

Restaurants Should Go Green to Save Money and Attract Customers, Says Green Architect Marc Geftman of TurnKey Concepts

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Sustainable restaurant design - what is it and why should consumers and restaurateurs take a serious look? South Florida-based architect and designer Marc Geftman of TurnKey Concepts says, 'Going green saves energy, money and the planet.'

Geftman advises that those building a restaurant from the ground up should look at everything from how the building is situated on the land and building overhangs for shade to address direct sun exposure, to geothermal heating and cooling systems and a host of energy efficient equipment choices.

When locating a new restaurant in an existing building, energy savings can result from careful selection of appropriate heating, ventilating, and air conditioning systems. 'Choosing the right one can result in big savings on the power bill every month,' says Geftman.

To get the most green for your money, restaurateurs should bring in their architects and engineers as early as possible to contribute to the design of the most efficient sustainable facility.

'Of course kitchen design is at the heart of any restaurant project,' says Geftman. His green kitchen plans include highly rated energy saving appliances and systems for recycling gray water and oil.

Going green has marketing benefits for restaurateurs. "People will come to a green restaurant to give it a try just because they are environmentally conscious. If the whole dining experience is good, they will come back,' Geftman said.

Choose sustainable surfaces such as bamboo flooring, eco-friendly countertops and eco-resin materials for ease of maintenance and longevity, Geftman said.

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