



SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL ABOUT THE

FOOD EXPERIENCE
EDUCATION
COLLABORATION
FUTURE



AGENDA



- **Introduction to SCOPOS HG**
- **Trends Snapshot – Restaurant & Industry**
- **Your Project – Your Process**
 - Keys to a Great Consultant – Client Relationship
 - What is the Culinary Program?
 - Food Service Typical Project Challenges
 - Collaboration & Communication
 - Top 10 Design Mistakes
 - Design Features - Details & Impact on Efficiency
 - Is my Design Flexible & Adaptable?
- **Construction**
 - VE Process and Impact on Program/Efficiency/Quality
 - Millwork & Quality – What to look for
- **Design Resources & Checklists**
- **NAFEM – What to expect**

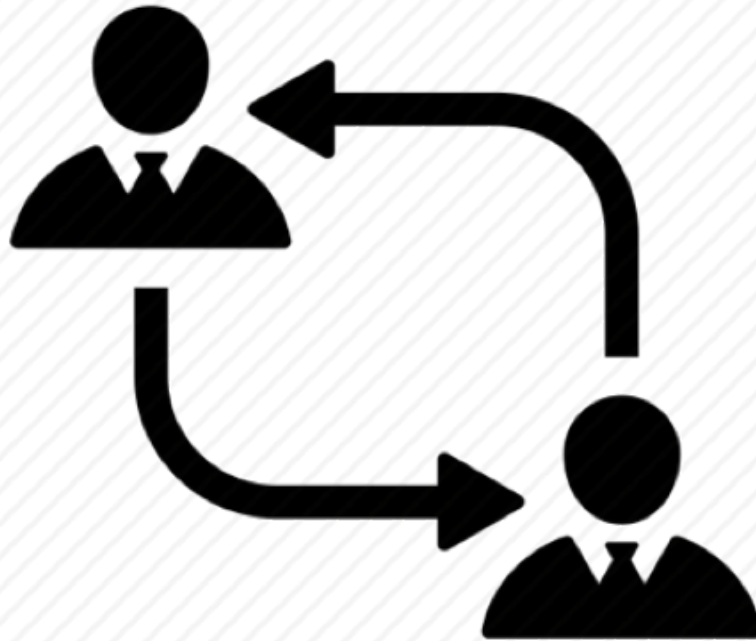
**PROJECT TEAM,
COLLABORATION
AND
COMMUNICATION**

Keys to a Great Consultant – Client Relationship

In the interest of keeping relationships flowing smoothly in both directions, here are indispensable traits consultants and their clients must each provide the other on the way to mutual success:

THE CONSULTANT MUST:

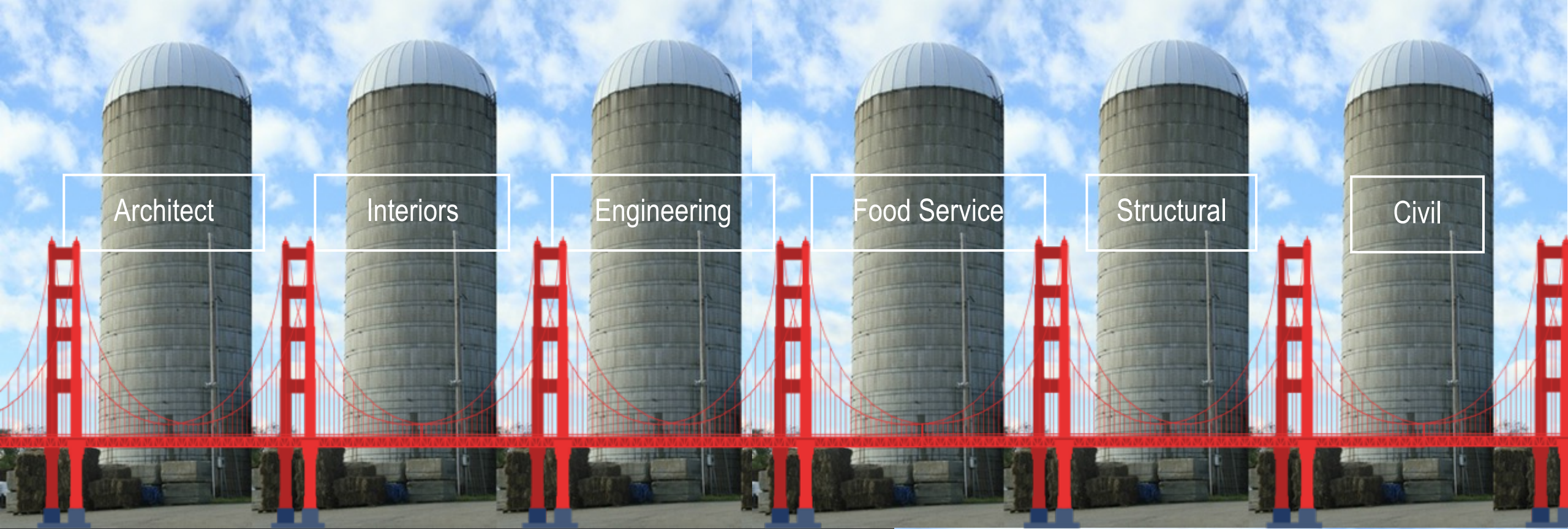
- Bring commitment.
- Be willing to share information.
- Inspire confidence.
- Go the extra yard and give more than expected.
- Meet deadlines and respond quickly.
- Be sure not to promise what he or she may not be able to deliver.
- Respect the client's knowledge and experience.



THE CLIENT MUST:

- Work hard to meld the consultant into the team.
- Be totally honest and open about the operation and its problems.
- Respond quickly and fully.
- Respect the consultant's requirements and experience.
- Pay on time.

Source: Adapted from The Consultant, publication of Foodservice Consultants Society International, Louisville, Kentucky (Third Quarter 2004).



Architect

Interiors

Engineering

Food Service

Structural

Civil

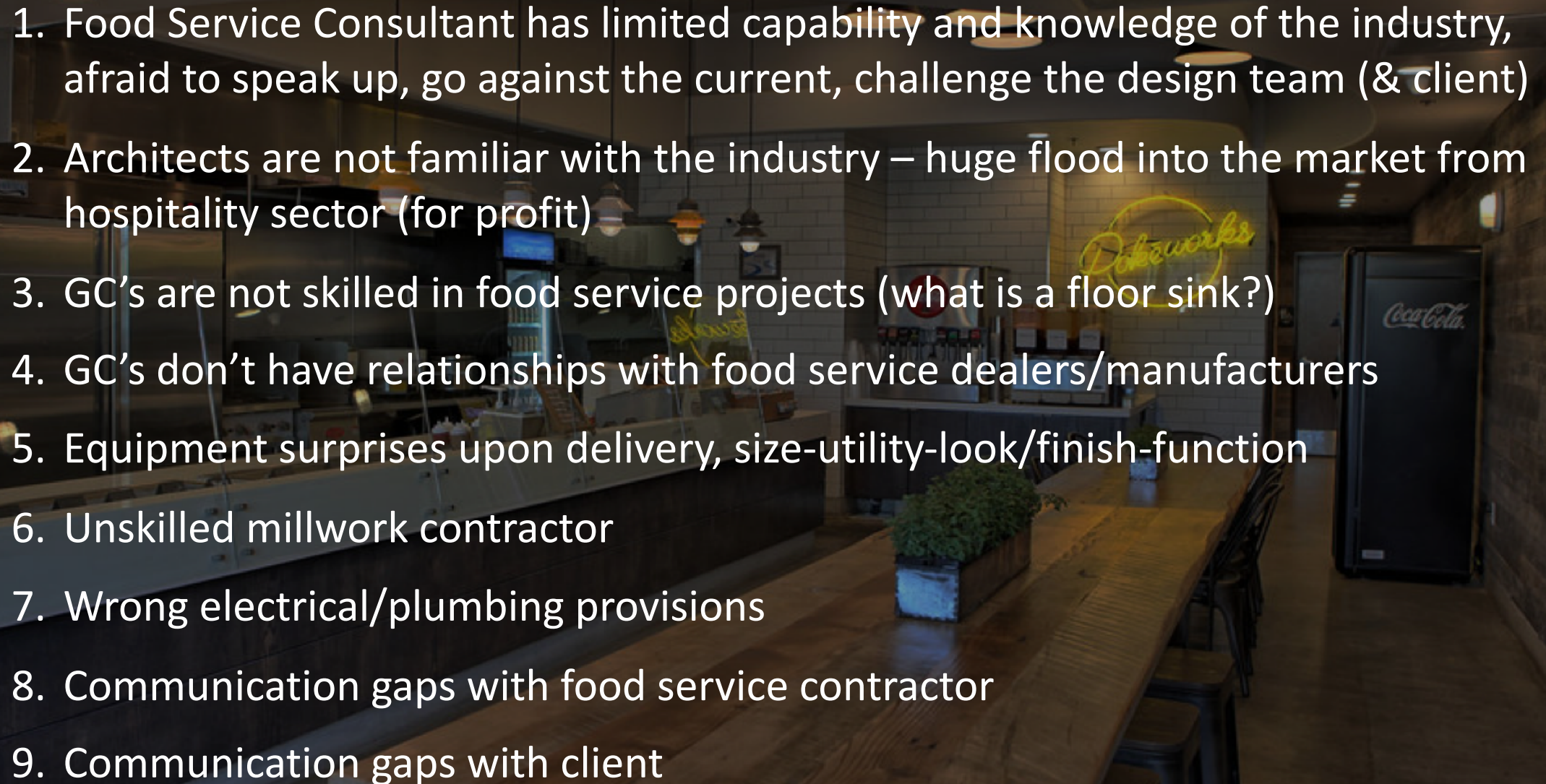


**Silo Effect
vs
Collaboration**



PROJECT

FOOD SERVICE PROJECT CHALLENGES

1. Food Service Consultant has limited capability and knowledge of the industry, afraid to speak up, go against the current, challenge the design team (& client)
 2. Architects are not familiar with the industry – huge flood into the market from hospitality sector (for profit)
 3. GC's are not skilled in food service projects (what is a floor sink?)
 4. GC's don't have relationships with food service dealers/manufacturers
 5. Equipment surprises upon delivery, size-utility-look/finish-function
 6. Unskilled millwork contractor
 7. Wrong electrical/plumbing provisions
 8. Communication gaps with food service contractor
 9. Communication gaps with client
- 
- The background image shows a restaurant interior. In the foreground, there is a long, rustic wooden bar with a small potted plant on it. Behind the bar is a kitchen area with stainless steel equipment and a menu board. To the right, there is a Coca-Cola vending machine and a wall with a stone-like texture. The lighting is warm and ambient.



Virtual Reality



3D Printing

Revit | BIM



COMMUNICATION – BIM & VR

CLASH DETECTION

2018.11.19 Meal Delivery for Bishop G
ARCHITECT COORDINATION STAGE

2018.12.17 - Wall Locations

2018.12.19 - Bistro Hood

2018.12.19 - Level 2 Rehab Serving Sta

2018.12.12 - General Coordination

2019.01.15 - New Model and Arch u

2019.01.18 - Bistro Comments fro

2019.01.28 - Updated Bistro Comm

GENERAL/MISC.

ENGINEER COORDINATION STAGE

ELECTRICAL

2018.12.19 - Electrical Coordinatio

PLUMBING

2019.01.02 - Plumbing Coordinatio

EXHAUST HOODS

2018.12.19 - Exhaust Hood Coordi

WALK-IN BOXES, REFRIGERATION

2018.12.17 - Walk-in Box Coordina

A/V, LOW VOLTAGE, TECH PACKAGE

HVAC

2018.12.20 - Bistro Fire Pull Location

CONSTRUCTION COORDINATION STAG

INTERNAL SHG

INDUSTRY COORDINATION

CODE/HEALTH REVIEW

FINISHES

EQUIPMENT FINISH OPTIONS

FURNITURE SPECS

FLOORING SPECS

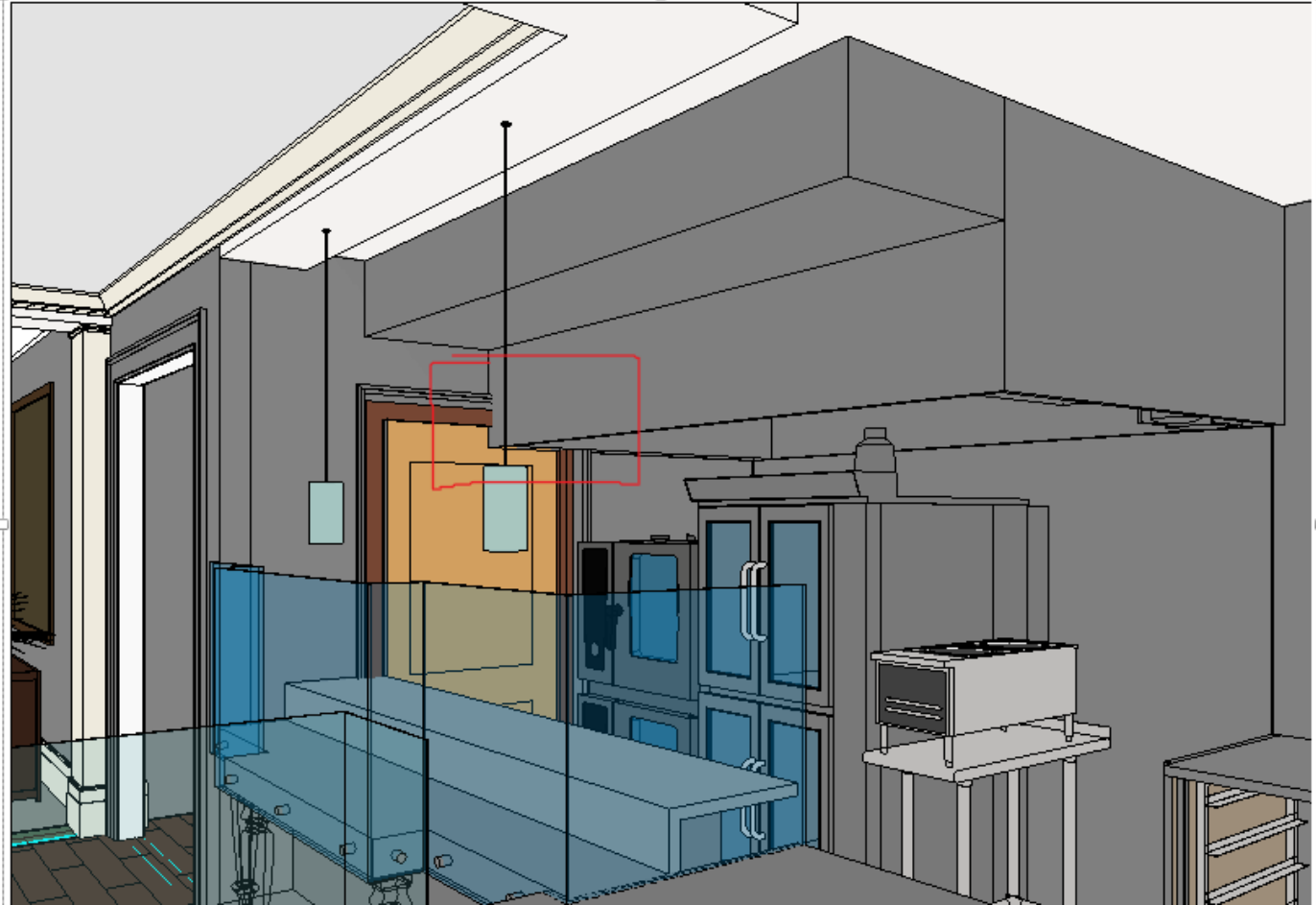
SPEC REQUESTS

Custom Fab

We need help to coordinate a major conflict with the door and hood. The hood has been engineered by the manufacturer to fit the equipment as per design. The door that leads from the corridor into the bistro at this location and is partially obstructed by the hood edge. The hood mounting height is 6'-8" AFF standard.

Not sure how to go about resolving this condition, we are open to suggestions. A low profile hood will not work as it will chamfer at the corner, but that low profile edge will have to remain at 6-8" therefore, it will have the same conflict.

Bistro Hood:



“ We are looking at doing a complete redesign of our three assisted living kitchens that we call our Lodges. **They were designed to be a residential kitchen for resident usage. However, the use has been commercial as we produce all of breakfast and the alternative menu for lunch and dinner.** Upon recent review they were out of state compliance in terms of storage, cleanliness etc. We have corrected what can be corrected but the design is what really needs to change in order to provide a better platform for food production and hygienic standards to be met. ’’

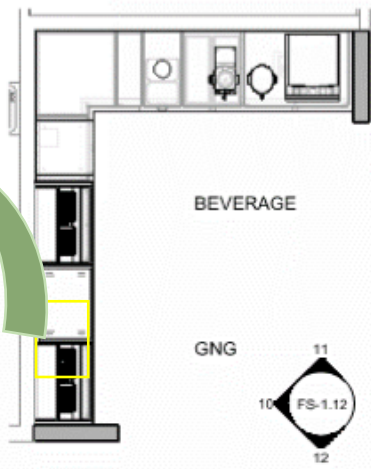
-Fresno, CA





TOOLS – 3D RENDERINGS

Structural Concepts
Airscreen



Structural Concepts
Undercounter Grab-N-Go
DELI



Victory Megatop Sandwich
Prep

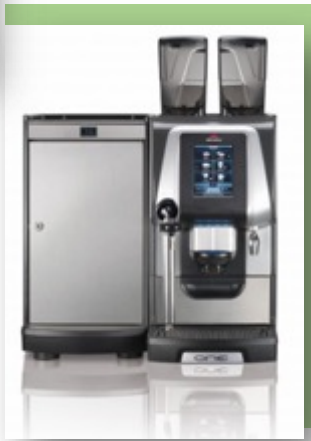


Turbochef High
Speed Oven



Garland Induction
Holding Station

Rancilio Ego One-Top
Espresso Machine



Kaliber Self- Contained Cooking Suite



COMMUNICATION – BIM Project Example

***“better, not bigger;
- smarter, not faster”***

DIGITAL
INTELLIGENCE



DESIGN



MENU
EXPANSION



ENERGY
EFFICIENT



FOOD SAFETY



SPEED

Where are we going?



WHAT IS THE PROGRAM?



		COMMENTS
1.00	DINING PROGRAM	
1.01	Serving Breakfast, Lunch, Dinner?	
1.02	Hours of Operation	
1.03	Style of Service - Self Service - Order at Counter, Resident carries to table or leaves	
1.04	Style of Service - Wait Service, Order at Table, Meal brought to table	
1.05	Style of Service - Hybrid, Order at Counter, Staff bring to table or Resident picks up when called	
1.06	Hostess Station or self-seating, Equipment needs if hostess	
	--Voice data connection	
	--Phone	
	--Menu storage (size / count)	
1.07	What known commercial venues or descriptions would the new space be similar to? (Starbucks, Panera, wine bar, sports bar, etc.)	COMMENTS
2.00	DINING PROGRAM - CUSTOMER BASE	
2.01	What resident population will be using this dining venue?	
2.02	How Many Residents will the dining Venue Serve?	
2.03	Would this venue be open to dining by staff? If yes, number of potential staff that will utilize the dining program.	
2.04	Would this venue be open to dining by visitors? If yes, how many visitors participate in the dining program.	COMMENTS
3.00	DINING PROGRAM - TECHNOLOGY	
	Menu board, printed menu, electronic, etc.	
	Self-Order Kiosks	
	Online Ordering, Smart Phone Ordering	

- 1.0 - KEY PLAN
- 2.0 - DINING PROGRAM
- 3.0 - CUSTOMER BASE
- 4.0 - TECHNOLOGY
- 5.0 - OPERATIONS
- 6.0 - DESIGN CONSIDERATIONS
- 7.0 - MENU
- 8.0 - EQUIPMENT
- 9.0 - BUDGET
- 10.0 - SPECIAL REQUESTS/NOTES:

Quick service?
Full service?

Hours of operation?

What are your tastes?
Styles of food?

ANALYTICS & PROGRAMMING – Project Interview

CENTRAL PRODUCTION KITCHEN & EXPO RESTAURANT DINING

Style of Service:

Hours Of Operation: Lunch & Dinner

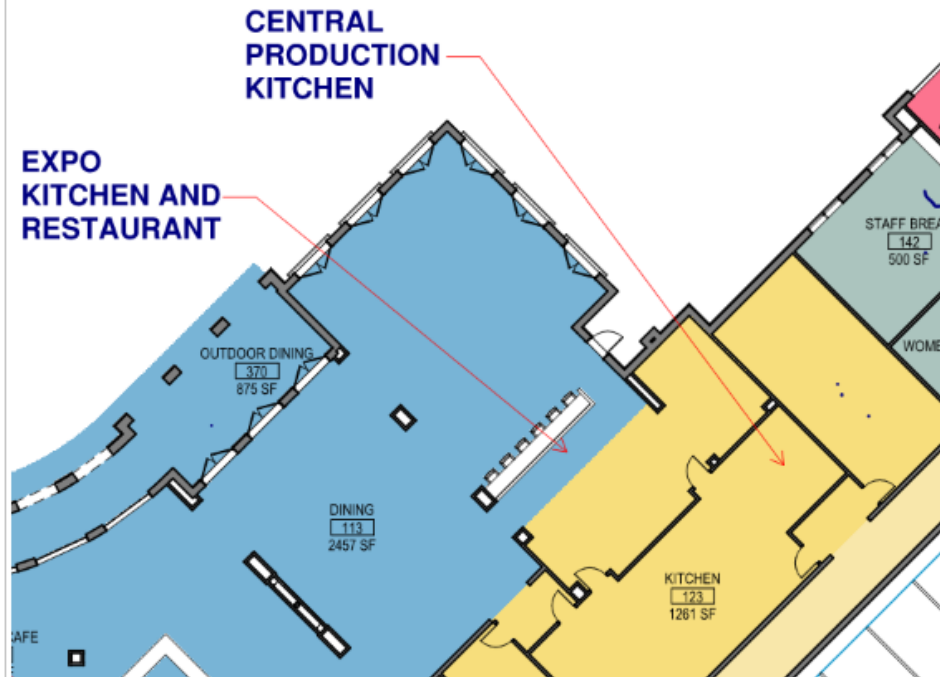
Kitchen Program:

- Food is received, stored and prepared
- Distributes prepped or cooked foods to various locations depending on service style of those locations ie: Bistro/Bar, Catering
- Prepares foods for a la carte dining in adjacent expo restaurant dining room

Dining Program:

- Restaurant 1 - A la carte menu
- Menu rotates depending on season or theme
- Dinner & Lunch
- Restaurant 2 - Themed
- Destination Themed Restaurant
- Reservations Only
- Digital artwork and led lighting to change as needed
- Private dining for parties and special occasions (reserved as needed)

Space Plans:



MC HOSPITALITY KITCHEN / PANTRY - 1st Flr.

Hours Of Operation: 3 meals/day

Program:

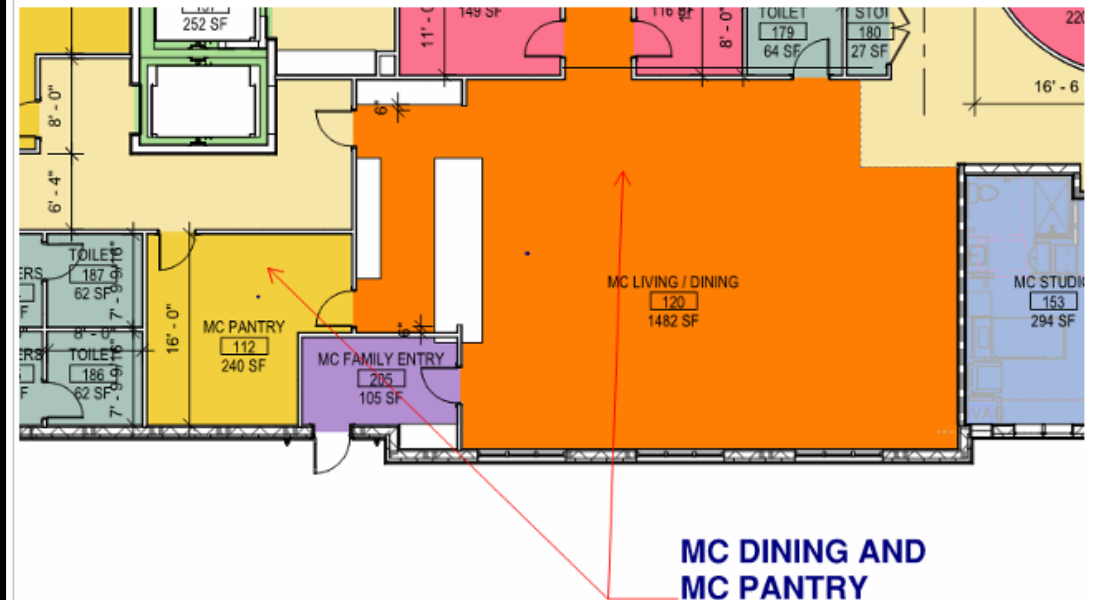
Memory Care Pantry

- Staging area for receiving foods from the main healthcare kitchen
- Dishwashing goes back to the kitchen (due to adjacency)
- Small prep area
- Bulk beverages produced, commercial machines like juice/coffee
- Storage of all china and smallwares

Hospitality Kitchen

- Residential look/finishes
- Induction warming for entrees
- Heated drawers
- Fridge/freezer combo
- Wall oven for activities
- Induction soup warmer
- All menu items will be produced from this kitchen
- Adjacent to kitchen is a hydration station to include ice and water, under counter refrigerator

Space Plan:



DRAFT PROGRAM VISION



CAFÉ/BISTRO/
MARKETPLACE



BAR/LOUNGE



CENTER STAGE



DESTINATION
DINING



ASSISTED
LIVING
HEALTHCARE
FINISHING KITCHEN



SNF/MS EXISTING
SERVING
PANTRY



SNF/MS EXISTING
SERVING
PANTRY



SNF/MS EXISTING
SERVING
PANTRY



CENTRAL
KITCHEN



NEW IL
FINISHING
KITCHEN



PUB/
LOUNGE



THEMED
RESTAURANT



OUTDOOR
DINING



MS 18B LL NEW
HOSPITALITY
KITCHEN



SN 16B UL NEW
HOSPITALITY
KITCHEN



FOOD SERVICE NETWORK



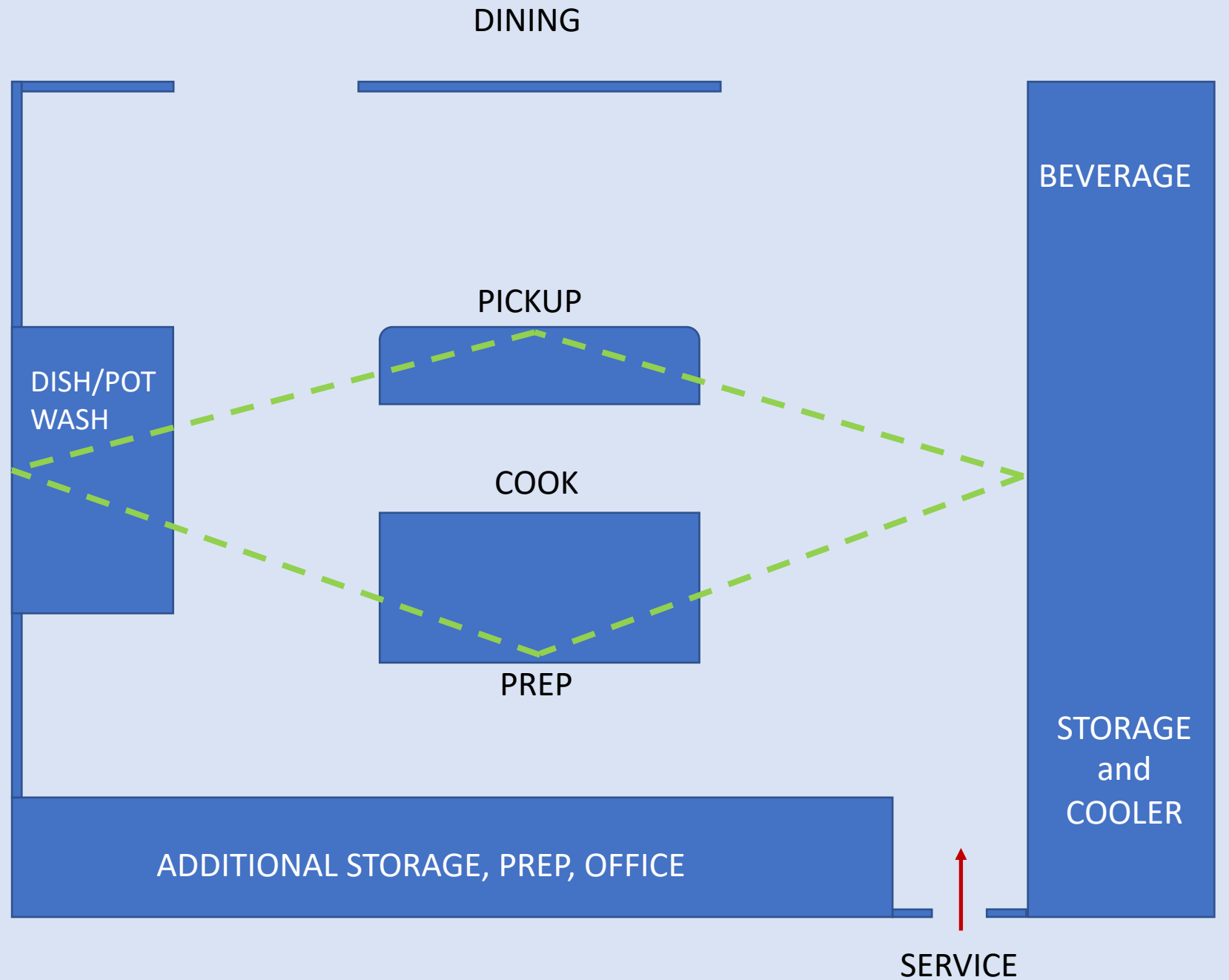
BOH Space Breakdown

- Food prep is approximately 50% of the back of the house.
- Storage is approximately 20% of the back of the house.
- Warewashing is approximately 15% of the back of the house.
- Waitstaff circulation is approximately 15% the back to the house.



“The Diamond” Flow

- - - WAIT/BUS STAFF
- KITCHEN STAFF



1

Design Narrative

Pleasant View Retirement Community seeks to continue the enhancement of common spaces and resident amenities by reinventing two dining venues within the Town Square North building. Several common areas adjacent to the dining venues will also be explored as opportunities to enhance vitality within the Town Square North building and main street.

Recent discussions with the Pleasant View Team have led to the consideration of the following program elements:

1. Themed restaurant to replace the existing dining room
2. Re-invented Café / Marketplace
3. Lobby Coffee Shop / Juice Bar
4. Possible expansion of lobby open seating area
5. Gift Shop reinvention
6. Exterior terrace enhancement

Conceptual interior design images illustrating options for an appropriate "look" or "feel" for the dining venues and common areas have been reviewed and continue to be developed as a work in progress. Additional interior images that expand on initial feedback provided by the Pleasant View Team are provided at the end of this narrative.

In general, the Pleasant View Team prefers a palette of materials that provides warmth in color and texture while also exhibiting visual variety i.e. warm paint colors on beaded wood panels and trim, stained

woods adjacent to deep toned metal frames, etc. In recognition of Pleasant View demographics and its location within a rural / agricultural area of Penn Township, the exploration of an interior concept that expresses the hospitality of an inviting "Contemporary inn" palette of light and possible design approach is anticipated that a "Farm to Table" fresh and other locally-sourced ingredients will be discussed.



"First we eat, we do every"

DESIGN NARRATIVE - FULL PROGRAM OUTLINE

2

Center Stage/Restaurant

Concept Overview

Center Stage is a full-service restaurant with a Chef's exhibition station as a focal point. Center Stage fulfills the restaurant options currently available for dinner service. The Chef's exhibition station is used for featured menu items, so that customers can enjoy preparation as an entertainment feature. This could include finishing desserts, such as Cherries Jubilee, carving Prime Rib, custom crafting pasta options, or creating a dessert display. This station is also incorporated into holiday buffets and Sunday Brunch features. The design could additionally support cooking demonstrations and other culinary education classes.

This will be the primary venue for Sunday Brunch.

Center Stage is open for dinner and lunch, Monday through Saturday, and Sunday Brunch.

If volume is not adequate; this venue could be closed at lunch.

Dining Area

The Dining area should offer a variety of seating options. Table sizes for four to six patrons are most desirable with a few tables for two. Tables for two are most frequently used by a single diner. Additionally, a large community table can be a feature of the area. This could even be a custom crafted focal point. Community tables are designed to be used by single diners or small parties that like to socialize



with others. Not all customers are seated at the same time. It is not intended to be a table for a single large party. These tables typically seat 8 - 14 customers.

Menu Model

The Center Stage would continue with a similar menu model currently provided. The menu provides standardized, seasonal items including Soups and Appetizers, Sandwiches, Salads, Entrees, and Desserts. These are augmented by daily specials which vary at lunch and dinner.

Service Style

Center Stage is a full-service restaurant. Customers are seated by a host and welcomed to their table by their server. The server reviews menu specials, takes the orders and serves in a course fashion. Servers may be supported by bussers and runners. Items featured at the Center Stage are typically served, but there may be some self-service options.

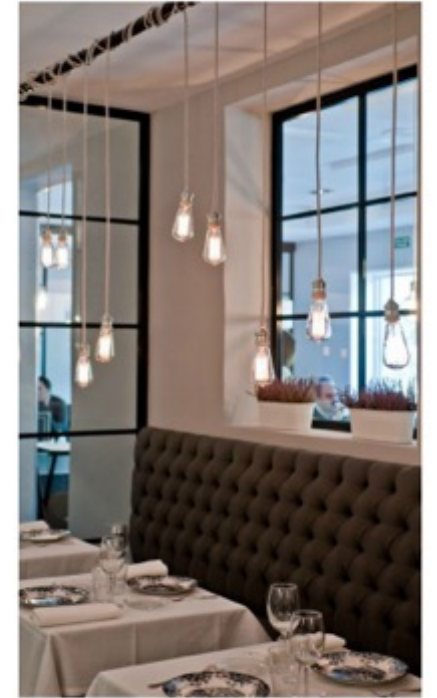
The main kitchen serves as the cook line for the Center Stage Venue.

Hours of Operation

Lunch 11:30 - 2:00 (optional for lunch)
Dinner 5:00 - 7:30

Staffing

- **Servers:** Servers are responsible for placing orders via the POS system and delivering meals in a course fashion. Servers may also be designated as runners. A standard of 1 server for 13 - 15 seats was utilized in developing the staffing model. Full time servers will also be responsible for specialized side work.
- **Host/Hostess:** This position is responsible for traffic control, escorting residents to their seats, and initiating the POS process. This position may also serve alcoholic beverages if the servers are not old enough.
- **Exhibition Chef** (typically assigned from existing culinary team): The Exhibition Chef prepares, finishes, and may occasionally serve the featured items.



CREATING EXPERIENCES



CAPTAINS TABLE RESTAURANT



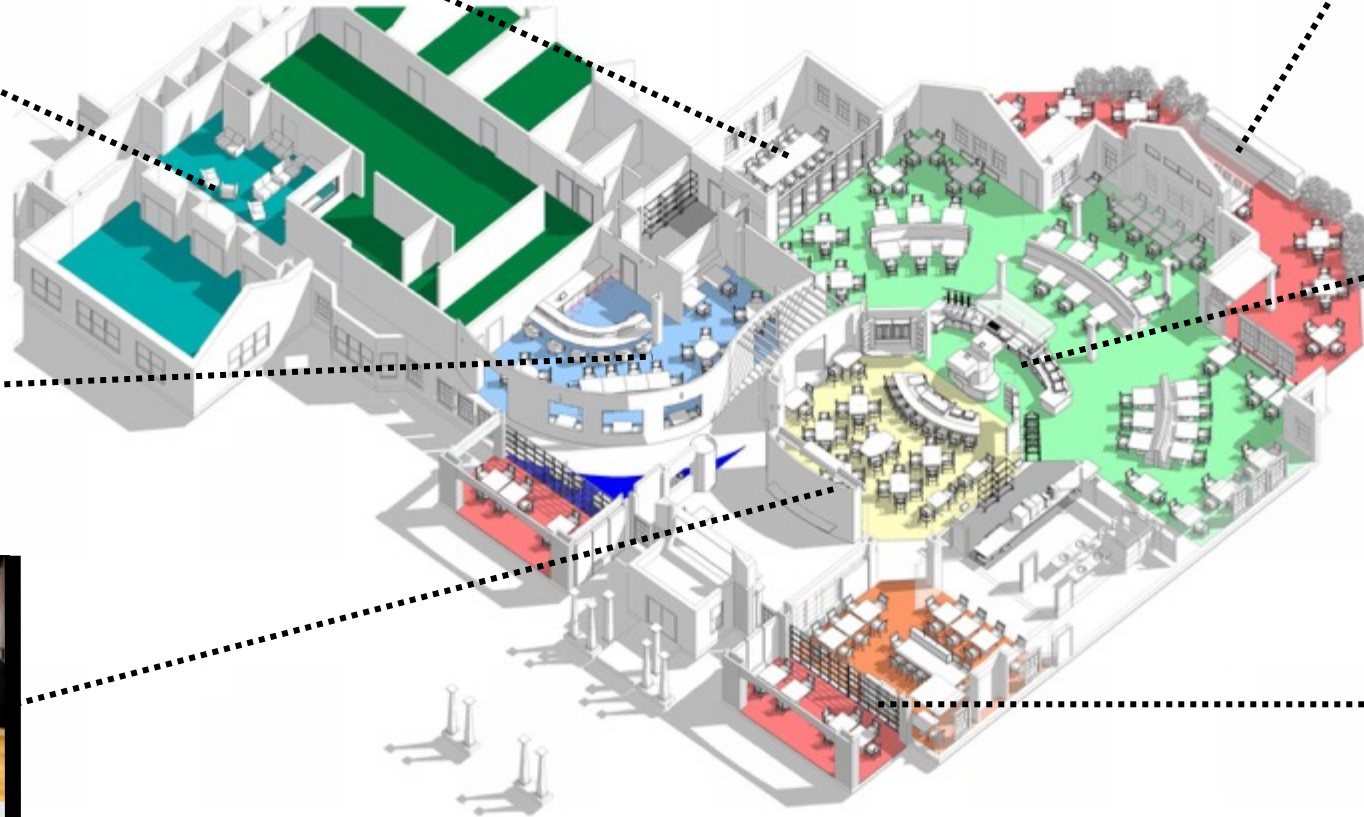
SOFT SEATING LOUNGE



CONVERTIBLE DINING VENUE:
Casual Dining



TEACHING KITCHEN RESTAURANT



OUTDOOR DINING



EXHIBITION – MAIN DINING:
Casual Restaurant



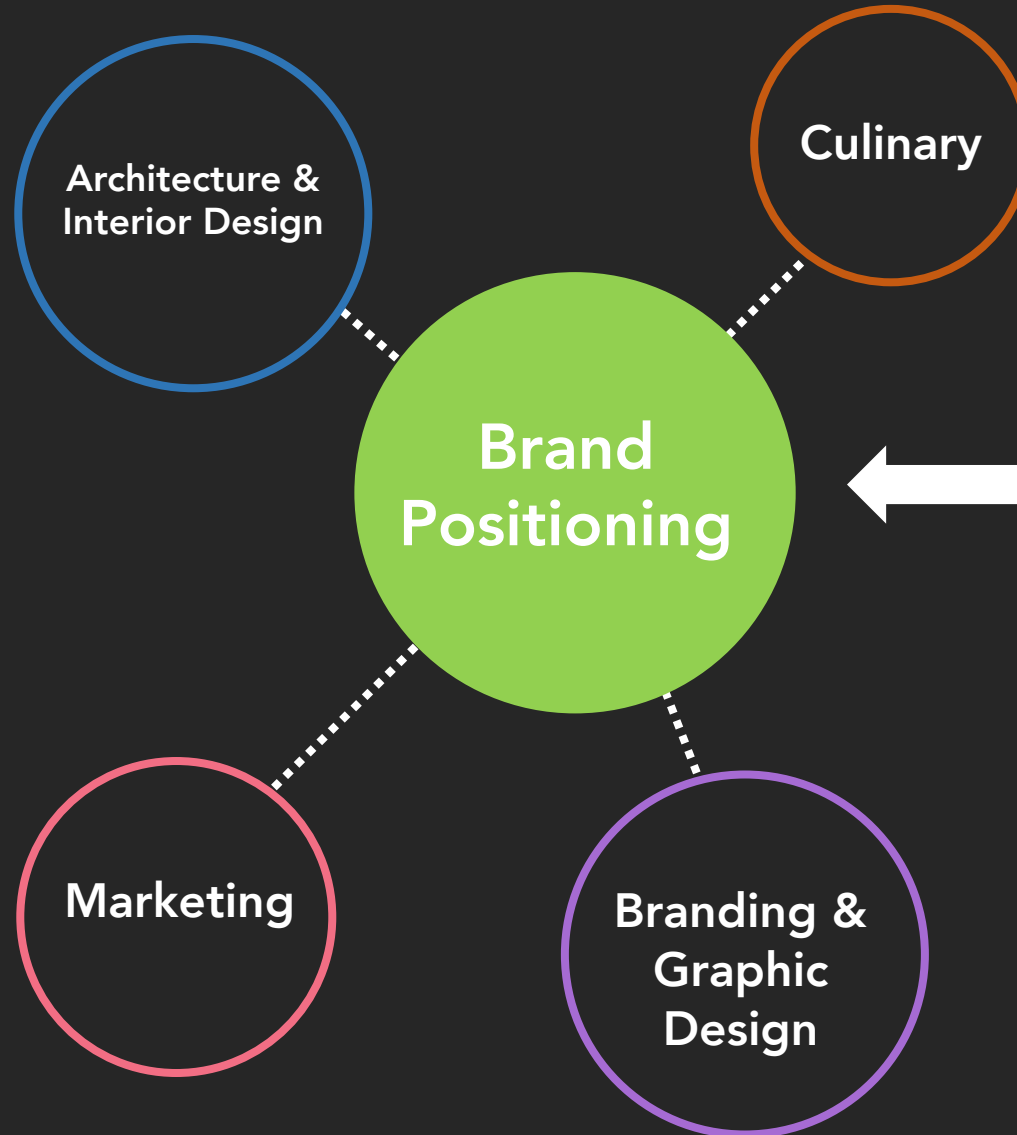
SEMI PRIVATE/DESTINATION
RESTAURANT/THEMED



WHY VISUAL POSITIONING?

After the project is built with visual positioning consumers can understand a brand and recognize what it stands for, where it fits, and why it's the best choice.

- **Effective brand design** begins with visual positioning.
- **Interior Design & Architecture** align with the brand message through visual positioning.
- **Successful marketing** is founded on visual positioning.
- **Customers** understand what the brand is and isn't through visual positioning.





TOP 10 DESIGN MISTAKES

#1 Inconsistent Ambience

Theme, space, layout, and flow patterns. Colors, materials, lighting, graphics, and artwork.

Uniforms, linens, menus, dishes, and signage. All should be complement each other. When they do, it implies great attention to detail.

The big restaurant chains seem to have grasped this centrality of design continuity, but small restaurants, probably in their quest to cut costs, seem to treat visual aspects of the dining experience as an unnecessary expense.





Atmosphere Awareness

Vision. Exterior signage and facade; high or low light levels; bright or subdued colors; use of mirrors or partitions (either portable or fixed) to expand or reduce space; height of ceilings; menu design; artwork on walls; window coverings; positioning of tables.

Touch. Floors of marble, tile, carpet, or wood; chairs of wood, metal, leather, or fabric; seats cushioned or not cushioned; table linens or bare surfaces; chunky or dainty glassware; baskets or plastic plates, earthenware, or fine china; plastic, stainless steel, or silver flatware; paper on which the menu is printed.

Sound. Loud or subdued conversation; type and volume of music, live or on the sound system; dishes being cleared; kitchen or bar noise; hum of central heat or air-conditioning system; street noise.

Smell. Aromas of baking or spices; rancid odor of fryer oil that needs changing; colognes of guests and staff; wood in fireplace; smell of new carpet, fabrics, or linens; restroom air fresheners.



Atmosphere Awareness (con't)

Taste. A cool drink; a fluffy soufflé; a crisp onion ring; a perfectly cooked steak; a hot curried dish.

Temperature. The ambient temperature of a room; body heat of guests and staff; heat from the kitchen or coffee station; breeze created by ceiling fans; airflow when seated directly above (or below) a vent or open window; direct sunlight or use of window coverings; hot food served hot; cold food served cold.

Motion. The effort it takes to get to a table or chair; the way servers negotiate the dining room with trays; the setup of waiting lines for buffets (to people waiting, as well as those already dining); activity within the dining space as viewed through windows; outside activity as viewed by diners.

#2 Too Many People Involved in the Decision-Making Process



It is good to have candid input and a variety of opinions in the design process, but a single person must drive the design program. Otherwise, you end up with a mishmash of ideas and skyrocketing costs as you experiment with them. Be sure to include the chef in decision making.

#3 The Target Market is Forgotten

This happens when the owner or manager defines the tone, menu, and concept space flow, function, look finishes based on what he or she wants instead of what truly fits the customer base and market area.



#4 Inadequate Space Between Tables

It is not unusual to underestimate the level of intimacy in a given concept, but you should leave at least 3 ½ feet between tables so servers can do their jobs comfortably.

Casual dining can cut the space a bit, to a range of 24 to 36 inches, but fine dining calls for a full 4 feet between tables.



#5 Traffic Patterns are Overlooked



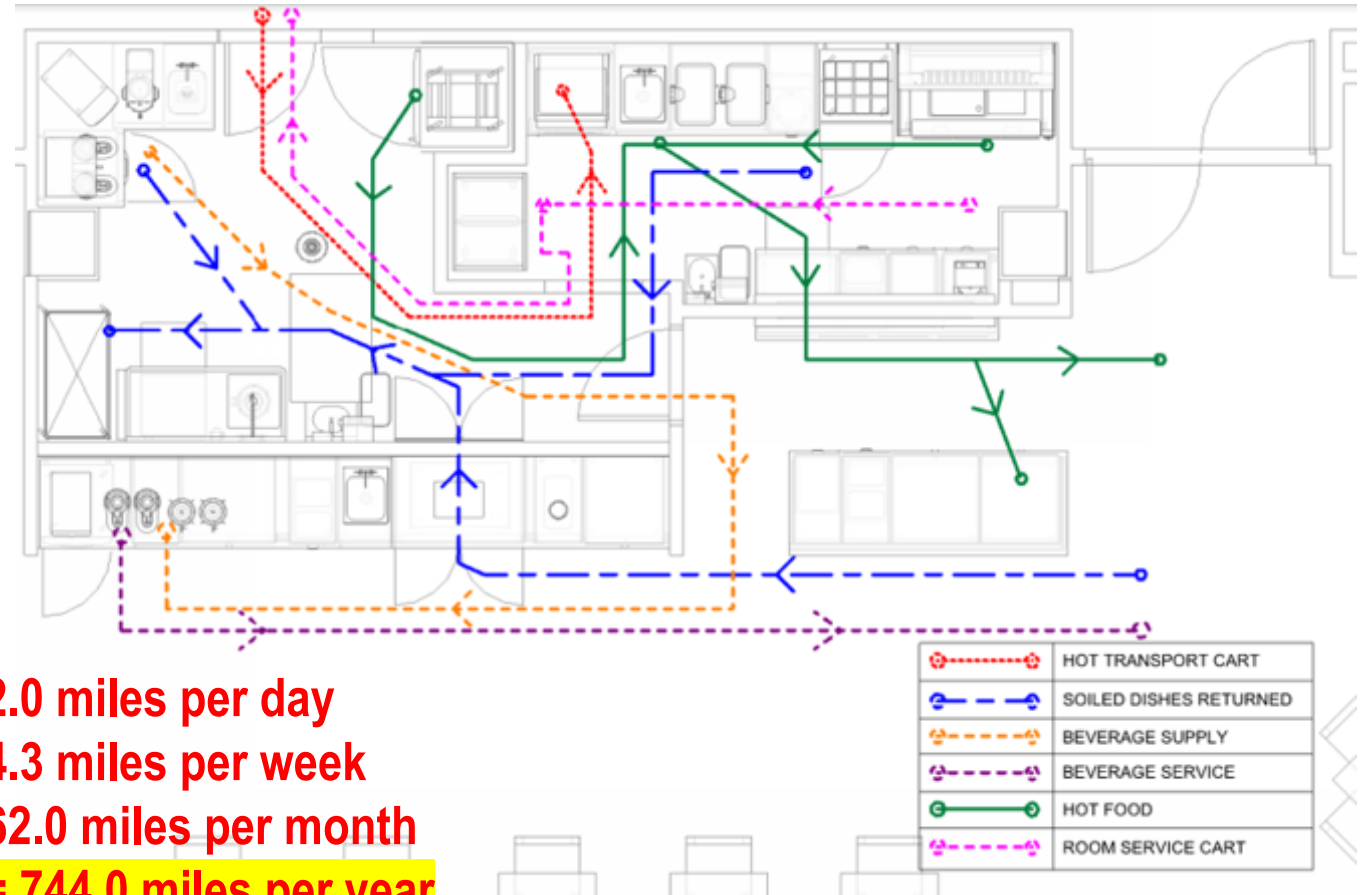
This refers to the movement of people within the space, both guests and employees. Major sins include placing the kitchen too far from the dining room and restricting movement into and out of the kitchen. Good service and comfort are the result of uncluttered circulation patterns or flow.



FLOW AND STAFF EFFICIENCY

In a restaurant with 10 servers, see how quickly 6 feet can add up to 2 miles a day, 60 miles each month and over 740 miles per year.

# of feet	66 feet
2 times = doubles (there & back)	212 feet
# visits per table (courses)	336 feet
5 tables per server section	180 feet
3 turns per table	540 feet
10 servers	5,400 feet
3 shifts (bkfst, lunch, dinner)	210,800 feet = 2.0 miles per day
7 days per week	75,600 feet = 14.3 miles per week
4.33 weeks per month	327,348 feet = 62.0 miles per month
12 months in a year	3,928,176 feet = 744.0 miles per year



#6 Unrealistic Budgets



There are no fixed budget guidelines for restaurants, which results in too much variation.

It can cost anywhere from \$175 per square foot to design a casual eatery, while a formal dining room may run \$400 per square foot.

Unrealistic budgets come back to haunt a project. Most major expenses are covered, but what about the so-called soft costs—insurance, permit fees, advertising?

Some consultants suggest a contingency budget of 10% to 20%, just to cover possible cost overruns.

#7 Branding is Non Existent



Multiple dining venues that lack branding fail to project a clear purpose and do not motivate or provide direction to the customer.

Branding provides easily identifiable purpose. It directs the customer, promotes expectation and provides a sense of destination.

#8 Poor Lighting



Lighting is more than the diminishment of darkness. A lighting mistake can actually be offensive to guests if the results are too harsh, too dim, or at angles that make the atmosphere uncomfortable.

Pick a lighting style and stick with it rather than using four or five types of fixtures to achieve everything from walkway lighting to enhancing food presentation to making diners look good.

Never light directly at eye level.

#9 Offensive Colors



The use of color affects the way the food looks as well as the mood of the dining room. Blue feels frozen in space; warm hues, such as reds or browns, are generally more inviting.

Consider colors that either invigorate or relax the dining space.

#10 Forgetting the Future



Restaurants need a plan for growth so they can respond to it without major expense.

You can do things like expand the dining area and add a private dining room only if the original design was created to allow for this at a reasonable cost.

Source: Adapting from information by Howard Riell The Consultant, publication of Foodservice Consultants Society International, Louisville, Kentucky (Third Quarter 1998).

DESIGN FEATURES, THE DETAILS



WHICH TYPE OF SINK DO I NEED?

HAND SINK?

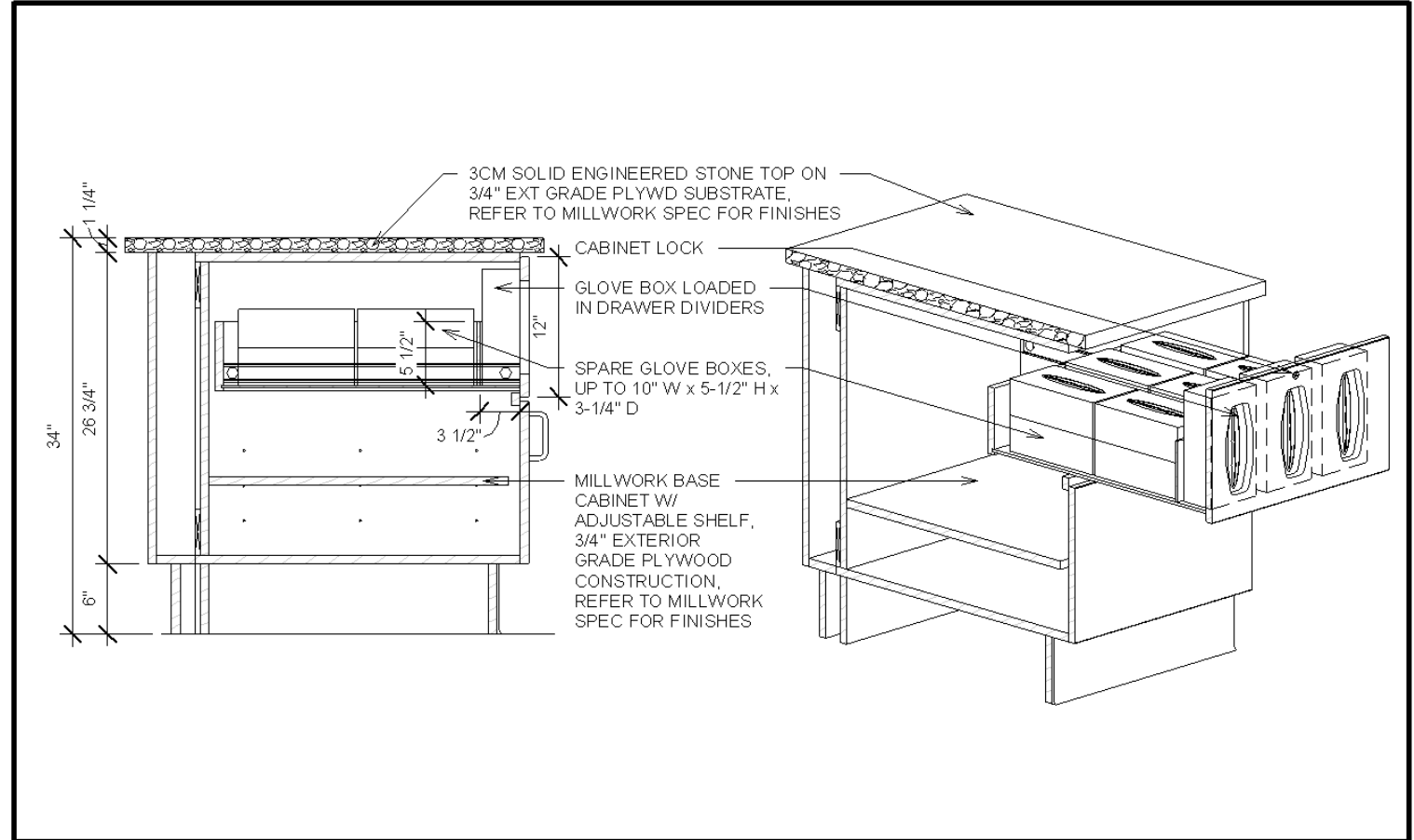
PREP SINK?

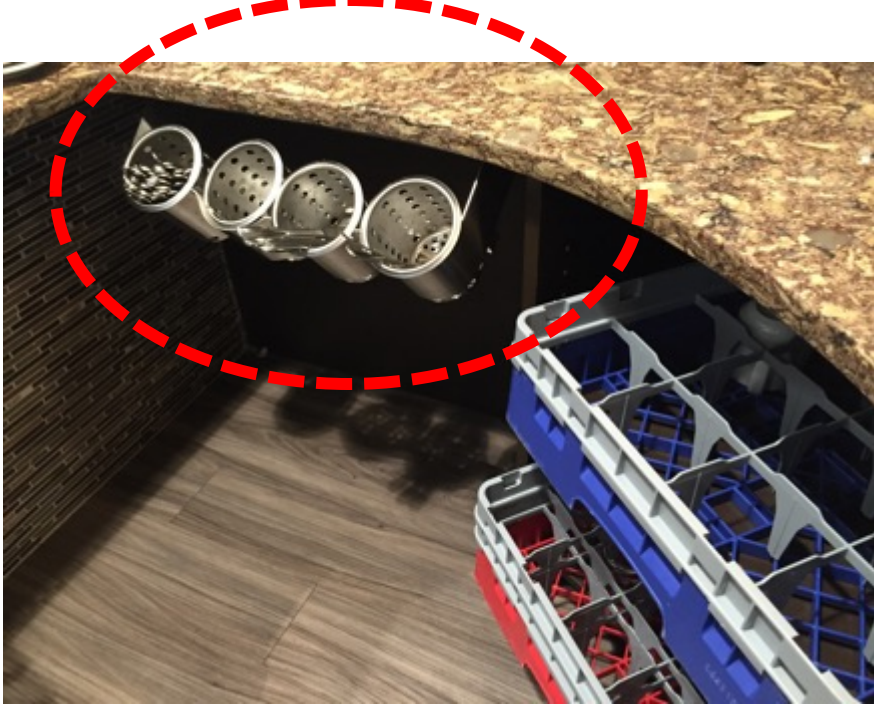
PRE-RINSE SINK?



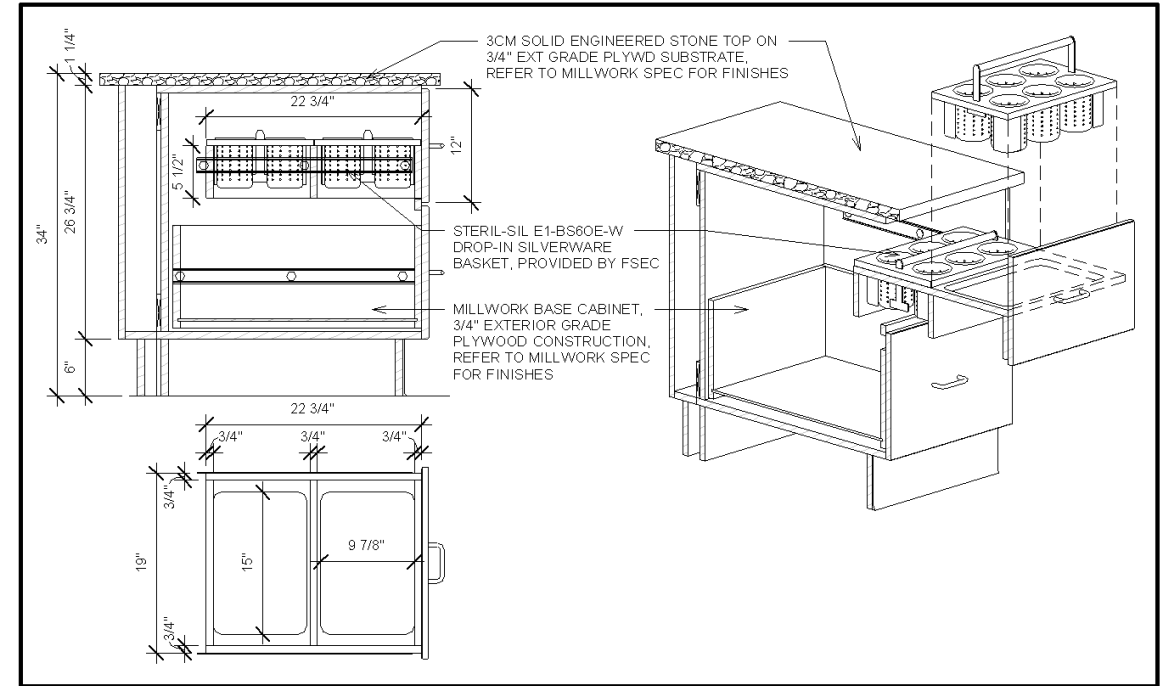
Glove Storage

Millwork Glove Box Drawer Kit





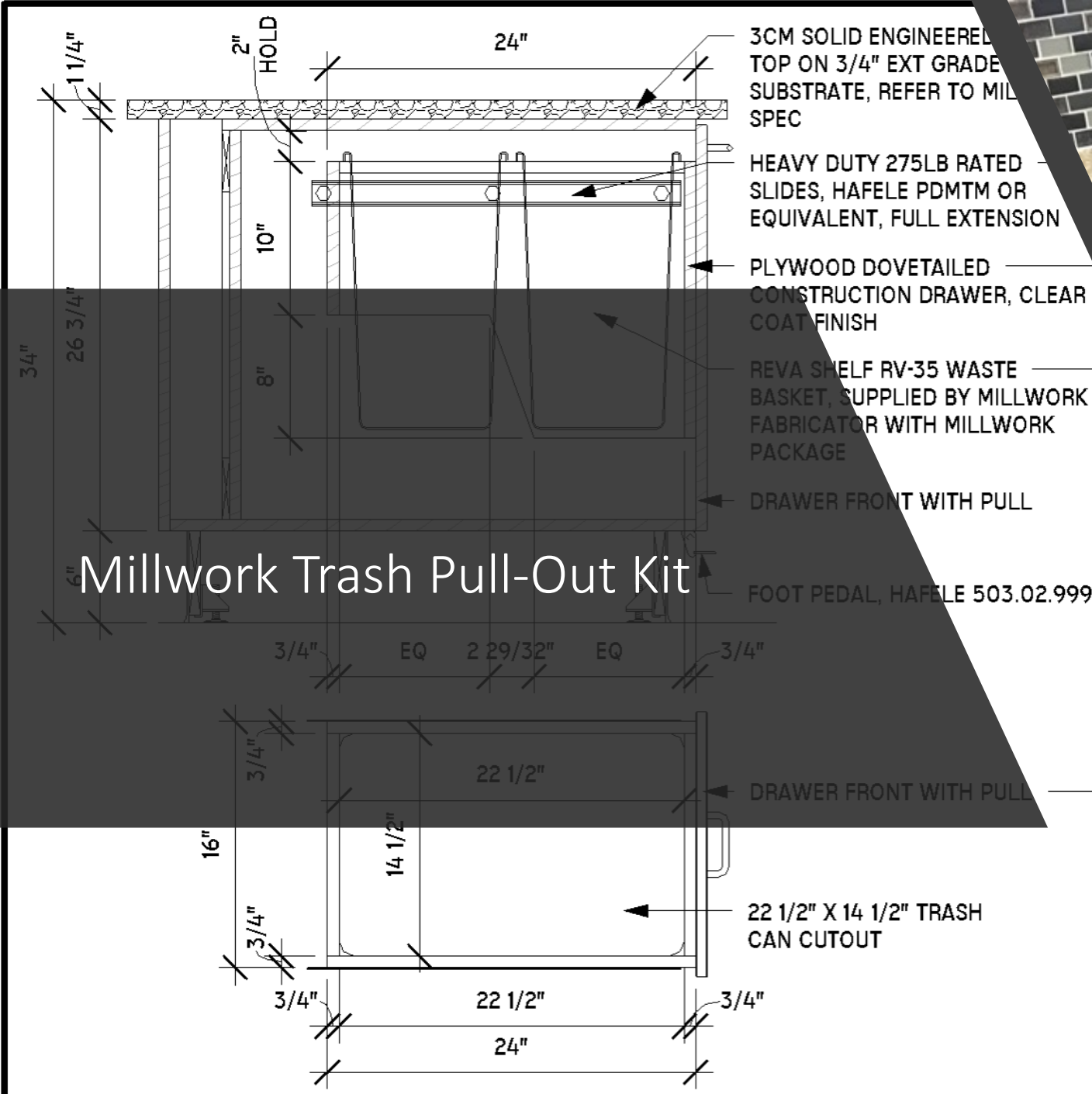
Integrated Utensil Storage



Millwork Utensil Drawer Kit



Integrated Trash

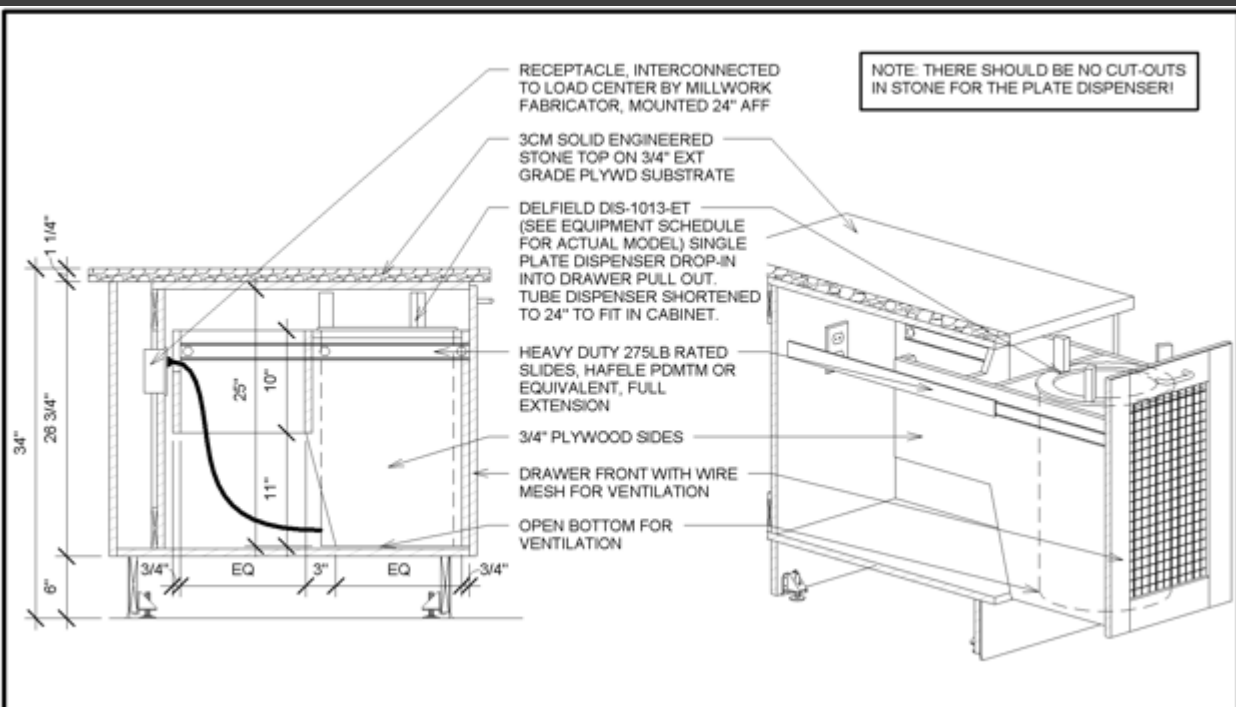


Millwork Trash Pull-Out Kit





Pull Out Heated Plates





Pantry & Storage Space



Retail/Refrigeration/ Merchandise



Work Surfaces & Counter Spacing

Special Diets Table Solution





Hydration Station





Engineered
Beverage
Station



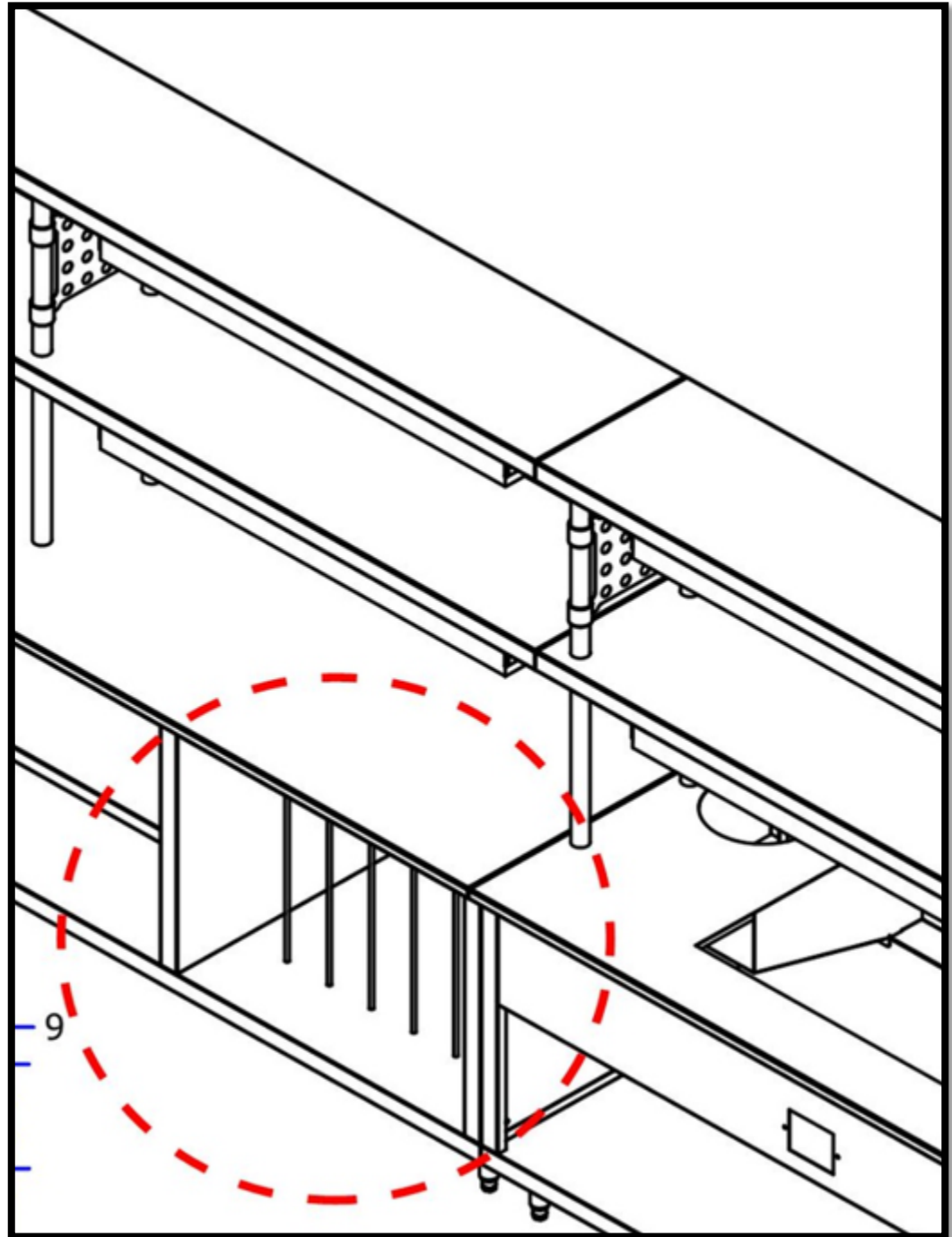
BUSSING

BUSSING



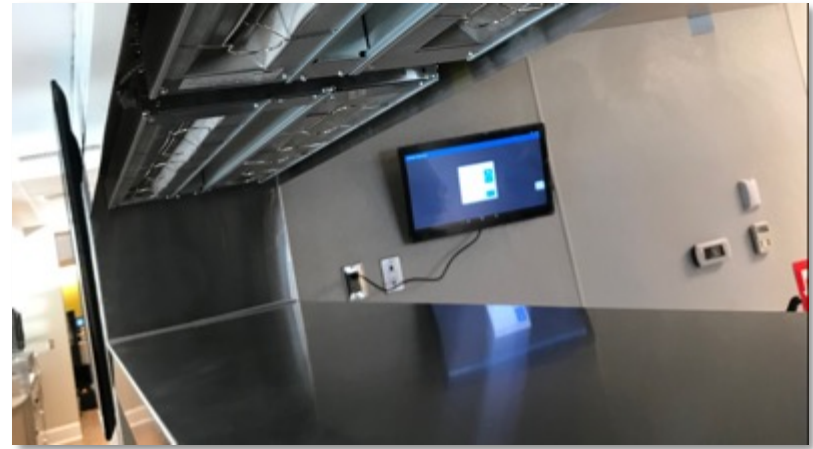


SERVER TRAY
STORAGE –
CHEFS
COUNTER



P-LAM FINISHES ON EQUIPMENT





HEAT LAMPS & PICK-UP



QUALITY MILLWORK WHAT TO LOOK FOR

QUALITY MILLWORK



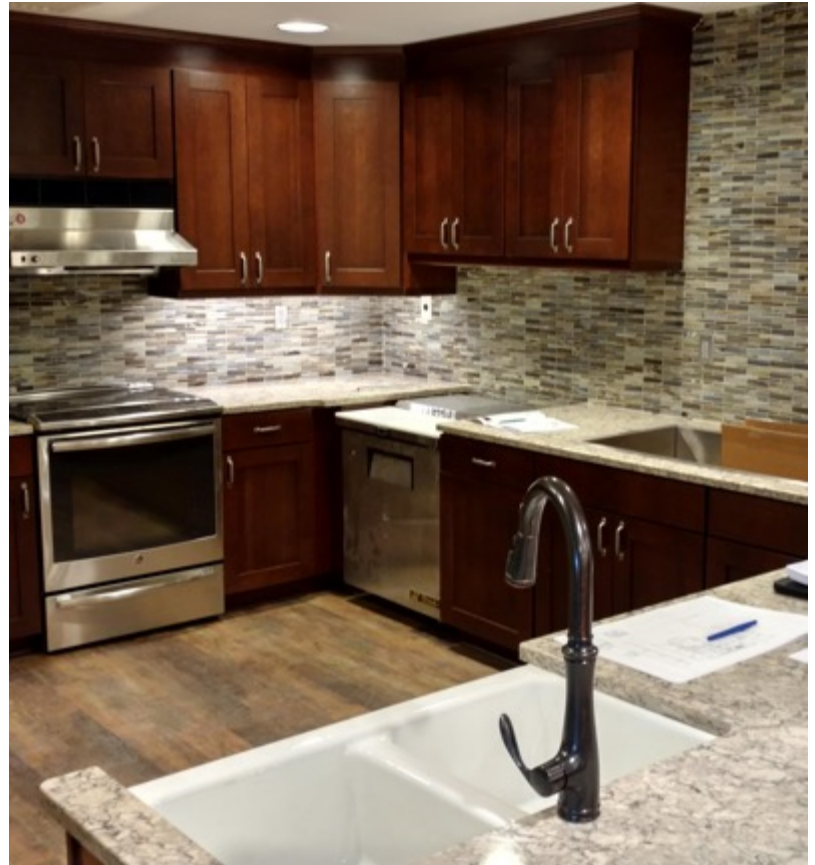


Residential
Millwork
1 year use



**INCORRECT
MATERIALS**





Residential Millwork – Fresh Install

Corian & Heat



Food Service Casework Material



BALTIC BIRCH
EXTERIOR GRADE PLYWOOD



THANK
You!

Questions & Discussion

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO
**IT'S ALL
ABOUT
THE**
FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE



SCOPOPOS
hospitality group

