

A RATING SYSTEM FOR DOWNTOWNS AND SHOPPING CENTERS

Please read the definitions of the following characteristics of a successful shopping center. Rate a commercial area using a (1) to (5) scale with one being a low score and five being a high score.

1. Compactness- **Low** **High**
1 **2** **3** **4** **5**

Stores, banks, service businesses, and government offices all fit tightly together. The place has a visual impact and is well designed.

2. Compatibility- **1** **2** **3** **4** **5**

When shopping you find that the layout of the place works well. Stores and offices are arranged in a way that minimizes shopping time. One type of business logically fits well next to another type.

3. Convenience- **1** **2** **3** **4** **5**

The center has parking in appropriate places. Curbs are cut for handicapped people. The hours of stores and offices fit customer needs. The traffic patterns and roads in and out of commercial center work well for traffic and cause no delays or irritation.

4. Coordination- **1** **2** **3** **4** **5**

Stores and offices work together so that the shopping center functions as a coordinated group. Hours, advertising, sale days and overall attitudes are harmonized among all the businesses and offices in the center.

5. Cleanliness- **1** **2** **3** **4** **5**

The place is well kept. Streets and sidewalks are kept clean. Display windows are neat and attractive. Paint is fresh on storefronts. The center's appearance is fresh and well cared for.

6. Courteousness- **1** **2** **3** **4** **5**

The sales people and office personnel who meet the public are pleasant and helpful. These people are trained in customer relations and salesmanship. Also, they are well informed on what the town has to offer a visitor who wishes to eat, shop, recreate, or just conduct business in the area.

7. Colorfulness- **1** **2** **3** **4** **5**

The shopping center is an interesting place to shop. Banners wave, the storefronts and displays are interesting and major events happen regularly. These help build community solidarity.

8. Creativity- **1** **2** **3** **4** **5**

The place has an original, interesting and attractive atmosphere. Individual and collective creativity is apparent. The center's community is dedicated to the common effort of creating a vibrant place.

Source: David L. Darling, CD Economist

Revised July 2002

KANSAS STATE UNIVERSITY RESEARCH AND EXTENSION, MANHATTAN, KANSAS

All educational programs and materials are available without regard to race, color, national origin, sex, age, and disability.