

# 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  - Awnings – no tears, moss, dirt, fading outdated info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?

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