

## **McDonald's Adding Fifth Location In Harrisonburg** Fast Food Giant Setting Up On Busy East Market Corridor

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**By JEREMY HUNT**  
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**HARRISONBURG** — The world's largest fast-food chain will finally have a presence on Harrisonburg's most heavily traveled corridor.

Construction is under way for a new McDonald's restaurant at the corner of East Market Street and Country Club Road.

The site was most recently home to a branch of First Bank and Trust Co.

Price Boxley, president of APB III Enterprises Inc. and owner of the local McDonald's franchises, said he hopes to have construction completed in May.

"It will be good being by the [Valley Mall]," he said, noting that the area is growing.

Boxley said the store would probably employ about 50 people.

APB operates 11 McDonald's in the Valley.

This would be McDonald's fifth location in the Friendly City.

The new McDonald's joins a crowded field of fast food options along East Market Street.

Several new franchises have popped up along the corridor east of Interstate 81 in the past few years, including Cook-Out, Burger King and Jimmy John's.

Boxley said he wasn't concerned about the new store's competition, which also includes a Taco Bell, Wendy's, and Chick-filA.

"I think it's an area that not well served," he said, "and I think this will make it a lot more convenient for our customers."

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