

DUBLIN SALON PROJECT – PARKING PLAN/STUDY

Although the square footage of the proposed salon is decreasing to allow for operational efficiency, the parking needs for the facility still mimic, and will likely *exceed* our current parking needs due to the anticipated increase in overall guests. According to the city of Dublin parking calculations, a building of our size would be allotted 26-27 parking spaces. However, this number would not even cover the number of staff we have in the building during the slowest times of our operation.

In our current location, parking is already a challenge during all periods (peak and non-peak). We currently have a shared parking agreement with the Stavroff group, which allows us to utilize their parking spaces adjacent to our property until they are ready to develop their land. We have been made aware that the development effort could be underway soon, meaning those parking spaces would no longer be available for use. Knowing that these parking spaces are used by clients and employees **every day** during our operational hours (which vary anywhere from 10am-9pm), we will need to ensure that we are considering parking for these spaces on our property. In addition, our intention is to move the corporate office and call center operations to our existing salon building, increasing the number of spaces that will be utilized by employees on a daily basis.

It is important to note that utilizing other parking facilities, or encouraging walking to and from the salon will not be a feasible option. We operate on 15-minute, appointment-based time increments. This means that appointments are tight, and each professional can see up to 4 clients in one hour's time. Once an appointment is missed (for example, due to a late bus or having to walk to the salon), it would be difficult to get the client rescheduled for the same day.

Furthermore, using parking spaces further away from the building, or asking clients to walk to and from their appointments will create complications in regards to the services they are receiving. Clients receiving skin services are encouraged to stay indoors and away from the sun for anywhere from 24-48 hours after their service. Clients receiving hair services are advised to stay away from wind, precipitation, humidity and/or heat in order to protect their hair that has just been colored, cut or blown out. Clients receiving nail services may be walking out of the salon in temporary shoes that are not suitable for walking. Thus, sourcing external parking services/spots is not a viable option for our operation.

In order to identify the minimum parking spaces required for the new facility, potential needs were reviewed by conducting three separate studies/methodologies, which are highlighted below.

SUPPORTING STUDIES/DATA

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:

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 the 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 visit the salon per hour for services. This number is used to calculate the “minimum scheduled professionals,” as this indicates the fewest 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 are purchasing products, gift cards, etc. Finally, support staff hours were added based on their 2015 schedules. This provides an “average” number of parking spots required hourly. Note, this calculation does not include the 30+ Home Office/Call Center team members that would be parking in the same lot when the headquarters are moved.

	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