



Site Standards

Franchise Format

Flagship Format

Trade Area

Daytime population: 25,000 minimum
Minimum 35,000 population (within the region or service area)
Average household income 60K +
Multi-ethnic mix preferred
Small center to be hub for area or region
Locations to be on major road or regional road

Daytime Population: 50,000 minimum
Minimum 100,000 population (within the region or service area)
Average household income 100K+
Multi-ethnic mix preferred
Locations to be on major road or regional road

Activity Builders

Balanced business/office and residential nearby
Large grocery/retail, hotels and or major entertainment
“P.M.” side of the road
Easy ingress and egress to the premises and site
Traffic 15,000 + ADT (Average Daily Traffic)

Balanced business/office, residential, and industrial nearby
Large grocery/retail, hotels and or major entertainment
“P.M.” side of the road
Easy ingress and egress to the premises and site
Traffic 35,000 + ADT (Average Daily Traffic)

Site Specifications

Minimum 4,000 square feet up to 5,000 square feet; 4,500 square feet preferred
Freestanding locations preferred – end cap considered
High visibility with good signage
Ample parking on-site

8,000 square feet to 12,000 square feet
Free standing locations or strong end cap
High visibility with ample signage
Ample parking on-site
Multi-floor capacity
Designed for larger urban centers
Preferred locations: power centers, lifestyle centers, core downtown areas