



South Elevation



West Elevation

RUTH'S CHRIS STEAKHOUSE

Northbrook, Illinois

Visual Identity & Branding

Given the opportunity to acquire an existing, free standing facility near a major interstate highway exit ramp, Ruth's Chris asked for several architectural solutions that would give them high visibility to passing automobiles.

Located some twenty feet above the grade of the adjacent roadway, several schemes were developed to incorporate a taller and more visible entry structure, displaying the architectural style and banner of Ruth's Chris.



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Functionality in the Design

Another element in the design criteria given by Ruth's Chris was to design a facility that would attract and cater to a very "high-end" clientele. Located in close proximity to Chicago's north shore, this site needed some special amenities geared towards customer convenience. Based on the existing parking lot and restaurant entry configuration, we developed a new building entry that features an illuminated cupola. Adjacent to this element is a new porte cochère over a newly landscaped passenger drop-off driveway.

