

*Part 2: 2-4 Specific Site Visibility and Surrounding Environment*

The **site visibility** or possibility that the consumer may immediately see the store front and/or signage of a specific store from the access road and/or the parking lot is very important in building store traffic.

The consumer's initial introduction to a store establishes first impressions. Sometimes those impressions are most difficult to change in the mind of the consumer. Also, the first visible image characteristics that the consumer sees or the appearance of the store front and signage are cues that will entice the consumer to enter or not enter the store.



If a store has high visibility, is located in an easily accessible location in a center, and has colorful, inviting window displays, the consumer will more than likely enter the store. On the other hand, if the consumer has to search for the store on a side street or in a location that is very difficult to find, this shopper may select another store, maybe even the competition. The old adage, “out of sight, out of mind” definitely applies to the site visibility of a store.

Additionally, as previously discussed, consumers seek out shopping locations positioned in beautifully landscaped areas or centers that have an upscale appearance with ample parking spaces; well-lit parking lots; and neat and clean surroundings that are carefully and constantly maintained in order to provide the consumer with a pleasant shopping experience.