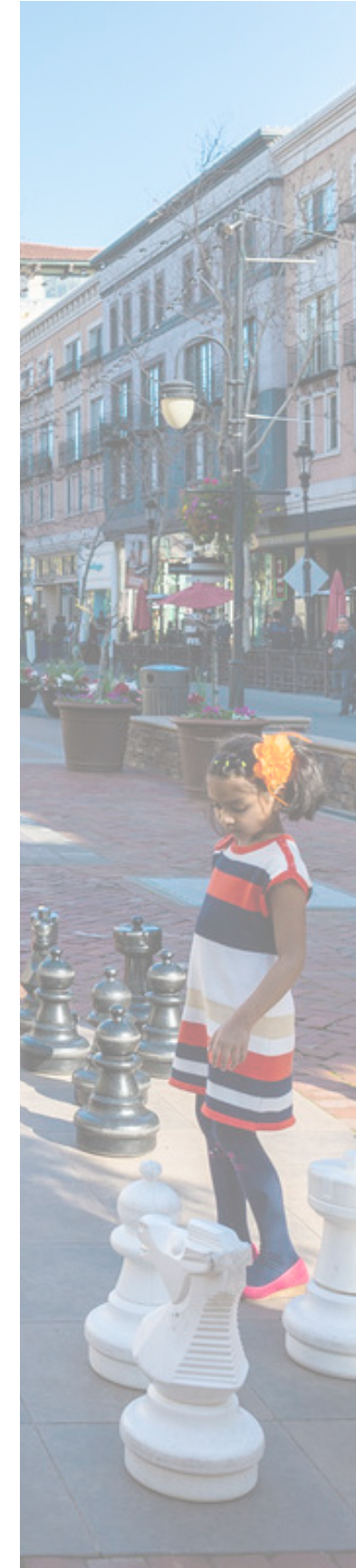


# DOWNTOWN RADFORD EAST MAIN ST RETAIL VISION



OCTOBER 14, 2021



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## VISION SUMMARY

A successful downtown district hinges on the retail experience with the right mix of food and beverage, entertainment, commodity, and service retailers. To help facilitate the right environment, the fabric of the street should draw in unique and local retailers, increase dwell time for visitors, and create an experience. These strategies should be considered:

- **Adjacencies** – Understanding the existing and future retail mix as well as their use adjacencies will contribute to the adaptability of the retail environment. For example, pairing a café with a public amenity that can be shared will contribute to the success of the retailer as well as elevate the public space.
- **Access** – How do people get to and travel through the main street? Focusing on vehicular travel and elevating the pedestrian experience provides ease of access for traffic and a comfortable and safe experience for pedestrians.
- **Environments** – From the public realm to private, these relationships are cohesive and integral to one another; successful retail can elevate the surrounding area.
- **Amenity** – Retail becomes an amenity for local residences, the students at the university as well as local professionals and businesses. The enhanced main street will address the needs of these populations and bring unique options to an already historically beautiful fabric.
- **Leasing** – Providing flexibility with tenant sizes allows for the best mix through the design of storefronts, graphics, infrastructure, service and loading.



# EXISTING CONDITIONS

The city of Radford grew from a small railroad town in the 1800s to a site for major industry in the 1930s and 1940s. The late 1970s brought Radford College and transformed it into the business-focused college town it is today. Its history is filled with periods of growth as well as periods of decline over time. The East Main Business District is a reflection of this history. The buildings themselves have been renovated and repositioned, added onto and torn down. With its adjacency to the railroad and the river as well as the University campus, the East Main Business District can be seen as the connection from the old to the new. It is the beginning of the city's main street that stretches from the tip of Radford University's campus to West Main Street where the city's government center is located. Embracing its history with thoughtful interventions, the revitalization will reflect Radford's past and help create a charming modern retail destination for the future.





### ACTIVATE THE STREET

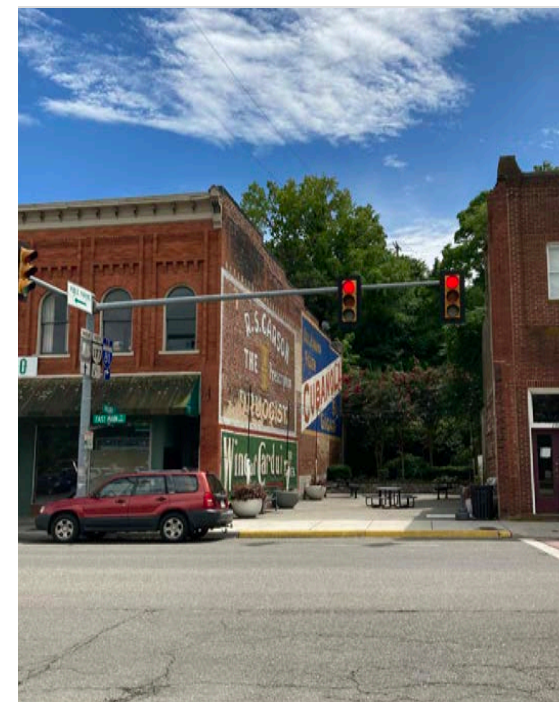
Retail succeeds when multiple different environments exist for various experiences and tenants within the same district. Promenades, plazas, alleyways, and differing sidewalk environments are important components which facilitate activation and enhance shopping experiences. The existing building facades and planned street variety is an asset for the site that the building should embrace.



### CELEBRATE THE HISTORY



### CREATE DESTINATIONS



Different scales of public spaces allow for unique outdoor offerings, *enhancing the pedestrian experience*



# DESIGN PROCESS AND CREATING OPPORTUNITIES

The East Main Street Business District is already rich with history and details. The enhancements to the building facades will help to reactivate and reinvigorate the pedestrian experience and create a destination for the surrounding population. The design process begins with an assessment of a macro analysis of the local and nearby areas that the street lives within, paired with a micro analysis of the existing conditions of each of the facades along East Main Street. Through the analyses, each façade has been assessed on its architectural viability. Some facades have withstood the test of time and are charming and inviting; the required improvements will be minor in nature. Other facades have gone through much transformation and are showing the true test of time and will need extensive interventions to help elevate and bring back their original luster.

There will be three levels of intervention that can be translated down the entire street, which will capture improved storefronts, lighting, canopies and awnings, façade finishes, and graphic standards.

1. The first level will look at enhancing the already existing façade by patching and repairing details and finishes, painting storefronts and upgrading lighting.
2. The second level will take this one step further and provide new awnings/canopies, painting the facades, and removing previously applied materials to bring the facades closer to their original design.
3. Building on the previous two levels, the third will be a complete overhaul of the façade and will introduce replacement of materials, minor architectural modifications and brand new storefronts.

These upgrades will provide a unique environment for the existing retail facades and will influence the materiality, language, and aesthetic of the historic facades, creating an intersection between the exterior and interior spaces and providing for enhanced public amenity spaces.





DOWNTOWN RADFORD

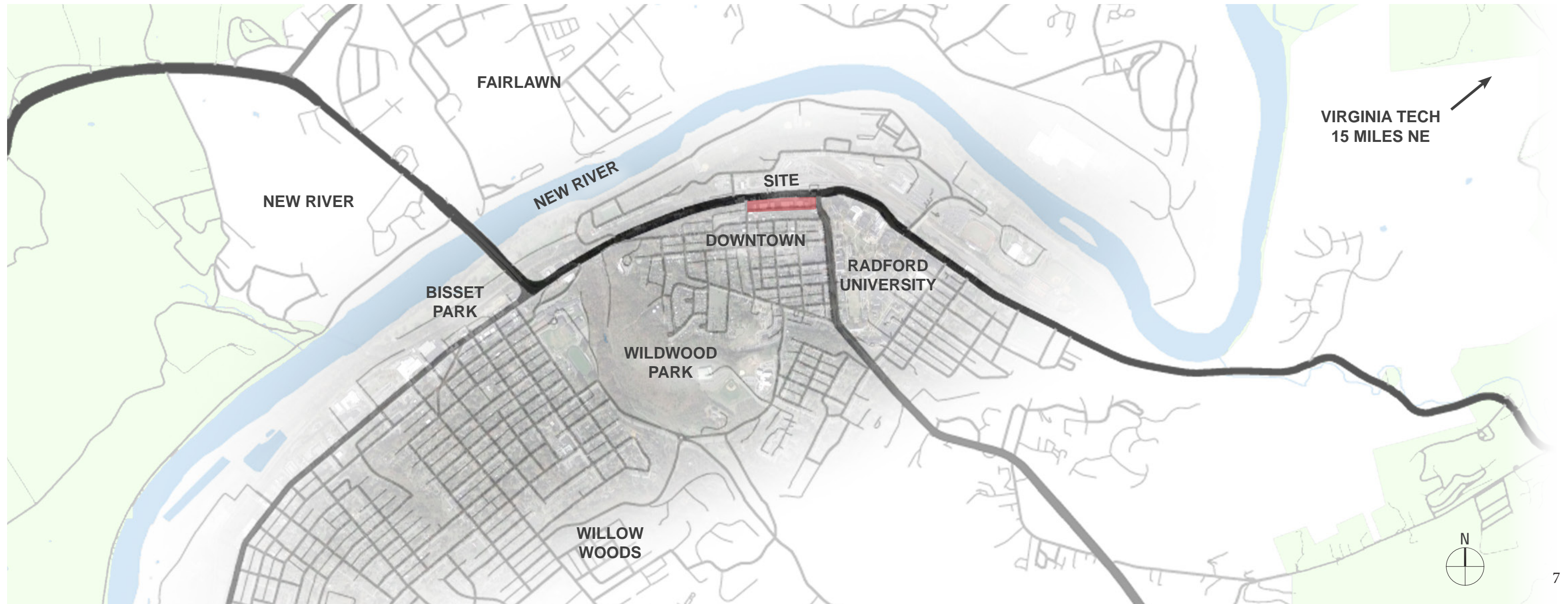


RADFORD UNIVERSITY




BISSET PARK


## A LOOK AT THE FABRIC IN THE SURROUNDING AREA





**REVITALIZATION AREAS:**

- 1. Existing alleys to be revitalized with upgraded landscaping, lighting, seating, and public art to provide connections to the residential neighborhoods and university to the south and east with the main street environment.
- 2. Existing expanded service areas to have dual uses - ie. a beer garden that is served by the local retailers along 3rd Avenue and East Main Street.
- 3. Elevate an existing parking lot to be programmable in the evenings and weekends - markets, festivals, movie nights - a place for the community to gather and share in local events and offerings.

 AREAS OF INTERVENTION

 MODERATE TRAFFIC

 LOW TO MODERATE TRAFFIC

 LOW TRAFFIC



WEST STREET

RAILROAD

STOREFRONT IMPROVEMENT  
FOCUS AREAS

OUTDOOR AMENITY OPPORTUNITY ZONE

HARRISON  
STREET

LEE HIGHWAY

PICKETT STREET

GROVE AVENUE

5TH AVENUE

3RD AVENUE

2ND AVENUE

1ST AVENUE

TYLER AVENUE

3

1

1

2





# ACTIVE ENVIRONMENTS

By embracing key spaces that already exist along the corridor of the East Main Business District, the revitalization seeks to introduce new destinations. The design will take the alleys between buildings and turn them into vibrant outdoor dining areas with plantings, lighting, and public art for both the retailers and public to use. Parking lots will be able to be programmed for outdoor festivals, markets, concerts, and public movie screenings. Rear spaces are adapted to be discoverable and can be used for additional outdoor wine and beer gardens. These moments paired with the upgraded facades, already rich with character, will further create interest and draw a more vibrant mix of tenants that will help bring activation and energy to the street.





## REVITALIZATION VISION

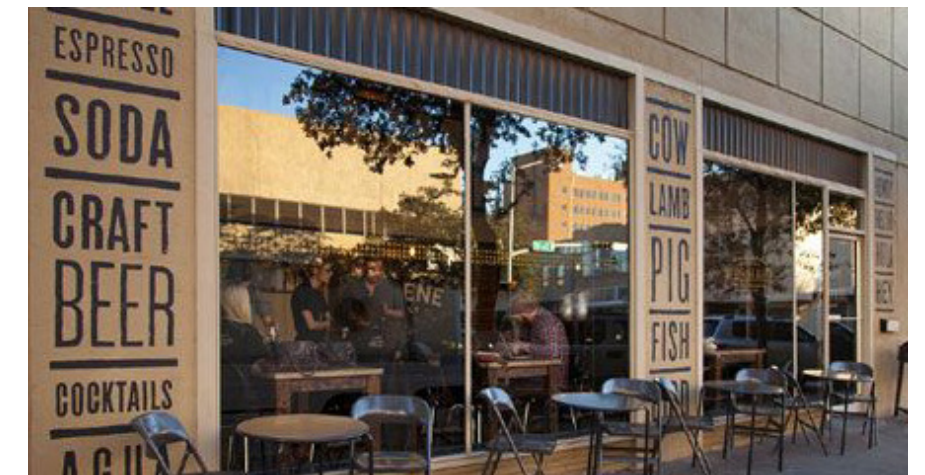
The revitalization for the East Main Street Business District will elevate the street and pedestrian experience to provide both an amenity and a continuity in activation from Radford University's campus to the West Main Street Business District area. The upgrades to the facades, storefronts, alleyways, and sidewalks will enhance the community experience. The interventions will complement the historic details already present in the existing facades and help invigorate a renewed energy and design into those areas that need it most. This will help to reinforce the street's respected place within the City of Radford's community.

Given its central location between the University and the West Business District as well as its proximity to the railroad and the New River, the newly updated district will become the city's connection to the community fabric. The elevated pedestrian experience and upgraded storefronts and façade elements alongside key placemaking efforts will provide students with a place to hang out, families a reason to walk and shop, and the community to gather.



# FACADE CONCEPTS

The retail facades present a unique challenge in preserving the historical elements that give the street its charm while introducing new contemporary designs to create a dynamic modern façade. Each façade will have its own distinct character and share common elements and proportions that provide flexibility for tenant expansion. Subtle detailing allows for greater impacts for the interior and exterior retail environments. Utilizing operable windows, uncovering existing conditions, and applying new materials, lighting and architectural elements will all increase the dynamics for the collection of buildings along East Main Street.



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade materials and finishes are of low quality and in poor condition. It is highly recommended to design and install a new storefront that will meet the needs of the future tenants and create a welcoming presence.
- Variety of materials will be applied for visual and functional needs.
- Use of operable windows and shading shall enhance the comfort of customers as well as enhance the activity on at street level.

**SIGNAGE:**

- Due to tenant vacancy, lack of any Primary Signage to enhance the presence of the tenant identity and overall streetscape experience.
- Lack of any clear and elegant Secondary Signage such as window signs and blades that enhance the pedestrian view and overall streetscape. Applied tenant creative tenant window signs shall enhance the tenant identity and product/services at pedestrian level.
- All signage will be new and placed in appropriate locations based on the new storefront design.
- The Primary Signage will be wall mounted to the sign fascia. Internally & back lit (LED).
- The Secondary Signage may be applied to the clear glass windows.
- Painted wall art/murals will enhance the tenant presence as well as being a playful complement to the existing street murals.

**COLOR:**

- The storefront façades have multiple colors and in poor state. It is recommended to use complimenting colors for the storefront surfaces.
- Opportunity to apply wall mural colors that complement the streetscape and overall architectural design.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- The newly designed storefront composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance future tenant identity and presence.
- In retail areas do not have the sidewalk amenities such as seating, operable windows can be installed to enhance the indoor and outdoor visibility and activity.

**LIGHTING:**

- The new storefront shall have style appropriate wall mounted (LED) light fixtures to compliment the streetscape. Sting lighting over the adjoining courtyard. Up lighting to enhance the wall murals and inner plantings. All to create an intimate and pleasing indoor/outdoor experience.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: High impact design modifications.



The colors illustrated are to serve as placeholders pending tenant/ownership input

**EXISTING STOREFRONT**



**PRECEDENTS:**



ELEVATION KEY

**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade materials and finishes are of low quality and in poor condition. It is highly recommended to design and install a new storefront that will meet the needs of the future tenants and create a welcoming presence.
- The upper segment of the façade may require window repair but overall shall remain in its original form.
- Clean and re-point all masonry surfaces as needed.
- Repair/replace cornice and trims as needed.

**SIGNAGE:**

- Lack of any Primary Signage to enhance the presence of the tenant identity and overall streetscape experience.
- Lack of any clear and elegant Secondary Signage such as window signs and blades that enhance the pedestrian view and overall streetscape. Applied tenant creative tenant window signs shall enhance the tenant identity and product/services at pedestrian level.
- All signage will be new and placed in appropriate locations based on the new storefront design.
- The Primary Signage will be wall mounted to the sign fascia. Internally lit (LED).
- The Secondary Signage may be applied to the clear glass windows.

**COLOR:**

- The storefront segment of the façade has multiple colors and in poor state. Due to the attractive existing murals on one side of the building (and to ensure visual harmony), it is recommended to use light tones for the storefront surfaces.
- The signage fascia color/tone may contrast the storefront and be of the same color as the new outdoor "gateway" structure.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- The newly designed storefront composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance future tenant identity and presence.
- The adjoining open courtyard has the potential of providing further visibility and enhanced amenity which will in turn create a pleasing indoor/outdoor experience.

**LIGHTING:**

- The new storefront shall have style appropriate wall mounted (LED) light fixtures to compliment the streetscape. Sting lighting over the adjoining courtyard. Up lighting to enhance the wall murals and inner plantings. All to create an intimate and pleasing outdoor experience.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

- Storefront: High impact design modifications.
- Upper level: Low impact design modifications.



The colors illustrated are to serve as placeholders pending tenant/ownership input

**EXISTING STOREFRONT**



**PRECEDENTS:**



ELEVATION KEY

**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade provides minimal openings therefore not conducive to the retail demands.
- Majority of the storefront is of solid wood cladding (in disrepair) and does not enhance the immediate and overall streetscape. It is highly recommended to design and install a new storefront that will meet the needs of the tenants and create a welcoming presence for the passersby.
- The upper segment of the façade may require window repair but overall shall remain in it's original form.
- Clean and re-point all masonry surfaces as needed.
- Repair/replace cornice and trims as needed.

**SIGNAGE:**

- Lack of any Primary Signage to enhance the presence of the tenant identity and overall streetscape experience.
- Lack of any clear and elegant Secondary Signage such as window signs and blades that enhance the pedestrian view and overall streetscape. Applied nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.
- All signage will be new and placed in appropriate locations based on the new storefront design.

**COLOR:**

- The storefront segment of the façade is of neutral gray and shall be replaced entirely with warm tones of natural wood and applied graphic murals. Original brick and trim colors to remain.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Tenant window displays are minimal and are covered by signage clutter. Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Currently there are no lighting systems. Providing lighting and fixtures per new canopy shall be integrated at the soffit. Store front style appropriate low-profile/flush mount LED soffit light systems with consistent wall and ground lighting will enhance the immediate and overall streetscape. Exterior wall mounted lighting shall be placed at entries.
- Inadequate interior/display zone lighting. During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

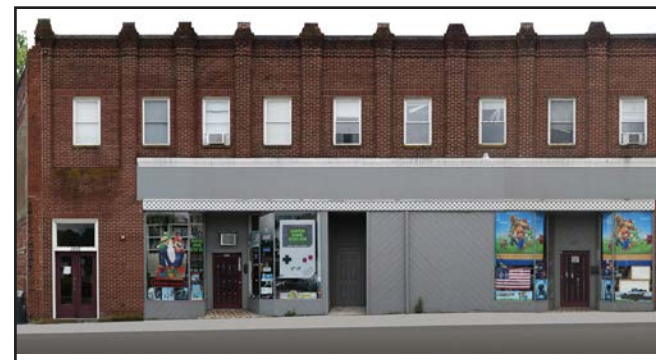
**BUILD RECOMMENDATIONS (Based on the existing conditions):**

- Storefront: High impact design modifications.
- Upper level: Low impact design modifications



The colors illustrated are to serve as placeholders pending tenant/ownership input

**EXISTING STOREFRONT**



**PRECEDENTS:**



**ELEVATION KEY**

**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade stone tile will require polish to enhance and reveal the distinct mid-century modern form.
- Patch & polish window frames & mullions (replacement may be required).
- The existing awning is oversized to the overall composition of the building to be removed and replaced with fixed straight polished metal clad awning to adhere to the mid-century storefront composition.
- The upper segment of the façade tile is in disrepair and not within the overall proportion of the façade composition. This provides the opportunity to replace the tiles with smaller scale brick/tile/clad material.

**SIGNAGE:**

- Lack of prominence of the Primary Signage to enhance the presence of the tenant identity and overall streetscape experience. To further enhance the spirit of the existing mid-century modern storefront, elements such as internally illuminated free standing dimensional letters above the canopy (LED for minimal maintenance).
- Lack of clear and elegant Secondary Signage such as window signs and blades that enhance the pedestrian view and overall streetscape. Applied nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.
- Lack of appropriate signage to enhance the mid-century style of the storefront. Apply Artisan quality retro-style form with period script styles.

**COLOR:**

- The storefront segment of the façade stone tile color (green/gray tint) will require polish to enhance and reveal the distinct mid-century modern form.
- The upper segment of the façade pink tinted stone tiles is not appropriate for the overall unity of the building. Neutral color of new surface material will serve as a complimentary backdrop for the storefront.
- The existing awning color (and form) is not appropriate for the overall unity of the building and replaced with a polished metal clad fascia.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Tenant displays do not provide ample interest to the 3-dimensional nature of the internal display zones with the optimal large windows. Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Inadequate lighting and fixtures per canopy soffit. Store front style appropriate low-profile/flush mount LED soffit light systems with consistent wall and ground lighting will enhance the immediate and overall streetscape.
- Inadequate interior/display zone lighting. During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

- **Storefront:** Low/medium impact design modifications.
- **Upper level:** High impact design modifications.



The colors illustrated are to serve as placeholders pending tenant/ownership input

**EXISTING STOREFRONT**



**PRECEDENTS:**



ELEVATION KEY

**MATERIAL CONDITION & FINISHES:**

- The storefront segment appears to be in poor condition with surfaces built with low quality materials and finishes therefore not conducive to the retail demands.
- The storefront segment of the façade provides an opportunity for a new overall design with more creative and intricate detailing. (Brick vertical course, painted to match upper segment color on both sides of the storefront is recommended to 'frame' the storefront and to unite the upper and lower building composition).
- Windows and doors to be installed to complement the overall new retail facade.
- The upper segment of the façade may require window repair but overall shall remain in its original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be new and may be wall mounted or integrated with the canopy system (all based on the future storefront design). Internally lit with LED lighting systems will ensure low maintenance as well as energy efficiency.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- Unique yet complimentary colors and extend to the upper segment of the overall building façade. Each applied façade color should be complementary to one another thus creating harmony along the streetscape.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0" into the store interior):**

- Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Providing lighting and fixtures per new canopy. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

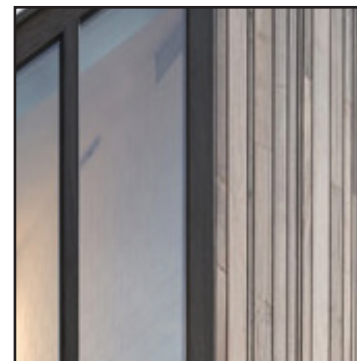
**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: High impact design modifications.  
 Upper level: Low impact design modifications.

**EXISTING STOREFRONT**



**PRECEDENTS:**



The colors illustrated are to serve as placeholders pending tenant/ownership input



ELEVATION KEY



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade due to very small windows provide no visibility to the tenant's products & services.
- The facade surface material appears to be stamped stone texture in poor state.
- An opportunity for a new overall design with more creative and intricate detailing. (As with the adjacent left building facade, brick vertical course, painted to match upper segment color on both sides of the storefront is recommended to 'frame' the storefront and to unite the upper and lower building composition).
- Windows and doors to be installed to complement the overall new retail facade.
- New canvas awning with variety of color & graphics to enhance the tenant identity and presence (fixed metal awning may be installed).
- The upper segment of the façade may require new window trims but shall remain in its original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be new and may be wall mounted or integrated with the canopy system (all based on the future storefront design). Internally lit with LED lighting systems will ensure low maintenance as well as energy efficiency.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- Unique yet complimentary colors and extend to the upper segment of the overall building façade. Each applied façade color should be complementary to one another thus creating harmony along the streetscape.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Successful composition and deliberate placement of high-quality products/ service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Providing lighting and fixtures per new canopy. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: High impact design modifications.  
Upper level: Low impact design modifications.

**EXISTING STOREFRONT**



**PRECEDENTS:**



The colors illustrated are to serve as placeholders pending tenant/ownership input



**ELEVATION KEY**

**MATERIAL CONDITION & FINISHES:**

- The storefront segment appears to be in poor condition with surfaces built with low quality materials and finishes therefore not conducive to the retail demands.
- The storefront segment of the façade provides an opportunity for a new overall design with more creative and intricate detailing.
- Windows and doors to be installed to complement the overall new retail facade.
- The upper segment of the façade may require window repair but overall shall remain in its original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be new and may be wall mounted or integrated with the canopy system (all based on the future storefront design). Internally lit with LED lighting systems will ensure low maintenance as well as energy efficiency.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- Unique yet complimentary colors and extend to the upper segment of the overall building façade. Each applied façade color should be complementary to one another thus creating harmony along the streetscape.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Successful composition and deliberate placement of high-quality products/ service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Providing lighting and fixtures per new canopy. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: High impact design modifications.  
 Upper level: Low impact design modifications.

**EXISTING STOREFRONT**



**PRECEDENTS:**



The colors illustrated are to serve as placeholders pending tenant/ownership input



**ELEVATION KEY**

**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade requires new window frame and entry door. They are to be replaced by design and finishes that are complimentary to the overall façade composition.
- Brick surface course and small windows have replaced the original large recessed windows that once provided tenant visibility.
- The upper segment metal clad surfacing appears to have completely covered the original historic façade and has limited the tenant visibility with a horizontal screen band. It is important to maintain the original nature of each building as much as possible as they are the historical notes of the city of Radford. It may be necessary to recreate key architectural details based on historic records if they have been removed.
- Clean and re-point all masonry surfaces as needed.
- Repair/replace cornice and trims as needed.

**SIGNAGE:**

- Lack of prominence of the Primary Signage to enhance the presence of the tenant identity and overall streetscape experience. Due to the specialized nature of the current tenants, signage may at this time be specific to the name of the building with enlarged pin-mounted letters applied to the wall surface.
- Secondary Signage is specific to the current tenants and they are primarily the
- Directories at the entry point in framed in internally illuminated sign cabinets enhance the pedestrian viewing.

**COLOR:**

- Removal of the silver metal cladding to expose the original brick and trim colors.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- The storefront segment of the facade does not provide ample visibility from both street and interior due to small window arrangement. As noted earlier, it is necessary to expand the openings (in accordance to the original historic composition) and install larger window system.
- Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- New wall mounted light fixtures that will complement the historic nature of the building and the modern efficiency of the LED shall enhance the immediate and overall streetscape.
- Inadequate interior/display zone lighting. During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Tenants may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

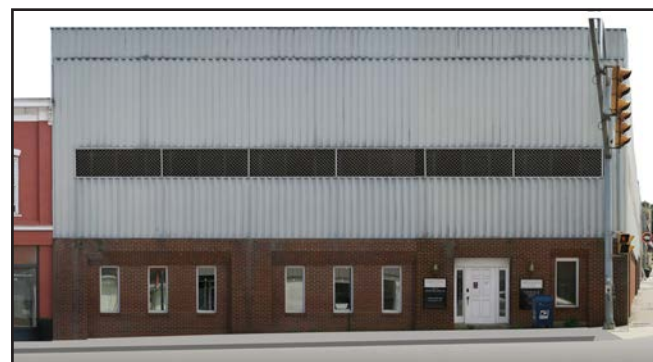
**BUILD RECOMMENDATIONS (Based on the existing conditions):**

- Storefront: High impact design modifications.
- Upper level: High impact design modifications.

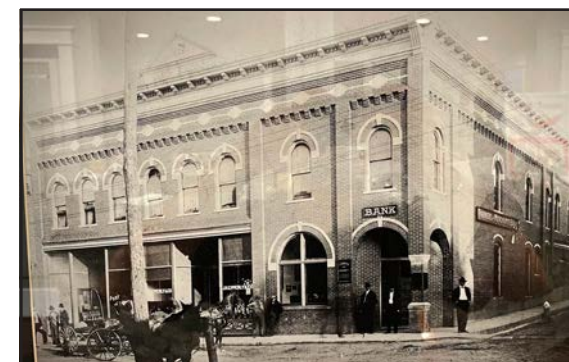


The colors illustrated are to serve as placeholders pending tenant/ownership input

**EXISTING STOREFRONT**



**PRECEDENTS:**



ELEVATION KEY

FACADE RECOMMENDATIONS



WEST END PROPOSED STOREFRONT

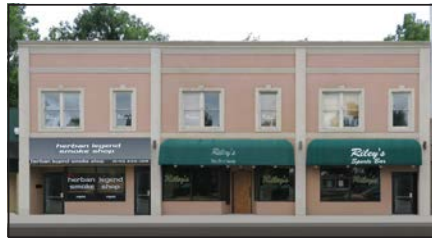


WEST END EXISTING STOREFRONT



ELEVATION KEY

EXISTING STOREFRONT A



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade bulkheads below window panels may apply new surface materials such as stone, tile or wood textures to create variety along what appears to be similar storefronts.
- Window and door trims to be repaired/painted (as needed).
- The center and right storefront awnings shall be of the same design, height, projection and angle of the far left awning to amplify the horizontal shading and consistent signage line but with variety of color & graphics to enhance the tenant identity and presence.
- The upper segment of the façade may require window repair but overall shall remain in its original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be part of the awning surfaces to enhance the presence of the tenant identity and overall streetscape experience.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- Each three storefront segments may have unique yet complimentary colors and extend to the upper segment of the overall building façade. Each applied façade color should be complementary to one another thus creating harmony along the streetscape.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Providing lighting and fixtures per new and similar canopies. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: Low/Medium impact design modifications.  
Upper level: Low impact design modifications.



ELEVATION KEY

A

B

C

EXISTING STOREFRONT B



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade bulkheads below window panels may apply new surface materials such as stone, tile or wood textures to create variety along what appears to be similar storefronts.
- Window and door trims to be repaired/painted (as needed).
- Main awnings shall be of similar design, height, projection and angle to amplify the horizontal shading and consistent signage line but with variety of color & graphics to enhance the tenant identity and presence.
- Installation of a continuous cornice line (just below the upper level windows) shall provide an elegant transition between the storefront zone and the upper levels of the building.
- The upper segment of the façade may require window repair but overall shall remain in its original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be part of the awning surfaces to enhance the presence of the tenant identity and overall streetscape experience.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.
- The cinema marquee panels may be updated but the standing letter signage to remain.

**COLOR:**

- The storefront segment (separated by a new cornice line as noted above) may have unique yet complimentary colors and lighter color/tone in the upper segment of the building façade. Each applied façade color should be complementary to one another thus creating harmony along the streetscape.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Providing lighting and fixtures per new and similar canopies. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- Up-lighting per cinema zone to enhance visibility.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: Low/Medium impact design modifications.  
Upper level: Low impact design modifications.

EXISTING STOREFRONT C



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade bulkheads below window panels may apply new surface materials such as stone, tile or wood textures to create variety along what appears to be similar storefronts.
- Window and door trims to be repaired/painted (as needed).
- The bulkheads below window panels may be reduced in size to expand the windows.
- Existing fixed canopy may be repaired, re-surfaced as needed.
- The upper segment of the façade may require new windows at the second level (if possible) to break the solid blank brick wall surface.
- Installation of a continuous cornice line (just below the possible upper level windows) shall provide an elegant transition between the storefront zone and the upper levels of the building.
- The (3rd level) red brick facade detail and windows shall remain in their original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be internally illuminated freestanding dimensional letters above the canopy (LED for minimal maintenance and energy usage).
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- Storefront segments may have unique yet complimentary color and extend to the upper segment of the overall building façade. Each applied façade color should be complementary to the overall adjoining storefronts thus creating harmony along the streetscape.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- As noted above, the bulkheads below window panels may be reduced in size to enlarge the window panels and ensure more tenant visibility from the street.

**LIGHTING:**

- Providing lighting and fixtures per existing canopy shall be integrated at the soffit. Low-profile/flush mount LED soffit light systems with consistent wall lighting will enhance the immediate and overall streetscape.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: Medium impact design modifications.  
Upper level: Medium/High impact design modifications.



EXISTING STOREFRONT D



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade bulkheads below window panels may apply new surface materials such as stone, tile or wood textures to create variety along what appears to be similar storefronts. Wall surfaces to be painted in lighter and warmer colors.
- Window and door trims to be repaired/painted (as needed).
- The continuous storefront canvas awning surface shall be replaced but of the same height, projection and angle.
- Extended awning valance to provide space for signage.
- The upper segment of the façade may require window repair but overall shall remain in its original form.
- Repair, paint, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall be part of the awning upper surface and extended valance to enhance the presence of the tenant identity and overall streetscape experience.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- More vibrant tenant based storefront color is recommended.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.

**LIGHTING:**

- Providing lighting and fixtures per new canopy. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- During the daytime, lighting levels within the window display zone as well as the interior of the establishment shall be sufficient to overcome the daylight glare of the storefront glazing. Retailers may consider window and interior lighting to create a welcoming "scene" specially after store closing hours to extend the street life for the neighborhood.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: Low/Medium impact design modifications.  
Upper level: Low impact design modifications.

EXISTING STOREFRONT E



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade provides an opportunity for a new overall design with more creative and intricate detailing.
- Windows and doors to be installed to complement the overall new retail facade.
- New canvas awning with variety of color & graphics to enhance the tenant identity and presence (fixed metal awning may be installed).
- The upper segment of the façade may require new windows at the second level (if possible) to break the solid blank wall surface.
- Should upper segment of the facade remain solid, creative surface metal cladding, stone or tiling may replace the current metal surface.
- Graphic wall art or dimensional sculptural works may be added to the new surface
- New cornice line to be installed.

**SIGNAGE:**

- Primary Signage may be wall mounted or above the metal canopy. Internally lit with LED lighting systems.
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- The storefront segment may have unique yet complimentary colors in respect to its adjacent storefronts and should the upper segment remain solid, vibrant colors may be applied per art-wall graphics.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- Successful composition and deliberate placement of high-quality products/service components further attract attention and a welcoming impression as well as greatly enhance tenant identity and presence.
- Possible application of wall mural/dimensional art shall enhance the playful street presence.

**LIGHTING:**

- Providing lighting and fixtures per new and similar canopies. Consistent wall and ground lighting will enhance the immediate and overall streetscape.
- Up-lighting per mural/dimensional art.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: High impact design modifications.  
Upper level: High impact design modifications.

EXISTING STOREFRONT F



**MATERIAL CONDITION & FINISHES:**

- The storefront segment of the façade to remain.
- Window and door trims to be repaired/painted (as needed).
- Existing fixed canopy may be repaired as needed.
- Repair, re-point all masonry surfaces, cornice and trims as needed.

**SIGNAGE:**

- Primary Signage shall remain, but new creative internally illuminated wall mounted dimensional letters above the canopy may be installed for a fresh brand tenant visibility (LED for minimal maintenance and energy usage).
- Secondary Signage such as nonobtrusive window signs and projecting blade signs will enhance the tenant identity and product/services at pedestrian level.

**COLOR:**

- Opportunity for a painted facade with wall graphics to enhance the tenant brand and presence.

**VISIBILITY (Tenant display zones from the lease line extending 4'-0 into the store interior):**

- To further attract attention and a welcoming impression, well-lit interior providing tenant ambiance and removal of unnecessary window signage.

**LIGHTING:**

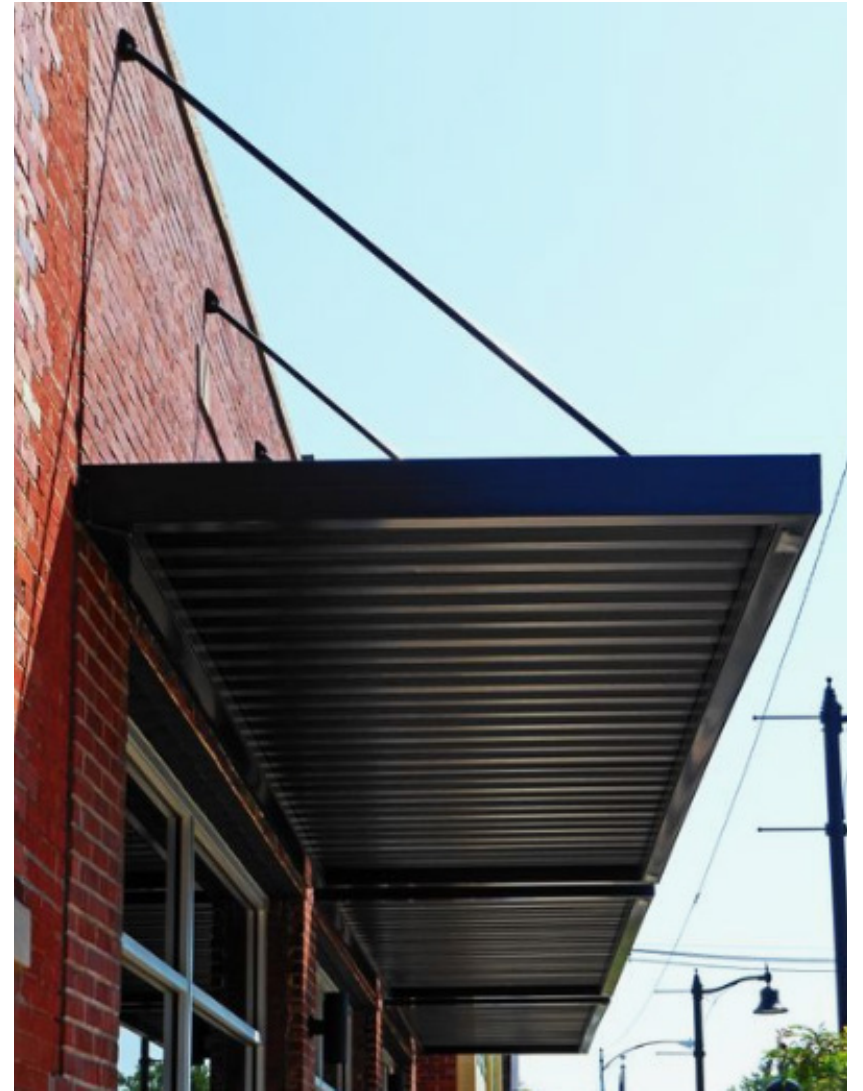
- Providing lighting and fixtures per existing canopy shall be integrated at the soffit. Low-profile/flush mount LED soffit light systems with consistent wall lighting will enhance the immediate and overall streetscape.

**BUILD RECOMMENDATIONS (Based on the existing conditions):**

Storefront: Low impact design modifications.



ELEVATION KEY



ENTRY  
OVERHANGS

FACADE ELEMENTS



SIGNAGE & GRAPHICS

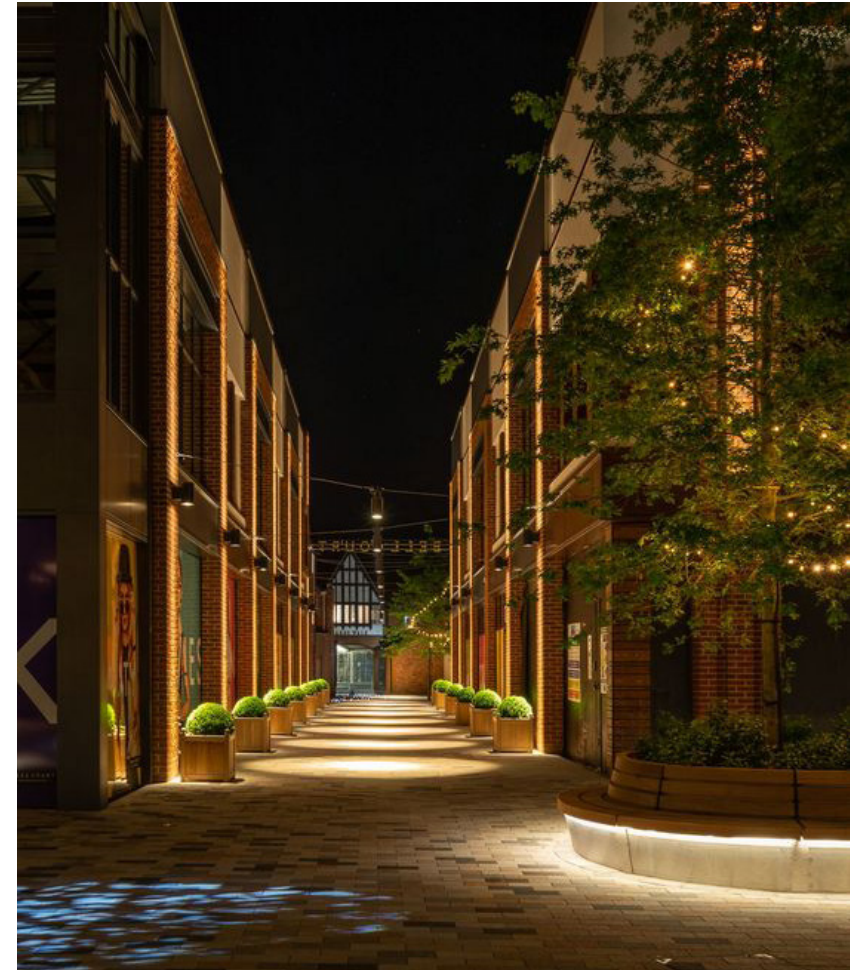
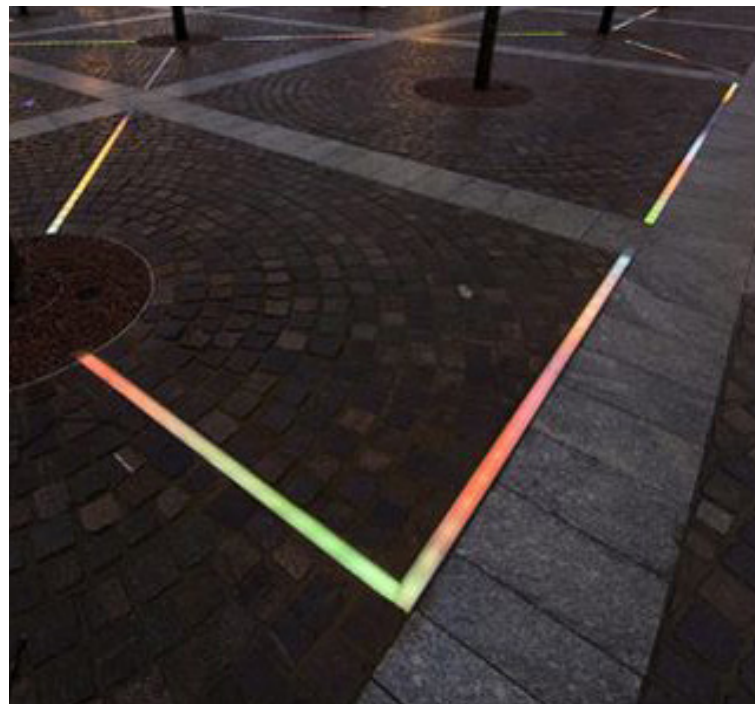
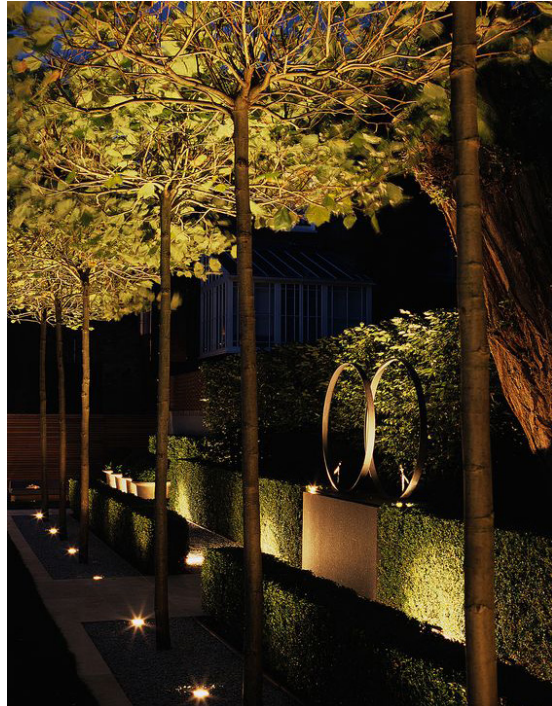


FACADE ELEMENTS



FACADE LIGHTING

LANDSCAPING ELEMENTS



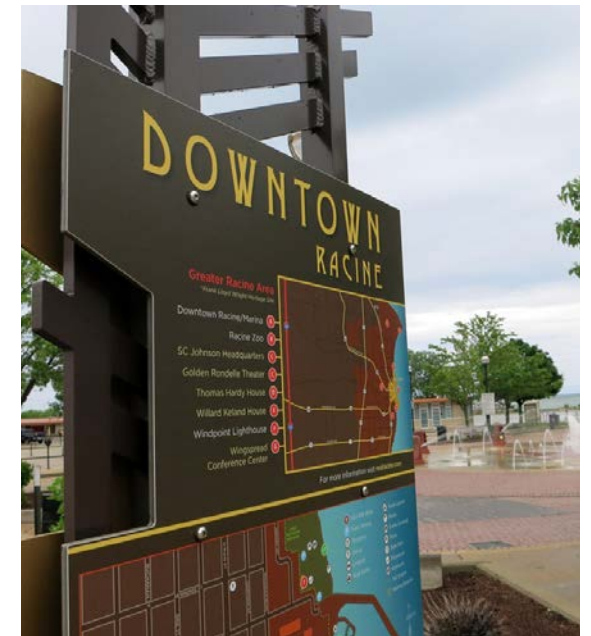
STREET AND  
LANDSCAPE  
LIGHTING

LANDSCAPING ELEMENTS



LANDSCAPING ELEMENTS

STREET ELEMENTS



WAYFINDING SIGNAGE



## SUMMARY

Retail is a **vital and integral asset** in a downtown district. It influences **site activation**, enhances the public realm and is an **amenity** to adjacent buildings as well as the surrounding neighborhood. Through the analysis of the local community and viability of the **historic facades**, informed decisions can be made for the best tenant mix and the creation of a **destination** to draw the **community** in and to **increase dwell time**. This knowledge combined with the city and communities' vision for the East Main Street Business District aids in a **holistic approach** to the design for the facades.

The vision will be implemented through **flexibility** in the design with materials, graphics, lighting and **enhanced relationships between the exterior and interior spaces**. The criteria established maintains **relevance and timelessness** as trends and societies change. It blurs the lines between the public and private realm; influencing a **collaborative ecosystem** that creates **unique and desired experiences**. These principles provide a distinct, diverse, and adaptable set of guidelines to allow for successful relationships between tenants, owners, and users. The result will create a place for students, families, and professionals to come together, contributing to the **holistic design of the ground plane** and the transformation of the district into a **successful neighborhood destination**.

