



## SITE SELECTION CRITERIA

### Twelve *General* Car Wash Site Characteristics:

1. Traffic count of 30,000 or better / can work with less in some situations
  - a. Be cautious of counts over 42K. Look for:
  - b. High traffic speeds
  - c. 6 or greater lanes
  - d. Excessive congestion
2. 3 Mile population of at least 30,000. prefer >50K.
3. Traffic speed ~ 30 MPH.
4. Relatively easy access
  - a. Undivided highway
  - b. Turn lane
  - c. Median cut
5. 500' of visibility both directions - Be cautious of visual clutter.
6. Lot level with highway.
7. Retail type area
  - a. Wal-Mart, Target, Lowes, Home Depot
  - b. Grocery Stores
  - c. Restaurants - fast food and/or sit down
  - d. Convenience stores
  - e. Other retail, strip centers, malls, etc.
8. Density of housing in fairly close proximity
  - a. Subdivisions
  - b. Apartments are good
  - c. Condos too
9. .75 acre minimum to 1.25 ideal. Obviously can use larger parcels and smaller markets and shared properties can use even less ~ .33 to .75 acres.
10. Generally don't take corners because they have to be larger to control traffic flow on lot.
11. Rectangular generally best. Narrow side toward street to keep cost down.
12. Demographics are pretty broad for this business model.
  - a. Avoid very low income but lower middle class is fine
  - b. Obviously they have to have cars

### Ten *Specific* Car Wash Site Characteristics:

1. Check the zoning ordinance for special conditional use permits for car washes and verify the requirements.
2. Check for other restrictive ordinances:
  - a. car wash layout
  - b. queuing & egress space
  - c. orientation of bays location or vacuums
3. If the lot is not level with the road, then consider the additional cost of extraordinary clearing, grating, fill or retaining.
4. Verify that you have space for above ground water detention or that underground is detention is an option.
5. Verify access to power, water, sewer, gas and high speed internet and consider any additional cost to access the utilities.
6. Verify that your site matches your target customer demographic profile.
7. Drive the trade area around the site and familiarize yourself with convenience traffic patterns. Consider traffic flow barriers like railroad tracks, highway interchanges and parkland to understand the percentage of your trade area affected by the traffic barrier.
8. Verify local sign ordinances allow you enough exposure and visibility. If not, then plan for higher advertising expense.
9. Locate and analyze your competitors and verify whether or not they offer quality services – gauge their ability to respond to you entering the market and anticipate their potential response. Verify that you can sustain competitive advantage when they respond.
10. Does your site allow future expansion of services if desired?

