

Distinguish the Ground Level

Identifying and using the larger architectural framework is important when designing a successful storefront.



Frame the Storefront with Defined Bays

The storefront is defined by the vertical columns, a first floor cornice, and the sidewalk.



Pedestrian Detailing

Design all elements of the storefront and merchandizing displays for the pedestrian experience.



Welcoming Doors & Entries

The primary entry should be prominently located on the main street, clearly defined, and accessible.



Engaging Windows & Transparency

Retail spaces should appear open and welcoming. Display windows establish the visual relationship between the interior of the shop and the pedestrian on the sidewalk.



Materials & Finish

Materials and color are another opportunity to utilize scale, variety and richness to bring attention to the storefront, contributing to a store's identity and the building's overall appearance.



Awnings

Use awnings to add depth to the building surface, celebrate entrances and offer protection from the elements.



Lighting

Lighting illuminates the business, creates an evening ambience, and discourages crime.



Signage

The design of a sign should consider the design of the storefront, neighboring buildings, and be directed to the pedestrian.



Maintenance

The importance of clean, well-maintained frontages that are in good repair should not be underestimated.



Relationship to the Street

Pedestrian amenities that reflect the business character, including colorful plantings, seating, outdoor displays and artwork are sometimes called "gifts to the street."



COMPONENTS OF THE STOREFRONT



Resources

The City of Eugene offers loans and incentives to support economic growth and encourage private investment in our community. Some of these programs can be used for façade enhancements to create successful storefronts. For more information on these opportunities, please visit www.eugene-or.gov/819/Loans-and-Incentives.

Loans and Incentive Programs

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Successful Storefronts



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