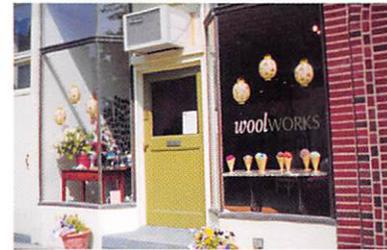


*Village of
Pelham, New York
Storefront Design*

Guidelines

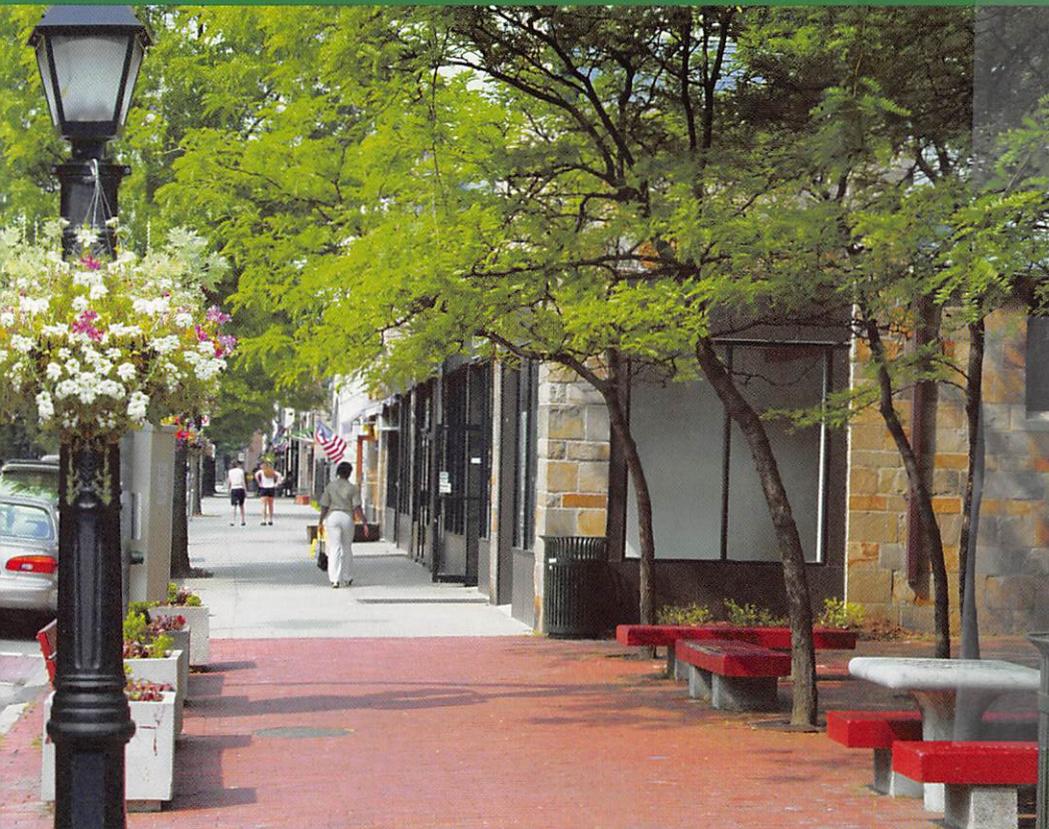


The economic health of Pelham's commercial district depends on the quality of its retailing; the merchandise mix, marketing and services. Underlying the success or failure of these factors is the physical appearance of the district.

The appearance and maintenance of buildings and storefronts is a vital part of a retail corridor's image. Retail activity and good store design go hand-in-hand. Experience in other towns and cities demonstrates that when improvements to storefronts are combined with enhancements to the entire commercial area, it can have a dramatic effect on retail sales performance.

This brochure has been designed to help building and business owners on the Village's commercial streets to take a new look at storefront design, and to suggest improvements that can help enhance the image of individual stores and, in turn, benefit the appearance of the entire area. It proposes quality design while still encouraging a healthy range of individuality.

This brochure supplements information in the Village of Pelham Sign Code, which is the law. In conjunction with these guidelines is a summary of that code.



Storefront Design

Make sure your storefront's appearance makes a good first impression. Because first impressions can have a lasting influence, it is essential your store design and window display present an appealing image.



Poor appearance

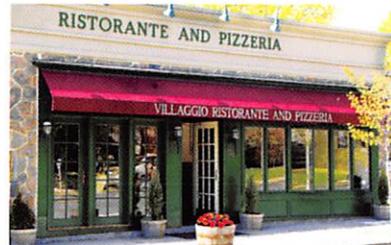


Attractive appearance

Integrate your storefront's design with the building's architecture. Work within the overall architectural features, using piers, arches, and cornices to frame and accent your storefront. Preserve and do not obstruct historical building features and use them to give your store a distinct quality.



Poor integration with building design

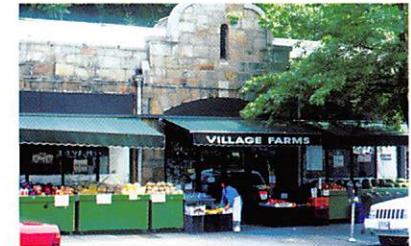


Good storefront design

Use materials, colors and design that retain or improve upon the basic scale and integrity of the building. Façade and sign colors and design should complement the building and should be in keeping with the nature of your business.



Before



After

Keep your storefront simple. The essence of good store design is simplicity. Choose a design that is clean and neat, with clear visible display areas that suit your merchandise.



Confusing storefront



Clear, well designed storefront

Use quality materials that have substance and that will wear well. Quality materials create an image of permanence. They should be durable and easy to maintain. Do not use materials that are in conflict with the building's architecture (i.e. plastic, laminates, corrugated metal, etc.)



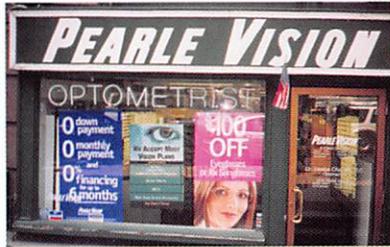
Poor quality of materials



Durable materials

Signs and Graphics

The Village sign code permits only two signs. Signs other than a primary and secondary sign are not permitted. No other signs are allowed on the façade or windows of your store.

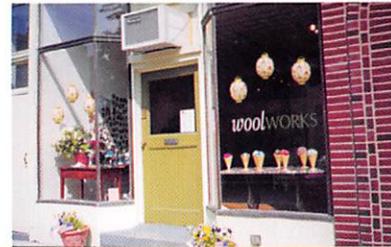


Not permitted by code



Two well-placed signs

Your sign should be well-designed, made of quality materials and integrated into the storefront. Your sign tells a lot about you and your shop. The appearance of your sign can be one of your best advertisements. Be sure it is well made and in good repair and scaled and placed to create a sense of harmony and order with the storefront and building.



Good examples of signs

Keep sign message simple with lettering that is easy to read. Signs should be clear, straightforward and limited to the store name and address (see Village Code).



Illegal sign



Appropriate sign

A sign behind the show window can not cover more than 25% of the glass. Transparency allows for the merchandise to speak for itself. Show windows should be used to promote the store merchandise; therefore, do not block the visibility with signs.



Signs obstruct window



Correct use of window sign

Accentuate your sign with soft, indirect lighting. Well lit signs can accentuate your storefront. Exposed or harsh light bulbs, internally lit sign boxes and flashing signs are not permitted.



Good example of sign lighting

Avoid temporary and hand written signs. Temporary and hand written signs create a feeling of impermanence and should be used only on rare occasions. Use only professionally lettered signs.



This sign creates a messy appearance

Lighting

Invite people into your store with light. Light creates an inviting mood for your store. Proper lighting enhances your shop's design and image.



Attractive store lighting

Accent your merchandise with light; use night lighting to encourage window shopping. Lighting schemes should present your product to its best advantage. Avoid harsh fluorescent light and bare bulbs in merchandised areas. Keep show windows lit from dusk to 11:00pm.



Attractive store lighting

Window lighting is a form of night security. Illumination from store windows increases the light on the street and offers a greater sense of security to passers-by while encouraging more night-life on the street.

Merchandising and Display

Make merchandise displays unique and exciting. Take full advantage of the show windows with a clear, orderly presentation that will draw customers into your store. This is often your best marketing tool.



Unattractive window display



Creative display

Make it easy to see into your store windows. Use clear glass. Avoid tinted, smoked or opaque windows. Do not cover windows with curtains or blinds and never attach any merchandise or signs to the show windows.



Obstructed show windows



Good transparency

Keep show windows and display space clean and change displays often. Good retailers often wash their show windows everyday and change their displays every few weeks.

Awnings and Greenery

Awnings can offer color and visual interest to a storefront. Awnings can provide a location for a store name and address. Awnings should be made of quality materials such as heavy matte canvas and meet all Village codes.



Oversized, poorly designed awning



Well-designed awnings

Complement your store with flowers and greenery. Planters, window boxes, foundation plantings soften hard edges and add color. Keep planters filled and well maintained. Replace plants seasonally or as needed.



Attractive plantings

Maintenance

Good maintenance is good business. A store that is clean and well-maintained suggests stability and respect for your customers. Wash windows, sweep sidewalks, repair broken and chipped façades and signs and keep stores free of visible trash.



Poor maintenance sends a negative message



A well-maintained storefront creates a positive message

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