

Restaurant Location Checklist

Before signing a lease, building out a space, or choosing between storefronts

Use this checklist to slow down the decision before rent, buildout, staffing, and opening costs are locked in. The goal is not to prove a site is perfect. The goal is to identify what looks strong, what looks risky, and what must be verified before commitment.

Best for

Independent restaurants, small restaurant groups, food franchise operators, tenant reps, and brokers helping restaurant clients compare sites.

Quick checks before you fall in love with the space

- Is the target customer close enough or easy enough to reach?
- Are direct competitors nearby, and are they serving the same occasion or price point?
- Will parking, visibility, delivery access, or pedestrian flow support the concept?
- What must be checked in person before the lease is treated as low risk?

Decision questions

Question	Why it matters	Write notes here
Who is the target customer within the practical trade area?	A concept can fail when the nearby population, workers, visitors, or trip patterns do not fit the menu and price point.	
Which direct competitors are within the likely customer path?	Nearby competitors can be helpful anchors or serious pressure depending on concept, access, and saturation.	
How easy is the site to reach at the expected dining times?	Lunch, dinner, weekend, delivery, and event traffic can create very different access patterns.	
Does the site have enough visibility and wayfinding?	A good space can underperform if customers do not notice it or struggle to enter, park, or return.	
What lease or buildout assumptions need outside verification?	Rent, parking rules, signage, permits, HVAC, grease trap, and co-tenancy can change the real cost of the location.	

Next steps

- Shortlist the top one to three addresses and gather broker packets, rent terms, and known competitors.
- Use a custom site screen when the lease or buildout cost is large enough that a wrong location would be expensive.
- Keep final lease, legal, financing, and investment decisions with the owner and professional advisors.

This free checklist is for early screening only. It does not replace a full location report, legal advice, financial underwriting, franchisor approval, lease review, or field inspection. For a custom map-backed memo, contact hello@geointelworks.com or visit geointelworks.com.