



Storefront Improvement Toolkit

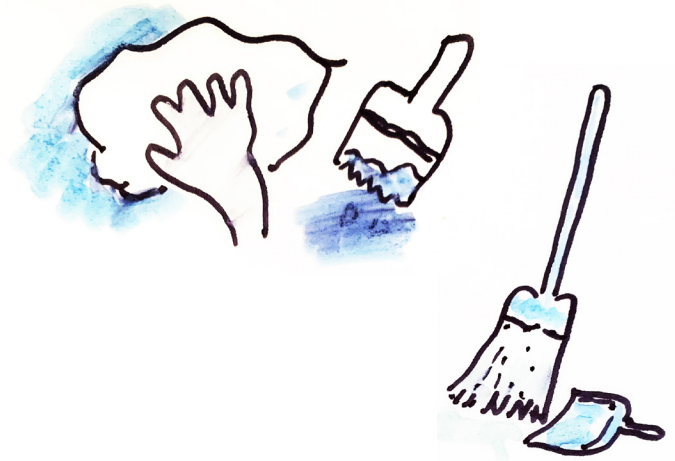
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Using the Storefront Toolkit

This toolkit serves as a one-stop shop for all of your storefront improvement needs. Providing best practices around regular maintenance, visibility, lighting, awnings, signage, and sidewalk usage - this guide will help you create a unique and memorable identity for your storefront. Utilize this toolkit to reimagine how your storefront communicates the unique nature of your business, and explore the variety of actions you can take to attract more customers and uplift your storefront's physical appearance.

Neighborhoods with unique storefronts create a vibrant urban experience that attracts residents, visitors, and customers to your business. While any business can utilize the recommendations and actions within this toolkit, the method of combining these elements is critical in creating a one-of-a-kind storefront identity. It is not necessary to use all of these ingredients, but instead, more important to understand the specific opportunities for your location and selecting the tactics that you believe will create a beautiful and recognizable storefront.



Regular Maintenance

maintaining a clean simple and composed facade creates a more comfortable and welcoming face



Lighting

light fixtures, bulb temperature, transparent facades create a more visible presence



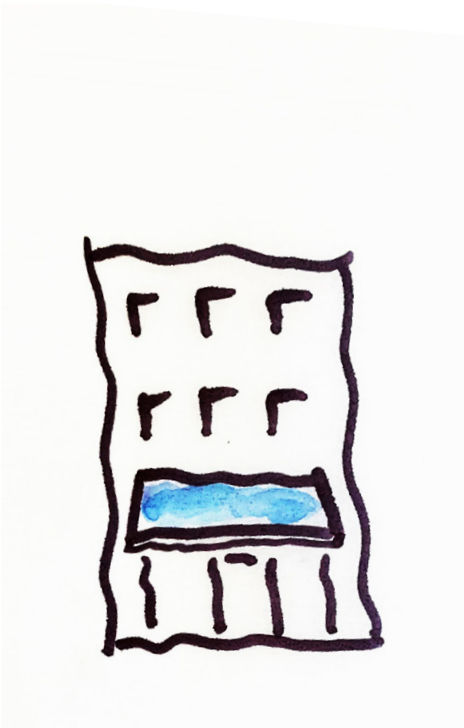
Visibility (Display)

displaying merchandise and activity communicates the use and connects with potential customers



Utilize the Sidewalk

bringing items out in front of the store grabs people's attention and helps to bring them inside



Canopies / Awnings

canopies, awnings, light fixtures, details create a human scale and make the storefront more inviting



Signage

clear, bold, and simple signs at creates a strong legible brand

Regular Maintenance

Cleaning

Sometimes the easiest and lowest-cost measure you can take is to keep a clean and tidy storefront. This simple effort demonstrates that your business values its appearance, cares about the community, and illustrates an active and involved business that is committed to maintaining its presence in the neighborhood.

Repair

Similar to cleaning, ensuring that storefront components are not in disrepair sends a signal of an active and responsible community. The more quickly things are addressed and repaired, the more effectively it discourages damage from deferred maintenance and vandalism.



Visibility (Display)

Remove Clutter - Display Merchandise and Showcase Activity

Maximizing visibility includes removing clutter on and around the facade and placing your product or activity in front of the window. This allows for more light and visibility into your store and directs focus and attention to the displayed merchandise or activity contained inside.

Organize Information

Posters or information displays should never obstruct the glass or visibility into your business. When thoughtfully displayed, this information will highlight the product(s) or service(s) you provide, without blocking the activity inside. Examples include well-designed menu boards that can be easily updated as well as chalkboards. Ideally, this type of information will be located near the entryway and can be mounted to the wall or display stands. Consider adding internal lighting to make this information pop!



Using the Sidewalk

Embrace Outdoor Display and Temporary Signs

Placing signs and merchandise along the sidewalk communicates that a business is open, grabs people's attention and makes the store more approachable. Find displays that match the character of your business and keep them fresh - highlighting new deals or items your business is selling.



Lighting

Wall/Facade Lights

Lighting the wall or decorative elements of the facade can give a sense of scale to your storefront while illuminating the pedestrian level. When mounted at the right height, they also illuminate peoples faces, supporting a sense of safety for your business and customers. They should never be overly bright, as it causes other areas to appear darker and unsafe.



Canopy

Fixed Canopy

This type of canopy is part of the architecture of a building and is typically made of steel and glass. Most new developments utilize this type of canopy as its materials are durable and long-lasting. However, this style typically creates challenges and barriers for businesses to extend their brand out into the street because of its uniform and unadaptable design. Canopy shapes evolve over time, so it may be advantageous to update your awning to achieve a contemporary look.



Fixed Awning

These types of awnings are made of steel and fabric. They easily integrate signs/branding components and usually work best as a simple and uniform shape. This configuration also supports a pedestrian-scale and adds visibility to the storefront.



Signs

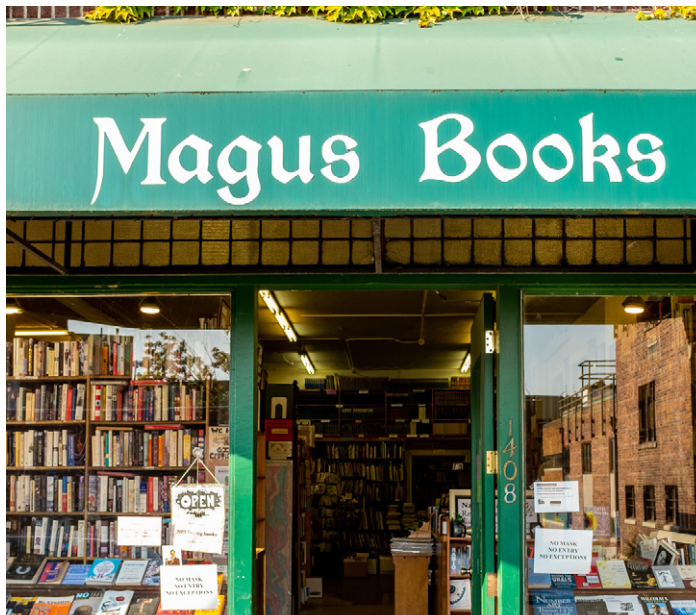
Wall Mounted

These signs are a simple way to provide business identity when the architecture provides an opaque place to mount it. Consider how well your sign attracts customers by exploring different materials, shapes, and sizes.



Integrated with Canopy

Integrating the sign onto the canopy works well in a tight urban setting. This allows for a simple, clear, and very legible identity.



On the building

In some cases, a larger statement can be made by utilizing the entire building to highlight a mural that incorporates your businesses identity. The example below, shows the creative design of a book store which utilizes a mural to showcase a variety of authors and their quotes.



Examples



Case Study B - option 1

42nd and University Way
options for updating a central and visible corner



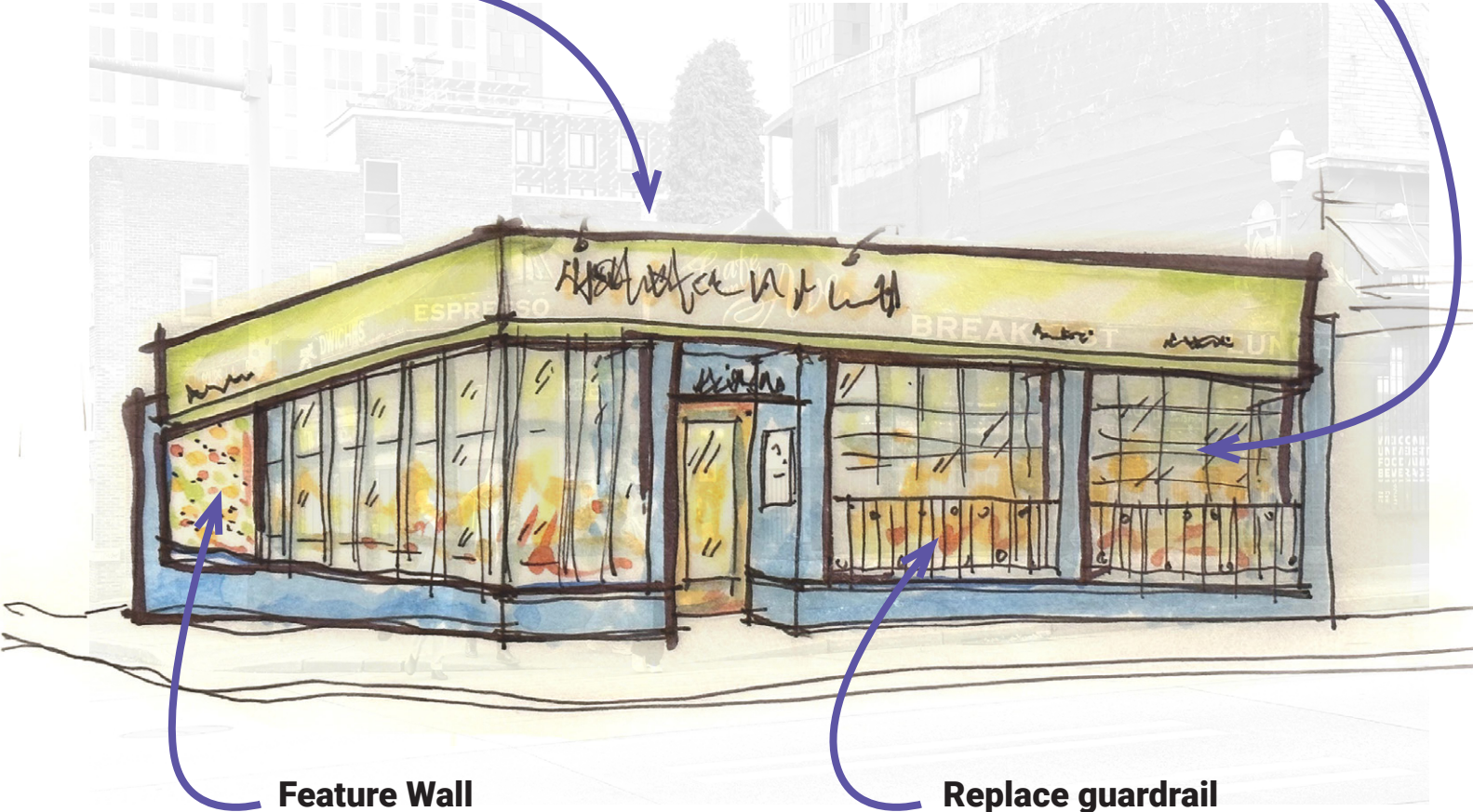
Existing photo

Sign on Canopy

Business name sign mounted to canopy with internally lit letters, secondary lettering also included on canopy

Add Visible Lighting

Interior suspended glowing light fixtures will help highlight the interior activities



Feature Wall
mosaic tiled art wall

Replace guardrail
reduce extents to the opening in the facade

Canopy
replace with flat protruding canopy, extend it above building to give more height and presence to the building

Facade
paint facade with consistent color, repair as needed

* bonus:
replace storefront with more transparent glass