

Main Street Program Visual Merchandising Audit Worksheet

1. Storefront

- a. What is the condition of the paint or other material on the storefront?
- b. Is the signage clear, easy to read and located where both pedestrians and motorists can see it?
- c. Does lighting offer coverage of the sidewalk, entrance and signage?
- d. Are awnings in good repair?
- e. Is the street streetscape in good condition?
 - i. Benches?
 - ii. Planters?
 - iii. Trees?
 - iv. Bike posts?

2. Store Windows

- a. Is the glass in the windows clean?
- b. Are the floors of the windows clean?
- c. Are any of the window panes broken?
- d. Does the window have interior lighting?
- e. Are the lights working?

3. Store Layout

- a. Is the store clean?
- b. Is there a discernable floor plan?
- c. Are displays focused on featured products?
- d. Is there sufficient lighting to navigate the store and see products?
- e. Do smells and sounds help to reinforce the products or do they detract from the buying experience?
- f. Are ceilings in good repair?

4. In-store displays

- a. Do displays convey a theme?
- b. Are displays balanced?
- c. Are large objects placed in such a way to be the anchors of the display?