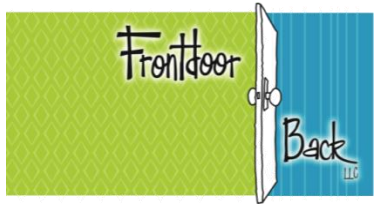


SEANETTE CORKILL and ANNE MARIE LUTHRO of
FRONTDOOR BACK



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DATE: August 2, 2022

SITE VISIT: Wednesday, May 25, 2022

CLIENT: **Petrikor**

PROJECT: Store Improvement Project, Tier I Report

OBJECTIVE: Summary of top-level observations and recommendations following a
1-hour on-site consultation

PETRIKOR

Scott and Aaron,

What a great concept and experience you've created. Given that this is your first retail venture, you are doing so much right and we have confidence you will continue to make excellent choices. Your primary objective when signing up for a consultation was to get some direction for your exterior and you've gone so far as to mock-up a few options. The final choice will need to be something both you and the landlord can support. You've got a great storefront to work with and we support your instincts to spruce it up.

We have summarized our recommendations and thoughts in the following pages and focused on WHAT to do more so than WHY or HOW to do it but if you have questions about anything in the report or want to discuss further consultation, please call or email. We're excited for your growth and love being a part of it.

Sincerely,



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360-281-3853



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503-407-1979



PETRIKOR: Big Picture

Findings:

- With its combination of decorative trim details, a high contrast paint scheme, transom window pattern details and multiple openings, the **storefront presents as busy**.
- All three entries (both storefronts and the residence entry) are given the same paint treatment creating **confusion** about what and who each belong to.
- The building **color choice**, as occurs over time for all colors, is dated.
- The **blade sign** is unlit. Existing spotlights at the far right and left of the store opening are too far away to realistically illuminate the sign without creating significant light trespass and wasted light.
- **Windows** are not activated.

Recommendations:

- Use an updated, coordinated color palette to distinguish unique tenants within the larger building.
- Each tenant should express their brand personality with their choice of paint. Shoppers use visual cues, like differences in color, to identify retail options at-a-glance so imposing a top-down building theme onto a bottom-up need for tenants' expression is a disservice to promoting the retailers.
- At this time, Petrikor is the only tenant and has a clean and modern aesthetic (based upon their interior experience). To apply this simplicity to a historical building, with its more complex architectural adornment, we envision a tone-on-tone approach, almost monochromatic, that communicates simple sophistication.
- At the very least, we envision Petrikor updating the paint for the front doors. (We suggest dark charcoal or black.)
- The doors to the second story residence should also be given a paint treatment to set them apart from the retail entry options. Given the recent purchase of the domed teal fabric awning, the choice should coordinate with awning and regardless, the undertones of the brick.
- Install window display lighting and build displays.

PETRIKOR: Paint

If allowed, explore a fully personalized paint scheme for your storefront. Below are examples of tone-on-tone storefronts that we thought could be interpreted for your storefront.



PETRIKOR: Facade

- Because the blade sign is your ONLY sign at this point, replace the current hardware with a sign fixture that has integrated lights for more hours of visibility. There are several choices listed in the Reference pages at the end of this report.
- Abandon the far left and far right spotlights. Instead, capitalize on the fact that there is power here and have the property owner install downlights centered within each brick column to highlight the brick, boost nighttime visibility for the building at large, and add pathway lighting for the district.
- Though the mid-level signage band area is rather compressed. It IS possible to add Petrikor's name to this area. Lighting it will be tricky but is doable.



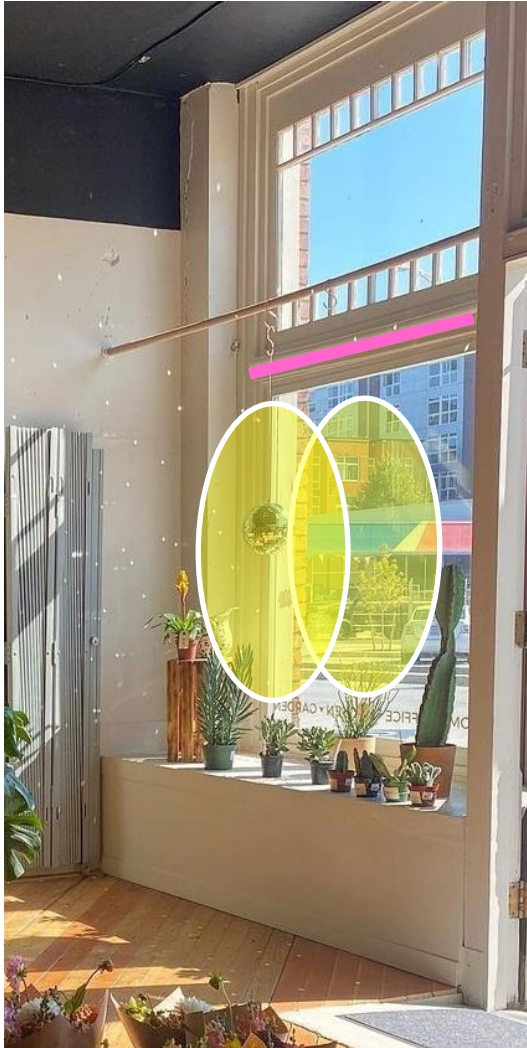
PETRIKOR: Window Displays



- After addressing your top concern, being a refreshed color scheme on the exterior, we strongly recommend activating the windows with engaging displays and good lighting to SHOW shoppers what Petrikor is about. You have excellent visuals inside but are keeping them a secret by not having some in the windows. Visual merchandising infrastructure is a must to execute well on this front. Bring merchandise to eye level (invest in either traditional risers, crates, chairs or other found or built objects) and use the full area of the window to set the scene. A strong focal point is a must.
- If roller shades are still desired, update the fabric so that it is dark (charcoal or black) to give the first impression to a casual observer that the windows are still open but just dark. Notice in the image below that glass 'reads' as black so this trick of the eye of using black roller shades keeps the storefront from looking like they are 'shutting shoppers out'.



PETRIKOR: Window Displays



- Great to see you have a full-width rod to hang backdrops from and products on. This allows you to create depth in the displays.
- Add track lighting where indicated in pink in both windows.
- Juno R-series track lighting along the full width of both front windows is a MUST. Invest in a minimum of 5 heads per window to have enough light behind the glass to balance the light levels on the display to help allay mirroring of the glass. Your preferred size of LED bulb will either be PAR20's or MR16 / GU10's. See the Reference pages at the end for selecting a bulb.
- Create strong visuals within the yellow zones (eye level) and then illuminate them. When possible, merchandise the display in a 360° manner with product on both sides so it can be shopped with eyes from the outside and hands from the inside.

PETRIKOR: Front Door Protocols



- Remove the duplicate address number from the left front door.
- We love these tall doors. Paint the doors dark to add gravitas to the entrance.
- We'd like to see your hours on the door (left door) and large enough to be visible from a greater distance.
- Lead with when you are OPEN and end with when you are CLOSED.
- The word "HOURS" is not necessary. (Communicate information in as few characters as possible.)
- During our visit, we suggested painting the threshold a gold/brass tone to activate the storefront and "cheat the decompression zone."

REFERENCES:

REFERENCES: Blade sign bracket with integrated lights

**Option
A**



53" Classic Lighted Sign Bracket Kit (prefer smaller size than show here)

\$429.85 + shipping + LED light bulbs

www.hooksandlattice.com/classic-sign-lighting-3.html

**Option
B**



30in. Triangle Ball Lighted Sign Bracket Kit

\$299.85 + shipping + LED light bulbs

www.hooksandlattice.com/triangle-sign-light-bracket.html

**Option
C**



40in. Universal Straight Arm Lighted Bracket

\$379.85 + shipping + LED light bulbs

www.hooksandlattice.com/lighted-universal-brackets11.html



SATCO
PAR20 LED

7w

2700K

40 degree

Model#29405

\$4.95 ea thru

Globe Lighting

*Each bracket style comes in different lengths.
Choose your style first, then determine
appropriate length arm.*

REFERENCES: Blade sign bracket with integrated lights

Option A



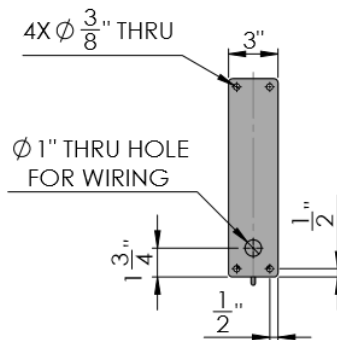
Extension arms for the light fixtures project out approx. 12" from main arm (alternate arm lengths are available)

Included light fixture housings are approx. 5.5" long x 3" diameter (note: Par 20 bulbs not included)

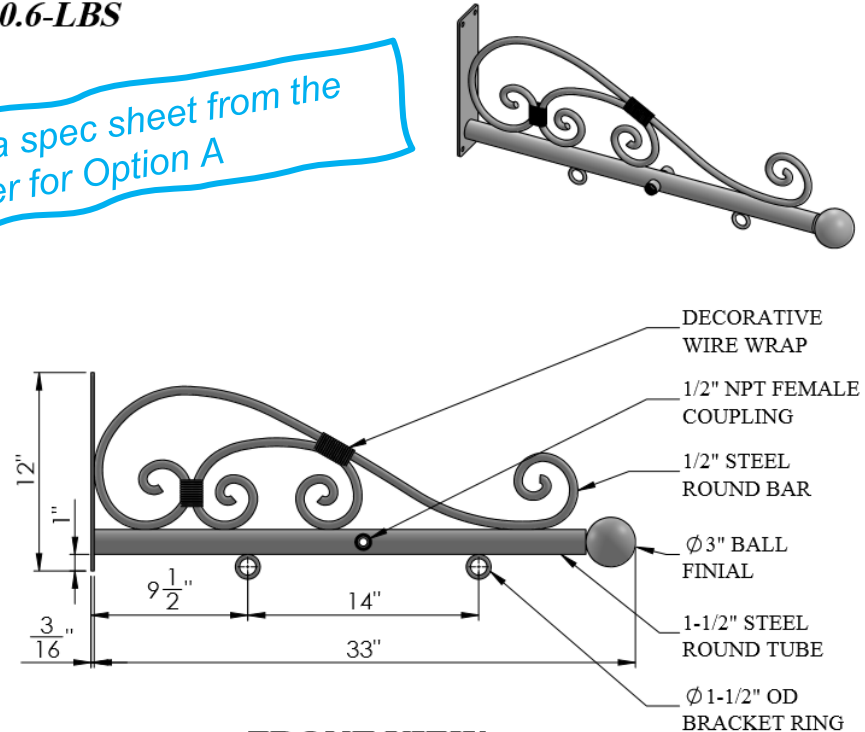
Bracket only weight = 11 lbs mounting hardware not included

BRACKET WEIGHT: 10.6-LBS

Example of a spec sheet from the manufacturer for Option A



SIDE VIEW



FRONT VIEW

Date: 06/2015
Scale: NTS
DB: CF
CB:
Order#:

Content: 33" Classic Lighted Sign Bracket
PN: 377B-WL-BF-33
Color/Finish: Textured Black Powder Coat
Customer Approval: _____

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SIGN BRACKET STORE
By Hooks & Lattice signbracketstore.com

T: 888-919-7446

F: 760-603-0812

REFERENCES: Roller Shades



The photo above is of micro-weave roller shades. These shades allow people inside to see outside but when viewed from the outside looking in, if a black or charcoal colored fabric is used, trick the casual observer into thinking the view to the inside is still open (unobstructed) because the glass looks dark like it normally does.

There are plenty of ways to buy shades online [Blinds.com or TheShadeStore} but check first with local vendors for availability of brands they represent [Hunter Douglas for example]. They will measure, install and typically take care of any warranty issues better than online companies. If you are installing these inside your display windows, it may be worth the added expense to have remote controlled motorized shades so you don't have to disturb the display to raise and lower the shades. Your provider will help you determine and measure for whether to use an inside-the-frame mount or surface mount.

The shade fabric is described by the percent of light it allows in. Something that blocks the sun completely is 0% see-through versus a fabric that allows some sun (such as a 5% see-through fabric as shown above).

Budget an average cost of \$67 per linear foot (tax, shipping and installation included in that figure). This cost is based upon prices encountered during multiple projects in the Pacific Northwest in 2019 – 2020. Of course, every market is different.

REFERENCES: Tapeless Signage Holder

Instead of tape when affixing information on windows or doors, this product offers an easy, flexible way to add and then easily reposition posters for events you choose to support.



Reusable Frame - 8.5"w x 11"h
1/2" Black Border 5/Pack

Examples of tone-on-tone storefronts

<https://www.magikframe.com/>

<https://stmdisplays.com/poster-sign-holders/magik-frame>

Also available in 11" x 17" and other sizes and orientations
Order with Black (recommended) 1/2" border clings