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ULI Wavemaker
Awards 2020
Application for
Wayward Smokehouse
and The Curious Oyster
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ULI WAVEMAKER AWARDS 2020

Project:

Wayward Smokehouse and Curious Oyster at The Avenue at White Marsh

Applicant:

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Companies/ Individuals Involved in the Project:

White Oak Hospitality – Owner
Sean White, Bobby Jones
inPLACE Design – Architect, Landscape Architect, and Environmental Graphic Design
Dustin Watson, Haris Koentjoro, Curtiss Taylor, Andrew Fuller, Warren Timlen
Draftsman Design – Interior Design
David Pilkenton
Structura, Inc. – Structural Engineer
B&R Engineering – MEP Engineering
UrbanBuilt – General Contractor

Project Completed

October 2019

Project Overview:

Part of a larger renovation of a regional shopping center, Wayward Smokehouse, and The Curious Oyster, is the makeover of an existing restaurant building. The Avenue at White Marsh has recently gone through a major makeover that included re-tenanting, façade redesign, and public space enhancements. One of the last buildings was a standalone Mexican restaurant which had a very dated and thematic design. The challenge was incorporating two new restaurant concepts into that single existing structure. Both restaurants are owned and operating by the same entity but have very different identities. The story of Wayward Smokehouse and The Curious Oyster is about communal dining experience in a welcoming and bustling atmosphere.





Completeness:

Wayward Smokehouse and The Curious Oyster are part of White Oak Hospitality's ongoing growth strategy. White Oak Hospitality is more than a group of restaurants dedicated to excellent service and delicious food. They are a high-performance team comprised of a variety of people, personalities, and skills. White Oak celebrates these dynamics and implements them into their long-term vision. They aim to offer memorable experiences through these values, with the end goal of gaining a lifetime of supporters who become part of the White Oak family. They offer consistency in a quality product, cleanliness, and personal experience that leaves our guests with a reason to return. The decision to open restaurants at The Avenue at White Marsh came from the team's experience with three restaurants at Federal Hill in Downtown Baltimore. The three restaurants are quite successful downtown, and the owners believed that the types of experiences they create were lacking in Baltimore County. With deep ties to the surrounding communities, the addition of Wayward Smokehouse and The Curious Oyster to The Avenue in White Marsh has been a welcomed addition to the County residents.

Through numerous charitable programs, White Oak Hospitality prides itself on fostering the growth of the surrounding communities they serve. Strategically the choice to open restaurants in a well-established open-air regional shopping center that was being redeveloped to provide more experiential opportunities fit with the owner's vision and allowed them to hit the ground running.

A Sense of Place and Quality:

The challenge was to adapt the building so that the new restaurants' identities and branding were clear but also fit within the larger context of the newly renovated shopping center. It also had to function using common restrooms and back of house areas. The existing building had a minimal relationship to the street and was inward-looking. The client's brief requested opening the restaurant to the outdoors as much as possible with outdoor bars and outdoor dining. They also wanted the possibilities for private dining for events and parties.

Wayward Smokehouse is a classic American smokehouse, a place where the community gathers around great comfort food and good, locally crafted drinks. The concept was to create an environment that felt open between interior and exterior which lends itself to the communal atmosphere of good barbecue. Wayward Smokehouse was inspired by the barbecuing process. The use of charred wood and the amber glow of the recessed cove lighting pays homage to Wayward Smokehouse's cooking process. The interior boasts warm woods, sultry paint finishes, and rustic finishes that make you feel relaxed and ready to experience savory smoky BBQ.

Wayward Smokehouse's primary design move is a large volume that extends from the ground at the front of the restaurant up the façade along the building and back down to the ground. The exterior cladding of this form is Yakisugi siding, in homage to Wayward Smokehouse's cooking process. This siding is a traditional Japanese exterior wall cladding made by charring wood. This black outer layer is contrasted with a warm red cedar on the inside surfaces that glows and reflects the primal art of smoke and flame. An eye-level internally illuminated reveal in this form serves to draw the eye from main street down a paseo where the outdoor experience is located. To enter Wayward Smokehouse a person must turn off the "main street" into a paseo between the restaurant and the adjacent retail building. This move orients the guest toward the restaurant's dominant feature of the outdoor space. The first encounter of the space is a bar height fire pit that lets guests directly identify the primary element of the restaurant's emphasis.





The restaurant is accessed through a large black and glass door set into the warm glow of western red cedar.

After passing through the host area you enter the restaurant through a portal of steel shelves lined with whiskey bottles. Local reclaimed wood and concrete cover the two-story space creating an uncomplicated warehouse feel. Garage doors open around the rectangular bar which extends into the outdoor patio to create multiple zones for guests to enjoy providing a festive communal gathering place.

Wayward Smokehouse is intended to have an industrial feel using materials such as raw steel, concrete, and reclaimed wood. Despite its simplicity and minimal design conceit, this industrial concept manages to create a bold statement. The juxtaposition of modern vs.. timeworn makes for a great, layered, and considered statement and is something that feels accessible to everyone.

The Curious Oyster is a seafood house focused on the intersection between creativity and traditionalism. A grounded sense-of-self combined with a taste for adventure sets the stage for The Curious Oyster. Serving up local oysters and memorable conversation, The Curious Oyster is a place to experience new flavors and connect to the spirit of local seafood and good company.

Curious Oyster takes its cues from the watermen's shacks that lined the Chesapeake Bay. Weathered grey wood siding, white trim, and tones of green cover the facade. At Curious Oyster, the designers reinterpreted that vernacular language of the Chesapeake Bay area with a modern edge. As the exterior wood wears a little it will add greater dimension to the restaurant. An exterior bar that is directly open to the inside bar is set into the facade to provide a respite from the main street. The penny tile floor and copper bar top at the entry to the restaurant add a subtle sophistication to the space that suggests the exceptional food that is offered.

Wood flooring imparts a nostalgic and warm impression. A wall of windows helps integrate the space with its surroundings. Featuring built-in benches and hardwood floors, the space is intended to feel open and bright, and slightly worn as if it had existed in the market for many years. Another aim was to relate the restaurant's interior to the cuisine it serves, without making it blatantly nautical. The designers used subtle maritime references, like wood paneling, hints of blue and green, ropes, and a "porthole" window. Brick and distressed wood provide a rustic coziness to the space, along with wood casework and subtle lighting.

The story of Wayward Smokehouse and The Curious Oyster is about a communal dining experience in a welcoming and bustling atmosphere. Striking the perfect balance between elevated and approachable, playful, and classic. The restaurants are inviting and warm, but with unexpected details that charm and delight guests. Always down-to-earth, always welcoming, Wayward Smokehouse and The Curious Oyster are grounded in old-fashioned, unpretentious hospitality. The nature of both restaurants is expressive and artistic. Light-hearted visuals complement the culinary journey in various forms.

Our ultimate PLACE is an infill development on a previously developed site. We have called this "Greenfill" because it stresses long term sustainability rather than uncontrolled economic growth and resource expansion. A greenfill approach recognizes that green and infill priorities are not mutually exclusive with great places and that combining thoughtful planning with inspired design and development can recapture and add value to an existing site. Re-using an existing building instead of new construction conserves land, saves energy, and resources.

In Wayward Smokehouse the design team used reclaimed wood from a local salvage yard as a cladding material for a number of locations. This old wood gives a rustic feel. It adds character and visual interest, and it brings history into the restaurant. No two pieces are the same. The recycled material saves landfill space and reduces embodied energy.

The design team selected a white thermoplastic polyolefin (TPO) roof material to replace the existing black EPDM. TPO membranes provide reduced cooling costs and energy savings for the restaurant. The white roof membrane produces superior solar reflectivity reducing the heat island effect. White TPO meets and often exceeds the U.S. Environmental Protection Agency's Energy Star specifications. In addition to energy savings, TPO is 100% recyclable.

Low flow toilets that meet the EPA's Watersense criteria were provided in the restrooms as well as touchless faucets at the lavatories to reduce water consumption.



The design team also chose Accoya wood siding for both restaurants. This wood has received the Gold level C2C (Cradle to Cradle) certification, is sustainably grown with Forest Stewardship Council (FSC), and other regional wood certifications and is 100% recyclable.

The restaurant also participates in the Oyster Recovery Partnership's Shell Recycling Alliance which collects the empty oyster shells that would normally be dumped into landfills. These shells are then cleaned, treated with baby oysters, and put back into the Chesapeake Bay. Reducing landfill waste as well as rebuilding the oyster reefs which naturally filters the water.

Visionary and Emulation

This project has set the tone for restaurant developments throughout the state of Maryland. The Avenue at White Marsh is one of Federal Realty Investment Trust's flagship developments and the Wayward Smokehouse and The Curious Oyster anchor one end of the project with unique dining experiences. With the second location for Wayward Smokehouse, White Oak Hospitality wanted to make a statement, and that is what this project does.

Modern design meets southern comfort from the moment you enter the building. The attention to detail is unmatched and sets the tone for the guest experience. With the introduction of Curious Oyster Baltimore County gets its first true oyster house.

The smokehouse design encourages movement and interaction. It creates an experience that motivates the guest to move from fireside outside to inside - As well, the connection of the two separately branded venues encourages movement between them... dinner at one and drinks at the other. Inside here and outside there... it is unlike any other restaurant venue in the area.

The back of house design is also unique with a shared back of house (kitchen and restrooms) for two separate restaurants. This arrangement reduces the financial burden of non-revenue generating space.

The restaurants also have many continuously changing events such as guest competitive oyster shuckers and local bands on the patio that add interest and connect with the surrounding community.

A Need

The addition of Wayward Smokehouse and The Curious Oyster was well overdue additions to Baltimore County. With no true Smokehouse or Oyster bar concepts anywhere in the area, they have been welcomed with open arms. Filling a void and they have exceeded expectations. Setting the tone for years to come as we strive to create memorable experiences for all their guest.





Thank you
for the
opportunity.

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