

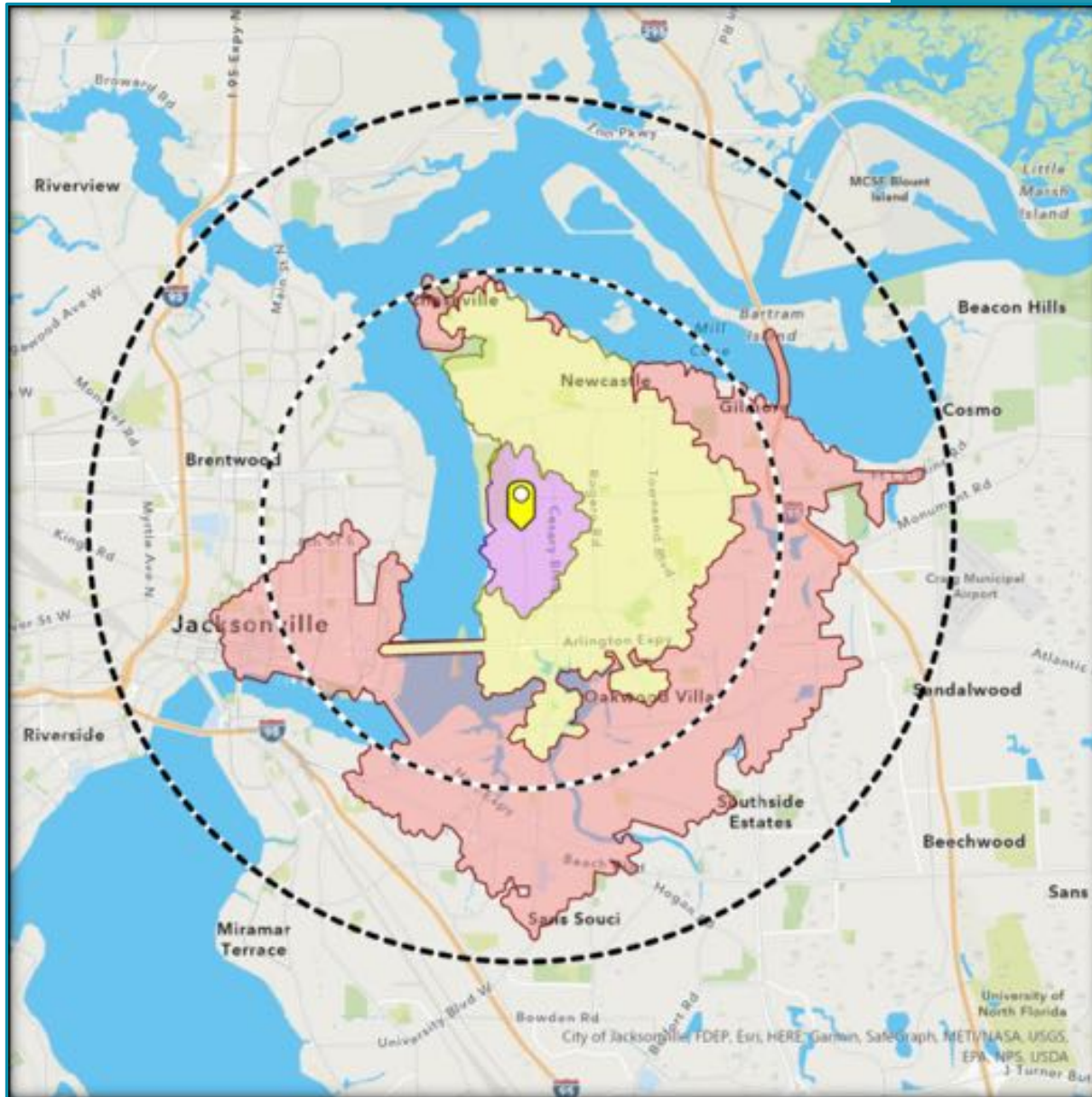
# 1, 3, & 5 Mile Distance Radii



■ 1 Mile ■ 3 Miles ■ 5 Miles

- Most widely used demographic template
- Does not account for physical barriers like rivers and lakes
- Physical barriers reduce access to site
- Does not account for actual drive distance
- Being within a 5-mile radius does not guarantee 5-mile access to site

# 1, 3, & 5 Mile Drive Distance Polygons



■ 1 Mile ■ 3 Miles ■ 5 Miles

- Same parameters as rings but reflect actual drive distance to site
- Previous 3 and 5 miles rings references by dotted lines
- Accounts for physical barriers like rivers and lakes
- More accurate representation of site access
- Reduces total area by roughly half using same parameters

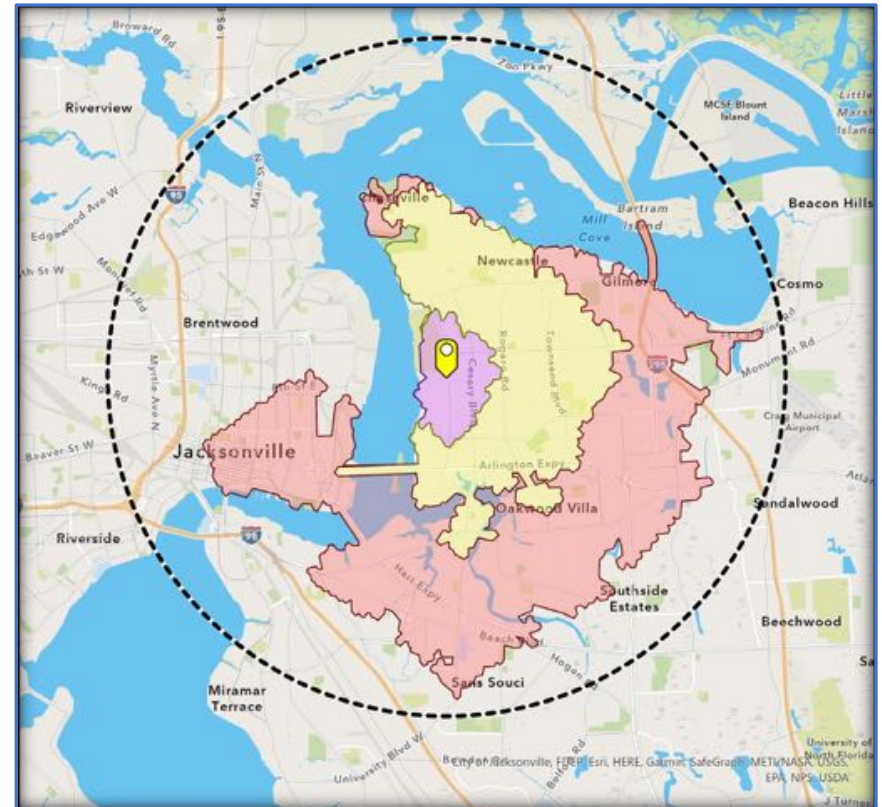
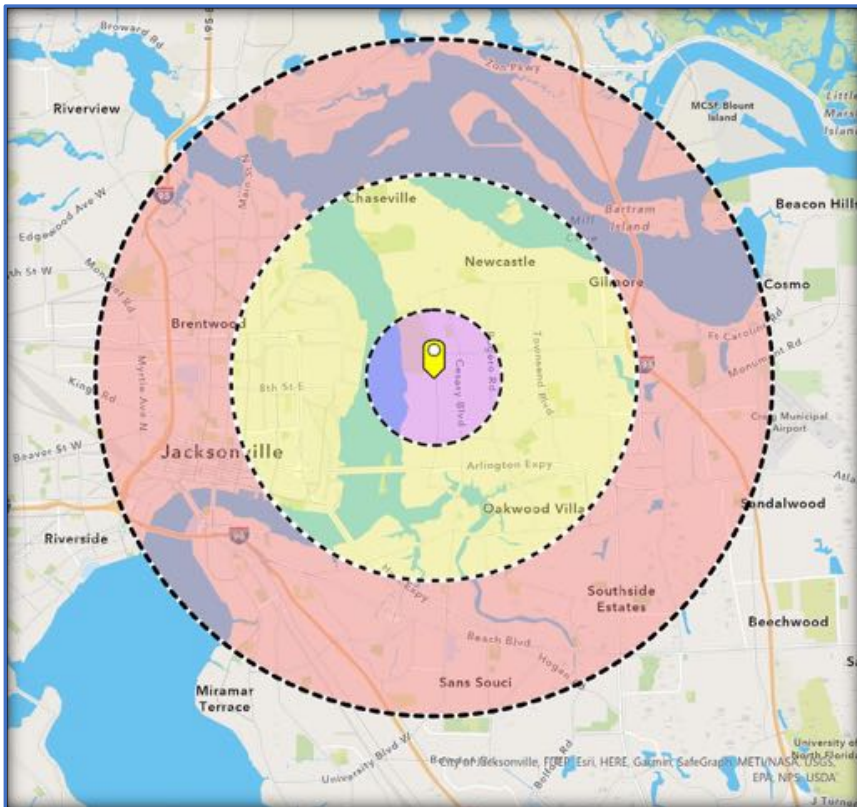




# Comparison Slide #1

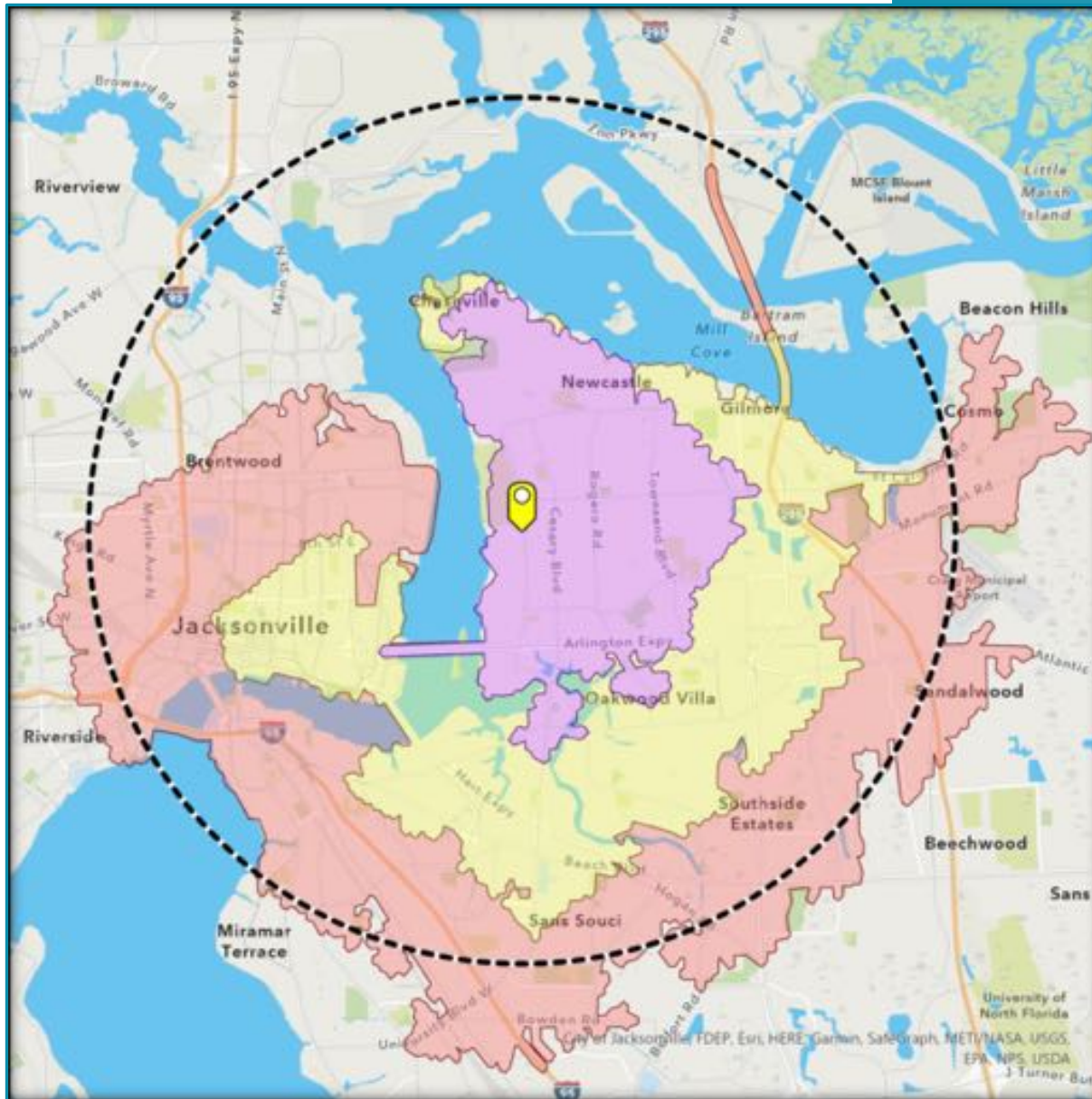
1, 3, 5 MILE RAIDUS FROM SITE

1, 3, 5 MILE DRIVE DISTANCE TO SITE



- Notice the significantly smaller area of the 3-mile (green) and 5-mile (purple) polygons
- Drive distances also eliminate areas to the north and northwest on the other side of the river that are less accessible to the site
- Highlights the bottlenecks at the three bridges that access the other side of the river

# 3, 5, & 7 Mile Drive Distance Polygons



- Parameters can be extended to reflect similar overall area as radius rings
- The 7-mile polygon accesses different areas of the city
- Shifts demographic analysis to the south which would not have been included by rings
- Demographic refinement will lead to a more accurate analysis

■ 3 Miles ■ 5 Miles ■ 7 Miles

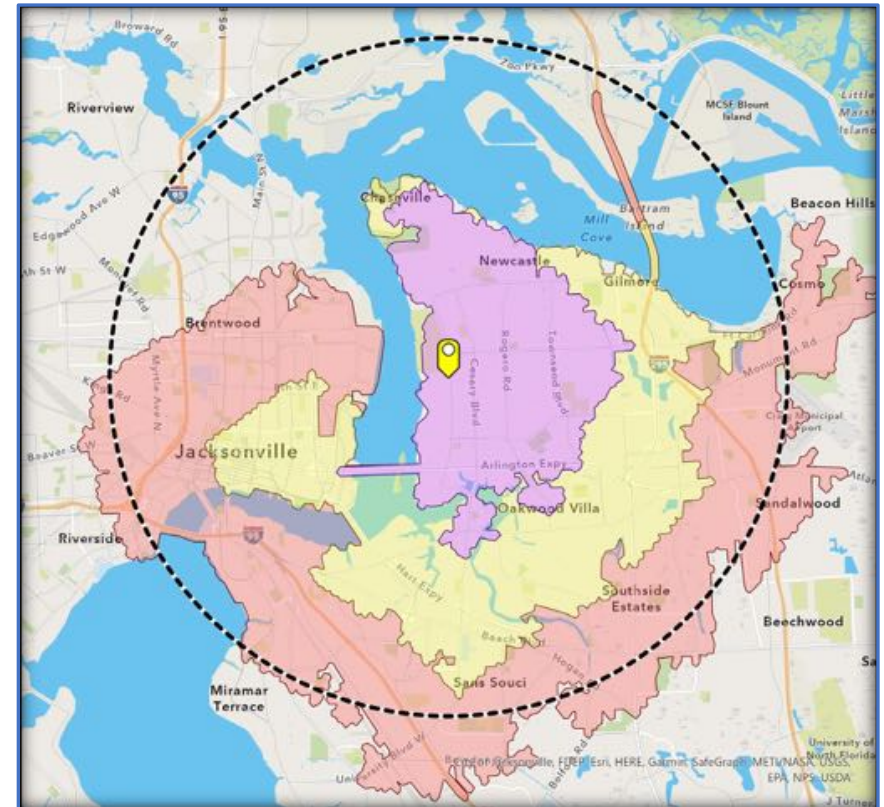
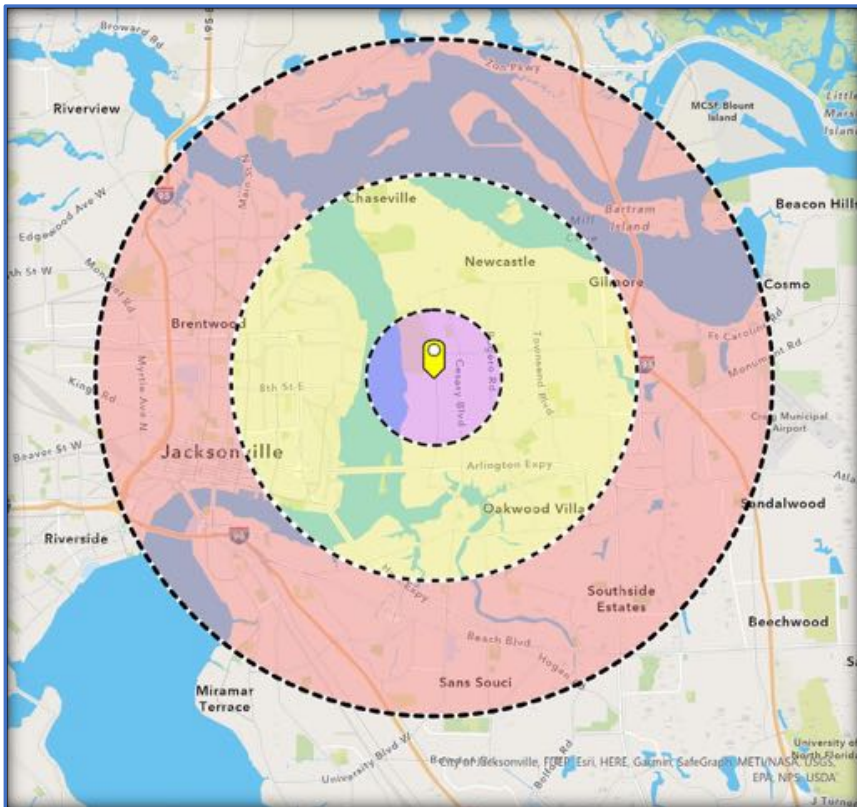




# Comparison Slide #2

1, 3, 5 MILE RAIDUS FROM SITE

3, 5, 7 MILE DRIVE DISTANCE TO SITE

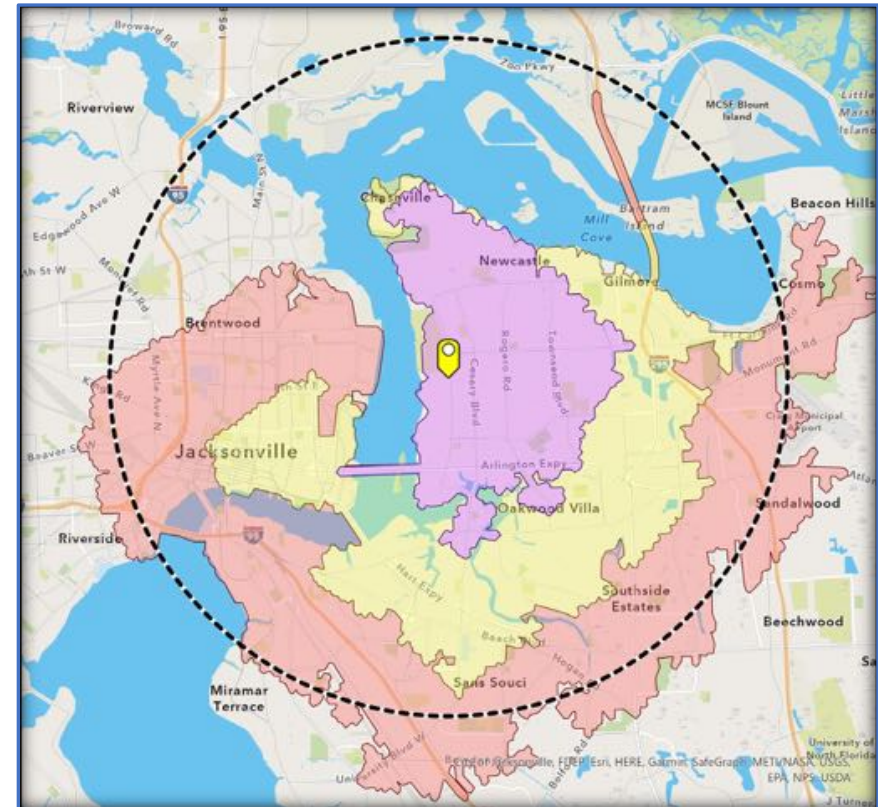
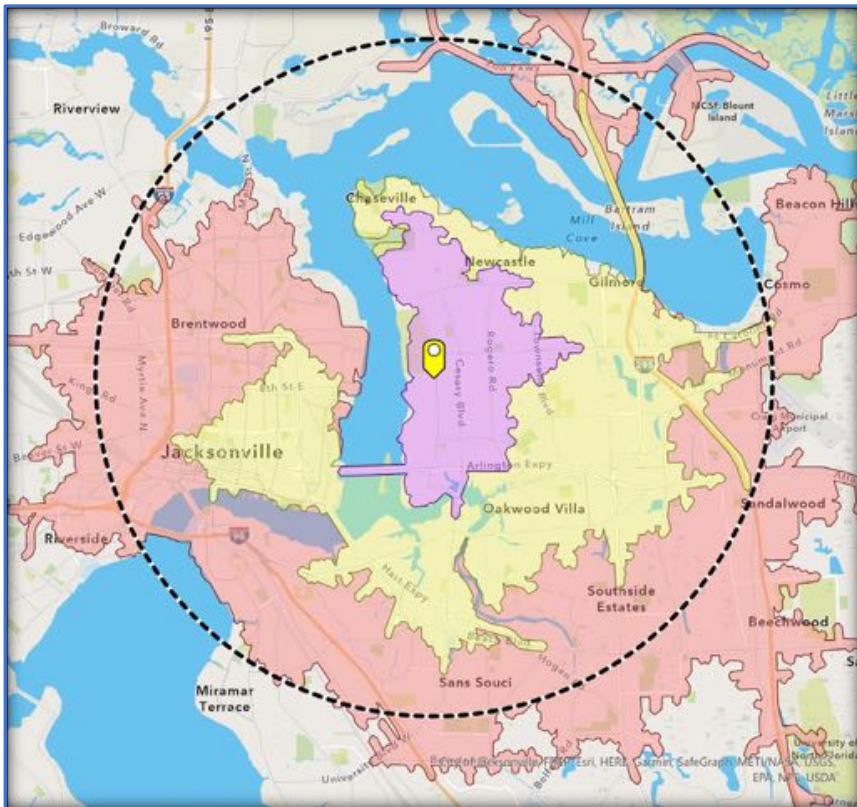


- Side by side you can see the southern shift in the demographic analysis
- Notice that even a 7-mile drive distance does not reach areas to the north and northwest within the 5-mile radius
- Area outside of the original radius could tap into more (or less) of the desired demographic

# Comparison Slide #3

5, 10, 15 MINUTE DRIVETIMES TO SITE

3, 5, 7 MILE DRIVE DISTANCE TO SITE



- The 3/5/7 Mile Drive Distances correlate more closely to the 5/10/15 Minute Drivetimes
- This will help reinforce or bring pause when evaluating a site, and will provide more comparable demographics
  - 5 Minutes falls just inside of 3 Mile Drive Distance
  - 10 Minutes goes slightly beyond the 5 Mile Drive Distance
  - 15 Minutes extends a tad further than the 7 Mile Drive Distance

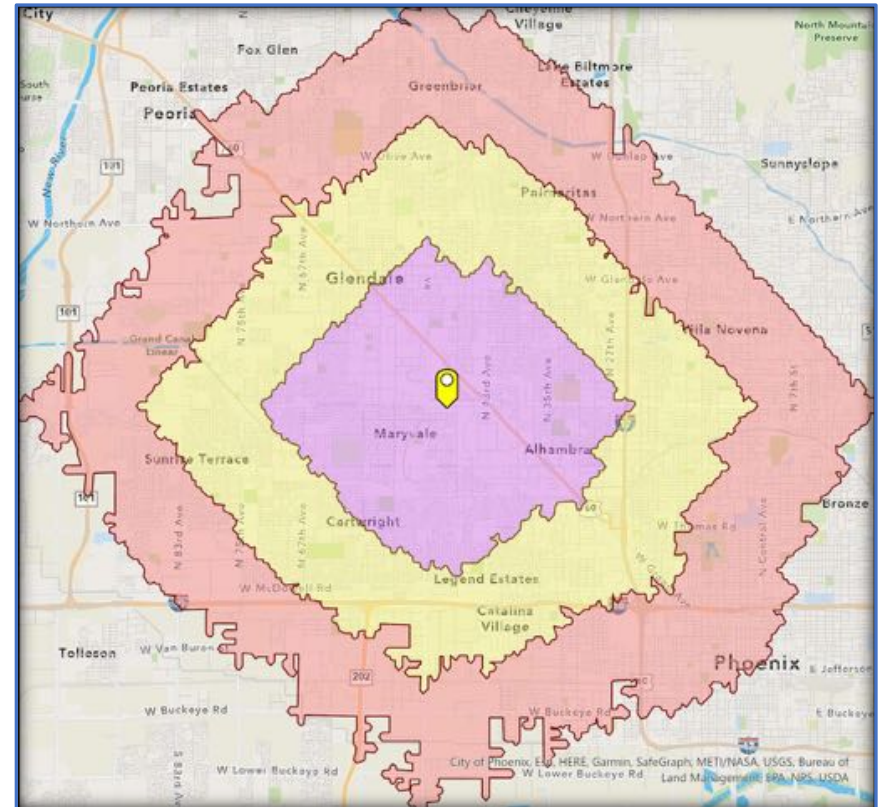
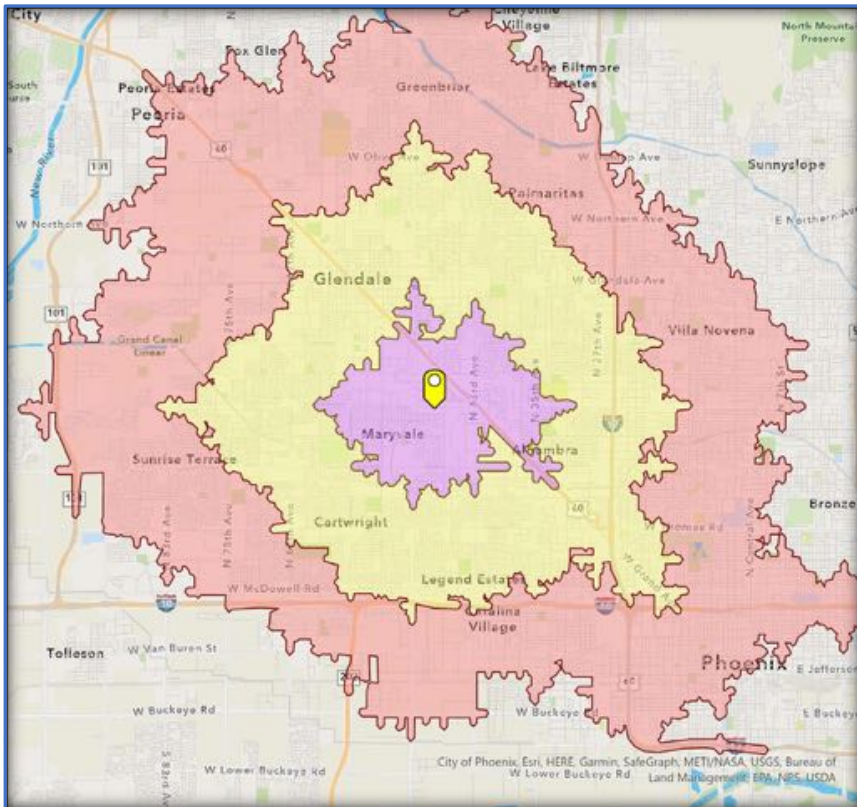




# Comparison Slide #4

5, 10, 15 MINUTE DRIVETIMES TO SITE

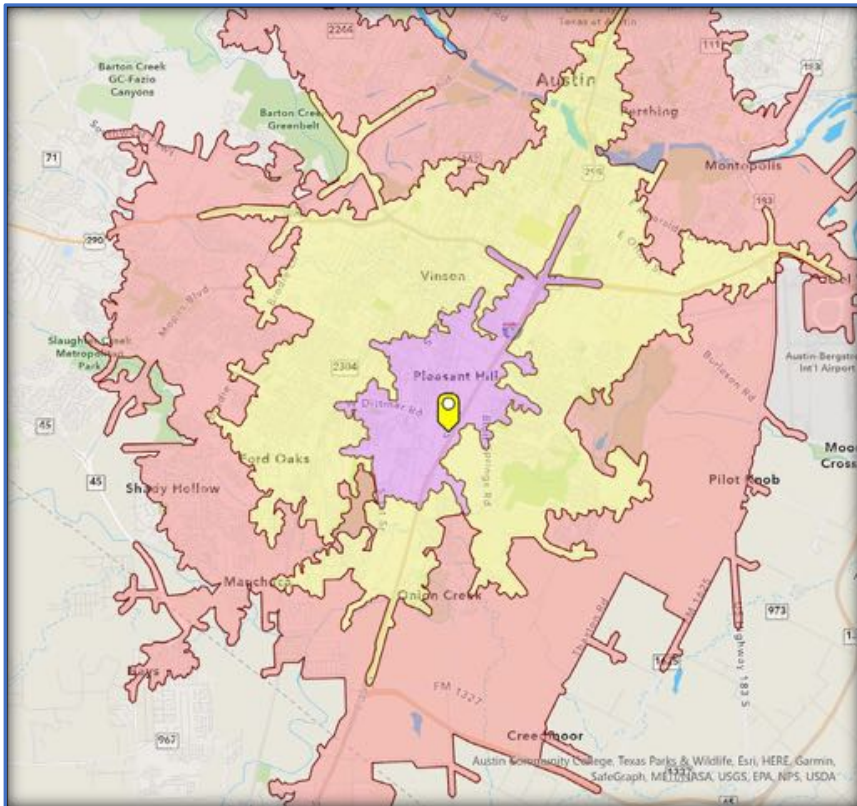
3, 5, 7 MILE DRIVE DISTANCE TO SITE



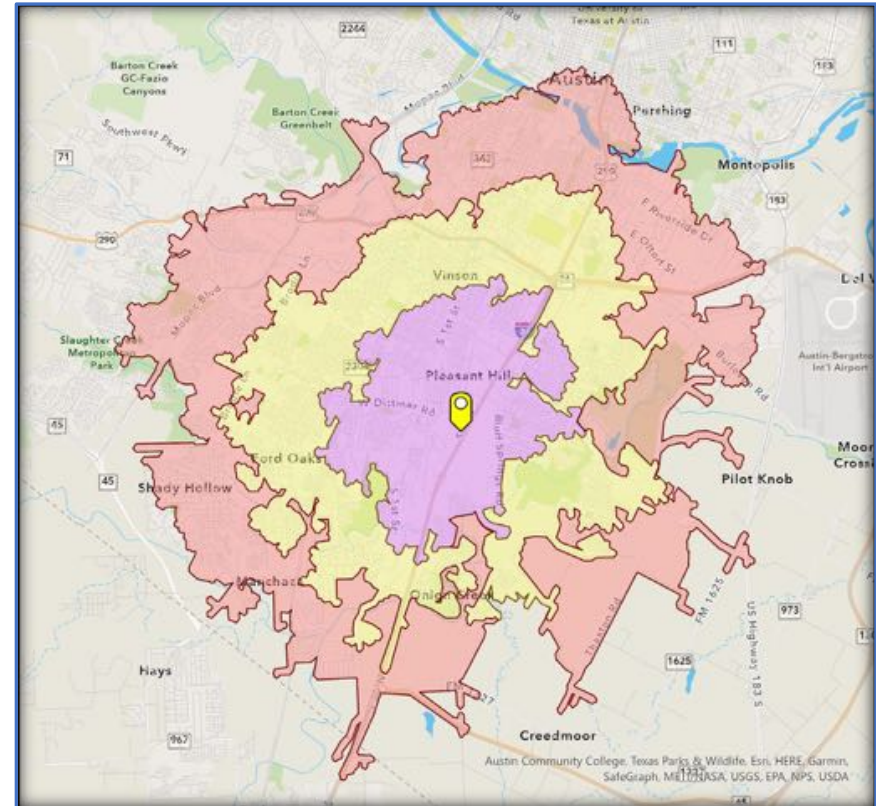
- The correlation is even greater when the site does not have physical barriers
  - 5 Minute still falls just inside of the 3 Mile Drive Distance
  - 10 Minutes nearly mirrors the 5 Mile Drive Distance
  - 15 Minutes is also very similar to the 7 Mile Drive Distance

# Comparison Slide #5

**5, 10, 15 MINUTE DRIVETIMES TO SITE**



**3, 5, 7 MILE DRIVE DISTANCE TO SITE**



- **By comparing Drivetimes and Drive Distances, we can more accurately evaluate the accessibility of a site**
- **When the Drivetimes are much larger than the Drive Distances (above), the site is more accessible, and visa versa when Drive Distances are larger than Drivetimes**
- **Accessible sites are normally closer to freeways whereas less accessible sites are in more rural areas**