

KAPLAN | Child Care Center Location Guidelines

Once you have determined that there is a need in your community for a child care center and decided on possible locations, you will need to analyze them to make the best choice possible for your center. The following guidelines will help you evaluate the locations you are considering for your child care center:

1. Locate any existing child care centers within a 1-3 mile radius of the possible location and find out the ages they serve and the programs they are offering the surrounding communities. You may also want to enquire about enrollment to determine if the centers are at capacity or have a waiting list.
2. The visibility of your center in a potential community will determine how successful you will be in reaching your enrollment goal and in running a successful business. When you visit each location, try to notice if it can be seen from the street or if it is located near an elementary school. Considerations like these will determine the location's level of visibility. You should select locations that have high visibility and accessibility to the communities you wish to serve.
3. Consider the traffic patterns leading to your possible locations. Experiment by traveling to the location from different directions to determine its accessibility. You should also travel to the location at different times of the day, if possible, to determine if accessibility changes at any time. Remember that it will be an added advantage to your program if parents are able to easily reach your center each day.
4. Talk to others about the future of the community you are considering for your center. Learning about the residents and overall life in the surrounding community will help you understand the community's future direction, which is an important consideration for the future of your center.
5. Contact area corporations and businesses to determine child care needs in the community. Your location's access to working families is critical to your center's financial and enrollment stability. Remember that parents will always want child care that is easy for them to use and convenient to home or work.

As you visit potential sites, use Kaplan's Child Care Center Location Worksheet to help compare locations and pick the one best for your center.

Additional Notes:

KAPLAN | Child Care Center Location Worksheet

Potential Locations	Existing Centers & Their Capacities (1-3 miles)	Visibility (seen from road, near an elementary school)	Traffic Patterns (light, heavy, difficult, risky)	Community Status (changing, expanding, stable, marginal)	Access to Working Families (types of businesses)
Address: Building Sq. Ft: Land Sq. Ft: Notes:					
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