

Jack in the Box

A Case of Building It First



Over the past 65 years Jack in the Box has evolved into an innovative leader in the industry. Their new restaurant design has taken into account the following strategic objectives:

- Challenge the ordinary
- Showcase equities
- Build in flexibility for future growth
- Maximize productivity
- Allow for customization
- Unify the overall brand image

Their comprehensive re-imaging program includes new facades, signage, lighting and interior upgrades that include dining rooms and common areas, interior finishes, decorative pendant lighting, and graphics and wall collages.

Executive Summary

In late 2017, Jack in the Box approached APD to provide Architectural Construction Drawings for their new Prototype Roll-out. APD has since completed dozens of stores in Texas and California. As part of a rebranding effort, stores are obtaining new facades, signage, lighting and interior upgrades.

Challenges

After their internal redesign of the prototype was completed, Jack in the Box found that construction costs were higher than they anticipated. They brainstormed ways to cut costs, developed a list of solutions, and consulted with APD to obtain their expertise on what solutions were feasible and would work best across all of their building styles.

APD reviewed the list and confirmed where Jack in the Box would be able to achieve cost savings.

One specific area of concern was that the new prototype called for a steel framed roof parapet structure that was adding undue expense to the construction costs.

The Solution

As APD reviewed the possible list of solutions developed by Jack in the Box, their Structural Engineers determined that the Prototype call-out of a steel structure could be redesigned utilizing a wood framed solution.

In order to test the solution, Jack in the Box, along with APD Engineers, built a mock-up of the solution in their Corporate Office parking lot. The model worked and proved that this solution saved both material costs and construction time.

By redesigning how the mansard on the buildings were being constructed, contractors no longer

needed to remove the old mansard and construct a new steel structure in order to apply the new signage. The newly designed wood solution may be applied directly to the existing mansard. The new signage and branding is then applied to the new wood framing.

Results and Future Plans

This new design solution is being used in future stores and will be integrated into the next quarterly prototype update.

While the initial Prototype Redesign is starting with corporate locations, Jack in the Box will be expanding this program to eventually include all of their franchisee stores.

“Having in-house Structural Engineers, we were able to work with them (JIB) to develop a value-engineered, wood framed solution that would save material costs and construction time.”

Nicholas Spaziani

APD Project Lead for Jack in the Box

