

BASIC SITE REQUIREMENTS

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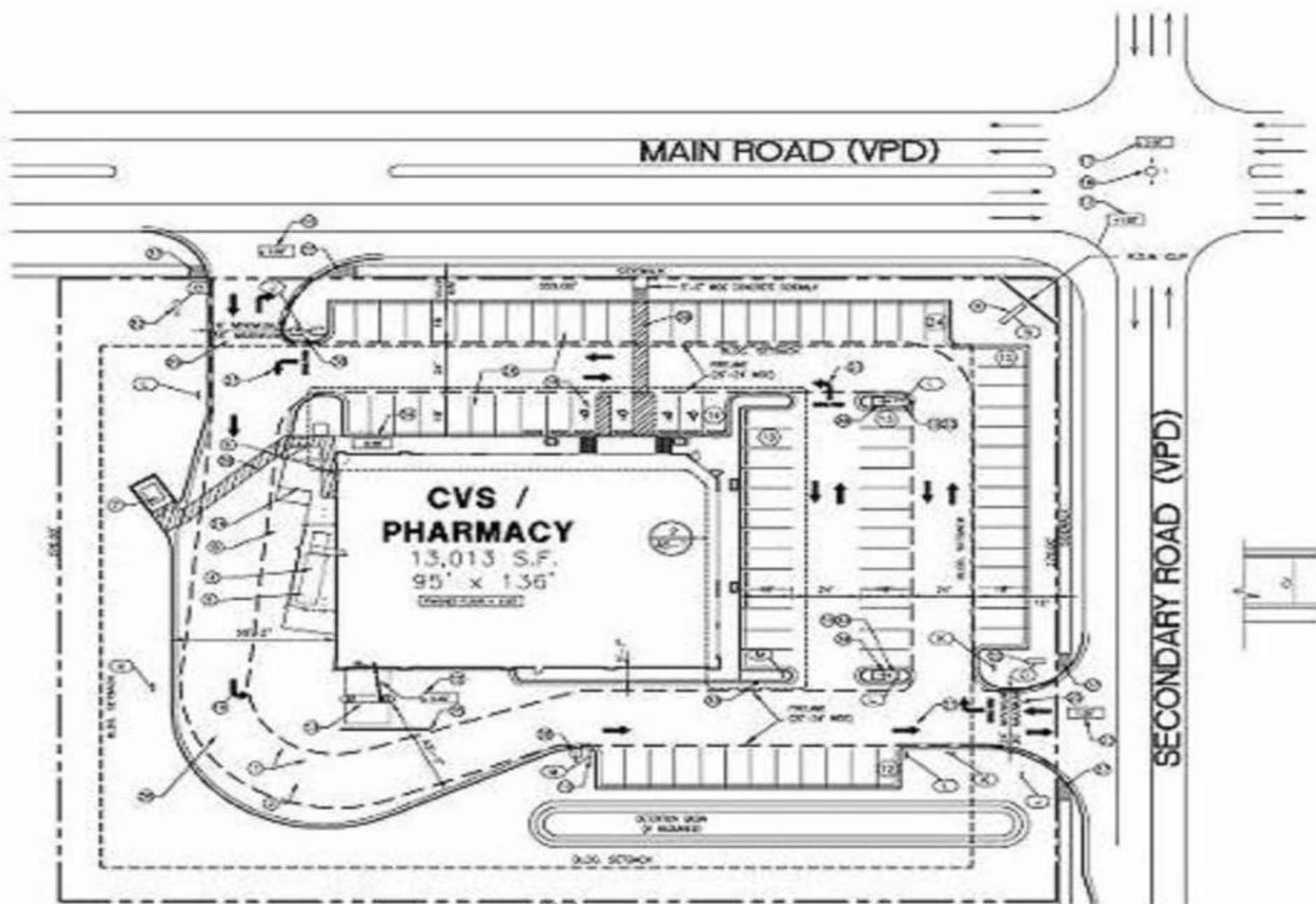
Project Manager

CVS/Pharmacy



GENERAL SITE GUIDELINES

- LAND COST (comparable with the area)
- ADEQUATE SPACING BETWEEN LOCATIONS (2 MILES)
- ADEQUATE PROPERTY (for proper layout and parking)
- TRUE INTERSECTIONS (that traverse the area the store will serve)
- TRUE HARD CORNERS (not just access from 2 streets as in “wraps”)
- Signalized Intersection
- With ACCESS – equal or superior to competitor (be aware of medians!)
- VERY GOOD VISIBILITY and TOPOGRAPHY
- HIGH TRAFFIC / EXPOSURE
- ROOF TOPS surrounding site (housing)
- GROWTH or very SOLID, STABLE neighborhoods
- INCOME DENSITY!!!! (the highest single correlate of store success)



1 SITE PLAN
AS-1 SCALE: 1" = 30'-0"



VALUE ADDED ELEMENTS

- Near **HIGH PRESCRIPTION VOLUME “IN-LINE” COMPETITORS (Esp. Chains)**
- Near **Independent Pharmacies (Potential file buys)**
- Near **MEDICAL (high concentrations of doctor’s offices)**
- Near **RETIREMENT VILLAGES / COMMUNITIES (55+ customer)**
- Near **VERY SUCCESSFUL SUPERMARKETS**
- Near **UNIVERSITY AREAS**
- On **ROADS THAT, ULTIMATELY, CONNECT INTO INTERSTATES** or other high traffic volume carriers
- On **GOING-HOME SIDE(S)** (from work, shopping, medical, etc.)

DEAL AFFECTING NEGATIVES

- **T-Intersections / mid-block sites with or without traffic light**
- **Barriers-Natural or Man Made (examples: mountains, rivers, and interstates)**
- **Near railroads**
- **In or near “Industrial” areas**
- **In areas with signs of deteriorating circumstances (negative population growth, high retail vacancy, etc.)**
- **In areas so restrictive so as not to allow many of our proto-typical elements (Parking, store positioning on site, drive-thrus, signage,etc.)**

DEAL AFFECTING NEGATIVES

Cont'd

- In most but not all Radius Limiting circumstances (sites squeezed too tight against interstates, sites too far from good roof top concentrations – such as; parks, cemeteries, golf courses, airports, lakes, rivers, etc.). There certainly can be exceptions to this generalization.
- In areas with high crime (tip off: see below)
- In areas with high incidence of graffiti, barred storefronts / windows, very high concentrations of Pawn shops, Bail Bond facilities, Adult Video / Merch. Stores, etc.
- One Way Streets (exception can be freeway feeder roads), exception-good to be between two one way streets
- Sites by busy restaurants or fitness clubs

SITE ASSESMENT TOOLS

- **Maps containing trade area, competition, companion retailers (grocery w/o pharmacy)**
- **Demographics: 1, 1 ½, & 2 mi. (sometimes ½, 3 or polygon if appropriate to determine trade area)**
- **Traffic counts: current, -- primary, secondary and composite (note year collected and source)**
- **Plat of property or properties making up site (with clear, readable dimensions)**
- **Brief summary of owner(s)**
 - **Name, address, phone number, legal**
 - **Short concise description of deal, dollars, issues, etc.**
- **“STOCK” AERIALS if available**