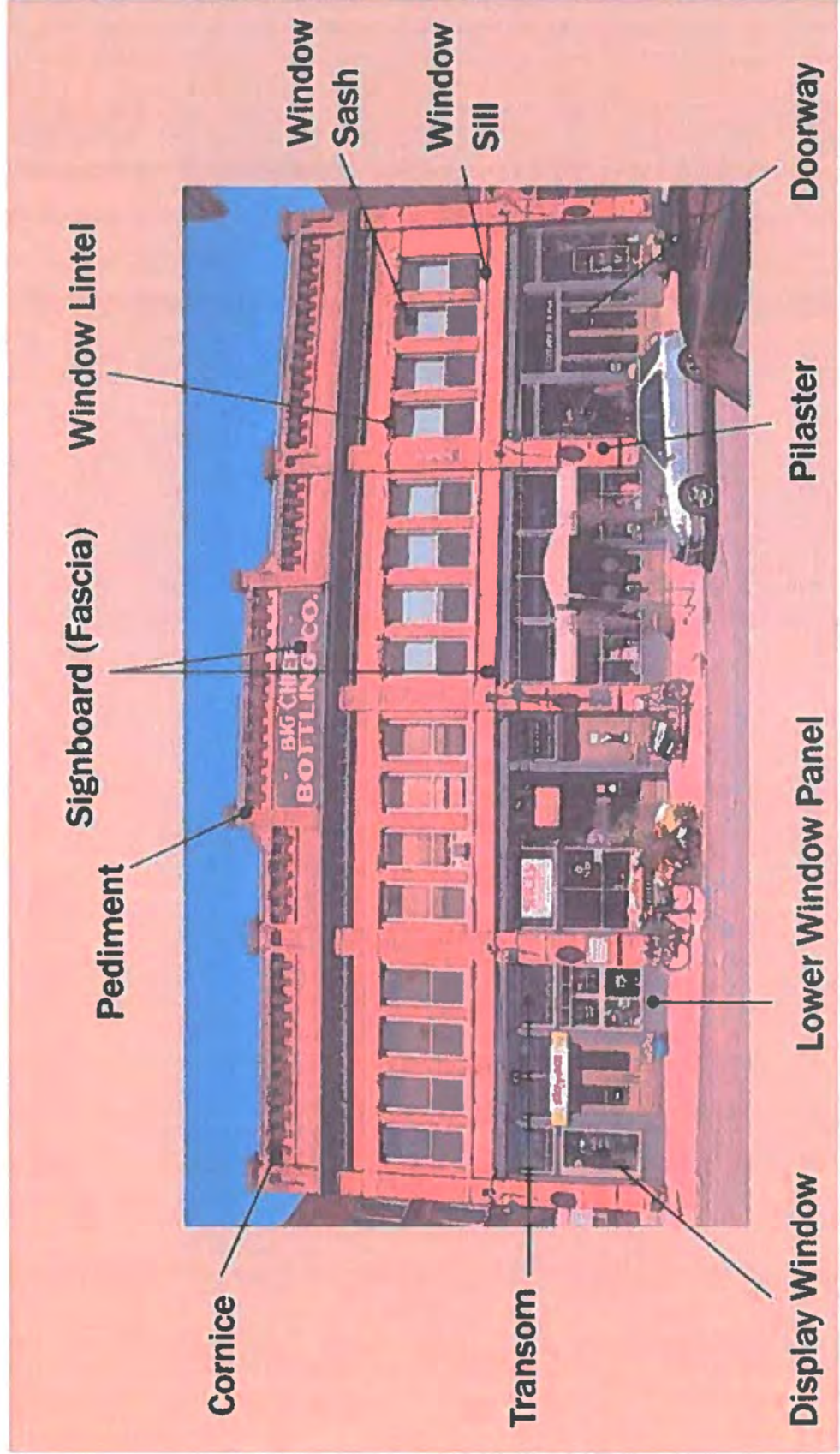


BUILDING DESIGN

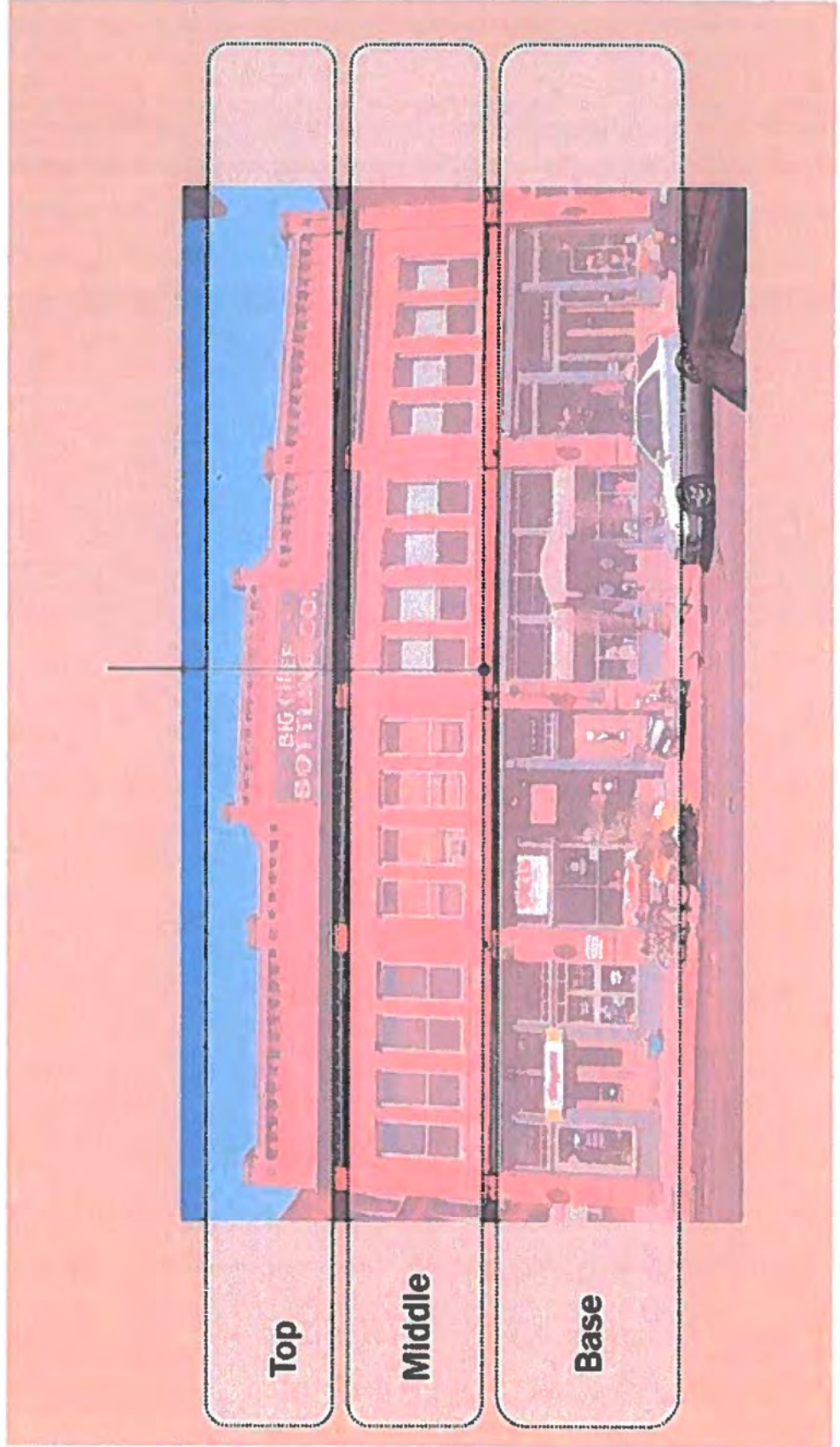
Considerations

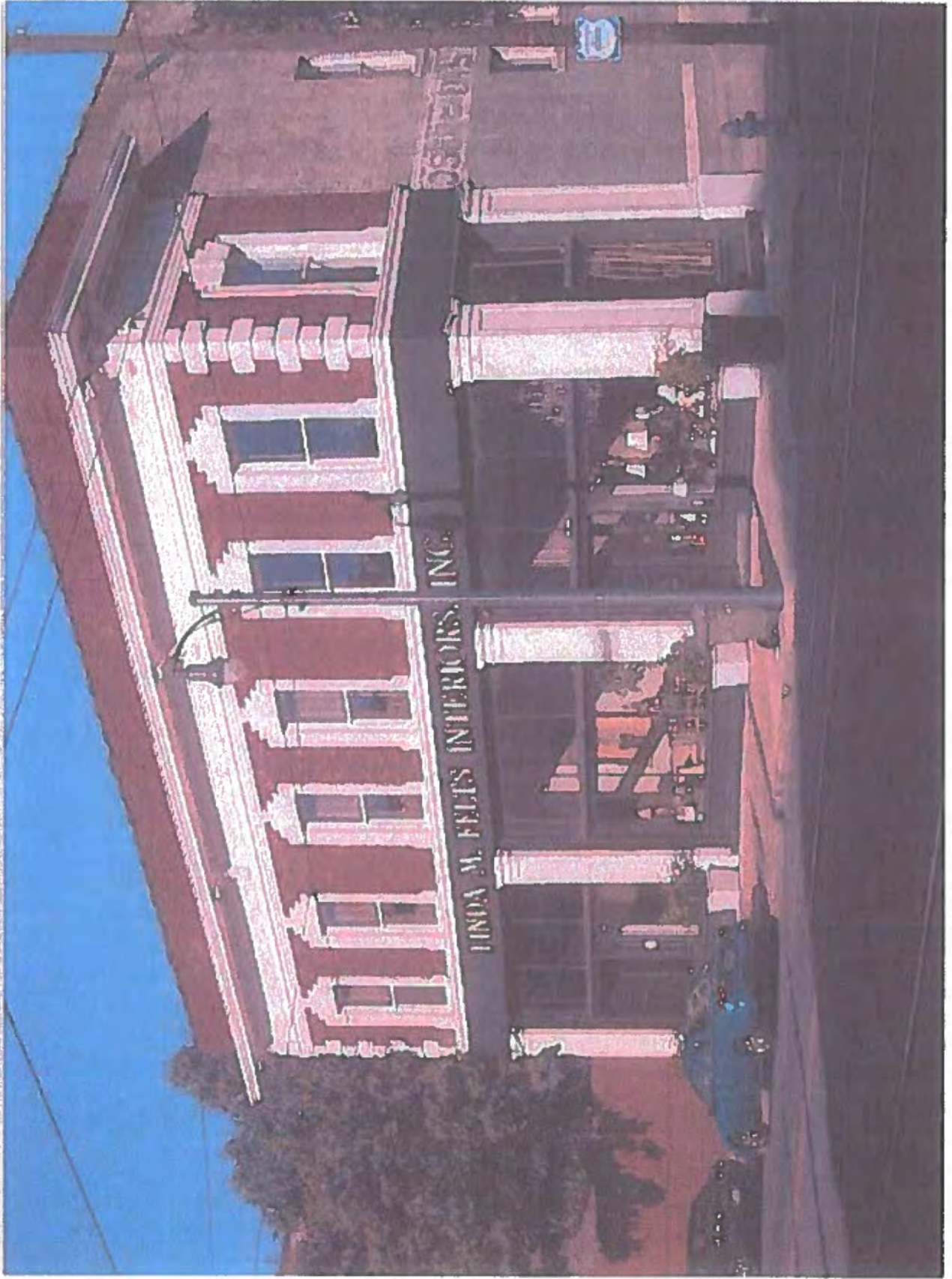
1. Existing and new
2. Respectful of history (doesn't create false sense of history)
3. Considers the entire building
4. Respects basic building structure: base, middle, top
5. Respects building proportions
6. Considers façade articulation
7. Considers context
8. Integration of elements - awnings, signs, displays, lighting and color

TYPICAL HISTORIC COMMERCIAL BUILDING



TYPICAL HISTORIC COMMERCIAL BUILDING





EFFECTIVE, EASY IMPROVEMENTS

Work with what you've got

- **Paint/Color**
- **Blank Walls**
- **Windows and Window Displays**
- **Awnings**
- **Signs**
- **Massing**

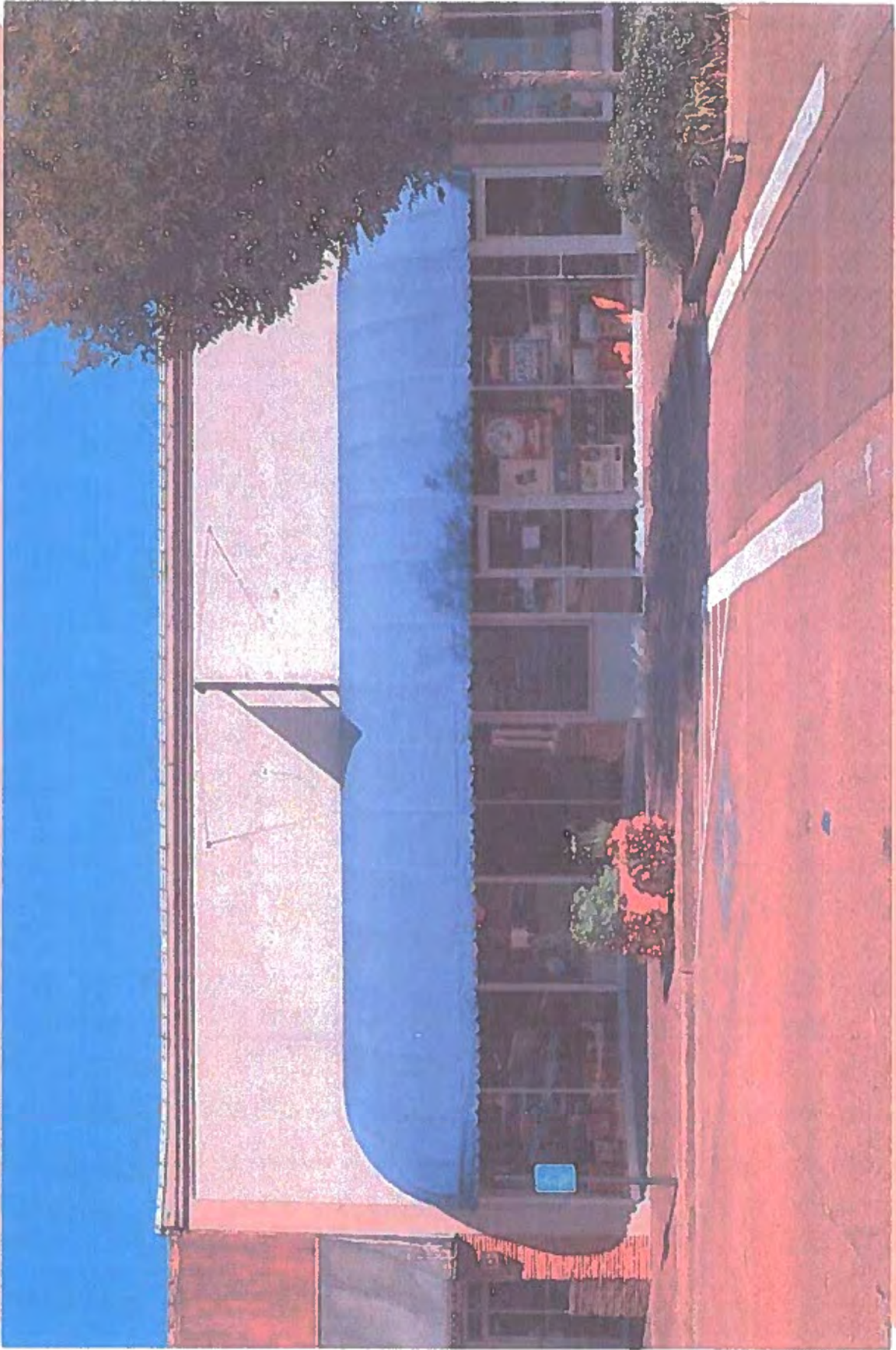
PAINT/COLOR

- Economical
- Highlight architectural detail
- Distinguish from other businesses
- Add vibrancy
- Important to follow basic guidelines when combining colors

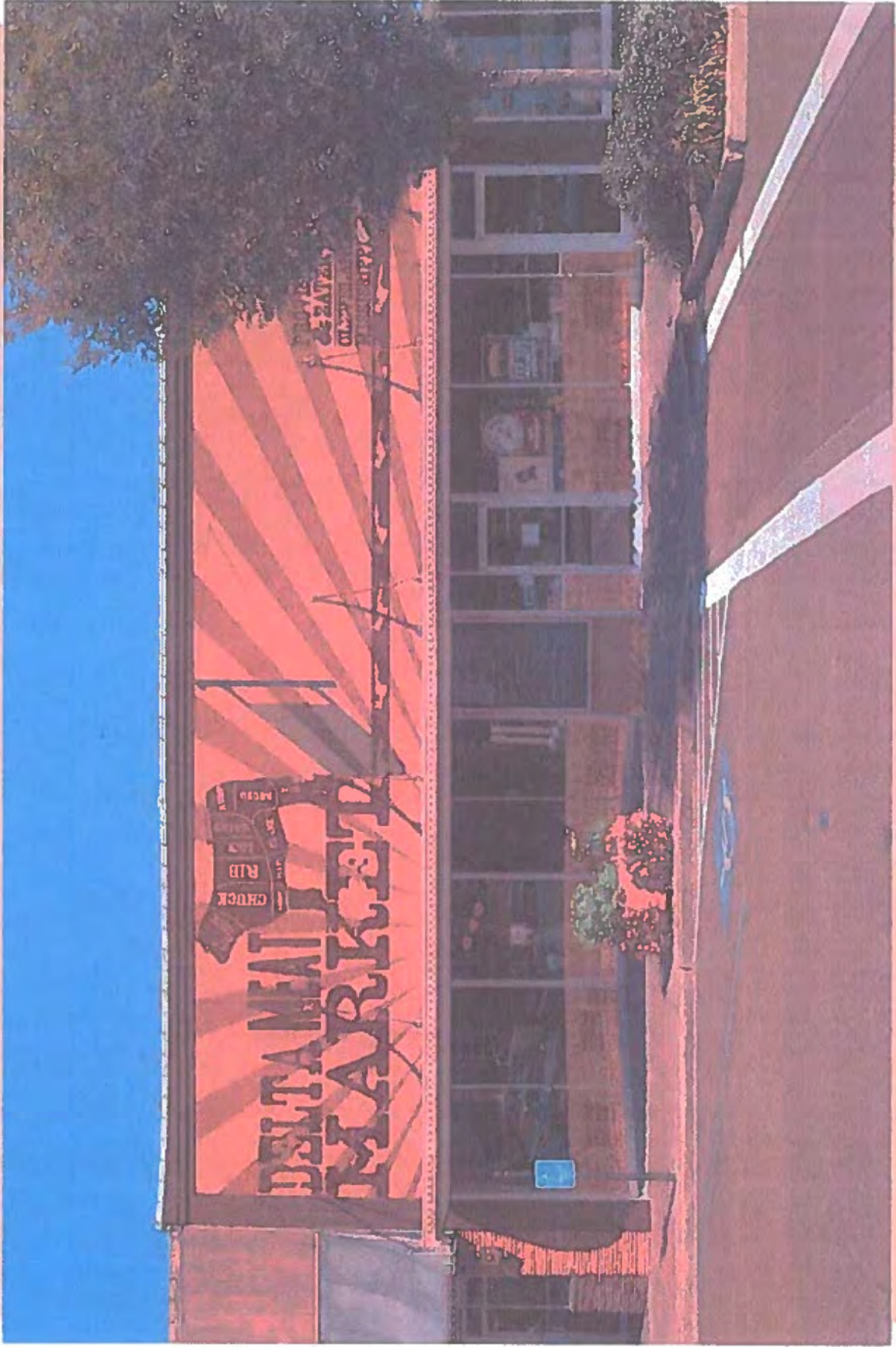
Good Reference:

www.tigercolor.com/color-lab/color-theory/color-harmonies.htm

Before



After



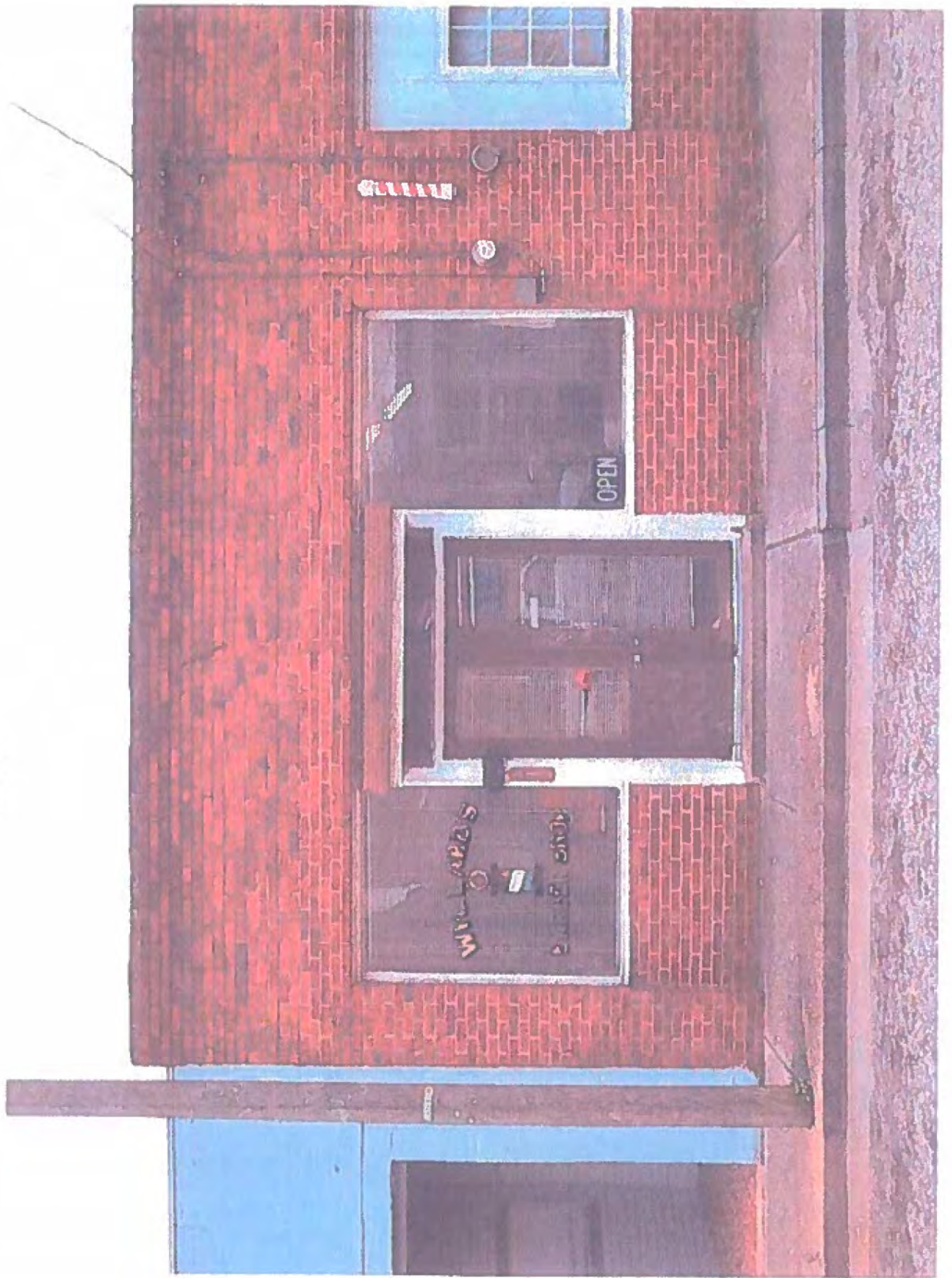
PAINT/COLOR



WINDOWS AND WINDOW DISPLAYS

- **Proportion**
- **Invite views into the business**
- **Keep it simple**
- **Develop a theme**
- **Don't try to showcase everything you sell**
- **Creative display of mundane objects (repetition)**
- **Keep it fresh**
- **Utilize vacant storefronts**
- **Have some fun**

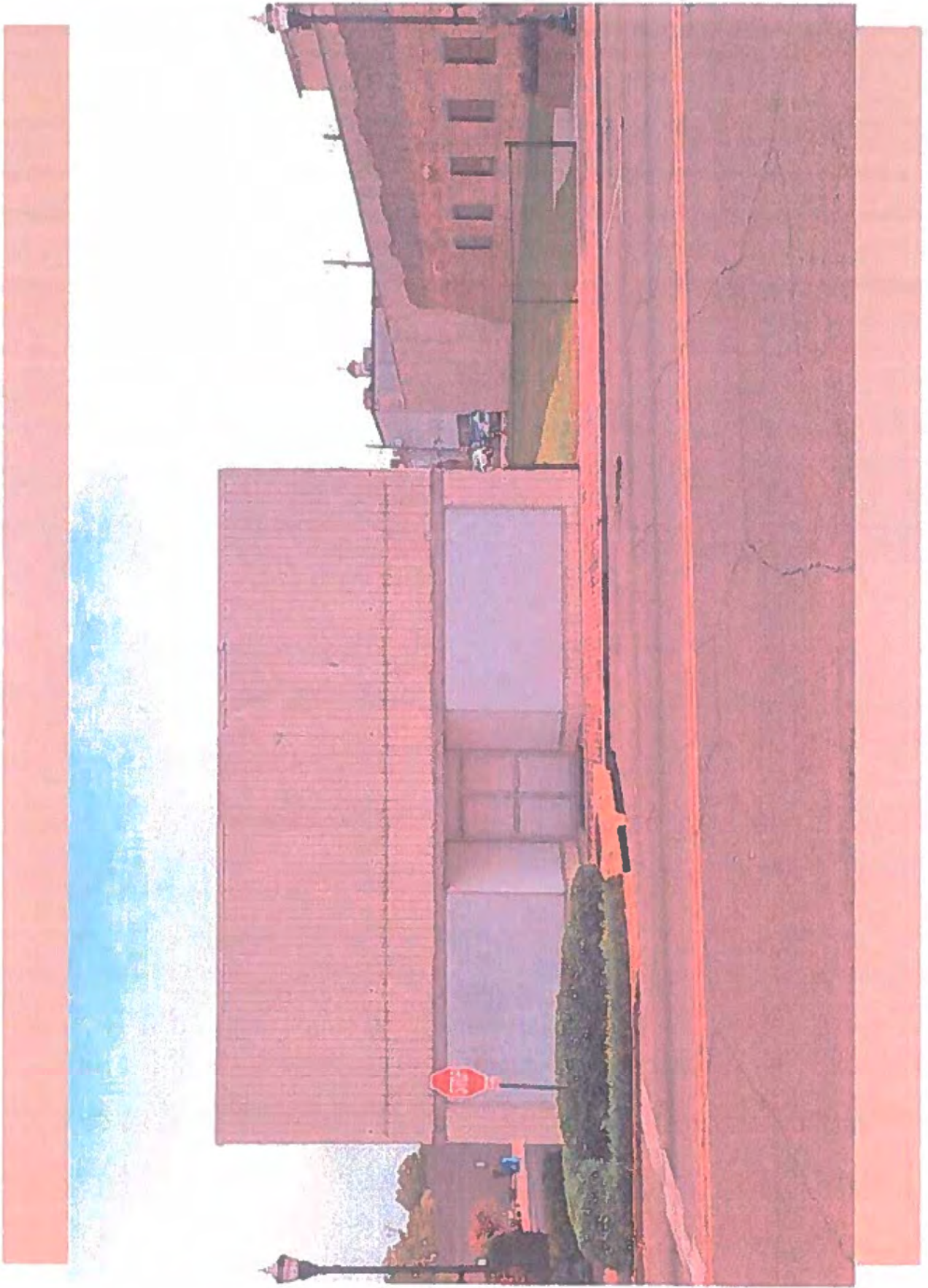
Before



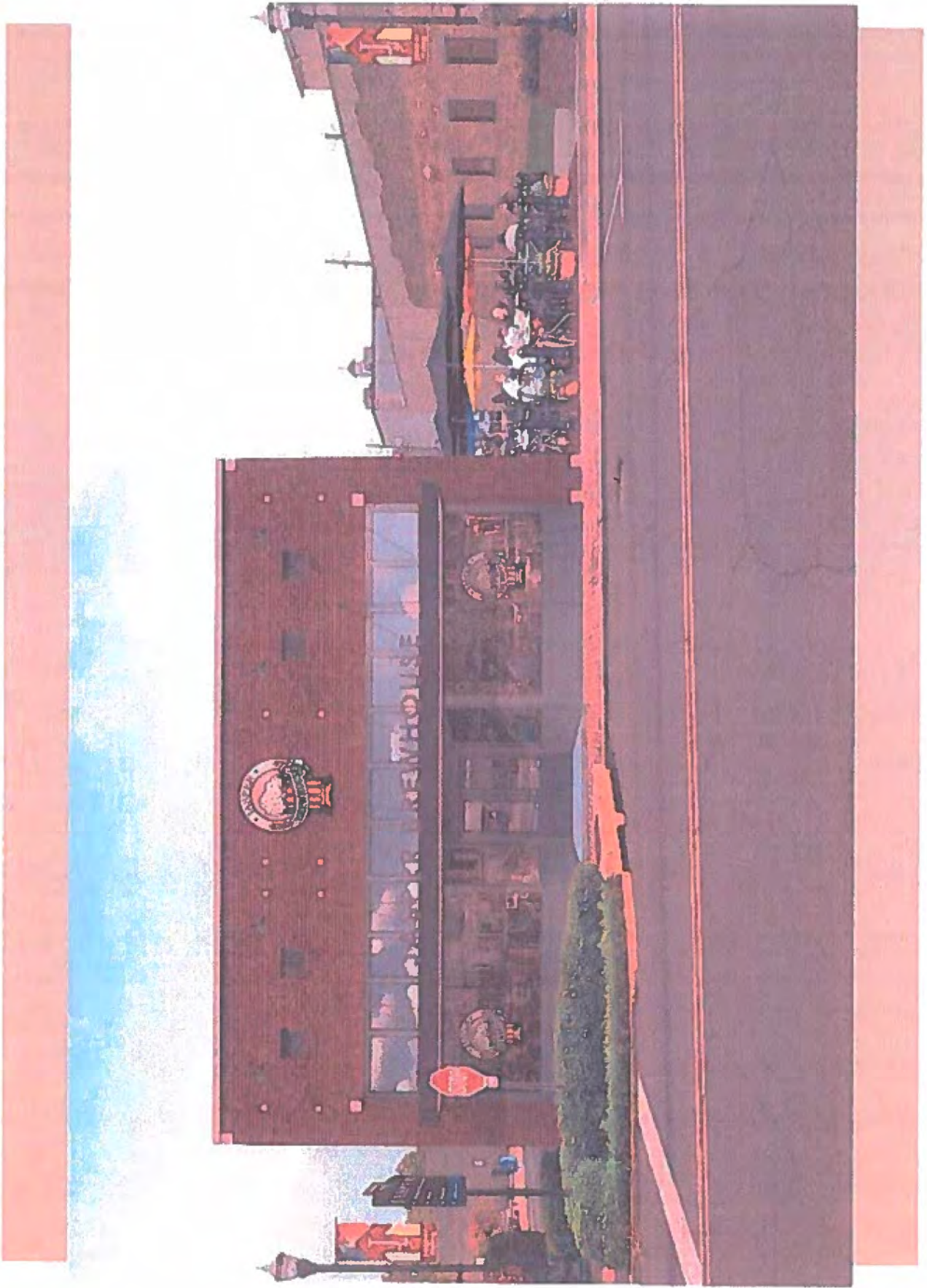
After



Before



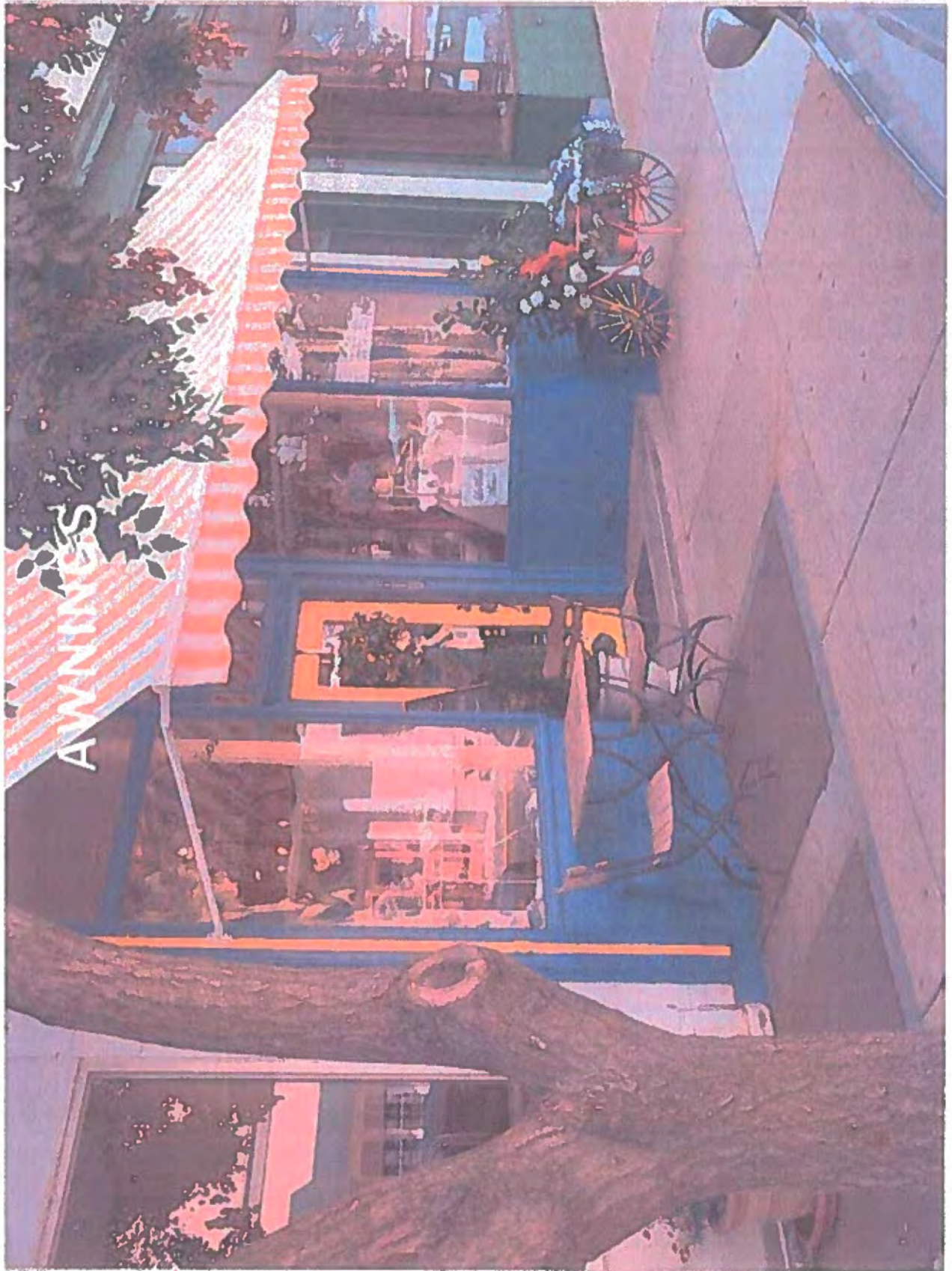
After



AWNINGS

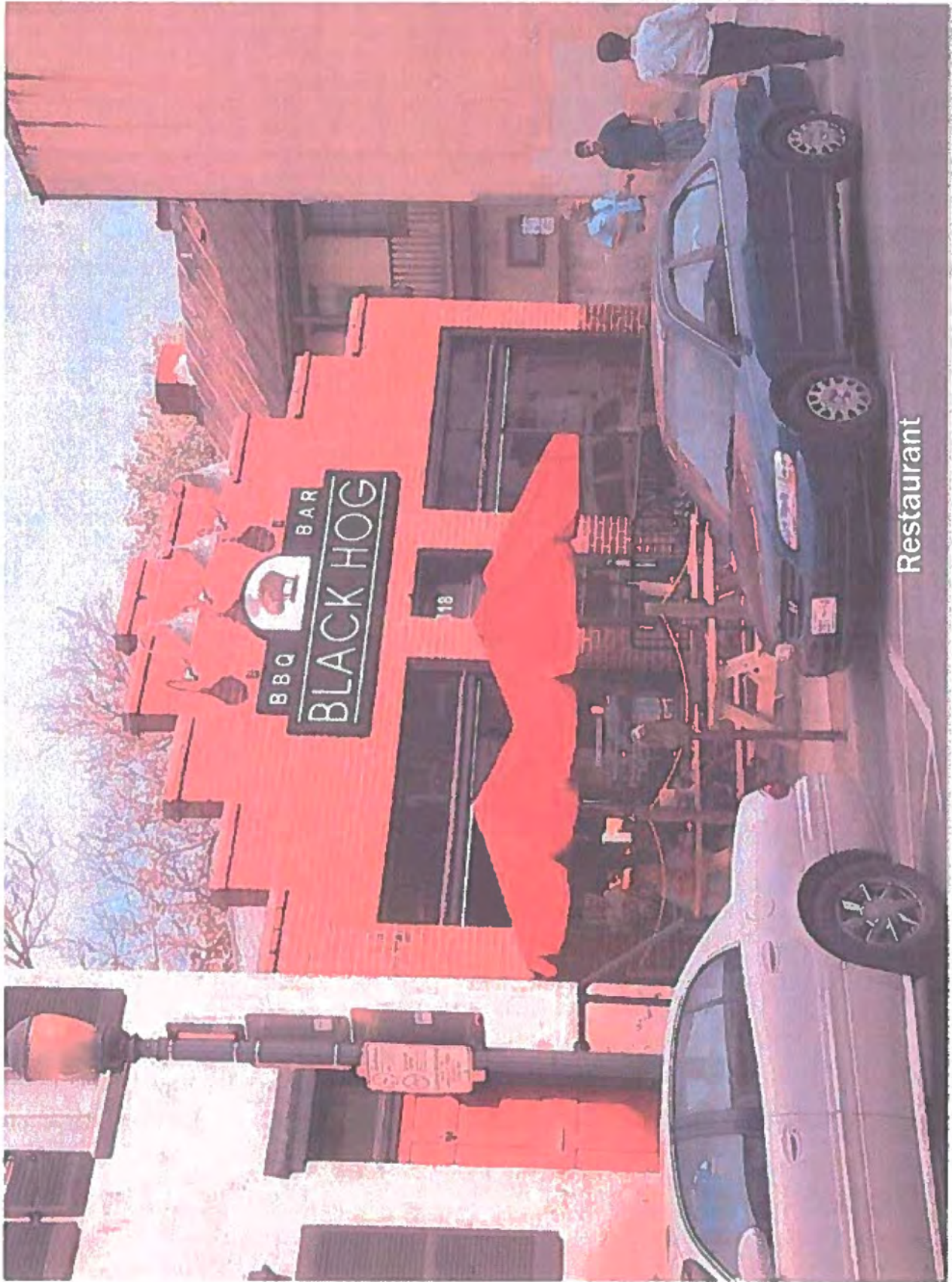
- Rich and dark colors work best
- Opportunity to provide contrast
- Can double as signage
- Caution: reflective materials
- Caution: too much sign information





SIGNS

- Establish business identity and brand
- Read from front (Façade Sign)
- Read from sidewalk approach (Blade Sign)
- Keep it simple
- Caution: too much information

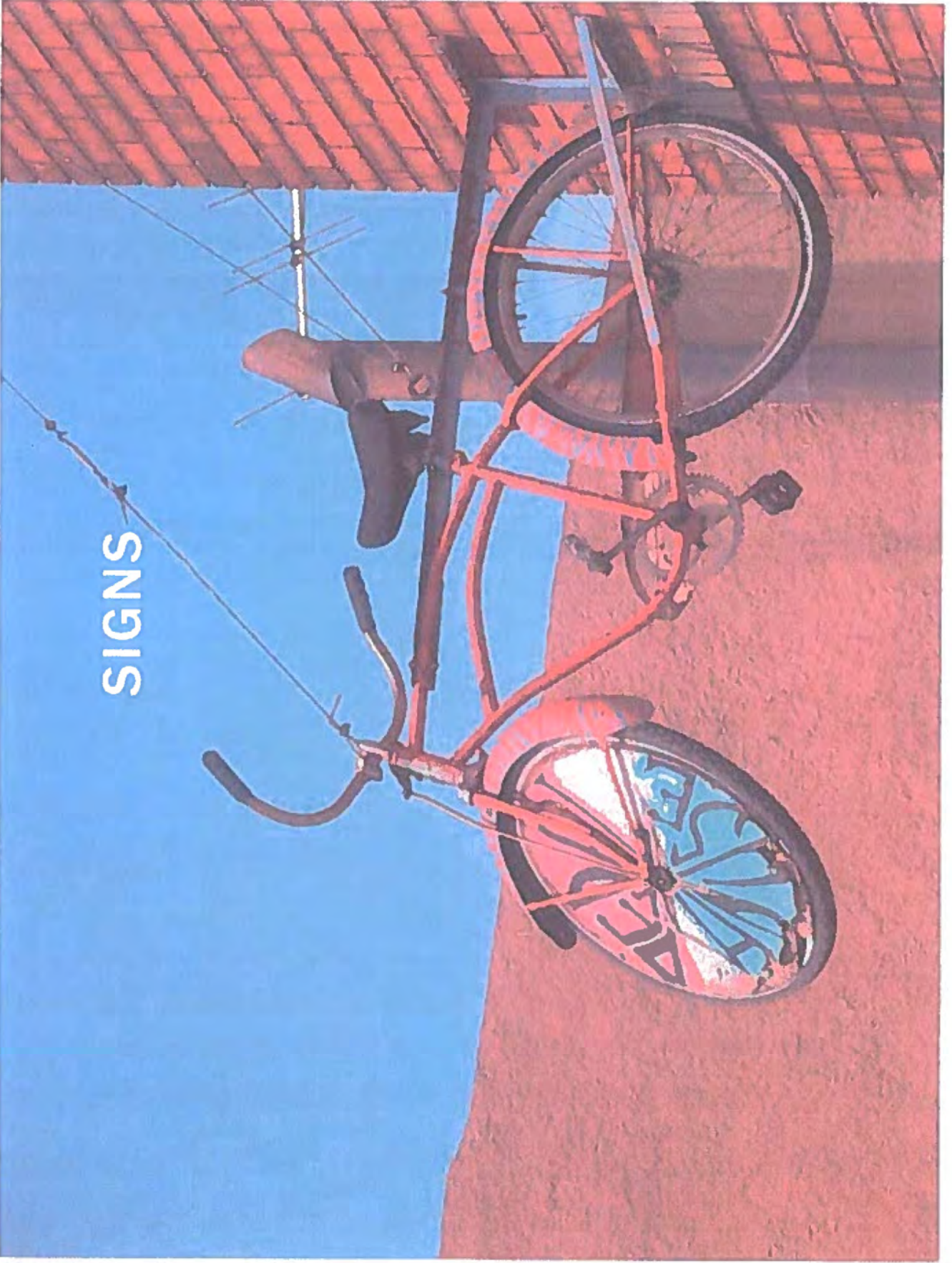


Restaurant

SIGNS



SIGNS

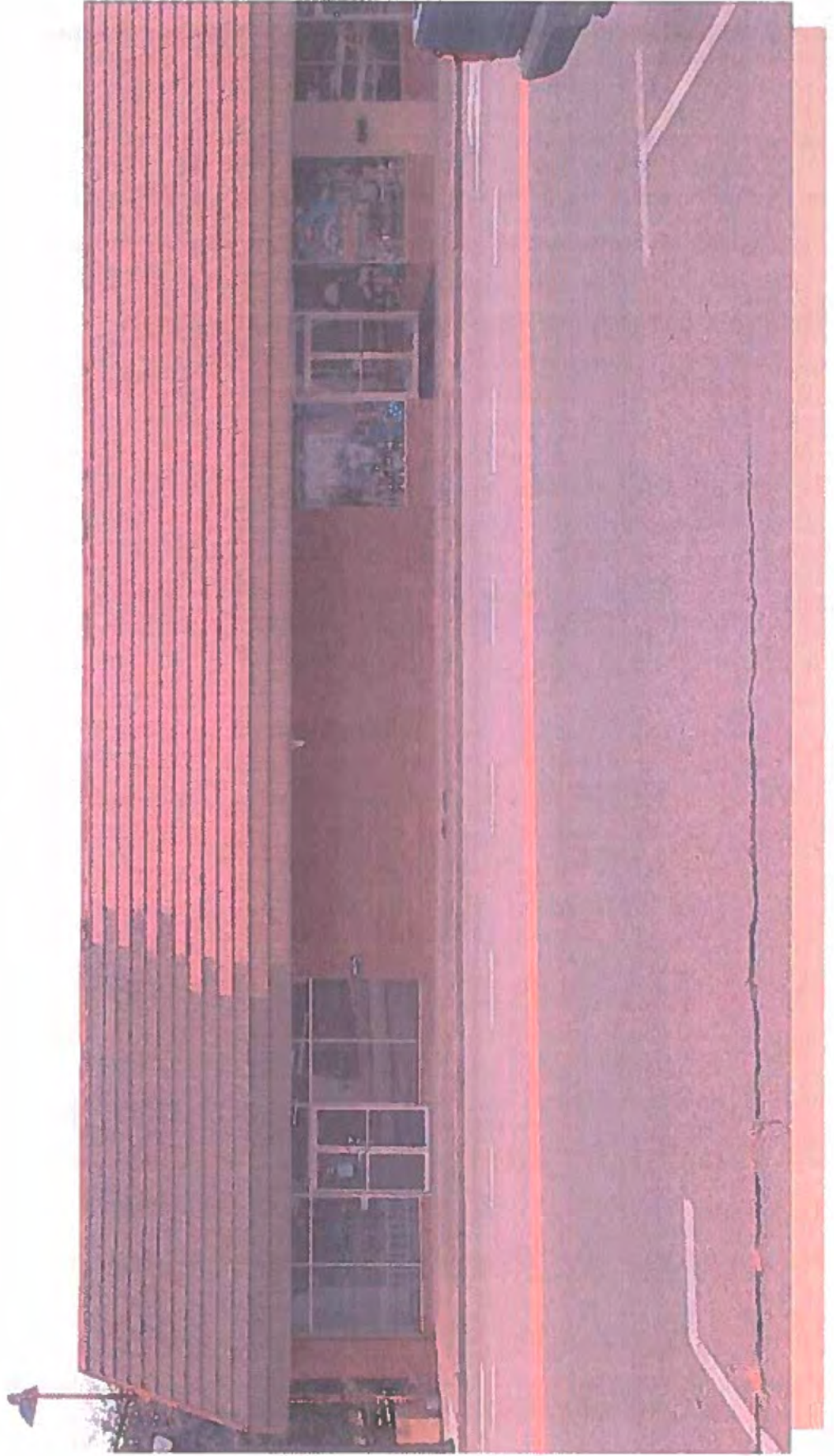


MASSING

- **Divide larger building masses into smaller units**
- **Remove ingenuine elements that obscure building articulation**
- **Distinguish multiple businesses**

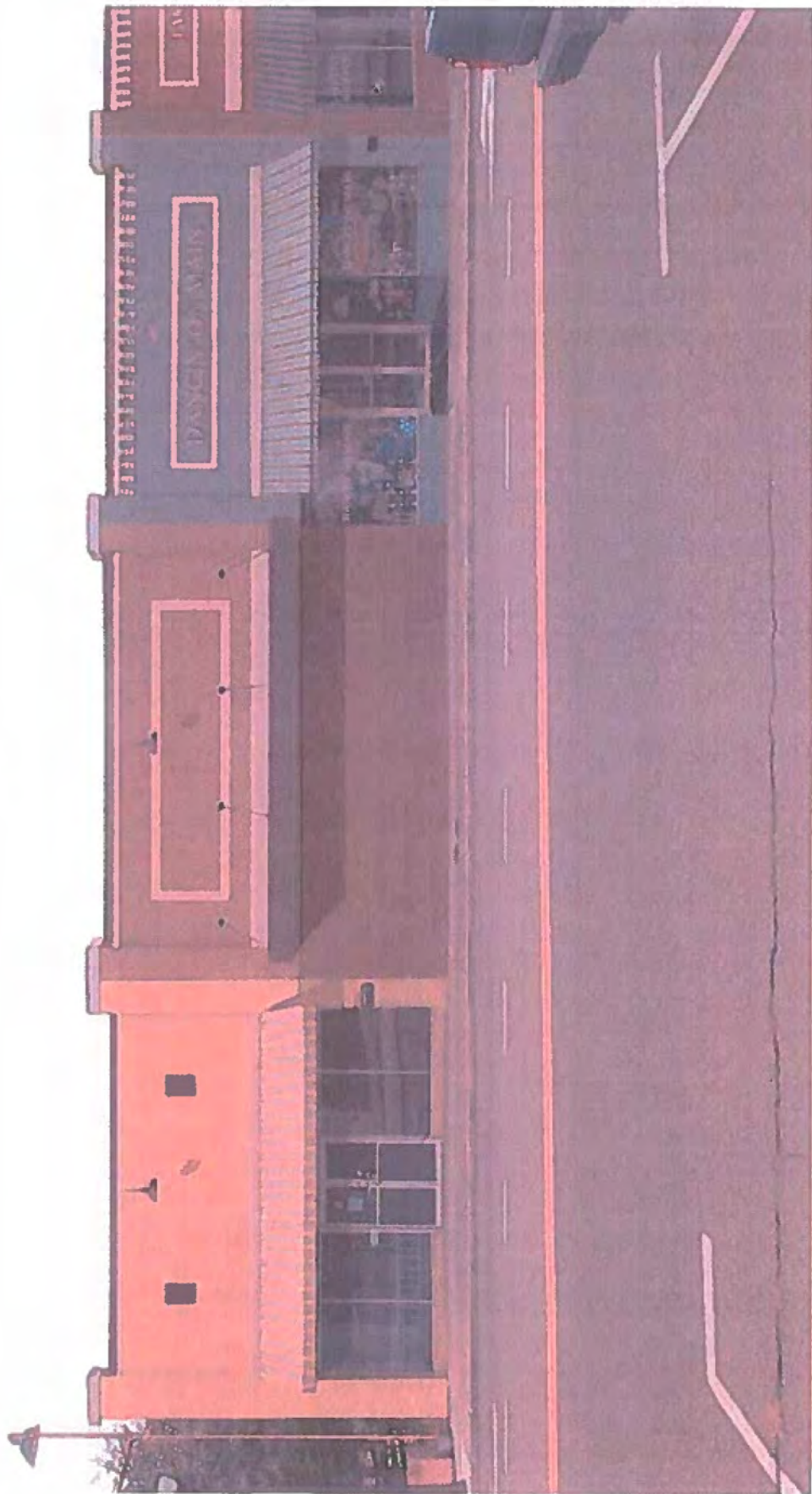
MASSING

Before



MASSING

After



MASSING

After

