



# STOREFRONT REDESIGN

Presentation & Info Session | September 28, 2017

DEPARTMENT OF CITY PLANNING

Office of Housing & Community Development

Atlanta City Studio

# CALLING ALL CASCADE HEIGHTS COMMERCIAL DISTRICT BUSINESSES!

Do you want to attract more customers?

Does your storefront need upgrades but you don't know where to begin?



Before



After

## STOREFRONT REDESIGN

Investing in Good Design *is* Good Business

### 9.28.17 Presentation & Info Session

6pm

**JOIN US** at the Atlanta City Studio to learn how design changes big and small can transform your storefront to welcome the customers you want and strengthen your business.

### 10.14.17 Consultation Day

**REGISTER** for a personalized Storefront Redesign Consultation Session with design professionals from the Cascade community and the Atlanta City Studio.

### 11.20.17 Grant Application Due

Then **APPLY** for a matching grant from the City of Atlanta Department of City Planning for up to \$10,000 to implement the design ideas. Finally, **CELEBRATE** your new and improved storefront along with other businesses in the district!



Department of  
**CITY PLANNING**

For more information and to register, contact Christina Cummings at 404.865.8443.



Investing in  
good design is  
good business.

What makes good storefront design?

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**LEGIBILITY**

**ENGAGEMENT**

**ACTIVITY**

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# LEGIBILITY

Using the facade to tell your story

1. Are the walls, windows and doors in well-designed and good condition?

2. Can potential customers find your business whether they are walking, biking, or driving by?

3. Does your storefront communicate your branding, values, and services?

# LEGIBILITY

FRAMING & WINDOWS

SIGNAGE

COLOR & GRAPHICS



# LEGIBILITY

Using the facade to tell your story



1. Are the walls, windows and doors in well-designed and good condition?

2. Can potential customers find your business whether they are walking, biking, or driving by?

3. Does your storefront communicate your branding, values, and services?

## FRAMING & WINDOWS

- Update or replace worn elements
- Create interest by adding architectural elements to the facade
- Use glass to visually connect the interior to the exterior
- Enlarge and highlight window openings

## SIGNAGE

- Provide signage at multiple scales and placements to target both pedestrian and vehicular traffic
- Use contrast of materials/colors to create signage that stands out
- Use symbols and key words to denote your services

## COLOR & GRAPHICS

- Incorporate your brand's colors into the facades treatment
- Incorporate your values, services, or other messaging through mural or secondary graphics

# ENGAGEMENT

Welcoming potential customers

1. Is the main entrance clearly defined and welcoming?

2. Does your storefront provide shelter from the elements as customers come in?

3. Do your business and services extend to the exterior spaces?



# ENGAGEMENT

ENTRANCES &  
LANDSCAPING

AWNINGS, NICHES, &  
OVERHANGS

EXTERIOR SPACES



# ENGAGEMENT

Welcoming potential customers

————— Covering the basics ————— | ————— Taking it to the next level —————

1. Is the main entrance clearly defined and welcoming?

2. Does your storefront provide shelter from the elements as customers come in?

3. Do your business and services extend to the exterior spaces?

## ENTRANCES & LANDSCAPING

- Highlight the main entrance by adding contrasting materials and colors
- Use pots and plantings to define the main entrance and soften parking areas

## AWNINGS, NICHEs, & OVERHANGS

- Use awnings to provide shade and protection from the rain
- Highlight niches as a transitional space

## EXTERIOR SPACES

- Utilize the exterior for business services
- Use quality materials to upgrade the parking area

# ACTIVITY

Showing daily activity

1. Is your business well lit, especially in the evening?

2. Do customers see into your business from the outside?

3. Does your business utilize temporary signage, decor, or other elements to invite customers in?

# ACTIVITY

LIGHTING

WINDOWS & DOORS

TEMPORARY ELEMENTS



# ACTIVITY

Showing daily activity

————— Covering the basics ————— Taking it to the next level —————

1. Is your business well lit, especially in the evening?

2. Do customers see your services and activity from outside?

3. Does your business utilize temporary signage, decor, or other elements to invite customers in?

## LIGHTING

- Update lighting on signage elements
- Use wall sconces for additional lighting
- Design storefront lighting to provide transparency between the exterior and interior

## WINDOWS & DOORS

- Design the first 3' inside the storefront to creatively advertise your business
- Open large windows/doors during business hours

## TEMPORARY ELEMENTS

- Create a daily routine that brings out temporary elements during business hours
- Bring out sandwich boards, flag signs, open umbrellas, turn on cafe lights, set out merchandise

# CASE STUDY

BEFORE



AFTER



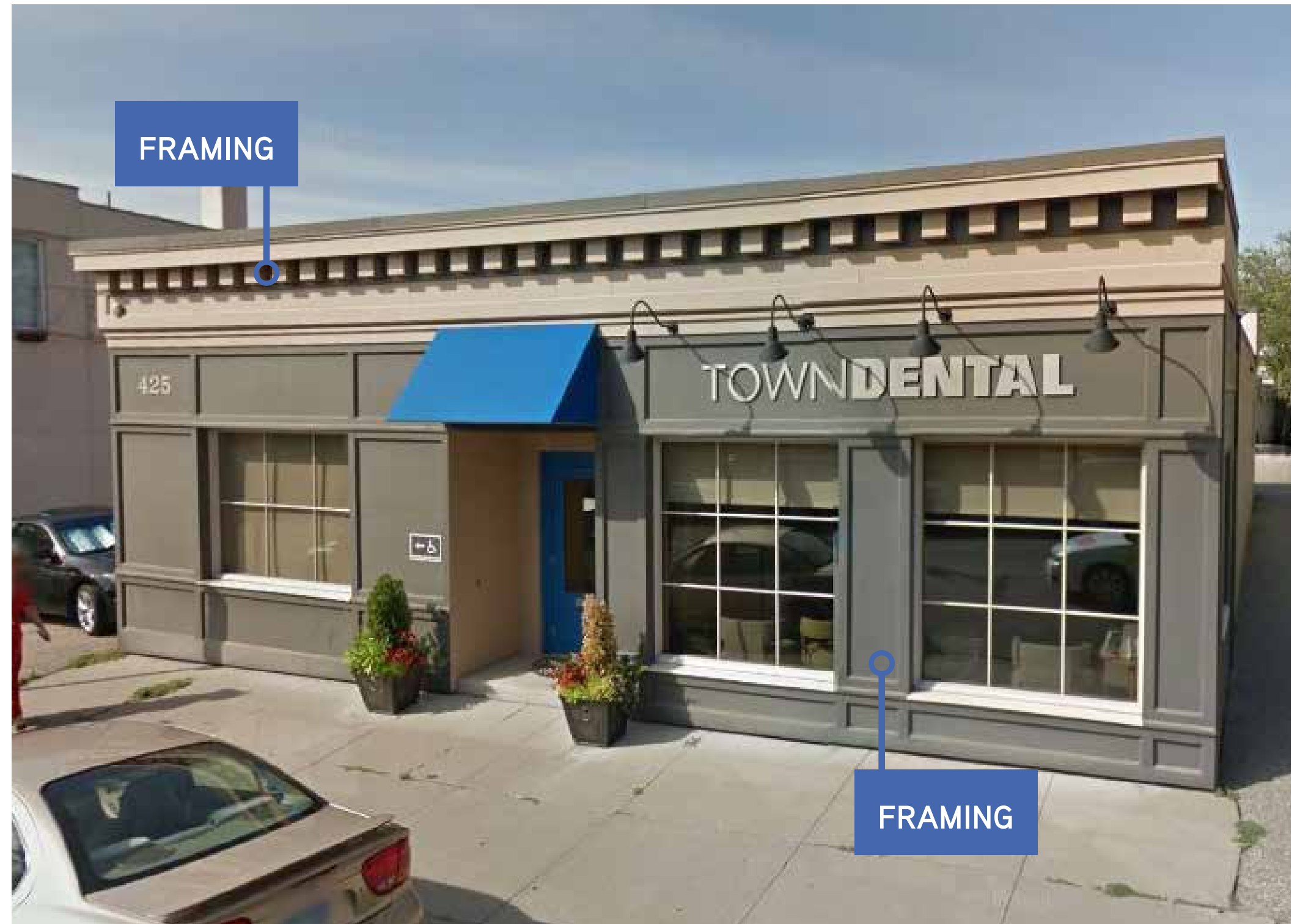
# LEGIBILITY

## FRAMING

Create interest by adding architectural elements to the facade

## FRAMING

Update or replace worn elements



# ENGAGEMENT

## NICHES

Highlight niches as a transitional space

## AWNINGS

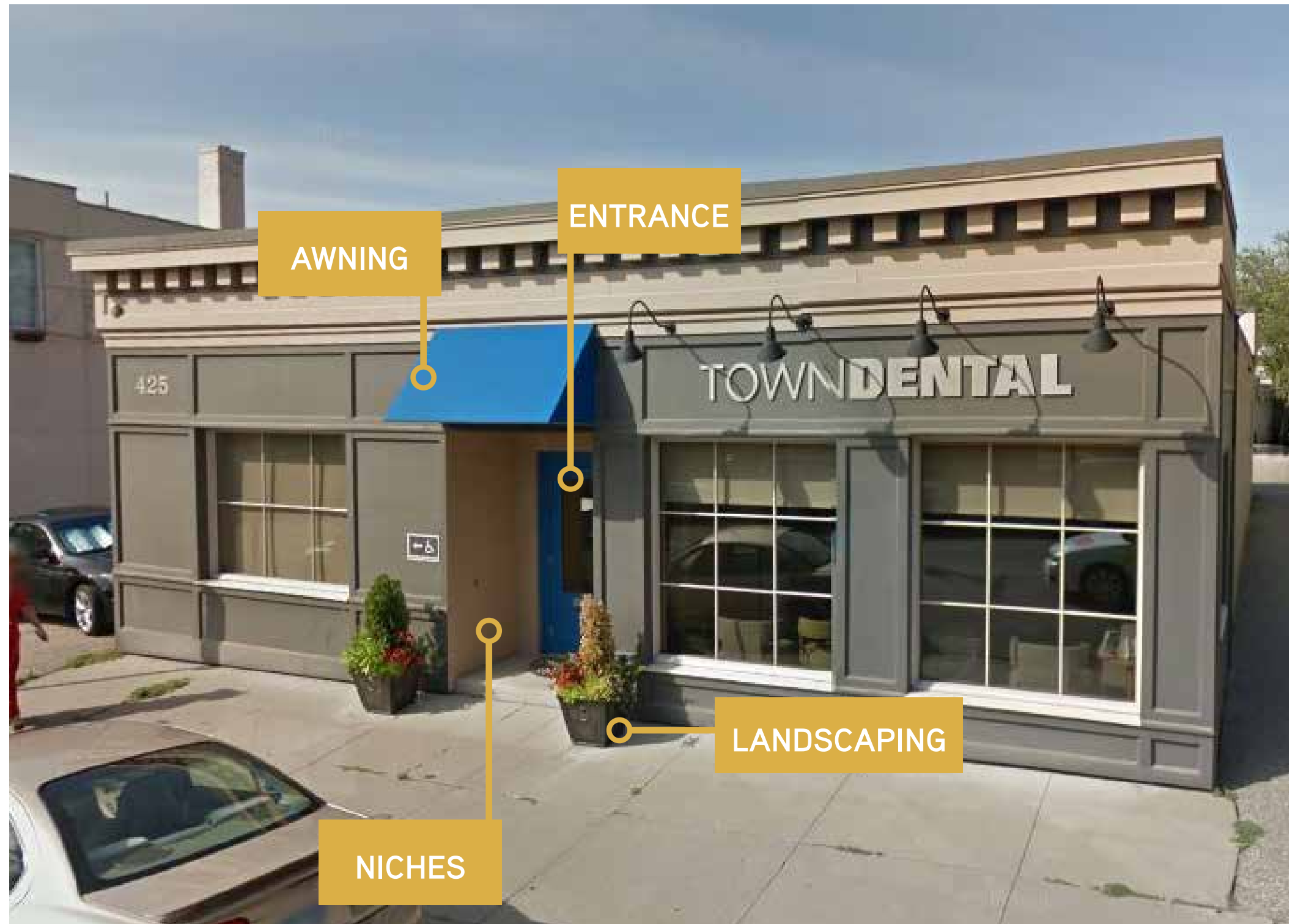
Use awnings to provide shade and protection from the rain

## ENTRANCE

Highlight the main entrance by adding contrasting materials and colors

## LANDSCAPING

Use pots and plantings to define the main entrance and soften parking areas





# CASE STUDY



# LEGIBILITY

## SIGNAGE

Use contrast of materials/colors to create signage that stands out

## COLOR

Incorporate your brand's colors into the facades treatment

# ENGAGEMENT

## AWNINGS

Use awnings to provide shade and protection from the rain



# CASE STUDY



# LEGIBILITY

## SIGNAGE

Provide signage at multiple scales and placements to target both pedestrian and vehicular traffic

## FRAMING

Enlarge and highlight window openings



# ACTIVITY

## WINDOWS & DOORS

Open large windows/doors during business hours

## LIGHTING

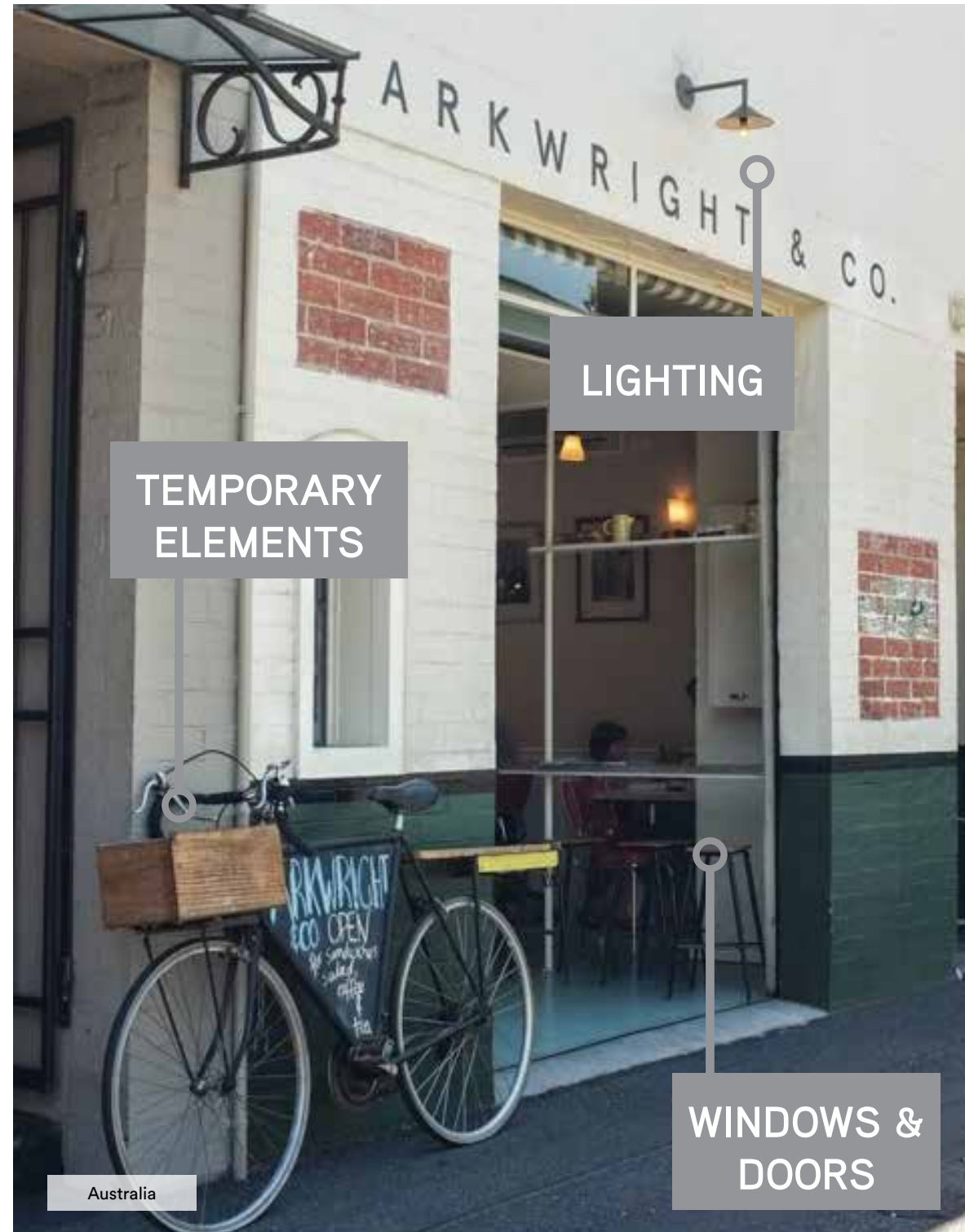
Use wall sconces for additional lighting

## TEMPORARY ELEMENTS

Create a daily routine that brings out temporary elements during business hours

## TEMPORARY ELEMENTS

Bring out sandwich boards, flag signs, open umbrellas, turn on cafe lights, set out merchandise



# CASE STUDY



# LEGIBILITY

## SIGNAGE

Use contrast of materials/colors to create signage that stands out

## COLOR

Incorporate your brand's colors into the facades treatment

## WINDOWS

Use glass to visually connect the interior to the exterior

## GRAPHICS

Incorporate your values, services, or other messaging through mural or secondary graphics



# ENGAGEMENT

## WINDOWS & DOORS

Design the first 3' inside the storefront to creatively advertise your business

## LIGHTING

Design storefront lighting to provide transparency between the exterior and interior

# ACTIVITY

## TEMPORARY ELEMENTS

Bring out sandwich boards, flag signs, open umbrellas, turn on cafe lights, set out merchandise





# CONSULTATION DAY

October 14, 2017



REGISTER



ATTEND  
CONSULTATION  
SESSION



RECEIVED  
SKETCHED VISION

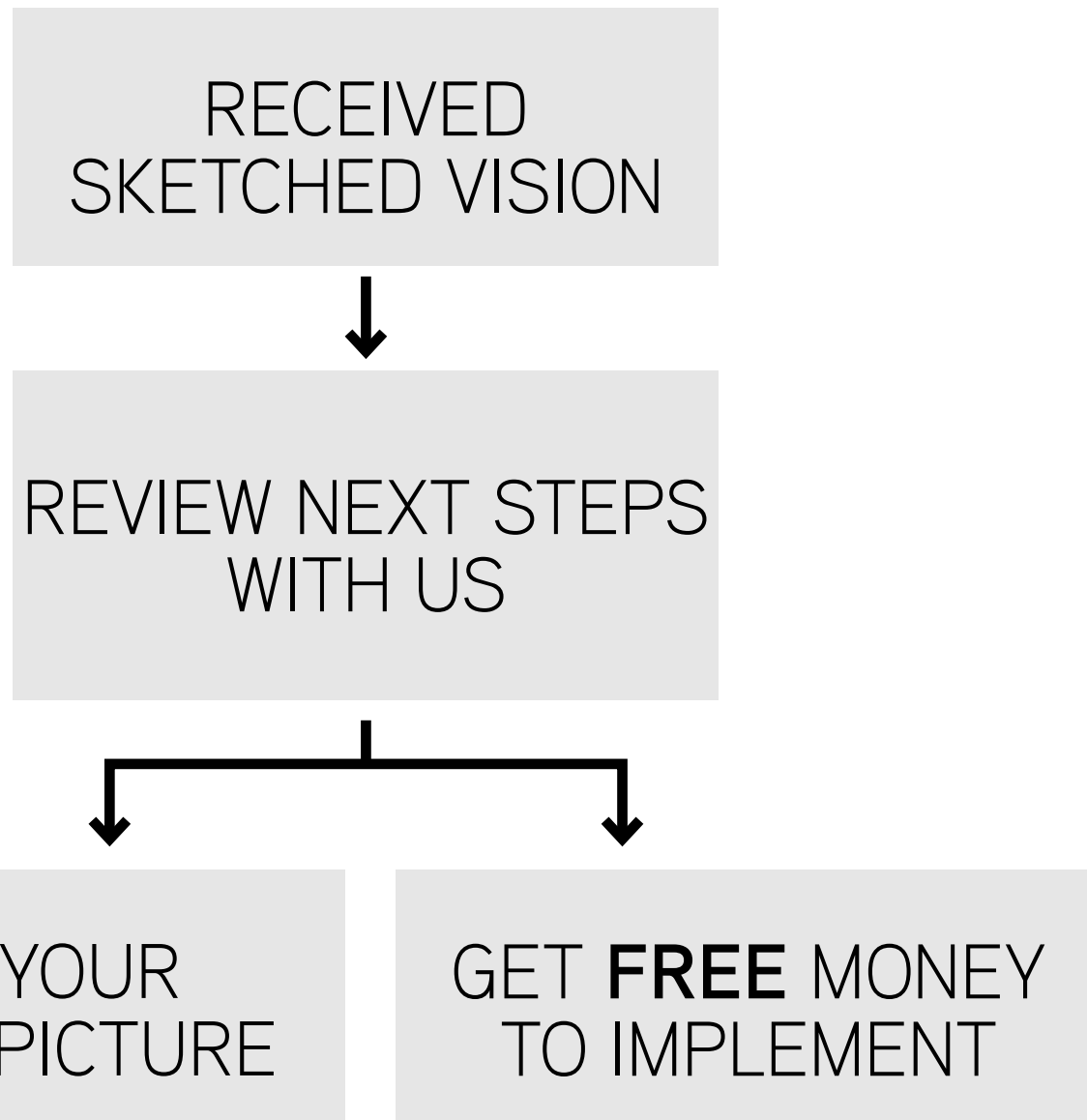
- Register tonight or online
- Basic questions
- We provide photos

- Consultation Team = Cascade architects and Atlanta City Studio staff
- Approximately 1 hour
- Outline of ideas

- Ideas/Sketch reviewed with DCP Zoning staff
- Sketch/Rendering completed and provided to applicant

# GRANT APPLICATION DUE

November 20, 2017



## Grant Quick Facts

- Pilot Project!
- Properties in Cascade Heights Commercial District
- Must be occupied or w/ lease agreement
- 50% Matching Grant from \$500 to \$10,000
- Scope based on consultation session
- At least 2 contractor estimates
- Paid as Reimbursement
- Complete project within 5 months



# THANK YOU!

## & QUESTIONS?

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