Smooth, Sleek And Modern

Working closely with the client and architect, Foodservice Design Professionals creates an employee servery and kitchen that makes traffic flow smoothly.

By Rob Townsend // Photos by Lauren Brown, Versatile Image
Smooth, sleek and modern" is how Lance Brooks, Assoc. FCSI, Principal at Foodservice Design Professionals, Dallas, describes the servery and kitchen at the new TD Ameritrade call center in Southlake, Texas. Brooks’ team was charged with designing a menu-flexible servery for the brokerage firm that could accommodate a revolving menu as well as a kitchen that could support catering in addition to employee dining.

"Eight years ago, we worked with Stuart Thompson, Senior Manager of Regional Facilities at TD Ameritrade, on a servery renovation project and working together was a natural fit this time, as well," Brooks says.

Brooks also worked closely with GFF, Inc., a Dallas-based architectural firm. "We worked with the client to develop a variety of food concepts," Brooks says, "and as the architects designed the space, we then figured out the locations for each concept and the overall flow for both kitchen staff and customers." Concepts include a general sandwich area equipped with a butcher block, fast-cook oven and panini press, a pizza station with a hearth oven; grill station with a customer-facing griddle, and back counter charbroiler and fryers; a health-oriented "Eat Well" station with built-in induction cooktops and a round griddle/plancha. Across from the long main servery counter is the green-walled soup-and-salad bar. Offerings are rounded out with robust grab-and-go options including built-in hot and cold merchandisers and bottled beverage units. Near the servery entrance, customers find hot beverages, condiments and Coke Freestyles. Video display signage at each station lists each day’s menu and helps guide diners to their stations of choice.

Knowing how popular the pizza station would be, Brooks positioned it toward the middle of the serving stations rather than first in line to keep it from creating a traffic bottleneck. "Our goal was to minimize cross traffic and long lines," he says.

Sensible Flow
Another of Brooks’ goals was reducing cross traffic in the kitchen. "We worked hard to create efficient cross adjacencies, such as making sure the baking area was located next to dry storage" for easy access to flour, sugar and other ingredients, he says.

The kitchen is divided into parallel rows, warewashing, baking, three heavily equipped production areas, each open at each end to enable staffers to get around easily between stations. A general kitchen prep area and fourth production area (for catering, which boasts its own storage too) at the other end from warewashing finish the station setups. At key points, food production rows lead directly to pass-thru holding cabinets, both hot and refrigerated, which open on the other side into the back of the serving line in the servery.

Limited available space forced some changes. "The storage areas aren’t as big as we would have liked," Brooks says. "As a result, food deliveries come twice a week as opposed to one big weekly delivery."

Brooks’ team designed a small catering space in the kitchen next to the prep area because it eliminates the risk of kitchen functions (which usually happen during the same hours) from affecting each other’s flow.

Brooks installed three Rational combi ovens, one in the catering area and two in the servery’s production area. "The

The Eat Well station offers a changing variety of hot breakfast and lunch offerings thanks to three built-in induction ranges. Note the Halton proximity jet extraction hood that allows chefs to face customers.

On the left is the green wall housing the salad bar and soup stations. Across from it, the long continuous servery counter that runs from sandwich area, to pizza hearth, to grill, to an Eat Well concept anchored by a Mongolian grill/plancha.
client wasn’t sold on the idea at first, so we had them in for a day of testing at Rational,” Brooks says. “The units did very well and demonstrated how much sense they made for this operation.”

All of the equipment in the TD Ameritrade kitchen and servery provides menu versatility. “I love how flexible the servery is,” he says. “Food options can change without needing any counter modifications. The staff can easily adapt on the fly.”

Exhaust ventilation was a challenge, too, Brooks says. The client wanted to be as green and energy efficient as possible. Despite the challenge of working with a low ceiling, Brooks went with Halton hoods and Halton’s M.A.R.V.E.L ventilation system. “This allowed us to connect multiple hoods to one duct system,” he says. “It uses multiple dampers and only ramps up for the specific hoods in use.”

3D Look-See
As the initial design was finished, Brooks provided Thompson with a virtual-reality walk-through of the entire operation. Using a pair of VR goggles, a client can “walk” through a kitchen design, experiencing it in a fuller, more realistic manner than simply looking at a two-dimensional floor plan. “We put the whole building in VR, letting Stuart walk through the front door and on to the kitchen,” Brooks says. Using VR, a client has a more practical understanding of the design, says Brooks. “You can make sure the shelving is where it’s needed,” he says. “Is the fry station layout just like I want it? Is the prep table one step away or two?”

Brooks says that, for the client, VR presentations help strengthen the connection with what the designer is providing. “It’s strictly from a layout perspective,” he says. “The presentation is all in shades of gray, rather than the color scheme of the interior designer. This is just to take a practical look at equipment placement, heights, corridors and adjacencies,” he says. But it saves money and headaches to be able to correct or make changes before anything is built.

At A Glance

<table>
<thead>
<tr>
<th>Facility:</th>
<th>TD Ameritrade</th>
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<tbody>
<tr>
<td>Project:</td>
<td>Corporate Dining</td>
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<tr>
<td>Design Consultants:</td>
<td>Lance Brooks, SD, DD, Assoc. FCSI, Principal; Maureen Walton, DD-CA, Foodservice Design Professionals, Dallas</td>
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<tr>
<td>Total Budget:</td>
<td>$1.8 million</td>
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<tr>
<td>Scope of Work:</td>
<td>Concept Management, Master Planning, Space Allocation, Preliminary Design, Detailed Design, Specification Writing, Site Inspections, Construction Management, Pre-opening Inspections</td>
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<tr>
<td>Architects:</td>
<td>Trace Webster, IIDA, Principal, with Carrie Cunningham, Laura Eder, Todd Burts, Mariah Trevizo, GFF, Inc., Dallas</td>
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<td>Owners’ Representative Architect:</td>
<td>Randy Bauer, MPI Architects, Addison, Texas</td>
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<tr>
<td>Interior Designers:</td>
<td>Whitney Jones, Associate, with Taylor Tillman, Ashley Hall, GFF Interiors, Dallas</td>
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<td>General Contractor:</td>
<td>Bob Lemke, Adolfson &amp; Peterson, Richardson, Texas</td>
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<tr>
<td>Dealer/Kitchen Equipment Fabricator:</td>
<td>Scott B. Jost, Project Manager, Edward Don &amp; Co., San Angelo, Texas</td>
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<tr>
<td>Fabricator:</td>
<td>American Stainless Steel, Englewood, Colo.</td>
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<td>Owners:</td>
<td>Milly Butler, MCR, Sr. Manager, Corporate Real Estate and Facilities; Stuart Thompson, RPA/FMA, MCR, Sr. Manager, Corporate Real Estate and Facilities, TD Ameritrade, Ft. Worth, Texas. Christian Gournay, Program Manager, JLL, Dallas</td>
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Key Equipment

Servery
Grab N Go/Beverage Station
- Metro/Ali Group dunnage racks
- American Panel cooler/self-serve
- Thermo-Kool gravity flow shelving
- Follett/Middleby ice machine
- (By owner) soda dispenser, arpots, bottle holder
- San Jamar/Carlisle disposable cup dispenser
- Structural Concepts self-service refriger. & heated merchandisers

Salad Bar
- Countercraft soup & salad bar, portable food shields
- Belgian waffle maker (future)
- Batter dispenser (future)

Servery Counter
- Equipex Majestic panini grill
- Traulsen/ITW FEG compact prep table refriger
- TurboChef/Middleby fast-cook ovens

Grill
- Vulcan/ITW FEG gas countertop charbroiler, countertop griddle
- Randell/Unifi ed Brands refriger/freezer equipment bases
- Frymaster/Welbilt fryers
- American Stainless Steel back counters
- Prince Castle toaster, contact grill, conveyor-type
- Winston C-Vap oven (future)

Pizza
- Wood Stone hearth oven
- Hatco decorative lamps
- Traulsen/ITW FEG pizza prep refriger

Eat Well Station
- American Stainless Steel hot & cold wells
- CookTek/Middleby induction ranges
- Renfro Industries utility carts
- Traulsen/ITW FEG pass-thru heating cabinets, pass-thru refriger.
- EVO Mongolian griddle/plancha

Coffee/Tea
- Follett/Middleby ice machines
- (By owner) soda dispensers, bottle holders
- San Jamar/Carlisle disposable cup dispenser
- BUNN coffee & tea brewers

KITCHEN
Janitor Area
- Metro/Ali Group shelving
- 3M water purification system

Dry Storage
- Metro/Ali Group shelving, dunnage racks
- Cres Cor pan racks
- New Age can racks
- (By owner) linen rack

Cold Storage
- Mars air doors
- RDT refriger system
- American Panel walk-in cooler/freezers
- Metro/Ali Group dunnage racks, shelving
- Cres Cor pan racks

Warewashing
- American Stainless Steel soiled & clean dish tables, 3-comp. sink
- Hatco booster heater
- Hobart/ITW FEG conveyor dishwasher
- InSinkErator/Emerson disposer
- Metro/Ali Group plastic w/metal frame shelving

Baking Area
- Hobart/ITW FEG planetary mixer
- American Stainless Steel baker’s table, worktable w/sink & utility rack
- Cres Cor heated cabinets, pan racks
- Berkel/ITW FEG food processor
- Robot Coupe food processor

Production Areas
- Vulcan/ITW FEG HD 4 & 6-burner range, charbroiler
- Rational combi ovens
- Hobart/ITW FEG convection oven
- American Stainless Steel mobile worktables, worktables w/sink, utility racks
- Groen/Unifi ed Brands tilt skillet, tilt kettle
- Frymaster/Welbilt fryers

Prep Area
- InSinkErator/Emerson disposers
- American Stainless Steel 2-comp. sinks w/disposers, worktable w/sink
- Hobart/ITW FEG meat slicer
- Berkel/ITW FEG food processor
- (By owner) arpots
- BUNN coffee & tea brewers

Catering
- American Stainless Steel worktables
- Rational combi oven
- Vulcan/ITW FEG 6-burner range
- Traulsen/ITW FEG reach-in refriger.

Throughout
- Countercraft serving counters
- T&B Brass kettle/pot filler faucets
- (By owner) video monitor system
- Halton exhaust hoods
- Advance Tabco hand sinks
- Kimbro fire protection systems
- American Stainless Steel fabrication

Coffee Shop (not shown)
- Schaerer espresso machine
- TurboChef/Middleby fast-cook oven
- Follett/Middleby ice machine
- BUNN coffee brewer
- Structural Concepts refriger. merchandiser
- San Jamar/Carlisle lid dispenser

The bakery was purposefully located near dry storage where a majority of its ingredients are stored. It’s adjacent to the freezer as well.