

**design & scale your restaurant
with confidence through a
proven recipe for success**

get a strong ROI | repeat with confidence | make your mark

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consistent success

are you fed up with inconsistent results?



- Is the development process overwhelming and over-extending you?
- Uncertain how to respond to industry changes?
- Need to improve operations?
- Unsure of how to get a better return on capital?
- Need to increase value but not sure how?



Giada De Laurentis
Pronto by Giada,
Caesar's Palace, LV

we give restaurant owners and investors a proven recipe that helps them achieve repeatable results.

starr**design** has helped dozens of restaurant ventures achieve notable success. With consistent results they can rely on, they earn a return on investment that enables them to scale and reach the next level. Feeling proud and confident, they are well-positioned to take their next right step – whether that's growing the brand corporately, franchising, or even selling to move on to bigger things.



*Nice to
see ya!*



we're all about "&"

we're different here's how:

- ✓ NO prima donnas
- ✓ True partnership
- ✓ NO "buts", always "&"
- ✓ Focus of the big picture & the fine details
- ✓ Operational expertise combined with great design

our people responsible, invested, & authentic

These are the values that drive our passion for our work. We are creative, approachable and "all in" in every sense. We focus on putting your needs first and foremost.

our process clarity & purpose

Clarity in our "why" each step of the way leads to defined restaurant branding with traceable roots. We strategize, design, document, implement and scale to help you build your restaurant brand.

our results refine & repeat

We refine and repeat the process to help you scale your restaurant design and create lasting brand value. We focus on ROI to deliver outcomes far beyond simply great-looking restaurants.

your one-stop shop for consistent, repeatable results



gain the traction you need



1 let's talk about your vision

Share your goals - and the obstacles that have been holding you back. Let's talk about your unique needs and see if we're a good fit to work together.



2 get the proven recipe you need to succeed

Based on our 30+ years of experience across many restaurant-industry relevant disciplines, we'll use our proven process to develop the strategy, designs, & execution plan to get you where you want to go.



3 launch, grow, repeat!

Enjoy consistent results and the confidence to expand and experiment at a larger scale with more autonomy and confidence.

proven recipe

for success

strategize



- Brand Audit
- Brand Discovery
- Consumer Research
- Operational Analysis
- Brand Architecture & Development
- Foodservice Consulting
- Design Brief
- Site Investigation
- Pre-lease Consulting
- Real Estate Evaluation
- Art Consulting
- Land Use Consulting

scale



- Brand Standards Guides
- Vendor Evaluation, Selection & Coordination
- Strategic Sourcing & Procurement
- Design Standards Manuals
- Development / Corporate Infrastructure
- Prototype Management
- Franchise Development
- Coordination
- Design Review & Rollout Management

design & implement



- Concept Design & Development
- Logo & Identity
- Brand Collateral, Menu & Packaging
- Finish Selection & Specification
- Furniture Selection & Specification
- Lighting Design
- Environmental Graphics
- Visual Merchandising
- Kitchen Equipment Specifications
- Engineering Coordination
- Conceptual Pricing
- Construction Documents
- Permitting Coordination
- Bidding
- Construction Administration
- Art Directing

our portfolio



firebirds wood fired grill

2016-2020

Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Project Management, Construction Administration



Firebirds Wood Fired Grill's revamped design puts an energetic, updated twist on the traditional grill. It's now an open concept characterized by contemporary materials like lighter toned woods, charred black brick, and exposed steel. The open layout means the entry, bar and lounge flow freely into the interior dining areas to coincide with the warm, welcoming temperament of the new restaurant design. This treats guests with a view of the signature Firebirds exhibition kitchen, wood-fired grill and prominent brick fireplace, from any seat in the restaurant.



the buttered biscuit

2024

Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Project Management, Construction Administration



The Buttered Biscuit's newest location at The Promenade at Chenal elevates its signature Southern charm with a fresh, efficient design. A reimagined expo kitchen and zoned seating streamline service, while a lively breakfast bar keeps guests at the heart of the action. Updated kitchen technology perfects signature dishes, and a warm color palette—blending the brand's iconic blue-and-white with golden hues—creates a bright, inviting atmosphere. Thoughtful details, from butter-cup illustrations to inspirational quotes, reinforce the restaurant's welcoming, community-driven spirit, setting the stage for future expansion across the South.





Hoppin' is the self-serve taproom delivering distinctive drinks, community vibes, and a guest-first culture for active & adventurous friends, co-workers, and even partyers who are looking for a fun, engaging and collaborative "going-out" experience. In today's world where relationships are typically virtual, Hoppin' helps adventurous and active people gather for good vibes. With an altruistic outlook on life and an instilled sense of integrity, everyone in this community is here to spend time with friends, new and old, and just enjoy the good vibes. The minute you enter this clean and stylish space, you are greeted like a friend and neighbor. After checking in, guests are given a tour of our intuitive process, and then encouraged to have a good time.



second rodeo brewing co.

2020

Branding, Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



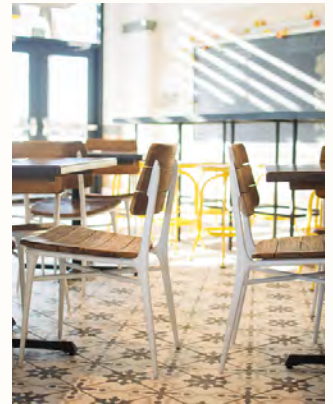
Located in the newly renovated Mule Alley complex of the Historic Fort Worth Stockyards, Second Rodeo Brewing Co. is an adaptive reuse of a former commercial horse barn. The roughly 18,000 square foot space includes a brewery, mezzanine & private event space, multiple bars, two uniquely branded food venues, outdoor patios, and a 'yard' seating area with a stage and semi-retractable roof. The new venue is a derivation of Dallas Chef, Jason Boso's, Truck Yard concept. This unique project is loosely themed around the prison rodeos that were once popular in Texas and Oklahoma.



original chopshop

2016-2018

Branding, Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



Original ChopShop was looking to refine their restaurant design and expand to new locations. A clean, modern atmosphere now characterizes where they serve juices, power bowls, sandwiches and protein shakes prepared in an open kitchen. The clean-eating venue is reflected in its clean, white and gray interior design palette with steel and wood elements adding a warm touch. Pops of color shine through in yellow, blue and gold accents while plants and lighting fixtures make the space feel natural yet unique. A carefully thought out variety of seating allows individuals and groups to have different experiences while enjoying the same atmosphere.





Keeping life's beauty in mind, this fast-casual environment does not compromise on the quality of its chef-prepped meals. Repositioning the bellagreen concept called for extensive restaurant branding, logo and website development, and new prototype design. The light and clean environment reflects the menu, while tasteful greenery sprinkles the space to create a sleek, chic and natural aura. A mix of light wood and dark undertones reflect the warmth of nature in an environment conducive to customizing for health needs and preferences.



pronto by giada

2017-2018

Architecture, Interior Design, Renovation/Adaptive Re-Use, Foodservice Design, Lighting Design, Project Management, Construction Administration



Celebrated chef, author and television personality Giada DeLaurentiis opened this fast casual restaurant and retail store in Caesars Palace Las Vegas. She wanted to create a café that felt light and airy and a design that was distinctly different from anything else in Caesars Palace. The restaurant interior design features custom hand-painted tiles, marble and quartz countertops, and butcher-block tables. Grays and creamy whites are prominent with splashes of bright red, yellow, and orange to add vibrant pops of color. A variety of seating options ranges from the main dining area, fun bar stools and an indoor 'patio' that reflects an outdoor Italian café.



2011-2016

Branding, Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



This healthy, Mediterranean, quick-serve chain needed a solution fast – and that was a timely new prototype design, improved standard construction documents and a streamlined development process. This recipe included an engineering initiative that saved thousands of dollars per store and restaurant design elements that could be used and repeated in every development process. With a foundation like that, maintaining the restaurant branding and quality standards while ensuring consistency across the country comes naturally.



swensons drive-in

2016-2018

Branding, Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



With seven different-looking locations and no new stores in 15 years, Swensons quick-serve burger joint needed a new prototype as they sought to expand. From brand clarification to rollout, the new iconic yet humble Swenson's became more efficient in the kitchen and surpassed the previously highest earning store with ease. With no interior dining area, the cool, nostalgic space caters to customers seeking a classic drive-in feel with a touch of modern quality.



tupelo honey cafe

2014-2015

Architecture, Interior Design, Renovation, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



Tupelo Honey Cafe is an iconic Asheville brand that embodies the idea of the New South as a whole, but drives each store based on local culture. From handcrafted plates of local artists to Virginia Beach military base logos adorning the walls, the restaurant interior design of each store holds a piece of its surroundings. Authentic jars of tupelo honey, beehives and elegant variations of the honeycomb design are intertwined throughout each restaurant design to honor the concept's origin and clarified brand expression.





The Cowfish Sushi Burger Bar is a one-of-a-kind dining experience that thrives on its ability to seamlessly fuse two niche products on the same menu. The restaurant design objective was to clearly communicate brand differentiators and Cowfish's core values: true quality, wow moments and guest experience. This resulted in a fun, lively environment branded by bold colors and unique design elements that make a statement. The focus was to strengthen the brand presence, improve operational efficiency and create a non-themed destination that has longevity and remains relevant.



mellow mushroom uptown

2013

Architecture, Interior Design, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



Located in Uptown Charlotte, Mellow Mushroom is a lively and spirited space for a wide audience. A Mid-Century Modern theme drove the renovations and led to a bright concept with a 1960's space-age twist. The restaurant interior design includes retro furniture, wall murals, and hanging art bring the environment to life. Oversized light fixtures, life-size rockets and unexpected pops of color create a fun experience for any age.



mellow mushroom ballantyne

2011

Architecture, Interior Design, Foodservice Consulting, Lighting Design, Environmental Graphics, Project Management, Construction Administration



The spirit of a magic carpet ride inspired the Ballantyne location of this whimsical and irreverent brand. Incoming guests are greeted by two Mellow Mushroom characters riding an artistic magic carpet descending from a mezzanine. Additional carpets float above the bar, which also aid in the acoustics of the space. Bold light niches decorate one wall, while amber-colored pendant lights float above the bar. The whimsical ambiance is carried out through a colorful, illuminated glass tower that produces smoke, as well as a deep purple ceiling that resembles a dusky sky. Finally, from the colorful glass mosaic around its base to the hammered brass surface, the horseshoe-shaped bar reinforces the imaginative, festive atmosphere.

our team

no departments. no silos. ONE team.

meet our starrs:



steven a. starr, aia, fcsi, ncarb
president & chief

Founder and chief since 2007, Steve is a self-proclaimed nerd – he’s creative, analytical, and loves reading. He’s endlessly learning and expanding his knowledge of restaurants, architecture, marketing, food, football, and just about anything else. At the same time, he’s just another one of us. A people person by nature in his down-to-earth charisma and care for others. A genuine leader, he drives his decisions with a team-oriented mentality where no voice is too small. He sees the unique value that each individual brings to the team and knows how to capitalize on them for the greater good of our projects. His fervent devotion stems from a passion for connecting people and the impact it can have on the world. He runs the office on collaboration and coffee and can turn any 5-minute conversation into 50 with no problem.



carolina martinez
project manager

Originally from Colombia, Carolina is an affectionate and empathetic ‘people person’. She loves getting together with friends for backyard bonfires, dancing on the beach, and searching for waterfalls with her two kids. As project manager for starrdesign, Carolina is always willing to find solutions to problems and feels privileged to help turn visions into reality. Her uncommon ability to meet people where they are shines as she guides clients through the process of crafting spaces to serve specific functions while also evoking deep feelings. Carolina deeply values and embodies starr’s core values of being responsible, invested, and authentic.



julia dakin, aia, ncarb
senior project architect

Originally from Cali, Colombia, Julia moved to the U.S. in 2003 and brings over 20 years of experience. She has worked across all phases of a project, leading teams from conceptual design through construction completion. Julia brings the full recipe for success—a mix of professionalism, a positive attitude, strong conflict resolution skills, and a focus on team building, all while maintaining lasting client relationships. She’s a firm believer in the power of teamwork, promoting open communication, mutual respect, and support among team members. Outside the office, Julia enjoys the beach and warm weather, and loves spending time with her husband and two kids—traveling to new places, trying new dishes, learning about different cultures, and making memories together.



erin halstensgard

designer

With a love of cooking, eating, and design, Erin loves that all three things help people come together. Erin dreamed of being an architect since she was seven years old and brings a warm, welcoming, and outgoing personality to starrdesign! With over ten years of experience, her favorite moment in design is seeing 2D drawings become 3D physical spaces. Erin is a music-loving, novice gardening, DIY-er, who loves to explore. When she and her husband aren't doing house projects, they love traveling and providing experiences for their three littles to see the world.



krista smith

designer

Krista, originally from Iowa, is a designer passionate about creating thoughtful and functional spaces. Her journey into interior design began during a home addition project she worked on with her dad—an experience that sparked her interest in design and creative problem-solving. Before pursuing design, Krista gained valuable experience in the restaurant industry, where she developed a keen understanding of how environment affects experience. Since then, she has focused on delivering creative solutions that align with her clients' visions and expectations. Outside of work, Krista enjoys spending time outdoors—hiking, skiing, and playing tennis whenever she can.



abby mcclure

designer

Abby loves hiking, traveling, snow skiing, and watercolor painting. With a decade of design experience, she rejoined starrdesign after taking time off to raise her children. Kind, loyal, and fun, she brings a strong sense of creativity and technical expertise to her work. An efficient multitasker, Abby eagerly tackles any challenge and thrives in starr's collaborative environment. Her passion, adaptability, and love for creating unique functional spaces are particularly valued by starr's clients.



trevor hibbs

designer

Trevor is a dedicated architectural and urban designer passionate about creating impactful public spaces. After receiving his Master of Architecture and Master of Urban Design degrees from the University of Michigan, he developed a unique perspective on design shaped by his background in production, logistics, customer service and food service. This experience gave him a keen eye for how people interact and gather in different environments. Growing up on the border of Ohio and Michigan, Trevor has always been drawn to the intersection of communities and design. When he isn't working, he enjoys escaping screen time by collecting and propagating plants, taking daytime road trips and spending quality time with his cats, family and friends.



ann travis
chief financial officer

This is the woman who does it all. The battle between Ann's right and left brain makes her unlike any other accountant imaginable – exceptional with numbers, yet insanely artistic and creative. When she's not balancing our books or running her online company, she's probably painting, playing with her King Charles spaniel, or ripping on Steve – their friendship goes back to their oldest children's preschool days (or as she likes to say, "when he had hair.") Ironically, she wanted to be an architect growing up– instead, she keeps the office running financially with her detailed analysis and our people running with her quick, unending humor.



julie queen
director of operations

Julie Queen is known for being organized, thoughtful, and a true team player who keeps things running smoothly behind the scenes. She loves a good plan (and an even better planner) and takes pride in creating structure that helps people and projects stay on track. Outside of work, Julie enjoys spending time with her family, getting outdoors for a hike, and curling up with a good book. She's passionate about health and wellness—especially nutrition—and recently became a certified Functional Nutrition Practitioner. That same care, intention, and attention to detail show up in her work every day, making her an invaluable part of the StarrDesign team.



calie wrona
director of marketing

Calie Wrona is a storyteller at heart, with a background that blends structure and creativity. She started at the University of Tennessee studying engineering before realizing her real strength wasn't just in how things are built, but in how they're told. At Starrdesign, Calie brings that same dual perspective to her work—balancing strategy with ingenuity to build thoughtful and engaging brand narratives. Outside of work, Calie is usually reading something she can't put down, starting (and sometimes finishing) a new craft project, or cheering on her Tennessee Volunteers.

responsible. invested. authentic.



let's talk

Ready to scale your brand with confidence?



Let's talk about your unique needs and see if we're a good fit to work together.

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