

# Retail Market Answers, LLC

In conjunction with



## Downtown Tour

The primary focus of this tour will be on conditions that help or impede commerce within the commercial district. The following is provided for your reference and convenience. Please use this form to record your impressions as we walk throughout the shopping area.

### Building Exteriors (conditions, repair etc...)

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### Sidewalks/Curbing (width, condition etc...)

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### Signage (Store, street signs, who is intended to view the signage/is it effective, condition etc...)

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## **Parking Areas**

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## **Foot Traffic/Pedestrian Habits and Patterns**

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## **Business Mix**

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## **Marketing (co-op/cross-selling or advertising or any other tools that direct shoppers to goods)**

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## **Visual Merchandising and Window Displays (Good and Bad)**

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## **Barricade or Vacancy Treatments (how is vacancy displayed to the public)**

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## **Other Conditions or Comments**

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