



SURPRISE | arizona

Doing Business In Surprise

Chapter 4

November 2005

Chapter 4: *Selecting the Right Location*

Within this chapter:

- ***Determine important factors in the location of your business***

To find specific available sites within the City of Surprise, you can contact a commercial realtor or broker. The Economic Development Department has also compiled a list of retail and industrial site contacts:

[*Retail \(Commercial/Office\):
Commercial Site Map*](#)

[*Industrial:*](#)

[*Employment Sites Map*](#)

The choice of a location may have a profound effect on the success of your business. Therefore, this aspect of your planning should be given great consideration. From *Entrepreneur Magazine*, Rieva Lesonsky states, “One expert will tell you location is absolutely vital to your company’s success; another will argue that it really doesn’t matter where you are—and they’re both right. How important location is for your new company depends on the type of business, the facilities and other resources you need, as well as where your customers are.

“If you’re in retailing or if you manufacture a product and distribution is a critical element of your overall operation, then geographical location is extremely important. If your business is information- or service-related, the actual location takes a back seat to whether or not the facility itself can meet your needs. “

“Regardless of the nature of your business, before you start shopping for space, you need to have a clear picture of what you must have, what you’d like to have, what you absolutely won’t tolerate and how much you’re able to pay. Developing that picture can be a time-consuming process that is both exciting and tedious, but it’s essential that you give it the attention it deserves. While many start-up mistakes can be corrected later on, a poor choice of location is difficult—and sometimes impossible—to repair. “

Some of the items to research and assess include the following:

TYPES OF LOCATIONS, excerpted from Rieva Lesonsky:

Home based

You can run a home based business from an office in a spare bedroom, the basement, the attic—even the kitchen table. On the plus side, you don’t need to worry about negotiating leases, coming up with substantial deposits or commuting. On the downside, your room for physical growth is limited and you may find accommodating employees or meetings with clients a challenge.

Businesses must comply with the same license and permit requirements as a commercial location, including applicable sales tax licenses, trade or professional licenses, residential zoning and homeowner’s association rules.

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Among the factors to consider in obtaining approval is whether you will increase traffic substantially, the ease of access for your clients and suppliers, and if there is any pollution created, including excessive noise.

[City of Surprise Home Based Business guidelines are on page [13](#).]

Retail

Retail space comes in a variety of shapes and sizes and may be located in enclosed malls, strip shopping centers, free-standing buildings, downtown shopping districts or mixed-use facilities. You'll also find retail space in airports and other transportation facilities, hotel lobbies, sports stadiums, and a variety of temporary or special event venues.

Mobile

Whether you're selling to the general public or other businesses, if you have a product or service that you take to your customers, your ideal location may be a car, van or truck.

Commercial

Commercial space includes even more options than retail. Commercial office buildings and business parks offer traditional office space geared to businesses that do not require a significant amount of pedestrian or automobile traffic for sales. You'll find commercial office space in downtown business districts, business parks, and sometimes interspersed among suburban retail facilities. One office option to consider is an executive suite, where the landlord provides receptionist and secretarial services, faxing, photocopying, conference rooms and other support services as part of the space package. Executive suites help you project the image of a professional operation at a more affordable cost than a traditional office and can be found in most commercial office areas. Some executive suites even rent their facilities by the hour to home based businesses or out-of-towners who need temporary office space.

Industrial

If your business involves manufacturing or heavy distribution, you'll need a plant or warehouse facility. Light industrial parks typically attract smaller manufacturers in nonpolluting industries as well as companies that need showrooms in addition to manufacturing facilities. Though industrial parks are generally newer and often have better infrastructures, you

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Additional Resources

For City of Surprise demographic info, go to the [Economic Development Department home page](#).

Also contact:

- *The U.S. Census Bureau 800-253-1882 www.census.gov. Its Fact Finder may be useful—[click here](#)*
- *Arizona Department of Commerce, Community Development Division: [Community Profiles](#), [County Profiles](#)*
- *The Northwest Valley Chamber of Commerce*
- *Local libraries*
- *[City of Surprise web page](#)*

may also want to consider any free-standing commercial building that meets your needs and is adequately zoned.

BUY OR LEASE

One of the first decisions you must make is whether to purchase property and construct a new building, modify an existing building or lease a site. There are many issues to consider in making this decision. You should consult with an attorney, accountant and real estate professional for assistance and information.

CLIENT BASE

Where are your current and targeted customers located? Use a map and pins to identify client locations. This information will assist you in selecting a site.

TRAFFIC COUNT

Determine the traffic passing potential sites. You can make this study or, in many cases, the city, county or state traffic engineers will provide official counts of auto traffic. Commercial real estate agencies often have considerable research data on this subject.

THE RIGHT SIDE OF THE STREET

Some retail products and services are most attractive to customers on their way to work - like coffee and pastry shops. Some chambers of commerce have very detailed studies of traffic, existing business data and other valuable information. Contact the Northwest Valley Chamber of Commerce at 623.583.0692 or www.northwestvalley.com.

DEMOGRAPHICS

What changes are taking place in that area? Is the population age shifting? What is the income level? Does the local population fit your target market profile? Sources of information may include the US Census Bureau, Arizona Department of Commerce, Northwest Valley Chamber of Commerce, and City of Surprise websites.

TYPE OF LOCATION

Commercial locations include individual or stand-alone buildings, neighborhood strip centers with a few stores, “power centers” with a ma-

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major tenant and several complementary businesses, and regional malls, usually with three or more major anchor stores.

NEARBY STORES

Are neighboring stores compatible or complementary to your business? Will they help attract business to your establishment?

PARKING

Does the site provide adequate parking for your customers and employees? Will your customers have to compete with employees of the area businesses to find a place to park? Is the parking lot easy to enter and exit? What is its overall condition? Is it well illuminated at night? Is adequate parking provided for handicapped customers?

CONDITION OF THE BUILDING

Carefully check the condition of the building and calculate the modifications required to meet your needs. Do the building and property meet current zoning and other local requirements? Has the owner maintained the building and property or is the location in need of repair? What do other tenants say about the owner's willingness to make repairs and do preventive maintenance?

TOTAL COST OF THE LEASE

Cost of the lease is calculated a number of ways. Some items to consider include:

- Exterior building maintenance
- Tenant improvements
- Common area expenses
- Insurance
- Utility costs
- Security services
- Taxes
- Flat lease rate and/or percentage of your business revenue
- Increase in lease based on changes in the consumer price index

For an online article
"Understanding Rental
Rates" from
Cityfeet.com—click [here](#).

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Additional Resources

To find out about zoning restrictions within the City of Surprise, go to the [city web page](#) then Home > City Departments > Community Development > Planning & Zoning > [municipal code](#). Search for the type of business. For further information on zoning, contact the City of Surprise Planning and Zoning Division at 623.875.1088 or lisa.padron@surpriseaz.com.

The City of Surprise Small Business Assistance Program (SBAP) can be of assistance – contact us at 623.875.4326 or econdev@surpriseaz.com.

TERMS OF THE LEASE

Lease terms can be confusing to the business owner. Many commercial brokers provide a glossary of terms commonly used in leasing space to businesses. Other considerations include dispute resolution, required hours open for business, and whether future expansion is possible at reasonable rates.

HISTORY OF THE SITE

Why is the potential location available? How long has the site been vacant? What caused the previous tenant to leave? If several businesses have failed at that site, you may wish to carefully consider your odds for success.

DEALING WITH ZONING RESTRICTIONS

Find out, first of all, whether there are any zoning restrictions in your area. If there are, make sure you talk to someone well-versed in the intricacies of zoning restrictions, which can be complex, to say the least.

Keep the following general questions in mind as you investigate restrictions in your area:

- How is my property zoned--as residential, commercial, industrial or agricultural? Based on that, what are the specific limitations?
- Are there restrictions on vehicular traffic or parking?
- Are there restrictions on the use of outdoor signs?
- What are the restrictions on having employees and customers on the premises?
- Am I allowed to sell items on the premises?
- Are there restrictions on indoor or outdoor storage of materials?

PROFESSIONAL REPRESENTATION

You should obtain professional assistance in negotiating a commercial lease. Leasing agents or brokers fall into two categories — those who represent building owners and those who represent tenants. Lease negotiations may directly affect the success or failure of your business. You should obtain the professional assistance of your own broker, attorney, accountant, insurance agent, banker and architect. While many of these items may not seem important when you are beginning to look for a site, they are extremely important for the long-term success of your business.

APPENDIX A: Useful Contacts and Websites

Office of Economic Development—City of Surprise

12425 W. Bell Rd., Bldg. D-100
Surprise, AZ 85374
Phone: (623) 875-4273
Fax: (623)875-5049
Web site: www.surpriseaz.com
E-mail: econdev@surpriseaz.com

Determining where to start is not always easy. If you aren't sure who to contact or what steps to take, Surprise's Economic Development Department is a great place to begin.

The Economic Development staff will be happy to assist you in determining a path to start your business, expand an existing business, or find a new location. The Economic Development Department offers business firms an ombudsmen service to assist with the City's development process, increase understanding of regulations and assess project needs. Staff can also provide introductions to other departments or additional resources.

The Economic Development Department has services designed for both new and existing businesses—from small entrepreneurial operations to Fortune 500 firms. Services include confidential consultations, assistance with site selection, introduction to private and public sector development and real estate representatives and providing demographic information to assist potential new business owners.

Surprise's Office of Economic Development actively promotes and preserves the economic strength of the city to ensure that Surprise is the preferred location for new, existing and expanding organizations.

Northwest Valley Chamber of Commerce

12801 W. Bell Rd., Suite 14
Surprise, AZ 85374
Phone: (623) 583-0692
Fax: (623) 583-0694
Web Site: www.northwestvalley.com
E-mail: chamber@northwestvalley.com

The Northwest Valley Chamber of Commerce is a private, not-for-profit business organization providing a wealth of information for any size business. For more than 42 years, the Northwest Valley Chamber of Commerce has been a leading advocate for businesses. The Chamber also acts as an ombudsman for resolution of public policy issues that affect the business community at a local, county or state level.

As one of the largest Chambers in metropolitan Phoenix, members are given many opportunities to market their businesses and to enhance their business skills through individual counseling, group workshops and networking activities. The chamber also hosts monthly seminars and events to assist our members.

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Maricopa County Regional Library - Surprise

16089 N. Bullard Ave.
Surprise, AZ 85374
Phone: 623-544-6371

Web Site: maricopa.gov/library

The Surprise Library is a great business resource and contains various business materials, government and legal documents and “how to” publications on such topics as how to start a business, how to get a loan and how to write a business plan. The Northwest Regional Library is located in the Surprise Recreation Complex in the City of Surprise. This 23,000 sq. ft. facility is the District’s newest “state of the art” Regional Library with a collection of over 40,000 items in all formats and offers over 60 Internet-accessible computers throughout the building. It is a model of the latest technology in the library and information field in terms of customer service with self-checkout, self-check in and Smart Library Cards.

Arizona Department of Commerce

1700 W. Washington St., Suite 600 Phoenix, AZ 85007
Phone: (602) 771-1100 Toll free: (800) 528-8421 Fax: (602) 771-1209
Web site: www.azcommerce.com E-mail: webmaster@azcommerce.com

The Arizona Business Assistance Center, a division of the Arizona Department of Commerce, provides a variety of resources to assist anyone interested in starting, expanding or relocating a business in the state. The Arizona Business Assistance Center has three components and are located at the Arizona Department of Commerce.

Arizona Business Connection

Web site: <http://www.commerce.state.az.us> “Small Business Services” page; then go to “Arizona Business Connection - [Walks you through what you need to know to start or expand your business](#)”.

Phone: (602) 771-1196 Toll free: (800) 542-5684

The Arizona Business Connection’s Web site provides regulation and licensing information for starting a business. At this Web site, you may also create a customized information package to print at your convenience. This office also produces the free publications, Guide to Establishing and Operating a Business, Small Business Book and Entrepreneur’s Encyclopedia, available at the Chamber of Commerce and Regional Library. To obtain copies of these publications, visit the Library or call (623) 544-6371 or drop by the Northwest Valley Chamber of Commerce at 12801 West Bell Rd., Ste. 14, Surprise, AZ 85374. Phone (623) 583-0692

Fax (623) 583-0694. Web page chamber@northwestvalley.com

APPENDIX A: Useful Contacts and Websites

Office of Minority/Women-Owned Business Enterprise Services

Phone: 602-262-6790

<http://www.azcommerce.com/mwbedir/>

The Office of Minority/Women-Owned Business Enterprise Services acts as a resource and advocate for women and minorities who own businesses by helping them market their products and services to state agencies and other companies. The office publishes a directory of women and minority-owned businesses that is distributed to state agencies, local corporations and financial institutions.

Small Business Advocate—Governor's Council on Small Business

1700 West Washington, Suite 220 Phoenix, AZ 85007

Email: gcsb@azcommerce.com

Telephone: 602-771-1173

Fax: 602-771-1209

The Small Business Advocate maintains ongoing communication between the Governor's Office and small business. The advocacy office works with chambers of commerce and other groups to develop policies and programs relevant to small business, supports state legislation that benefits the business community, and interacts with state agencies to improve relationships between state departments and the small business community.

Arizona Secretary of State's Trademark and Trade Name Office

Phoenix Customer Service Center

14 N. 18th Ave just across street from the Capitol Executive Tower

Mailing Address 1700 West Washington, 7th Floor Phoenix, Az 85007-2888

Phone (602) 542-6187 or 800.458.5842

Web site www.azsos.gov/business_services/trademarksandtradenames.htm

Email trades@azsos.gov

Arizona Corporation Commission

1300 W. Washington Street Phoenix, AZ 85007 (602) 542-3230

www.cc.state.az.us

<http://www.cc.state.az.us/corp/filings/forms/packets.htm>

Maricopa County Recorder

Main Office (Downtown) 111 S. Third Ave., Phoenix AZ 85003

Phone: 602-506-3535

Southeast Office (Mesa) 222 E. Javelina, Mesa AZ 85210

Phone: 602-506-3535

<http://recorder.maricopa.gov>

Arizona Department of Revenue (ADOR)

2902 W. Agua Fria Freeway

Phoenix, AZ 85027

Phone: (602) 255-2060 Forms by Phone: (602) 542-4260

Web site: www.revenue.state.az.us Forms by Fax: (602) 542-3756

"Business Basics: A Guide to Taxes for Arizona Businesses," is found online at <http://www.revenue.state.az.us/brochure/622.pdf>



SURPRISE
ARIZONA

Beyond Expectations

**City of Surprise
Economic Development
Department**

12425 West Bell Road
Building B

Phone: 623.875.4273

Fax: 623.875.5049

E-mail: econdev@surpriseaz.com

City of Surprise

Small Business Assistance Program (SBAP)

Interested in starting your own business? We'll help you get your business started and serve as an on-going resource. We'll work with you as long as you need help.

Through the SBAP, Surprise offers one-on-one coaching and counseling to existing and would-be entrepreneurs, helping them establish business plans and access private and public resources. Our Economic Development staff is complemented by a network of volunteers with business expertise. Go to www.surpriseaz.com—Economic Development Department—or call 623.875.4273 for more information.



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Welcome Business Partners!

The Northwest Valley Chamber of Commerce encourages you to become a business partner with the Chamber and become active in one of the most vibrant business organizations in metropolitan Phoenix.

The Chamber is adept at providing assistance with marketing your product or service, finance options for your business, leads, seminars and workshops, several networking options as well as events to showcase your products.

Chamber members are at the very heart of the region's success. Through their commitment to the community, they create a partnership between local businesses and residents. Chamber members provide more than membership dues. They are volunteers, leaders and advocates for optimum quality of life in the Northwest Valley.

Long before there were thousands of rooftops in the area, there was the Chamber of Commerce. Early business owners recognized the potential of the Northwest Valley and banded together to create a thriving economy and a great place to live. We thank the early pioneers in the region. They created the strong base for the growth and accomplishment that was to follow years later.

Join us; won't you? We're always looking for people who share our values and goals: pursuing all of the good things in life, right here in the Northwest Valley. Stop by the Chamber office any weekday and learn a lot about local life.