

## Case Study: KFC

Division: Professional Services

Project Description: Architecture, BIM, Design-Build, Construction

Menemsha  
LOS ANGELES | BOSTON



## The Project:

KFC asked Menemsha to develop a new ground-up prototype restaurant. The 2,500 square foot building is located in Keystone, Indiana within an outdoor shopping center. The main objective of the project was to develop a smaller prototype of a stand alone restaurant which incorporates sustainable design, construction and operations principles, and meets LEED requirements. Another objective of the project was to introduce the best value structural system, which at the same time would allow for flexibility in the future re-branding and re-model efforts.

## Menemsha Solution:

- Using Integrated Project Delivery methods and Building Information Modeling, Menemsha was able to provide Yum Brands with a range of value engineering options which addressed not only the new strict green building LEED requirements, but also various scenarios showing the direct impact of design solutions on building delivery time (construction schedule), initial construction cost and subsequent operation cost and life cycle maintenance costs of the building and the building systems.
- Working as an integrated team with the client and the outside consultants, Menemsha selected the best solution meeting all KFC's requirements and created a new and green restaurant prototype.

## Result:

- Menemsha's design/build delivery shortened the overall construction schedule by 4 weeks allowing the restaurant to generate the revenues much sooner.
- Menemsha's BIM approach to value engineering and document production provided instant cost analysis, saved 20% on construction cost, and eliminated 95% of change orders.
- The steel framed building provides not only durability, life safety and maintenance benefits, but gives the client the ultimate flexibility for future re-branding remodels, where all exterior walls could be removed without affecting any of the major structural components.
- Menemsha's collaborative BIM approach to green design and construction allowed for aggressive LEED Score Card point collection and provided substantial savings in obtaining the LEED Certification.