

# Locations and Sites

Location: An area delineated by:

- A) Physical Boundary or Barrier
- B) Service Area or Trade Area
- C) Specific Community
- D) National, Regional, State, County, City, Zip Code, Census Tract, Block, etc...

Site: A site is a specific property within a location

\*A site has a particular location yet a location has many sites

# Purpose defines Location

Residential User seeking a Location: Decisions are based on community factors such as schools, shopping, religious opportunity, proximity to job etc...

Retail User seeking a Location: Decisions are based on Trade Area location concepts, high traffic, synergy etc...

Office User seeking a Location: Decisions are based on proximity to workers, knowledge, capital, and entrepreneurship

Industrial User seeking a Location: Decisions are based on proximity to raw materials, transportation, lower cost real estate etc...

# Purpose defines Sites

Residential Sites relatively many households per land square foot, proximity to transportation yet, off the main road, suitable for family living (generally)

Retail Sites: Located on main roads, traffic is retailers friend, joined together for synergy with individual retail types having different specific trade area characteristics to fulfill

Office Sites: Generally in Central Business Districts and or land located on transportation routes. Heavy parking requirements mean larger sites per building square foot

Industrial Sites: Large sites outside town, close to transportation

# Location Analysis

What you need to Know:

A) Geographical Factors

1) Physical Elements

2) The Patterns

3) Linkages

B) Demographic and Economic factors

C) Comparative Criteria

# Site Analysis

What you need to know:

- A) Access
- B) Size
- C) Zoning
- D) Building?
- E) Tenants
- F) Management
- G) Economic Factors

# Methodology of Analysis

- Identify Purpose
- Develop Location and Site criteria important to purpose
- Develop a rating system
- Apply criteria to map
- Compare alternatives