

Choosing a Location Checklist

How to Choose a Location for Your Restaurant

- Consult a restaurant consultant
- Call a commercial realtor
- Performstylegs in desired neighborhood
- Conduct a building evaluation on each desired building

How To Do a Restaurant Competitor Analysis Before Choosing a Location

- Identify competitors
- List competitors by neighborhood and type of competition
- For each competitor, perform:**
 - Operational analysis
 - Menu analysis
- Promotional analysis
- Customer review analysis
- Overall SWOT analysis
- Make a list of the following market gaps:
 - By concept
 - By need
 - By creativity

City Bylaws, Zoning, & Planning for Restaurants

- Check local zoning laws online
- Connect with:**
 - Local homeowners' associations
 - Local business improvement associations
 - Community land trusts
 - Other community groups
- Make list of municipal and county laws that apply
- Identify zoning codes in city or town
- Identify required liquor license(s)
- Call local alderman or councillor to verify requirements
- Acquire zoning permits

How to Evaluate a Potential Restaurant Space

- Call the following professionals:**
 - A building inspector
 - An equipment technician
 - A restaurant consultant (optional, but highly recommended)
- Evaluate power sources against equipment needs
- Evaluate condition of the HVAC system
- Find the gas line
- Evaluate condition of water and sewer lines
- Inspect water lines, equipment, and fixtures
- Find out water type (hard or soft water)
- Evaluate current appliances for utility needs
- Check accessibility regulations in building neighborhood
- Inspect restaurant equipment (if applicable)
- Gather equipment warranties & cleaning/maintenance regimens
- Evaluate layout to determine seating potential
- Evaluate parking availability in the neighborhood
- Evaluate the condition of the roof
- Investigate the building for termites and other pests
- Understand building, fire, and safety codes

How to Lease a Restaurant

- Hire a restaurant real estate agent
- Find out about lease renewal options
- Understand renovation & property improvement restrictions
- Ask about parking options
- Find out signage rights
- Make a list of the landlord's responsibilities
- Evaluate and negotiate the length of the lease agreement
- Know the average commercial rent in the neighborhood
- Negotiate away from potential operating costs
- Review all clauses
- Add favorable clauses
- Review the termination clause

Notes
