



Submitted by NIKKI BOND

A BIGGER CONCEPT: McDonald's franchisee Heath Massey is building this roughly 7,800-square-foot, \$2.8 million restaurant in Irving. It is one of the largest in McDonald's history and will include video trivia and gaming, as well as an oversized Playland. It bucks the trend of smaller restaurants in the chain.

Irving gets supersized McDonald's

Franchisee anticipates more than \$4 million in net sales after Oct. 12 reopening

BY BILL HETHCOCK | STAFF WRITER

A McDonald's in Irving is being supersized into one of the chain's largest restaurants.

The McDonald's at 302 W. Irving Blvd. closed June 1 and was torn down. The new, \$2.8 million restaurant — about 7,800 square feet — will be twice its predecessor's size when it opens Oct. 12,

said Heath Massey, who with his family owns and operates 12 McDonald's restaurants across North Texas. Seating will more than double to 180, and diners will have free WiFi, video trivia and other games, and an oversized play area, he said.

The employee count will increase to 80 from 65 when the restaurant reopens, Massey said.

The typical McDonald's employs 40 to 50 people, said Nicole Neal, spokeswoman for McDonald's Greater Southwest Region. The chain does not track the average restaurant size, construction cost or franchise costs, Neal said.

Massey said this is the biggest

MCDONALD'S: Irving location bucking trend of smaller restaurants



FROM PAGE 3

McDonald's built in at least the past 20 years.

The typical McDonald's is getting smaller as more traffic shifts to drive-throughs, eliminating the need and cost associated with providing lobbies and seating, Massey said.

People in Irving still like to eat in the store, he said.

"Irving is a real traditional, large-families city," Massey said. "They go and they do and they hurry. We're the traditional hometown restaurant that everybody

FAMILY STYLE: McDonald's franchisee Heath Massey, left, says his family's new, roughly 7,800-square-foot McDonald's in Irving fits the community's family nature.

goes to. It's a highly community-based store."

The Massey family decided to build the massive McDonald's because of the location's history of strong sales, Massey said. With net sales of \$3.8 million last year, the Irving restaurant ranked second in North Texas behind a Mansfield location, he said. Sales volume has steadily increased since the family bought the now 34-year-old location in 1996, when it was generating \$1.9 million a year in net sales, he said.

Massey expects the new restaurant to be the region's top performer, with more than \$4 million in projected net sales, he said. The average McDonald's in the Dallas-Fort Worth area does about \$2.4 million in net sales annually, slightly above the national average of \$2.3 million, Neal said.

Kevin Kass, Irving Boulevard Redevelopment director, said the new restaurant ties in nicely with rejuvenation efforts in the area. The restaurant's size, as well as its outdoor patio, environmentally friendly features and high-end interiors and exteriors will make it an asset for the neighborhood, he said.

Nationwide, McDonald's Corp. continues to thrive despite a challenging environment for restaurant operators, according to Morningstar analyst R.J. Hottovy. He attributed the chain's outperformance of others in the highly competitive quick-service restaurant sector to brand strength, scale advantages and the consistent introduction of new products.

bhethcock@bizjournals.com | 214-706-7125