

= Rock N Roll McDonald 's =

The Rock N Roll McDonald 's (formerly The Original Rock ' N Roll McDonald 's) is a flagship McDonald 's restaurant located in Chicago , Illinois . It is one of the most famous McDonald 's locations in the world and was once the busiest in the United States . The restaurant / museum , located in the River North section of the Near North Side community area (neighborhood) of Chicago , a few city blocks west of the Magnificent Mile , has been a tourist attraction since it opened in 1983 . Its present building opened in 2005 . The restaurant has a maximum occupancy of 300 , which is about three times the standard patron seating capacity . The site has a rock and roll exhibit in a building adjacent to the restaurant and a small upstairs McDonald 's museum display . The building features the first two @-@ lane McDonald 's drive @-@ through , relatively luxurious decor , a café , flat screen televisions and a green roof .

= = Restaurant = =

The franchise has had a restaurant at the 600 N. Clark Street address since 1983 , but the new building was redeveloped and reopened on April 15 , 2005 as a bilevel flagship restaurant / museum with a two lane drive through . This is the first McDonald 's location with a two @-@ lane drive @-@ through . The reopening coincided with the 50th anniversary of the Des Plaines , Illinois restaurant which was opened by Ray Kroc on April 15 , 1955 . Rock N Roll McDonald 's is the location where the corporation kicked off its celebration of the 50th anniversary of the franchise . Among the celebrities in attendance were Colin Powell and Elton John . At the time of the 2004 demolition , the location was the 3rd busiest in the United States and 12th in the world . In the early 90s , it had been the busiest in the United States . It was expected to increase its sales revenue rankings from 3rd in the United States and 12th in the world with the renovation and redevelopment .

The restaurant is priced higher than other Chicago @-@ area McDonald 's , in order to subsidize the interior decor which includes numerous plasma display flat screen televisions and expensive Italian lighting . Its second floor includes a coffee bar serving lattes , gelato and biscotti and lounges that pay homage via museum display , music , and decor to every decade the chain has been in business . The 2nd floor McCafe is designed to compete with Starbucks by serving cappuccino , espresso , gelato and Italian pastries . The building features a pair of 60 foot arches and two stories worth of windows that weigh 800 pounds apiece . It has 10 cash register stations to complement its 300 patron capacity , which is about 3 times the normal McDonald 's capacity . The restaurant has three front walls of glass .

Franchisee Marilyn Wright and her husband Ralph Wright have operated 10 McDonald 's locations for the past 12 years . In addition to a perimeter of trees , the building has two green roof gardens on two levels . The lower one is visible from inside . However , the upper roof is only visible from surrounding high @-@ rise buildings . Neither accommodates customer access . The trash cans in this tourist mecca say thank you in ten languages . The restaurant has separate preparation lines for white meat and red meat in the giant kitchen . The demolished building faced Ohio Street , but the new building is rotated 180 degrees to face the Ontario Street tourist pedestrian strip .

The restaurant was sung about by the cult Chicago musician Wesley Willis in a song entitled " Rock N Roll McDonald 's " . The song was featured in the movie Super Size Me .

= = = Museum = = =

The south (rear) half of the upstairs portion has a series of displays of early McDonald 's photos , multimedia , and paraphernalia including the fast food giant 's striped polyester uniforms from the 60 's . Much of it is arranged by decade going back to the mid @-@ 1950s when McDonald 's first opened and is accompanied by pop culture artifacts such as pet rocks , early cell phones , and 8 @-@ track tape players . Downstairs there is a section on the first floor entitled " Chicago Firsts , " featuring events and organizations that originated in Chicago .

= = Neighborhood = =

The restaurant / museum , its rock and roll exhibit and its parking lot occupy the entire block bounded by West Ontario Street to the north , West Ohio Street to the south , North LaSalle Street to the west and North Clark Street to the east in the River North neighborhood of the Near North Side community area . The building is situated near several other theme restaurants . It is across the street (Clark Street) from the Hard Rock Cafe and the Rainforest Cafe .

= = Rock and roll exhibit = =

There is display of rock and roll memorabilia focusing mainly on Elvis Presley in an exhibit in a separate structure on the same lot . The exhibit includes a set of The Beatles statues reminiscent of their Abbey Road album cover .

= = Gallery = =