



Planning

Case study

McDonalds restaurant

Moons Moat,
Redditch

Architect: MRP (RPS Design)

Cladding contractor: AEP (Steel Fabrications)

System manufacturer: Euroclad

System type: Composite panels (walls)/built-up (roof)

Profile type: Flat (walls)/trapezoidal (roof)

Local planning authority: Redditch Borough Council

Colorcoat® product: PVDF (walls and roof)



Metallic Silver



Designer outlet for fast food

Nearly all McDonalds restaurants come as prefabricated units which are subsequently finished on site. The brief is for the prefabricated elements to be erected and the restaurant opened within three weeks of the prefabricated unit delivery date. The adjoining external works begin two weeks before the delivery date and again completed within three weeks.

The architects created a new design for use on several restaurants around the UK, which follows approximately the same time scale. The design retained the basic package but transformed it with the use of pre-finished steel for the cladding and an independent sail roof as well as the repositioning of the main pole sign. This was housed between the triangular pediment over the main entrance porch. This solution incorporated the illuminated McDonalds' sign as a main feature, key to the composition as a whole.



McDonalds restaurant Moons Moat, Redditch

“The change to the cladding specification has allowed us to adapt the basic structural design to create a new style,” says architect Ron King. “We specified Colorcoat® PVDF for its ability to meet all our requirements, which include the product’s flexibility to accommodate the design proposals, including the unusual shape, as well as the planning demands for innovation.” The design concept used the roof as a major architectural design feature and utilised the versatility of steel in different forms.

These requirements were originally meant for the Weston-Super-Mare branch where the planning authority had rejected the standard building and asked for something more innovative. Success there meant it was subsequently adopted for other outlets including this one in Redditch.

Awards:

- 12th *Colorcoat* Building Awards – Runner-up, Innovation

