•CENTRAL BUSINESS DISTRICT•

Design Guidelines

FACADES • SIGNAGE • LIGHTING • OUTDOOR SEATING • ARCHITECTURAL DETAILS •PUBLIC SPACES

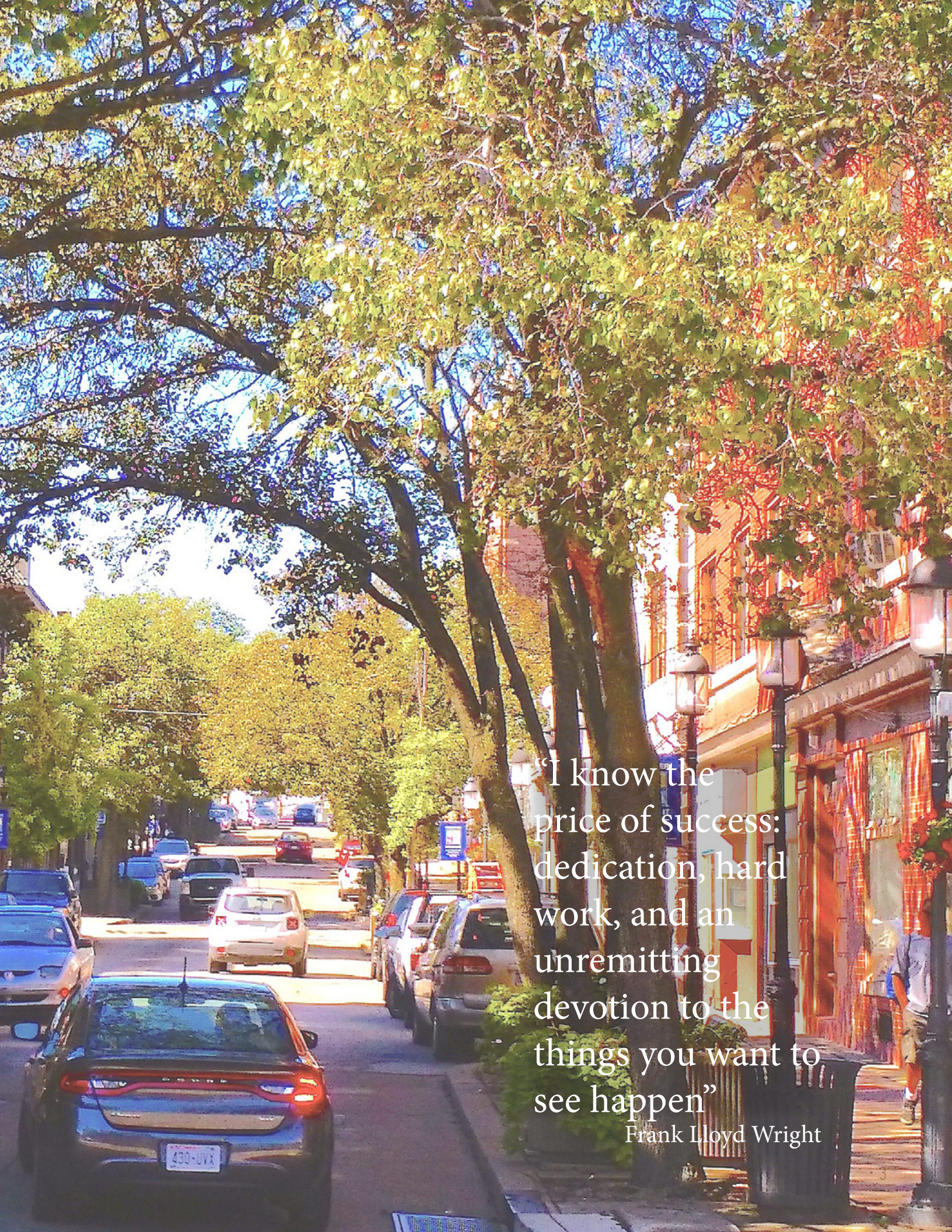CREATED BY TOWN CENTER ASSOCIATES IN SUPPORT OF SMALL BUSINESS OWNERS

The content within this document are design guidelines and ideas to be utilized throughout all of Town Center's neighborhood partners. Ideas found here are by no means standards that are required or demanded to be followed in any one particular neighborhood. While some of the content may not be allowed in a particular neighborhood, the overall goal is to promote great design in all of our central business districts.

We advise both business owners and municipalities to use this document as a starting point in designing, or redesigning properties within their respected central business districts. Business owners are advised to check with their neighborhood's codes, ordinances, and standards before making any changes.

We hope this document becomes a valuable resource to you!

Downtown Properties Logo:
All White

Town Center Associates Logo:
All White

"I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen"

Frank Lloyd Wright

About Town Center

Town Center Associates (TCA) provides business development support to communities with traditional business districts. We support communities in bringing business and investment to their business district. Currently we are providing business development services to more than 60 business districts throughout Pennsylvania and Ohio.

TCA created these Design Guidelines and our Pinterest Design Gallery to make it easy for new and existing businesses and building owners to make quality improvements to their buildings and signage.

Our Clients

In addition to our individual community programs, Town Center is currently providing business development support to the following regional programs:

Allegheny Together Program

Beaver County Beaver County Main Street Network:

DowntownProperties.net Program

*Click on the logos to find out more about the organization.

Please contact us for more information about our business development services and consulting support-which can be customized to the needs of your community or regional program:

Town Center Associates Phone: 412-577-7447 or 724-728-0500
Email: tca@towncenter.info Website: www.towncenter.info

Styles of Architecture

Each community has its own story to tell. Architecture is one of the primary ways a community displays its history. Throughout Allegheny and Beaver County, there are multiple styles of architecture on display. The specific type depended on things such as when the area was settled, who settled there, size of the area's population, and responses to industrialization to name a few. Areas began to see a mixture of building styles as the years went by in response to new ways of architectural thinking. Described here are a few of the main styles seen in the business districts within Allegheny and Beaver County.

Italianate

The historic commercial buildings in many of the communities are Italianate in style. Tall window proportions and typical overhanging cornices are a few of the most distinguishable features of Italianate architecture. For the most part, they are two stories in height and are of brick, wood frame, or stone construction trimmed in wood or architectural metal. The majority are flat or shed-roofed, however some have gable roofs of shallow pitch as well.

Chicago Commercial

One to four story brick buildings were designed for commercial use. They have large pane windows on the ground floor, flat roofs, and occasionally have decorative parapets. A subtype of the style is a more vernacular version that is more prevalent in Pennsylvania than the true high style commercial style skyscrapers.

Early 20th Century

Characteristics include: patterned masonry wall surfaces, shaped parapets, accents of concrete, limestone, terra cotta. Typically one to four stories tall, larger windows are located at street level for commercial/ retail space, while smaller windows are above for private/residential use.

Modern

Popular after the second world war. Simplicity and clarity of form are the style's main goals in order to be built quickly and efficiently. Thus resulted in the elimination of unnecessary/artistic details, use of industrially produced materials, and emphasis on horizontal and vertical lines.

Using the Guidelines

In most cases, design guidelines are a one-dimensional, somewhat dry document put together in order to inform people on "good" design. While this document can be read and viewed in a traditional manner, the document can be much more. There are countless places throughout the document that are "clickable"; sending the reader directly to more information either within the document, or the internet.

 One example used throughout the document is the "additional ideas" button that sends the reader directly to Town Center's Design Ideas Gallery. From here, readers can visually see more ideas, design inspiration, tips and tips for DIY projects, and much more. The digital document is designed in a manner that a reader can get directly to the information they are looking for, and not waste time scrolling through the entire document. Utilizing hyperlinks and an interactive design, this particular document now becomes multi-dimensional, informative, and clear to the viewer. More importantly, the document truly allows the viewer to get creative, and realize the importance of "good" design.

* "Click" the Pinterest logo to the right, or follow the link below to view Town Center's Design Ideas Gallery in its entirety.
www.pinterest.com/tcadesignideas/

Breaking Down a Typical Section of the Design Guidelines

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Return to Beginning of Section

Cornices

What Are They? Cornices are architectural details most recognizable along the tops of buildings. Buildings designed in the Italianate style are known for their detailed cornices both at the top of the building, and above the storefront itself. Such detail is hard to find with newer architecture, but for those that still have one intact has a large visual impact on the front of the building. Like snowflakes, it appears that no two cornices are alike. Cornices add to the individuality of storefronts within a business district. Keeping them intact can also result in keeping the character of the neighborhood intact as well.

Cornices can be made from a variety of materials. Efforts should be made to restore cornices to their original condition, or tie them into the overall design of the storefront. Particularly in smaller buildings where the detail can be easily seen, cornices add a great deal of character and appeal to a business district. While removing them at times may be cost-effective in the short run, long-term benefits will be lost. People respect the attention to detail that is taken. If aesthetic elements like cornices are generally taken care of throughout the community, a better sense of pride is thereby established as well.

Find more examples of Cornices, click here for our Design Gallery

Tips from an expert:
- Buildings are good
- Buildings are great
- We need buildings
- I like main street.

Meet the Expert: Lisa Lastname, Sample Builders
Website address
email address/ phone number

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Promote

Preservation of the historical cornices existing on the building.

Restoration of damaged cornices, that also tie into the new use of the building.

Use of color that creates vibrancy and allows for the business to stand out in an attractive manner.

Design that pays attention to detail, rather than masking or covering it up.

Enhancements that add or restore character to the overall storefront.

Prevent

Cornices from being neglected and left untouched.

Tearing down the cornice completely.

Covering or replacing the cornice with something of low quality.

Simplifying the design of the cornice in order to save some money.

Cornices from becoming an eyesore due to chipped paint, physical damage, or other forms of neglect.

15

Detailed Description of the Topic

Click to access Pinterest Gallery

Click to access Expert Directory

Professional Expert Advice/Contact

Summary of the topic

Anatomy of a Facade

To best understand storefront design, the storefront itself should be broken down into various elements. While all the elements illustrated above are not needed to create a single great storefront, it only takes neglect to one of the elements to ruin a storefront. Illustrated above shows how ten elements spread across a few buildings can transform the streetscape as a whole. Rather than trying to utilize every element within one building, a storefront should utilize a few that make the most sense to both the building, and the business within. One of the things that makes traditional business districts interesting is the uniqueness of each storefront. When walking down "main street", each building seems to tell a different story, possess a certain character, and thereby creating a place people want to come back to time and time again. This section will go into more detail about some of the key elements to a great storefront.

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*Click the numbers or topics above to see each part in more detail.

Cornices

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Find more examples of Cornices, click here for our Design Gallery

http://www.oldhalifax.com/county/SBWalkingTourE.htm

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Surface Material

What Are They? When thinking about a traditional main street, the buildings that come to mind are usually made of brick. The storefronts and upper windows may comprise of detailed woodwork or metal work. Stone, tiles, and granite may further add detail to the overall design. What all of these materials have in common is their feel of longevity. When buildings were built with these materials, they were built to last. At times, slight weathering even enhances some of the detail that was put in place. The attention to detail and appropriate materials is necessary for increased investment, and an overall successful business district.

However, there are always those few buildings that have been "bandaged" in an unattractive manner with things like siding, fake stone, or cheap wood. Covering up large windows or neglected upper portions of buildings is not a solution, it is a temporary fix. With temporary fixes comes continued maintenance, and usually worsens the situation it tried to solve. The business district is the heart of a community, and so too are the buildings that reside there. If future investment of the overall buildings is expected, then quality surface materials should be made a priority.

Find more examples of surface material, click here for our Design Gallery

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Promote

Building materials that coincide with the overall design of the original building, and the neighborhood.

Maintenance and renovation of surfaces that blend well with other parts of the building.

Professional rehab of damaged surfaces, rather than "quick fixes".

Brick, wood, stone, metals; all of which promote long-term investment and stability.

Materials that enhance key elements of a building, rather than covering up unique architectural details. Utilizing the traditional materials found in the original architecture with a few new elements creates an attractive property.

Prevent

Usage of cheap/harsh materials that portray temporary investment.

Materials that cover upper windows or original materials of a building as a way to hide the problems.

Using materials that force the building to "stick out" in an unappealing manner. Regardless of the material, if it does not mesh well with adjacent properties, the design will have a negative affect on the overall location.

Materials from becoming cracked or damaged, resulting in bigger problems in the future. Repairs to one area should match the adjacent areas as closely as possible.

Materials from becoming an eyesore due to damage, wear, weathering, etc. Incorporating higher quality materials will pay off in the long-run.

http://www.traditionalhome.com/food-entertaining/cooking-school
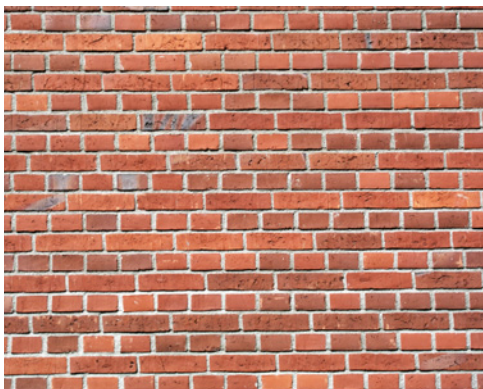
Upper Windows

What Are They? Traditional main street buildings usually comprise of a large first-floor designated for a business, followed by the upper floors being used for offices or apartments. Overtime however, as businesses left these downtowns, so too did the occupants of the upper floors. As a result, these upper floors and their windows continue to be an afterthought, looked at as a nuisance, rather than an asset. The large windows that once added to the character are continuously left boarded up, or covered with siding and replaced by much smaller unattractive windows.

While the first-floor retail/office space of a building is usually the priority, the upper windows and floors of a building cannot be neglected. The initial cost to replace or repair some of the larger windows may be significant, but the investment can greatly impact the investment into those spaces. Bringing large windows back to the upper floors creates interesting and attractive spaces. Investment can now reach into the upper floors, rather than just street-level. Aesthetically and economically, maintaining upper windows is a key component to utilizing prime real estate in the heart of a business district.

Find more examples of Upper Windows, click here for our Design Gallery

https://s-media-cache-ak0.pinimg.com/736x/51/06/ea/5106ea9c0bf4ff721ff436a24d85ab11.jpg

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Promote

Usage of full window space that was designed for original windows.

Reopening spaces for windows that have been walled-off or sealed in the past.

Design of upper windows that enhances the overall building facade and its original architecture

Windows that promote investment of the upper floors of the building.

Modern window solutions that maintain traditional building character.

Prevent

Removing or covering of upper windows entirely.

Filling original window frame and replacing with a smaller window that does not coincide with the existing building .

Upper windows from being an afterthought.

Utilizing low-quality windows that only provide a temporary fix.

Design that conflicts with other architectural elements of the building.

Signboards

What Are They? The signboard of a storfront is located above the display windows, and below the storefront cornice. Signboards are the location of the main signage for businesses. Maintenance of the signboard is key because it becomes one of the most visible elements of a storefront. The size of the signboard should be taken into consideration, as this becomes a large factor into deciding the size of the main signage. If a signboard is not well-maintained, the result usually ends up being poor building signage.

The signboard should clearly lay out the placement of the building's main signage. Here, architectural elements of the building, and design elements of the business within the storefront should coincide. In doing so, the signboard can help mesh new elements with original details. Without a proper signboard, the building signage size, placement, and overall design can take a major toll. All of which could result in a poor overall design, and significantly affecting the success of the business.

Find more examples of Signboards, click here for our Design Gallery

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Promote

Signboards that stretch across the entire width of the storefront.

Design that allows for proper sizing of building signage within the signboard.

Details that create a distinction between the building above, and the main business below.

Quality materials that allow for clear and attractive placement of building signage.

Location that makes sense for the overall building and business. The signboard should guide the building signage to be a size that is clearly visible to both pedestrian and vehicular traffic.

Prevent

Signboards from becoming too small, resulting in inappropriate sizing of building signage.

Signboards from promoting poor building signage. If the materials being used for the signboard are low quality, poor signage usually follows.

Damaged signboards that become dead space on the storefront. This may prevent a business from placing their main signage there altogether, and reduce the quality of the design.

Signboards that incorporate too many colors, becoming a distraction rather than an asset to the storefront.

Building signage from going outside the signboard boundaries, or completely covering up the signboard, resulting in the loss of a key storefront design component.

Awnings

What Are They? Awnings are a traditional component to a storefront that have been around for hundreds of years. For functionality purposes, they protect the pedestrian from sunlight and rain. They allow for additional space to display logos, signage, or other means of marketing. Aesthetically, they create an intimate feel for those walking along the sidewalks. The awning draws the pedestrians attention to the business on ground level, and privacy to those that may live or work on the upper floors.

An awning becomes one of the main eye-catching elements to a storefront. Extending the physical storefront out and over the sidewalk, an awning adds another dimension to the storefront design. Doing so can create a European feel to a cafe, or enhance a historical aspect a community may already possess. Awnings also break apart the "wall" created by multiple buildings standing side-by-side built right up to the sidewalk. The overall pedestrian experience therefore becomes more appealing to the eye, and the storefront as a whole becomes more unique, interesting, and inviting.

Find more examples of Awnings, click here for our Design Gallery

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Promote

Design and colors that reflect and enhance the storefront.

Quality materials that will withstand weathering and other forms of damage.

Awnings to be used as shading and protection for customers and pedestrians, along with being an appealing element to the overall storefront.

Awnings that display logos, adresses, or other lettering to enhance the signage of the storefront.

Appropriate design that corresponds to the overall feel of the community.

Prevent

Cheap design that negates the overall appeal of the storefront. Great awnings can come at low cost, but not low quality of design.

Awnings that can easily fall into disrepair, or are difficult to maintain.

Awnings that conflict with the overall design of the storefront and/or building.

Awnings from becoming an afterthought to the overall design of the storefront.

Outdated awnings in terms of their lettering, colors, or logos printed on the awnings.

https://foursquare.com/v/modern-general/4f2ad02ccb012389a01f2db

http://theglitterguide.com/2012/07/18/shop-talk-blushington/

Entries

What Are They? Don't judge a book by its cover does not usually apply to a business storefront. In fact, without an attractive "cover", many are not willing to see what is inside. The entrance is more than a door or a few windows. Rather, it is a combination of multiple elements working together to grab the attention of people before they enter the building. There is not one right answer to making a "good" entrance. However, the ones that make the best impression are memorable, eye-catching, making it almost impossible for someone to not at least stop and take a peek inside.

A great entrance does not always mean bright colors and flashing lights. The entrance needs to reflect both what is on the inside, along with the feel of the neighborhood from the outside. How a business owner takes care of their entrance reflects directly upon how much they care about the community in which they are located. It takes one bad storefront to ruin the perception of a business district. However, one great storefront can be contagious, and allow those around it to rethink their designs as well. An attractive entrance becomes even more attractive when surrounded by other well done entrances.

Find more examples of Entries, click here for our Design Gallery

http://www.   esigninc.com/2011/10/ivy-piper-bir   html

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Promote

Inviting, Attractive, Eye-catching.

Coinciding multiple storefront elements to create a unique experience as soon as a customer walks through the door.

Entrances that draw the eyes of the customers inside.

Attention-grabbing entrances that grabs the attention of a potential customer.

Design that appeals to those both on the sidewalk, and the road.

Prevent

Entries from being one-dimensional.

Design that simply says, "this is the way in".

Design that does not contribute to the overall design of the business and its storefront.

An entrance that feels cluttered and/or unwelcoming.

An entrance from becoming more of an exit.

http://blog.renatom.net/2012/10/10/brick-and-mortar/

https://www.flickr.com/photos/elijahgarcia/9738579392/

Pillars and Bulkheads

What Are They? There are various architectural details that we forget about, until they are not present. When asking someone about a building, not many will say they love the pillars and bulkheads. However, it is these two elements that contribute tremendously to the overall character of the storefront and building. Aside from structural purposes, pillars at both storefront and whole building level provides a place for craftsmenship and detail. The pillars create viewports, forcing a passerby to focus on what lies between the vertical elements. In a way, pillars set the stage for the building to stick out from the surrounding area.

Another key element with storefronts are bulkheads. A bulkhead of a storefront is the space separating the sufrace of the sidewalk, and the beginning of the display windows. The importance of this element comes in terms of its height. The height dictates the overall visibility of the display windows, bringing the content to eye-level. Artistic detail also continues in the bulkheads that corresponds to the detail found in the pillars, or other parts of the storefront.

Find more examples of Pillars & Bulkheads, click here for our Design Gallery

http://www.remingtonarchitecture.com/portfolio/a-victorian-cast-iron-storefront-renovation-by-remington-architecture/

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Promote

Paying attention to detail. In many traditional main street buildings, there are numerous details etched into both the pillars and the bulkheads. Enhancing those details is strongly encouraged.

Using colors that coincide with the overall building and storefront.

Utilizing materials such as metal and wood to renovate or mimic the original design of the pillars and bulkheads.

Maintenance and renovation of these historical building elements. Elements like pillars and bulkheads are not always the first things that come to mind in a renovation, but when they are maintained, they both add significant character to the building.

Prevent

Eliminating or oversimplifying details found within these elements of a building.

Mimicking elements through the usage of cheap/ inappropriate materials that do not mesh with the overall building design.

Plastering over bulkheads.

Removing detailing on pillars for the sake of saving time/money.

Elements from becoming lost in the overall storefront and building design.

http://www.bluebrickconstruction.com/portfolio/renovations-additions-2/

Window Boxes and Planters

What Are They? One problem traditional business districts tend to possess is a lack of "soft" elements. Aside from a few trees, things can appear cold at times. From the paved sidewalks, the brick of the buildings, metal benches, unless the weather is perfect, even the nicest storefronts can feel cold. Planters of all types bring life back onto the street. Small window boxes break the solid straight lines and add splashes of color. Planters by the entrance lets a customer know that someone is taking care of the space on a regular basis. Overall, plants add an element to the storefront that cannot be duplicated.

Planters can be used for more than plants as well. Particularly in the fall and winter months, planters can be easily turned into decoration spots during the holidays for example. The last thing a storefront needs is a few empty boxes of dirt hanging below a window. Take full advantage of the space. Or, because they are not a fixed part of the building, planters can be removed and used seasonally. Furthermore, planters promote constant care and maintenance of a storefront, willingness to improve the quality of the business district, and create a welcoming atmosphere.

Find more examples of Window Boxes, click here for our Design Gallery

http://curatedstyleshop.com/post/116250425795/shop-serena-lily

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Promote

Planters that add life and color to a storefront.

Creative, unique, and innovative design in terms of the actual planter, its location, and what is growing.

Planters that can be used year-round for both plants and decorations.

Planters that make the storefront welcoming and attractive, even when the business is closed.

Prevent

Planters becoming an eyesore from overgrowth, lack of attention, etc.

Planters from being underutilized during winter months for example.

Location of planters making them difficult to maintain.

Vegetation within planters to block significant amount of windows or other significant parts of storefront.

https://www.flickr.com/photos/topiarius-chicago/4499487593/

http://photos.newhampshire-realestateforsale.com/2009/08/downtown-portsmouth-nh-storefront/

Address Lettering

What Are They? One of the most important elements to a well-designed storefront is its address. A clear, well-displayed address not only benefits those wanting to visit, but also those who have to make deliveries for example. Particularly for small towns and communities, the address of a business becomes another means of advetisement and claim of an exact location. Unlike large chain businesses that may have websites pin-pointing each location, small businesses rely on their address for people to find them, and come back again.

An address does not have to stop at being a simple location. Sometimes the address may be worked into the name of the business, or be designed/displayed in a creative, and memorable manner. Whatever the case, the address should be clear at all times of day, and legible by all types of traffic. People knowing the name of a business does no good if they cannot tell others the location. Allow the adress to be a design element, rather than some numbers and letters. As a result, people remember the address easier, start spreading the word, and allow the business to achieve higher exposure.

Find more examples of Address Lettering, click here for our Design Gallery

http://allthestuffido.com/post/36690704087/joe-swec-did-a-pretty-swell-job-of-painting-our

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Promote

Creative and legible to both pedestrians and automobiles.

Unique designs that add character to the overall storefront design.

Placement that makes sense within the given storefront.

Lettering that reflects the business.

Lettering/numbering easily read at all times, day or night.

Prevent

Storefronts from not clearly posting address.

Poor placement that does not make sense for the majority of passerbys to clearly view.

Lettering that may easily chip, fade, or become damaged over time.

Lettering/numbering that does not enhance the overall storefront design.

http://cupofjo.com/?b2w=http://joannagoddard.blogspot.com/2013/09/frankies-spuntino-crostini

http://therusticwillow.com/10-paint-mirror-projects/

Sensational Signage

Signage is a powerful component to both a storefront and a business. Often times however, the signage is taken for granted. Shown here and in more detail in the following pages depicts a few key types of signage, and signage elements. As with the storefront elements, a single business does not need every element detailed here, but instead should grab a few elements that work well together. Great signage can truly "make or break" a business, particularly within a small business district. Signage is arguably the first thing a person notices. The signage of a business is a person's first impression of the business itself. From the type of signage, materials used, colors, and condition of the signage; together these aspects could determine how successful the business will be in the area. By looking through this section, picturing how to design various types of signage in an inexpensive and creative manner becomes much easier. Furthermore, the following sections visuallly show the impact great signage can have on the individual business, and overall community.

BOUTIQUE

THE HANGOUT

MEAT & BREAD

MEAT & BREAD

1   Building Signs

2   Projecting Signs

3   Window Signs

4   Awning Lettering

    Collaborating Signage

*Click the circles above to see each part in more detail.

Building Signs

What Are They? The primary sign of a business is critical to the overall look of a storefront. A storefront's main signage is arguably the most important aspect to the design. Size, materials, design, and overall style all play large roles in resulting in a good or bad sign. Again, at times the main signage can be something simple yet successful. What matters most is taking full advantage of the amount of space able to be used for the signage.

While "good" design is objective, one usually recognizes "bad" design when they see it. Good primary signage lets people know that the business plans on staying in the area long-term. Using a banner as the primary signage resembles something that is temporary and therefore does not care to bother about fitting in to the overall community. The last thing a successful business wants is to feel separated from the community it is located within. Examples here show how to work with the existing elements of the building, along with other parts of the storefront to make appealing and impactful signage.

Find more examples of Building Signs, click here for our Design Gallery

http://www.michaelpenneystyle.com/shop/

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CLICK HERE to access our full database of experts.

http://mart
portfolio-it
hanging-si

Promote

Usage of as much of the "sign board" space as possible. The sign should be legible from both the sidewalk, and the street.

Creative and Unique designs. In terms of types of lettering, materials, and colors, the primary signage should be an iconic element of the storefront.

Incorporating historical elements of the original building into the new signage. Play off of the architectural detail if there.

Signage that is legible at anytime of day or night.

Design that is appealing to the eye. The design should reflect the atmosphere and character waiting inside.

Prevent

Vinyl signs or banners as long-term primary signage.

Signage that is too small and disproportional to the space available.

Main signage from going into disrepair or poor condition. Doing so reflects poorly on the business and the community.

Signage that becomes difficult to read during any point of the day.

tinsignco.com/
tems/flour-co-
gn/
http://morphicrenaissance.com/post/90074601758/d-nase-i-shot-this-frame-for-topo-designs-just

https://www.flickr.com/photos/twigterrariums/...244...

Projecting Signs

What Are They? A projecting, or hanging sign is a type of signage that is usually directed towards the pedestrian. As a pedestrian is walking down the street, the projecting sign depicts either the name of the business or logo at an angle a pedestrian could see walking straight down a sidewalk. Having such signage creates increased visibility of a business from the pedestrian level. Such signage allows for people to see what businesses lay ahead, and also create reference points for the business district.

Projecting signage can get quite interesting after taking a look at some of the examples here. While the entire name of a business may not fit, projecting signage is the perfect spot to display a logo. Having another design element geared toward those on the sidewalk further enhances the walkability of the area. People can more easily see what businesses are nearby that they may have passed up. The signage adds more creativity and vibrancy to the streets as well. Putting a new spin on a traditional storefront and type of signage can be an overall positive enhancement to the character of the neighborhood.

Find more examples of Projecting Signs, click here for our Design Gallery

http://vintage.johnnyet.com/folder/archive/
WheresJohnny05052010.html

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Promote

Creative, Appealing, and Unique

Usage of materials that coincide with the storefront.

Usage of logos or components that visually tell a pedestrian what is here.

Signage that collaborates with other signage that may be found somewhere else along the storefront.

Signage that is legibile when walking down a sidewalk. This type of signage should have the pedestrian in mind in terms of the "main user".

Prevent

Usage of cheap materials.

Signage that can easily become damaged by weather or vandalism.

Design that does not coincide with the character of the building or business.

Signage that becomes over-complicated, or difficult to read.

Signage that looks temporary or not well thought out. Do not allow for the signage to become an afterthought.

http://www.amritpaldesign.com/blog/awesome-signage-design

http://martinsignco.com/portfolio-items/flour-co-hanging-s

Window Signs

What Are They? Window lettering can be a simple, inexpensive means of signage that can greatly improve a storefront. From the hours of business, a few "buzz words" pertaining to the business, or the actual name, window lettering is another dimension of storefront signage. The last thing we want is for a window to be covered in lettering that is hard to read, or is done in an untasteful manner. While window transparency is important, that does not mean the windows have to be completely bare.

Windows can be a perfect spot to add more specific or detailed lettering about the business. Simple stenils and adhesives can suddenly add an artistic flare to the storefront as well. Not every improvement to a storefront or signage has to cost a lot of money, or take a lot of time to implement. In many cases, a few little inexpensive touches can take the overall look a long way. The windows may also be the best place to get creative with the lettering, without spending more. A steady hand and some paint can turn a bare window into an elegant display.

Find more examples of Window Signs, click here for our Design Gallery

https://www.flickr.com/photos/bandri/5159334759/

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Promote

Clear, legible, and appealing.

Lettering that enhances the overall design of the storefront and business

Window lettering that draws the customer inside, gives the customer a better idea of what to expect.

Tranparency of the window space. Lettering on the window should not take away from the visibility of the action taking place within the business.

Creativity. Window lettering can be an inexpensive way of creating a unique storefront that sticks out from the rest. The possibilities are endless!

Prevent

Lettering that takes away from the character and detail of the storefront.

Usage of too much lettering, potentially turning the window into a wall.

Lettering that may be offensive in any manner, resulting in the loss of customers.

Usage of too large or too small of lettering. People should be able to clearly read and understand the signage.

Window signage from becoming too complicated. We want people to enter the store, not stand outside confused.

http://mcgowandesign.tumblr.com/post/68065996306/powernap-sign-painter-old-faithful-shop

http://mucca.com/case-studies/butterfield-market/

Awning Lettering

What Are They? Awnings open up numerous opportunities for signage. Hanging usually just above the first floor allows for bith pedestrians and vehicular traffic to easily see what is on an awning. Lettering on the awning can be anything from the name of the business, a logo, an address, slogan, phone number, etc. When working together with other forms of signage, awnings become a great place for more specific information, or graphics that may not make sense somehere else.

An important thing to keep in mind however is the size of the content on the awning. The lettering should be at a size that is easily read from a considerable distance. The signage becomes pointless if it becomes difficult for most people to read. The importance of this section is to show that awnings have more than a functional and aesthetic purpose when designed to their full potential.

Find more examples of Awning Lettering, click here for our Design Gallery

http://www.porkys.co.uk

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Promote

Placing additional information such as an address, phone number, or website on the awning.

Utilizing the awning as another surface to promote and market a business, without compromising aesthetics.

Awnings used as primary signage for a business. Serves both marketing and a functional purpose.

Lettering that adheres to the design/lettering used throughout the business.

Lettering able to be seen from both the street and the sidewalk.

Prevent

Lettering that easily fades away due to the awning weathering.

Lettering or graphics being too small in comparison to the awning.

Awning lettering from becoming outdated.

Awning signage from masking key elements of the storefront and building.

http://www.consumingla.com/2011/08/19/waffle-wars/

http://www.designwomb.com/work/lemonmade

Collaborating Signage

What Are They?   While there are various types of signage, the most important thing for a business to keep in mind is how different signage collaborates with one another. In using different types of signage, an apparent hierarchy should be recognized by a passerby. Rather than being viewed as separate signs, different types of signage should become individual puzzle pieces that when viewed together, create an attractive image. Certain content works well on one type of signage, but not another. For example, a phone number probably looks best on a window, and not on the main signboard of a storefront.

Figuring out how each building can utilize its unique character to best advertise the business within becomes key. Keeping in mind the elements of both great signage and storefronts, one can quickly recognize the design a community should promote, and those that they should prevent.

Find more examples of Collaborating Signage, click here for our Design Gallery

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Promote

Use of consistent color scheme throughout all forms of signage.

Design that enhances the storefront of the building, while also displaying the architectural elements of the overall building.

A variety of signage that alleals to all forms of traffic passing by the storefront.

Proper sizing of each type of signage to allow for legibility and prevent clutter.

Different information being presented on each type of signage.

Prevent

Storefront becoming cluttered with too much signage.

Combination of signs that creates confusion as to what is going on within the building.

Signage that does not work well with the overall design of the building.

Signage made of cheap materials, giving off the message to visitors that the business is temporary and does not care about blending in with the community.

http://www.innovateli.com/4388-2/

Lighting

Signboard Lighting

Building Lighting

Signboard Lighting

What Are They? In a previous section we talked about lighting in terms of the overall storefront. However, lighting specific to signage is a more specific aspect. Regardless of the signage used, at least some form should be illuminated and easily read at night. Night time should not make finding a business more difficult. Various types of signage lighting allow for legible signage at night, while still maintaining the character and design of the business.

When talking about signage lighting, we are not referring to backlit signs or neon lights perse. Instead we are talking about light fixtures such as gooseneck lighting that does the job in an aesthetically pleasing manner. When done properly neon lights and backlit signs can look good, in fact any type of lighting can look great when done properly. The key is keeping in mind the feel of the neighborhood. What type of message is the business trying to portray? What type of "feel" do people get when they see certain types of lighting? The examples here display some great examples of lighting design.

Find more examples of Signboard Lighting, click here for our Design Gallery

https://restaurantandbardesignawards.com

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Promote

Creative, Unique, and Appealing

Light fixtures that illuminate the signage of the business without taking away from the character of the storefront.

Lighting that creates a more welcoming space at night.

Lighting that allows for the name of the business to be easily seen by both pedestrians and vechicular traffic.

Lighting that plays off of the overall design of the storefront, building, and overall character of the community.

Prevent

Lighting that can be easily damaged.

Light fixutres that are difficult to maintain or keep in adequate condition.

Lighting that "washes out" signage due to colors of signage.

Leaving signage "dark" as night falls. Signage is important both day and night.

Leaving signage lighting broken or partially broken. Leaving burnt out bulbs for example creates a negative stigma around the business and the community.

Building Lighting

What Are They? There is no reason why a storefront can only look inviting during the daytime. Small towns and communities continue to look for ways to attract a crowd into the evening, rather than becoming a dead zone after 5 o'clock. A little light can go a long way. By illuminating a storefront with some form of lighting, the area becomes more inviting to the pedestrian. Light portrays life in an area. Lighting a storefront is more than just a light over the door or on a sign. By illuminating a storefront, an entirely different feel can be created for the business.

Details along the storefront take center stage with lighting. Shadows cast due to the architecture can create a dramatic, yet inviting tone from the street. The business district as a whole receives a safer perception as dark patches along the street are eliminated. A traditional main street can no longer survive fully on a 9-5 schedule. Even if a business does close early, lighting at night continues to promote its business to those in the area, encouraging them to stop by at another time. Improved perception and promotion of a business 24/7 are just a few of the benefits to attractive storefront lighting.

Find more examples of Building Lighting, click here for our Design Gallery

http://www.kawarthanow.com/kawarthanowguide/2012/07/17/420-george

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Promote

Attractive, Elegant, Traditional, Tasteful

Lighting that dramatizes the details of the storefront at night. Showing off the building materials, signage, window displays, etc.

Usage of different styles of lighting. From traditional goose-neck, to loft-style bulbs, lighting should enhance the feel of the storefront at night.

Lighting enhancing the feel of safety both in front of the business, and to those nearby.

Lighting that adds elegance and warmth to the storefront. Bringing more light to the pedestrian level, and adding a sense of intimacy and uniqueness to the storefront.

Prevent

Usage of "tacky" or outdated lighting that does not fit well with the overall character of the community.

Lighting that may become distracting to drivers.

Lighting that requires difficult or strenuous upkeep.

Hues of light that do not coincide with the business or feel of the neighborhood.

Usage of flashing, blinking, or multi-colored lighting that may draw people away, rather than coming into the business.

http://urbanworksrealestate.com/district/
alberta_street

http://leodesignnyc.com/2015/04/

Outdoor Seating

http://sprudge.com/chicago-part-2-49279.html

Benches

http://www.prodigycoffee.com

Tables and Chairs

http://www.sfgirlbybay.com/2013/04/15/san-
francisco-on-Montofter-sunset/

Partitions

http://www.signexponyc.com/wp-content/
uploads/2012/08/IMAG0763-1-1.jpg

Benches

What Are They? At first, benches do not appear to be an exciting or necessary element to a storefront. And in some cases that may be true. However, in many cases benches can give a storefront that small touch it is missing. Through the usage of color, different materials, and various functions, a simple bench can become more than a simple place to sit. The bench may add some color to a previously dull building. It may be used as a spot to sell products outside. Even if it is simply a place for people to sit, it slows them down and allows them to enjoy the sights and sounds of the area.

Given the right location and placement, a bench can become a great addition to a storefront. Examples such as; a hair salon/barbershop, ice cream parlor, or a small boutique makes perfect sense for a bench. Especially with smaller stores, benches can provide some temporary outdoor seating for customers to wait or enjoy the weather. Seeing people along the sidewalks promotes vibrancy in the area. Vehicular traffic seeing more people along the street forces them to slow down, and perhaps check the area out for themselves.

Find more examples of Benches, click here for our Design Gallery

http://ladybirdandfellow.blogspot.com/2014/03/a-someday-store.html

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Promote

Quality design using quality materials.

Benches that are fixed to their designated positions at the storefront.

Benches that invite both customers and pedestrians to relax for a short period of time.

Benches that are more than just a piece of sidewalk furniture. Rather, they contribute something to storefront design.

Benches that make sense with the store or business it is placed. Perhaps adding a spot to do some outdoor business.

Prevent

Benches that can be stolen or easily moved to another location.

Poor design that allows for the bench to become easily damaged.

Benches that do not make sense in front of a particular business. Not all storefronts necessarily need a bench.

Benches from simply becoming a place of loitering.

www.facebook.com/sugarbakeshopchs/photos/pb.193405289046.-2207520000.1408749/193412434046/?type=3&theater

http://www.fubiz.net/2010/01/27/city-benches-urbanexcursioncph-some-pictures-of

Tables and Chairs

What Are They? The last thing someone wants to do on a beautiful day is spend it indoors. Giving customers the opportunity to sit outdoors not only increases the amount of people that are served, but also enhances the overall storefront. Bringing people onto the sidewalk adds life to the street. People want to go to places they see other people. Outdoor seating enables people to enjoy both the business, and the area which it is located.

Outdoor seating should be a comfortable and relaxing experience. The usage of awnings or umbrellas keep people cool. Comfortable, not cluttered organization of seating allows for people to sit at ease outside. There a variety of outdoor seating styles that could be implemented to a storefront. Keeping in mind the areas codes/ordinaces pertaining to outdoor seating is key. Keeping an adequate amout of sidewalk space for pedestrians is important to the district. Nevertheless, outdoor seating can be a great addition to both businesses, and the business district as a whole.

Find more examples of Tables and Chairs, click here for our Design Gallery

http://artusibar.com/tag/seattle-outdoor-seating

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Promote

Seating that provides a comfortable environment for customers.

Stable, comfortable, attractive design that enhances the storefront.

Design that enhances, rather than clutters the sidewalk.

Seating with umbrellas, overhangs, or some way of providing shade, protection from weather.

Seating that can be moved easily when business is closed or weather is not favoring outdoor seating.

Prevent

Seating that looks cheap and damages easily.

Seating from cluttering the sidewalk or entrance to the business.

Seating that does not serve a purpose, need, or demand for the seating.

Permanent outdoor seating that may look unattractive during winter months for example.

Design of seating that does not encourage comfort and conversation.

http://www.nysonglines.com/spring.htm

http://s-media-cache-ak0.pinimg.com/originals/aa/96/2a/aa962a9f85af097fcd1fb64572658dbb.jpg

Partitions

What Are They? Partitions are a great element for a business to add to their outdoor seating section. Not only do they clearly separate the business and the public sidewalk, partitions also add a sense of intimacy and uniqueness to the newly create outdoor space. Being closer to the street and not quite connected to the building, a larger variety of materials are more appropriate in terms of design. In numerous cases, elements such as a logo, address, or business name are incorporated in the partition design.

One key thing about partitions should be their ability to be moved during times of inclimate weather. They should not look cheap and fall down by a gust of wind, but they should not be difficult to move either. Depending on local ordinances, partitions can allow for food and drinks to be served outdoors, as long as they take place within the partition boundaries. Creating a boundary also helps keep the outdoor element of a business from branching too far out into the public sidewalk, which could become a serious safety issue. Furthermore, partitions add to the element of outdoor space for a business, they increase visibility for the business, and open the door to various possibilities of utilizing the created space.

Find more examples of Partitions, click here for our Design Gallery

http://grantsforge.com/public_works

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Promote

Partitions that create interesting and intimate outdoor spaces for both the business and the community.

Designs that collaborates logos, colors, and/or materials that correspond to the business.

Aesthetically pleasing separation between the business and the public sidewalk.

Designs that utilizes different materials and elements such as lighting, plants, elements not found on other parts of the building.

Partitions that can be removed during inclimate weather or after business hours.

Prevent

Partitions that are difficult to remove.

Designs that can easily be damaged or broken, creating an eyesore rather than an asset.

Partitions that block pedestrian traffic along the sidewalk. The design should still allow a clear path along the sidewalk for pedestrians.

Partitions that block a significant frontage of the business. The partition should still allow clear vision into the storefront from the street and sidewalk.

Partitions from being simply a separation element. Make it a design element that adds character to the overall storefront.

http://barcelonawinebar.com/atlanta.htm

http://www.esquire.co.uk/food-drink/news/a6168/londons-best-restaurants-for-alfresco-dining/

Public Space

Streets

Sidewalks

Street Lighting

Landscaping

Parking Design

Wayfinding Systems

Public Signage (like stop signs, parking signs, etc.)

Outdoor Furniture

*Click the topics above to see each part in more detail, or continue to the next page.

Streets

Importance?   No two central business districts are the same. That being said, the street component is unique in each instance. Some districts may have a narrow two lane road, while other may be wider thoroughfares of four to five lanes. How the street is maintained, and what materials are used also contribute to the business district, and public space as a whole. Regardless of the street design, the street itself has tremendous impact on the overall character of the public space.

The street not only dictates the vehicular traffic within the public space, but also effects the pedestrian traffic, and how individuals traverse the area. For instance, on a narrow road, pedestrians tend to cross the street at various locations aside from the corners of the street. Vehicular traffic moves slower due to the tighter feel of the buildings, parked cars, and possibility of pedestrians crossing at those various locations. In the case of a wider road, pedestrian movement becomes more dictated by crosswalks and/or road intersections as it becomes more difficult to cross more lanes of roadway. Vehicles also tend to move faster given multiple lanes, and fewer possibitlies of pedestrians impeding their path.

Find more examples of Streets, click here for our Design Gallery

http://www.dreamstime.com/stock-images-small-town-main-street-1-image14026714

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Promote

Use of various materials such as brick and textured concrete to slow vehicular traffic, and help clearly mark pedestrian crossings.

Use of vegetation, bump-outs, and other traffic calming methods to make the main street more of a public place, and less of a thoroughfare for vehicles.

Streets that welcome multiple forms of transportation, but are geared more toward the pedestrian experience.

Streets that allow for flexible uses and opportunities for public events and festivities.

Prevent

Streets from simply becoming a vehicular thoroughfare.

Design that conflicts the character of the area and the built environment.

Streets that are one-dimensional, not collaboratng with other elements within the public realm to create an interesting place.

Streets that deter visitors away due to maintenance, safety, etc.

http://www.collegegreenmag.com/wp-content/uploads/2013/01/DSC_0021.jpg

https://gymonlocke.files.wordpress.com/2012/09/img_4132.jpg

Sidewalks

Importance?   Sidewalks along traditional main streets function as the lifeline for the entire business district. In order to have a successful walkable envionment, sidewalks have to have high priority. They should be a design element in their own right, contributing to the overall public space. The sidewalks should be well-maintained in order for everyone to move safely. Overall, the pedestrian experience needs to be relaxed and comforting.

When sidewalks are designed correctly, they become a lively public space within the business district. Serving as the foundation to the walkable space, when collaborating with various other elements, the sidewalks become an experience to the pedestrian. Wider walkways give the flexibility for things like outdoor seating for businesses, room for trees/vegetation, and other forms of entertainment. Furthermore, when the proper attention is given to the sidewalks, the overall vibe of the public space benefits.

Find more examples of Sidewalks, click here for our Design Gallery

http://thecity___/___/___-the-eight-principles-of-the-sidewalk-building-___-active-cities-paula-santos/

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Promote

Wide and well maintained walkways.

Utilizing building materials that enhance the design of the business district.

Sidewalks that allow for clear and easy movement of pedestrians.

Sidewalks that allow for adjacent businesses to expand their boundaries, bringing for vitality to the street.

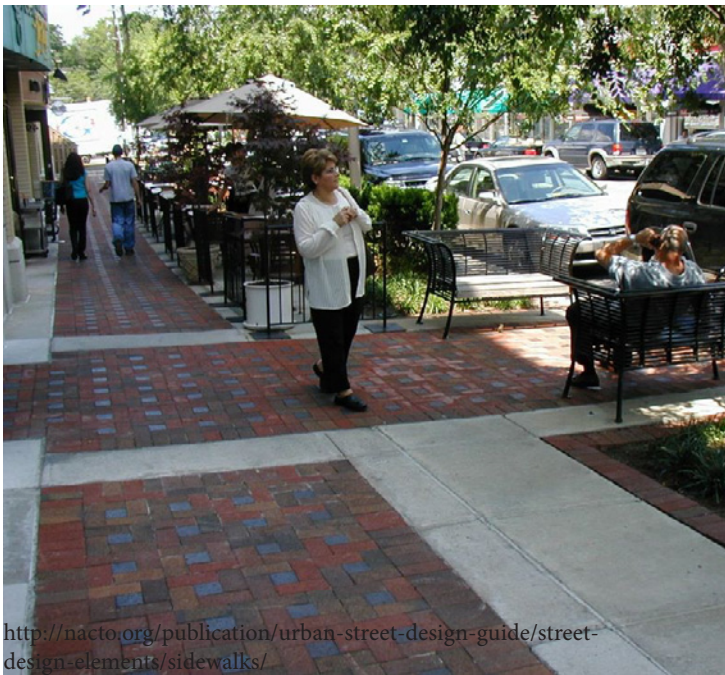Design that makes the pedestrian feel safe, comfortable, and wanting to spend time in the area.

Prevent

Poorly maintained or damaged sidewalks, limiting those who can traverse the area.

Sidewalks that become congested or cluttered with other elements within the public space.

Narrow sidewalks that do not allow for other activities aside from walking.

Sidewalks from becoming an afterthought to the overall design and development of the public space.

http://nacto.org/publication/urban-street-design-guide/street-design-elements/sidewalks/

https://sadlerhouse.net/sadlerhouse/rockland/

Street Lighting

Importance?   Lighting can either become a powerful tool, or a strong deterrent for a public space. Particularly in terms of street lighting, safety and perception become top priorities. Not only is it important to shine light onto the street for the safety of vehicular traffic, but the lighting also makes people aware something is going on in a given location. having a distinct street lighting design can separate the business district from surrounding areas, further making it a focal point.

Street lighting color should also be taken into consideration as well. More areas are choosing to switch to LED lighting which creates a "whiter" hue. Doing so adds to the energy effiency of the space, and adds additional brightness to otherwise dark sections. Enhancing the street lighting in terms of design gives drivers a sense that they are entering a focal point of the community. A place where activity is occurring, therefore making the drivers more cautious to the area. Coupled with sidewalk lighting, street lighting can create a business district that is successful both day and night.

Find more examples of Street Lighting, click here for our Design Gallery

http://www.onlyinyourstate.com/oklahoma/best-main-streets

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Promote

Attractive design that sets the street apart from others.

Usage of newer lighting technologies such as LED to increase efficiency.

Design that enhances the safety and overall perception of the area.

Lighting that promotes the street as an activity center.

Prevent

Lighting from giving the street a negative perception.

Lighting from becoming poorly maintained, dirty, or and eyesore.

Design that does not adhere to the overall design of the business district.

Lighting that only serves its functional purpose.

http://www.travelandleisure.com/articles/the-best-of-cape-cod

http://www.acegfx.com/vector/street-light-banner-design

Landscaping

Importance?   Landscaping and greenery helps break away from all the hard surfaces and materials found along a traditional main street. Proper landscaping adds another aspect of charm, brining the public space down to the human scale. The trees provide pedestrians some protection from the elements. Flowers and shrubs add some personality to the fronts of businesses. Maintained lawns show that someone is consistently taking care of the area.

Without landscaping, an area can begin to feel quite cold. Having some form of landscaping throughout the year really brings a sense of warmth and uniquness to the public space. Larger landscaped areas can also become central gathering places within the community. While there is no right or wrong amount of landscaping, the key component is upkeep. Try utilizing landscaping that is easy to maintain, long lasting, and has little possibilty of causing any damage to the built environment.

Find more examples of Landscaping, click here for our Design Gallery

http://www.onlyinyourstate.com/oklahoma/best-main-streets-ok/

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Promote

Well-maintained, clean, visually appealing landscaping throughout the public space.

Landscaping that adds another dimension to the overall feel of the public space.

Landscaping that can be an asset year-round

Types of landscaping that will not cause serious damage to the built environment which it surrounds.

Diversity and uniqueness of landscaping throughout the public space.

Prevent

Landscaping from becoming a hastle, rather than an asset.

Use of vegetation that becomes difficult to maintain, or loses its appeal during a certain time of year.

Vegetation that causes damage to walkways, walls, or other hard surfaces.

Landscaping that conflicts with the natural surroundings.

Drainage to rain garden

Parking Design

Importance?   Although the main goal of a traditional main street district is to create a walkable location, parking will continously become a topic of discussion. There are a variety of options in terms of how to design parking, but usually only one or two options make sense for a given area. Maximizing the effiency of a space designated for parking becomes key.

How street parking is designed becomes dependent on a few things. For example, the demand for parking in an area will reflect how many spots are necessary. The width of the street also influences the design in terms of the alignment of the spaces. Whether or not the spots will be free or paid also brings in the options of how visitors will pay (meters, kiosks). Additional design elements for small lots also need to look into landscaping, or options to assist stormwater management. Parking is necessary, but it does not necessarily have to become a hassle, or an eyesore.

Find more examples of Parking Design, click here for our Design Gallery

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Promote

Design that utilizes space for parking in the most efficient manner.

Design that utilizes other elements such as landscaping and lighting.

Parking design that serves duel purposes, like parking and stormwater management.

Design that makes most sense given the dimensions of the existing infrastructure.

Design that is easy for the driver to utilize.

Prevent

Parking from ruining the overall feel and design of the public space.

Design that does not fit with the adjacent built environment.

Parking design that becomes difficult for the driver to utilize.

Parking from becoming a deterrent to visitors.

Design that ruins the dense, walkable atmosphere of a traditional main street.

http://www.demilked.com/street-art-roadswort/

Wayfinding

Importance?   Traditional main street business districts are no longer solely geared toward the people that live within the community. Rather, they are trying to get people to visit from across the board, and stand out from newer shopping districts. That being said, wayfinding becomes critical for attracting new visitors into an area. Nobody likes to be lost. Yes, GPS may get many people to the general area, but once they get there, or the individual steps out of the car, navigating around the area should be effortless.

Usage of wayfinding signs, maps, and images need to be uniform across the board. The community or district needs to create a brand for itself; color scheme, logos, specific font, anything that clearly defines where the focus area starts and ends. The system also needs to address various levels of visitors. From the drivers and public transit users, to the pedestrians on the sidewalk, the overall wayfinding system should establish a hieracrchy in order to take each of these levels into consideration. If successful, wayfinding creates an inviting, attractive, and stress-free experience for each visitor.

Find more examples of Wayfinding, click here for our Design Gallery

http://www.mailboxesandsigns.com/searchresults.asp?cat=1835

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Promote

Consistency throughout the system of wafinding.

Establishing a wayfinding hierarchy in relation to the types of users of a given sign, placement, and the item's purpose.

Design that reflects a historical or iconic aspect of the space's surroundings.

Ease of use, the overall system should come easy to the user to understand and interpret.

Design that clearly marks the space, and defines where the focal space begins and ends.

Prevent

A system that becomes difficult for an outsider to interpret.

Wayfinding from becoming and cluttering component to the overall design of the public space.

Inconsistent wayfinding, making it confusing as to where the designated area is located.

Wayfinding that needs to be consistently updated. An outdated sign does a visitor no good.

Wayfinding that becomes difficult to utilize at night.

http://www.hooksandlattice.com/sign-frames.html

https://s...9.pinimg...uk...08/
cad308...

Public Signage

Importance?   Public signage refers to signs such as "stop" signs, "no parking", or "handicapped" signs. Again, this is another detail of the public space we tend to forget about, but greatly impacts the public space. Public signs in a way lay out the rules and organization of the public space. Where people and vehicles can and cannot go are dictated by public signage. While organization is necessary in a public space, too much organization can be off-putting, leaving a visitor hesitant to return.

Visually, public signage tends to clutter the public realm, particularly with parking signage. Communities should look into newer ways to convey the same messages in a clean and concise manner. Having too much signage impacts the character of the public space. However, not enough signage creates chaos. Finding the right balance for a public space, along with the proper design will ensure both a safe and enjoyable space for visitors.

Find more examples of Public Signage, click here for our Design Gallery

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Promote

Signage that enhances the overall safety of the public space.

Signs that are clearly legible and easy to understand.

Design that enhances, rather than clutters the sidewalk and overall public space.

Signage that allows for organization, but not full dictation of movement around the public space.

Finding newer ways to convey the same message in order to enhance the safety of the area.

Prevent

Signage from creating clutter within the public space.

Using signs that are not necessary, or signs that do not make sense dimensionally in a given place.

Public signage from making visiting and enjoying a space difficult.

Signage from fading, or becoming poorly maintained, thereby eliminating its purpose.

Signage from becoming hidden or difficult to read due to darkness or vegetation.

http://www.nicepeoplenetworking.com/2011/interesting-pictures-2/

https://yarnaholicconfessions.wordpress.com/2013/02/19/stop-sign-flowers/

Outdoor Furniture

Importance? Sometimes the details we take for granted make or break the feel the of a public space. Benches and garbage cans are not the first things to mind when we go to a public space, but when they are not present or in poor condition, the impact is significant. Outdoor furniture, regardless of what it may be, ties the public space together. These details are the finishing touches to the cake. To an extent, they dictate the overall experience people have when visiting the public space.

When benches for example are in poor condition or uncomfortable, people do not spend as much time in the space. If there are not sufficient amounts of garbage recepticles, chances are there will be more litter scattered around the area. The choice of furniture sets the tone of the space. Whether traditional and clean, or artistic and unique, the outdoor furniture should be well maintained, and somewhat consistent in terms of design. Creating an iconic image in one's head of an area threw simple design elements can make all the difference in whether or not that person decides to come back again.

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awesome-and-unusual-bike-racks/7

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Promote

Adequate amounts of outdoor furniture that increases the time individuals spend in an area.

Furniture that enhances the overall design of the public space, rather than cluttering the sidewalk.

Design that can be easily and properly maintained.

Furniture that plays off of the amenities brought to the area by the adjacent businesses.

Design that stays consistent throughout the public space, setting the space apart from other adjacent areas.

Prevent

Furniture that is difficult to maintain or becomes an eyesore to users.

Having an inadequate amount of furniture for the given public space.

Furniture that does not make sense with its surroundings.

Placement of furniture from becoming an issue. Look into proper placement of the items in order for maximum usage.

Furniture from creating a cluttered environment along the walkway.

http://sf.streetsblog.org/2009/01/23/eyes-on-the-street-diy-street-furniture-enlivens-potrero-hill-street/

http://www.architonic.com/pmsht/crystal-mmcite/1149462

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