

Shake Shack
Madison Square Park
New York, NY

Architect: **SITE**

Food facility designed by
Clevenger Frable
LaVallee, Inc.

Order Pick-Up Area



**Project
Profile**

project data

Equipped Area:	400 sf
Foodservice Equipment Cost:	\$115,000
Foodservice Equipment Cost/sf:	\$275

situation analysis

Design a "roadside" burger stand for historic Madison Square Park to serve traditional American lunch items including hot dogs, hamburgers, French fries, milkshakes and frozen custard.

the challenge

Prioritizing space use to fit the equipment and multiple work stations of a 800 SF restaurant kitchen with over 30 different menu items and beer and wine service into a 400 SF glass box with only one solid wall.

project strategy

Develop an equipment plan capable of supporting fresh, cooked to order preparation and prompt service. Provide expedited service to customers requesting milkshakes and frozen custard only.

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Project Profile Shake Shack – Madison Square Park

solution

Visiting, studying, and applying the best practices and creative solutions from a dozen fast service and fast casual restaurant leaders throughout the country, we were able to create a three dimensional work space that allowed every square inch of the facility layout to do double duty in preparing fresh, made to order food, in volumes far exceeding what would be expected in such a small space.

results

The long lines of customers are a testament to the success of Shake Shack where there are no shortcuts to quality. Everything is made fresh and cooked to order.

Al fresco Dining



Order Prep & PickUp Station

