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RESTORATION  
ROASTERS

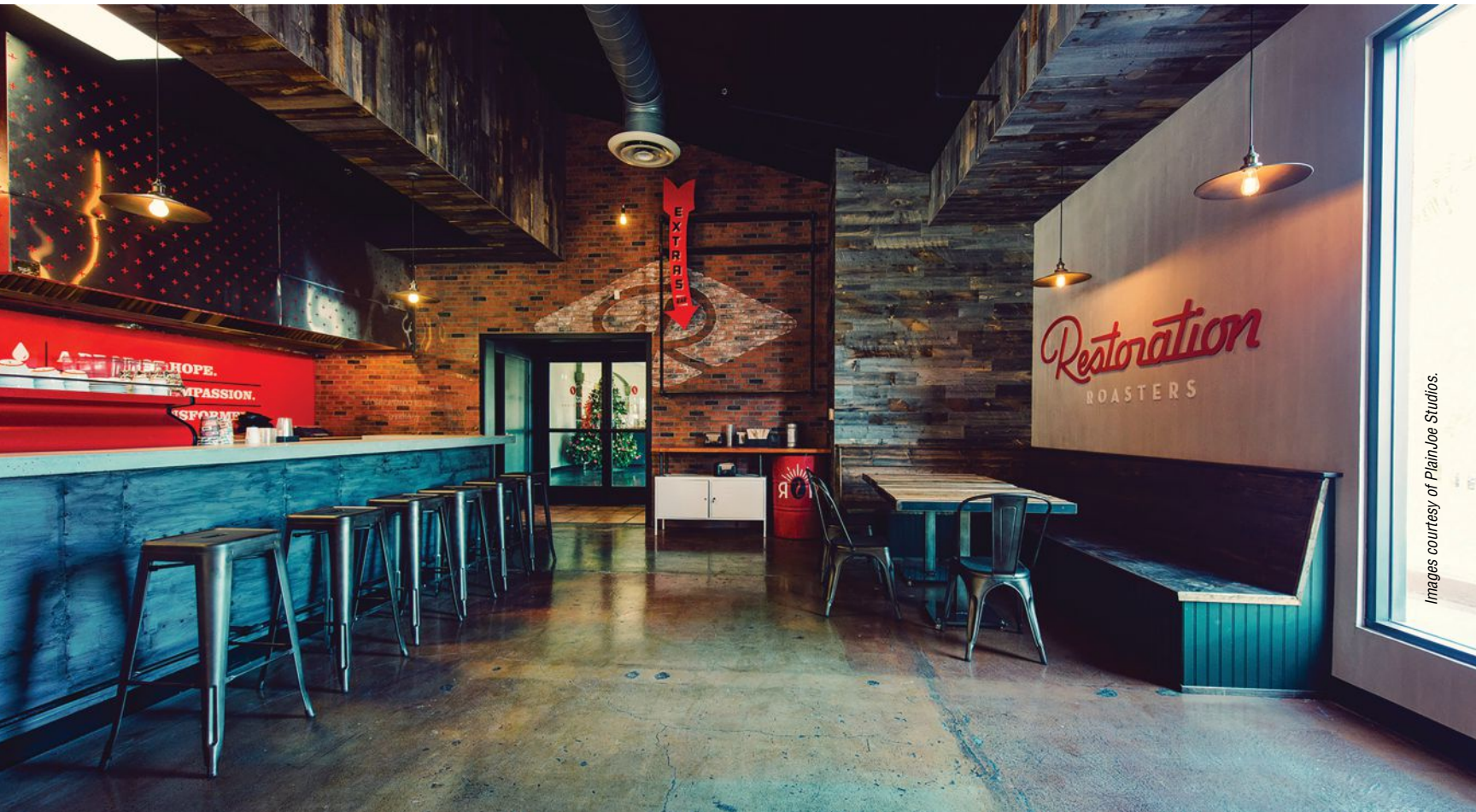
## VALUE RESTORATION

A CALIFORNIA CHURCH COFFEEHOUSE-MISSION  
IS DESIGNED TO SERVE UP HEALING

SPECIAL FOCUS  
FURNITURE,  
FIXTURES AND  
EQUIPMENT



# VALUE RESTORATION



Images courtesy of PlainJoe Studios.

STORYTELLING LIES AT THE HEART OF A CALIFORNIA CHURCH-BASED COFFEEHOUSE DESIGNED WITH A CAUSE

WE ALL HAVE “A-HA!” MOMENTS WHEN IT BECOMES CLEAR HOW WE’RE GOING TO OVERCOME WHAT SOMETIMES SEEM LIKE IMPOSSIBLE CHALLENGES. FOR BLAKE RYAN, EVERYTHING BECAME CLEAR DURING A VISIT TO A COFFEE ROASTING FACILITY.

As volunteer director of the Corona Norco Rescue Mission in Corona, Calif., Ryan’s challenge was to help the homeless in a meaningful way. As principal at PlainJoe Studios, a design firm also based in Corona, his aim was to build a facility that would serve as the vehicle through which the program’s homeless—“students” in the rescue mission’s language—would gain the tools to rediscover their value, and reintegrate into society.

**RESTORATION  
ROASTERS,**

**CORONA,  
CALIFORNIA**

**BY CAROLYN HEINZE**



"THERE'S A QUALITY AND BEAUTY THAT YOU FIND IN THE SHOP THAT YOU CAN FIND IN THESE PEOPLE. THERE'S A ROUGHNESS TO THE LOOK; THERE'S A ROUGHNESS TO THE PEOPLE THAT WE'RE WORKING WITH. WE WANT THAT STORY TO RING TRUE . . . "

—Blake Ryan, Principal, PlainJoe Studios, Corona, CA



At Rabih Sater's specialty coffeehouse, Dripp, in Chino Hills, Calif., Ryan's "a-ha!" moment produced a number of connections: Coffee must go through a transformation—a restoration—before we consume it, much like people must transform and restore themselves to recover from trauma and construct healthy, fulfilling lives. Coffee in general, and specialty coffee in particular, is a hot commodity in the U.S., requiring skilled baristas to process and serve it the way it was intended to be consumed. One of the most meaningful ways to help the homeless





PLAINJOE AND VISIONEERING SELECTED RECLAIMED MATERIALS SUCH AS WOOD, BRICK, GALVANIZED PIPE, AND OTHER METALS, FOR THE WALLS, FLOORS, AND CEILINGS. “REALLY ALL OF THE MATERIALS ARE REAL MATERIALS THAT HAVE BEEN REPURPOSED, REUSED, REGAINED, RECLAIMED, AND THAT WAS CERTAINLY A KEY PART OF THE DESIGN.”

—Mel McGowan, Founder and President, Visioneering Studios, Irvine, CA



is to provide vocational training that actually positions them for employment. And hey, if they're trained as baristas, rather than just glorified coffee-pourers, there's a chance they'll be positioned to earn a bit more than the average server in a diner. And thus, Restoration Roasters was born.

#### OUTER TRAPPINGS

Housed in the old nursery on the Crossroads Christian Church campus in Corona, Restoration Roasters is a specialty coffee-house that enables students in the Corona Norco Rescue Mission's program to acquire training

not only as baristas and customer service reps, but also in business operations. One hundred percent of the café's net proceeds are funneled back into the rescue mission. The design for this adaptive reuse project was the result of a collaboration between PlainJoe and Visioneering Studios, the latter based in Irvine, Calif.

PlainJoe's work spans strategic ideation (branding), interactive media (the expression of that branding, be it through websites, graphics, logos, or multimedia), and environmental design. Ryan explains that storytelling is at the core of the firm's design philosophy;

for Restoration Roasters, the story that's being told is one of restoration.

"When we think of something that's been restored, we feel like it's lost value—that thing was new, became old, and lost value, and somebody's bringing value back to it. The reality is the value was always there, it just needed to be brought back out," Ryan says. "At Restoration Roasters, these people are valued. They have value, they're incredible people—it's not like

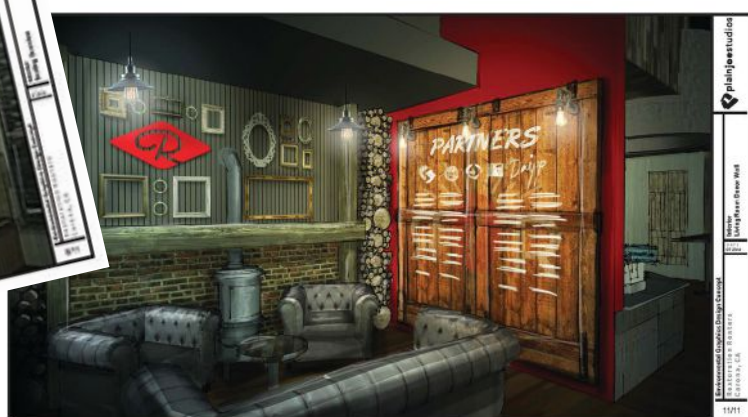


they lost their value along the way; they just needed somebody to come alongside them and bring it back out." To express this in the facility's design, PlainJoe and Visioneering selected reclaimed materials such as wood,



“WE WANTED TO USE A LOT OF DIFFERENT TYPES OF TEXTURES AND AS MANY THINGS THAT HAD BEEN DISCARDED AS POSSIBLE TO MAKE THESE REALLY UNIQUE, BEAUTIFUL PIECES THAT COULD BE INCORPORATED INTO THE STORY AND INTO THE OVERALL DESIGN DIRECTION.”

—Danae Ledgerwood, Studio Director, Visioneering Studios, Irvine, CA



## ◀ RECLAMATION OF SPACE & SPIRIT

*Housed in the old nursery on the Crossroads Christian Church campus in Corona, Calif., Restoration Roasters is a specialty coffeehouse that enables students in the Corona Norco Rescue Mission program to acquire training as baristas and customer service reps—while learning hands-on business operations skills.*

brick, galvanized pipe, and other metals, for the walls, floors, and ceilings. “There’s a quality and beauty that you find in the shop that you can find in these people. There’s a roughness to the look; there’s a roughness to the people that we’re working with. We want that story to ring true, not only in how we express it in words, but also in how you find yourself being immersed in it.”

“Really all of the materials are real materials that have been repurposed, reused, regained, reclaimed, and that was certainly a key part of the design,” says Mel

McGowan, founder and president at Visioneering Studios. He explains that the existing space was built on a pre-engineered steel structure, which was fairly generic. “We wanted to create a space that had texture and patina, and a sense of permanence.”

This design philosophy extended to the furniture, fixtures, and equipment, with metal seating, wooden tabletops trimmed in metal, and industrial-style lighting, all complemented by the warm, earthy tones of the brick walls and the reclaimed floorboards that enclose the upper portion of the coffee bar. “We wanted to use a lot of different



## ANOTHER SOURCE IN THE CROWD?

**One of the ways Restoration Roasters was financed was through crowd-sourced funding, which begs the question:**

**WILL THIS BECOME A TREND AMONG FAITH-BASED ORGANIZATIONS THAT ARE LAUNCHING CONSTRUCTION PROJECTS?**

Blake Ryan, principal at PlainJoe Studios and founder of Restoration Roasters in Corona, Calif., says that while crowd-sourced funding proved a viable source of financing for this project, it should remain only one of several ways for organizations to raise funds. "To be honest with you, if we would have relied just on crowd-sourced funding as our only avenue to raise funds for Restoration Roasters, we would not have been what I would consider fully successful in that endeavor," he explains. "It can be fairly limiting, because not only are you trying to raise money, but at the same time you are trying to find those people who are going to see that video, who are then going to be compelled to give. You're doing two things at once."

For faith-based organizations, he believes it's best to approach people on a number of different platforms. "If you're doing a building campaign, using crowd-sourced funding is one avenue of multiple avenues you would want to leverage in trying to raise money."

—Carolyn Heinze

types of textures and as many things that had been discarded as possible to make these really unique, beautiful pieces that could be incorporated into the story and into the overall design direction," explains Danae Ledgerwood, studio director at Visioneering. She notes that many of the pieces were custom-designed or refurbished.

### INNER COMMUNITY WORKINGS


McGowan points out that Restoration Roasters also serves as a central meeting point in Crossroad Christian Church's extensive campus, which places an emphasis on being a community presence 24 hours a day, seven days a week, rather than something that is only alive and bustling during weekend services. The café anchors Candlewalk, an indoor/outdoor area designed by Visioneering, with exterior seating, a "light tower," and a circular, elevated plaza overlooking the landscape. A cobblestone courtyard, waterfall, and the terrace above it give the exterior setting a Mediterranean feel, and can be used for special events and performances.

In designing a space that's intended for the community, it's necessary for designers to consider the community—and

therefore the story, and storytelling, that goes along with it, Ledgerwood reflects. "I think it's really easy, as designers, to just pick things we like that are cool, and that people can relate to," she says. "I think what makes it different is when you have a vision or a narrative or a story that is activated by the design, rather than just having a place that doesn't necessarily convey a story—it just has a certain vibe."

The over-arching narrative, she says, helps to establish how the design can reinforce and support the story, rather than overshadow it. "That is usually the springboard for us when we think about the design. It's always to support the bigger narrative, which is what the vision of the church, or the particular establishment, is, and how they're trying to reach the community. Although ultimately, we want to make sure that the design is compelling and interesting in itself, too, but all of these projects are so unique, because each story is different. And using that as a way to springboard the design has been the best approach for us."

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*Carolyn Heinze is a freelance writer/ editor and a regular contributor to Church Designer magazine. *

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### FURNISHINGS & FIXTURES:

Industrial Style Tables, Benches, & Stools (Metal Frame Powder Coated Clear w/ Recycled Wood Pallet Tops): G2 Works / Lenny McAllister\*  
Metal "RESTORATION" Lettering: Ivar's Custom Display / Jason Gunderson\*  
Counterfront Metal Panels: Architectural Metal Designs / Aaron J. Aceve  
Reclaimed Weathered Wood for Walls: Stikwood  
Wood Mantle Above Fireplace: Woodhill Firewood / John Mahoney\*  
Fabrication Company: Apparent Studios  
*Items made to order\**

### EQUIPMENT LIST:

Espresso Machine: La Marzocco Strada 3 Group  
Espresso Grinder: Mazzer Robur E  
Batch Brewer: Fetco XTS  
Hot Water Dispenser: Marco Ecosmart  
Water Filtration RO System: Nimbus Water System