

Farmers' Market Location/Site Assessment - Compared Ratings

Overview - enter average scores from each site's Rating Summary

Important note: rated elements are **not** of equal importance in terms of ranking potential locations/sites (e.g. picnic tables are not as important as customer parking) - assigning priorities is a subjective step required of each individual assessment

| sites | Vendor | | | | | | | | Customer | | | | | | | | Location | | | | |
|--|------------------------------------|-------------------------------------|--|---------------------------------------|--------------------------------------|---------------------------|--------------------------------|--|-----------------------------------|---|------------------------------|---------------------------------------|-------------------------------|------------------------------|-------------------------------------|--|----------------------------------|-------------------|----------------------|------------|---------------------------------------|
| | accommodates target - vendor count | allows for increase in vendor count | area for consistent booth size/spacing | space for vendor access, set-up, etc. | existing vendor shelters (or nearby) | level surface for vending | access to electrical and water | | allows for easy entrance and exit | open traffic flow, pedestrian & vehicle | parking equal to peak demand | allows for growth of customer parking | proximity of customer parking | provides handicapped parking | accessible by public transportation | amenities: restrooms, picnic tables, etc. | appeal: shade, landscaping, etc. | major road access | landmark recognition | visibility | neighborhood supportive of market use |
| 1- | | | | | | | | | | | | | | | | | | | | | |
| 2- | | | | | | | | | | | | | | | | | | | | | |
| 3- | | | | | | | | | | | | | | | | | | | | | |
| 4- | | | | | | | | | | | | | | | | | | | | | |
| 5- | | | | | | | | | | | | | | | | | | | | | |
| Vendor element - evaluation & notes | | | | | | | | Customer element - evaluation & notes | | | | | | | | Location element - evaluation & notes | | | | | |