

UNIVERSITY OF WISCONSIN GORDON AVENUE
MADISON, WI



This project involved completely replacing the nearly 50-year-old Gordon Commons with the new highly stylized, on-trend Gordon Avenue Market designed to meet students' increasingly sophisticated culinary tastes and convenience-driven lifestyles. The 99,000 SF project features 10 diverse a la carte dining venues and a convenience store offering groceries, school supplies, nachos, and hot pretzels. Each venue offers freshly made or finished-to-order specialties ranging from stone hearth oven pizzas to organic burgers to a broad array of international specialties.

The back-of-house is relatively small because everything has been brought out front for preparation in front of the customers. The new central production kitchen has cook-chill capability that means big changes to production processes and allows food to be held for up to 30-days and provides greater menu diversity. The project features a dedicated area for local produce receiving and processing to for cleaning farm-to-table produce right off the dock.

In addition, the kitchen area includes the receiving dock, storage, an ingredient assembly area, a central bakery, central catering production areas, a food bank, and distribution staging areas for room temperature and refrigerated items.

Details

Opening Date: June 2012
Equipment Cost: \$3,800,000
Peak Meal Volume: 2,000
Foodservice Size: 67,000 SF

Scope

Marketplace Center
Convenience Store
Coffee & Ice Cream Shop

The marketplace features pizza, pasta, grill, deli, salad bar, comfort food, Mexican, International sauté, and breakfast all day. Bulk and bottled beverages, snacks, cereal, desserts, and grab-and-go are also offered. Three separate dining areas provide seating for 600, plus upper-level event seating for 300. The upper level includes catering and summer conference support and dining areas. The total foodservice area is 67,000 square feet, with 7,000 students on the a la carte meal program.

