

# Appendix H: Commercial District Evaluation

Related Section:  
Economic Development

## 1. GENERAL APPEARANCE

- a. Cluttered, unattractive entrances to CBD
- b. Lack of landscape plantings and green spaces
- c. Dirty, littered streets, sidewalks, alleys
- d. Visual chaos of poles, signs and wires
- e. Lack of design harmony among buildings
- f. Lack of views, vistas, and visual focal points

## 2. BUILDINGS

- a. Poorly maintained exterior appearance
- b. Drab, uninteresting interiors
- c. Vacant upper stories
- d. Dirty, cluttered rear entrances
- e. Inharmonious remodeling
- f. Absentee ownerships

## 3. SIGNS

- a. Excessively large
- b. Overhang public right-of-way
- c. Gaudy, garish, unattractive
- d. Poorly maintained
- e. Difficult to read
- f. Poorly designed
- g. Inharmonious with building architecture

## 4. PARKING

- a. Insufficient number of spaces
- b. On-street spaces conflict with traffic
- c. Unattractive, poorly designed lots
- d. Inconvenient location
- e. Dirty, muddy, or rough surface
- f. Poorly lit
- g. Slow turn-over
- h. Employees use prime spaces
- i. Spaces too small, difficult to use
- j. Obsolete fee structure

## 5. STREETS AND ALLEYS

- a. Too narrow for traffic and parking needs
- b. Poor surface conditions
- c. Inadequate storm drainage
- d. Lack proper markings and directional signs
- e. Rough railroad crossings
- f. Dirty and littered

## 6. TRAFFIC

- \_\_\_\_\_ a. Congested, slow moving
- \_\_\_\_\_ b. Inconvenient circulation pattern
- \_\_\_\_\_ c. Turning conflicts
- \_\_\_\_\_ d. Loading zone conflicts
- \_\_\_\_\_ e. Poor access routes to CBD
- \_\_\_\_\_ f. Through traffic conflicts
- \_\_\_\_\_ g. Excessive truck traffic

## 7. PEDESTRIAN FACILITIES

- \_\_\_\_\_ a. Rough, broken sidewalks
- \_\_\_\_\_ b. High curbs
- \_\_\_\_\_ c. Pedestrian-automobile conflicts
- \_\_\_\_\_ d. Dark side streets
- \_\_\_\_\_ e. Unattractive routes between stores and parking areas
- \_\_\_\_\_ f. Lack of benches, fountains, rest rooms, phones, trash containers
- \_\_\_\_\_ g. No protection from inclement weather

## 8. LAND USE

- \_\_\_\_\_ a. Lack of major shopping store
- \_\_\_\_\_ b. Non-commercial dead spots in shopping frontage
- \_\_\_\_\_ c. Excessive vacant buildings and land
- \_\_\_\_\_ d. Lack of room for expansion
- \_\_\_\_\_ e. Objectionable uses that produce noise, dust, odors, smoke or traffic conflicts
- \_\_\_\_\_ f. Lack of compact, convenient retail core
- \_\_\_\_\_ g. Outlying retail uses compete with CBD

## 9. UTILITIES

- \_\_\_\_\_ a. Water system old and undersized
- \_\_\_\_\_ b. Inadequate fire demand storage pressure, hydrants
- \_\_\_\_\_ c. Sanitary sewer old and undersized
- \_\_\_\_\_ e. Tangled mess of overhead wires
- \_\_\_\_\_ f. Inadequate, unattractive street lighting
- \_\_\_\_\_ g. Streets continually torn up for repair

## 10. MERCHANDISING AND CUSTOMER RELATIONS

- \_\_\_\_\_ a. Limited selection and variety
- \_\_\_\_\_ b. Lack competitive pricing
- \_\_\_\_\_ c. Poor quality
- \_\_\_\_\_ d. Unattractive window and interior displays
- \_\_\_\_\_ e. Lack prompt and courteous attention to customers
- \_\_\_\_\_ f. Lack of product knowledge
- \_\_\_\_\_ g. Irresponsible service and maintenance practices
- \_\_\_\_\_ h. Obsolete styles
- \_\_\_\_\_ i. Failure to recognize potential markets



**11. COMMUNITY ATTITUDE**

- \_\_\_\_\_ a. No community concern or pride
- \_\_\_\_\_ b. Businessmen not interested in improving their stores
- \_\_\_\_\_ c. No public-private cooperation
- \_\_\_\_\_ d. It's too late to save the CBD
- \_\_\_\_\_ e. No imagination
- \_\_\_\_\_ f. Don't need any help

**12. PLANNING ACTIVITY**

- \_\_\_\_\_ a. No active planning agency
- \_\_\_\_\_ b. No plans prepared for CBD improvement
- \_\_\_\_\_ c. Plan prepared, but gathering dust
- \_\_\_\_\_ d. Inadequate or no zoning ordinance
- \_\_\_\_\_ e. Inadequate or no construction codes
- \_\_\_\_\_ f. Inadequate or no sign regulations

**13. AREA TRENDS**

- \_\_\_\_\_ a. New regional shopping center within 60 miles
- \_\_\_\_\_ b. New highway connection of major cities
- \_\_\_\_\_ c. Declining rural population
- \_\_\_\_\_ d. Neighboring community has improved CBD
- \_\_\_\_\_ e. Unstable employment base
- \_\_\_\_\_ f. Workers commuting farther to larger cities

**14. OTHER**

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_