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COLUMBUS BUSINESS FIRST

This is what makes the new Rally's in Whitehall different (Video)

While other fast feeders ponder mere food delivery, Rally's just placed a much larger order.

Tampa-based Checkers & Rally's Restaurants Inc. is prepping a new drive-through opening soon at 837 S. Hamilton Rd. in Whitehall. It wasn't built from the ground up, but rather dropped in on the ground.

The restaurant is a modular unit, constructed by supplier Valiant Modular at a facility in Ormond Beach, Florida, and driven on a truck up to Central Ohio last week. Rally's, as the 870-unit company is known in this market, ordered 50 such units last year and the Whitehall burger joint is one of 70 that will be installed this year.

Bret Cunningham, director of construction and design, said 80 more are expected next year.

The 1,000-square-foot box weighs 60 tons and arrived Friday fully outfitted with its equipment installed, including utensils and other small wares safely stored in drawers.

Cunningham said that the company saves at least $100,000 per unit with its modular approach while cutting out at least two months of construction time — weather delays are less of an issue when the building can be built in a factory.

It isn't a total cookie-cutter process. The Whitehall unit was customized with bricks and other decorative touches to put it in line with the city's standards. The

building comprises four parts — the core building, a walk-in cooler, a unit with bathrooms and the wings of the drive-through.

The site, which was home to a Ponderosa restaurant before it was demolished, is the only thing holding back Rally's from opening. The building was installed in three days and is functional, but paving and landscaping around it still need to be completed.

It'll be serving its signature Big Bufords and fries soon and will be the 11th Rally's in Central Ohio. The company also has a unit in development on Morse Road, though it is not a modular model.