

Restaurateur considers location in the Foundry

Kildare's owner is planning similar restaurants in King of Prussia and Manayunk

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PHOENIXVILLE — Local restaurateur Dave Magrogan said on Saturday that he is "strongly considering and would be delighted" to convert the former Foundry building into a 600- to 700-seat restaurant.

Magrogan who owns Kildare's, "An Authentic Irish Experience," in West Chester, expects to open similar restaurants in King of Prussia on March 5 and Manayunk on June 2, 2004.

Kildare's in West Chester had a start-up cost of \$2.5 million, and Magrogan expects that if he decides to proceed with preliminary plans for a restaurant, converting the 14,000-square-foot Foundry building might cost as much as \$5 million.

As part of the cost, Magrogan mentioned "major plumbing and electrical issues." The building presently is little more than a shell without bathrooms, electricity service or a separate food service area.

Plans are still preliminary and no timeline for construction has been set. Magrogan imported engineers from Ireland who recently toured the site. "I'm just as anxious to get plans back from Ireland and see where we're going to take this."

Magrogan said that the restaurant would likely not have an Irish theme.



Dave Magrogan

"Concept is so important," he said. "We're looking at demographics to basically see how concepts will fit."

As part of the plans, Magrogan is considering adding a balcony or mezzanine to the already cavernous space.

He said that he had considered how to make such a large restaurant comfortable when only 60 customers were present.

"Even in Philadelphia you can't always fill such a space," said Magrogan.

Director of the Phoenixville Chamber of Commerce Barbara Cohen has been instrumental in efforts to bring

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FOUNDRY



Staff photo by Barry Taglieber

Joseph Scott McArdle, marketing specialist for Fox and Roach Realtors, Dave Magrogan, president and CEO of Kildare's in West Chester, and Chris DeVol, financial advisor, (left to right) stand outside the Foundry building. Magrogan said he is "strongly considering and would be delighted" to convert the former Foundry building into a 600- to 700-seat restaurant.

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development to the Foundry site. "It would make a lot of folks who live in surrounding townships all the more motivated to come to Phoenixville," said Cohen on Saturday. "Our revitalization is all about giving folks a lot of good reasons to come to Phoenixville without having to fight traffic to King of Prussia or on the Schuylkill Expressway."

The Foundry building is packed with leftovers from its heyday as a steel production facility. Magrogan said that all of those authentic steelworking tools, including the last wooden crane left in America, would be pre-

served as part of any possible plans.

"To be included in the revitalization of Phoenixville would be marvelous and would definitely be a great thing," he said.

"If there is anybody who can create an attraction that will bring people from the surrounding area, it is Dave Magrogan," said financial advisor Chris DeVol.

Magrogan hopes that Phoenixville will follow in the footsteps of the example that West Chester has set. He said that one or two good restaurants can lead the way to strengthening a downtown. He said that West Chester with its 25 restaurants is now seeking "good retail" to bolster the business district.