

Building Concept

Through honesty of materials and building massing, this forward thinking concept highlights a more customer focused user experience. Three distinct building volumes deliberately express the **Customer, Kitchen, and Support Zones** of the building. The focal point of the building is a dramatic, transparent customer volume showcases a new, elevated customer experience while creating a unique and identifiable look for McDonald's. This project is significant for McDonald's as we celebrate our 60th Anniversary as a company. As we celebrate our past, the building concept allows us a peek into the future of McDonald's. The concept not only pushes the envelope with regards to the customer experience and building operations but allows us to explore new architectural ideas as McDonald's continues to evolve.

Building Material Proposals

Modular Panel System (Dri-Design) – A modern, environmentally friendly aluminum panel system with hidden fasteners. The variation in the use of color and proportion offers an exciting and dynamic building façade and acts as an architectural focal point along Washington Street.

Cast Stone Panels – This material, proposed in deep charcoal works well with concrete, metal and glass, acting as a solid base element to the Dining Room and helps frame views into the restaurant.

Plaster Veneer System – We're proposing a 2 coat plaster system to allow us to best execute the unique expression of our iconic arch logo as an inset architectural element in the west building façade. This plaster system will give us the best flexibility and will allow for a clean finish with minimal construction joints.

Painted Aluminum Panels – These panels introduce an important brand color and localized graphics at specific customer touch points at the main customer entry as well as at the drive-thru façade. The panels have been thoughtfully designed as an integral component of the building's architecture.

Applied Vinyl Graphic Panels – Graphic panels give us an opportunity to localize and identify the building as part of the Grafton community. These elements are creatively positioned on the building to once again add interest and excitement and can be easily updated maintain continued relevance with the community. Final localized graphics are currently in development. *Graphics shown on submitted renderings are intended to be place-holders only.*

Ribbed Aluminum Panels – These panels are a contemporary twist on corrugated metal panels that are very popular in design today. The material is being proposed as an accent material on the Kitchen and Drive Thru facades. We've selected a linear profile where the shadow lines of the reveals create a texture that is in contrast with other building textures.

Masonry Veneer – We've selected a brick profile that is both shorter in height and longer than a typical brick module in an effort to further enhance the linear expression of the building. This proportion provides a visual juxtaposition to the modern metal panels utilized on much of the building. This brings added interest and differentiation to the customer experience. We're proposing two masonry colors on the building to give each area where masonry is used, its own identity. Masonry is a high quality material that is appropriate both for the important customer touch point along the drive-thru façade as well as at the building's support zone at the primary façade where our goal is to provide a neutralized aesthetic to allow the extraordinary customer volume to be the focal point of the building.

