

Exterior Storefront Checklist

- Approach to store, adjacent facilities
 - What's the first piece of store you can begin to see (daytime and night time)
 - Intuitive, unobstructed
 - What colors, textures, materials are other buildings and stores?
- Building and sidewalk maintenance, cleanliness
 - Parking lot or parking spaces – are they clean?
 - Tree wells – no weeds and any landscaping alive and pruned?
 - Planters - see above
 - Window ledges – no cobwebs, trash, peeling paint, mud/dust
 - Sidewalk – no garbage, cigarette butts, gum, spilled drinks
 - Awnings – no tears, moss, dirt, fading outdated info
- Entrance (s)
 - Floor – finished, coordinated, safe
 - Lighting overhead illuminating landing pad directly in front of door?
 - Door & door handle – cleaned every hour of smudges; anything unique?
 - Sightline into store – unobstructed with signage, backsides of fixtures
 - Hours and contact info. – readable, current, positive present tense, branded
 - No duplicate or unnecessary stickers
- Lighting
 - Architectural, general way-finding, signage, window display
 - Correct light bulbs
 - 100% on (none burned out)
 - Enough?
- Signage
 - Placement
 - Scale
 - Content
 - Graphics
- Window displays, sightlines into store
 - Display lighting vs ambient
 - On 24 hours & no burned out bulbs
 - Aimed correctly?
 - Complementary graphics or vinyl
 - Display current, well balanced, 3-D
- Sightlines and background views
 - No interior fixtures or blinds blocking view into store or restaurant?
 - What walls and colors can you see?
 - If blinds or curtains – what color and what condition are they?
 - Ceiling or product lighting?

All rights reserved

