

McDonald's Drive Thru, Govan

Client: McDonald's Restaurants Ltd
Location: Helen Street, Govan
Value: £230,000
Timescale: 3 Weeks
Design Team: AEW Architects, JWA Architects, Steve Gibson Design, CDM Partnership, MR Associates



Challenge

McDonald's have embarked on an ambitious upgrading of its existing drive-thru portfolio, creating a desirable cafe environment within the footprint of its existing restaurants and representing the beginning of an investment in Re-Imaging throughout Europe. The drive-thru outlet in Helen Street, Govan, represented the first in Scotland to be converted, and one of four in the UK created as "centres of excellence" to set the standard that all future refits must match. Works involved the strip out of the existing drive-thru unit, coupled with upgrading all of the external areas in advance of the concept roll-out across Europe.

Approach

In order to minimise disruption to trade and allow the premises to be fully refurbished both externally and internally with minimum loss of revenue and trading, Pacific Building developed a complex phasing and shift pattern system which ensured that the works were completed within the three week time scale set. The completion of a full refit set major challenges, especially as the restaurant did not fully close at any time throughout the refurbishment, meaning that consideration of food hygiene issues was the priority in the scheduling and execution of the works. A great deal of forward planning was required to ensure that every eventuality was considered in advance, particularly lead times for external suppliers and offsite prefabrication of key bespoke elements of the project.

Results

The finished refurbishment transforms the restaurant beyond recognition, delighting our client and their customers by providing innovative and creative solutions from our multi disciplined team. Brands create expectations, and McDonald's rigorous standards ensure these are met even under difficult conditions: Pacific Building thrives on challenges and was delighted to meet - and exceed - the expectations one of the biggest brands in the world. Following the completion of the Helen Street drive-thru, Pacific Building's high standards of work were recognised when the company was awarded the contract to commence rolling out this concept across McDonald's drive-thru outlets throughout sections of Scotland and Northern England.