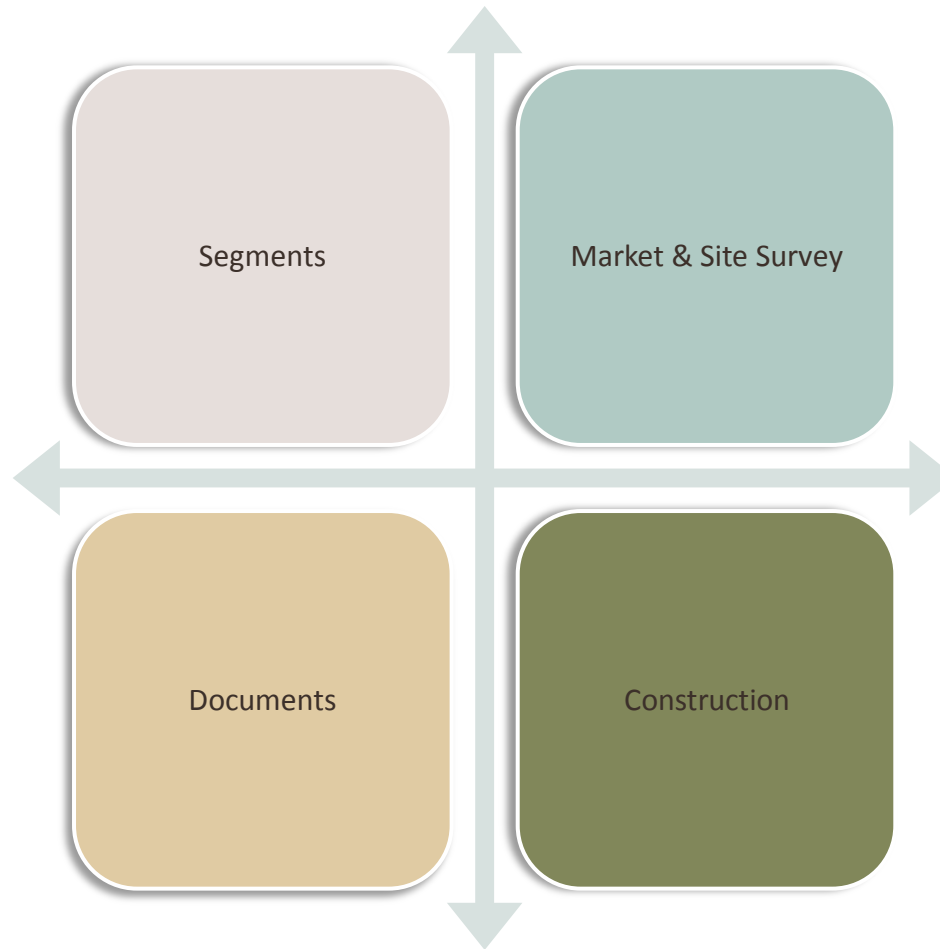


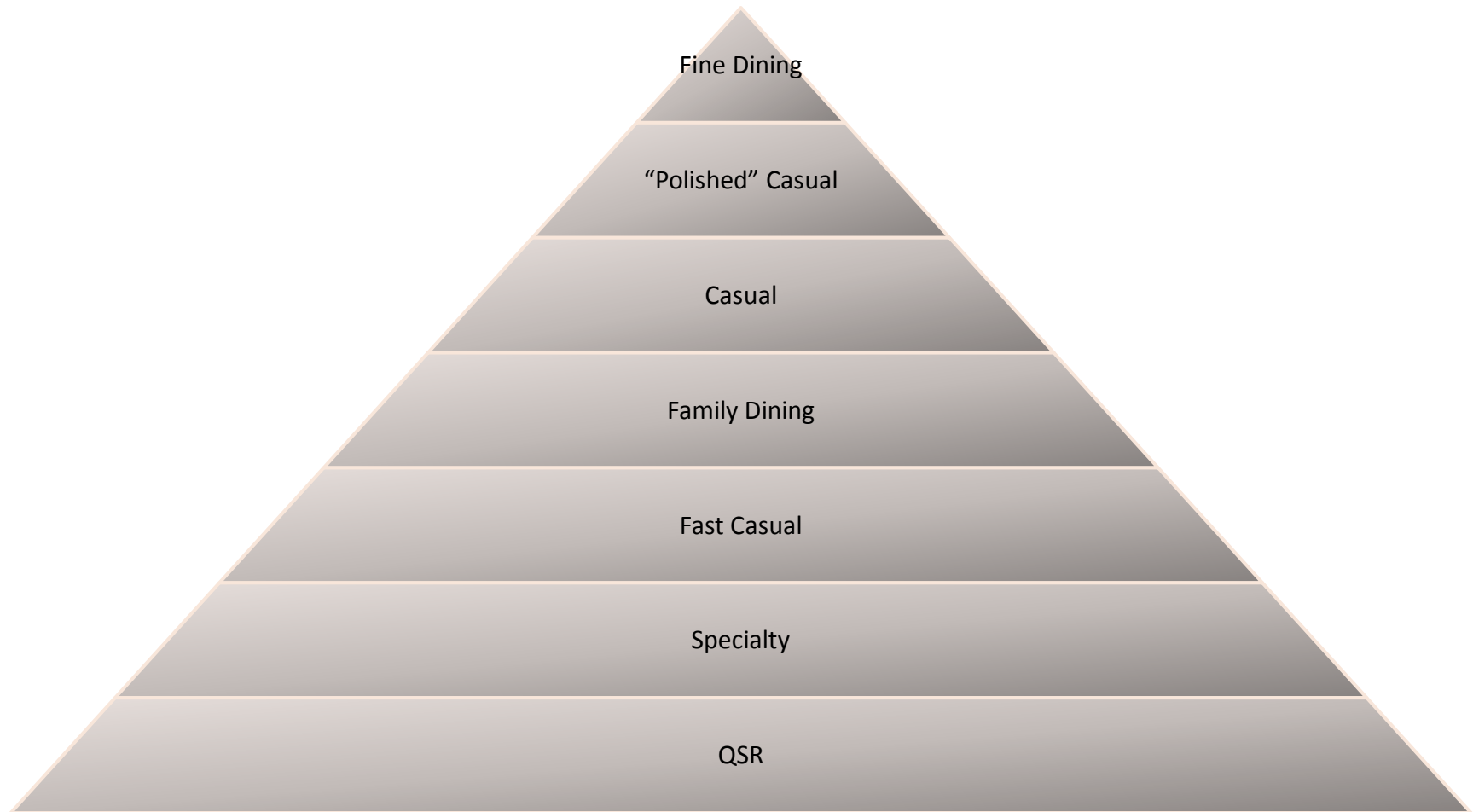


# Restaurant Development Review





# Restaurant Development Segments



# Restaurant Development Segment Characteristics

Build

Type

Location

Prototype

Conversions

Vanilla Shells

Build to Suit

Freestanding

End Cap

In Line

Store Front

Malls & Power Centers

Entertainment & Sports  
Complex

Office & Mixed Use

Lifestyle & Shops Street

Convention & Tourist

Travel hub



# Restaurant Development Market & Site Survey

Population

Building

Density  
&  
Growth

Income

Age

Employment  
Pool

Media  
Efficiency

Type

Zoning

Permitting

Footprint

Frontage

Access



# Restaurant Development Market & Site Survey

## Market

- Current Competitors and Attributes
- Future Competitors
- Splitting the Market
- Barriers to Entry
- Historical Growth Trends
- Non-Controllable Attractors & Detractors
- Market Saturation
- Liquor License Process
- Major Generators



# Restaurant Development Market & Site Survey

## Site

- Restrictions
- Unique Real Estate
- Visibility – Corner Lot
- Traffic Counts & Speed
- Home or Work Drive
- Ingress & Egress
- Parking
- Footprint
- Seats



# Restaurant Development Market & Site Survey

## Economics

- Lease
- Rent
- T/I
- CAM
- Insurance
- Marketing Contributions
- Services
- Local Legislation
- Break-Even Hurdle



# Restaurant Development Documents

Site Plan

Floor Plan

Exterior Elevations

Interior Elevations

Finishes & Décor Elements

Reflected Ceiling Plan (HVAC,  
materials, finishes)

Conversion Renderings

Kitchen Lay-out

Sales Estimate & Proforma





# Restaurant Development Construction

Landlord

Tenant

Storefront

Demolition

Parking

Roof

Walls, Floor, Ceiling

Paint Specs

Mechanical

Electrical

Lighting

Signage

Television

Gas

Plumbing

Restrooms

Sprinklers

FF&E

Permits

Credits

Warranty