



# DEVELOPMENT SPEC SHEET

# BIGGER BOLDER BETTER

— B U R G E R S — — B R A N D — — F R A N C H I S E —

CKE Restaurants Holdings, Inc., through its subsidiaries, operates over 3,600 franchised, licensed or company-operated restaurants in 44 states and in 36 countries.



## FREESTANDING PROTOTYPE BUILDING SPECS

| PHYSICAL DESCRIPTION        | SMALLEST DESIGN | LARGEST DESIGN  |
|-----------------------------|-----------------|-----------------|
| <b>DIMENSIONS</b>           | 39'-0" x 65'-0" | 40'-0" x 75'-9" |
| <b>SITE SQ. FOOTAGE</b>     | 24,000+         | 30,000+         |
| <b>BUILDING SQ. FOOTAGE</b> | 2,390           | 2,911           |
| <b>DINING SQ. FOOTAGE</b>   | 910             | 1,216           |
| <b>BATHROOM SQ. FOOTAGE</b> | 281             | 326             |
| <b>DRIVE-THRU STACK</b>     | 6+              | 7+              |
| <b>SEATING CAPACITY</b>     | 54              | 72              |

## FREESTANDING SITE GUIDELINES

- High-traffic streets (20,000 vehicles daily - minimum)
- Signalized intersection (site on far side of intersection of busiest street)
- Co-tenants: Grocery store or power center-anchored shopping centers
- Maximum signage potential (both building & pole sign)
- 18-32+ parking spaces
- 155' frontage minimum to accommodate freestanding prototypical building drive-thru
- Close to activity/employment centers
- High-visibility, excellent accessibility
- Trade area should include home, work and shopping sales generators
- Hard corners or pads at the entry point to major developments are preferred
- Ideally all new restaurants are dual brand units (Carl's Jr.® w/Green Burrito®)
- Purchase opportunities and ground leases are preferred
- Leases should include a right of first refusal to purchase and the right to assign to a franchisee

## PREFERRED DEMOGRAPHICS

- Residential Population: 25,000+ within 2-mile radius
- 11,000+ daytime population
- Age 18-49: 55%
- Annual growth rate: 2.5%
- Home ownership: 65%+
- Median household income: \$35,000 - \$60,000 USD

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