

Community Visit Template

Observations on the Downtown or central business district

Observation	Peer Community	Lessons for Cross Plains
Overall appearance of buildings, displays, signage and streetscape		
Variety of shopping options		
Variety and quality of merchandise		
Mix of facilities and services (housing, professional services, retail, recreation, accommodations, food, industrial parks)		
Accessibility of downtown merchants during evening and weekend hours		
Quality, availability, or accessibility of parking in the downtown		
Quality (appearance, adequacy) of street and facade Lighting		
Natural environment in the downtown (shade, trees, flower plantings, pocket parks, green spaces)		

Does the downtown play a role in tourism? What is that role? How is it evident?		
What employers, other than retail and restaurant, are evident in the business district?		
Does there appear to be a primary industry or type of business?		
Is there land where businesses could locate or expand?		
Is the community well known for an attraction or event?		
What have you seen that could be developed into a tourist attraction (natural or man-made)?		
What local restaurant, specialty shop, or attraction would bring you back to this community in the near future?		

Other Observations: