



with Jack Mumford, III, AIA

# insights

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## QUICK THINKING & INGENUITY

*Have Allowed the Industry to Pivot and Stay Afloat  
Through a Year of Adversity*

Restaurant operators have had to **rethink almost every process** within their facilities while continuing to make a profit. But what changes are **temporary**, and what changes are **here to stay**?

Becker Morgan Group's hospitality specialist, Jack Mumford, predicts a shift in guest preference and restaurant design. After participating in a course hosted by Harvard's School of Design on the post-COVID environment, Jack points out **four fundamental changes** he foresees in the dining landscape.



Becker Morgan Group has completed over **350 restaurant projects** and brings a wealth of knowledge to each hospitality project. The firm works with each client to design a facility that meets their needs and the needs of their guests. Becker Morgan Group provides comprehensive **Architecture & Engineering services** with offices in Delaware, Maryland, and North Carolina. For more information, visit [www.beckermorgan.com](http://www.beckermorgan.com).

# insights



## MATERIAL SELECTION

- Restaurant owners will want to pay closer attention to selecting durable and easy to clean materials for high-touch surfaces. By selecting antimicrobial coatings and smart materials, restaurant operators will increase workplace safety and protect customers.



## DELIVERY METHODS

- Consumers are expected to continue to utilize take-out options. Carry-out windows, self-service kiosks, and rapid pick-up options will be incorporated into the overall design of new and renovated restaurants. By strategically placing these quick service elements, operators can improve efficiencies and maximize profits. Not only are these features convenient for customers, they require less staff to maintain, a key consideration as labor shortages continue to affect the service industry.



## FLEXIBLE OUTDOOR SPACE

- It is no secret consumers prefer outdoor or hybrid dining. Customers will be more selective on where they dine based on outdoor seating. Restaurateurs short on outdoor space should consider hybrid areas. By transforming a windowed wall into a garage door configuration, you provide your guests with outdoor amenities while working within your existing footprint.



## GUEST EXPERIENCE

- Staffing shortages and high consumer demand often cause longer wait times for guests. To enhance the guest experience, many restaurants are converting existing space into thoughtful lobby seating areas, retail displays with room for browsing and entertainment spaces with pub games.