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Purcellville Rebuild Parking Analysis - Current

Listed below is a Parking Stall Utilization Analysis for the existing McDonald's Restaurant located in Purcellville, VA. The information has been compiled by the McDonald's Development Team per recorded sales and transaction counts (inside the restaurant vs. drive-thru) annualized over the last three years.

Annualized Average Transaction Count = 520,000/Year
Regional Average Drive-Thru Percentage = 60%

Peak Day Parts:

| | |
|-----------|------------|
| Breakfast | = 6am-9am |
| Lunch | = 11am-2pm |
| Dinner | = 5pm-8pm |

Average Hours Per Peak = 3

Analysis

- 520,000 transactions divided by 60% drive-thru = 312,000 drive-thru transactions
- 520,000 transactions minus 312,000 drive-thru transactions = 208,000 transactions conducted inside the restaurant
- 208,000 transactions divided by 363 operational days per year = 573 inside restaurant transaction counts per day
- 573 inside restaurant transaction counts per day divided by 3 peak day parts = 191 inside restaurant transaction counts per day part
- 191 transaction counts per day part = 63.66 inside restaurant customers per hour at peak
- Average inside restaurant customer visit duration = 22.0 minutes
- Average inside restaurant customer count per hour during peak = 63.66
- 60 Minutes divided by 22.0 minutes average visit duration = 2.72 customer turnover per hour inside the restaurant
- 64 inside restaurant customers at peak divided by 2.72 customer turnover per hour = 23.52 customer parking spaces required during peak
- Employee parking space requirement is 1 space per 2 employees since many employees take public transportation and/or carpool.
- Average staff per shift = 10; 10 employees divided by 2 = 5 employee parking spaces
- Total parking spaces required at peak = 24 customer spaces + 5 employee spaces
- Peak parking spaces required = 29
- Parking spaces existing = 38

Purcellville Rebuild Financial Analysis

- Annualized average sales = \$ 3,000,000.00/Year
- Annualized average meals tax = \$150,000