

Temporary structure increases tavern's seating by 80%, keeps patrons safe

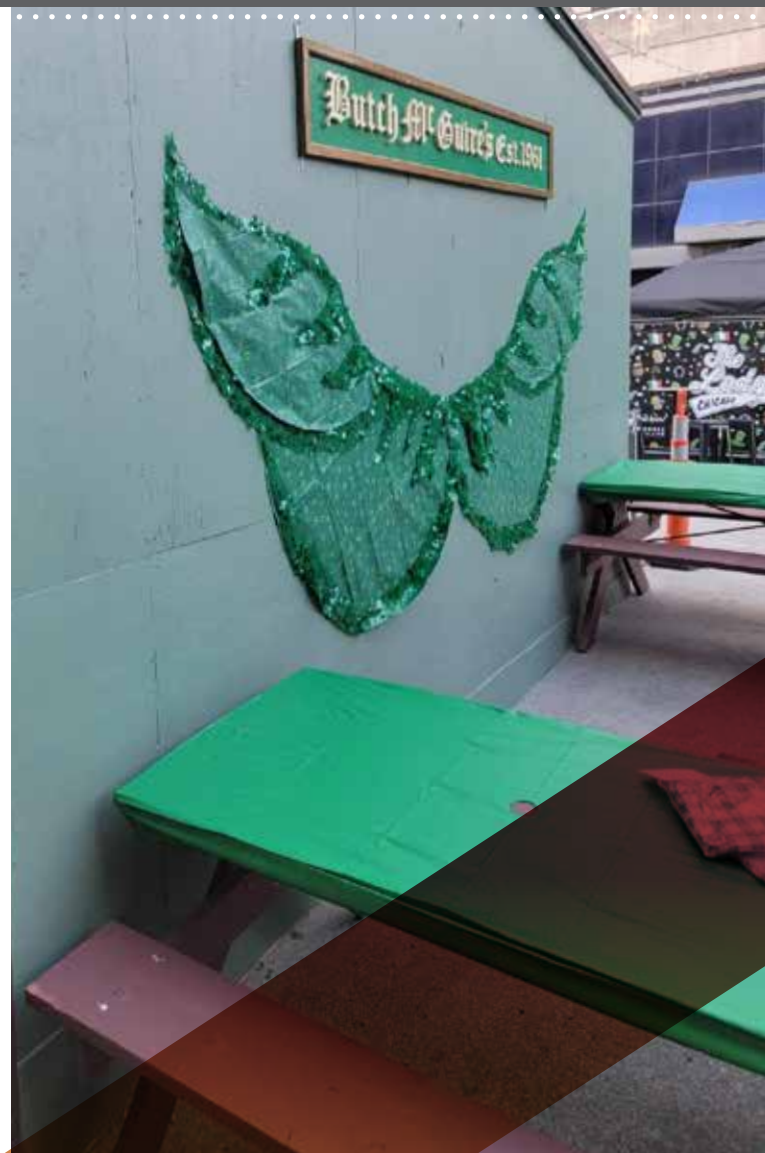
Helping small business owners overcome challenges amid the pandemic

- › Pandemic-related capacity limits forced many restaurants and taverns to get creative to keep afloat. Butch McGuire's, a popular Chicago pub, tapped BrandSafway to construct a temporary outdoor seating area to serve customers, while also adhering to local health and safety regulations.

Located in the heart of downtown, Butch McGuire's sits on Division Street, just a few blocks from Lake Michigan. During the first year of the pandemic in 2020, the City of Chicago temporarily closed the street to vehicle traffic, allowing local businesses to offer additional outdoor seating. The challenge, however, was that any temporary structures also had to ›

“The owner needed to save every penny possible during what's been a difficult year for the food and beverage industry.”

– Construction Manager, Jason York



BRAND > SAFWAY®

At Work For You®

withstand Chicago’s notoriously windy conditions and harsh winter weather.

“Chicago’s status as the Windy City is well-earned,” said Jason York, construction manager. “Winds blow in from the lake, off the skyscrapers and through the streets, creating a wind tunnel effect. A traditional rental tent was out of the question; it’d blow away. Butch’s solution had to be functional, yet sturdy enough to keep customers comfortable and safe.”

Safety was the primary concern. The structure had to anchor securely to keep staff and patrons protected and comfortable. BrandSafway’s engineering team worked with the pub owner and city planners to determine viable options, which could also meet Chicago’s strict layout and anchorage requirements.

The team developed several possible solutions and settled on the plan that was the safest and most cost-effective for the business owner.

“We bent over backwards to help the owner,” said York. “We knew the business was facing huge challenges because of the pandemic. We worked hard to ensure a sturdy and safe solution, while keeping costs down.

The owner needed to save every penny possible during what’s been a difficult year for the food and beverage industry.”

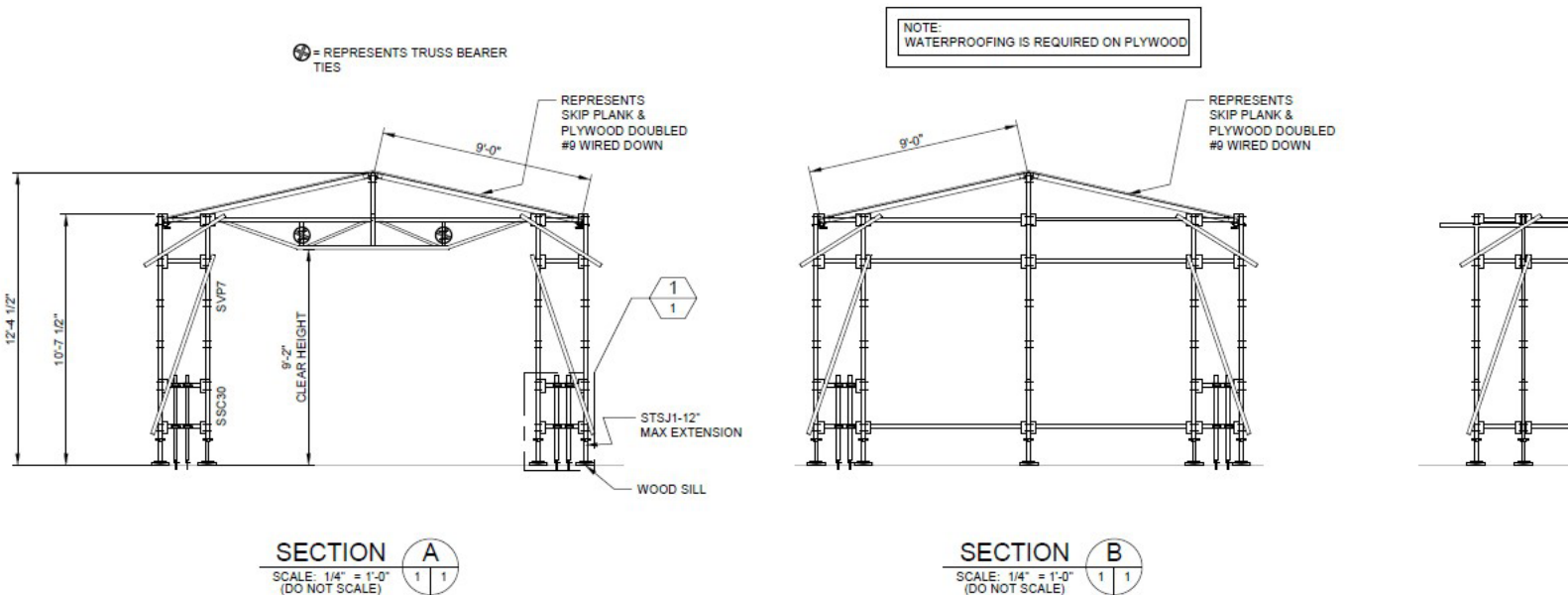
Using Systems™ Scaffold, the team constructed the 16-foot wide and 24-foot long temporary structure, which was then covered by plywood and painted, increasing Butch McGuire’s seating by 80 percent. For eight months, the structure provided precious overflow seating and hosted several of the tavern’s famous events, including Butch’s busy holiday celebrations. It was removed in June 2021, when the City reopened Division Street to vehicle traffic.

“BrandSafway provided us with a superior shelter design, which not only improved seating but looked great!” said owner Bobby McGuire.

“People often think of BrandSafway for major projects, such as construction, maintenance and renovation of bridges, skyscrapers and large facilities,” said York. “But we work with many small businesses that have unique challenges. We’re here to provide support and solutions even when they are not the typical scaffold application. At the end of the day, it’s about helping every customer, regardless of size.”

Engineered for Safety –

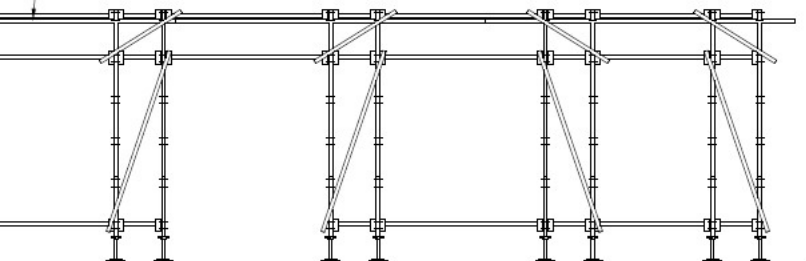
Using Systems™ Scaffold, the team constructed the 16-foot wide and 24-foot long temporary structure, which was then covered by plywood and painted, increasing Butch McGuire’s seating by 80 percent.





“BrandSafway provided us with a superior shelter design, which not only improved seating but looked great!”
 – Owner, Bobby McGuire

REPRESENTS
 TUBE AND CLAMP MEMBER
 FOR SSP CONNECTION



SECTION C
 SCALE: 1/4" = 1'-0"
 (DO NOT SCALE)



Project Summary

Project Title: Butch McGuire's tavern

Location: Chicago, Illinois

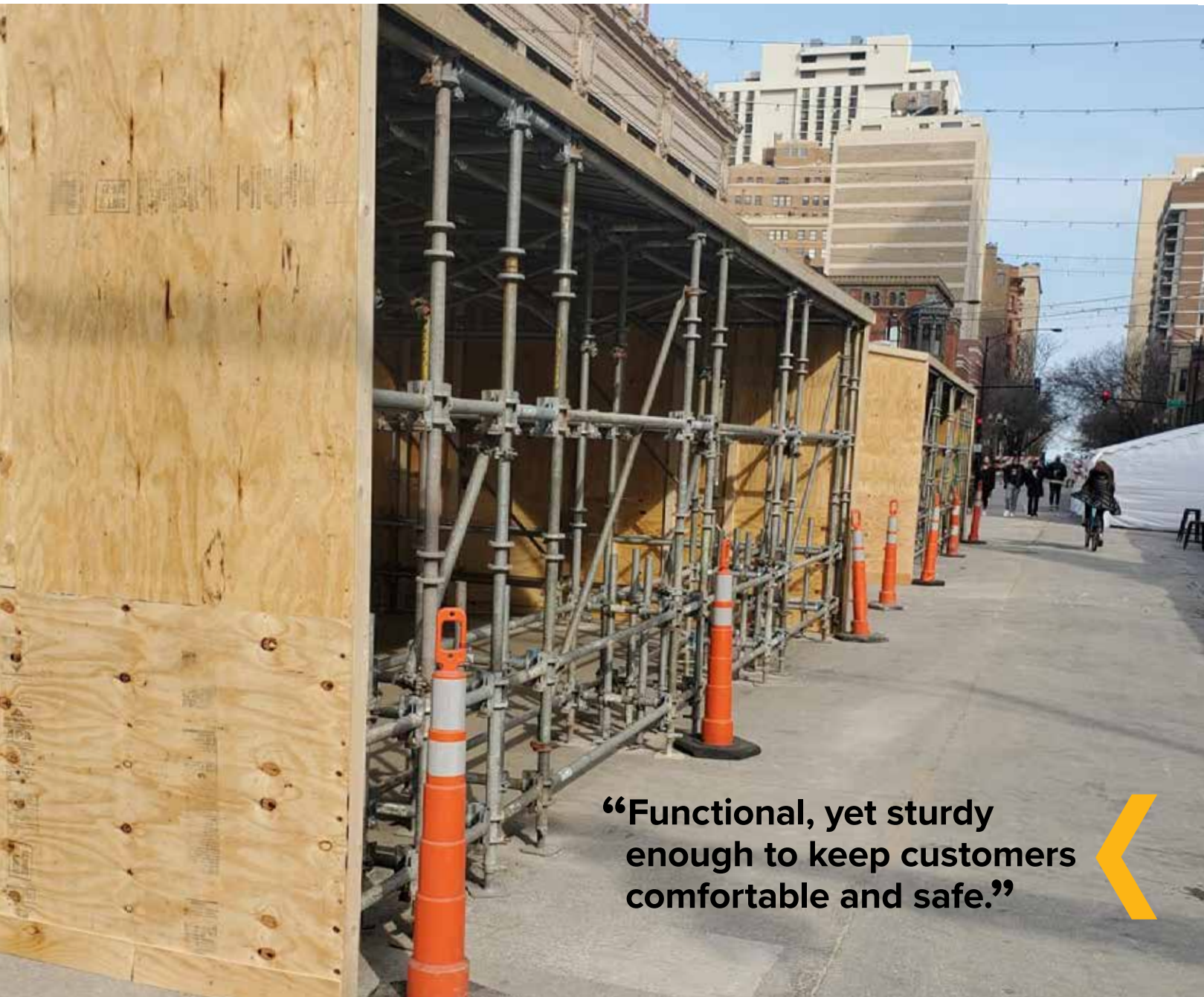
Dates: October 2020-June 2021

Scope of Work: Erect and secure temporary structure for outdoor seating

Products/Services: Systems Scaffold, engineering and design

Safety: Zero incidents

Value: \$30,000



“Functional, yet sturdy enough to keep customers comfortable and safe.”

SafwayAtlantic, LLC
5000 S. Homan Ave.
Chicago, IL 60632
Phone: 630 833 5840

BRAND SAFWAY®

For more information, visit www.BrandSafway.com