

# Irish Pub Concept Site Selection Guideline

Finding the ideal location is critical for the long-term success of your Irish pub. Although an Authentic Irish Pub is a theme driven concept, you can't escape that fact that a strong location will produce better operating results going forward. Operators that complete a thorough site analysis prior to committing themselves to a specific market and/or location are more successful with their retail operations and insure long-term profitability. Below are some guidelines to help you determine if a location or site is suitable for your plans.

## Location

- Minimum population base of 100,000 people.
- Ideal area will have other attractions such as restaurants, bars, hotels, convention halls, cinema, and entertainment, with plenty of passing foot traffic.
- Consider seasonality of location, tourists or college population trends.
- A downtown entertainment core, or a popular destination area.
- Consider hours of operation and peak sales periods.
- A good mix of commercial and residential buildings.
- Visit town hall and look at any future area development plans.
- Look at possible competition in the area for lunch, dinner, happy hours, late night.
- Look at outlets that will help drive business to your location.
- Possibly a suburban retail strip close to main commuter traffic flow (these locations tend to have ample parking available, but min. nighttime foot traffic).
- In a city where there is no downtown core look for a site where all the other restaurants are clustered.
- Hotel lobby areas with potential for external entrance.
- A corner site is usually far more prominent than mid block.

## Traffic Flow

- Which streets in the area have most commuter traffic.
- Consider which side of the road has the homeward bound traffic.
- Can cars access your location with ease from both directions.
- Will your pub signage be legible from street or moving car.
- Building signage placement must be available.

## Pub Size

- Pubs come in all shapes and sizes. A good range would be a minimum of 2-3 thousand square feet and possible as large as 8000 square feet (the larger the space the more capital it costs to fit out).
- Ideally your location will have pre-existing toilets and kitchen with canopy.
- Check with local authorities before you sign a lease that disabled persons access requirements are to code or can be met. Often if you take over a building and do not substantially alter its configuration the existing requirements will be transferable. The main areas to check are the toilets and seating areas.
- Depending on local laws smoking may be restricted. If so, a patio is vital. Regardless a patio will enhance your business.

## Liquor and Entertainment Licenses

- A full liquor license is essential, research licensing laws & restrictions.
- You must be able to provide both live & recorded music.
- Be aware of local noise abatement standards.

## Parking

- Access to parking for customer and staff is important. Depending on the site, metered, pay parking and valet work well. If you opt for a suburban location a minimum of 60 parking spaces should be available.
- Customers want the most convenient method of getting to their choice of pub or restaurant.
- Often shared parking will satisfy local authorities, confirm peak hours for shared parking.
- Who will be responsible for parking lot maintenance
- Delivery trucks accessibility.
- Ask other merchants in the area about parking.