

Part 2: 2-2 Transportation and Parking Facilities

Retail stores frequented mainly by **vehicular traffic** should be in geographic locations where there are major highways or arteries easily accessible, where traffic patterns or roads are safe to travel, and where adequate **mass transit** such as buses, taxis, bike paths, or other modes of transportation exists. For example, if a shopper must make a left turn without a traffic light in a busy intersection, that consumer may avoid that particular shopping location.

Also, if busy shopping locations lack adequate **parking spaces** (e.g., 4 – 5 spaces per 1000 square feet), well lit parking lots, or are disheveled and suffer from untidy landscaping and surroundings, the consumer may feel inconvenienced or unsafe shopping in the area. Many consumers desire parking at the front door of the store and want well-lit parking lots with safety coverage. They frequent retailers located in beautifully landscaped areas with shrubs and flowers natural to that specific geographic area. The visual merchandiser has a large role in developing this aspect of store image and tying the front of the store into the center surroundings, theme, and landscaping of the location.

