



Yes, We're

Open



STOREFRONT TIPS

MAKE A GOOD FIRST IMPRESSION

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CREATING A GREAT CUSTOMER EXPERIENCE STARTS RIGHT OUTSIDE YOUR FRONT DOOR

In today’s retail world, competition is tight—from online retailers and big box stores to other national chains.

Customers seek local, authentic and unique. Win customers based on the unique experience your store provides.

Choose a sign, lighting, window displays, and outdoor furnishings that reflect your customer experience.

FOUR ELEMENTS OF STOREFRONT DESIGN

Signage—Who are you? What makes you unique? What do you represent... and what represents your business?

Lighting—What’s inside? Can nighttime visitors see your products? Do your lights help illuminate the sidewalk so your store feels inviting and safe to walk by?

Windows—What do you sell/offer/create? Are your products current—for the season/holiday/occasion? Is your window covered/cluttered/tinted, or can your customers see what you sell?

Outdoor Furnishings—How do you make customers feel comfortable and welcome, even before they step inside? Does your landscaping show the way to your front door?





Awning with name of business only

Custom **"Open" sign** signals to customers this is a local shop

Window decals are at eye level and simple

Doors list street address and business name only

Paint is fresh and clean, windows have been washed

Windows are lit, untinted and unobstructed

Window display is simple, shows goods for sale

Outdoor planters soften the edges and bookend front doors

TIP 1—‘KEEP IT SIMPLE’ SIGNAGE

Show who you are, and what makes you unique! Think about what best represents your business. **Simple is best.**



FRONT DOOR

- Business name/logo at eye level
- Hours
- Street Number

Nothing more. Nothing less.



BUSINESS NAME

A sign on your building—or on an awning—**only needs to have your business name.**

Listing too much information (name, products, specials, prices, contact info, etc.) leads to information overload; customers won't read *any* of it!



ICONS / SYMBOLS

If you couldn't use words, what would you use to communicate with your customers? Think about:

- Color
- Form
- Imagery

Reach the broadest audience—across language or literacy barriers— through the simplest message.

For example, where are you likely to find ice cream on this street?



A LOCAL TOUCH

‘Open’ signs

- Hand-lettering
- Custom neon

Sandwich boards

- Off-the-shelf vs. custom-made
- Get creative with shapes, colors, materials, messaging.

Sidewalk chalk

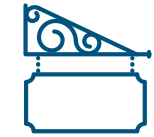
- No permit required!
- Lead customers straight to your door.



DAY & NIGHT

Illuminate your sign so customers can identify your business at any time of day.

Think of your sign as **an extension of your store.** How does it engage with public space?



BLADE SIGN

Perpendicular signs let people a block away—or *more*—see where your business is located.

They **entice customers to keep walking** towards your business!



TIP 2—LIGHT THE WAY

LIGHTING

Customers can only buy what they can see!

Double your customer base by showing nighttime passersby what's in store. If you're closed at night, give them a reason to come back the next day when you're open!

Interior—Make sure customers can see what's inside, from outside. Illuminate your products and your experience (e.g., diners enjoying a meal).

Exterior—Create an inviting storefront through lighting; make it feel safe to walk by, make it visually interesting.



TIP 3—WINDOW SHOPPING

Ensure windows are clean, clear, unobstructed.
Update displays to reflect current products and season.



YOUR WINDOW DISPLAY IS YOUR ADVERTISEMENT. LET IT SPEAK FOR ITSELF.

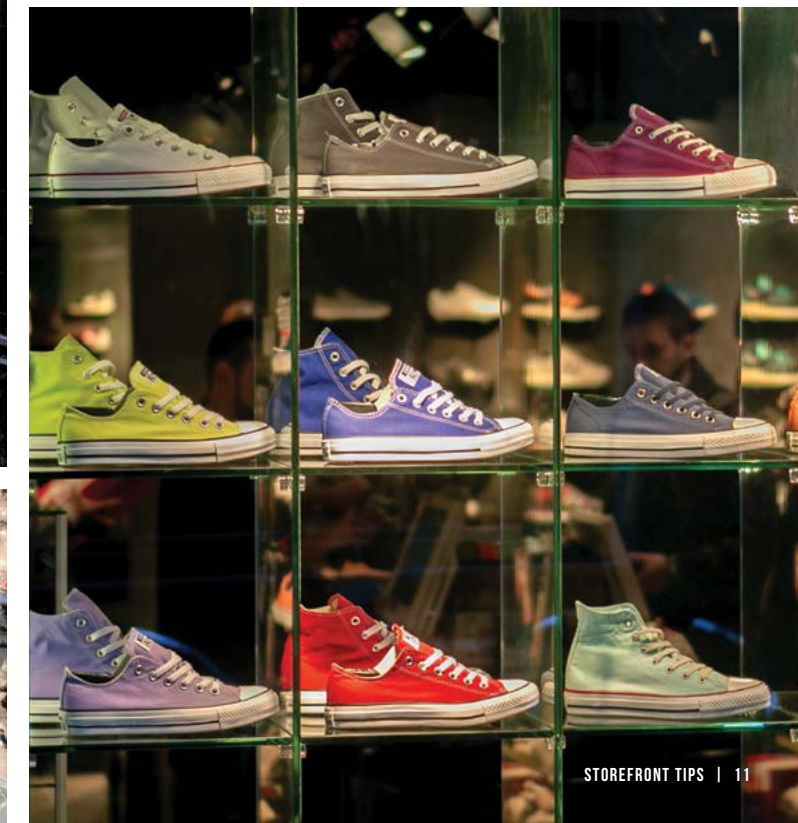
Show, don't tell—Instead of using posters or window ads to say what you sell/offer/create, display your wares! Products are a universal language: Everyone understands that a book is a book, or a shirt is a shirt. Let your products speak for themselves.

Change displays often—Window displays are the easiest element of your store to change, and you don't need a permit to do it!

- Rotate in your newest products to attract new and repeat customers!
- Change displays to match the holidays and seasons.

Maintain visibility—Can your customers see through the window?

- Keep glass clear, clean, and unobstructed.
- Avoid cluttering the windows with signs; let the merchandise take center stage.





TIP 4—THE GREAT OUTDOORS

ENTICE CUSTOMERS FROM BLOCKS AWAY

Welcome shoppers and diners with an attractive entrance. Encourage customers to stay awhile.

Use landscaping to highlight front entrance and outline seating area

The sidewalk is your welcome mat

- Clean up litter, cigarette butts
- Shovel the sidewalk

Offer seating, shade, and plants to create a comfortable space to rest

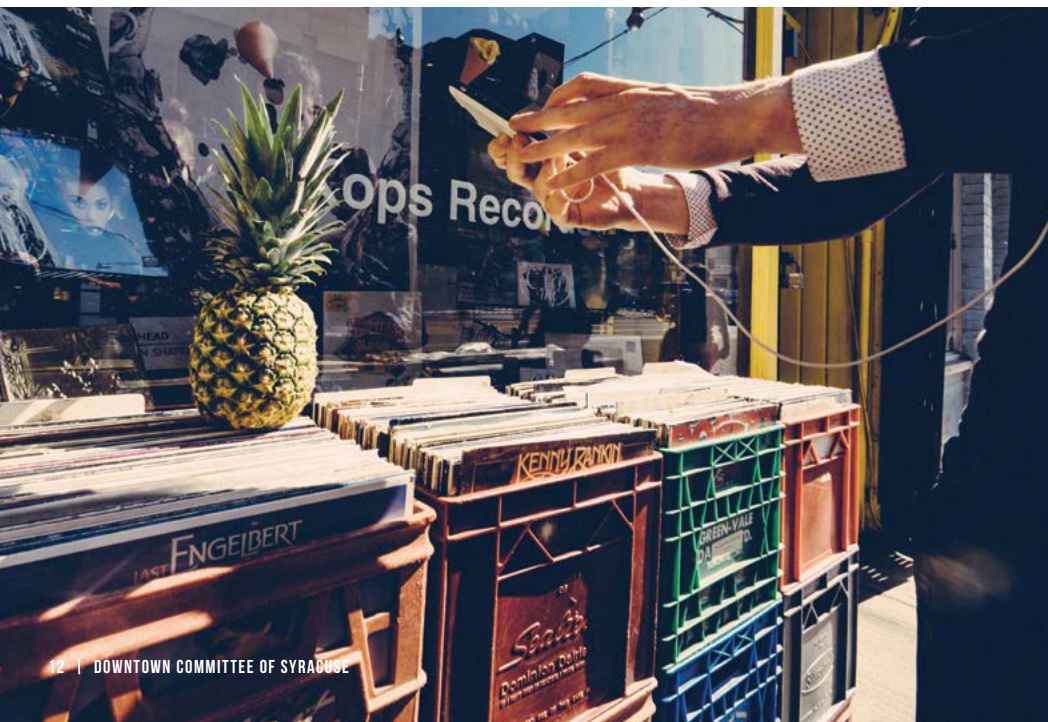
- Tie your furnishings to your business identity and brand

Cater to all your customers; don't forget our four-legged friends!

- Provide water bowls and a pet-friendly seating area.

Preview products with outdoor displays, posted menus

- Shops: Display your products outside so customers can see what you sell
- Restaurants: Post a menu outside so customers can “window shop”



STOREFRONT TAKEAWAYS

REMEMBER THE FOUR TIPS

Use all four elements of storefront design to showcase your brand!



SIGNAGE



LIGHTING



WINDOWS



OUTDOOR FURNISHINGS



BEFORE



AFTER

CHECK OUT THIS INCREDIBLE TRANSFORMATION IN DOWNTOWN SYRACUSE!

321 & 323 South Salina St.

Reverting to a storefront's original, historic appearance appeals to shoppers seeking authenticity. It also helps tie stores together as a cohesive shopping district.

PUT YOUR BUSINESS'S BEST FACE FORWARD.

For more assistance with your downtown Syracuse business,
please contact us: **(315) 422-8284** or **mail@DowntownSyracuse.com**



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