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HANNAH WILLIAMSON

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THE ROLE OF RESTAURANT DESIGN IN FOSTERING SOCIAL INTERACTION: A CASE STUDY OF NORMAN, OKLAHOMA

A THESIS APPROVED FOR THE

CHRISTOPHER C. GIBBS COLLEGE OF ARCHITECTURE

BY THE COMMITTEE CONSISTING OF

Mia Kile, Chair

Daniel Butko

Dr. Negar Matin

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Dedicated to my always supportive mom – Toni, Dr. Keely Johnson, and Susan Greer.

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Abstract

Dining establishments serve as vital venues for social interaction and community building, yet Norman, Oklahoma experiences a pattern of premature restaurant failure potentially attributable to inadequate consideration of experiential design principles. A notable deficit exists in Norman's restaurant industry regarding establishments designed with customer experiential factors as primary considerations. The relationship between ambient environmental conditions and sudden establishment closures remains inadequately investigated. This mixed-methods study investigates how sound, lighting, thermal comfort, and air quality influence social dining experiences and customer satisfaction in four Norman restaurants. Environmental measurements, behavioral observations, and public review analysis were conducted across multiple service periods. Acoustic conditions emerged as the primary impediment to social interaction, with sound levels ranging from 67.6 to 77 dB, and patron reviews consistently identifying excessive noise as preventing conversation. Temperature extremes (76°F to 96°F) and inadequate air quality (CO_2 up to 755 ppm) further compromised comfort. While establishments demonstrated aesthetic competency, functional environmental performance proved inadequate. As restaurants serve as essential social infrastructure for post-pandemic society, optimizing conditions that facilitate interpersonal connection represents both a commercial imperative and a public health consideration.

Keywords: restaurant design, acoustic comfort, social interaction, servicescape

INTRODUCTION

Background

Dining establishments serve as significant venues for the formation of core memories, hosting important life events from first dates to family gatherings, celebrations, and regular traditions. There are opportunities for learning and connecting, regardless of age (Veverka et al, 2024). Creating psychologically and physically comfortable environments for these occasions can foster lasting relationships and generate feelings of community belonging and acceptance. The thoughtful application of lighting, color, and texture in establishing distinctive atmospheres within restaurants is essential for creating enhanced social settings characterized by interpersonal harmony (Wardono et al, 2010). This overall sense of comfort and capacity for enjoyable experiences is facilitated through social interactions, which represent a fundamental way individuals develop feelings of connection to other humans.

Statement of Problem

A notable deficit exists in the Norman restaurant industry regarding establishments designed with customer experiential factors as their primary design consideration. While the scarcity of socially-centered dining environments is empirically observable, the causal mechanisms underlying this phenomenon remain inadequately investigated and understood within the local context of ambient conditions or community needs. The Norman area is experiencing a pattern of sudden restaurant establishment followed by premature commercial failure within a couple of years' time. This phenomenon can be attributed to inadequate consideration of experiential design principles during the conceptualization phase. Customer retention is demonstrably compromised when establishments fail to provide optimal comfort

parameters and satisfactory experiential and ambient elements, resulting in diminished customer recurrence rates. Participation in shared dining experiences with close social connections can substantially contribute to psychological restoration and emotional well-being. Individuals show greater inclination to engage in these interpersonal interactions within environments that naturally enhance mood through their spatial and atmospheric qualities.

LITERATURE REVIEW

A literature review was conducted exploring the topics of customer satisfaction in restaurants, the role of light, color, and textures, and the effect of environment on customers purchasing and returning in restaurants with a well-considered design versus minimally thought.

Customer Satisfaction

Currently, there are multiple factors that contribute to a customer identifying they feel satisfied with their experience at a restaurant. These factors go beyond the style of food that is served and how well it is prepared. Authors Pecotić, Bazdan, and Samardžija identify these factors as furniture and comfort, lighting, color psychology, music, layout and space, and tableware (Pecotić et al, 2014). They only come second behind food and service quality, which are things that customers have their first interaction with. It's once the patrons sit down after being greeted by the hostess that they can appreciate the interior design. For a restaurant to approach and maintain customer satisfaction successfully, owners should focus on comfort and aesthetics to create a balanced atmosphere.

Another examination of ambient conditions and customer satisfaction was conducted in the African Journal of Hospitality, Tourism and Leisure. The authors of this article, Agbenyegah, Zogli, Dlamini, Mofokeng, and Kabange, used a theoretical framework based on the Expectancy-

Disconfirmation Theory (Agbenyegah et al, 2022). The Expectancy-Disconfirmation Theory establishes that customer satisfaction is determined by the difference between a consumer's expectations of a product/service and the perceived actual performance of said product/service. Agbenyegah, Zogli, Dlamini, Mofokeng, and Kabange research ambient factors like interior design, tableware, spatial layout, and ambient light systems. Many of these ambient factors are the same as the studied ambient factors in other studies mentioned in this literature review. The results of a quantitative questionnaire showed a positive relationship between the four ambient factors and customer satisfaction.

Effects of Light, Color, and Texture in Restaurants

On average, American men and women ages 18 and older spend about 67.4 minutes per day eating and drinking (Hamrick and Okrent, 2014). This includes eating and drinking out at sit-down and fast-food restaurants, and other places. 67.4 minutes per day equates to about 410 hours per year. If the average person lives until they are about 77, based on the U.S. life expectancy, this ends up being 31,570 hours that the average person spends eating out in restaurants. Beyond customer service, eating, and experience with food, restaurants are essentially spaces where consumers are spending thousands of hours observing lighting components, color palettes, and material textures.

Decor and Lighting

In overall influence of interior design, the effects are more pronounced in romantic dining compared to a more casual dining setting, but all ambient elements had significant and positive impacts on customers' emotions and social behaviors. Emotional responses include feelings of disgust, joy, and anger, while behavioral intentions include revisiting a restaurant, spending

money, etc. In a study by Fatima Anaam for Effat University, decor had the highest impact on these emotions and social behaviors, showing an importance behind visual aesthetics and design (Anaam, 2023). Similarly, an overall importance on lighting has been identified between Anaam and an article published by Chiba University in Japan. The amount of lighting a restaurant provides affects the overall mood of the vicinity, evoking specific emotional and behavioral responses based on what is intended or the materials used. A restaurant owner may want to have a cozy and romantic atmosphere but chooses to use extremely bright and cool-toned LED lights. Warm-toned lighting that is dim enhances our perceived sociability, emotional responses, and behavioral intentions (Wardono et al, 2010).

Color

In Chiba University's article, Wardono and the additional authors also dissect the impact of color on the space and the consumer. A monochromatic color scheme creates an atmosphere that is relaxed and intimate, while a complementary color scheme is visually stimulating (Wardono et al, 2010). Warm colors are also more appropriate for restaurants as they have been shown to stimulate appetites (Pecotić et al, 2014).

Music

Music had a relatively lower but still significant effect, with tempo, volume, and genre contributing to ambiance (Anaam, 2013). Loud background noises and fast-paced music have a negative impact on customer experience. Regardless of the type of restaurant or the intended atmosphere the restaurant owner was aiming for, the preferred customer choice of music is lounge or classical (Pecotić et al, 2014). Music and scent are ambience features that may not jump out at a restaurant owner immediately but have influential impacts on customers if left untreated.

Spatial Layout & Acoustics

Spatial layout was one of the highest contributing factors tied to customer satisfaction and overall experience in restaurants across multiple reporting sources. The overcrowding of tables makes customers feel cramped and deters them from staying to eat or spend time (Pecotić et al, 2014). On the other hand, a restaurant that is overly spaced out can feel cold, or that maybe there's no customers because the food or quality is poor. To remedy this, Pecotić suggests finding a balance of medium spacing for privacy and social interaction. The spatial layout of a restaurant and the tables and materials inside can have a great impact on acoustics in the space. If there are too many reflective surfaces such as marble, glass, or concrete, several complex acoustic phenomena occur including reverberation time, sound reflection, speech intelligibility degradation, echoes, and other unpleasant sound experiences.

Acoustic Measurement Standards and Health Implications

Understanding the acoustic environment requires familiarity with established measurement methodologies and health-based sound level guidelines. The National Institute on Deafness and Other Communication Disorders (NIDCD) identifies that prolonged exposure to sound levels above 70 dB can cause hearing damage, with noise above 120 dB causing immediate harm (NIDCD, 2025). For context, normal conversation occurs at approximately 60 dB, while a noisy restaurant can reach 80-90 dB—levels that, with sustained exposure, may contribute to auditory fatigue and communication difficulties (Hearing Health Foundation, 2025). These health considerations underscore the importance of acoustic design in restaurant environments where patrons spend extended periods engaged in conversation.

Multiple methodologies exist for the acoustic evaluation of interior environments, each distinguished by specific technical parameters, application contexts, and diagnostic capabilities. The A-weighted decibel scale [dB(A)] applies a frequency-dependent filter that adjusts measured sound pressure levels to correspond with human auditory sensitivity across the perceptible frequency spectrum of 20 Hz to 20 kHz, with particular emphasis on the 250 Hz to 8 kHz range where human hearing demonstrates greatest acuity. While this method provides a simplified single-number representation of sound levels commonly used in field measurements, its utility as a diagnostic instrument remains substantially constrained by the elimination of spectral information during the measurement process, thereby obscuring critical frequency-dependent acoustic characteristics.

For building design and evaluation, more comprehensive systems have been developed. Noise Rating curves [NR], developed by the International Organization for Standardization (ISO), have established themselves as the prevailing international standard for specifying acceptable sound pressure levels within occupied spaces, delineating permissible decibel levels across the frequency spectrum spanning 31.5 Hz to 8,000 Hz. In the United States, the Noise Criterion [NC] method characterizes acceptable background noise levels, though it exhibits limitations in addressing low-frequency HVAC rumble due to its restricted frequency range of 63 Hz to 8,000 Hz.

More contemporary evaluation systems address these deficiencies. Room Criteria [RC] extends measurement from 16 Hz to 4,000 Hz, explicitly incorporating lower frequency ranges to address mechanical equipment emissions. The Balanced Noise Criterion [NCB], standardized in ANSI S12.2-2008, further refines acoustic evaluation by extending assessment to frequencies as low as 16 Hz—addressing emissions from contemporary energy-efficient HVAC systems—

while implementing more stringent limitations on higher frequencies to mitigate objectionable hiss. RC Mark II represents the most recent evolution, incorporating occupant subjective responses to very low-frequency vibrations frequently attributable to mechanical equipment operation (Omar, 2024).

Acoustic Phenomena in Restaurant Environments

Reverberation time is the time required for sound intensity to decrease by 60 decibels after the source of the sound stops. Hard, reflective materials, like concrete and marble, have high sound reflection coefficients and low absorption coefficients which means the sounds waves maintain their speed and energy when bouncing off the hard surfaces. A critical functional consequence of having too many reflective surfaces is reduced speech intelligibility, which is how much the listener can understand what the speaker is saying. When noise reflections arrive at a listener within 50-80 milliseconds of the direct sound, they cohesively blend with the original signal. However, noise reflections arriving later (>80ms) are perceived as distinct echoes or reverberant noise that masks the direct sound. The LEED ID+C: Commercial Interiors Acoustic Performance section identifies that to promote occupants' well-being, productivity, and communications through effective acoustic design in the most responsible way possible, designers must prioritize and address two of the following components: HVAC background noise, sound transmission, and/or reverberation. To address HVAC background noise, designers should implement sound reduction strategies based on the transmission path. According to the 2015 ASHRAE Handbook – HVAC Applications, Chapter 48, Table 6, critical measures include: using duct silencers to reduce airborne sound traveling through supply and return ducts (Path 3), mounting mechanical equipment on vibration isolators to prevent structure-borne noise transmission (Path 5), and ensuring room partitions extend to the ceiling slab with all

penetrations tightly sealed to prevent sound leakage between spaces (Path 10). In a restaurant, a common transmission path could be No. 10: Sound transmission through, over, and around room partition. ASHRAE recommends extending the partition to the ceiling slab and tightly sealing all around, including sealing the pipe, conduit, duct, and other partition penetrations.

Table 1.1 Sound Sources, Transmission Paths, and Recommended Noise Reduction Methods

Sound Source	Path No.
Circulating fans; grilles; registers; diffusers; unitary equipment in room	1
Induction coil and fan-powered VAV mixing units	1, 2
Unitary equipment located outside of room served; remotely located air-handling equipment, such as fans, blowers, dampers, duct fittings, and air washers	2, 3
Compressors, pumps, and other reciprocating and rotating equipment (excluding air-handling equipment)	4, 5, 6
Cooling towers; air-cooled condensers	4, 5, 6, 7
Exhaust fans; window air conditioners	7, 8
Sound transmission between rooms	9, 10

Table 1.2 Sound Sources, Transmission Paths, and Recommended Noise Reduction Methods

No.	Transmission Paths	Noise Reduction Methods
1	Direct sound radiated from sound source to car	Direct sound can be controlled only by selecting quiet equipment
	Reflected sound from walls, ceiling, and floor	Reflected sound is controlled by adding sound absorption to room and to equipment location
2	Air and structureborne sound radiated from casings and through walls of ducts and plenums is transmitted through walls and ceilings into room	Design duct and fittings for low turbulence; locate high-velocity ducts in noncritical areas; isolate ducts and sound plenums from structure with neoprene or spring hangers

3	Airborne sound radiated through supply and return air ducts to diffusers in room and then to listener by Path 1	Select fans for minimum sound power; use duct silencers or sound plenums in supply and return air ducts
4	Noise transmitted through equipment room walls and floors to adjacent rooms	Locate equipment rooms away from critical areas; use masonry blocks or concrete for mechanical equipment room walls; use floating floors in mechanical rooms
5	Vibration transmitted via building structure to adjacent walls and ceilings, from which it radiates as noise into room by Path 1	Mount all machines on properly designed vibration isolators; design mechanical equipment room for dynamic loads; balance rotating and reciprocating equipment
6	Vibration transmission along pipes and duct walls	Isolate pipes and ducts from structure with neoprene or spring hangers; install flexible connectors between pipes, ducts, and vibrating machines.
7	Noise radiated to outside enters room windows	Locate equipment away from critical areas; use barriers and covers to interrupt noise paths; select quiet equipment.
8	Indoor noise follows Path 1	Select quiet equipment
9	Noise transmitted to an air diffuser in a room, into a duct, and out through an air diffuser in another room	Design and install duct attenuation to match transmission loss of wall between rooms' use crosstalk silencers in ductwork
10	Sound transmission through, over, and around room partition	Extend partition to ceiling slab and tightly seal all around; seal all pipe, conduit, duct, and other partition penetrations

For sound transmission, designers must first categorize all of the occupied spaces by use and desired level of acoustic privacy. Based on the categorization and desired level of acoustic privacy, then the designer and/or owner can meet the composite sound transmission class (STC_c) ratings or noise insulation class (NIC) listed in Table 2. The minimum Sound Transmission Class composite (STC_c) or Noise Isolation Class (NIC) requirements must be satisfied, unless empirical evidence demonstrates that equipment-generated noise, when considered in

conjunction with the acoustic isolation properties of partitions and doorways, will not exceed the maximum permissible background noise thresholds in adjacent spaces.

Table 2. Minimum Composite Sound Transmission Class Ratings for Adjacent Spaces

Adjacency Combinations		STC_c **	NIC **
Retail	Retail	50	45
Collaborative/multi-use	Hallway, Stairway	25	20
Private	Hallway, Stairway	35	30
Confidential	Hallway, Stairway	40	35
Collaborative/multi-use	Collaborative/multi-use	35	30
Collaborative/multi-use	Private	45	40
Collaborative/multi-use	Confidential	50	45
Private	Private	45	40
Private	Confidential	50	45
Confidential	Confidential	50	45
Conference Room	Conference Room	50	45
Mechanical Equip Room	Hallway, Stairway	50	45
Mechanical Equip Room	Occupied area	60	55

Lastly, to address reverberation time, the designer must meet the reverberation time requirements in Table 3. While ASHRAE doesn't have specific reverberation time requirements for restaurants, the industry recommendations and best practices generally suggest a reverberation time of 0.7-1.1 seconds, with finer dining establishments aiming to be closer to the 0.7 seconds and livelier, more casual establishments seem to fall in line closer to the 1.1 seconds.

Table 3. Reverberation Time Requirements

Room Type	Application	T60 (sec), at 500 Hz, 1000 Hz, and 2000 Hz
Hotel/motel	Individual room or suite	<0.6
	Meeting or banquet room	<0.8
Office building	Executive or private office	<0.6

	Conference room	<0.6
	Teleconference room	<0.6
	Open-plan office without sound masking	<0.8
	Open-plan office with sound masking	<0.8
Courtroom	Unamplified speech	<0.7
	Amplified speech	<1.0
Performing arts space	Drama theaters, concert and recital halls	Varies by application
Laboratories	Testing or research with minimal speech communication	<1.0
	Extensive phone use and speech communication	<0.6
Church, mosque, synagogue	General assembly with critical music program	Varies by application
Library		<1.0
Indoor stadium, gymnasium	Gymnasium and natatorium	<2.0
	Large-capacity space with speech amplification	<1.5

*Adapted from ASHRAE (2007d), ASA (2008), ANSI (2002), and CEN 2007

Social Interactions

The unprecedented disruption of social gatherings during COVID-19 lockdowns revealed the overpowering importance of interpersonal connections for human psychological well-being. Research by Forbes et al. (2022) demonstrated through experience sampling that even brief social interactions significantly reduce stress and improve mood valence, calmness, and energetic arousal among participants during lockdown periods. Their findings revealed that face-to-face interactions provided particularly powerful benefits compared to alternatives including digital, remote, or in absentia, with effects persisting beyond the immediate encounter. These insights take on special significance when considering restaurant environments, which function as vital social hubs where meaningful interpersonal exchanges occur. As pandemic restrictions have eased, and eventually lifted completely, restaurants have reemerged not merely as places of culinary experience but as essential spaces for social reconnection. The quality and character of

these social experiences within restaurant settings thus represents a critical dimension of public health and community resilience in the post-pandemic landscape. Understanding how restaurant environments can optimize these beneficial social interactions represents an important frontier for both hospitality management and public health research.

Foran et al. (2021) suggest that not getting enough support during meals might play a role in the development of eating disorders. Their study looked at how social identity—how connected people feel to others—might influence eating disorder symptoms in college students adjusting to university life. The authors found that feeling a sense of belonging and connection could actually help protect against these symptoms, especially during times of change. This highlights how important strong social bonds can be in treatment, particularly during transitional periods. Identity processes can act as a "social cure" for those at risk of developing or worsening eating disorder symptoms during periods of transition. Interestingly, Foran and colleagues view eating disorders not just as personal issues, but as something shaped by social and psychological factors too—opening the door for more group-focused approaches to therapy.

Effects of Environmental Ambiance on Purchasing

Numerous studies have explored the connection between interior design and consumer purchasing behavior. Findings suggest that customers are more inclined to make purchases in retail environments that feel welcoming and visually appealing—often achieved through thoughtful lighting, spatial organization, and overall ambiance. The purchasing experience itself has been linked to a release of dopamine, contributing to a sense of satisfaction as customers leave the store.

Visual elements, particularly color, play a pivotal role in shaping consumer perception and influencing purchasing decisions. Research from Stayendra Singh (Singh, 2006) shows that different colors evoke distinct psychological responses; for instance, red can create a sense of urgency and excitement, while blue tends to foster feelings of trust and reliability. Color also enhances brand recognition significantly—by up to 80%—making it a key component of effective brand identity. Consumers often form subconscious impressions of a product within the first 90 seconds of exposure, with color playing a dominant role in that evaluation. Moreover, color preferences are not universal; they vary across demographics such as age, gender, and cultural background, with men typically favoring blue, black, and green, and women leaning toward blue, purple, and green. Marketers strategically leverage these insights by incorporating color into logos, packaging, and advertising to elicit specific emotional responses and guide consumer behavior. For example, fast-food brands often use red and yellow to stimulate appetite, while financial institutions favor blue to convey stability and trust. Even subtle design choices, such as the color of a call-to-action button, can significantly impact engagement and conversion rates, highlighting the powerful influence of visual components in consumer decision-making.

Interior design aesthetics can significantly influence purchasing behavior by tapping into the psychological and neurological processes involved in how individuals perceive and respond to their environment. Research in the psychology of money (Bijleveld and Aarts, 2014), suggests that financial decision-making is not solely rational but is shaped by both subconscious and emotionally driven mechanisms. Similar processes occur in retail spaces, where aesthetic cues—such as lighting, layout, and décor—can activate reward circuits in the brain, particularly the ventral striatum, which is associated with pleasure and motivation. Just as monetary rewards stimulate task-related brain areas and modulate dopamine levels, aesthetically pleasing

environments can create a sense of reward that encourages spending. Moreover, the design of a space influences temporal dynamics of decision-making; ambient cues may elicit rapid, automatic responses that shape consumers' perceptions before conscious thought even occurs. These subtle environmental influences contribute to the meaning-making process of shopping—framing purchases not just as economic transactions but as emotionally satisfying experiences. In this way, well-designed interior spaces act as both symbolic and functional tools, guiding consumer behavior by aligning with both innate reward systems and culturally learned associations.

METHODOLOGY

Introduction

This study is a mixed-method research approach to examine qualitative and quantitative data and relationships between restaurant ambient conditions and social dining experiences. The qualitative data involves gathering and analyzing non-numerical data, like words, images, or observations, to understand experiences, perspectives, and meanings. It explores the "why" and "how" behind phenomena. This contrasts with quantitative research, which relies on collecting and analyzing numerical data, using statistical methods to quantify relationships, patterns, and trends, and focusing on objective measurements and a deductive approach. This study employs non-interventional methodologies to gather observational data and analyze existing public feedback, allowing for comprehensive insights without requiring IRB approval. The qualitative data is retrieved from the public feedback and the quantitative data is retrieved from the readings and measurements of illuminance and noise levels. The methodology portion of this research

study has been broken into three phases: field observations, behavior mapping study, and a public review of data scraping.

Research Questions

1. How do spatial layout and interior design features impact community engagement in the restaurant, customer satisfaction, and repeat business?
2. How do light, sound, thermal, and sensory design play a part in creating ambient conditions amid changing demographics that help with community engagement in the restaurant, customer satisfaction, and repeat business?
3. What are the flexible design elements that are necessary to be incorporated in a restaurant to adapt to social trends and change in demographics?

Phase 1: Field Observations

This study investigates four restaurants representing diverse design approaches and price points in the metro area. These restaurants were chosen for this study for their location on Main Street in Norman, their duration of occupancy in the area, the overlap and similarity in meals served during the time of day, menu prices, and how many days per week each establishment is open. Data collection for each venue entails conducting two visits per restaurant during different time periods, aiming to have one visit occurring during lunch service and one visit taking place during dinner service.

The researcher was positioned as a regular patron while documenting observations throughout the data collection process. The study gathered numerical data such as temperature, illuminance, and noise levels to identify associations with social engagements through capturing objective measurements of ambient conditions. Light levels were measured using a Light Meter

Extech SDL400 Light Meter, while noise levels were assessed using a Sound Meter - Extech SDL600 Sound Meter. Air temperature, humidity, and overall quality of the air were measured with an Air Quality Meter Temtop Air Quality Monitor PM2.5 PM10. Material inventory was documented through photographs of unoccupied spaces through restaurant websites and site visits to provide comprehensive environmental documentation. Additionally, social engagement factors were recorded simultaneously by the researcher, with detailed procedures described in Phase 2 of the research methodology.

As part of the field observation process, photos were retrieved from online restaurant review websites and then compiled into a dataset so the research could maintain anonymity (see Appendix A).

Phase 2: Behavior Mapping

At each restaurant, the researcher implemented a structured behavior mapping protocol that begins with creating comprehensive floor plans that note spatial layouts, seating arrangements, lighting placement, and acoustic features. The research methodology involved the researcher developing an observation matrix with specific parameters to systematically record data, including duration of meal from arrival to departure, frequency of conversation during active versus passive periods, physical posturing such as leaning in, sitting back, and gestures, voice modulation patterns, table interactions including shared plates and phone usage, and dwell time after meal completion.

The study documented patterns using behavioral heat maps overlaid on floor plans to visualize spatial relationships and behavioral trends. Documentation included the researcher

photographing empty spaces only, carefully avoiding capturing identifiable individuals to maintain privacy and ethical standards. To ensure that the most accurate data is collected, the researcher enlisted the help of a research assistant to record behavioral patterns in different areas of the restaurant, thereby providing comprehensive coverage of the dining environment.

To address the research assistant's limited background in interior design data collection, comprehensive training was conducted on the proper use of all relevant equipment. The specification of the research assistant obtaining only quantitative data is designed to mitigate potential data loss from miscommunication of what qualitative data would be important to the study, ensuring consistency and reliability in the data collection process across all observed venues.

Phase 3: Public Review Data Scraping

The researcher analyzed existing public restaurant reviews using computational methods by developing a targeted scraping protocol for Yelp, Google Reviews, TripAdvisor, and OpenTable. The data extraction process focused exclusively on publicly available reviews that specifically mention lighting conditions, noise and acoustics, seating comfort and arrangement, interior materials and design, temperature and air quality, and social experience factors.

The researcher implemented appropriate scraping practices that respect platform robots.txt guidelines, introduce appropriate delays between requests, avoid excessive server load, and store only anonymized data without identifiable reviewer information to maintain ethical data collection standards. The methodology created a structured database that categorizes comments by ambient condition referenced, sentiment expressed including positive, negative, or

neutral classifications, impact on social interaction mentioned, and contextual factors such as group size, occasion, and time of day.

The analytical approach employed qualitative content analysis of scraped reviews using NVivo software to develop a coding framework for ambient conditions, identify patterns in how patrons describe environmental impacts, and extract recurring themes and emotional responses. The researcher conducted a synthesis of behavior mapping observations by creating visual representations of behavioral patterns, identifying correlations between ambient conditions and interaction quality, and comparing patterns across different restaurants and time periods.

The research methodology incorporated a triangulation of data sources to identify consistency in findings across multiple data collection methods. The final phase involved development of design principles based on consistent patterns identified through the comprehensive analysis of observational data, review content, and environmental measurements, providing evidence-based recommendations for optimizing restaurant environments to enhance social dining experiences.

Ethical Considerations

This research methodology prioritizes ethical data collection through several comprehensive measures designed to protect participant privacy and maintain research integrity. All field observations were conducted in public spaces where individuals have no reasonable expectation of privacy, ensuring that the research adheres to established ethical standards for public observation studies. The researcher maintained strict anonymity protocols by collecting no

personally identifiable information during observations, with all behavioral data being aggregated and anonymized to protect individual privacy.

The study utilized only public domain data by collecting review information exclusively from publicly available sources where individuals have voluntarily shared their experiences, respecting the intended public nature of these platforms. Data security measures were implemented to ensure that all collected data is stored securely with password protection and were presented only in aggregate form, preventing any potential identification of individual participants or reviewers.

These ethical safeguards collectively ensure that the research methodology maintains the highest standards of participant protection while gathering meaningful data about the relationship between restaurant environments and social dining experiences. This research aims to produce a comprehensive analysis of how specific ambient conditions affect social dining experiences, providing detailed insights into the complex relationships between environmental factors and patron behavior. The study developed a replicable methodology for assessing environmental psychology in hospitality settings, creating a framework that can be applied across diverse restaurant contexts and geographic locations. Additionally, the research generated insights that can guide restaurant designers and operators in creating more socially conducive environments, offering evidence-based recommendations for optimizing dining spaces to enhance patron satisfaction and social interaction.

By employing these non-interventional research methods that focus on public behavior and publicly available data, the researcher was able to conduct meaningful research while remaining within ethical boundaries that do not require formal IRB review. This approach

ensures that the study maintains methodological rigor while respecting participant privacy and adhering to established ethical standards for observational research in public settings.

DATA COLLECTION & ANALYSIS

Current Standards and Recommendations

The Illuminating Engineering Society (IES) has recommended lighting levels based on their latest guidelines. These values serve as a general framework and reference for proper lighting levels in various environments. Below is the IES recommended lighting levels for restaurants (Electrical Marketplace, 2025).

Table 4.1 IES Recommended Lighting Levels

Industry	Applications	Foot Candles Recommended
Food Service Facility	Dining areas, cashier	20-50
Food Service Facility	Cleaning	10-20
Food Service Facility	Dining	5-20
Food Service Facility	Food displays	30-100
Food Service Facility	Kitchen	50-100

Summary of the Dataset

The dataset contains information about various places, specifically focusing on their environmental measurements and some reviews. Below is a summary of the key points:

Table 4.2 Data Summary of Visits

Place	Number of People	Sound (dB)	Light (FC)	Air Temp (°F)	Humidity (%)	CO2 (ppm)	Air Quality
Restaurant 1 Friday 6:00PM	20 upon arrival 30 upon departure	72.3	1.3	81	54	400	Good

Thursday 5:00PM	40 upon arrival 50 upon departure	77	4.4	81	51	400	Good
Restaurant 2 Monday 2:00PM	2 upon arrival 10 upon departure	67.6	3.7	84	49	400	Good
Tuesday 5:30PM	20 upon arrival 40 upon departure	75.8	1.2	93	42	400	Good
Restaurant 3 Monday 1:00PM	2 upon arrival 10 upon departure	68.8	2.6	76	63	400	Good
Saturday 7:30PM	30 upon arrival 50 upon departure	75.2	2.6	79	54	481	Good
Restaurant 4 Tuesday 5:30PM	2 upon arrival 15 upon departure	71.7	0.3	96	35	400	Good
Saturday 8:00PM	30 upon arrival 45 upon departure	63.1	1.9	77	53	755	Good

Figure 1. Sound Readings Across Restaurants

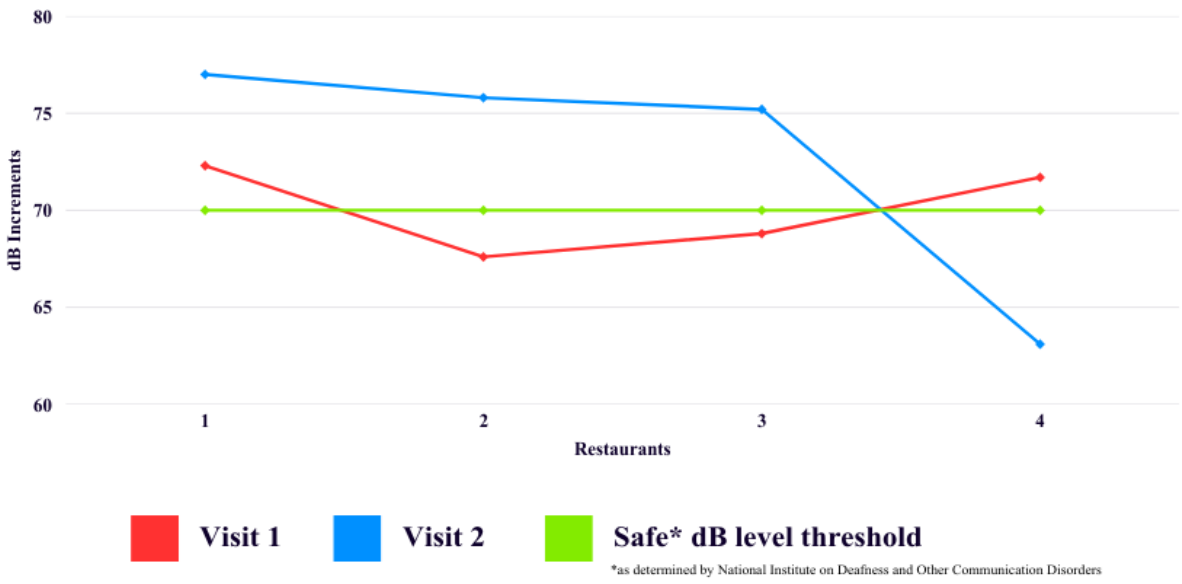


Figure 2. Light Readings Across Restaurants

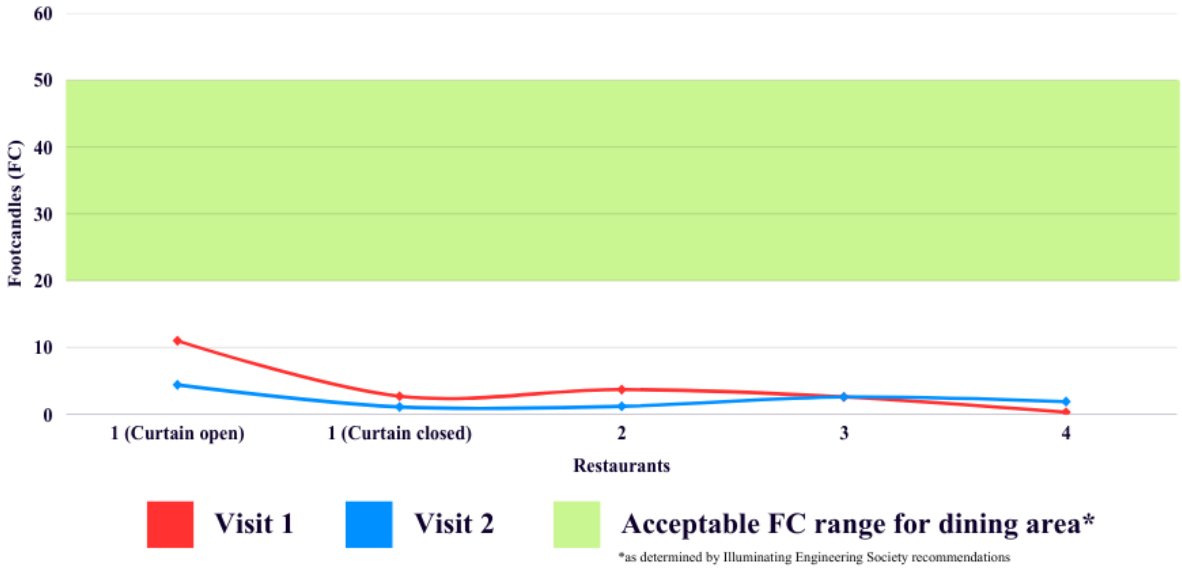


Figure 3. CO_2 Readings Across Restaurants

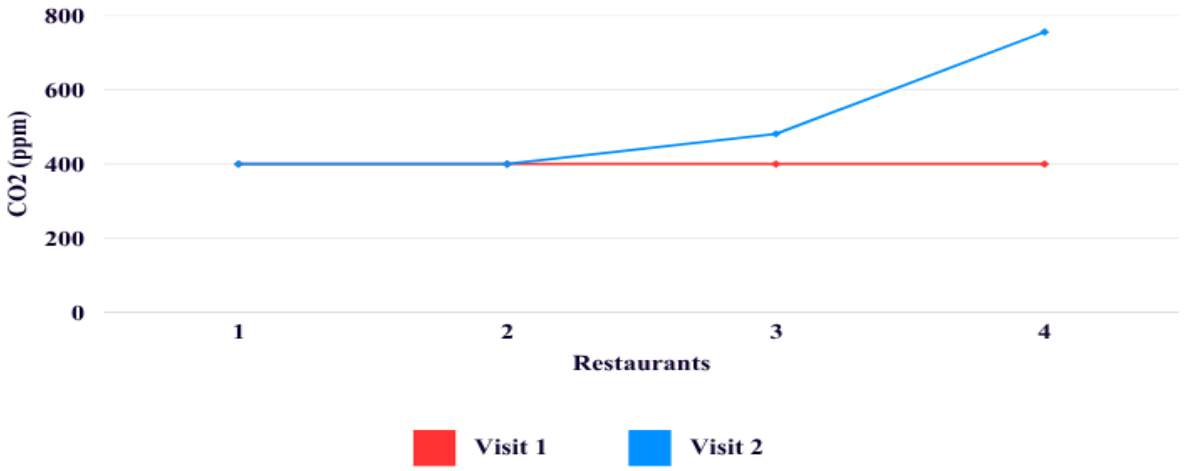
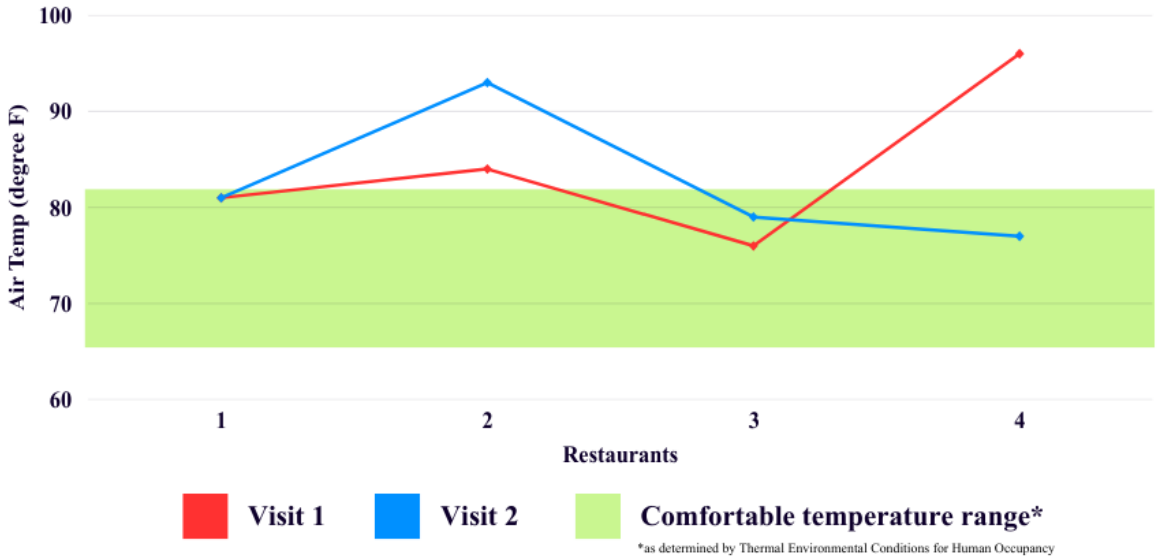


Figure 4. Humidity Readings Across Restaurants



Figure 5. Air Temperature Readings Across Restaurants



Key Observations

The sound levels vary across the places, with Restaurant 3 having the lowest sound level of 68.8 dB and Restaurant 4 having a higher level of 71.7 dB. However, as a previous review stated, the noise level is a big problem at Restaurant 3, where "the noise level was so loud that you could barely hear the person sitting next to you talk".

Lighting conditions differ significantly, especially between open and closed curtains in Restaurant 1. All places report good air quality, although CO2 levels vary, with Restaurant 4 showing a higher level of 755 ppm in one instance. The air temperature ranges from 76°F to 96°F, and humidity levels also vary, indicating different environmental conditions across the places.

Similarities and Differences Across the Restaurants

- All places have a similar average age range of 20-40 years old for at least one of the groups measured.

- All locations report “Good” air quality.
- Each document includes sound measurements, indicating the noise levels in decibels (dB).
- Humidity is measured in all locations, with values generally ranging from 51% to 63%.
- Air temperature is recorded in all documents, with values ranging from 76°F to 96°F.

Observations of Differences

Restaurant 3 has a lower sound level compared to Restaurant 1, which has the highest sound levels recorded. The noise issue is notable, as one review indicated that: "the noise level is a big problem," and another stated it was "so loud that you could barely hear the person sitting next to you". Restaurant 4 shows a significant difference in CO2 levels, with one reading at 755 ppm, which is notably higher than the others. The lighting conditions vary significantly, especially with Restaurant 1 having a higher reading when the curtain is open.

Research Questions

Question 1

While the collected data focused primarily on environmental measurements and patron feedback rather than design adaptability, the findings reveal several design deficiencies that point toward essential flexible elements restaurants should incorporate. The variability observed across service periods—including fluctuating occupancy levels (from 2 to 50 patrons), changing noise conditions, and varying natural light availability—demonstrates that static design solutions are insufficient for restaurant environments. Based on the documented challenges and patron complaints, the following adaptive design elements emerge as critical for responding to evolving social trends and demographic shifts:

Acoustic Design. The data indicates varying sound levels in different restaurants (e.g., Restaurant 3 at 68.8 dB and Scratch Kitchen at 72.3 dB). To adapt to social trends where patrons prefer quieter dining experiences, incorporating sound-absorbing materials or design features can help manage noise levels effectively. Additionally, a review notes that "…the noise level is a big problem. The restaurant was less than half full and one could hear voices from the very back to the very front".

Lighting Flexibility. The lighting measurements show different levels (e.g., 2.6 FC at Restaurant 3 and 11 FC 4 at Scratch Kitchen). Flexible lighting solutions that can be adjusted based on the time of day or type of event can enhance the dining experience and cater to different demographics.

Seating Arrangements. The data shows different capacities and average ages of patrons. Offering a mix of seating arrangements (e.g., communal tables, booths, and outdoor seating) can accommodate various group sizes and preferences, making the space more adaptable to changing demographics.

Temperature Control. With air temperatures recorded (e.g., 76°F at Restaurant 3 and 81°F at Scratch Kitchen), having a robust HVAC system that allows for temperature adjustments can ensure comfort for diverse clientele, especially during seasonal changes.

Menu Flexibility. While not directly measured, the reviews suggest a need for varied menu options to cater to different tastes and dietary preferences, reflecting changing social trends towards health and sustainability.

Conclusion. While the data does not explicitly list flexible design elements, the inferred aspects highlight the importance of acoustic management, lighting flexibility, seating variety,

temperature control, and menu diversity as essential components for restaurants to adapt to evolving social trends and demographic changes.

Question 2

Building upon the identified need for flexible design elements, the study examined how specific environmental conditions—light, sound, thermal comfort, and overall sensory design—function collectively to shape the dining experience. Data collected across all four restaurants revealed that these ambient factors do not operate in isolation but rather interact synergistically to either facilitate or inhibit social engagement, directly impacting customer satisfaction and likelihood of return patronage. The following analysis demonstrates how each environmental dimension contributes to the overall servicescape:

Light. The data shows varying lighting levels across different restaurants. For instance, Restaurant 3 has a lighting level of 2.6 FC, while Restaurant 1 has 11 FC when the curtain is open. Adequate lighting can enhance the dining experience, making it more inviting and comfortable, which is crucial for customer satisfaction.

Sound. The sound levels recorded are significant, with Restaurant 3 at 68.8 dB and Restaurant 1 at 72.3 dB. High noise levels can detract from the dining experience, as noted in customer reviews where noise was a common complaint. As one review stated, "the noise level is a big problem", and another noted, "the noise level was so loud that you could barely hear the person sitting next to you talk". A quieter environment is often preferred for conversation, which can lead to higher customer satisfaction and encourage repeat visits.

Thermal Comfort. The average air temperatures recorded range from 76°F at Restaurant 3 to 81°F at Restaurant 1. Maintaining a comfortable temperature is essential for a pleasant

dining experience. Humidity Levels: Humidity levels also play a role, with Restaurant 3 at 63% and Restaurant 1 at 54%. Proper humidity can enhance comfort and overall satisfaction.

Sensory Design. The combination of lighting, sound, and thermal comfort contributes to the overall sensory experience of the restaurant. Positive reviews often highlight the ambiance as a key factor in their enjoyment. One review mentioned, "the atmosphere is pretty good, themed a lot around Winston Churchill". A well-designed sensory environment can attract diverse demographics, fostering community engagement, and encouraging repeat business. Additionally, the "interior design is very original and attractive", which can further enhance the overall experience.

Conclusion. In summary, the interplay of light, sound, thermal comfort, and sensory design significantly impacts the ambient conditions of restaurants. By addressing these factors, restaurants can enhance customer satisfaction, promote community engagement, and encourage repeat business.

Question 3

Having established the critical influence of environmental conditions on patron experience, the analysis now turns to how physical design elements—spatial layout, material selections, and interior features—either support or undermine the environmental performance examined in Question 2. While the study's primary focus centered on quantitative environmental measurements rather than spatial configuration analysis, patron feedback and observational data revealed significant patterns linking design choices to experiential outcomes. Complaints about acoustic conditions, seating comfort, and temperature control consistently traced back to fundamental spatial and material decisions, suggesting that interior design features serve as the underlying mechanisms through which environmental quality is either achieved or compromised.

The following patterns emerged from the integrated analysis of environmental data and user feedback.

Noise Levels. Reports indicate that the noise level is a significant concern, with readings of 68.8 dB and 75.2 dB in different settings. Customers have mentioned that the noise can hinder conversation, with one review stating, "the noise level is a big problem" as you could "barely hear the person sitting next to you talk". This may negatively affect customer satisfaction and engagement. Similar issues are noted at Restaurant 1 with noise levels at 72.3 dB and 77 dB, suggesting that high noise levels can detract from the dining experience.

Ambiance and Atmosphere. Positive reviews highlight the atmosphere and thematic decor (e.g., Winston Churchill theme) as enhancing the dining experience. A well-designed interior can create a pleasant environment that encourages customers to return. Customers have expressed enjoyment of the vibe and environment, which can lead to increased community engagement and repeat visits.

Service Quality. Reviews from both restaurants indicate that attentive service contributes to customer satisfaction. For instance, well-trained staff and prompt service are frequently mentioned as positive aspects, including remarks about how "the food came out very quickly" and the bartender was "super-friendly".

Food Quality. The quality of food is consistently praised across reviews, which is a critical factor in customer satisfaction and repeat business. A well-designed space that accommodates efficient service can enhance the overall dining experience.

Conclusion. While the data in Table 4.3 does not explicitly support a correlation between spatial layout and customer engagement, it suggests that noise levels, ambiance, service quality, and food quality are crucial factors influencing customer satisfaction and repeat business.

Table 4.3 Identified Patterns/Trends Across the Dataset

Restaurant	Number of People	Sound (dB)	Light (FC)	Air Temp (°F)	Humidity (%)	CO2 (ppm)	Air Quality
Restaurant 1 Friday 6:00PM	20 upon arrival 30 upon departure	72.3	11	81	54	400	Good
Thursday 5:00PM	40 upon arrival 50 upon departure	77	4.4	81	51	400	Good
Restaurant 2 Monday 2:00PM	2 upon arrival 10 upon departure	67.6	3.7	84	49	400	Good
Tuesday 5:30PM	20 upon arrival 40 upon departure	75.8	1.2	93	42	400	Good
Restaurant 3 Monday 1:00PM	2 upon arrival 10 upon departure	68.8	2.6	76	63	400	Good

Saturday 7:30PM	30 upon arrival 50 upon departure	75.2	2.6	79	54	481	Good
Restaurant 4 Tuesday 5:30PM	2 upon arrival 15 upon departure	71.7	0.3	96	35	400	Good
Saturday 8:00PM	30 upon arrival 45 upon departure	63.1	1.9	77	53	755	Good

Sound Levels

Restaurant 4 had the highest sound level in Visit 1 (71.7 dB) , but decreased significantly in Visit 2 (63.1 dB). Restaurant 3 showed an increase in sound levels from Visit 1 (68.8 dB) to Visit 2 (75.2 dB). Restaurant 1 maintained a relatively high sound level (72.3 dB in Visit 1 and 77 dB in Visit 2). Restaurant 2 had lower sound levels compared to the others, with 67.6 dB in Visit 1 and 75.8 dB in Visit 2.

Lighting

Restaurant 1 had the highest lighting level (11 FC) when the curtain was open in Visit 1, which dropped to 4.4 FC in Visit 2. Restaurant 4 had low lighting levels in both visits (0.3 FC in Visit 1 and 1.9 FC in Visit 2). Restaurant 3 maintained consistent lighting levels (2.6 FC) across both visits.

Air Temperature & Humidity

Restaurant 4 had the highest temperature in Visit 1 (96°F) 9, which is significantly higher than the other restaurants. Restaurant 2 also had a high temperature in Visit 2 (93°F) 14.

Restaurant 3 had the highest humidity in Visit 1 (63%) and decreased to 54% in Visit 2. Restaurant 4 showed a significant increase in humidity from Visit 1 (35%) to Visit 2 (53%).

CO2 Particles

Restaurant 4 had a notable increase in CO2 levels from 400 ppm in Visit 1 to 755 ppm in Visit 2, indicating a potential issue with air quality. Other restaurants maintained stable CO2 levels around 400 ppm, except for Restaurant 3 which had 481 ppm in Visit 2.

CONCLUSION

This mixed-methods investigation examined the role of restaurant design in fostering social interaction through systematic analysis of four dining establishments located on Main Street in Norman, Oklahoma. The research addressed a critical gap in understanding how ambient environmental conditions—specifically sound, lighting, thermal comfort, and air quality—influence community engagement, customer satisfaction, and the commercial viability of dining establishments in this college-town context.

The study's central premise emerged from an observable pattern of premature restaurant failure in Norman, hypothesized to stem from inadequate consideration of experiential design principles during the conceptualization and development phases. Through a three-phase methodological approach encompassing field observations with quantitative environmental measurements, behavioral mapping protocols, and public review data analysis, this research established empirical foundations for understanding relationships between physical ambient conditions and social dining experiences.

Principal Findings

The quantitative data revealed substantial variability in environmental conditions across observed venues, with sound levels ranging from 67.6 dB to 77 dB, illuminance measurements spanning 0.3 FC to 11 FC, temperatures fluctuating between 76°F and 96°F, and CO_2 concentrations varying from 400 ppm to 755 ppm. These measurements, triangulated with qualitative patron feedback, demonstrated that acoustic conditions and thermal comfort emerged as primary pain points significantly impacting conversational capacity and overall dining satisfaction. Customer reviews consistently identified excessive noise as inhibiting fundamental social functions—most notably face-to-face conversation—that constitute the essential value proposition of communal dining experiences.

Conversely, the data indicated that establishments successfully implemented distinctive visual identities and thematic coherence, with patrons acknowledging aesthetic appeal and atmospheric intentionality. This finding suggests a critical disconnect in design priorities: Norman restaurants demonstrate competency in visual design execution while systematically underestimating the importance of functional environmental performance factors that directly enable or constrain social interaction patterns.

Addressing the Research Questions

In response to Research Question 1 regarding how spatial layout and interior design features impact community engagement, customer satisfaction, and repeat business, the findings revealed that poorly managed acoustic environments—resulting from material selections favoring hard, reflective surfaces without adequate sound-absorption treatments—fundamentally compromised patron ability to engage in sustained conversation, thereby negating the social

objectives that motivate restaurant patronage. Service quality and food excellence, while necessary conditions for satisfaction, proved insufficient to compensate for environmental conditions that physically impede interpersonal communication.

Research Question 2, examining how light, sound, thermal, and sensory design create ambient conditions supporting community engagement across changing demographics, was addressed through documentation of synergistic effects among environmental variables. The data demonstrated that no single ambient factor operates in isolation; rather, the holistic sensory environment—encompassing acoustic clarity, visual comfort, thermal stability, and air quality—collectively determines whether spaces facilitate or inhibit the prolonged social engagement associated with positive dining experiences and repeat patronage intentions. Extreme conditions in any single dimension (e.g., Restaurant 4's 96°F temperature or 755 ppm CO_2 concentration) can override otherwise favorable environmental characteristics.

Research Question 3's focus on flexible design elements necessary to adapt to social trends and demographic changes was illuminated by the substantial variability observed both across venues and within individual establishments across different service periods. The data suggests that static design solutions prove inadequate for restaurant environments characterized by dynamic occupancy patterns, varying patron demographics, and temporal service period differences. Adaptive systems for acoustic management, lighting control, and climate regulation emerged as essential components for maintaining consistent experiential quality across diverse operational contexts.

Theoretical Contributions

This research extends existing literature on servicescape theory and environmental psychology by providing empirical evidence specific to restaurant environments in a mid-sized college town context. While previous scholarship established theoretical frameworks linking ambient conditions to customer satisfaction (Agbenyegah et al., 2022; Pecotić et al., 2014) and identified optimal ranges for individual environmental parameters (Wardono et al., 2010), this study demonstrates how these principles manifest in operational restaurant settings and identifies critical thresholds where environmental deficiencies transition from mild discomfort to fundamental impediments to social function.

The post-pandemic context amplifies the significance of these findings. As Forbes et al. (2022) demonstrated, face-to-face social interactions provide particularly powerful benefits for psychological well-being compared to digital alternatives, with effects persisting beyond immediate encounters. Restaurants function as vital social infrastructure supporting these beneficial interactions; consequently, environmental design failures that compromise conversational capacity represent not merely commercial liabilities but missed opportunities for supporting community health and social cohesion in the post-lockdown landscape.

Practical Implications

For restaurant designers, operators, and hospitality management professionals, these findings emphasize the necessity of integrating evidence-based environmental performance criteria into conceptual design phases. The research suggests that successful experiential design requires moving beyond aesthetic considerations to incorporate acoustic engineering principles

(addressing reverberation time, speech intelligibility, and sound transmission control consistent with ASHRAE and LEED standards), adaptive lighting systems responsive to natural light availability and service period requirements, and HVAC systems with capacity margins adequate to maintain thermal comfort and air quality across variable occupancy conditions.

The documented pattern of restaurant failure in Norman attributable to experiential design inadequacies suggests that design education, professional practice standards, and municipal development review processes may insufficiently emphasize the functional environmental performance dimensions critical to hospitality space success. Addressing this knowledge gap requires interdisciplinary collaboration among interior designers, architects, acoustic consultants, and mechanical engineers during project conceptualization, supplemented by post-occupancy evaluation protocols that systematically assess environmental performance outcomes rather than solely architectural or aesthetic achievements.

Research Limitations

Sample Size and Diversity

Occupancy levels varied considerably across observational periods, ranging from 2-10 patrons to approximately 50 patrons per venue. This variability in sample size presents challenges for establishing consistency in environmental conditions and may limit the generalizability of findings across diverse dining contexts and demographic compositions. The diversity of group sizes and dining scenarios captured during data collection periods may constrain the applicability of results to broader restaurant typologies and service periods.

Limited Scope of Environmental Factors

This study examined a circumscribed set of ambient environmental variables, including sound levels, illuminance, temperature, humidity, and carbon dioxide concentrations. However, the research did not account for additional factors that substantially influence the dining experience, such as culinary quality, service efficiency, and interpersonal service dynamics. Furthermore, the presence of external environmental influences—such as proximate construction activities or community events—during measurement periods may have introduced staggering variables that could not be controlled or systematically documented, potentially influencing the validity of environmental assessments.

Observer Effect & Single Observer Difficulties

While the primary researcher adopted the role of regular patron to minimize obtrusiveness, the physical act of conducting environmental measurements using specialized equipment (light meters, sound meters, air quality monitors) remained visible to restaurant staff and patrons. This visibility introduces the potential for reactivity effects, wherein the awareness of being observed may alter typical patron behaviors, staff-customer interactions, or operational practices, thereby compromising the ecological validity of observational data and potentially inflating socially desirable behaviors while suppressing natural dining conduct.

Despite employing a method where the primary researcher was trained in how to use the measuring equipment operations and quantitative data collection protocols, comprehensive simultaneous observation of the entire restaurant environment remained truly unattainable. The single-observer configuration, wherein only the primary researcher conducted behavioral mapping and qualitative observations while the assistant focused exclusively on environmental measurements in different areas of the venue, created inherent spatial and temporal constraints.

These limitations necessarily produced observational blind spots, resulting in potential data loss during periods when the primary researcher was momentarily absent from observation posts (e.g., restroom visits) or when multiple significant interactions occurred concurrently in separate dining areas beyond the researcher's visual field. Additionally, the interpretation of qualitative behavioral indicators—including proxemic behaviors (leaning in, postural orientation) and gestural communications—inherently involves subjective researcher judgment. The reliance on a single qualitative observer introduces potential interpretive variability that may affect the reliability and construct validity of behavioral assessments, as inter-rater reliability could not be established for subjective behavioral coding.

Data Scraping

The data scraping methodology for analyzing patron feedback from digital platforms presents several potential inherent biases that constrain data interpretation. First, customer-generated content exhibits negativity bias, whereby patrons demonstrate greater tendency to document dissatisfactory experiences than satisfactory ones, potentially resulting in underrepresentation of effectively functioning design elements. Second, self-selection bias restricts the dataset to perspectives of individuals motivated to publicly share dining experiences, systematically excluding the silent majority of patrons. Finally, time-varying differences in review generation means that collected data may reflect multiple historical phases of restaurant operation, encompassing various design iterations, management regimes, or service quality periods that cannot be temporally aligned with current observational data.

Absence of Baseline Comparisons

The study does not incorporate pre-intervention and post-intervention measurements within the same establishments, precluding the ability to assess the impact of design

modifications over time or to control for venue-specific confounding variables through within-subjects comparison. Additionally, the sample exclusively comprises currently operational restaurants and excluding recently failed establishments. This methodological constraint prevents direct comparison between design characteristics of commercially successful versus unsuccessful venues—a comparison that would provide critical insights into the relationship between experiential design quality and business viability, which constitutes a central motivating concern of the research problem.

Suggestions for Further Exploration

Based on the systematic analysis of restaurant environments in Norman, Oklahoma, several critical areas warrant further scholarly investigation to advance understanding of the relationships between ambient conditions, customer satisfaction, and social dining experiences. The following recommendations identify specific research directions that could address gaps in the current study and contribute to the development of evidence-based design principles for hospitality environments.

Acoustic Intervention Strategies

The quantitative data reveal considerable variability in sound levels across observed venues, with measurements ranging from 67.6 dB to 77 dB, accompanied by consistent qualitative feedback indicating that excessive noise substantially impairs conversational capacity and overall dining satisfaction. Restaurant 1 exhibited sound levels of 72.3 dB and 77 dB across observational periods, while Restaurant 3 recorded measurements of 68.8 dB and 75.2 dB, with patron reviews explicitly stating that acoustic conditions constituted "a big problem" and rendered verbal communication difficult even when the establishment operated below half capacity.

Future research should systematically investigate the efficacy of various acoustic intervention strategies in restaurant environments. Controlled studies examining the implementation of sound-absorbing materials—including acoustic ceiling panels, textile wall treatments, upholstered furnishings, and strategically positioned sound barriers—could quantify the effectiveness of different materials and configurations in reducing ambient noise levels and improving speech intelligibility indices. Such investigations should measure reverberation time (RT60) at multiple frequencies and calculate speech transmission index (STI) values. Comparative analyses across different restaurant typologies and occupancy densities would yield insights into scalable acoustic design solutions applicable to diverse hospitality contexts.

Illumination Effects on Patron Experience and Behavior

Lighting measurements demonstrated substantial variation both across venues and within individual establishments, with Restaurant 1 exhibiting particularly dramatic fluctuations from 11 FC to 4.4 FC contingent upon window treatment configurations. These variations, which span from below to well above IES recommended illumination levels for dining environments (5-20 FC), suggest inconsistent control over visual ambient conditions that influence mood states, perceived atmosphere quality, and behavioral intentions in ways that have yet to be researched or proven. Subsequent research should employ experimental methodologies to systematically evaluate how specific lighting parameters—including illuminance levels, spectral distribution (color temperature), and spatial distribution patterns—affect patron psychological states, social behaviors, and satisfaction judgments. Mixed-methods approaches combining physiological measurements, behavioral observations, and self-report instruments administered under controlled lighting scenarios could elucidate causal mechanisms linking luminous environment characteristics to dining experience quality. Particular attention should be directed toward

understanding how adaptive lighting systems that respond to natural daylight availability, time of day, and occupancy patterns can optimize visual comfort while maintaining operational flexibility to accommodate varying demographic preferences and service period requirements.

Interior Design Elements and Social Interaction Facilitation

Qualitative review data consistently acknowledged the aesthetic appeal and thematic coherence of observed venues, with patrons describing interior design as "very original and attractive" and praising atmospheric elements such as Restaurant 2's Winston Churchill thematic integration. These findings suggest that establishments have successfully implemented distinctive visual identities; however, the current research provides limited insight into how specific design elements function mechanistically to facilitate or inhibit social interaction patterns. Subsequent research should employ detailed case study methodologies and comparative analyses to examine relationships between discrete interior design variables—including color palettes, furniture typologies and configurations, spatial zoning strategies, material selections, and decorative elements—and measurable social interaction outcomes.

Concluding Statement

This investigation provides empirical evidence that restaurant design significantly influences social dining experiences, customer satisfaction, and by extension, commercial sustainability. The research demonstrates that environmental design failures—particularly acoustic and thermal comfort deficiencies—can undermine otherwise successful culinary and service operations by fundamentally compromising the social interaction capacity that constitutes dining's primary experiential value. As restaurants continue to serve as essential community gathering spaces in the post-pandemic era, understanding and optimizing the environmental conditions that facilitate meaningful interpersonal connection represents both a commercial

imperative for individual operators and a broader public health consideration for communities seeking to support social infrastructure that enables human flourishing. The transition from aesthetically driven to experientially optimized restaurant design requires systematic integration of environmental psychology principles, building science expertise, and human-centered design methodologies—a paradigm shift with profound implications for hospitality industry practice, design education, and urban vitality in communities like Norman, Oklahoma, and beyond.

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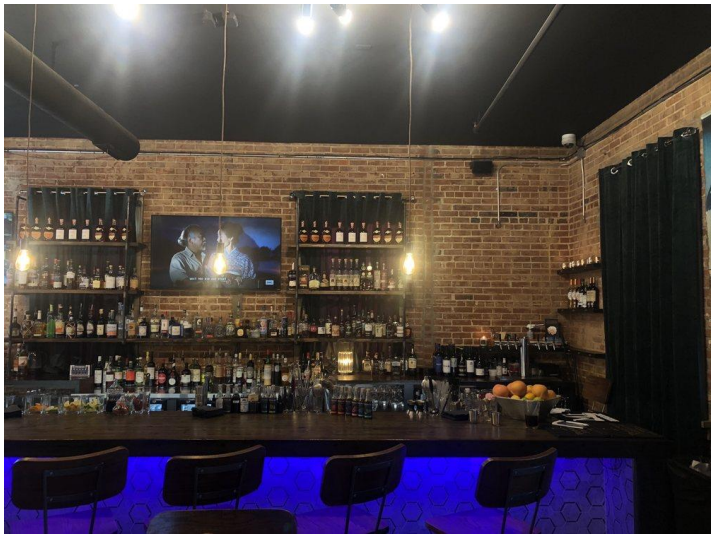
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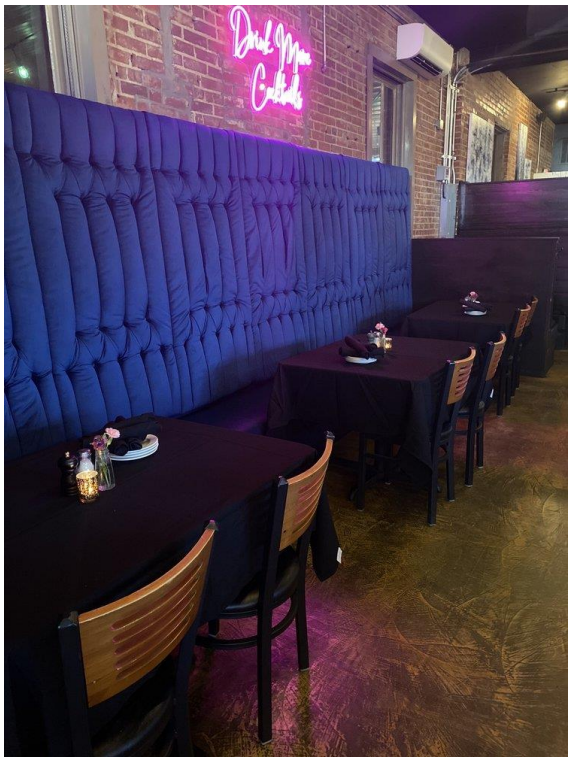
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Appendix

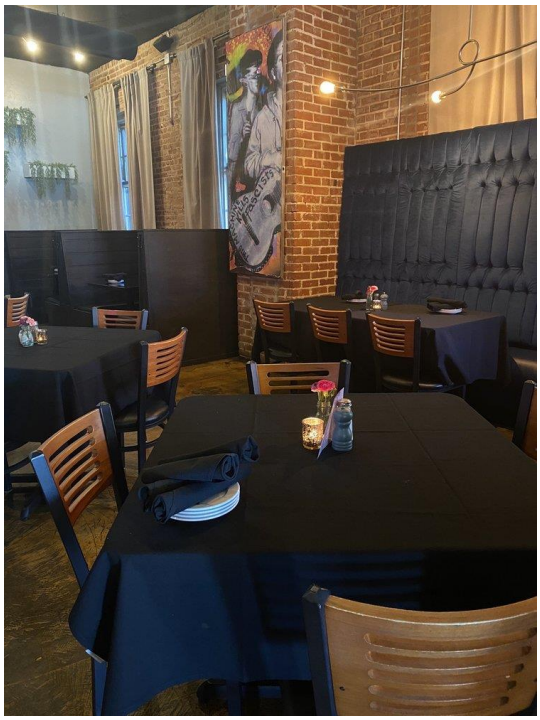
Appendix A: Photos of Restaurants



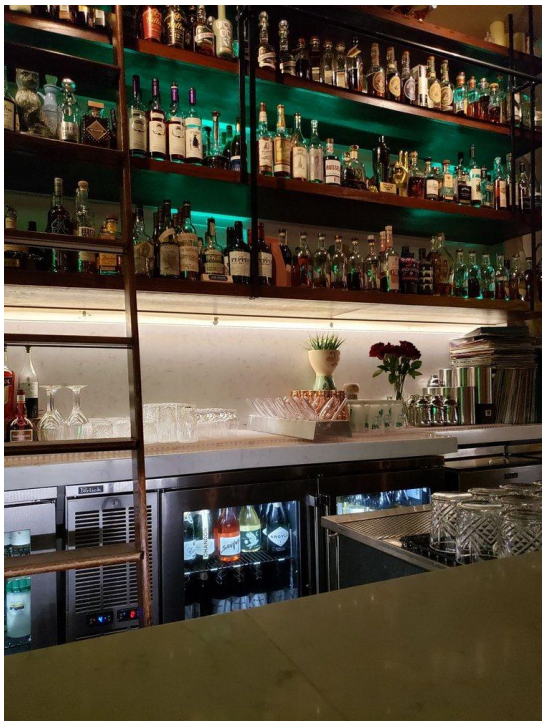
Interior Bar of Restaurant 1



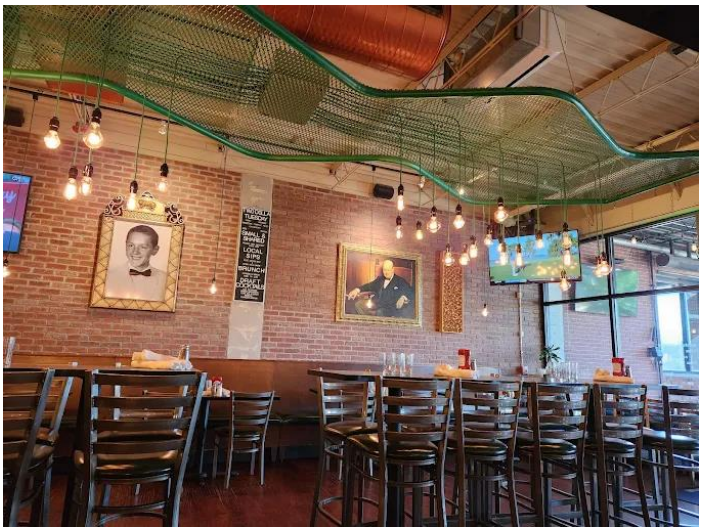
Interior Half Booth Seating of Restaurant 1



Interior Table Seating of Restaurant 1



Interior Bar of Restaurant 2



Interior Table Seating of Restaurant 2



Interior Bar Seating of Restaurant 3



Interior Table Seating of Restaurant 3



Interior Bar Seating of Restaurant 4



Interior Table Seating of Restaurant 4

Appendix B: Data Collection Matrix

Visit 1	
Place:	Restaurant 1
Time:	Saturday, Lunch Time
Number of People:	20 at arrival; 30 at departure
Data Measured	
What Was Measured	Reading
Sound	72.3 dB
Lighting – Curtain Open	11 FC
Lighting – Curtain Closed	2.7 FC
Air Temperature	81 degree F
Humidity	54%
CO2 Particles	400 ppm
Air Quality	Good

Visit 2	
Place:	Restaurant 1
Time:	Thursday, Dinner Time
Number of People:	40 at arrival; 50 at departure
Data Measured	
What Was Measured	Reading
Sound	77 dB
Lighting – Curtain Open	4.4 FC
Lighting – Curtain Closed	1.1 FC
Air Temperature	81 degree F
Humidity	51%
CO2 Particles	400 ppm
Air Quality	Good

Visit 1	
Place:	Restaurant 2
Time:	Monday, Lunch Time
Number of People:	2 at arrival; 10 at departure
Data Measured	
What Was Measured	Reading
Sound	67.6 dB
Lighting – Curtain Open	3.7 FC
Air Temperature	84 degree F
Humidity	49%

CO2 Particles	400 ppm
Air Quality	Good

Visit 2	
Place:	Restaurant 2
Time:	Thursday, Dinner Time
Data Measured	
What Was Measured	Reading
Sound	75.8 dB
Lighting – Curtain Open	1.2 FC
Air Temperature	93 degree F
Humidity	42%
CO2 Particles	400 ppm
Air Quality	Good

Visit 1	
Place:	Restaurant 3
Time:	Monday, Lunch Time
Number of People:	2 at arrival; 10 at departure
Data Measured	
What Was Measured	Reading
Sound	68.8 dB
Lighting – Curtain Open	2.6 FC
Air Temperature	76 degree F
Humidity	63%
CO2 Particles	400 ppm
Air Quality	Good

Visit 2	
Place:	Restaurant 3
Time:	Sunday, Dinner Time
Number of People:	30 at arrival; 50 at departure
Data Measured	
What Was Measured	Reading
Sound	75.2 dB
Lighting – Curtain Open	2.6 FC
Air Temperature	79 degree F
Humidity	54%
CO2 Particles	481 ppm

Air Quality	Good

Visit 1	
Place:	Restaurant 4
Time:	Wednesday, Lunch Time
Number of People:	2 at arrival; 15 at departure
Data Measured	
What Was Measured	Reading
Sound	71.7 dB
Lighting – Curtain Open	0.3 FC
Air Temperature	96 degree F
Humidity	35%
CO2 Particles	400 ppm
Air Quality	Good

Visit 2	
Place:	Restaurant 4
Time:	Sunday, Dinner Time
Number of People:	30 at arrival; 45 at departure
Data Measured	
What Was Measured	Reading
Sound	63.1 dB
Lighting – Curtain Open	1.9 FC
Air Temperature	77 degree F
Humidity	53%
CO2 Particles	755 ppm
Air Quality	Good

Appendix C: Restaurant 1 Data Scraping

Reviews				
Review Platform	**Category**	**Key Word Searched**	**Review**	**Date of Review**
Yelp	Lighting	Light	Our server was great, always had a smile and helped us with dinner recommendations. The environment was not super dark, but blocked out a lot of the outside light which is great for the hot summer days coming soon. My pasta (the blackened chicken pasta) was absolutely delicious. The chicken was juicy, and the pasta had a little bit of a kick in the sauce, not super spicy or overly cheese. My friend said their BLT sandwich was yummy, it was a large portion so they couldn't finish the whole sandwich. The fries with the sandwich and the house made ketchup were incredible too. My other friend absolutely loved the catfish and the mashed potatoes and asparagus. They did get their catfish without the creole sauce, since they don't typically like creole flavoring. The catfish was still flavorful and it smelled so good. The only thing we were meh about was the Hawaiian rolls they served. They were a bit stale and lacking flavor, but the butter they served the rolls with helped to elevate the rolls. The lavender lemonade was refreshing. If you want the lemonade to taste more lemonade-y than lavender, you can just squeeze out the lemon juice in there to dial back on the lavender taste. But overall this was a great experience, we'll definitely be going back soon!	6/6/24
Yelp	Lighting	Lighting	I was on a liquid diet for most of the afternoon to late evening on a lovely Friday. So, in classic Joy fashion, I drove from my work summer party	8/28/13

			to Norman just to kick it with a buddy of mine I hadn't seen in ages. I suggested "Restaurant 1" because it's new and I wanted to try a couple of their side dishes. I ended up ordering a chicken ceasar salad and shoe string fries. Wa wahhhh. I guess the liquid diet wanted less of the good stuff! Cocktails? You betcha I had one! We both ordered something with absinthe. I can't for the life of me remember the names, but mine was fizzy and maybe called Death In The Afteroon. My friend ordered Sazerac (I think) and the absinthe was poured more on the heavy side. The dim lighting prevented me from taking pictures. Atmosphere = a mix of hipster meets dark gastro pub. The bathrooms are located next to the kitchen without a separating wall. You get to see the chefs and wait staff in action if you have to wait. Food? The dressing on the salad is light and refreshing. Standard garlic and anchovie flavors were not very prevalent, which might be good thing for those who typically don't like ceasars.. Fries were my fav-super crispy and thin with just enough seasoning. Easily sharable and I image it working great with a cold brew!!	
Yelp	Lighting	Lighting	One word: mehhhh FOOD: 3/5, APPS: SPINACH DIP & RISOTTO BALLS: Dip that the servers rave about was awful. Not much spinach, consistency was off, was sitting in liquid, did not eat it. Risotto balls were well-fried, taste was bland, we requested an aioli to pair with it and that made it worth eating. MAIN: COFFEE CRUSTED PORK TENDERLOIN, SLIDERS, MAC AND CHEESE: pork was amazing,	8/18/18

			great taste. Came with carrots that one could say, "bae was BASIC". Would not order the omentioned items on another visit. SERVICE: 3/5: Our server was a kind young woman. She mentioned she was new. Love the honesty. Was slow to kinda slow service. AMBIANCE: 3/5: dark **lighting**, black regular height and tall tables, half booths. Would make for a casual date night or fun intimate girls night RETURN?: Probably not IF I DID?: l'd order the sriracha Caesar	
Yelp	Lighting	Lighting	I've been here twice and had amazing service. The mimosas are delicious. There is a lot of mood **lighting** and comfortable seating. It's a great place for a date or to take the gals for brunch. The herb potatoes and french toast are to die for. They also have really interesting and yummy appetizers. Again the service is amazing, l've had two different waitresses who have both made me feel special each time l've came here. A little pricey for brunch but completely worth it. They also have a lot of cocktails to choose from. 10/10!	1/22/23
Yelp	Sound	Noise	We had a party of eight on a busy week night. Service was good, the food was good, not exceptional but good. The problem we had was that the noise level was beyond belief loud to the point where normal conversation was difficult. When we dining out a large part of a good experience is the company and conversation with your dinner party. Due to the noise level, we won't be back at "Restaurant 1". Tip - don't order the spinach dip. Not worth the price. Sorta meh.	2/11/18

Yelp	Sound	Noise	Food is good but environment sucks. Way too loud and the building echoes. Can hardly order food let alone carry on a conversation. If you're into deafening **noise** with your food then this is your place!	7/18/16
Yelp	Sound	Noise	Busy, fun place with great food. Went with a large-ish party and the waitstaff handled it perfectly. Despite being busy the rooms are divided up so the **noise** level is tolerable and conversation is possible. Nice selection of beers and an extensive cocktail list as well. Parking is a bit iffy, but manageable.	9/17/17
Yelp	Sound	Hear	We went to this restaurant simply because we drove by and noticed it. Wow! We were in for a real treat. The old building with exposed bricks adds a delightful ambiance. For older folks like me, it became a little hard to hear when the place got busy. The real surprise was the food. Everything is made from "Restaurant 1" using the freshest ingredients. I am highly allergic to alcohol so I had to order my rack of lamb without its usual sauce. The waitress informed us most of their dishes are cooked in wine but they were happy to accommodate me. It was amazingly delicious. My partner had the Pancetta chicken and it was incredible! Seriously, this food was worth the higher price we paid. I highly recommend this place. This was truly fine dining!	8/3/14
Yelp	Sound	Shout	Yummy! Had the 'organic' salmon. I'd much rather have wild caught. Oh well. Cooked nicely - fresh al dente veggies - thanks! Wasn't planning on drinking but the waitress got me with the Farm to Table wine flight - it was delicious! So much so that I wrote the distributor to see where I could get it! Suggestions to the	9/14/16

			management: You need plants or fabric! And lots of it - this place is LOUD because voices just bounce off the brick walls, concrete floors and other hard surfaces. Had to shout at my waitress to be heard. You need WD40 - and then spray it on the bathroom stall doors! They are SQUEAKY! Great ambiance - good presentation - nice pleasant & informed waitress. Was planing to go to Benvenuti's across the street. Glad I spotted this place & checked out Yelp reviews! Have been slightly disappointed with Benvenuti's in the past when in town. Glad to find another option.	
Yelp	Sound	Sound	My dad took us here for my birthday. I didn't hate it but I felt bad for Dad, who probably hoped for more than a $14 flank steak flopped on a plain white room temperature plate. Even if he didn't, was still embarrassed for him. It says quite clearly on the menu if you want a side like mac n' cheese it will be $7 extra, but at least throw a brotha' a piece of kale garnish or something! I had something parmigiana, which was okay, lacked zing. My girlfriend had a veggie BLT type sandwich with a tomato chutney or something that we all agreed was a fantastic sauce. Yes, in hindsight I guess it wasn't an awesome meal if all we could rave about was G's sandwich sauce... Ambience also left a lot to be desired, that place is a **noisy** barn. When I pay what they charge for a meal l expect a lot more than thoughtfully sourced ingredients. I want garnish, nice flatware, and a few plush objects placed thoughtfully around the space to knock down some of the sound waves. Conversation is not	10/14/13

			impossible with a good amount of effort put into speaking loud and clearly, and pointing your ear toward whoever is talking. Dessert I hear is fantastic but they were out so…..that sucks. Did I mention it was my birthday? Cocktails were, without exception, fantastic. The bar was done by an expert. They have at their disposal a fabulous selection of spirits and mixers. Their house cocktails are intriguing and tasty and include geeky classics, popular exotics, and original twists. I keep saying I'm going to go back and work my way through the rest of the list, but honestly it's been 3 months and I haven't found an excuse to get back here :(C'est la vie.	
Yelp	Sound	Sound	I wanted to like this place, but it proves to be yet another restaurant that is "trendy enough" for Norman, Oklahoma, and little else. Like several other newer eateries (Syrup, Local), "Restaurant 1" trades on its exterior to draw in customers (an exterior which, truth be told, could have benefitted from the advice of an architect who knew a bit about sound and reverb). The food is mediocre at best, certainly not worth the time spent going out. The place actually reminded me of a cafeteria, full of cafeteria fare (albeit dressed up with breadcrumbs or aioli) and older patrons. I should also mention that "Restaurant 1" makes basically no effort to cater to vegetarians. The drinks, on the other hand, are excellent, and make the place worth trying. It's clear that this is their area of expertise. Final word: "Restaurant 1" could be an stellar bar, but is succeeding at becoming a rather forgettable restaurant.	6/4/13

Yelp	Ambiance	Ambiance	Always a nice place to celebrate a birthday, anniversary, watch a football game, meet new friends at the bar, great food, service, friendly smiles with greetings. Champagne, mixes, cocktails, bourbon, scotch, vodka ect.. Nice selection. **Ambiance** is nice, not crowed seating. They do have big booths too, for bigger groups. A must try restaurant on Main St in Norman. Convenient location for Friday ART Walks, Dining & Shopping	8/31/25
Yelp	Ambiance	Ambiance	I think Teddy and I may have found our new weekend lunch spot. "Restaurant 1" not only has a dog friendly patio that is adorable, they have a dog friendly menu. Teddy has dementia and hip dysplasia so it's getting harder and harder to leave him alone at home. Being able to take him on car rides to cute coffee shops and restaurants when it's too hot to hit the park has been a game changer and has brought us closer together. That being said, not only am I stoked to find a new restaurant that allows my pup, but the service, ambiance and food are impeccable. It's cute indoors also from what I could tell, but the patio is colorful and they had an indie playlist circa 2010 playing. I ordered the Sriracha Caesar Salad with Grilled Shrimp and it was one of the best Caesars l've had in a long time. The lettuce was crisp, the cheese and dressing weren't overpowering and the shrimp was well seasoned and cooked perfectly. It wasn't tough or chewy and burst with flavor. My waitress checked on us frequently.	8/15/25
Yelp	Ambiance	Ambiance	Great food & excellent service! Sat at the bar quickly & had a really great cocktail, Dark Fantasy. Burger was good, but I forgot that--out	12/4/24

			West--well-done is the norm. Still: tasty with crispy shoestring fries. Nice chill **ambiance**, too.	
Yelp	Ambiance	Ambiance	The food is five stars. The service is five stars. The **ambiance** could use a refresh as it's been quite a few years since they opened in Norman but other than that, it's terrific!	3/14/24
Yelp	Ambiance	Ambiance	The food--you guys everything here is made from "Restaurant 1" and you won't find anything that comes close in Oklahoma. The food is unique and perfectly delightful. Good sized servings. I ordered eggs Benedict and I had never seen a slice of ham this big ever! I had to share the ham with my husband-- he was more than ok with that--because the ham was massive-like more than an inch thick! They put quality over profits, that's for sure! You will never see that anywhere else. Locally sourced food. I mean, the food quality is from a different time/place in the best kind of way. Ambiance-compared to other nearby brunch places, this place is the best. So quiet and calm with really cute decorations. Music was fun but not intrusive. We were here for brunch on a whim and so glad we got in right when they opened so no crowds. I noticed the happy hr menu and thought "oh we'll be back for a fun date" Service--the staff was polite and kind. Never rushed! Gave good recommendations. Perfect mix of professionalism and friendliness. Next time we will check out the patio. Hope you enjoy as much as we did!	1/3/24
Yelp	Ambiance	Ambiance	I was hesitant about coming here as my husband and I have two little kids. Thankfully, I contacted the folks at "Restaurant 1" on Facebook, and instantly got a response saying	1/21/16

			they would love to serve us. Seeing as I've heard about "Restaurant 1" and their awesome menu, I wanted to try it for myself. We don't live in Norman and luckily, were going to be in town around lunchtime. I'm so happy we came. When we walked in, a manager (I'm assuming) greeted us. He already had our table - including our two high chairs -- ready. Our server was wonderful, attentive, and really sweet. Overall, I enjoyed the ambiance, the coziness of the place, and the food. Everything, even the kids menu (oh yes, your little one can have a flank steak of he or she desires), made your mouth water. My special of the day was a Cuban sandwich that was just perfect. My guy got the California girl that was extremely filling. We also enjoyed both lavender and honey lemonades. Side note: The crab cakes were the bomb dot com. I'm a Baltimore native, and am super picky, but had no complaints! If we were local to "Restaurant 1", I'm pretty sure we would pop in for a cocktail or craft beer. This place has a warm vibe and a cool ambiance that makes you feel like you're dining in a nice NYC spot (I used to live there). Thank you for your kind service and tasty food. Thank you for accommodating our kiddos -- and thanks for following up on FB to ask if we enjoyed ourselves!	
Yelp	Ambiance	Ambiance	With so many restaurants trying to be new and trendy versus just good, I was suspect, but very surprised. Of course, every place needs time, but it is definitely one of the nicest restaurants of this type in the okc/norman areas. I've eaten here several times now. I love the **ambiance**; you feel like you're	7/9/13

			experiencing something while you're there. It's very classy yet also relaxed and comfortable. Their appetizers and great and the regular menu items are better than you'd expect for things such as a chicken sandwich. Also, it just feels good to your eating healthy since their pastas are whole wheat, etc. Most places don't offer that. There isn't a better mac and cheese anywhere. The drinks are really better than amazing.	
Yelp	Ambiance	Ambiance	We went to this restaurant simply because we drove by and noticed it. Wow! We were in for a real treat. The old building with exposed bricks adds a delightful ambiance. For older folks like me, it became a little hard to hear when the place got busy. The real surprise was the food. Everything is made from "Restaurant 1" using the freshest ingredients. I am highly allergic to alcohol so I had to order my rack of lamb without its usual sauce. The waitress informed us most of their dishes are cooked in wine but they were happy to accommodate me. It was amazingly delicious. My partner had the Pancetta chicken and it was incredible! Seriously, this food was worth the higher price we paid. I highly recommend this place. This was truly fine dining!	8/3/14
Yelp	Ambiance	Ambiance	One word : m e h h h h FOOD: 3/5, APPS: SPINACH DIP & RISOTTO BALLS: Dip that the servers rave about was awful. Not much spinach, consistency was off, was sitting in liquid, did not eat it. Risotto balls were well-fried, taste was bland, we requested an aioli to pair with it and that made it worth eating. MAIN: COFFEE CRUSTED PORK TENDERLOIN, SLIDERS, MAC	8/18/18

			AND CHEESE: pork was amazing, great taste. Came with carrots that one could say, "bae was BASIC". Would not order the omentioned items on another visit. SERVICE: 3/5: Our server was a kind young woman. She mentioned she was new. Love the honesty. Was slow to kinda slow service. **AMBIANCE**: 3/5: dark lighting, black regular height and tall tables, half booths. Would make for a casual date night or fun intimate girls night RETURN?: Probably not IF I DID?: I'd order the sriracha Caesar	
Yelp	Ambiance	Ambiance	Gave this place another try and still feel pretty much the same. This time I sat at the bar and there were definitely some improvements though. First, the bartenders were great. They were friendly and informative, without being overbearing or intrusive on conversation. While the cocktails do take a little while to make, it's because they're really intricate. Perhaps a touch too intricate, but they were delicious. I suggest the Sooner Cobbler, The Sparrow Bee, or the Old Fashioned. Second, there were more people in the restaurant, which improved the **ambiance**. It still comes off a bit stiff and too bare, but with more people it wasn't as quiet or awkward. However, the food still didn't seem to wow. I had the salmon cups appetizer and it was a touch under "ok." You get three big "cups," which are strange cracker-like vessels for a large portion of herbed cream cheese, a decent serving of slightly-overcooked salmon, a touch of a sriracha-like sauce and a little bit of avocado. But the cracker was pretty stale and	7/23/13

			flavorless. And the amount of cream cheese was overbearing. It would be much better as a smoked salmon appetizer on a crostini or something. Since their menu is fairly small, there just weren't a lot of appetizers that made me want to stay at the bar for more drinks. If this place could switch to separate lunch & dinner menus, adding more small plates to keep bar patrons, I think it could do well. But there are still kinks to be worked out. I would go back for drinks, but I'd be careful not to go hungry (though I'll still give dinner a chance at some point).	
Yelp	Ambiance	Ambiance	The service is just too damned slow, and it's not the wait staff's fault. The food is so-so, but overpriced. And if you want to order a cocktail, try calling ahead before you leave. In fact, call the order in, then mow the lawn, take a shower, do your taxes, arrive at the restaurant, place your food order and then your drink MIGHT arrive in time for your dinner. But that's only because the kitchen is so slow to get food to the table. I've been to "Restaurant 1" a number of times, because I thought they were going through growing pains and learning how to get their act together. But after a couple years, I will say now most of the food I've had there is overpriced and uninspired. The concept is very good and the decor is trendy and cool. The execution is just sorely lacking. But if you go, try the Caesar salad-it's large, with home-made croutons, the perfect amount of dressing, and then hit with some lemon zest that really makes it sing. Open letter to "Restaurant 1": speed up the bar and you will make more money. Your profits are in the alcohol. Open letter	8/12/15

			to Everyone Else: Take a pillow and a blanket. You're going to be there a while.	
Yelp	Materials	Seating	Great food! I had the cajun pasta, and my wife had the pancetta wrapped chicken breast. We started off with the spinach dip. The spinach dip tasted so fresh and homemade. The picture we posted doesn't do it justice, because I had to taste it, then my wife said "pictures!" Oops. My cajun pasta was great. Perfect flavor. It had a good amount of crawfish and shrimp. My wife's chicken and the parmesan risotto were out of this world, too. Our waiter was very attentive, friendly, and gave great suggestions. The atmosphere was great for a date night. Slightly dimmed, but not too dark. **Seating** areas were beautiful, with beautiful fabrics on the seat backs of the booth part of the table. Place settings were perfect. The artwork in our spot had some nice abstract art. I highly recommend this spot, and we wil be back.	1/29/24
Yelp	Materials	Fabric	Yummy! Had the 'organic' salmon. I'd much rather have wild caught. Oh well. Cooked nicely - fresh al dente veggies - thanks! Wasn't planning on drinking but the waitress got me with the Farm to Table wine flight - it was delicious! So much so that I wrote the distributor to see where I could get it! Suggestions to the management: You need plants or **fabric**! And lots of it - this place is LOUD because voices just bounce off the brick walls, concrete floors and other hard surfaces. Had to shout at my waitress to be heard. You need WD40 - and then spray it on the bathroom stall doors! They are SQUEAKY! Great ambiance - good presentation - nice pleasant &	9/14/16

			informed waitress. Was planing to go to Benvenuti's across the street. Glad I spotted this place & checked out Yelp reviews! Have been slightly disappointed with Benvenuti's in the past when in town. Glad to find another option.	
Yelp	Materials		I'm not sure how I've gone so long without reviewing this great restaurant. I've eaten here several times, mostly for dinner, and have never, ever, had anything I didn't like. They have a really interesting cocktail list, and a decent wine selection. The atmosphere is a bit odd, and it can get kinda of loud. I find their tables to be uncomfortable, and once when I asked for a booth, they told me they didn't have any available. I looked around and every single booth was open. I thought maybe they had reservations, so I didn't say anything. Five minutes later when still no one was sitting in their **booths**, I asked if they were reserved. When told no, I asked our waitress if we could move to one. She also denied the request and said they save them for larger parties. However, we were there for about 1.5 hrs, and there were at least two open then entire time! Next time I'll make a reservation and specifically ask for a **booth**. My only other complaint is the prices are a bit high for the quantity you get. I'm a quality over quantity girl all the way, but while their quality is a 5, their portions are a bit on the skimpy side. Everything else is so superb, I only deducted one star for these complaints. I think it was ice cream of some sort. I recently used their catering services. My father passed away and we needed to arrange a breakfast on very short notice. I	4/20/16

			worked with Jacque, the head chef, and she was amazing. I explained my situation, and within 24 hours we had an agreement worked out, menu planned, and services secured. I got lucky that a drop off/pickup arrangement worked and I didn't need wait staff, and it all worked perfectly. The food was set up, buffet-style, in very large, professional-looking, roll-top chafers. They arranged all the scones, biscuits, jam, butter, and fruit on the table with the sterno heaters and chafers. It al looked very elegant, and all the food was fresh and delicious. We got a ton of compliments, and even had a ton of food left over. I'll definitely keep them in mind if I ever need another breakfast event.	
Yelp	Temperature	Heat	My fiancé and I came here for a date night. We sat outside because we didn't have any reservations. It was a chilly night but with the **heat** sources in the outdoor area it wasn't bad at all. There were also some table games available, which my fiancé and I enjoyed. The drinks, food and service were great. Pretty pricey but for a date night, worth it!	3/18/23
Yelp	Temperature	Air	We went for Mothers Day dinner. The food was phenomenal. Everyone loved their dish including our appetizer (dips and chips with plantains). The bartender was fantastic and our drinks were perfectly made. The issue with our dinner was the atmosphere. If you like **air** conditioning, this isn't the place for you. We checked the thermostat on our way out and it read 77 degrees. Everyone in the restaurant including the servers were sweating. It really stole the joy out of our meal. Our server was friendly	5/8/22

			but clearly exhausted or something. She just wasn't as attentive to our table as we thought she should be, especially for a Mothers Day special meal. We had to ask for menus, silverware, and water. We were seated quickly but basically forgotten about for ten minutes which makes no sense because we had a reservation. Another table that did not have a reservation walked in and got four menus and water before we did. Overall, we paid way too much for a poor atmosphere on what should've been a special evening with mom. As stated, the food was outstanding but the atmosphere, particularly the heat in the restaurant and lack of attentiveness by the staff really ruined it for us.	
Open Table	Lighting	Light	N/a	N/a
Open Table	Lighting	Lighting	N/a	N/a
Open Table	Sound	Noise	The food was excellent and the service was very good. There was a bit of trouble getting the dishes out in the correct order (entree arrived well before the salad) but everything was good. The downsides were the noise level and seating. It was extremely loud in the restaurant, with our group of 5 having to yell across the table to be heard. We had a booth which was very uncomfortable -- the benches were an inconvenient height, as well as a strange distance from the table.	5/14/16
Open Table	Sound	Noise	We were a group of ten and were seated in a birds' nest like room off by ourselves. The arrangement was very uncomfortable with no room to lift our arms and even read the menus side-by-side. We asked and were nicely given another larger table. Unfortunately, the U-style	5/14/16

			table and loudness of the room made it nearly impossible to talk with anyone across the table. The U in the table set us about 5-6 feet away from them and it was very frustrating because this was a special meal celebrating graduation and we were unable to enjoy people we were trying to get to know better. The food was very good, the drinks were okay, and the service was alright too. Noise level is extremely high.	
Open Table	Sound	Noise Sound	The food was amazing and, the cocktail list was quite extensive and well described. The set up was very nice yet simple and elegant. Due to the small size the noise level is higher then desired for casual conversation. I would suggest them enclosing tables from each other for a sound barrier from other tables. Wait staff was a little slow but very nice and did take great care of my table. I will be returning.	4/16/16
Open Table	Sound	Noise	The food was outstanding, but the dining room acoustics are extremely poor, creating an environment that is very loud for this type of restaurant. More like a crowded bar. Our waitress was very friendly but she forgot to turn in our order so our food wait time was long. Overall, the noise level is so high that it takes away from the good food. We can find good food in a lot of places that aren't so noisy.	5/25/15
Open Table	Sound	Noise	I had dinner with a friend on a Saturday night. No problems with the reservations I made through OpenTable. Our cocktails were slow to arrive, so we ended up drinking them with our meal instead of ordering wine. (We actually didn't see a wine list. We weren't offered one.) The spinach dip was very good. The filet was a generous portion and	9/26/15

			cooked well, but the servings of vegetables was rather skimpy for a $30 entree. The noise level was very high, and it was hard to carry on conversation. Choices in Norman are limited, and this is a reasonable alternative to a chain restaurant if you don't mind the rowdy atmosphere and fair service.	
Open Table	Sound	Noise	The food was wonderful! Alexandra was sweet and helpful! It however was so noisy that I found it hard to talk to the person right next to me. I almost walked out as soon as I walked in because of the noise. We had drove an hour to get there so I figured we would stay. It was extremely loud!!!!! If I go again it will be after the rush, later in the day or when it is nice enough outside to sit outside. It is too bad it was so loud because I would go back more often if it wasn't. They should do something to their ceilings so it isnt so loud. I could not work there and the people that do should wear earplugs to protect their hearing. It really was that loud!	7/26/15
Open Table	Ambiance	Ambiance	What can I say? Every minute at this restaurant was great. I took the love of my life there on a date and it was pure magic. The staff was knowledgeable about menu choices and made intelligent recommendations. The bartender took time and care when making our drinks, as opposed to so many restaurant bars these days. Finally, the taste! Yes! The flavors were balanced and, as odd as it sounds, somehow enhanced the ambiance of sitting outside.	10/7/14
Trip Advisor	Lighting	Light	N/a	N/a
Trip Advisor	Lighting	Lighting	N/a	N/a

Trip Advisor	Sound	Sound	We went on a Saturday night without a reservation and had to wait about 30 minutes but easily got a drink at the bar while we waited. For appetizers I'd suggest the Arancini and the Tomatillo dip - both were excellent. For dinner I had the Crawfish Mac and Cheese and it was amazing! Big enough to share and just the right amount of heat. Everybody enjoyed their food. The server was fantastic. My only complaint would be that the place get loud - they need some sound deadening. It's a definitely a good choice and local too boot!	4/18/15
Trip Advisor	Sound	Noise	Enjoyed a tasty meal with the family. Eggs really fresh. Delicious menu options. Great for younger kids because the restaurant has a high noise level. Will be back!	4/22/18
Trip Advisor	Sound	Noise	We went on a Friday night, so it was VERY LOUD being a college town with a college-aged crowd. I could barely hear my husband sitting less than a foot away, but we were seated near the bar area. Maybe it was less noisy back in the booths. The food is amazing. So worth the wait and the noise. All made from "Restaurant 1" and so delicious. Will definitely be back if my son decides to attend OU.	6/2/16
Trip Advisor	Sound	Noise	Live in Northern CA but visit family in Norman often. While there are a couple long time standby restaurants, it's about time Norman got a great new dining venue. I would have given it 5 stars except for the noise level - but given the great old brick building it's housed in, the noise level is what it is. The food was exceptional - and I say that coming from the land (NorCal) of exceptional food. With 6 in our party we tried a lot from the limited, but outstanding menu. The crab cakes	12/5/14

			tasted like we were on the coast and all the meats, beef, pork and chicken were outstanding and perfectly cooked. Service was top notch, too. It's too bad we were too full for dessert, because they all sounded wonderful. Cocktail menu was top drawer, too. Will definitely return on my next trip.	
Trip Advisor	Sound	Noise	As someone that travels to Norman frequently, I am always pleased to find a non-chain restaurant that is not a bar focused on students. This place is it. Great bar with a good variety of cocktails. The bartender was not obnoxious about his "craft" like so many big city bars - just friendly and made a really good drink. Food was good - really liked the vegetables. Will definitely go back - and take people out to dinner there. I also had heard it was loud - but I liked the atmosphere - and I didn't even think about the noise.	9/2/13
Trip Advisor	Ambiance	Ambiance	Service - excellent! Ambience - excellent! Food - it’s from "Restaurant 1"....what more is there to say! I will definitely return.	10/10/17
Trip Advisor	Ambiance	Ambiance	Great ambiance. Food is all made from "Restaurant 1" and really creative. Service was friendly and top notch.	4/29/17
Trip Advisor	Ambiance	Ambiance	Two meals in Norman helped balance a visit there as we didn't have a great B&B experience. "Restaurant 1" Kitchen & Cocktails takes the latter very seriously. As we are not cocktail drinkers, we were very pleased that the food was taken seriously, too. We had the coffee encrusted pork loin and the Hawaiian pulled pork sandwich, both of which were very good. One of us had a beer, an IPA that complemented the meal. Service was fine. And the ambiance of the restaurant? It has	2/24/17

			exposed brick, modern artwork, etc., which works well.	
Trip Advisor	Ambiance	Ambiance	We had a lovely late lunch served by skylar The soup and Ceasar salad was well prepared and very tasty The lunch steak and fries perfect And service excellent Would drop in again Music and ambience is very warming	12/19/16
Trip Advisor	Ambiance	Ambiance	I like it! My son likes it! My grandson like it! The food, the selection of food and beverages are excellent. The ambience is really nice, even at lunch time. The staff is very helpful and pleasant as they go about serving you.	8/29/16
Trip Advisor	Ambiance	Ambiance	The ambience of this restaurant is wonderful. The service was very friendly. The food just wasn't that great at all, not bad just extremely average. Everything on the menu was too ritzy for my tastes for breakfast. There are much better traditional breakfast spots in Norman. This is more of a trendy breakfast place.	5/19/16
Trip Advisor	Ambiance	Ambiance	When you walk in to "Restaurant 1", you can help but notice the ambiance. It has the enjoyable, classy atmosphere of an east coast style eatery. The servers only add to the experience with attentive, helpful, and pleasant service. The place to go for the best craft cocktails in town. The menu is adequate, and the food was tasty, well presented, and served in generous portions. Give "Restaurant 1" a try.	5/17/16
Trip Advisor	Ambiance	Ambiance	I have now eaten at "Restaurant 1" twice. Both experiences were excellent! The first time, I was not very hungry and very hot. I got the quinoa-crabcake salad and a raspberry-basil lemonade. The quinoa-crabcake salad was such a	6/28/13

			neat idea and very tasty (though I would have preferred the crabcake warmed) and the lemonade exquisite on the hot day. Today, we went back with friends. I got the Sooner Cobbler cocktail and my friend got a rum drink that had ginger. Both were awesome! We both had the pancetta-wrapped chicken stuffed with sun-dried tomatoes, which was very good. My husband got the pulled pork sandwich both times and liked it and my daughter, who has a hard-to-please palate, got the kids' chicken leg dinner both times and loved it. I've seen some negative reviews of this place online and am very confused. The food was excellent - fresh and delicious. The waitstaff couldn't be more attentive and pleasant! Both times, everyone's lemonades and water were refreshed constantly, even way after the bill was payed - which few waitpeople will do. Yes, the place is a bit loud when full. But that's part of its ambience - the lively bustle. Yes, the glasses are small. But what's the problem when they were constantly filled? Portions were generous, but not overwhelming. And prices were reasonable. I certainly hope "Restaurant 1" is successful. We need more places like it in Norman.	
Trip Advisor	Materials		N/a	N/a
Trip Advisor	Temperature		N/a	N/a

Appendix D: Restaurant 2 Data Scraping

Reviews				
Review Platform	**Category**	**Key Word Searched**	**Review**	**Date of Review**
Yelp	Lighting	Lighting	Good service, yummy food. More fine dining type portions. Dim **lighting**, nice ambiance.	1/7/2023
Yelp	Lighting	Lighting	"Restaurant 2" has a cozy atmosphere. I wish the lighting was a little better as I could not see the amazing Whisky list in there Liquor menu. I ended up getting the draft whisky in an old fashion and it was delicious. The garlic bread with goat cheese Hors d'oeuvres were amazing. The service was wonderful and all staff very attentive. If you are in Norman defiantly give this a try. Great for meeting friends, going on a romantic date, or stoping by for a drink at the bar alone.	2/11/2019
Yelp	Lighting	Lighting	The bf and I had an amazing time for our first dinner at "Restaurant 2". We went for a late dinner and were lucky to get there around 9 so we didn't have to order from a late night menu. The staff was awesome, I think our servers name was Corey but I didn't quite catch it, he did a great job at explaining the food and drinks to us! He was attentive and there when we needed something. He also had them split our entree on to two plates which was awesome since we didn't ask, we really appreciated the attention to detail. The decor inside is awesome. Another HSRG success! We had gone to Neighborhood Jam for brunch a few weeks back and loved the inside, "Restaurant 2" is right up there. I love the Edison bulb light fixtures, and the lighting is great. Now for the food and drinks-just YES! We are big fans of Pub W and the menu is similar with a few favorites on it and then some new	1/1/2018

			additions. We had to try the fried quail starter and it was SO. GOOD. The pickled onions and jalapeños that were served with it were also tasty, and a bite of jalapeño with the fried quail/honey just added the right kick! The presentation was also great, I'm bummed I didn't get a pic but we were hungry and I forgot. For our entree we shared the braised pork which we get at pub W and we were so happy that it was just as amazing as it is there. I mean the Apple/onion compote on top of the most delicious, tender pork...DROOOOOLworthy. The frozen watermelon Fresca drink was great, a little sweet for me but something I would definitely enjoy on the patio at brunch on a hot day! My next drink was the Jessica Rabbit....which honestly didn't sound great but was FANTASTIC. Gin, lemon, carrot syrup and mint? I thought no way but the server said he enjoyed it, so I decided to branch out and get it and I'm sooooo glad I did. I love a great unique cocktail and this hit the spot! Overall we had an awesome time and will definitely be back!	
Yelp	Sound	Noise	Good food. Try the patio if the weather will allow as the **noise** inside makes it hard to hear.	3/3/2024
Yelp	Sound	Noise	The food and service were excellent. It was an enjoyable experience. The ambiance was great overall, but the music/voice **noise** level was a bit high for our preference. It was difficult to have a conversation. We had fun and would go back on a less busy evening (Friday night was 45 minutes to an hour wait for two).	10/12/2023
Yelp	Sound	Noise	The food his is wonderful. I've had meatloaf and the ahi tuna salad and they were fabulous. Also had the chicken sandwich that had just the	1/21/2019

			right amount of spice. My negative about this place is the noise level. It doesn't matter how busy they are, the **noise** level makes it impossible to hear someone talking across the table from you.	
Yelp	Sound	Noise	First time in Norman and highly recommend this spot for dinner. Great drinks & food, with an amazing vibe in and out of the restaurant. Great for adults, would shy away from bringing children. Only due to **noise** and spacing.	2/28/2022
Yelp	Ambiance	Ambiance	Good service, yummy food. More fine dining type portions. Dim lighting, nice **ambiance**.	1/7/2023
Yelp	Ambiance	Ambiance	Great drinks and ambiance. This is a great spot downtown, I just wished I liked the food a bit more but it is good overall. Would definitely recommend.	4/13/2025
Yelp	Ambiance	Ambiance	Great environment/**ambiance** of the space. Small portion sized but delicious! Alcoholic drinks are good as well. Good service all my experiences, waitress or manager even lit their outdoor glass fire pit upon request!	12/1/2023
Yelp	Ambiance	Environment	Great place to sit and unwind or chill with some friends. Atmosphere is great along with the service. The vibe is very cool with its chosen decor, surroundings, location, and **environment**. The chicken nachos are a little different but extremely good and just the right amount so you won't over eat. Awesome service and ambience...would definitely hang out here again. Oh, and by the way, they make their own pickled jalapeños. They're good!	6/29/2025
Yelp	Ambiance	Environment	I love the environment of "Restaurant 2". It's a great place to go for drinks especially during happy hour! The food, however, is very niche. You	1/9/2023

			have to be open to trying something new or different. They don't have very many comfort foods. Dogs are allowed outside around the fire pit seating.	
Yelp	Ambiance	Environment	Great except I didn't get my sweet potatoes fries, and salad. Everything else was great. Enjoyed the lively upbeat **environment**. Was a busy Friday night a little loud but music was fun and louder the the crowd. They have a huge variety of items on menu. Appetizer i went the the flatbread pizza delicious. I got The surf and turf for main also fantastic. This is a must go place. Thank me later. You won't be sorry.	6/11/2022
Open Table	Lighting	Light, Lighting	N/a	N/a
Open Table	Sound	Noise	N/a	N/a
Open Table	Sound	Sound	N/a	N/a
Open Table	Ambiance	Ambiance	N/a	N/a
Open Table	Temperature	Air, Hot, Cold, A/C	N/a	N/a
Trip Advisor	Lighting	Light	N/a	N/a
Trip Advisor	Lighting	Lighting	N/a	N/a
Trip Advisor	Sound	Sound	N/a	N/a
Trip Advisor	Sound	Noise	Just got back from a UK trip so we appreciated the Churchill theme. DH had the chicken and waffles, I had the Killer B's burger with the Brussels sprouts as a side. Food was delicious. As expected with a Hal Smith restaurant the wait staff was well trained and service was attentive and prompt. However, as a previous review stated, the **noise** level is a big problem. The restaurant was less than half full and one could hear voices from the very back to the very front.	6/2/2018

			Even our waiter had to ask us to repeat ourselves to take our order. All the hard surfaces create huge echos. There needs to be some spray foam ceiling treatment, wall panels or something to deaden the noise level. Otherwise, mess with your phone and forego conversation.	
Trip Advisor	Sound	Noise	We went for a business lunch the second week it was open. You could tell they were still training the staff. The food definitely took a long time to come out. It was very delicious. However the **noise** level was so loud that you could barely here the person sitting next to you talk. The restaurant was probably at 50% capacity so I would hate to see what it sounded like on a busy day. I would go back if they can get the **noise** down.	5/16/2018
Trip Advisor	Ambiance	Environment	t's hard to go wrong with a bar named after Winston Churchill (and Hal Winston Smith). We've been twice in the afternoon for very pleasant experiences. $3 drinks 3-4pm, $4 from 4-5, and $5 from 5-6 with a happy hour food menu. Two dollar Tuesdays are another great surprise with $2 beers and appetizers including great vegetarian tacos and $2 mimosas. Many other great food and drink choices in a very pleasant **environment**. Only negative has been slightly slow bar service.	1/7/2019
Trip Advisor	Ambiance	Vibe	"Restaurant 2" offers an urban-feeling experience in Norman. We tried several small dishes and they were all delicious, flavorful treats. The vibe is loud and young.	10/20/2019
Trip Advisor	Ambiance	Vibe	We enjoy going for a cocktail, appetizer and maybe a salad. Nice selections with a nice **vibe**. A great new local featured restaurant.	8/29/2018
Trip Advisor	Ambiance	Atmosphere	First trip to Norman for a football game, and we came here for lunch. The **atmosphere**, staff were great!	9/20/2024

			The food was amazing! Put it on your list of must go places. If you are feeling adventurous ask about the Champagne Baum.	
Trip Advisor	Ambiance	Atmosphere	We shared the Prime Minister (chicken-fried filet mignon) and the Coconut Ginger Ahi Salad. Both were very good. Nice **atmosphere** - trendy but not too loud. Nice options on the menu...will definitely go back.	1/21/2020
Trip Advisor	Ambiance	Atmosphere	Visited "Restaurant 2" for the first time and came away with mixed feelings. The atmosphere is pretty good, themed a lot around Winston Churchill. There was a wait when we arrived so we sat on the patio around a fire pit and ordered a drink from a waiter that was checking on the outside. Once seated we ordered meals and appetizer. Our biggest negative was the appetizer never came, just the meal. The pork shoulder was decent and hot but the side of sprouts was just warm. The chicken fried filet mignon was a tad on the cool side. Clean bathrooms and good, no great whiskey selection help out	43587
Trip Advisor	Ambiance	Atmosphere	While in Norman (enemy country as a Longhorn!) a friend suggested "Restaurant 2". Outstanding service from Alex. The duck wings are off-the-chart-outstanding. Even being so landlocked, the ceviche is very good. My quail and grits was a well conceived dish, but the grits held too long and too dense and dry. My amigo's meatloaf was outstanding. (meatloaf is a difficult dish to cook, harder to hold, due to the salt breaking down the proteins...but no "breakfast sausage" texture...light and delicious.) The next night, after looking through TripAdvisor, I didn't see any other place that I wanted to go. So I went back...Rick was there, as was Alex,	43416

			and the $2 Tuesday pork belly tacos were truly a thing of beauty. Diced small, flash fried and tossed in a slightly sweet sauce and served with pickled onion....beautiful Alex and Rick offered amazing service. Drinks excellent. Very good, hip atmosphere. If I ever come back to Norman, I WILL come back to "Restaurant 2". Hook Em' "Restaurant 2"!!!	
Trip Advisor	Ambiance	Atmosphere	We went on a very busy night, but our food and drinks came out fast. There were a couple of problems with the orders (no cheese on the soup; olives in the martini) that were whisked away and fixed immediately. Love the atmosphere and "Restaurant 2" Churchill theme -- it's not overdone, but fun.	10/31/2018
Trip Advisor	Ambiance	Atmosphere	This is one of the newest restaurants in Norman. We have been three times for dinner and we have had an excellent overall impression. The service is excellent, efficient and friendly. **Atmosphere** (décor, people, and music) is great; somewhat noisy, but great. The interior design is very original and attractive. One of the three times we went, the waiting for a table was a little more than we wanted, so we decided to seat at the bar. Awesome experience ! The food came out very quickly, the drinks were very reasonably priced, and the bartender was super-friendly. We love the appetizers. So far, we have tried the duck wings (spicy !), the tuna ceviche (our favorite), the quail legs (wow), and the carnitas tacos. All of them are first class, well presented and super-tasty. My wife loves their roasted vegetable quinoa stew. What I found incredibly good was the coconut-ginger ahi salad. I have had it twice and I'll keep ordering next time.	8/25/2018

Trip Advisor	Temperature	Temperature	N/a	N/a

Appendix E: Restaurant 3 Data Scraping

Reviews				
Review Platform	**Category**	**Key Word Searched**	**Review**	**Date of Review**
Yelp	Lighting	Lighting	What a stunning restaurant! They truly thought of every detail in the design. The murals, the chairs, the coffee cups, and even the **lighting** all come together beautifully! The food appears and sounds remarkably authentic. While I'm not Mexican or a chef, this place certainly captures the essence. A friend and I met here for brunch on Sunday they have a large menu and an even larger drank menu. I chose the Rosa croissant, likely the most American item on the menu, and it was delicious! I have no regrets. Our server, Bryan, was exceptional, making the experience even more memorable.	1/26/2025
Yelp	Sound Ambiance	Sound Ambiance	First things first...don't use their online reservation service...they don't honor it and make you wait on arrival. Second, the service was a bit slow to be honest, but hey, they just opened. They were super friendly and knowledgeable though. Now let's talk about the food and drinks! One word: Yum. We had the street corn, the Nacho's and the carne asada. Everything was delicious. Ambiance is just okay. They have a nice vibe going on, but two things just really hit wrong. First, there's no waiting area inside, and since they don't honor their own reservation system you're left standing in the front of the place just inches away from people trying to enjoy their meal. They have to fix this, even if just buy putting heaters outside so there's a place to wait. Second, this	12/20/2024

			place is loud. Like, really loud. Like, so loud you can't hear the sever or the people across the table from you. They gotta get some sound dampening going on. Will definitely go back but will request a table far away from the front door and hopefully in a less noisy corner. Definitely check this place out. The pros definitely outweigh the cons and it's a welcome addition to downtown Norman!	
Yelp	Ambiance	Ambiance	The food and environment was amazing here, a kind woman named --- was my waitress, she recommended amazing food and had fantastic service, the ambiance was amazing, fantastic food, didnt take long for the food, and then ---, overall 10/10, would come again.	7/28/2025
Yelp	Ambiance	Ambiance	The food is amazing! The wait staff is very friendly and efficient! The ambiance is so warm and inviting! They have the most amazing cocktails!!	1/15/2025
Yelp	Ambiance	Environment	--- was my waitress and she was a lovely women!She was so kind and joyful she was quick with her service she recommended some quesabirraias and they were amazing the food is amazing!! The environment was amazing!!!!!!!!!!!!!!!!	7/28/2025
Yelp	Ambiance	Environment	The food and beverages were amazing. Very fun **environment**. Service was a little off for how slow they were but over all great experience and we will be back!	7/23/2025
Yelp	Ambiance	Environment	The food and environment was amazing here, a kind woman named --- was my waitress, she recommended amazing food and had fantastic service, the ambiance was amazing, fantastic food, didnt take long for the food, and then ---	7/28/2025

			a, overall 10/10, would come again.	
Yelp	Materials	Booth	A cute little spot with a fun menu. The service was fast and food was quick, getting the check was a little slow. The cheese dip was tasty. The quesabirria was flavorful. The main thing that kept this from a 5 star is the velvet booths and chairs. Unless you are cleaning those all the time, light-colored velvet is not a great choice in a restaurant; It looked dirty and gave me a bit of the ick. Food was good.	7/28/2025
Open Table	Lighting	Light, Lighting	N/a	N/a
Open Table	Sound	Noise	N/a	N/a
Open Table	Sound	Sound	N/a	N/a
Open Table	Ambiance	Ambiance	N/a	N/a
Open Table	Temperature	Air, Hot, Cold, A/C	N/a	N/a
Open Table	Lighting	Light, Lighting	N/a	N/a
Open Table	Sound	Noise	N/a	N/a
Open Table	Sound	Sound	N/a	N/a
Open Table	Ambiance	Ambiance	N/a	N/a
Open Table	Temperature	Air, Hot, Cold, A/C	N/a	N/a

Appendix F: Restaurant 4 Data Scraping

Reviews				
Review Platform	**Category**	**Key Word Searched**	**Review**	**Date of Review**
Yelp	Lighting	Light Lighting	The food and the environment is elegant is elegant. It has romantic low **lighting**. I do not recommend the cocktails as they are small and have too much ice so not a lot of drink for the money so I'd recommend getting wine.	2/3/2017
Yelp	Lighting	Light Lighting	Our sweet friends brought us here for some fine dining They made reservations a few days before. When we arrived, they has accidently given our reservation to another group so we had to wait a little longer. They apologized but no other compensation was given (usually places that make a mistake like that, especially such fine dining, would give a free beverage or appetizer. The atmosphere was very elegant with dark **lighting**. We were seated in a room with a few other tables and it had an intimate feel to it. Our friends started by ordering Bruschetta and calamari. The calamari was perfect and the bruschetta was the best I've ever had. I loved that they used sundried tomatoes. I ordered the Chicken Piccata with a Benvenuti Salad to start. The Benvenuti Salad was amazing (although way too small for the price). The Chicken Piccata was not	4/25/2021

			good in my opinion. Nothing about it was appealing. My husband has the steak. It was good, but nothing spectacular like we expected for the price. Overall, not impressed unfortunately.	
Yelp	Lighting	Light Lighting	Italian food around here kind of bums me out. We have a bunch of chain restaurants and a handful of locally-owned places I find utterly underwhelming. The thing is, it isn't that difficult to make okay Italian food, and that bar is low enough that a lot of places stop there, because there aren't many more options. I've only been to "Restaurant 4" once, though I've lived a couple of blocks away for years now. It's expensive, especially compared to every other restaurant in the area, and it seemed like a date place for old people (sorry, old people). Now that I've finally visited, I can confidently say I'll be back. I had a rosemary "Italian mojito" while I waited for my table to clear, and while I was seated in a room that with odd lighting and televisions--really?--as opposed to the main, more romantic dining room, the food was enough to redeem the environment. The Mushroom Rigatoni is delicious, simultaneously delicate and heavy, and the starter Calamari and Rocket salad were well-prepared	9/27/2012

			with obviously high-quality ingredients. Bottom line: This is the ONLY local Italian meal I've had where I felt it couldn't be replicated fairly simply at home. Yum.	
Yelp	Sound	Noise	We took our grandsons to dinner at "Restaurant 4" in Norman and experienced a lovely dinner. When I think of Italian cuisine, I normally don't think of Norman, OK, but "Restaurant 4" has created a paradigm shift in my thinking. "Restaurant 4" is definitely some of the best Italian food that you will find in the OKC metroplex. The decor speaks of eloquence. It is rich, charming and comfortable. Complimentary bread, warm butter and olive oil are served. The bread looked like a cibatta roll, but the texture is different than what I'm used to, but it's very good. We started with fried calamari and farnarnia. The calamari was very ordinary. Totally uninspired and bland. We also ordered Farnarnia. Oh my, the farnarnia was to die for. We should have ordered two farnarnia's and skipped the calamari. I ordered lasagna, and was very pleased. The best lasagna I've ever ate. It was hearty, rich, tasteful, just delectable. Loved it being served in a bowl, sitting in sauce. My wife ordered chicken picatta and it was	12/14/2024

			excellent. However, it was served with mashed potatoes which came as a surprise. Must not have read the menu close enough. The service was good, the prices are on the high end of Moderate. My Lasagna was $20 and the chicken picatta was $24. The appetizers were $12 each. The noise levels were acceptable, and the restrauant was busy. We're looking forward to going back.	
Yelp	Sound	Noise	The food was excellent!!! I strongly recommend the Mussels Appetizer, and the Divers Scallops. We were in the back room with wood floors, sitting next to a large group, who all 15 were talking LOUDLY!! We could barely hear each other while sitting next to each other. The food alone would give it a 5 star, but the **noise** dropped it to 4 star.	9/4/2015
Yelp	Sound Ambiance	Noise Ambiance	Horrible experience tonight (5/12/2023). Rude and condescending staff. Too bad I can't give zero stars. We had reservations and they sat us next to a guy who was yelling as he was talking. We asked to be moved to a different table so we could hear ourselves talk. No, would not do it, even though there were multiple empty tables. Pack your **noise** canceling headphones if you want to eat hear. Zero **ambiance**. Do not go here.	5/12/2023

Yelp	Ambiance	Ambiance	Came here for Valentine's Day with my bf and the **ambiance** was perfect for the day! Our server was really nice and she provided excellent recommendations and service. The food was excellent - I had the squid ink pasta and my boyfriend had Veal. The Old Fashioned was delicious and the Tiramisu was great! Would definitely recommend for a date night.	2/15/2025
Yelp	Ambiance	Ambiance	Their food is wonderful and the atmosphere is old world with **ambiance**. I enjoy the variety of dishes and salads as well as deserts with a nice cup of coffee at the end of my evening. I go there for special occasions.	2/2/2024
Yelp	Ambiance	Ambiance	Without a doubt one of the best restaurants in Norman. Pasta from Hell is awesome & so spicy! All their meats entrees are excellent as well. Great atmosphere & the best fine dining **ambiance** in Norman. Not to mention service is always second to none.	11/18/2023
Yelp	Ambiance Temperature	Ambiance Temperature	The **ambiance** is great, though it's hard for them to regulate the **temperature** in the brick building. In the summer, it's really hot and in the winter, bring a coat. Food is good and service is really good.	1/31/2023
Yelp	Ambiance	Ambiance	This is the finest dining in Norman. Excellent table service and **ambiance**, and the food... quality, preparation and presentation are top notch. Really the	9/23/2017

			only restaurant in Norman that compares to the best OKC has to offer. If you are entertaining someone important who loves food, this is the best place to go.	
Yelp	Ambiance	Ambiance	Beautiful **ambiance**, however the tables around the fireplace are very small and close together. Chairs bumping into each other if patrons attempted to stand. The wine selection was exceptional including service by the glass. The food was worth the drive, from the tender calamari, to the 4 different entries. We will return for more delicious authentic Italian cuisine.	12/15/2022
Yelp	Ambiance	Ambiance	This place brings all of the elements of fine dining together into a perfectly memorable experience that includes a comfortable ambiance, over the top service, and divine flavors prepared by professionals that lead their field in excellence! We started with the bruschetta & Benvenuti insalata. My wife had the mushroom rigatoni and sea bass. I had the lobster fazzoletti (get it!) and veal parmigiano. Everything was incredible, and the staff went above and beyond to deliver the best dining experience possible. "Restaurant 4" has taken the lead in our list of favorite restaurants in Norman! Can't wait to go back.	4/23/2023

Yelp	Temperature	Temperature	Went there this weekend. I dont think they turn the air conditioning on. It was miserable for us the entire time and probably way worse for the servers and such. Service was great but the temperature ruined whole experience. Meatball app was good. Rest of food was average	8/1/2016
Yelp	Temperature	Air	Our experience started off on the wrong foot. When we arrived we had to wait of a chatty couple at the check in, which honestly was not a big deal. We were seated super quick, which was awesome. Here is when things started to tumble. The table were were sat at had literally just been bussed and was still soaking wet from whatever was used to clean it. It was not allowed to dry prior to us getting to the table. Menus were wet, along with the napkins that we were supposed to use. Once we were welcomed at the table, and thing stated to role, we approached the table issue to our server and the issue was solved. We were expecting a nice quite atmosphere for celebrate an anniversary. That was far from the case! Restaurant was packed full, and was so noisy that we could barely hear the server, and I could barely have a conversation with my wife. The restaurant was hot, not **air** movement at all! I felt like I	10/16/2022

			was sitting in a noisy crowded oven. Other than the above the food was great. Just wish it would have been a little more, calm and quite!	
Open Table	Lighting	Light Lighting	The food was excellent, especially the bruschetta appetizer! There was dim **lighting** and a great atmosphere for a date night or special occasion. Our waiter was super friendly, but took longer than desired because he spent sooooo much time talking to another table.	11/5/2021
Open Table	Lighting Ambiance	Lighting Atmosphere	I've frequented this wonderful place a few times now, and I have yet to find a dish I didn't like. Everything is made fresh and you can't beat the **atmosphere**. Beautiful artwork and calm **lighting**, makes for a peaceful setting. I ordered the Rustica, which is baked penne, shrimp, chicken, sun-dried tomatoes, mushrooms, speck, smoked mozzarella, and Rosemary cream sauce. Absolutely creamy heaven! The service is just as great as the food. Friendly, helpful staff.	
Open Table	Lighting Ambiance	Lighting Ambiance	Very friendly and expedient service. Delicious food! The ambience was what would be expected, but I'm always a fan of lots of **lighting**. There was also a fireplace that could have added a nice touch for **ambience**, and it was a very cold night so it could have	2/8/2019

			helped with that too (not that it was cold in the restaurant, but it could have been warmer)	
Open Table	Lighting Ambiance	Lighting Atmosphere	This place is a gem. The **atmosphere** is very cool in an old building and dark **lighting**! It was packed on a Wednesday and we waited a minute to get a table but it was worth it! The food is spectacular. I got a pasta from the Chefs Menu and got the crab cakes as an appetizer. To die for! My boyfriend had the lamb. Also fantastic. Service was great! Wine list is best we have seen in a long time!	3/1/2018
Open Table	Lighting Ambiance	Lighting Atmosphere	First time dining in at Benventi's. Celebrating just 9 years together. We had an amazing dinner. Started off with Calmari, followed shortly after Clam Chowder (Sherry sauce is magnificent) Caesar salad.my main course was a Rack of medium rare Lamb, he had Chicken Marsala. I had a merlot with my lamb. The service was great. The **lighting** was romantic. We also sat next to Berry Switzer which made it fun also, he saw us kiss and made the night better by saying "I saw that, congrats!" We will definitely be back, also would recommend this restaurant to anyone looking for finer dining with an energetic **atmosphere**. Nicer casual wear.	1/12/2018

Open Table	Lighting Ambiance	Lighting Atmosphere	I picked this place for a first date for a couple of reasons. The first is my date likes Italian food, and the second, it had incredible reviews on Google. The service is incredible, and highly professional. The **atmosphere** is very romantic, dim **lighting** with a candle on the table. And the food. Our server informed us everything is made fresh from scratch daily with only the best ingredients, and I can tell you, it did not disappoint. My day had the lasagna, and I had the spaghetti and meat balls, and both were delicious. My date abstains from alcohol, so I didn't order wine, however, their wine list is extensive and impressive. It is a tad pricey, but well worth every penny. I'll definitely be returning.	4/13/2017
Open Table	Lighting	Lighting	We ordered the mussels, the Benvenuti salad, the Rocket salad, the Veal Parmesan, and the Il Gatto.....an incredible meal! Our server, Stevie, was attentive, very friendly, and helpful in making suggestions from the wine list. Overall, a very enjoyable evening out with friends and worth every penny! My only slight complaint is that while the restaurant is beautiful, the lighting is very dim, making it difficult to read the menu. Or, it could be my old eyes! We	1/23/2016

			highly recommend "Restaurant 4"!	
Open Table	Lighting	Lighting	The food was excellent. We found the temperature to be on the cold side and would have preferred a little more **lighting**	4/15/2012
Open Table	Lighting	Lighting	Dim **lighting** is perfect for a date or special occasion. Food is also very good. Everything is on the pricier end, but it is definitely worth the right occasion.	2/18/2012
Open Table	Sound	Noise	Everything was very good except the **noise** level was pretty bad	3/21/2023
Open Table	Sound	Noise	We celebrated Valentines Day there. The food was delicious and reasonably priced. The service was above average. The **noise** level where we were seated was very loud.	2/13/2023
Open Table	Sound	Noise	Horrible service tonight (5/12/2023). Had reservations and they sat us by a loud talker. We could not hear each talk without yelling. We asked two different employees to have us moved to a different table. Even though the restaurant had multiple empty tables, they would not move us. We have been there multiple times, but tonight is the last. If you would like to eat there, good luck and perhaps pack some **noise** cancelling headphones. Bad service. I would give zero stars if that was an option.	5/12/2023
Open Table	Sound	Noise	Great food. **Noise** was extremely loud and distracted from the evening.	8/13/2022

Open Table	Sound	Noise	I highly recommend dining at "Restaurant 4". But not on the night the customers are celebrating Oklahoma University graduation. Even with all the noise and excitement, the food and service was excellent. We shared the Bruschetta. The wife had the Rustica and I had the Lobster Fazzoletti. Check the menu for description of the food but it simply doesn't do it justice. These two dishes were fabulous and the sauces Fantastico. I highly recommend both and that's coming from a Born, grew up and worked in Canarsie(little Italy), Brooklyn, New York who had the privilege to dine in some of the world's best restaurants. Though I think my Mom and Grandmother could rival some and Mom even got her cookbook published. It's no wonder it's at the top of OpenTable's list of where to dine. Fine Dining is our favorite pastime especially when we're traveling but it's so nice to have such a wonderful place close to home.	5/13/2022
Open Table	Sound	Noise	Went to eat for Anniversary. Huge group in the foyer waiting to be seated in a back room. Took awhile to check in and we had reservations- due to **noise** and the crowd in foyer. Long wait time for	3/25/2022

			food. Food was excellent and Chase was great server.	
Open Table	Sound	Noise	Wow!! Really impressed!! I had the Sea Bass and it was phenomenal!! Meatballs for the appetizer and Carrot Cake for dessert. The atmosphere was cozy and the **noise** level was low.. they had amazing Live Music as well. Will absolutely be a new favorite!!	3/13/2022
Open Table	Sound	Noise	Service was excellent, food was good, but after we ordered, a group of 16-20 college girls were seated together in our small room. Thereafter, the **noise** level was intolerable!! The 4 of us could no longer talk to each other! Won't be returning any time soon, and will refuse seating in any enclosed areas.	10/22/2021
Open Table	Sound	Noise	"Restaurant 4" is a delight. The food and drink are both great; the menu is also very accessible to gluten sensitivity. From the bread through every course on the menu there is something amazing to eat. Even a fried donut. Yes, skeptic, the donut is gluten free! The cocktails and wine list are fabulous. They do not have any mocktails on the menu, but I'm sure they'd try to accommodate. There are no TVs on, nor is there loud music. Noise comes from conversations around you. Seating is comfortable. Patio is available. It is heated in the winter, and in	6/19/2021

			the shade in the summer evenings. This is one of the best restaurants in the state.	
Open Table	Ambiance	Ambiance	Such great food for a special occasion! Also loved the live music and whole **ambiance** of the restaurant	4/24/2022
Open Table	Ambiance	Ambiance	Such a cozy and warm environment inside. We loved the lamb, loved the bees knees, loved the **ambiance** and loved our server Lindsi	9/25/2021
Open Table	Ambiance	Ambiance	Date night with some friends who have never been before and everything was perfect! Staff, food and **ambiance** was a 10-10.	6/12/2021
Open Table	Temperature Sound	Air Noise	Benevenuti's has been our go-to restaurant for over a decade. We love their food and the atmosphere. Excellent service. A bit too **noisy** for good conversation and the **air** conditioning was too cold, but still very pleasurable. Would love to see them add salmon to the menu.	10/22/2022
Open Table	Temperature	Air	Food & service were both impeccable! Definitely dine at "Restaurant 4" for outstanding authentic Italian cuisine. However, avoid being seated in the bar area on a warm evening, as the air conditioning didn't amply cool the room.	5/14/2022
Open Table	Temperature	Air	On Friday evening, we dined at "Restaurant 4" in Norman, Oklahoma to celebrate our anniversary. As we live in a small university city in the center of the state, a one hour trip	7/9/2021

			is necessary to reach the restaurant. No matter, as the destination is well worth the time and distance involved. Little has changed since our last visit. Congenial staff; excellent dinner, dessert, wine and other spirit selections; even the leftover, take home, packaging is designed well to prevent any leakage! Our only 'regret is we did not order Italian recipe to-go meals for next day dining at home! Our steaks, liquor and wine, plus dessert and tip, were equal to my weekly grocery store budget - but that was expected for such a high quality, memorable evening! One aside: The restaurant is having some remodeling done, starting on its restrooms. It was a pleasant surprise to find very upscale 'facilities' in an on-site, mobile, building called the Throne Porta Potty! It had clean, **air** conditioned, spacious, even well decorated units within! Kudos! We certainly look forward to our next visit!	
Open Table	Temperature	Air	The food was great. The staff was awesome. The temperature was terrible. It was very warm in there and we ask about it and we were told something was wrong with the air. U would think a business would get an ac person there no matter what. They did not even have the ceiling fans going.	6/9/2015

Open Table	Temperature	Air	I love to go somewhere new but sometimes I get tired of the disappointment. That never happens here. My husbands always orders the filet and I always order the chicken Marsala. The spinach salad is wonderful and you will want seconds on the complimentary bread So Devine ! Top it off with mojitos and it's a prefect meal. The small room to the north echos and the cold air blws right in. I prefer the be against the south wall or in the bar which is still a bit loud but not echoing.	1/11/2013
Trip Advisor	Lighting	Light Lighting	I think the decor and **lighting** here is beautiful. Everyone is wonderfully decent and pleasant. Those are the 2 things that I like about this restaurant. They have nice open windows you can sit by. The food prices are high because they have an Italian chef/owner. However, I thought the marinara was pretty average tasting and the pasta was mushy, not firm for my liking. I suppose it's a matter of taste. The chicken marsala was nicely breaded, smoky and lacking in flavor. Mashed potatoes, marginal. It all looked good though. A nice place to go, but to my tastes, the flavor is missing and the marinara needs work. Ps--my grandmother was a saucier.	7/28/2013
Trip Advisor	Sound	Noise	Dinner with the boss and clients turned out very well at this place. Generally	12/6/2016

			quiet setting, maybe a little under lit as one of my colleagues used his phone light to view the menu, yet very nice. Good antipasti plate with numerous selections. The wine decanter is a bit cumbersome with chips on it. The star of the show was definitely the Osso Bucco (veal shank). Okay sure the gremolata could have been a bit more pronounced as it was barely noticed on the shank yet the presentation was spectacular (check out the photo!). After the antipasti plate, I just could not eat the rest of this beast. Others had the red snapper and sea bass and I did not hear any complaints among all the slurping **noises**! A very extensive wine list for the picky wine enthusiasts!	
Trip Advisor	Sound	Noise	We were seated immediately and greeted almost immediately by our server. The food was wonderful, and service excellent. Salads were cold, crisp and perfectly dressed. The wine list was extensive, and ours was served at the perfect temperature. The only negative is the **noise** level makes conversation difficult if not impossible	5/30/2016
Trip Advisor	Sound	Noise	"Restaurant 4" is locally considered the best place for a business dinner in Norman. I strongly disagree. I have been here many times and I can assure that it is not the best in	7/1/2015

			Norman, not even close. The food is OK, nothing amazing and not in line with the price. The service is inconsistent, sometimes has been good, many other times has been frankly poor. It is surprising and disappointing that a restaurant this price range has so unexperienced and poorly trained waiters. Also, something that I have noticed is that the employee turnover at "Restaurant 4" is very high, which I take as a bad sign. Finally, the noise level near the bar is exceedingly high, not good for a business dinner.	
Trip Advisor	Sound	Noise	Located on Main St. in downtown Norman, OK about two miles east of I-35, this dining gem shines in the land of chains with quality, fresh Italian food, friendly staff, comfortable dining room, and would be a great experience in any city. Invited by local friends for evening dining during a stay in Norman. They promised a good meal and Benvenutis delivered. This was my first dining experience here. As background, I have eaten in restaurants all over Italy, where my extended family lives. I ordered main entree of gnocchi which was a melt in my mouth experience. After an appetizer of mussels in a superb tomato/sambuca broth, I also sampled ravioli	6/3/2015

			with goat cheese also bedded on an excellent san marzano tomato sauce. Both entrees appeared too quality and fresh to have come from a freezer. The dining room flows through several areas and although crowded the **noise** level was perfect for conversation. This was overall an excellent dining experience. I was not deterred by negative reviews of 'pricey' as this was food worthy and I considered prices moderate for a first rate dining adventure. Only a small ding - the cheese grating happy server didn't understand my comment of "not all Italian dishes require extra cheese". Of course this is the land of chains and bbq everything. I recommend this for a fine dining experience. Good job Benvenutis and my locals for picking a top notch restaurant for a nice unhurried dining evening.	
Trip Advisor	Ambiance	Ambiance	For a special occasion, my darling ex-husband took me out for a special dinner at Benvenuti's, where I had never dined before. The restaurant is situated in an historic building, and the **ambience** of its age enhances the experience of dining there. It was very crowded that night, but we went into the back room and saw an empty table for two by the window. The hostess, who was quite rushed, was	11/8/2019

			going to give us a table for four in the middle of the room, but when I said, “Please?” she relented and seated us by the window. I had Grand Marnier to start and ordered Risotto Arancini and Mushroom Rigatoni. Both were served hot, fresh and delicious, melting in my mouth. I made it all last for a very long time. Our waiter’s service was perfect. He was quite attentive and made sure we had enough water and refilled my Grand Marnier, as wine didn’t appeal to my palate that night. It was such a beautiful evening; I so enjoyed our view of Main Street at twilight while sipping and nibbling and conversing. As the restaurant cleared out, the waiter whispered to us that Barry Switzer was in the adjacent room. He has always been my favorite football coach. My love of OU football is life-long, and I was lucky enough to be a student here during our 1985 National Championship. I didn’t want to disturb him during his supper, but the waiter told us it would be all right. My ex-husband had met him a number of times, so they had a very delightful reunion. What an honor to meet the Coach! He was gracious and kind, just as I always thought he would	

			be. Altogether, I felt that this was among the most wonderful nights of my life. The staff and chef made it very special for me, going above and beyond to make us happy. Benvenuti's treated us as if we were dear friends. I hope I get to return there, but if I can't, this is a memory I will never forget. Thank you, Benvenuti's, for a lovely, perfect experience.	
Trip Advisor	Ambiance	Ambiance	Having been to Italy I have to agree that the food while "Italian" is not nearly as good as what you get in Italy. The **atmosphere** is very nice given the dim lights and the nice decor. Service is pretty good although at times it felt like there was a bit of pressure to order more cocktails or drinks. The prices are fairly high for many of the menu items. I had the pizza and the tiramisu and they were both good. The pizzas are not expensive for the ingredients and size. Desserts are pretty expensive and while the Tiramisu was good, it was not the best I have ever had in the US. A large selection of alcoholic drinks and cocktails, actually much larger than their food menu. Nice **ambience**, not a ver extensive menu and too pricey for what they offer. Not sure I will return very soon.	1/4/2018

Trip Advisor	Ambiance	Ambiance	I met up with some friends in Norman and we were looking for Italian food that wasn't a chain restaurant. Several locals told us this was the place to go and we enjoyed a nice evening. The place was little fancier than I was thinking, but it was great and our party of five all found something that they enjoyed.	3/27/2016
Trip Advisor	Ambiance	Ambiance	"Restaurant 4" chef, Anthony is very creative and some of the menu items change by the month. he is a master of sauces and the appetizers are exceptional. Service is good but not great holding the restaurant back. Ambiance is vg as the restaurant is a former railroad station	7/1/2013
Trip Advisor	Ambiance	Ambiance	Old Interurban station refurbished in downtown Norman. Cozy **ambience** and excellent service. Food somewhat pricey for quality and quantity. Wine list better than most for Norman restaurants.	1/16/2013
Trip Advisor	Ambiance	Ambiance	This is the best dining that Norman has to offer. After living here for 22 years, I have never eaten anywhere in Norman better than Benvenutis. They have a variety of options on the menu and each item is spectacular. Every month, Chef Anthony, updates the specials list based on the season and the weather. The staff is extremely friendly and helpful. Best **ambiance** for a restaurant in Norman.	8/18/2012

			Definitely the best place for a fine dining experience in Norman. Highly recommended to anyone.	
Trip Advisor	Temperature	Air, Hot, Cold, A/C	N/a	N/a