

Woodburn & Associates, Inc.

Foodservice Design Consultants

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INTRODUCTION

Woodburn & Associates, Inc., incorporated in Virginia in 1990, is a small business specializing in food facilities design and operations guidance to assist in development of commercial, institutional, and private foodservice operations. After more than 35 years serving the architectural and hospitality industries, J.M. (Woody) Woodburn, FCSI and the associate staff have a wide range of design experience and expertise in: cafeterias, food courts, and commissaries; health care and institutional facilities; universities, schools, and child development centers; religious facilities and schools; embassies, chanceries, and military facilities; restaurants, clubs, museums, hotels, and resorts; and arenas and stadiums.

Our multiple workstation CAD capability interfaces with all major A/E packages, including BIM, and with most electronic communications. Our extensive and detailed custom image library, in-house plotting, and strong commitment to provide comprehensive information to the design team members produce designs with superior quality and accuracy.

Satisfied clients are our best references.

"Your professional approach to the whole process has been impressive, to say the least." Fred A. Nowak, Director of Development, Wintergreen Resort, Virginia

"This is the most complete and comprehensive set of documents I've ever seen. You've certainly made my job easier." Russell R. James, P.E., Project Director, Fairfax, VA

"I can't tell you how much of a relief it is to have you this project after the pain (and financial loss) we have endured with the previous consultant." Michael Considine, Principal, Perkins+Will

"..... your help on this project has been exceptional?! We've given you a difficult schedule and difficult client and I haven't heard you say "no" or "can't". I think you've impressed a lot of people around here." Doug West, ho+k

APPROACH

Woodburn & Associates Inc., a small business, provides each client with professional analysis, planning, design, and integration. For every team, we are -

- | | |
|-------------------|--|
| Involved | from concept through opening |
| Dedicated | to identifying and satisfying the requirements of the design, and furthering the role of foodservice toward a sustainable future |
| Thorough | in anticipating and responding to every detail |
| Practical | to minimize capital outlay and maintain the efficiency of each operation, integrating 'green' policies, procedures, and systems, as possible |
| Integrated | with the design team to coordinate all aspects of the foodservice with Architecture, Engineering, Interior Design, LEED AP, and Operations. |



FOODSERVICE FACILITY DESIGN APPROACH

Woodburn & Associates, Inc. starts every project with a detailed **program** to insure our client and the design team understand the intricate criteria prior to committing to a concept. We utilize **computerized modeling** for spatial allocation and throughput analyses of patrons and products. The detailed program saves hours in the design process and contributes to the preliminary understanding by the design team. At critical stages in each design, the entire staff gathers in a **design charrette** to evaluating functionality and operability. Our reputation is superior and we strive to maintain that image. To this end, Mr. Woodburn, design principal, is intimately involved in every design; and W&A remains a small business to focus our attention on details for each project, for every client.

Planning the facility requires knowledge of foodservice management, menu, population served, capabilities of a wide variety of equipment and systems, natural resource and energy conservation related to equipment operating costs, and recycling abilities for solid waste reduction. Woodburn & Associates continues to study and incorporate current concerns about the **environment** and to consider **operating costs** in all designs for new facilities, as well as renovations. Careful foodservice planning is a contributing factor toward LEED goals.

W&A has built a high quality, in-house **CAD drawing system** and **custom image library**. We offer the best in CAD graphics in AutoCAD to compliment our superb functional design. Our **computerized utility connection database** can be transmitted with CAD images to the project engineers. Use of electronic transmission of information saves the design team many hours and minimizes typographical and interpolation errors integrating food services with other disciplines. Computerization and in-house quality review of each submission helps us produce detailed documents, minimizing future changes. Our multi-station CAD and plotting capabilities allow us to customize our drawings to an architect's exact needs. Our detailed specifications can be proprietary or non-proprietary, military, or any other spec format; and can be presented in a variety of word processing programs.

ADA (Americans with Disabilities Act) impacts foodservice production area and servery design. W&A incorporates accessibility and pursues accommodation to be built into specified products. One owner of our firm is partially disabled and has an active role in the quality review process. We incorporate the fundamentals of **HACCP** (Hazard Analysis Critical Control Points) into all of our designs. These hygienic standards are considered baseline criteria for health department reviewers and inspectors. We produce HACCP reports from our computerized database of standards. HACCP diagrams are produced in CAD, with product flow overlaid on the CAD equipment drawings for presentation.

Woodburn & Associates, Inc. has participated in a variety of **studies** for clients planning a **renovation, expansion, or upgrade** of their food facilities. Our detailed studies include existing equipment evaluation for potential re-use; existing facility evaluation for code compliance or operational efficiency; and life cycle costing of equipment. Evaluations include **client input** on current menu, preparation techniques, management and service styles, and current population. Our throughput analyses model the length of time cafeteria patrons spend in lines at points of service and in cashier lines. Similar analyses model the time required to deliver meals to patients in a healthcare facility or to provide table service.

PAST PERFORMANCE

Our foodservice design ability and graphic output is among the finest in our industry. Quality, professional work of the highest caliber is our only goal. We invest staff hours and resources to accomplish the goals of the project, to **meet the client's schedule**. Our reward from our emphasis on service is our reputation with satisfied clients. Recent foodservice equipment **bids vary less than 5% from our estimates**, and less than 7% between all bidders. This reflects the conciseness of our drawings and specifications, and the accuracy of our estimates.



FOODSERVICE CONSULTING SERVICES

The following services are available through Woodburn & Associates, Inc. for planning and design of foodservice facilities. These represent the expertise and experience of the principals and staff of W&A.

Concept and Feasibility

Concept & Theme Development	Market Competition Study
Feasibility Study	Financial Modeling
Critical Path for Design Development	Spatial Projections
Site Survey & Evaluation	Employee Survey

Facility Design

PRELIMINARY DESIGN

Design Programming	Schematic Plan
Through-Put Analysis	Preliminary Plan
Preliminary Equipment Budget	Equipment Brochure
Gross Utility Load Estimate	Construction Phasing Plan
Health Code Coordination	Existing Equipment Survey & Evaluation
ADA Compliance Survey	Existing Facility Survey

DESIGN DEVELOPMENT

Foodservice Equipment Plan & Legend	Special Systems Drawings:
AutoCAD Documentation	Ventilator
Dimensioned Utility Rough-in Plan & Schedule	Conveyor
Utility Spot Connection Plan & Schedule	Utility Distribution
Special Architectural Conditions Plan	Fire Suppression
Detailed Equipment Budget	Refrigeration System
Health Department Review	Seating Layout Plans

BID DOCUMENTS

Detailed Elevations	Custom Fabrication Details & Elevations
Equipment Specifications	Coordination of Design Team Documents
Bid Document Assembly & Issue	Qualification of Bidders
Bid Review, Analysis & Award	Contractor Negotiation

INSTALLATION COORDINATION

Shop Drawing Review	Submittal Review
Analysis & Recommendations on Alternates	Contractor Coordination
Construction & Installation Inspection	As-built Drawings

Management Services

Pre-Opening Workplan	Food Design, Menu & Recipes
Pro Forma Development	Operations Manual
RFP Development for Operations	Bid Analysis & Recommendation
Equipment Maintenance Manual	P.O.S. System Analysis & Selection
Staffing & Scheduling Assistance	Management & Staff Training
Tabletop & Uniform Selection	Smallwares Selection



KEY PERSONNEL

James M. (Woody) Woodburn, FCSI - Principal Consultant & Designer

1990 - President and principal foodservice design consultant, Woodburn & Associates, Inc.
1972 - 1988 Director of design, project manager, and food facility designer for several companies

Professional affiliations: Foodservice Consultants Society International, Professional Member
AIA, Northern Virginia Chapter, Affiliate Member

Mr. Woodburn has managed and designed a wide range of projects in his 30+ years of foodservice facilities consulting. His project experience spans the hospitality industry in business and industry; military, government, & public; healthcare and lifecare; schools, child care centers, colleges, and universities; chain and independent restaurants; amusement and leisure facilities; hotels, resorts, and clubs; correctional and religious facilities.

He has been Principal Foodservice Designer for over 275 projects in the last 16 years. Recent projects include new construction, full renovations, and expansion of existing facilities for increased population, updated menu or service style, and energy conservation. Many projects require construction phasing for continuous operation of critical facilities.

Mr. Woodburn's expertise is ergonomic, economic, and hygienic foodservice facility design and quality documentation. He is attentive to detail from programming through preparation of construction documents, HACCP planning, and construction administration. Woody is personally involved in every project.

Education: Indiana University, Bloomington, IN; Technical Theater

Judith S. (Judy) Woodburn - Programming, Estimating & Quality Control

1990 - Foodservice consulting, office manager, and principal for administration, W&A, Inc.
1983 - 1989 Retail management
1968 - 1983 Educational consultant and leadership development trainer, National Capital Presbytery

Foodservice Consultants Society International, Associate Member

Ms. Woodburn uses her background of working with and supervising people to manage the administration and programming of foodservice design projects. Her experience encourages the clients to participate in detailed operational programming. Analysis of programming leads to equipment budget development; specification writing; HACCP analysis and food safety procedures; and review of facility designs and contractor submittals.

Education: Westminster College, New Wilmington, PA; BA, education and psychology

Total Personnel - Annandale, VA

2 Foodservice Facility Designers
1 AutoCAD operator
1 Administrative

