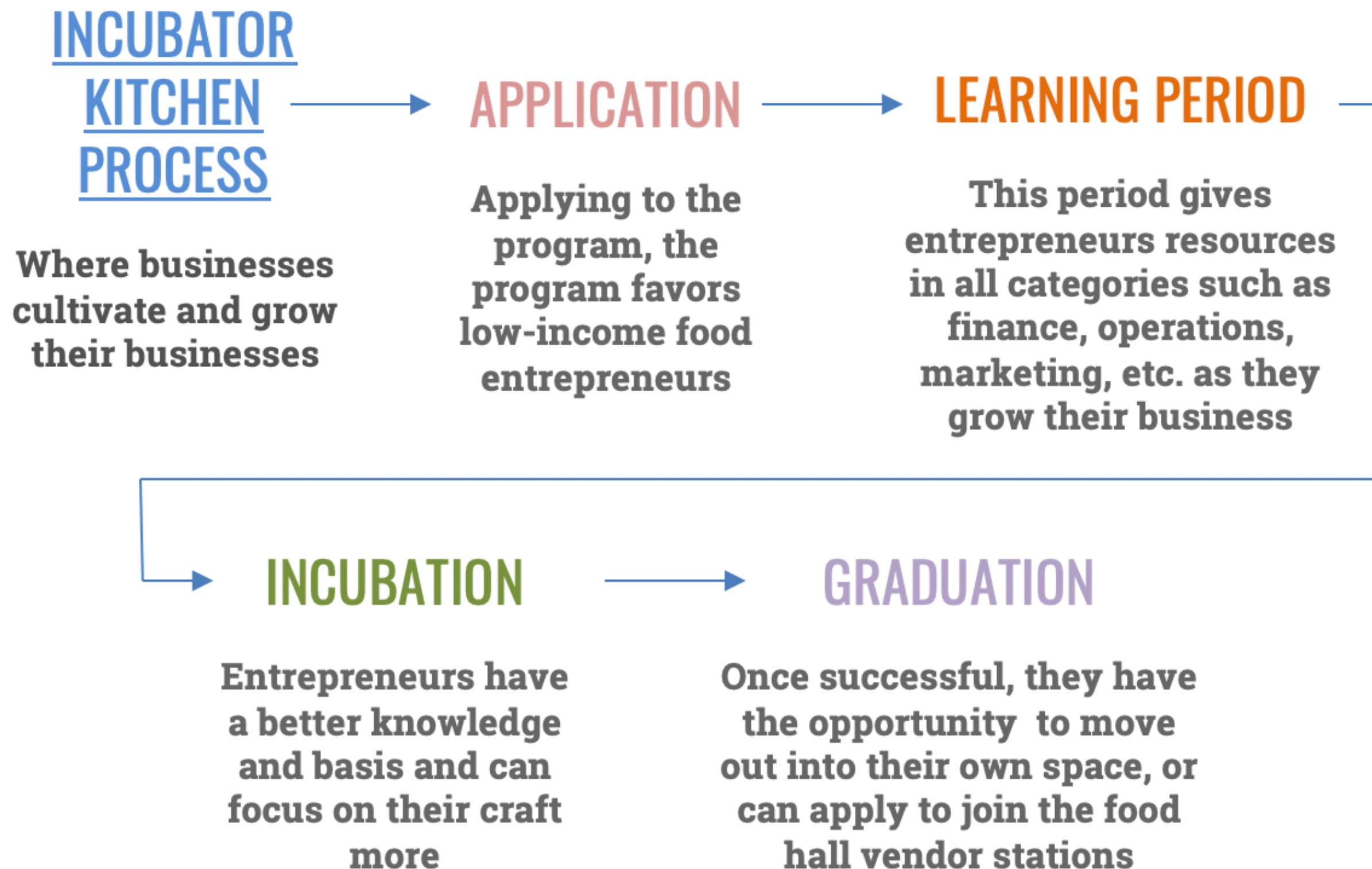
My project encompasses promoting small businesses and entrepreneurship through local food hall vendor stations and incubator kitchens, as well as combat food insecurity issues and promoting nutrition in Franklinton by creating a fresh food market sponsored by Franklinton Farms.

The food incubator kitchens provide affordable kitchen rental for starting entrepreneurs where they can cultivate their culinary ideas, while providing additional services like business development training, and access to other learning resources.





# INCUBATOR KITCHEN PROCESS



# PROJECT GOALS



Support Local Small Businesses and Entrepreneurship while creating jobs for the Franklinton Community



Connect people from all different backgrounds through food to cultivate an accepting and inclusive community



Provide nutritious and affordable meals and fresh produce to combat food insecurity and food desert implications in Franklinton



Prioritize women, minorities, and financially disadvantaged business owners





# PERSONA 1



## Chelsea (35)

Franklinton Resident

Cashier at Local Convenience Store

Lower Income

Single Mother of 2

## ABOUT

Chelsea has been a member in the Franklinton community for the past 15 years and currently lives with her two children, as well as her mother in West Franklinton who also relies on her for support. She works at a local convenience store as she doesn't have reliable transportation. She enjoys being able to talk to members in the community through her job, however, she struggles to make ends meet. Because of her financial struggles and lack of access to nutritious foods, she can't provide her family with the nutritious meals they deserve, which is especially problematic with 2 growing children.

## NEEDS

Chelsea's main needs is finding affordable and convenient access to nutritious meals. She would like finding healthy snacks for her children to teach them healthy eating habits and form good relationships with food.

# PERSONA 2



## Brian (26)

Franklinton Resident  
Real Estate Broker working in  
Downtown Columbus  
Higher Income  
Resident at Gravity

### ABOUT

Brian was one of the first residents to move into Gravity I in East Franklinton, which makes his commute to his office Downtown super convenient. He lives in a one-bedroom apartment and loves attending the events on site and getting to connect with people of all different backgrounds in the community. Since COVID-19, Brian has prioritized shopping local and giving back to the community. In Brian's free time, he likes heading to BrewDog and Taft's with his friends and loves the Franklinton environment.

### NEEDS

Since COVID-19 Brian has been on the hunt for finding new small businesses to support and loves trying new things. He also wants somewhere else where him and his friends can socialize and feel the energy of the Franklinton community.



# PERSONA 3



## Lena (56)

Hilltop Resident  
Business Owner  
Lower Income  
Lower Education Levels

### ABOUT

After many jobs to make ends meet throughout her life, Lena started a small business a couple years ago to sell her famous Southern styled dishes based off her mother's recipes. She currently works out of a commercial kitchen she's been sharing with a couple small businesses on Sullivant Avenue. She has many returning customers and is receiving a higher demand for her dishes, but still isn't able to qualify for a loan to buy her own kitchen equipment or open up a brick and mortar shop.

### NEEDS

Lena needs a bigger space to grow her business that is already equipped with her needs at an affordable price. She also needs help with some of her business strategies and needs help getting her businesses' name and story to a broader audience.

# PERSONA 4



## Mila (42)

Franklinton Resident

Teacher Aide at a local school in  
Franklinton

Lower-Middle Class

### ABOUT

Mila, since moving to Franklinton has been known through her neighboring streets as making the best authentic Latin dishes that she has brought to cookouts. Mila is constantly being told her dishes are special and should be shared with more people. Mila does believe in her dishes and would love to share a piece of her heritage with a larger audience, but Mila doesn't have a lot of business knowledge and wouldn't know how to get her business off the ground.

### NEEDS

Mila needs a space where she can cultivate and grow her business. She also needs some guidance on coming up with a business strategy and learning more about the food business.

# ● DESIGN CONCEPT STATEMENT



The concept for my capstone is to create a Food Hall with local vendors, creating spaces for entrepreneurs to cultivate and grow their small businesses. The vendors at the food hall will have a range of price points so it is accessible to anyone, while also offering a fresh produce market to help combat the food insecurity issues within Franklinton.



# ● DESIGN STRATEGIES



## Encouraging an inclusive and welcoming space for all users

Introducing wide range of seating options for different preferences, following ADA requirements, encouraging interaction through seating configurations

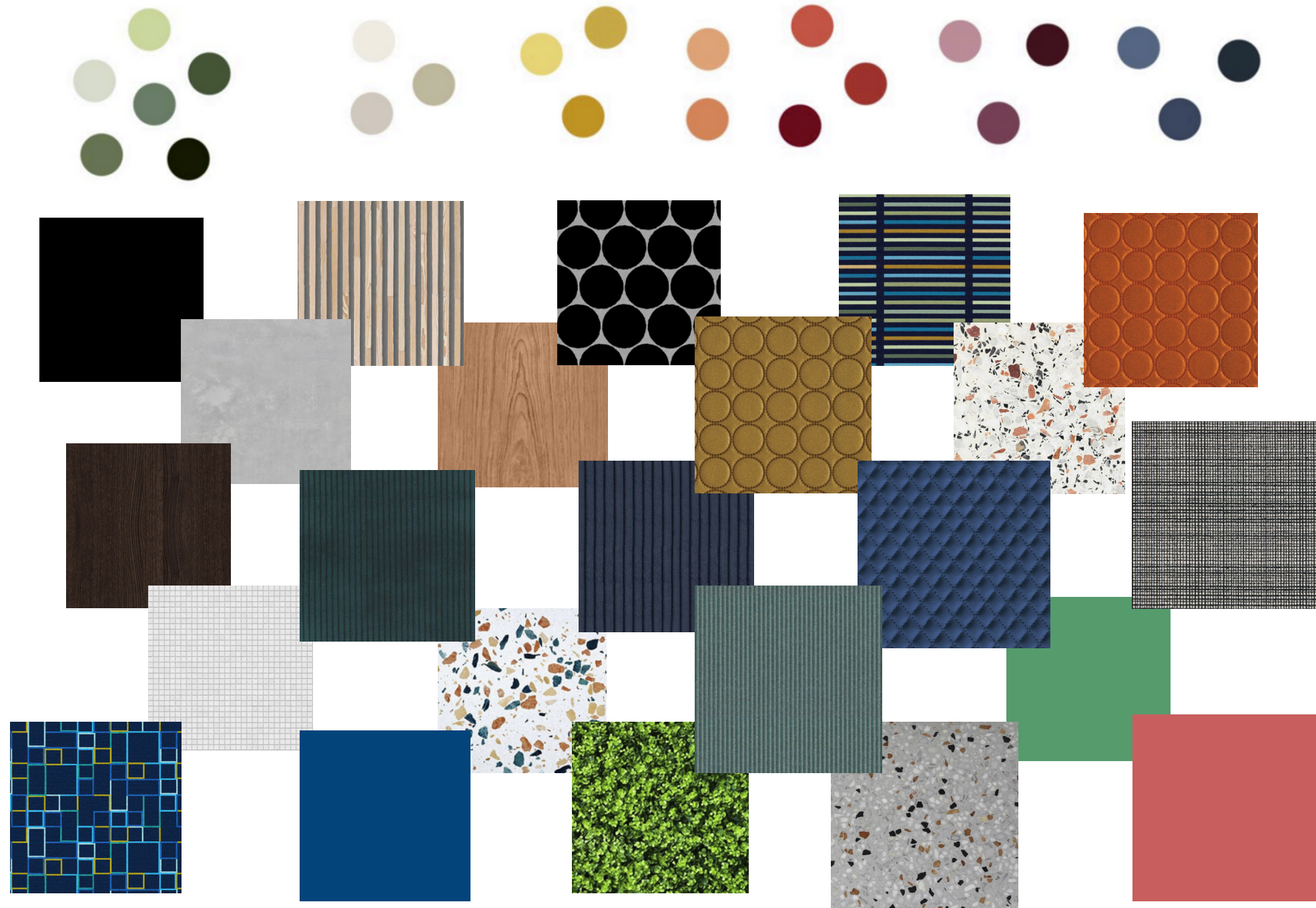
## Creating fluidity

Using the main entrance as a central corridor for circulation inviting the user to explore, and creating lots of different settings the user can experience, fluid spaces to connect experiences and users

## Branding and Graphics

Graphics are used to embody the vibrancy of Franklinton, while creating Franklinton specific art that can then be created by local artists

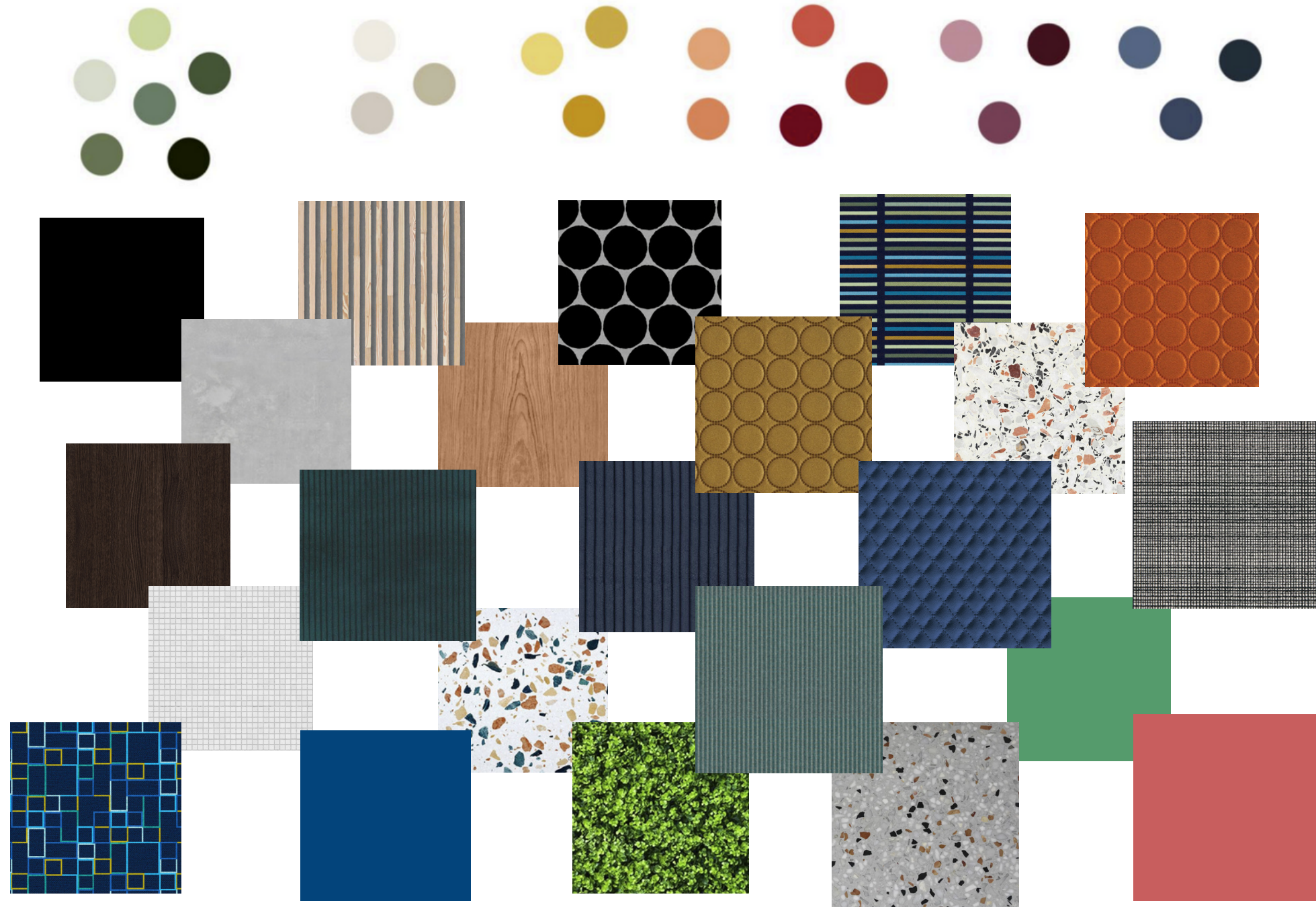
# MATERIAL STRATEGIES AND PALETTE



1. Use bring accent colors inspired by fruits and vegetables - this also goes with the vibrancy of Franklinton
2. Highlight existing building architectural materials - refresh them to give them a new life; this is done in a lot of instances by light
3. Soften the strong geometry of the building by introducing curves in materials - balancing hard industrial materials with softer textures and forms
4. Use natural, sustainable materials and utilize biophilia



# MATERIAL STRATEGIES



Along with the material palette, I worked to create graphics for the wall as well as logos and signage for the vendors in the food hall  
The art embodies the main principles of the food hall while also creating vibrant graphics to elevate the experience



# GRAPHICS



Graphics to put on different walls

Graphics and art is to be completed by local artists



Vendor logos and branding graphics





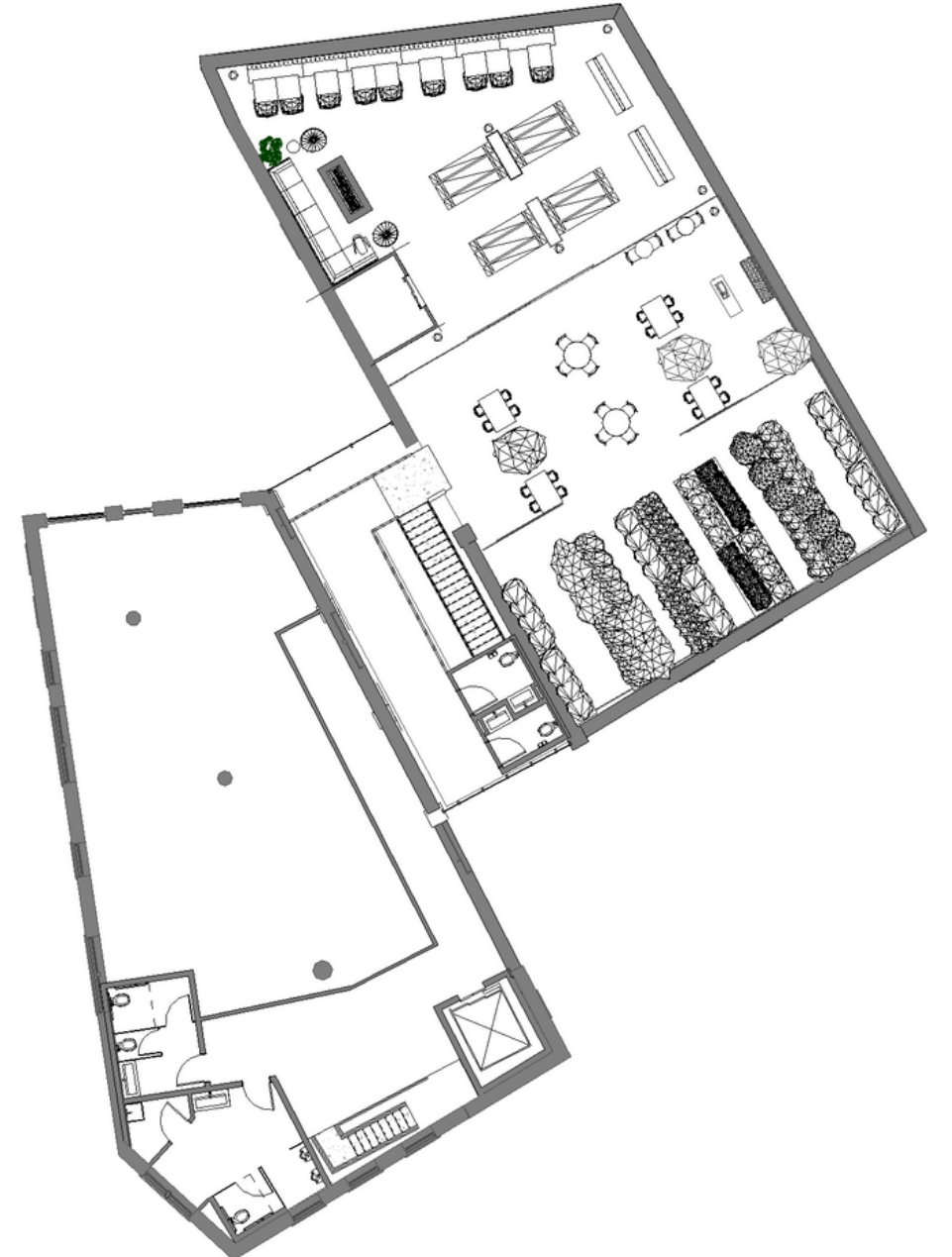
# FINAL FLOOR PLANS



1st Floor

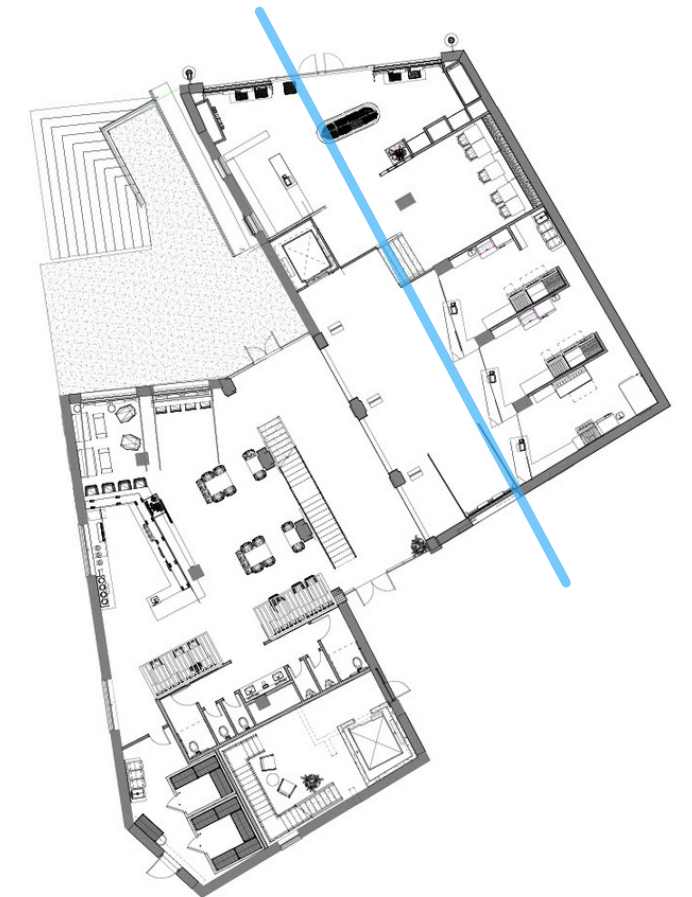
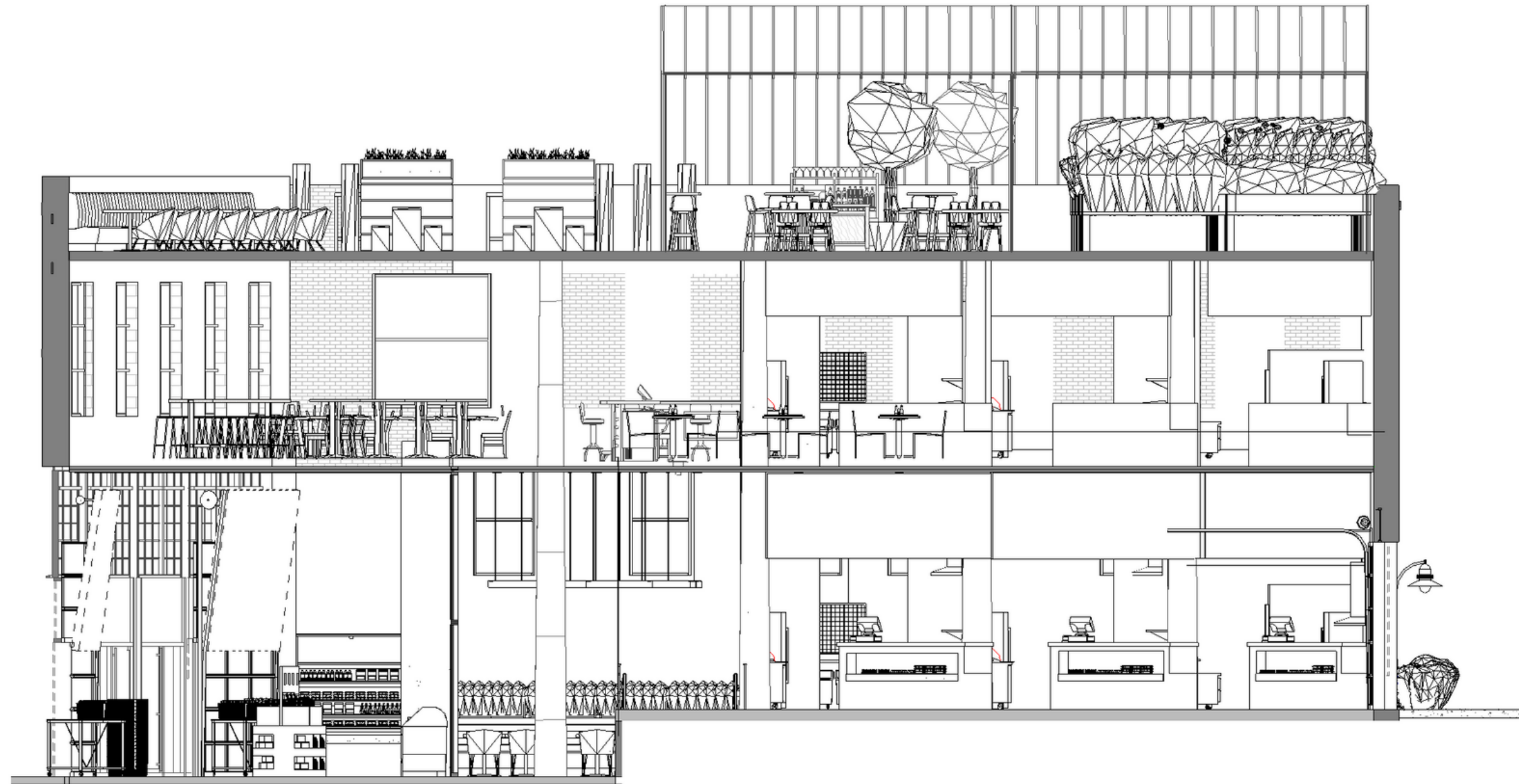


2nd Floor



3rd Floor

# SECTION 1





● ● ● SECTION 2



# 1ST FLOOR



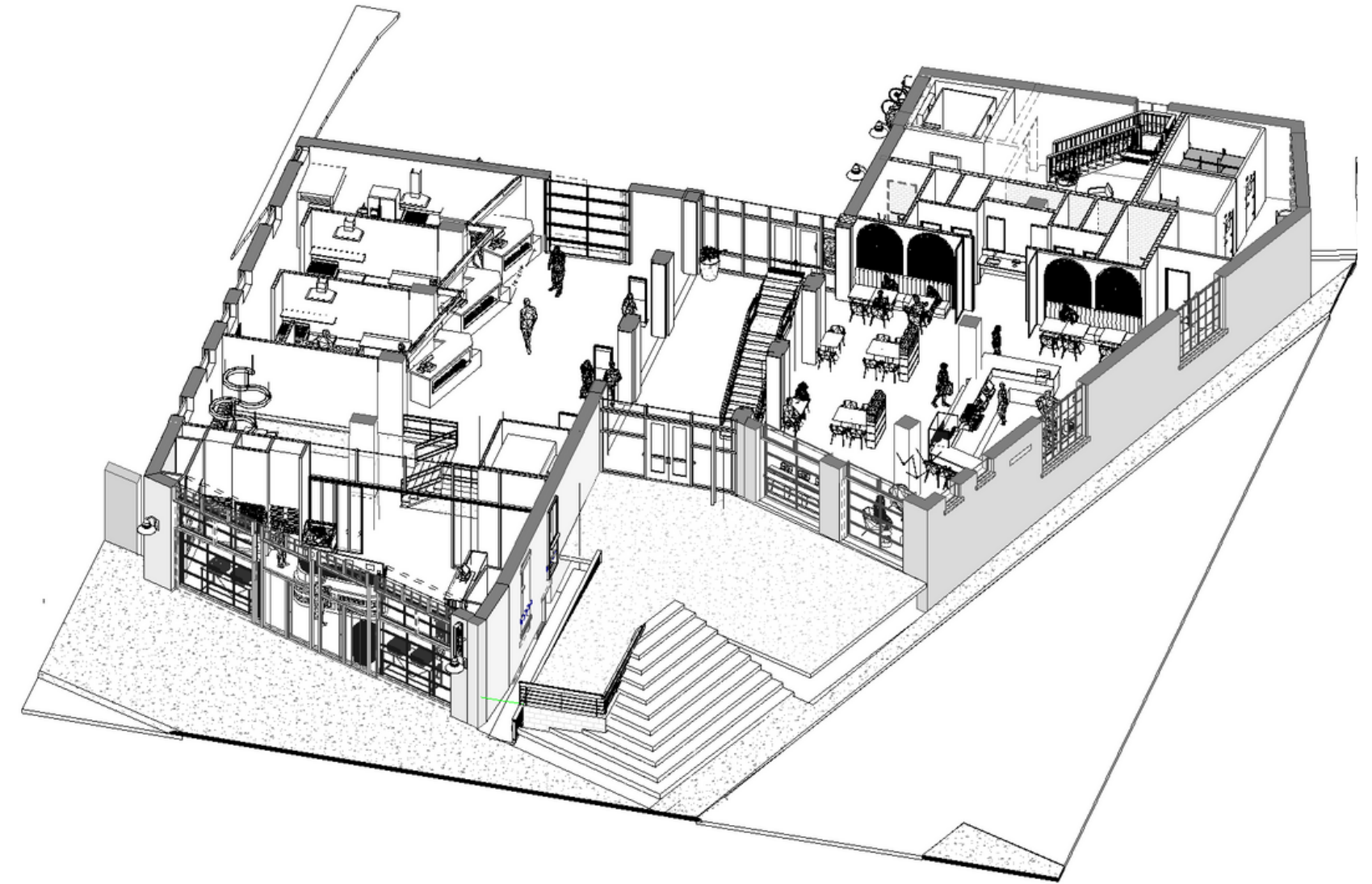
Fresh Food Market Sponsored  
by Franklinton Farms



Coffee Station

Storage

Vendor Stations 1,  
2, 3

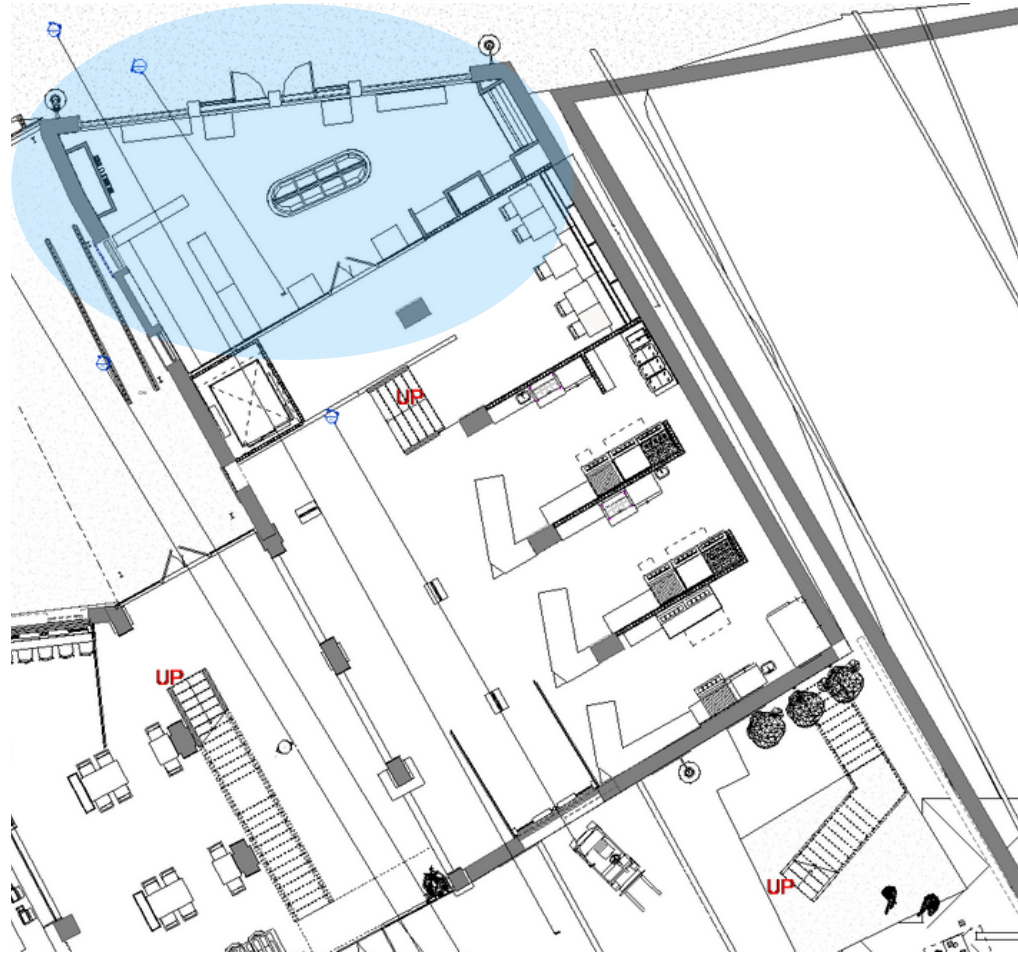


Axon of 1st floor



# 1ST FLOOR - MARKET

Fresh Food Market Sponsored  
by Franklinton Farms



## About the materials and design:

- Keep palette in the fresh food market natural and clean
- Garage doors to open to outside area where food stands can go in warmer weather to expand the market
- Spot in market for meal kits and incubator kitchen products

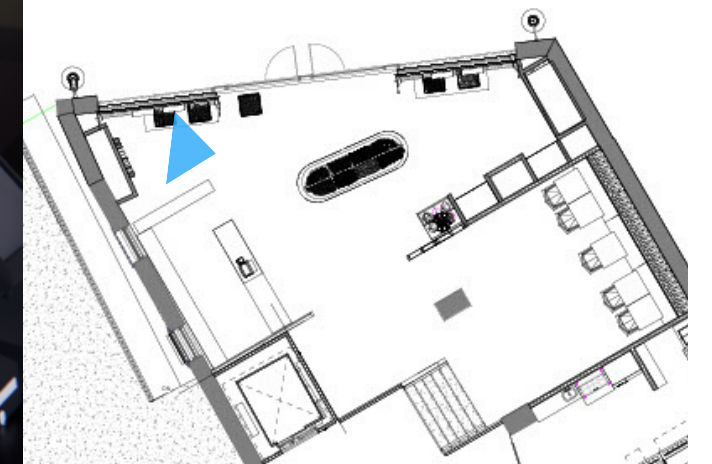




# 1ST FLOOR - MARKET RENDERING

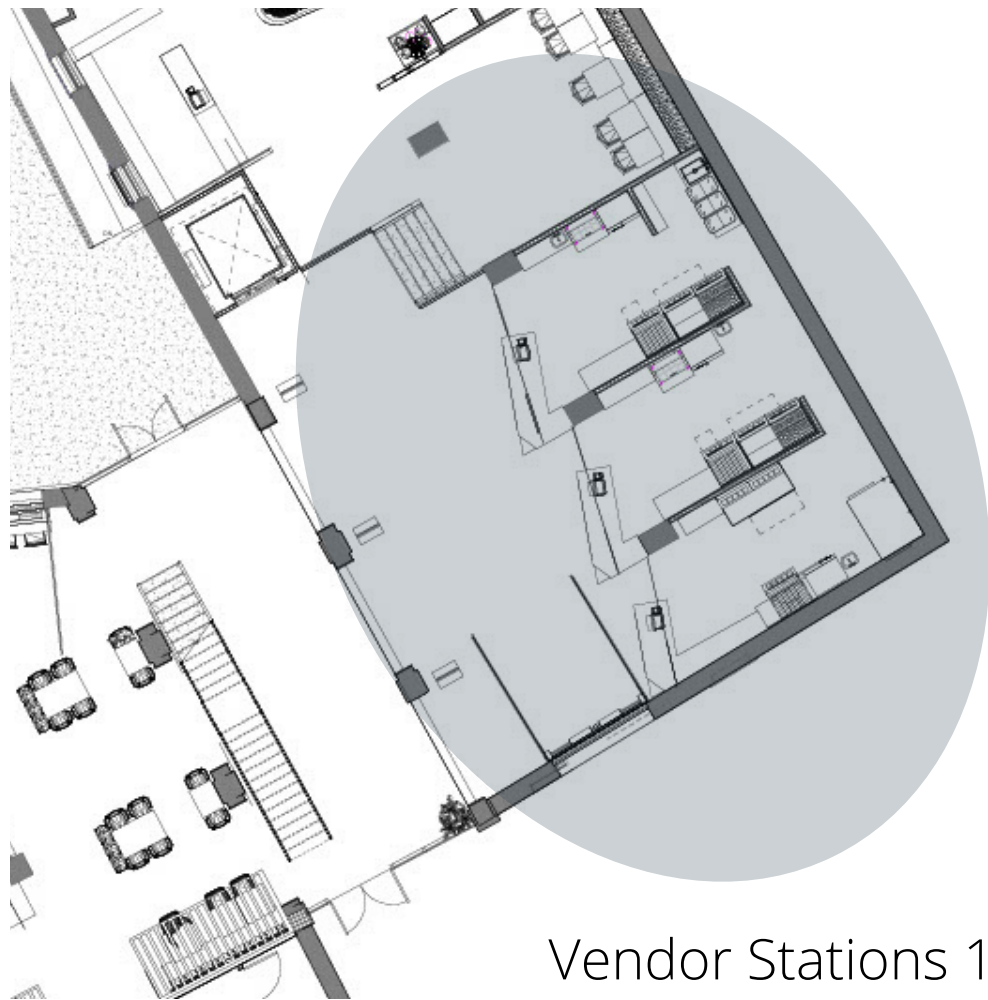


Operable wall to open up the space and encourage people from the food hall to experience





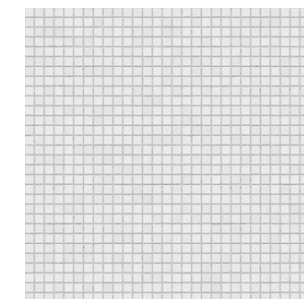
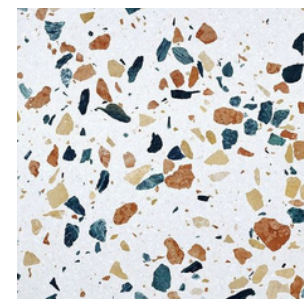
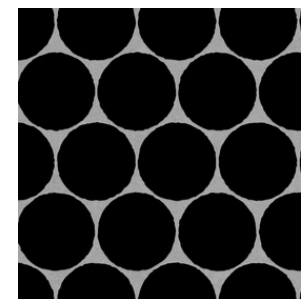
# 1ST FLOOR - VENDOR STATIONS



Vendor Stations 1,  
2, 3



Created logos for vendors



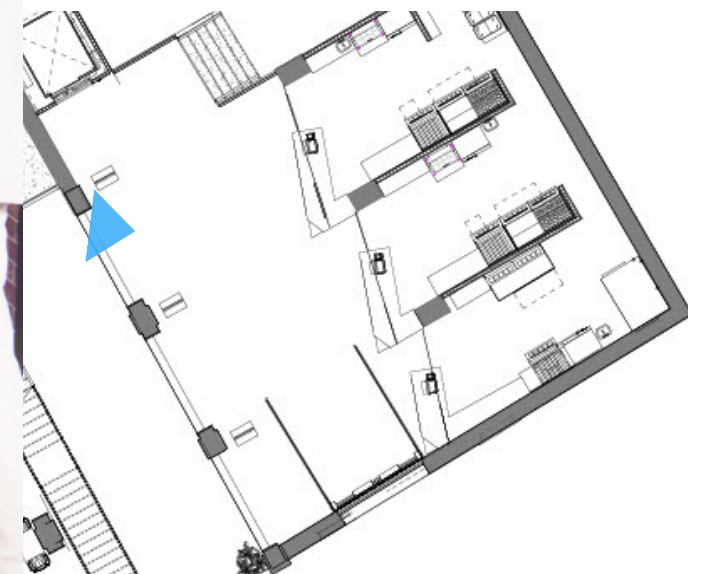
Keep materials more simple to  
allow branding to stand out



# 1ST FLOOR - VENDOR RENDERING



Ordering kiosks for all the different vendor stations

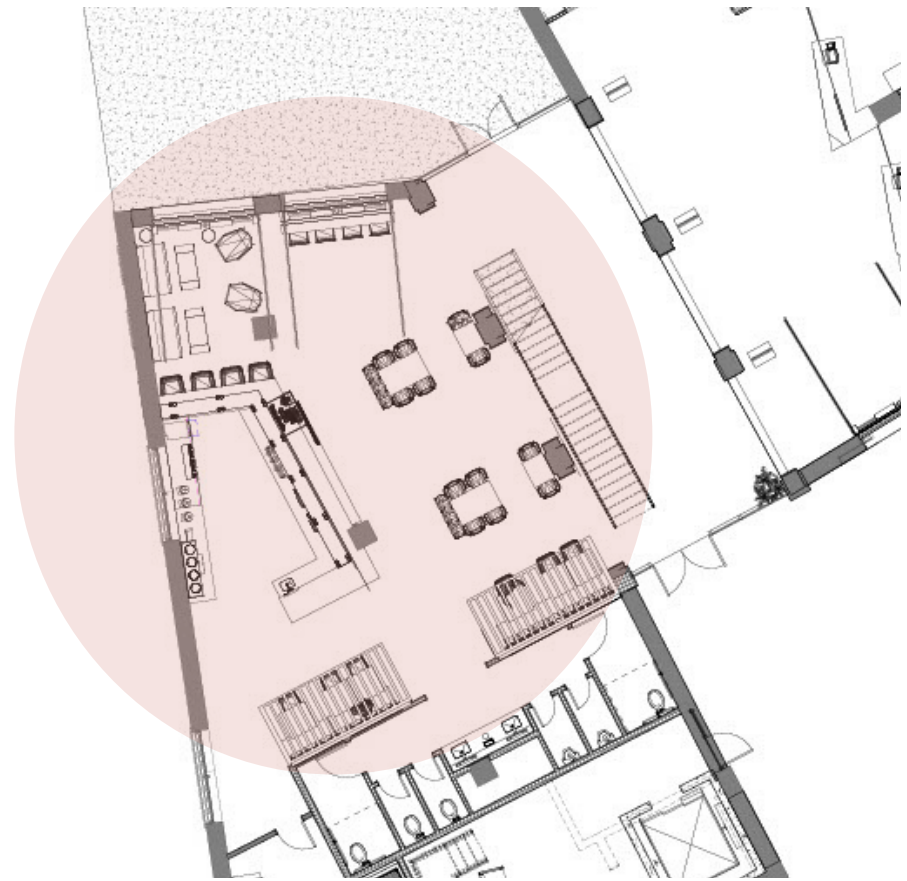




# 1ST FLOOR - CAFE



Cafe

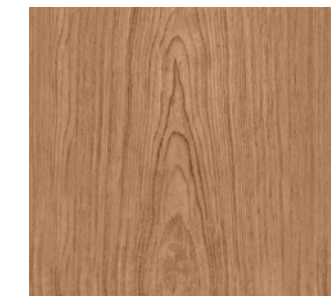
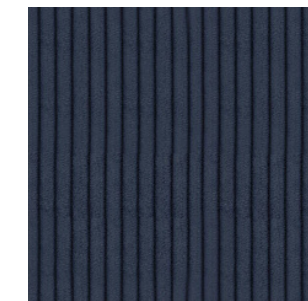
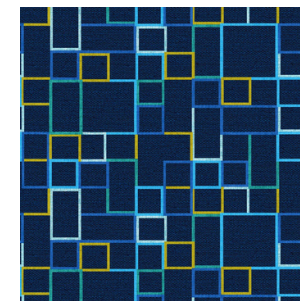


## About the materials and design:

Mix of cool and warm tones in this space to create a space that is inviting, yet also creates a calm atmosphere productive to work

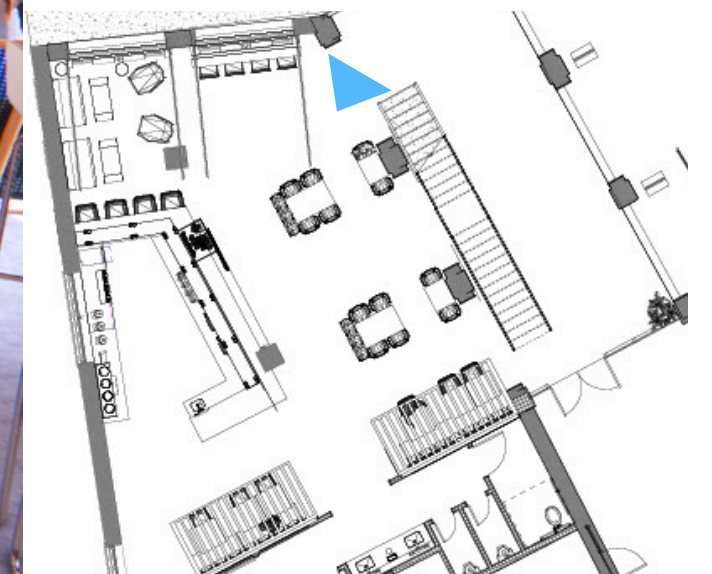
With the rise of remote work, this cafe creates a conducive atmosphere for users to go to, while providing local residents a welcoming place with internet access and resources

Materials chosen go with the coffee shop's branding and balancing the warm tones in the space with the heavy brick, while adding soft textiles to add a coziness to the space





# 1ST FLOOR - CAFE RENDERING



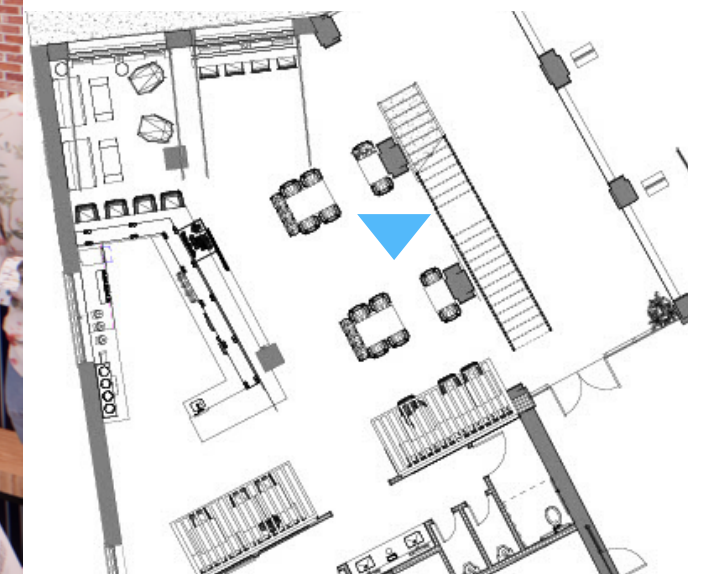


# 1ST FLOOR - CAFE RENDERING 2



Curved forms soften the strong geometry of the building and balancing hard industrial materials

The light creates a highlight on the existing building architectural materials - this refreshes them to give them a new life

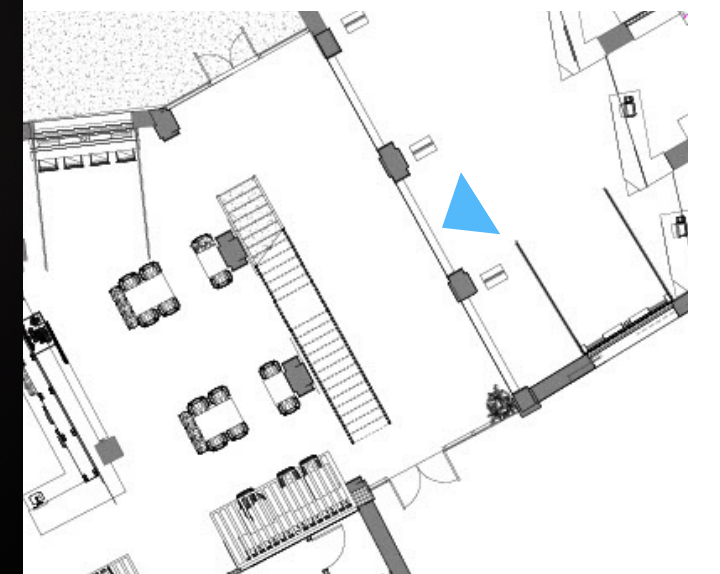




# CIRCULATION SPACES RENDERING



Main corridor area that shows visual connection between spaces

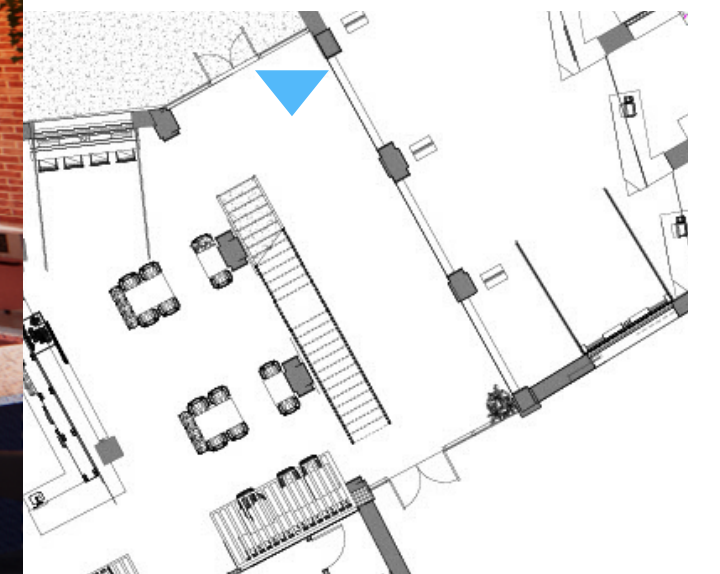




# CIRCULATION SPACES RENDERING



Main corridor area that shows graphics and circulation paths through the building

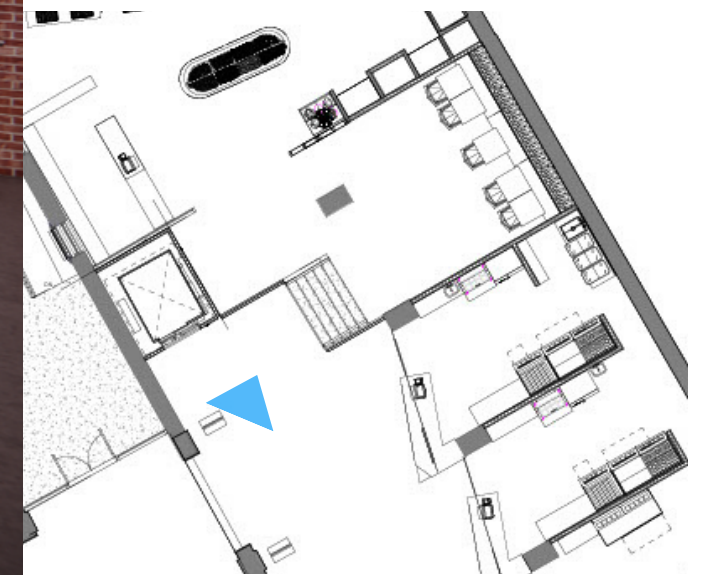




# CIRCULATION SPACES RENDERING



Seating area between market and vendor station that shows Franklinton graphic art

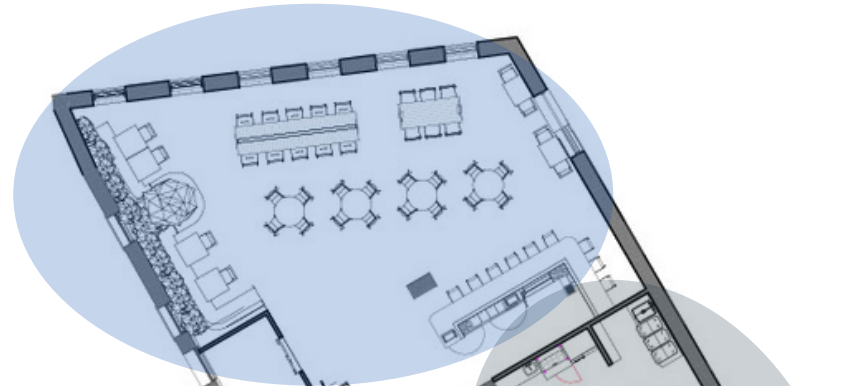




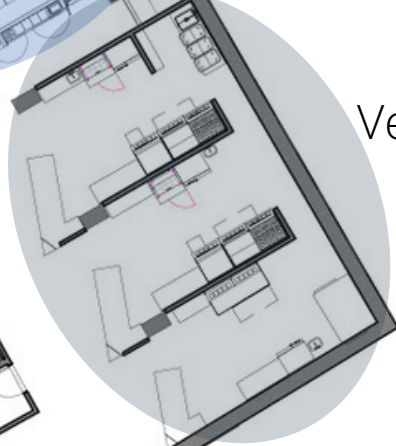
# 2ND FLOOR



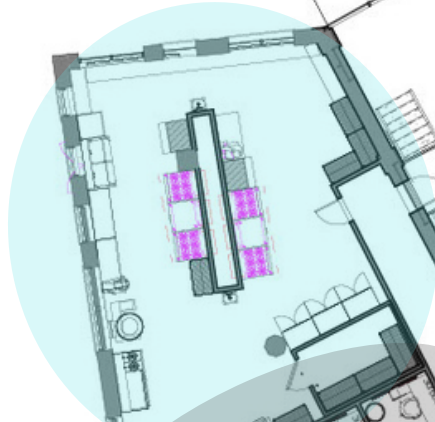
Seating Area



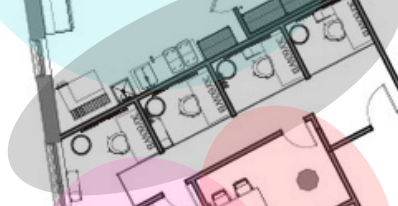
Vendor Stations 4, 5, 6



Incubator Kitchen



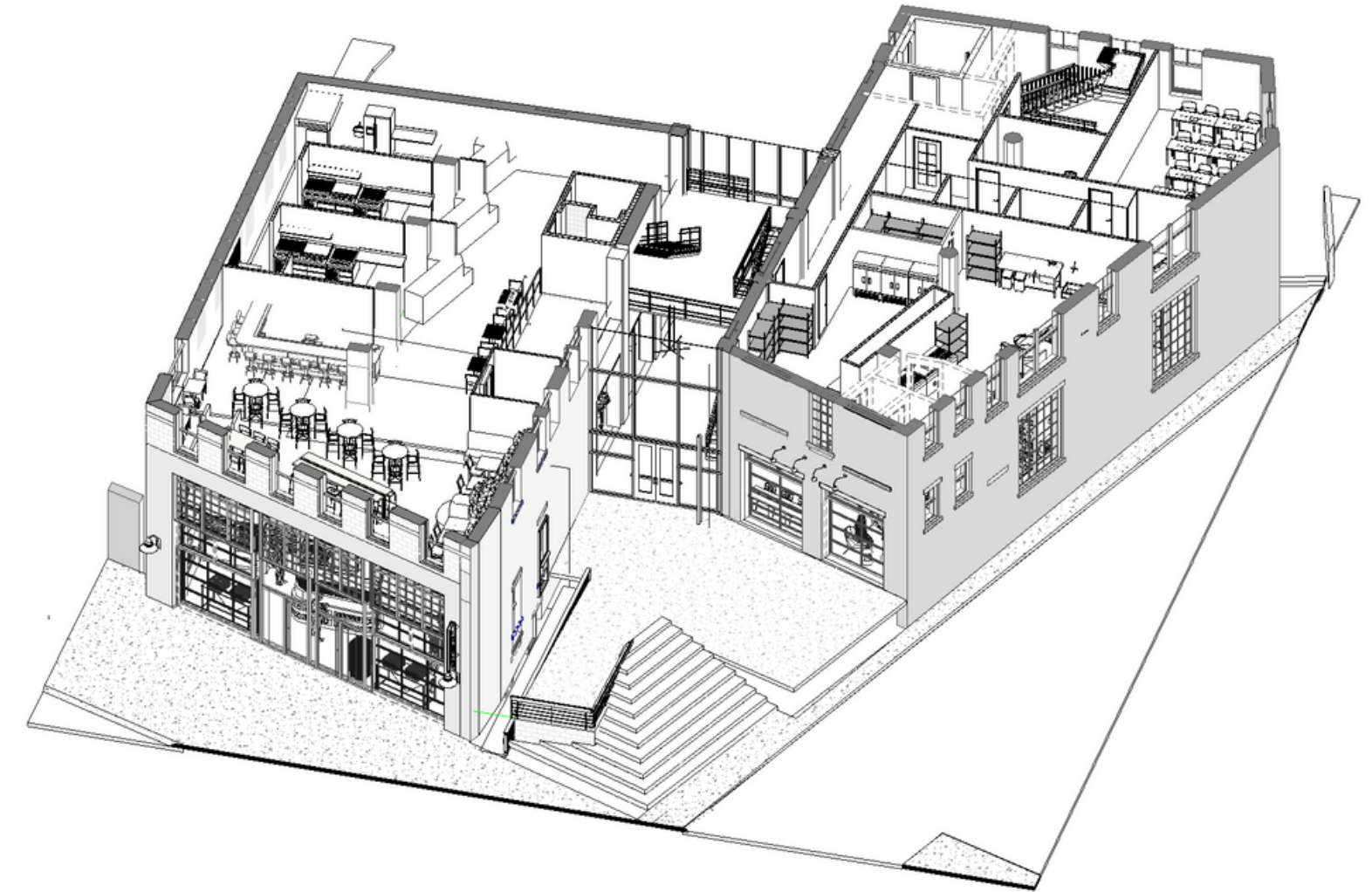
4 offices



demo kitchen /  
classroom



2 meeting rooms



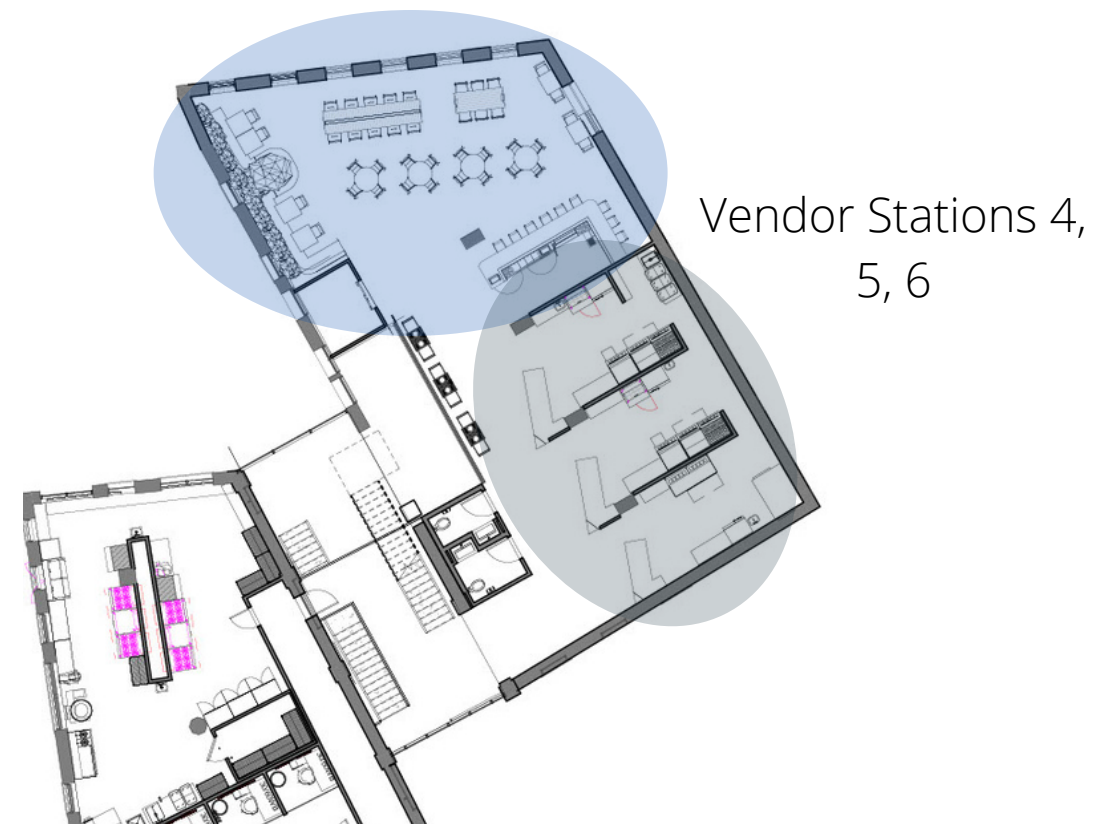
Axon of 2nd floor



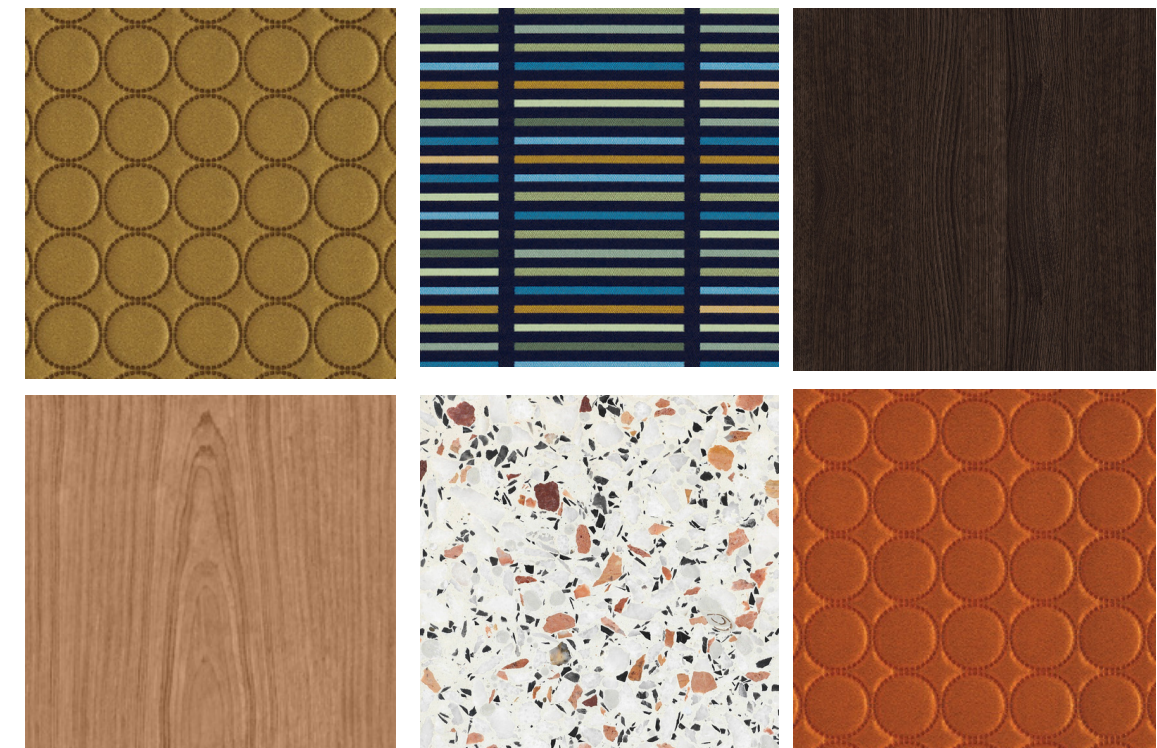
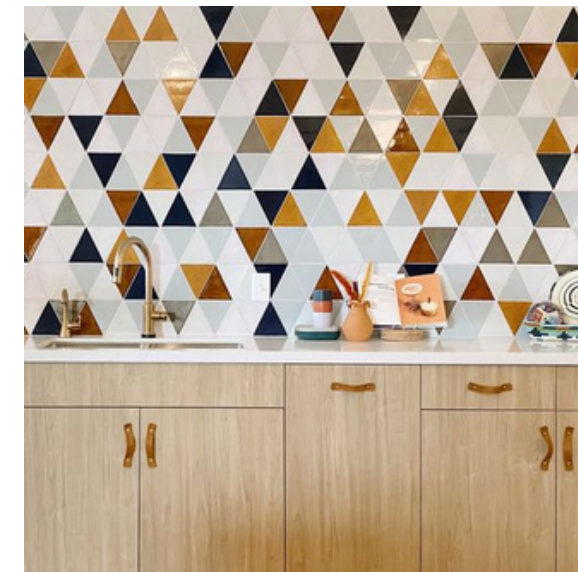
# 2ND FLOOR - VENDOR STATIONS & SEATING



Seating Area



Vendor Stations 4, 5, 6



## About the materials and design:

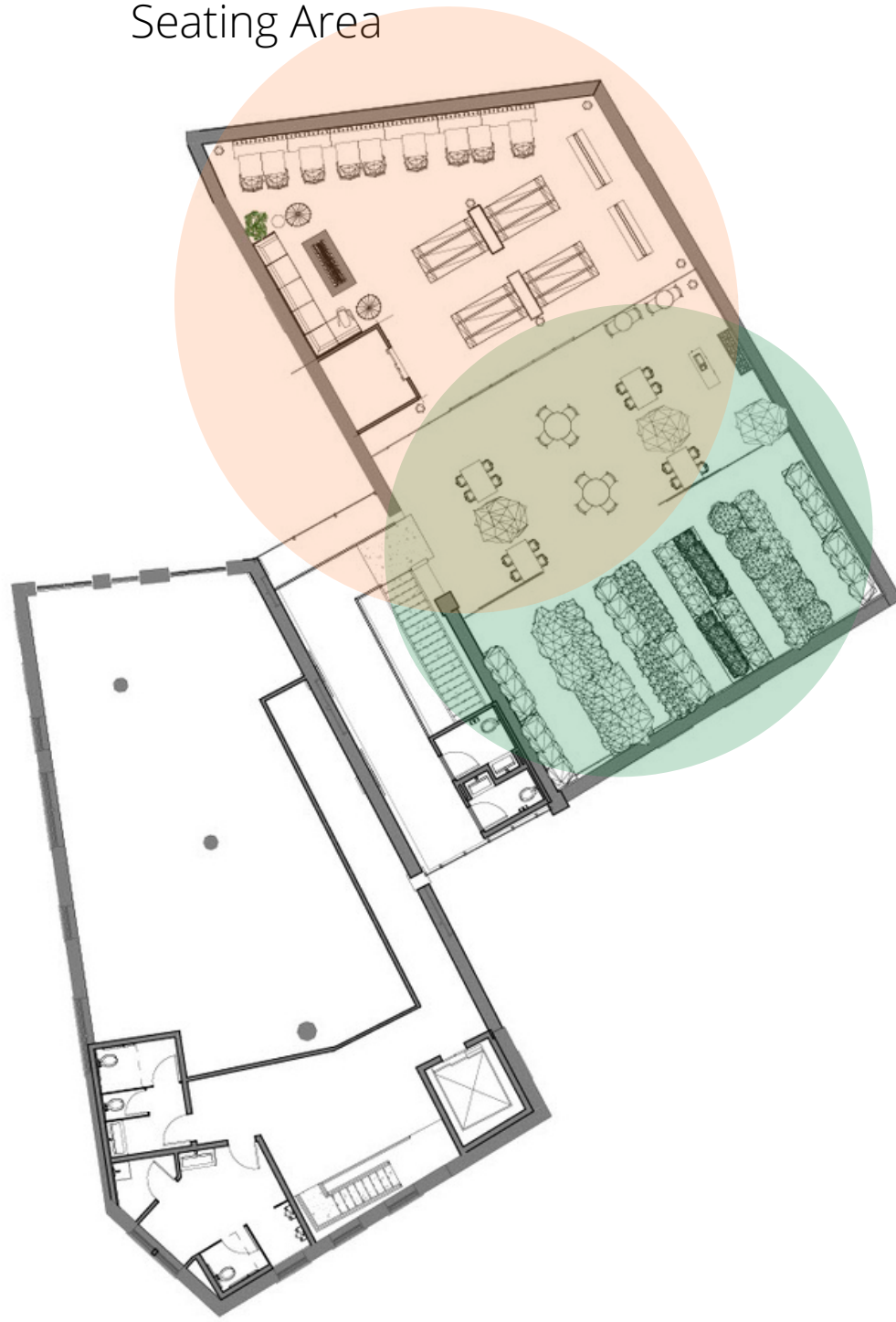
Brighter color palette, create a dynamic atmosphere for seating  
Warmer tones create a more inviting and energizing atmosphere  
Variety of seating options to support various durations of stops  
The vendor stations mimic the layout on the first floor



# 3RD FLOOR



Seating Area



Franklinton Farms  
Greenhouse



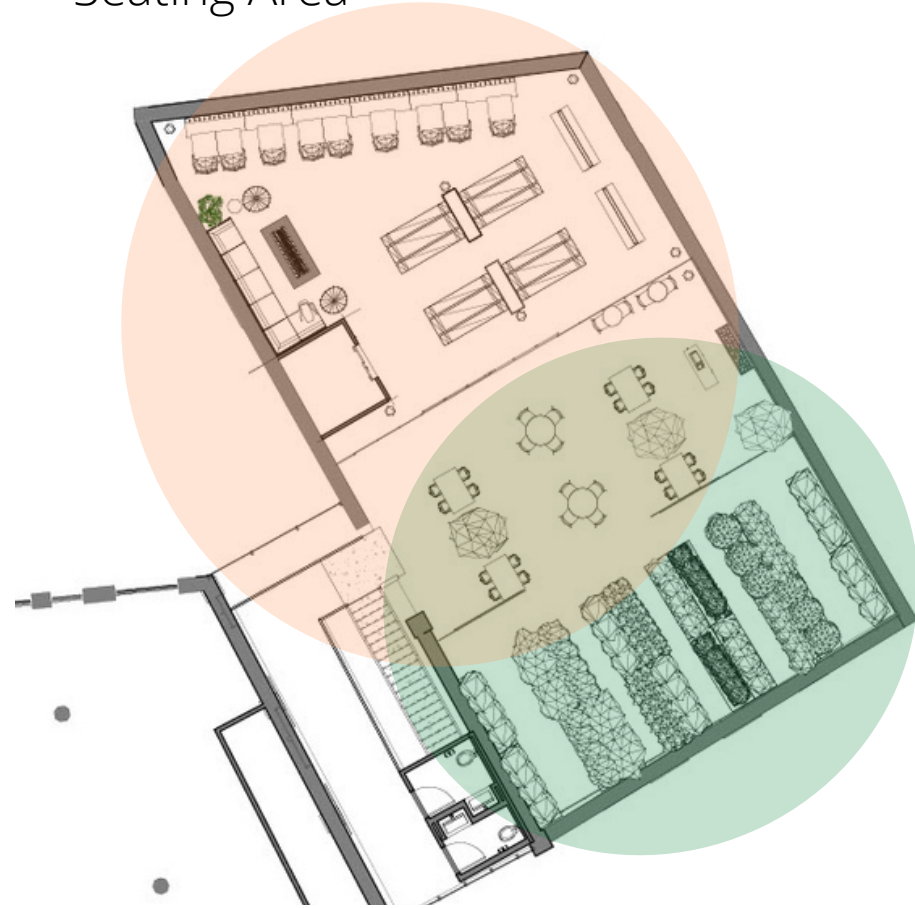
Axon of 3rd floor



# 3RD FLOOR

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Seating Area



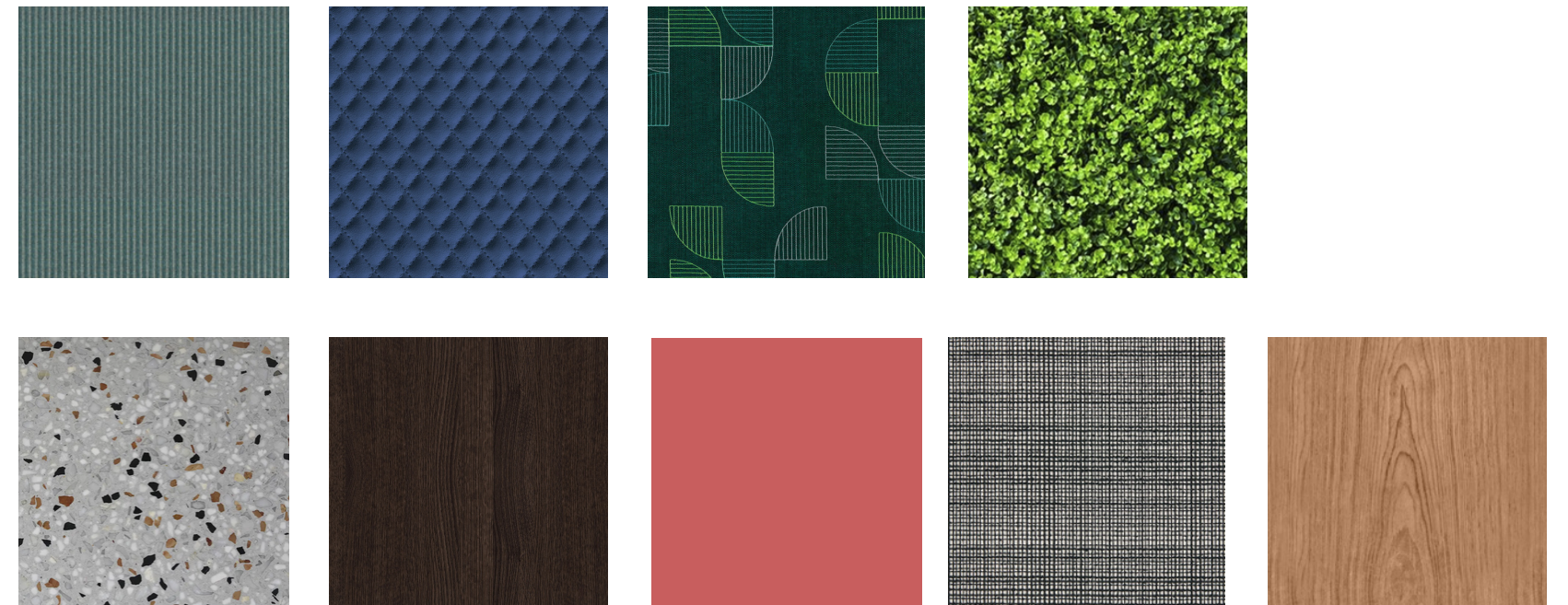
Franklinton Farms  
Greenhouse



## About the materials and design:

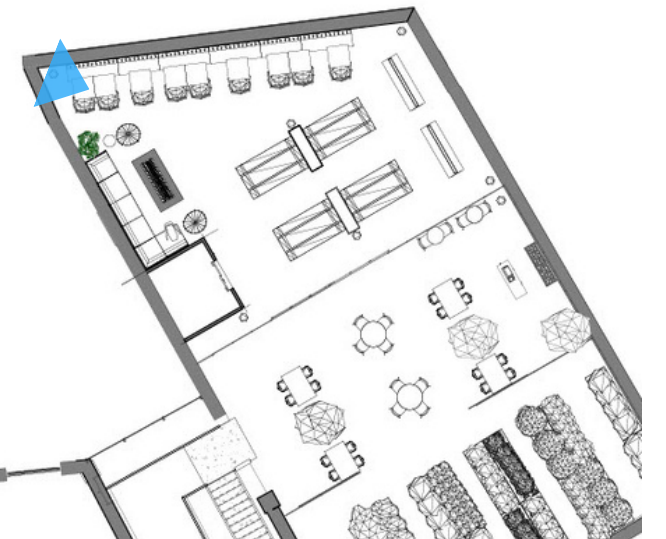
Rooftop greenhouse design that will be provided for use by Franklinton Farms that includes dining seating inside the greenhouse

Materials play off of the natural palette that encompasses the greenhouse, creating a fresh space to soak up the biophilia and natural light of the space





# 3RD FLOOR - OUTDOOR SEATING





# 1ST FLOOR - GREENHOUSE



Connecting with biophilia, and using natural light to encourage wellbeing

