



November 3, 2025

Re: Raising Cane's Chicken Fingers
Madison, Wisconsin
C1353

Raising Cane's is pleased to propose a new drive-thru restaurant located in Madison, Wisconsin. The proposed site is in the Regional Mixed Use (RMX) and Transit Oriented Development Overlay District. Raising Cane's will employ approximately 75 employees and serve 1,300 daily customers. This location is projected to have 4,817 gross sf of building.

RAISING CANE'S OPERATIONS

Raising Cane's regular operating hours are as follows:

Sunday through Thursday – 9:30 am to 1:30 am

Friday and Saturday – 9:30 am to 3:00 am

Raising Cane's does not serve breakfast, which reduces traffic issues during busy morning commute hours. We are also closed on major holidays. We do not serve any alcohol.

Our extended hours of operations help us be a viable food option for customers working second and third late night and early morning shifts such as hospital staff, first responders, police, and others.

Raising Cane's employs technology (i.e. cameras, headsets, iPads), and operational protocols with security personnel (including off-duty law enforcement officials), as necessary, to ensure the safety of all our Customers and Crewmembers during the grand opening and weeks afterwards. This includes the control of traffic on site at peak periods of lunch and dinner when needed.

CHANNELS OF BUSINESS

We successfully serve our Customers through four channels of business:

- Drive-Thru
- Dine-In
- Mobile Ordering
- Take-Out

These channels allow Raising Cane's to successfully meet our Customers' expectations and needs, serving the highest quality chicken finger meals in the world in the fastest and most convenient way possible. Details of how each channel operates at the highest level possible follow.

In general, Raising Cane's manages our on-site parking, deliveries and traffic flow to optimize the experience for our Customers and ensure the safest experience possible for our crewmembers, customers, vendors and neighbors.

DRIVE-THRU

Raising Cane's regularly employs multi-lane Drive-Thrus in order to speed service and create the most room possible for our Drive-Thru Customers. This location in Madison employs a dual lane configuration that tapers down to a single lane drive through and provides stacking space for approximately 20 vehicles in standard operating conditions.

Additionally, Raising Cane's often deploys Crewmembers to the Drive-Thru lane with handheld tablets to take orders and increase our already industry leading speed of service. It is reported that a Customer leaves the pickup window every 30 seconds during peak service times.

Raising Cane's employs a "focused menu", meaning that we serve only 5 food items (chicken fingers, fries, Cane's Sauce, coleslaw and toast). The focused menu, our well-trained Crewmembers, efficient and intentional restaurant design and use of technology combine to provide a fast experience for our Customers and expedite Drive-thru traffic flow.

Our Crewmembers use an EXPO strategy, detailed below, to both take orders and deliver meals to Customer in the Drive-Thru.

During peak periods, Raising Cane's deploys additional traffic management methods as the situation may call for. Raising Cane's uses off-duty police and additional Crewmembers, as needed, to facilitate the best traffic flows and controls possible.

DINE-IN

We use Mobile Ordering to facilitate Take-Out and Dine-In orders for Customers who use our app, reducing parking time for those Customers as their order is ready as they walk in the door.

TAKE-OUT AND MOBILE APP

Our Take-Out Customers can order and pay in the dining room or order and pay on the Mobile App before leaving for the restaurant and simply pick up their meal in the dining room or park in a dedicated Mobile App parking space and be provided with Curbside Delivery.

SPEED OF SERVICE

Raising Cane's is an industry leader in Drive-Thru Speed of Service. We are regularly recognized by restaurant industry trade publications. Our current Speed of Service is near 2 minutes and 40 seconds, measuring the time from a Customer arriving at the order board to exiting the Drive-Thru lanes.

Because Drive-Thru business represents roughly three quarters of our restaurant sales, we take Speed of Service very seriously and are continuously looking for ways to reduce it. It is always in the best interest of Raising Cane's to serve our Customers hot, fresh meals as quickly as possible.

Raising Cane's deploys a variety of proven tactics to increase our Speed of Service:

- "Focused Menu" – We serve only 5 items which allows us to prepare meals faster.
- Both a Pay and Pick-Up window – Having both windows allows us to be performing both activities concurrently instead of consecutively.
- Tablet Ordering – Our Crewmembers are equipped with electronic tablets and walk the Drive-Thru lane to take orders in person, when appropriate. This allows orders to be taken faster and

farther down the Drive-Thru queue line, even moving before the Drive-Thru Menu Boards when necessary.

- EXPO Lanes – These lanes are additional paved lanes or areas that allow Customers to have their orders taken and meals delivered adjacent to the primary Drive-Thru lane. Orders delivered to the EXPO lanes are ordered electronically via tablet or Mobile Order app.
- Mobile Ordering – Performed by any Customer with an electronic device supporting our Mobile Ordering app, can walk into the Dining Room, park in a Curbside Delivery space or use the Drive-Thru lane to pick up their meals. This flexibility of choice greatly increases the efficiency relationship of Cane’s fast delivery with Customer choice of meal pick-up channel preference.

Note that there is no “Pull Ahead and Wait for your Order” parking space after the Pick-Up Window at Raising Cane’s. Our items are cooked to order during the Speed of Service time. Because of our Focused Menu, we know what will be ordered and as soon as we see on our cameras that a Customer is parking or pulling around into the Drive-Thru lane, we start “dropping bird”, since we know the elements, if not the quantity, of an order.

DRIVE-THRU STACKING and ON SITE TRAFFIC FLOW

Managing the Drive-Thru stack/queue is a very high priority for Raising Cane’s.

Because Raising Cane’s does not serve breakfast, we have only two Peak periods in any given day, lunch and dinner.

It is always our goal to manage the Drive-Thru stack and On Site traffic flow during Peak periods efficiently.

During Peak periods, Raising Cane’s often deploys Crewmembers with tablets in the Drive-Thru.

If warranted by the level of business, Raising Cane’s will deploy off-duty police officers to control traffic at points of ingress and egress to our site. The main goal of the placement of off-duty police is to manage incoming traffic at our property lines and public Rights of Way.

The traffic flow/site issue troubleshooting process:

- Raising Cane’s knows that there is no formulaic, one-size-fits-all approach to resolving these issues and each site is studied independently.
- Raising Cane’s employs a cross-functional team including Project Development, Legal, Restaurant Excellence, Risk Management to study and resolve these issues. We focus a great deal of time, effort and expense addressing efficient, effective traffic flow through our sites. We even engage outside consultants when necessary.
- Sometimes municipalities may have concerns about new Raising Cane’s sites based on the performance of older sites in their jurisdictions. As stated previously, through our analysis and constant attention to traffic issues, we have included a host of improvements in our site designs and operations to avoid the problems of the past. Those include multiple Drive-Thru lanes, EXPO lanes, the use of Crewmembers with tablets for ordering and delivery, the use of our Mobile app, our focused menu and the employment of off-duty police and/or crewmembers to control traffic on site.

We also are committed to the safety of our Crewmembers and Customers when extraordinary traffic circumstances require these additional controls. These steps include:

- If we use EXPO Lanes after dark, we have additional security personnel present.
- Crewmembers working outside our building will wear reflective vests at all times for greater visibility.
- Reflective cones and/or striping will be used to direct traffic in appropriate lanes under Peak operations and will also delineate areas where Crewmembers may be located, for everyone's protection.

Prior to operating the restaurant, Raising Cane's will establish contracts with service providers that will maintain cleanliness and functionality of the restaurant site and systems. A snow removal service provider will be contracted to perform snow removal and apply salt to iced areas as needed. The restaurant management will coordinate with the contractor to ensure snow is stored in an agreed upon location that does not block drive aisles, parking, or damage landscaping.