

STOREFRONT Checklist

- Building, sidewalks and awnings
 - What's the first aspect of the building you can begin to see walking or driving? Is it maintained and attractive?
 - Awnings - no tears, moss, dirt, fading or outdated information; Is the underside clean and cobweb free?
 - Tree wells and planters - is landscaping alive and pruned? Are elements the right scale? No weeds!
 - Window ledges - no cobwebs, dead flies, trash, peeling paint, mud/dust (clean inside and outside)
 - Sidewalks, curbs and parking areas - no garbage, cigarette butts, gum or weeds
- Colors
 - Work towards 3 - 4 color changes depending on the building's architectural details and surfaces
 - Choices should be both district and brand appropriate; Paints fade so plan to repaint every 7 - 10 years
 - Draw attention to or minimize areas of greater or lesser importance with choice and application of colors
- Lighting
 - How many of the 6 layers of light do you have ?
 - Illuminate the entryway landing pad directly in front of door
 - Correct light bulbs; LED's at the right color temperature (Kelvin), in the right beam spread and correct CRI
 - All light bulbs should be 100% functional (none burned out)
- Signage
 - Style - appropriate for your district and adequate quantity for number of viewing angles
 - Is your signage placed in an intuitive, unobstructed location or is it too high? Too big? Wrong angle?
 - For drivers - in an area they can see without having to take their eyes off the road for too long
 - For pedestrians – in an area they can see as they approach on foot; do awnings assist or obstruct?
 - Scale - readable font or identifiable graphics when glanced at in motion at a distance
 - Graphics - current, unique and professionally or creatively applied; textures or layers add interest and value
 - Content - avoid too much information such as tag line, phone, website, specials, etc. on your primary sign
- Window displays
 - Your company sign or name, if placed on the glass, should NOT block the view in to your store
 - Is your display current, colorful and/or high contrast, well balanced and 3-D?
 - Keep lights on 24 hours & replace burned out bulbs
 - Good focused display lighting
 - Do you have enough light fixtures in your window display? Correct light bulbs? Where are they aimed?
 - What's visible through the reflections in the glass? Lights? What walls and colors can you see?
 - Blinds or curtains - what color and condition are they?
 - Never create an unfinished, unattractive visible backside to ANYTHING - if your shopper can see it - you need to manage it. Whatever you do has to work from all perspectives.
- Streetscape staging
 - Place groups of larger scale pieces, mannequins or other related props outside in your furnishings zone
 - Allow for adequate clearance between your products and the nearest obstacle (minimum of 4 ft)
 - Merchandise product by stacking, angling and filling vs. simply leaning against the wall
- Entrance (s)
 - Floor - finished, coordinated, safe, undamaged; is walk-off mat present? Is it long enough?
 - Hours and contact information - current, readable, positive present tense, branded, located correctly
 - No duplicate or unnecessary stickers (How many VISA stickers do you really need?)
 - Sightline into store - keep unobstructed so you can see where your next step inside will be
 - Door & door pull - glass cleaned every hour of smudges; door pulls are opportunities for personal expression





YOU ARE YOUR STOREFRONT

Let's get personal. Creating Stellar Stores and Storefronts is even more effective when followed up with individualized training and feedback.

A one-on-one consultation expands on the seminar content by providing more specific personalized solutions that you, the retailer, can implement in both the short term (as in simply rearranging) to the longer term (as in refreshing graphics or investing in key window display infrastructure). The "To do list" you'll get as a result will have tremendous and immediate impact for both you and the district.

"You helped me rethink my space and how to use my fixtures in ways that hadn't occurred to me. My customers noticed and liked your ideas and so did I. It was refreshing to talk with someone who thinks like an owner to bounce ideas off of. I also used your ideas on the outside of my store and really liked how it turned out."

Kristin Ling
A Framer's Touch
Forrest Grove, OR

"Your ideas were both inspiring and practical"

Ann Miner
Yarn Folk
Ellensburg, WA



Seanette Corkill founded Frontdoor Back to bring the benefits of professional design and visual merchandising to independent businesses who want to stay competitive and current. Input from an experienced and objective retail environment expert helps shop owners make needed improvements, adds value to the shopper experience and increases sales. Retail store design and merchandising is a specialty area so important to profitability that even seasoned architects call for help.

Seanette unearths and identifies obstacles to buying and strategically applies retail space planning and design principles that create a place from scratch or refresh the existing store.

"My retailers and property owners needed and wanted to hear what you had to say. I saw positive change in the storefronts the same day you presented. We can't wait to have you back for the next session."

Mary Desmarias
Executive Director
Gig Harbor Downtown Association
Gig Harbor, WA

"I appreciate your ingenuity."

Mitch Mitchum
Commercial Property Owner
Astoria, OR



Anne Marie Luthro was a pioneering member of Envirosell, a renowned research agency and has spent the last twenty years focusing a critical eye and a keen ear on all things retail and shopper-centric. Two decades studying the environmental factors that influence the purchasing decision, as well as the psychology of shopping behavior have earned AML a reputation as a leading authority in the industry of retail design. Anne Marie has worked on hundreds of retail concepts for a wide array of clients. Her insights have been shared with audiences across the globe.

Anne Marie developed, practiced and fine-tuned observational and research methods. Today she uses that historical perspective to help clients build, nourish and keep their shopper base.

THE ESSENTIALS
**OF EFFECTIVE
STOREFRONTS**

