



BIBIBOP SITE CRITERIA		PREFERRED
Demographics (2 Miles)	Size	2,200-2,500 sf
	Residential (2 miles)	40,000
	Employees (2 miles)	15,000
	Household Income (2 miles)	\$70,000 +
	College Degree (2 miles)	55%
	Age-25-39 (2 miles)	40%
Size	Building Type	1) Free Standing w/Drive Thru
		2) End Cap w/Drive Thru
		3) End Cap w/Tower Element
		4) Inline w/Tower Element
	Visibility	High visibility from the road
	Accessibility	Left turn, Right turn (no concrete dividers, etc.) 3 points of accessibility, speed limit 35 mph
	Signage	Large, colored signage visible from road, Tower, Awning
Parking Lot	25+ spaces + 2-3 online order space in front	
Traffic Counts	25,000 in front of center	
Traffic Generators	Anchor	High End Grocery (Whole Foods, Wegmans, Kroger, Giant Eagle)
		Target, COSTCO, Univesity, Hospital, IKEA
		Need to be in traffic patterns
Competitors (1/2 mile)	Panera, CAVA, Chipotle, Bolay, Noodles, anyone serving bowls similar to Bibibop	