

UCSB JAMESON FOODSERVICE NARRATIVE

Introduction

The University of California, Santa Barbara (UCSB) Housing & Residential Services in collaboration with Webb Design have completed preliminary programming studies for the Jameson Café/Bistro. The Jameson Community Center will be remodeled to serve the student/resident population on campus and provide a hub for activity. The UCSB project stakeholders desire to reinstate the Café/Bistro space emphasizing healthy, sustainable, and fresh menu items. The goal of the project is to design and revitalize the Café/Bistro space that creates a comfortable and active environment where students can gather, study and socialize. The renovation of this facility will be maintained within the original building footprint with limited impact to the existing infrastructure.

Existing Facility

The existing Jameson Community center which is located within the Santa Ynez Apartments was constructed in 1987 and is one of the most needed and requested meeting sites on campus. When this building was originally constructed it included a kitchen and open hall which was later subdivided by curtain walls for meeting rooms. Over the years this building has been used as a meeting space, recreation room, music hall, evening café and overall environment for students to gather and study. The facility, (roughly 4500 GSF / 4200 ASF) contains the kitchen, 4 multipurpose rooms, restrooms, utility and mechanical room. The adjacent outdoor non covered patio is just over 1000 ASF.

Market Study

As part of the programming phase a lifestyle behavior research study was completed which included student surveys with participation from the San Ynez and El Dorado apartment residents. The study provided insight to the proposed business model and helped define the foodservice and social concepts of the re-purposed facility. Based on the data received from the 212 respondents, the proposed renovation was well received and the following benchmarks were established:

1. Concepts recommended include:
 - a. Smoothies and juices
 - b. Sandwiches made to order
 - c. Grill with freshly made hot sandwiches
 - d. Specialty coffee and bakery
 - e. Pizza
2. Noon to two and 4 pm- after 8 pm were the preferred dining times.
3. Most respondents are full time students with little disposable income based on their stated spending behavior on and off campus and for grocery shopping.
4. Snack and late night dining was a marginal behavior.

Project Goals

Currently nearly 800 residents reside in the Santa Ynez Apartments, and there are over 2,500 students living in the adjacent apartment communities, with an expected 2,000 additional future residents to be added to the western side of campus in the near future. The Jameson facility will be a critical component of the expected westward growth of the campus. This provides a great opportunity for a space that will become an “activity hub “and stop off point centered on a bistro type cafe for the surrounding neighborhoods. The re-introduction of a retail food program will support the quality of the residential dining experience while operating as a stand-alone facility providing unique services from other offerings on campus. It is expected that the dining space may be open 24 hours and be available for resident use during non-operating foodservice hours. Flexibility for the dining space will be critical to ensure that the space becomes a 24 hour living, learning environment.

Concept/Area Descriptions

Based on the information compiled thru the customer behavior study and the programing goals established by UCSB Housing & Residential Services, a conceptual plan has been created to serve as the basis of design for the next phase of project development. No exterior work or building expansion is to take place with the exception of limited glazing and fireplace area renovations. The existing adjacent outdoor patio will be refurbished and allow for additional outdoor covered seating. The location of the new kitchen and support areas will be contained in the same space where the previous kitchen operated. This will allow for the re-use of existing electrical, plumbing, and HVAC services, although additional services may be required.

SPACE	Gross SF
Prep Kitchen & Support	900
Mechanical & Utility Areas	160
Exhibition Kitchen & Serving	800
Interior Dining	2,350
Restrooms	300
Outdoor Dining	1,070
Total Gross Square Footage:	5,580

Descriptions of the proposed renovated areas are as follows:

1. DINING

The Café Dining space will be a meeting place for socialization by infusing a sense of community on campus. The interior will be warm and comfortable and the new seating configuration will offer a variety of “living room” seating arrangements. The seating will include mostly soft seating; banquette, couches and lounge seating, community tables and some café style tables, where students can sit in a group or alone. Entry into the space will be studied and relocation of doors will be necessary to provide better circulation and functionality of the servery as it relates to dining within the space. The new concept proposes to maintain the high vaulted ceiling and offer a variety of floating ceiling planes mixed with dramatic lighting to create interest, soften acoustics, while keeping its openness. Lighting will be a vital

part of the design, being varied, both in style and light levels to respond to the different activities planned for this space. The new concept will have a fresh, new color palette, new comfortable furniture and warm and inviting interior finishes and flooring. A sealed glass gas only fire place is proposed, visible to the interior and exterior patio. The existing patio area will be renewed, and include soft banquette seating along the patio wall with a retractable overhead canopy and heaters to provide protection from the elements. The existing restrooms will need to be studied and revamped to accommodate two stalls per gender.

2. EXHIBITION KITCHEN/SERVING

The exhibition kitchen provides an exciting venue to cook and serve a variety of food products including a focus on fresh, regional, healthy food options. The highly decorative exhibition cooking center and visible finished preparation areas will engage the customer with the culinary process and provide theater as the food is prepared, cooked and served. Operationally the foodservice program will provide “quick service” made to order meals and delivered by the staff to the customer. The serving counter will be separated between the made to order and the juice/coffee areas to provide maximum flexibility for individual operation. Cooking equipment will be selected to provide maximum menu flexibility to accommodate evolving culinary pallets. Preliminary menu offerings will include but is not limited to; pizza, grill, sandwich, entre, juice, and coffee items. This area consisting of approximately 800 square feet will require additional utility services (plumbing, electrical, HVAC) and will include new floor, wall and ceiling finishes. A new type I exhaust hood and fire suppression system will be required to support the new cooking equipment. Further studies into the existing infrastructure will be required based on the proposed renovation.

3. PREP KITCHEN & SUPPORT

The main kitchen and support space will serve as the back of house component and provide storage, dishwashing and bulk preparation services for the Bistro Café. The approximate 900 square feet area will include the following: preparation space, employee office, walk-in refrigerator, pot washing, and dishwashing. Where possible the existing utility services will be re-used. A new drop ceiling, wall finishes and general lighting will be required. Additional studies will be required to determine if the existing mechanical and electrical infrastructure is adequate to support the renovated kitchen and ensure that the facility is within current code compliance.

Costing

The following costing breakdown is based on a price per square foot basis and is intended as an opinion of probable cost for the fixture, furnishings, and equipment. General construction, contingency, and other costing are not included and will be determined during the next phase of project development.

AREA	COST
Prep Kitchen & Support Equipment	\$175,000
Exhibition Kitchen & Serving Equipment	\$300,000
Interior & Outdoor Dining FF&E	\$150,000
Total	\$625,000