

GET
STREET
SMART

THRIVING DISTRICTS BY DESIGN



TODAY

Low-cost high-impact storefronts

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METRO

GET STREET SMART

Storefronts- June

Sidewalks + Streetscape- July

Signage + Lighting- August

Improved Sales- September

Windows + Display- October

Customer Promotions- November

By

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Storefronts



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"?

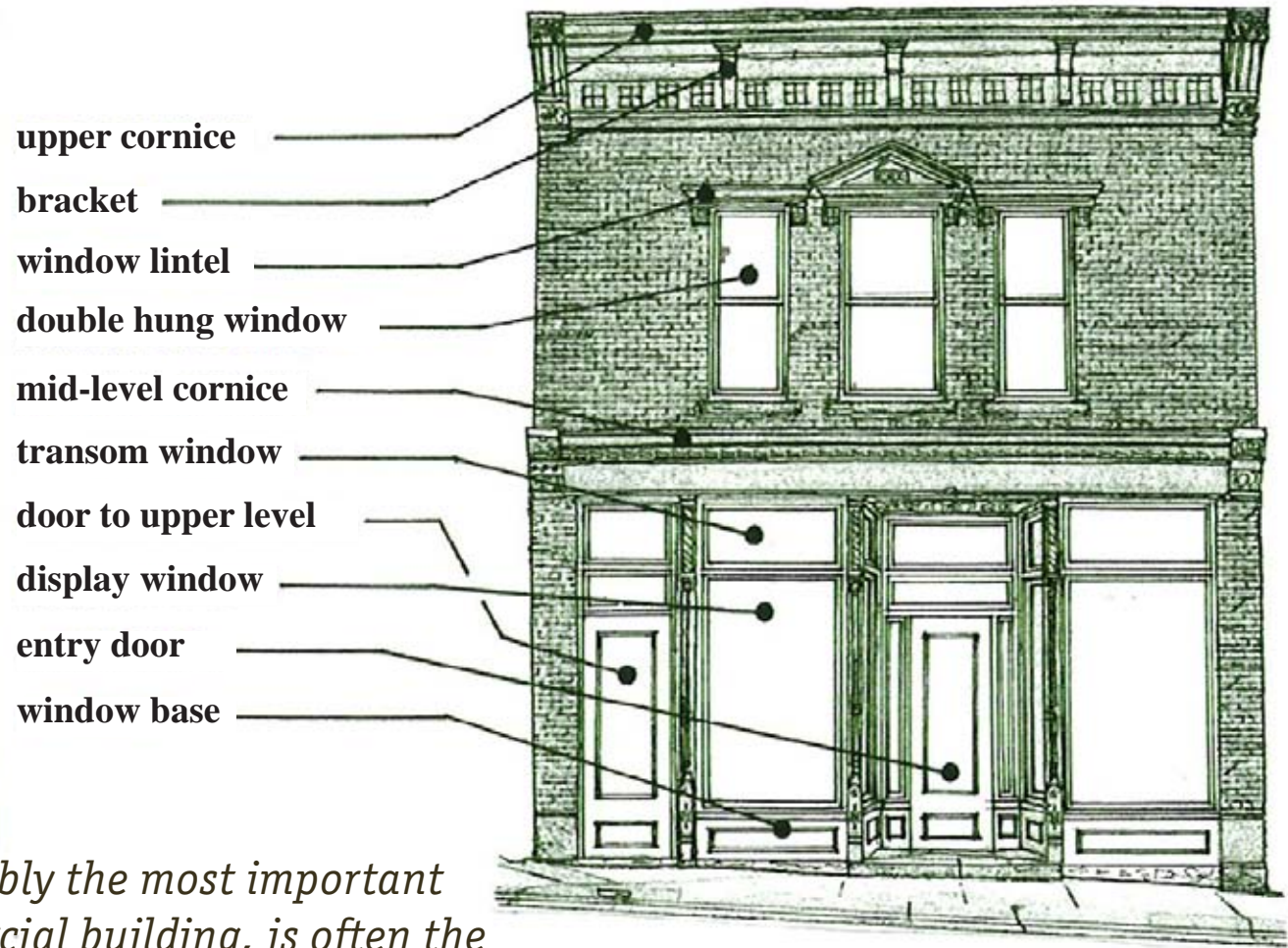


District Unity



District Discontinuity

S T O R E F R O N T S



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



Existing Building



Historic Building



Concept sketch of facade with restored storefront windows and new signage

Rebuilding Storefronts

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



Alberta Main Street Garbage Can



St. Johns Main Street Garbage Can

Clean + Safe

**CASE
STUDIES**

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

COMING UP

NEXT

SIDEWALKS + STREETSCAPE PRINCIPLES

- *Continuity*
- *Connectivity*
- *Clarity of Circulation*
- *Convenience*
- *Clean + Safe*

Sidewalks + Streetscape

SIGNAGE + LIGHTING PRINCIPLES

- *Pedestrian Oriented*
- *Contextually Appropriate*
- *Unique to the District*
- *Flexibility*
- *Appropriate Lighting*

Signage + Lighting Principles

WINDOWS + DISPLAY PRINCIPLES

- *Authentic to the Building*
- *Fresh + Engaging*
- *Business Identity on the Street*
- *Flexibility + Adaptability*
- *Well Lit + Appropriate Lighting*

Windows + Display Principles



Portland Main Street

Design Handbook

A guide to neighborhood commercial district revitalization



Resources

Q U E S T I O N S

+

C O M M E N T S