



**HOPKINS
FOODSERVICE
SPECIALISTS, INC.**



**CONTACT
HOPKINS**

NEW YORK CITY
27 West 24th St.
Suite 301
New York, NY 10010
212.679.9293 tel.
212.929.6505 fax

WASHINGTON, D.C.
7906 MacArthur
Cabin John, MD 20818
301.320.9200 tel.
301.320.9202 fax

OR

800-387-0237

HOPKINS-FS.COM

E-MAIL:

Lhopkins@hopkins-fs.com

Dear Associate,

Jump on board my magical airbus; I want to take you to the timeless land of the quasi-familiar.

A short visit in the land of the immortals will bestow on you the kind of perspective that could enrich your professional life for years to come...or even forever.

Face it; we focus a lot of energy toward a foggy future more than we may are to admit. The purpose of Green Design is to ensure ample supply of power, clean air and water for people who haven't even been born yet, and who won't be born before we're dust. The value of our designs is predicated upon a ratio that pits cost against longevity without the knowledge of future inventions or conditions that would affect the building. So we assume the worst. The most elite architects struggle to resist using a trendy vocabulary that fixes their legacy in a brief historical context. As with every artist, the architect tries to balance the classical and the innovative. What would happen if we stopped skirmishing with time? Wouldn't it be wonderful to work for a future that we will experience? Wouldn't we be better designers if we were responsible for the entire lifespan of the building, even if that's 800 years?

Let's imagine that there is a land of immortality out there in space or time that you and I can travel to. Some call it heaven, some call it utopia. A certain revelation calls it the new earth. In this blissful place there is no pollution of space or self. Therefore there are no doctors, wardens, or homeless shelters. Neither are there undertakers, warriors, or firefighters. But there are architects and interior designers! A place of many mansions needs many architects. Building design is a calling with a loud echo. There is no reason to think that when you arrive you will have forgotten the education and experience gained in this land of decay and dying. (I call this earth the place of the ∞ turn.)

Work For Fun

New View on Cafeteria Sizing

Having pushed the envelope of time with Lynn's letter, FYI now turns to the issue of space.

Warren Schneider shivers at the notion that a simple formula can determine the area of a first rate cafeteria. Warren is right (as usual.)

A formula must have contingencies like:

- Shape of the space - add to a narrow space
- Architectural elements - i.e. columns, lary spaces

- unrelated ancil- Ambience, food quality - the better, the bigger
- Menu Use of china or disposables

Time drives sizing too. The two-hour lunch window makes the cafeteria a very different retail environment than the grocery store or the craft shop. Empty space for queues is as essential as strategically positioning the stations and the right number of cashiers.

Dining space Start with the easiest number 14 - 16 square feet per seat, for a typical employee cafeteria, 18-23 square feet for a high-end dining room. However, predicting the number of seats just became harder to do. We now have a much higher carry back rate because more people return to their desks for personal computer time, or to return to work. Some owners estimate up to 50% carry back. This phenomenon throws the dining room based formula off.

Warewashing The next easiest is warewashing. For a typical china operation serving over 500 meals a day we need 800 to 1,000 square feet assuming no glassware. If we're accommodating a very large crowd of over 3,000 meals we may even want two dishrooms. The largest operations may want to split the servery anyway to give customers a more intimate dining experience.

Servery Servery size continues to depend on the participation rate and menu. We start with the building or campus population. But the rate of participation depends on competition, food quality and affordability. Participation can range between 20% and 80% - a huge spread. Historical figures and employee surveys are very important in helping designers ...guess.

A servery has broad latitude between how many people it can accommodate. However, there

(Over)

F.Y.I.

Consultants to the Best in Foodservice Planning, Design and Engineering
Winter 2007

HOPKINS
*Working With You
and For You*

EDUCATION
Davis Brody Bond:
Eagle Academy
KCCT:
OBO Karachi
KPF:
Ross School of Business
Perkins Eastman:
Thomas Jefferson School
Polshek Partnership:
Westchester College

WORKPLACE
Beyer Blinder Belle:
Thurgood Marshall
Gensler:
Corporate Board
The New York Times
HOK:
Exxon Mobil
Kling/RTKL:
FDA Campus
Leo A Daly:
FBI Board Room
Prime:
Federal Reserve Board
Rafael Vinoly:
Van Andel Institute
SOM:
Washington
Headquarter Service
VOA:
CareFirst

RECREATION
Beyer Blinder Belle:
Nat'l Sports Museum-
Fentress Bradburn:
NMMC II
Moshe Safdie:
Kansas City
Performing Arts Ctr.
Pelli Clarke Pelli:
CT Science Center





Consider yourself fortunate if you realize the far reaching value of lessons learned on each project, lessons about project management, materials, and design elements. Whether you are 36 or 76, don't allow time to lead you into a false sense of urgency, or to lull you into abandoning your architectural quest. Be patient in diligence. Every day, even if you live to be 100, brings a measure of knowledge and wisdom that could make you one of the greatest architects working in the land of the ever living. Tireless Frank Lloyd Wright must have seen this vision. You just could be grooming yourself for the greatest commission ever built in the land that knows no sunset. Never waver in your dream; never stop aiming for the heights. If your career hasn't rewarded you as you had hoped, don't indulge in disappointment. In the infinite future priorities will shift, tables will turn and politics will go topsy turvy. You have chosen a noble and enduring profession. Relish it. Design for your own enjoyment, design at home, draw for fun buildings of your imagination. Gather friends and colleagues to join you in your fantastic projects simply for what you can derive from each other, and for the thrill of it.

Now that I've opened the door to the timeless land, I will walk away, but please stay for a while, think about who you are there and how you would approach your projects and your associates differently if there was no end to your professional satisfaction in the happily ever after.

Serving you more food for thought,

Author of *Immortality Made Easy*

Hopkins Foodservice Specialists, Inc. will join others in sponsoring the AIA New York Chapter Design Awards Luncheon April 11th Gotham Hall, New York To attend contact Vanessa Crews 212 358.6108 vcrews@aiany.org

Richard and Lynn to Speak in Manhattan

Thursday, March 22 6:00-8:00pm

New York Academy of Sciences, 7 World Trade Center, 250 Greenwich Street, 40th Flr

Organized by: AIA Banking and Financial Institutions Committee

Registration Contact: Ftgong@aol.com or HGuillen@jankorasic.com

Member Price: \$10 or Nonmember Price: \$15

HSW Units: 2

Food and Finance - Design For Bottom Lines

When your clients only have time for the absolutely necessary, then eating must become fast-art. Numero Uno, the self, needs nourishment to stay healthy but it needs more. Food-service designers and operators co-create convenient galleries for exotic meals simultaneously satisfying the need for a blast of comfort, art, and nutrition.

Health also meets safety and welfare in well designed corporate dining rooms. On a more concrete level, foodservice facilities can either support the diner's welfare or they can be danger-traps. Learn how to avoid conditions that ignite fires, spread toxic fumes, or create hazardous working conditions for cafeteria employees and guests.

Buffet will be prepared by Restaurant Associates.

SIZING>>>seem to be breakpoints in the growth of the population that would require a larger servery so that users can pass through in a reasonable time. They are 350 meals a day/600 meals/750 meals/1000 meals/1500 meals/2000 meals.

A good cashier can pull 3-5 customers through in a minute.

Kitchen In the olden days, somewhere between last year and last month there were ratios that designers employed. The first was 1/3, 1/3, 1/3 dining, servery and kitchen. When kitchens started to shrink because there was more prepare food, fewer scratch cook items and more exhibition cooking the ration was changed to 50% dining and 50% servery and kitchen combined. With the dining room becoming a wild card, designers are left with the menu and population to base size upon.

Production space is determined by the menu. Multi-use equipment, sometimes thought to be a solution for tight spaces may not be the panacea once hoped for. A certain volume of food must be prepared in time for lunch. Even a combination steamer/oven can only do one thing at a time. Chefs are forced to ask for two of them or they want to split the function again to have enough for the short lunch.

Cold and dry storage is a major factor in bigger kitchens. The more people there are to prepare meals for, the more ingredients and backup is needed. Storage doesn't have to be on the same level as the kitchen but moving it to a different level requires staging space that isn't needed if all is on one level.

That said, the process waits for no man, no matter how exacting he or she wants to be. So here is the formula and all of the variations that someone must be brave enough to assume.

The Mathematical Guess

	Total	5000
-	Absentee Rate (~10%)	4500
X	Participation Rate (Based on competitive supply, between 20-80%)	Example: 45% 2,025
/	No. of Seatings (~2-3.5)	Example 2.5
/	No. of Seats	810
+	Empty Seat Factor (~15%)	931
X	Square Feet per seat (14-23)	13,965 s.f. dining
X2	Size of Kitchen and Servery	27,930
X10	Grossing Factor to accommodate odd shapes, columns and other physical impediments	30,723 Total square feet for the cafeteria

After all is said and done, perhaps its best that you call on HOPKINS to size the cafeteria for you!

