

# Choosing Your Location



In choosing a location for your business, there are a number of important factors to consider.

## Match Location to Clientele

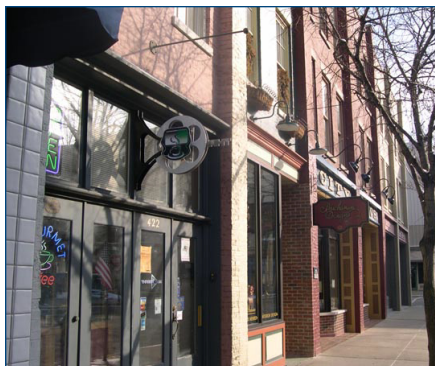
For a retailer depending at least partially on walk-in business, the proper location is essential. Be sure the location you choose is accessible and appealing to the clientele you are trying to attract. Also consider whether the area complements the image you want to project.

A poor location and/or inadequate building can lead to the downfall of a business before it even has a chance to get underway. Take into consideration such needs as parking, loading docks, storage space, size and office space. If you are manufacturing a product, you must choose a location accessible to distribution routes.

Consult with professionals to help you with this decision. Local commercial Realtors are familiar with different types of property available, as well as the desirability of different locations. Your banker should also be knowledgeable about the local real estate market, and may provide you with a different viewpoint. Ideally you should consult with a number of people to make the best decision possible.

## Buy, Lease, or Build?

This decision to buy, rent, lease or build your business property will first depend on available spaces or building inventory at the time of your search, then on the money you have and your future plans.



**For a retailer depending on walk-in business, the proper location is essential.**

## **Incentives**

Certain geographic locations may offer incentives. Check with your local economic development organizations, city or county governments, chamber of commerce and rural development councils.

## **Check Zoning**

When choosing a location, you must also verify that the property is zoned for your type of business. If the area you choose is not properly zoned, you may decide to select a new location or file a request for rezoning. A request for rezoning requires a fee, and there is no guarantee that the zoning will be changed. A similar procedure must be followed in other cities and counties. Contact your local engineer's office for requirements specific to your area. If your location is in Tippecanoe County, contact:

### **Tippecanoe Area Plan Commission**

20 North Third Street  
Lafayette, IN 47901  
765.423.9242

[www.county.tippecanoe.in.us](http://www.county.tippecanoe.in.us)

The Area Plan Commission is made up of representatives from Lafayette, West Lafayette, and Tippecanoe County.

## **Building Requirements**

If you are constructing a new business facility, your building must meet Indiana's Building Code. You need to submit three sets of blueprints to:

### **Indiana Fire and Building Services**

Indiana Government Center South  
402 West Washington Street, Room W-246  
Indianapolis, IN 46204  
317.232.6422

<http://www.in.gov/dhs/fire/index.html>

A fee is required when submitting blueprints: the amount varies with the type and size of the building. Call the listed number for specific information. You can expect to receive approval within 15 days.

If you are opening a restaurant or food store, one copy of the blueprints is automatically forwarded to the State Department of Health for approval.

## Sign Requirements

If you will be placing a sign at your business location, check with city or county:

### Lafayette City Engineer's Office

20 N. 6th St

Lafayette, IN 47901

(765) 807-1050

<http://www.lafayette.in.gov>

### West Lafayette City Engineer's Office

609 W. Navajo Drive

West Lafayette, IN 47906

(765) 775-5130

[www.city.west-lafayette.in.us](http://www.city.west-lafayette.in.us)

### Tippecanoe County Commissioners Office

20 N. 3rd St.

Lafayette, IN 47901

(765) 423-9215

<http://www.county.tippecanoe.in.us/commissioners/>



**Check city  
or county  
ordinances  
before hanging  
out your sign.**