

# 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: \_\_\_\_\_