

GET
STREET
SMART

THRIVING DISTRICTS BY DESIGN



TODAY

Low-cost high-impact storefronts

SEANETTE CORKILL
BRIAN EMERICK, AIA

WHAT DEFINES A "MAIN STREET" ?

- *CULTURE* buy local, quirky, independent, fun
- *CONTINUITY* streetscape, wall of storefronts, `walkability`
- *HISTORY* architecture, annual events, communal experiences
- *CONVENIENCE* one stop shopping in the community
- *FLEXIBILITY* adaptable to change over time
- *COMMUNITY IDENTITY* a place to meet your neighbors

What defines a "Main Street"?



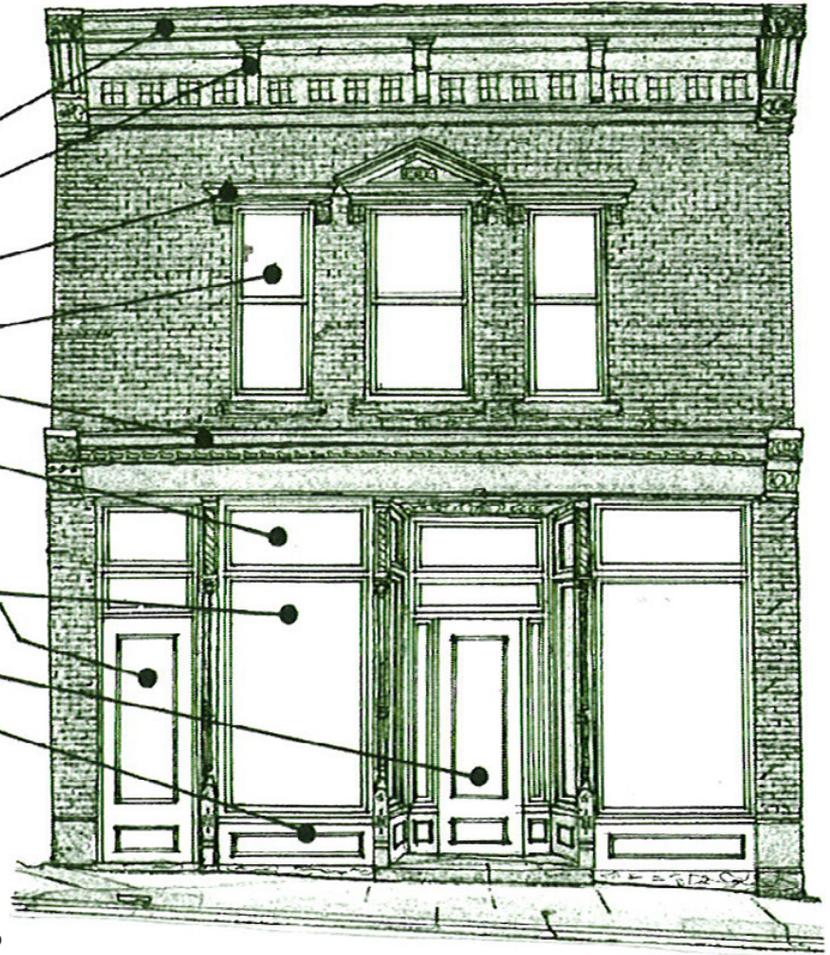
District Unity



District Discontinuity

S T O R E F R O N T S

upper cornice
bracket
window lintel
double hung window
mid-level cornice
transom window
door to upper level
display window
entry door
window base



The storefront, arguably the most important segment of a commercial building, is often the portion that pedestrians and drivers notice the most.

The importance of the Storefront

STOREFRONT DESIGN PRINCIPLES

- *Consider the entire building*
- *Context + continuity*
- *Window display*
- *Paint*
- *Awnings*
- *Signage*
- *Lighting*
- *Maintenance*

Storefront Design Principles



This renovation to a former industrial building added strong easy-to-read storefront bays



Before

Storefront Bays



A display window converted to a large pivot window



Historic storefront with painted wood windows and recessed entry

Display Windows



Historic storefronts with transoms above and wood window base

Transom Windows



Contemporary storefront system with aluminum-clad wood framed windows and integrated wood window base.

The base provides extra protection from the water on the sidewalk.



Window Base



Recessed entry with natural wood doors enhances the storefront.



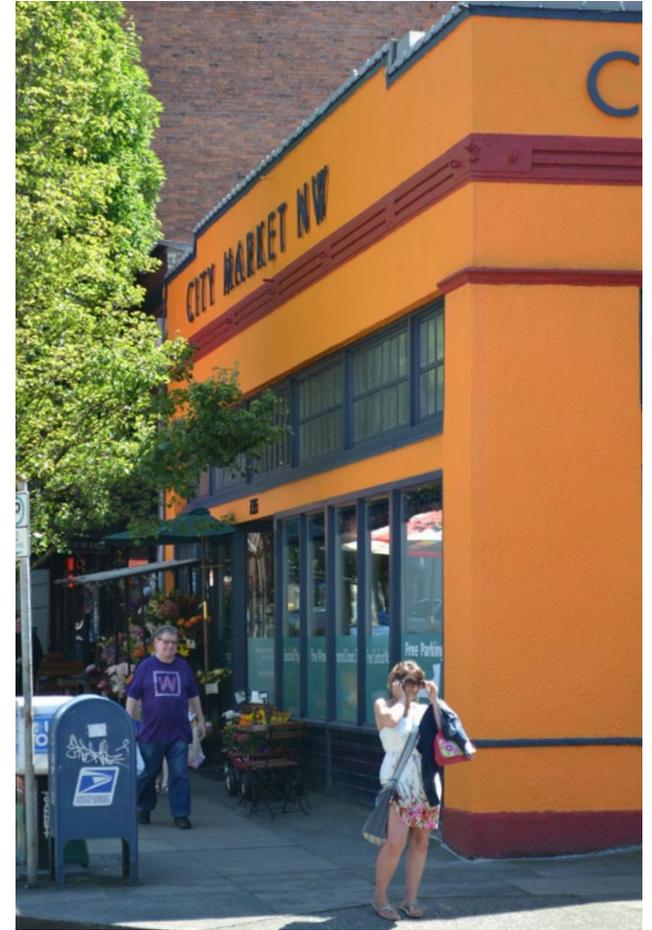
Bold Color and operable storefront make for an inviting entry.

Doors



Visualizing potential color schemes before painting helps take the guesswork out of big decisions.

Strong colors give life to the street



Materials + Color



Double wooden south-facing canopies



Fabric awning

Canopies + Awnings



Retractable awnings give flexibility to weather and day lighting



Retractable Awnings

CLEAN + SAFE PRINCIPLES

- *Welcoming Feeling*
- *Neighborhoods Front Door*
- *Appropriate Lighting at Night*
- *Regular Hours Morning Through Evening*
- *Community Policing*

Clean + Safe Principles





Scheduled maintenance



Base in need of paint

Maintenance



OPEN

Marlboro
Basic

549

BUS STOP

RESTAURANT & LOUNGE



**CASE
STUDIES**



Existing Building



Historic Building



Concept sketch of facade with restored storefront windows and new signage

Rebuilding Storefronts

Draft Project Scope
January 11, 2012



New period-appropriate marquee signage.

Provide cost to restore missing cornice for Phase II.

Verify condition of existing leaded glass and restore as necessary.

Restore/replace windows to match original double hung configuration.

Restore original transom windows.

Remove existing canopies.

Restore original wood storefront configuration along with masonry piers.

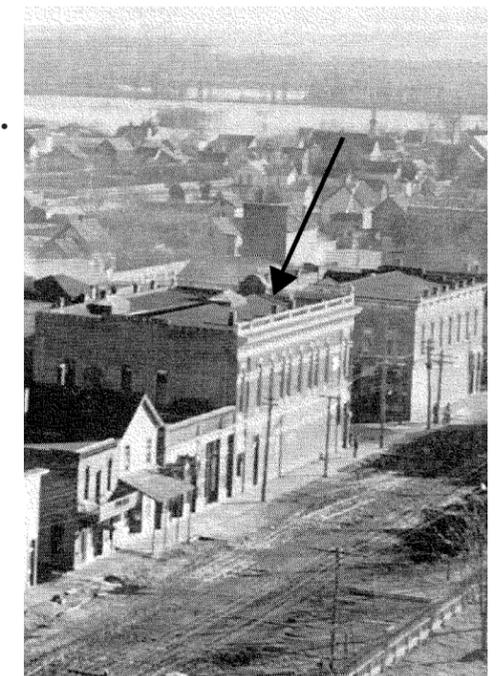
New 4 color paint scheme for entire block.

New retail lighting at storefront bays.

New historic accent lighting for building.

Facade Restoration Options

216 E Main, Hillsboro, OR





NEW PEDESTRIAN FRIENDLY STREETSCAPE



RECESSED ENTRY

Portland Internetworks

INNER SE PORTLAND | TENANT IMPROVEMENT | \$125,000 | 2011

Built in 1925, this retail and light industrial building has been everything from a candy factory to its current home as a state of the art technology center for Portland Internetworks. Over time, the storefronts were poorly altered and the building lost much of its early twentieth century charm. Enter the project, which completely restored the original feeling of the façade using traditional wood storefronts, pedestrian oriented signage and architectural lighting. Careful to anticipate the next century of diverse use, the project restored the ability to subdivide the space into three distinct tenants.



BEFORE



NEW RECESSED ENTRIES



NEW SIGNAGE

STANDALONE STOREFRONTS FOR FUTURE MULTI-TENANT FLEXIBILITY



CONCEPT PAINT SCHEMES



BEFORE



SUSTAINABILITY PRINCIPLES

- *Reusing Old Buildings is Recycling on the Biggest Scale*
- *Building Quality IS Sustainability*
- *Buildings Are Major Investments-Think 100 Years*
- *Flexibility is Key to Future Adaptability*
- *Be Careful with 'Green Bling'*

Sustainability Principles



Portland Main Street

Design Handbook

A guide to neighborhood commercial district revitalization



Resources



Low-cost high-impact storefronts





SOPRA

BAR

SOPRA

BISTRO

SOPRA

PANNING

Schonert



MERCANTILE

MERCANTILE

WILDER'S WORKSHOP

Cozy Shop!

WELCOME TO OUR HOME

JCT
34
P



Storefronts, Awning & Maintenance

BAKERY

HILL
INSURANCE

SURE TO RISE
BAKERY



teacake · bake · shop

teacake
BREAD SHOP



habibi
lebanese restaurant







OPEN

JOHN

137 E. Woodin

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Hipeo

SALON

SHAVE

Shaves

SHAVE

SHAVE

9834LR



NO
PARKING
ANYTIME
MON-FRI

NO
PARKING
ON
TUESDAY
MORNING

Kame Japanese Restaurant

YOU CAN HELP
PREVENT
CHILD ABUSE

Handwritten menu board with text including "Sushi", "Tempura", and "Teriyaki".

Legal Forms Rubber Stamps Oregon Stationers Oregon Gifts & Souvenirs Stationery Office Supplies

Welcome Since



PAMPER
PARLOR
HAIR & TANNING

Salon

CLOSED

CLOSED






... because every dog
deserves to be spoiled





vintage pink

SE 25th AV

VINTAGE PINK

RETRO HOME & FASHION



vintage pink

VINTAGE



ARK STAR
★

Clark County FLORAL 

TATTOO



ARK STAR

Clark County **FLORAL** 



meringue

meringue
à boutique



121

savvy
on pearl

UGG[®]
australia



savvy
on pearl
locally owned



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Choose Shoes

With every pair you purchase,
TOMS will give
a pair of new shoes to a child in need.
One for One

RVEA

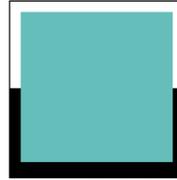
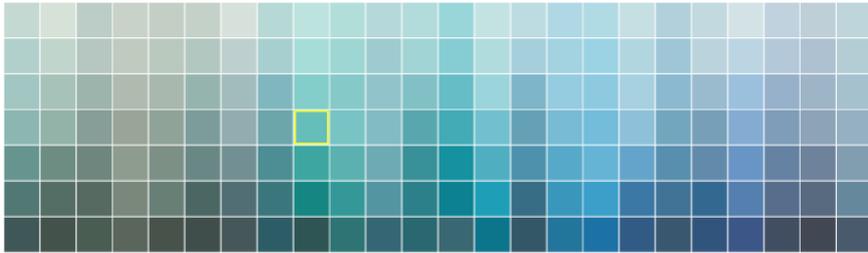
savvy
on pearl
locally owned

Le  **HAPPY**



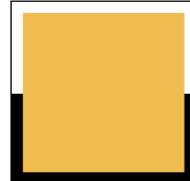
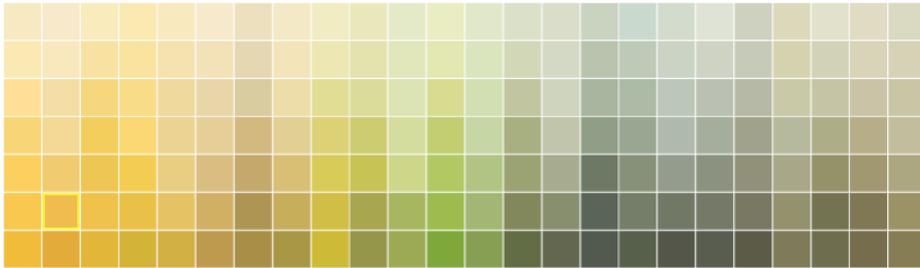
APARTMENT
getapartment.
503-222-4





0732 Burbank Blue
VBD8-9YN8-38G9
★★★

Match this color



0349 Yellow Brick Road
2NBF-7LK2-5U19
★★★

Match this color





1723

HALO
DESIGN

1723

HALO
DESIGN





Ice Cream Renaissance

1925

HOMEMADE ICE CREAM

ESPRESSO

ICE CREAM

Recycled
ARTS
Festival
Last weekend
in June
Esther
Short Park

ESTABLISHED 1917

PIZZA Paradise

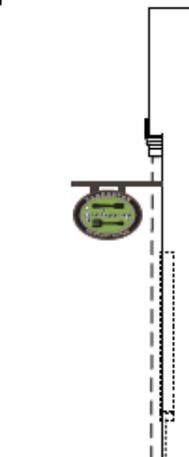
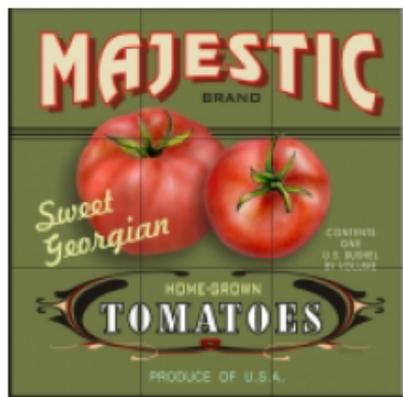
 **PRECISION IMAGES**

MAIN

AURORA GALLERY

DOWNTOWN NUTRITION







Entrances

BUSINESS HOURS:

Mon.	10:30	to	5:00
Tues.	10:30	to	5:00
Wed.	10:30	to	5:00
Thur.	10:30	to	5:00
Fri.	10:30	to	5:00
Sat.	10:30	to	5:00
Sun.	CLOSED		

CLOSED WILL RETURN
Please Call Again



they downtown
ASTORIA
(12 markers)



Once Upon A Shoe...

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CAST ALL 1200
ASTORIA PLAYHOUSE
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THE ASTORIA
PARKS & RECREATION

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20TH
TO 28TH
MARCH 5TH
TO 17TH 2010

EDGE 47 2009
SANDY BEACH

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VIENNA
WOZZECK THANK YOU!

ASTORIA PLAYHOUSE
CHILDREN'S THEATRE
THE ASTORIA
PARKS & RECREATION

Fishes Poets Gathering
February 14, 7:30 - 9:00 PM

NEW WORKS FESTIVAL 2010

Weekend # 1
February 4th to 6th 2010

Weekend # 2
February 18th to 20th 2010

Arts Ideas
WINTER 2010

JANUARY 12
JANUARY 16
JANUARY 24
FEBRUARY 14
FEBRUARY 20
MARCH 10
MARCH 21
LAST CA WINTER

2nd Saturday ART WALK
6:00 to 9:00 pm - Downtown Astoria

ARTS IDEAS
ASTORIA PLAYHOUSE
CHILDREN'S THEATRE
THE ASTORIA
PARKS & RECREATION

LIBERTY THEATER
HELLO, DOLLY!
IN THE MOOD
ROSE NITE OUT

2008/2009
2006/2007



Open

Handmade Pottery
SUNDAY & SATURDAY 10-5
SUNDAY 10-5

422







Handwritten sign on the left window pane, partially obscured by flowers.



Closed

WAG



Pet Market

Proctor Arts Fest Sidewalk Sale

LOST or MISSING

LOST

Dinky Dogs Daycare

2017 Bridgmont Way NE, Coventry Place
683-0887

What is a Dinky Dog?

How is this Dog Program Different?

Why Choose Dinky Dogs?

www.dinkydogdaycare.com

got wool?

Woolstock

PRIMAL

SOLD HERE

Store Hours

Proud Sponsor of the Proctor Arts Fest Sidewalk Sale



2438

he store hours
mon-fri 11-7
sat 10-6
sun 12-5
www.hugoboss.com

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Sorry, service animals only
NO SOLICITING



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8:00 to 12:00 - 1:00 to 5:00
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WEATHERFORD THOMPSON

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Sunday / Closed

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hours

mon - sat 11am - 6 pm

3rd thursdays 11am - 8pm

closed Sunday

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Hop on in!

Monday ^{through} Saturday

10~6

Sunday

11~5



BUSINESS HOURS

MON.		TO	
TUE.		TO	
WED.		TO	
THU.		TO	
FRI.	10:00	TO	6:00
SAT.	10:00	TO	6:00
SUN.	10:00	TO	4:00

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August 3 - 5
Tues Wed Thur
STAFFED HOURS
10 am-1 pm
4 pm-7 pm
Tuesday Wednesday & Thursday
4:30 - 6:30
Monday & Friday
are regular
STAFFED HOURS

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Class Schedule

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Buying just 20% more of your products from local businesses results in a smaller carbon footprint.

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Supports local jobs and businesses.
Reduces transportation costs.
Keeps money in the local economy.

BUY LOCAL
Supports local jobs and businesses.
Reduces transportation costs.
Keeps money in the local economy.

BE LOCAL
Supports local jobs and businesses.
Reduces transportation costs.
Keeps money in the local economy.

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Tommy O's

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LOUNGE ENTRANCE
←

HOURS

MONDAY	Open - Open
TUESDAY	Open - Open
WEDNESDAY	Open - Open
THURSDAY	Open - Open
FRIDAY	Open - Open
SATURDAY	Open - Open
SUNDAY	Open - Open



Tommy's

OPEN



LOUNGE ENTRANCE
←

HOURS

SUNDAY	11am - 2am
TUESDAY	11am - 2am
WEDNESDAY	11am - 2am
THURSDAY	11am - 2am
FRIDAY	11am - 2am
WEDNESDAY	11am - 2am
SUNDAY	11am - 2am



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tourism
matters



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and more



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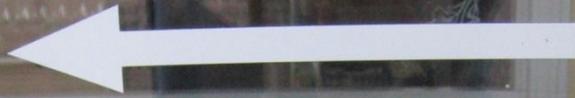
LOUNGE ENTRANCE



HOURS

MONDAY	8am - 9pm
TUESDAY	8am - 9pm
WEDNESDAY	8am - 9pm
THURSDAY	8am - 9pm
FRIDAY	8am - 9pm
SATURDAY	8am - 9pm
SUNDAY	8am - 8pm

LOUNGE ENTRANCE



HOURS

MONDAY	8am - 9pm
TUESDAY	8am - 9pm
WEDNESDAY	8am - 9pm
THURSDAY	8am - 9pm
FRIDAY	8am - 9pm
SATURDAY	8am - 9pm
SUNDAY	8am - 8pm

Restaurant

Mon - Sat 8 am - 9 pm

Sun 8 am - 8 pm

Lounge
Opens daily 2 pm
entrance up the street



80 TE B

OPEN
TOMMY

TOMMY
**LIVE
MUSIC**
Tonight

Lounge Opens 2pm Daily
Alcohol 2 - 6 pm Daily
Closed 9pm Sunday - Thursday
Closed Midnight Friday & Saturday
Closing times change seasonally

Tommy
**NOW
OPEN**

JOHN DEWAVE
FOR ONE
JUNE 8, 2010
8:00 pm



PMU Lounge

UNIT B

OPEN

PMU

**LIVE
MUSIC**
Tonight

Lounge
 Fri & Sat 2 - midnight
 Sun - Thur 2 - 9 pm

Aloha Hour
 Daily 2 - 6 pm





Preview of
upcoming
topics > > > >





JULY

Boost visibility
with sidewalk
appeal





AUGUST

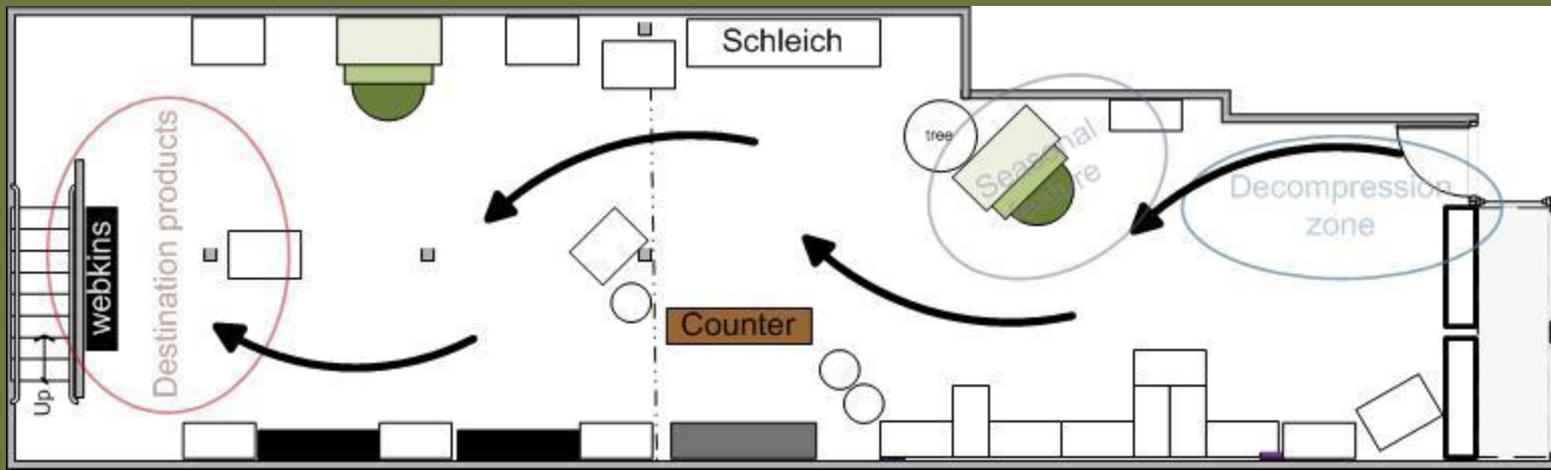
Trade secrets of
distinctive signs
and lighting





SEPTEMBER

Design your way
to improved sales





OCTOBER

Window reflections
(Is your best side
showing?)





NOVEMBER

Can-do customer
promotions

GET
STREET
SMART

THRIVING DISTRICTS BY DESIGN