

Retail Site Selection Checklist

Local Demographics

- Population Density
- Household base
- Population Growth Trends
- Lifestyles of Consumers
- Income
- Age Makeup
- Population of nearby Special markets
- Daytime workers
- Students
- Tourists
- Occupation and Employment Mix

Traffic Flow & Accessibility

- Number and Type of Vehicles Passing Location
- Access of Vehicles to Location
- Number and Type of Pedestrians Passing Location
- Availability of Mass Transit
- Accessibility of Major Highway Artery
- Quality of Access Streets
- Level of Street Congestion
- Presence of Physical Barriers affecting trade area

Retail Competition

- Trade Area Size
- Number and Types of Stores in Area
- Analysis of 'Key' Players in General Area
- Competitiveness of Other Merchants
- Number and Location of Direct Competitors in Area
- Vulnerability to Unfriendly Competition
- How much competition can the area support?
- Number and location of Supporting Competitors in Area
- Possibility of Joint Promotions with Local Merchants

Retail Site Selection Checklist

Site Characteristics

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Number of Parking Spaces Available |
| <input type="checkbox"/> | Distance of Parking Areas |
| <input type="checkbox"/> | Ease of Access for Delivery |
| <input type="checkbox"/> | Visibility of Site from Street |
| <input type="checkbox"/> | History of Site |
| <input type="checkbox"/> | Compatibility of Neighboring Stores |
| <input type="checkbox"/> | Size and Shape of Lot |
| <input type="checkbox"/> | Condition of Existing Building |
| <input type="checkbox"/> | Ease of Entrance and Exit for Traffic |
| <input type="checkbox"/> | Ease of Access for Handicapped Customers |
| <input type="checkbox"/> | Restrictions on Sign Usage |
| <input type="checkbox"/> | Building Safety code Restrictions |
| <input type="checkbox"/> | Type of Zoning |
| <input type="checkbox"/> | Traffic Counts |
| <input type="checkbox"/> | General Appearance in Area |
| <input type="checkbox"/> | Traffic Interception Potential |

Environmental Factors

- | | |
|--------------------------|---------------------------|
| <input type="checkbox"/> | "Above-Ground" Risks |
| <input type="checkbox"/> | Asbestos |
| <input type="checkbox"/> | Lead Pipes |
| <input type="checkbox"/> | Hazardous Materials |
| <input type="checkbox"/> | Dry Cleaning Chemicals |
| <input type="checkbox"/> | Motor Oil |
| <input type="checkbox"/> | Underground Storage Tanks |

Legal Issues

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Zoning and Building Codes |
| <input type="checkbox"/> | Zoning determines HOW a particular site can be used |
| <input type="checkbox"/> | Building Codes determine the TYPE of building, signs, type of parking etc. |
| <input type="checkbox"/> | Signs |
| <input type="checkbox"/> | Licensing Requirements |

Retail Site Selection Checklist

Cost Factors

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Terms of Lease Agreement |
| <input type="checkbox"/> | Basic Rental Rates |
| <input type="checkbox"/> | Lease Term & Renewals |
| <input type="checkbox"/> | Local Taxes |
| <input type="checkbox"/> | Sales & Use Tax |
| <input type="checkbox"/> | Real Property Taxes |
| <input type="checkbox"/> | Personal Property Taxes |
| <input type="checkbox"/> | Insurance Rates |
| <input type="checkbox"/> | Operations and Maintenance costs |
| <input type="checkbox"/> | Restrictive Clauses in lease |
| <input type="checkbox"/> | Membership in Local Merchants Association required |
| <input type="checkbox"/> | Voluntary Regulations by Local Merchants |
| <input type="checkbox"/> | Any 'doing business' costs |
| <input type="checkbox"/> | Exceptional time requirements |
| <input type="checkbox"/> | Parking fees |
| <input type="checkbox"/> | Tolls |
| <input type="checkbox"/> | Union Requirements or Additional Fees |
| <input type="checkbox"/> | Moving or Setting Up business costs |