

Farmers' Market Location/Site Assessment - Rating Sheet

Rate the criteria listed below as:

☆☆☆☆ = excellent

☆☆☆ = good

☆☆ = fair

☆ = poor

Vendor criteria

1 accommodates existing (or target) vendor count

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

2 allows for increase in vendor count

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

3 provides area for consistent booth size and spacing

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

4 adequate space for vendor access, unloading, set-up, etc.

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

5 vendor vehicle parking at spaces (or nearby)

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

6 existing vendor shelters (or able to accommodate)

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

7 level surface for vending

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

8 access to electrical and water

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes: (list if either element is absent)

Customer criteria

9 allows for easy entrance and exit

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

10 open traffic flow, pedestrian & vehicle

rating? ☆☆☆☆
 ☆☆☆
 ☆☆
 ☆

notes:

Customer criteria (continued)

11 parking space count equal to peak demand

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

12 allows for growth of customer parking area

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

13 proximity of customer parking to vendors

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

14 provides handicapped parking & access

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

15 accessible by public transportation

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

16 amenities: restrooms, seating, picnic tables, event space, etc.

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes: (list any elements that are absent)

17 appeal: shade, greenspace, landscaping, etc.

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes: (list any elements that are absent)

Location criteria

18 major road access

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

19 landmark recognition

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

20 visibility

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

21 neighborhood characteristics supportive of market use

rating? ☆☆☆☆
☆☆☆
☆☆
☆

notes:

Rating completed by: _____