

DUBLIN SALON PROJECT – IN DEPTH PARKING STUDY FINDINGS

Although the square footage of the proposed salon is decreasing to allow for a more efficient operation, the parking needs for the facility still mimic, and will likely *exceed* our current parking needs. In order to identify the minimum parking spaces required for the new facility, we reviewed the potential needs through three separate methodologies as mentioned below:

METHODOLOGY #1: SPOT CHECK STUDY

From August 21, 2015 to December 17, 2015, spot studies were carried out by the facilities team to investigate parking at various “peak” and “non-peak” hours of operation. This was completed by counting actual cars that were parked at the facility during the spot check times over this period and averaging the counts. The studies indicated the following:

Dublin Grand Salon (existing location, on average):

- Non Peak = 93 spaces
- Peak = 143 spaces

Peak days consist of Thursday, Friday, and Saturday

Non-peak days consist of Sunday, Monday, Tuesday, and Wednesday

METHODOLOGY #2: MAXIMUM CAPACITY STUDY

This method was used to calculate the parking required to serve the maximum number of guests possible at one time in the salon and the number of people required to support those guests. Knowing that the master plan of this project includes the transition of our corporate headquarters and call center operations into the existing structure, Team Members transitioning to the new location were included to find the total number of parking spaces needed for both operations at a peak period:

- New Salon/Existing Building Employees = 75
- Guests = 84 (service and waiting)
- Home Office + Call Center = 30
- **Total** = 189 (visitors & employees at a maximum capacity point during a given day)

METHODOLOGY #3: AVERAGE BUSINESS OPERATIONAL STUDY

This method of study was conducted by looking at the ACTUAL number of doorswings (ie. guests) that the salon saw on a monthly basis in 2015. The total monthly number of doorswings was divided by the number of operational hours for the month. The result indicates the average number of guests that come into the salon per hour for a service. This number is then used to calculate the “minimum scheduled professionals,” as this is the bare minimum number of professionals we must have in the salon to service guests with an appointment. Added to this number is an average number of non – service receiving guests, who come in to pick up products, giftcards, etc. Finally, we added our support staff, based on their 2015 schedules. The end result provides an “average” number of parking spots required hourly. This number is shown in the chart below:

	Minimum Total Hourly Parking Required
January	85
February	80
March	90
April	95
May	99
June	98
July	96
August	96
September	91
October	92
November	87
December	96