



The Counter Site Criteria

CONCEPT:

The Counter is the 21st Century’s bold answer to the classic burger joint. Ushering in a fresh era of industrial décor, today’s music, cold beer, unique wines and an astonishing 312,120 different burger combinations, it serves up the entire customer experience.

PREFERRED LOCATIONS:

- Lifestyle Centers.
- High Density mixed use projects (Retail, Residential, Office).
- High Density / Metropolitan Areas.
- High Profile Entertainment Centers.
- Community Shopping Centers.
- Strong balance of residential and daytime activity.

TRADE AREA CHARACTERISTICS:

	<u>1 MILE</u>	<u>2 MILES</u>	<u>3 MILES</u>
• Population:	20,000+	50,000+	200,000+
• Daytime:	10,000+	20,000+	50,000+
• Median HH Income:	\$60,000	\$60,000	\$50,000
• Traffic:	20,000 ADT with a direct view to location.		

SITE CHARACTERISTICS / SPACE REQUIREMENTS:

- Size: 2,700-3,000 sf freestanding or end cap with 500-1,000 sf patio.
- Storefront: 40 foot minimum.
- Access: Pair of front entry doors, patio exit door, and rear delivery door.
- Visibility: Unrestricted from primary street, easy ingress/egress.
- Signage: 2+ building signs plus monument or pylon.
- Parking: 10 cars per 1,000 sf plus 2-15 minute spaces for takeout.



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