

# Trendy Brewpub’s Operable Walls Feature Full View Doors That Provide On-Demand Flexibility Both Inside and Out

**Challenge:**

Establish well-integrated exterior and interior operable wall solutions for a new combination satellite brewery and brewpub that meet a variety of branding, architectural design, and structural engineering requirements.

**Solution:**

Six Amarr® 3552 Heavy-Duty Aluminum Full View sectional doors (utilizing three different track configurations) including four exterior doors — 20’x12’, 10’x12’, 16’7”x12’ and 17’x12’ — and two interior doors — 10’x8’ and 10’8”x8’ — all with anodize dark bronze finish, ClearView aluminum struts and tempered glass (exterior doors feature clear green-tinted glass and the interior doors feature frosted glass).

**Results:**

Provides flexible on-demand exterior patio access for an open-air customer experience, increased lighting during the day, outstanding views of a nearby major league baseball stadium, an enhanced atmosphere at night as well as the option to easily divide off interior space for private events and gatherings.

**Facility:**

Karl Strauss Brewing Company

**Environment:**

Combination Satellite Brewery and Brewpub

**Location:**

Anaheim, CA

**Architects:**

[IA | Interior Architects](#) – Orange County, CA (exterior/shell)  
[Macias + Conwell Architects](#) – San Diego, CA (interior/core)

**General Contractors:**

[Turelk, Inc.](#) – Long Beach, CA (exterior/shell)  
[Viking Commercial Construction, Inc.](#) – Carlsbad, CA (interior/core)

See more at [architects.amarr.com](http://architects.amarr.com)



Karl Strauss Brewing Company – Anaheim, CA

“Build it, and they will come” is one of the most frequently misquoted lines in recent movie history. However, the words Kevin Costner actually spoke in the 1989 hit movie *Field of Dreams* are, “Build it, and he will come.”

In hindsight, the erroneous version of that now famous line seems more appropriate looking back on Karl Strauss Brewing Company’s (KSBC) decision to jump on board a local developer’s office park renovation project in Anaheim, Calif. The entire renovation project included five separate mid-rise multi-tenant buildings along with an improved parking lot and enhanced landscaping.

The result for KSBC was a brand-new combination satellite brewery and brewpub, complete with interior and exterior operable glass walls that feature six Amarr® 3552 Heavy-Duty Aluminum Full View sectional doors. All combined, the doors and surrounding glass walls show off the impressive interior “works” of the brewery portion of the establishment, including large stainless-steel fermentation tanks and other equipment.



With the potential to produce more than 35 unique releases of fresh, small-batch beer brewed on site, KSBC-Anaheim is within easy viewing and walking distance of major league baseball's Angel Stadium of Anaheim (home to the Los Angeles Angels). Upon opening the fall of 2016, customers did indeed come to the area's newest craft brewery that has since become one of KSBC's most successful locations.

### **Great fit for a hot industrial design trend**

Located just south of the stadium, the Axis office campus (owned and managed by Pendulum Property Partners of Irvine) was in serious need of a facelift and other improvements. Working with [IA | Interior Architects](#) and general contractor [Turelk, Inc.](#) on the project, Pendulum agreed with IA's recommendation that the office park needed a food service element. The surrounding area at the time was void of any eating establishments that could cater to fans attending games at the stadium.



Turelk and IA had already installed several Amarr Aluminum Full View sectional doors in various locations within the Axis project. So it made perfect sense to use similar full view sectional doors for KSBC's new location which was formerly office space.

"KSBC satellite breweries and brewpubs are well-known for their industrial look and open-air patios, and the full view sectional doors fit in well with KSBC's overall design and branding," said Lisa Evans Kelly, AIA, Managing Director, Orange County Office, IA | Interior Architects. IA handled all the architectural shell design work for Axis project while [Macias + Conwell Architects](#) and general contractor [Viking Commercial Construction](#) represented KSBC for the satellite brewery and brewpub's exterior/interior design.

***"...the full view sectional doors fit in well with KSBC's overall design and branding."***

– Lisa Evans Kelly, AIA, Managing Director, Orange County Office, IA | Interior Architects, Orange County, California

According to Bryan Macias, Principal & Chief Operating Officer, Macias + Conwell Architects, "Amarr Full View sectional doors really worked out well in meeting our client's design requirement, which is currently a very hot millennial-driven industrial trend."

Macias' firm handled all of the tenant improvement and interior design for the brewery and brewpub. His firm also made several important exterior design recommendations to IA and Turelk prior to that particular building's shell renovation.

This ensured both the building's shell and KSBC's exterior shared a well-integrated design and look.



### More light during the day and lit stadium views at night

KSBC-Anaheim's location features four exterior aluminum full view sectional doors — 20'x12', 10'x12', 16'7"x12' and 17'x12' — that open to an outdoor patio. The doors provide access during nice weather to a full-service patio that includes a gas fireplace, overhead heaters, and several TV monitors.

The doors integrate well with the establishment's glass shell design. They also allow increased light from outside during the day as well as the penetration of warm exterior lighting and views of the lit Angel Stadium at night. In addition, each exterior full view sectional door contains tempered clear glass that's tinted green.



Whether or not the doors (which operate via wall-mounted jackshaft openers for a clean look) are open or closed, Angel Stadium itself is a prominent focal point viewed from the brewpub's north side. For continuity of design, an anodize dark bronze finish on all the doors complements the rest of the structure's exit door and fixed window frames.

*“Amarr Full View sectional doors really worked out well in meeting our client's design requirement...”*

— Bryan Macias, Principal & Chief Operating Officer, Macias + Conwell Architects, San Diego, California

Inside KSBC-Anaheim's 15,000 square feet of space are two more full view sectional doors — 10'x8' and 10'8"x8' — that each contain tempered frosted glass. The doors allow the brewpub to close off one section of the floor for private gatherings and other events. The frosted glass ensures privacy while allowing light to penetrate through the doors. KSBC also has the option to keep them open if additional room is needed during busier hours. The same space also includes an exterior full view door that provides access to the patio.



### Three different track configurations in use

The full view sectional doors at KSBC-Anaheim utilize all three Amarr aluminum full view door track configurations — high lift, vertical lift and standard lift — which demonstrates that the door's installation methods are highly adaptable and flexible, depending on an architect's vision and requirements.

The complexity of the various door installations is even visible in one corner of the brewpub where an exterior door and one of the interior doors are at a right angle to each other. The exterior door uses a high lift track while the adjacent interior door uses a vertical lift track so the doors don't collide when opened.

"In keeping with its industrial design and look, KSBC-Anaheim's ceiling is open structure throughout, said Macias. "With the ceiling at 22 feet high, we wanted to lower it so we used a hanging steel mesh concept throughout that appear like 'floating' steel clouds," he further explained.

***"Because the doors roll back inside the brewpub instead of out toward the patio, they'll stay much cleaner and the hardware is not exposed to the exterior."***

– Bryan Macias, Principal & Chief Operating Officer, Macias + Conwell Architects, San Diego, California

"This allowed the ceiling to remain open while the full view sectional doors roll back and over the steel mesh," Macias added. "That was definitely a fun challenge for our structural engineer. As a result, all of the building components are well-coordinated and work great together."

Macias also pointed out, "Because the doors roll back inside the brewpub instead of out toward the patio, they'll stay much cleaner and the hardware is not exposed to the exterior." Earl Lund, Senior Project Manager, Turelk, Inc., further mentioned that since the full view sectional doors cannot be treated as "exit doors", they had to integrate well with the traditional glass exit doors next to them. Lund added that Turelk has used full view sectional doors on other projects that he's managed.



### More economical than other door options

Tyler Steele, Operations Manager, Viking Commercial Construction, Inc., whose firm specializes in restaurants and breweries, agreed that full view sectional doors are a very popular building component for open space eateries.

“We’ve seen a five-year trend so far for build-outs that have an industrial or utilitarian look, even for shared office spaces,” Steele said. “They’re an economical door approach, virtually maintenance free and very cost-effective compared to other types of door concepts out there.”

*“Amarr Aluminum Full View doors also really met our design criteria throughout the whole office campus...”*

– Lisa Evans Kelly, AIA, Managing Director,  
Orange County Office, IA | Interior Architects,  
Orange County, California

“Karl Strauss’ branding and interior design meshed really well with the design we proposed,” said Evans Kelly. “As architects, we determine the look we want, evaluate different products, and then design around the products we want, including addressing priorities like overall structure, clearance issues, what we can work with and how much we need to modify it.



“The Amarr Full View sectional doors met all of our product expectations,” she added, “and the contractors were really helpful understanding what can and can’t be done

with products like them, especially in terms of budget. Amarr Aluminum Full View doors also really met our design criteria throughout the whole office campus, including what we needed for Karl Strauss’ Anaheim location.”



To obtain detailed information on Amarr Aluminum Full View sectional doors — designed and manufactured by Entrematic — please visit [Amarr Commercial Doors](#), or contact us at **800-503-DOOR (3667)**. And to learn more about how Entrematic works with architects, please visit [Architect Resources](#), which also includes information about the company’s commitment to sustainability, energy efficiency and ways to contribute LEED points to building projects.