

# MIDTOWN STOREFRONT DESIGN CHECKLIST

The following checklist pulls from the *Jones Lang LaSalle Midtown Retail Study*, and contains excerpts from both *Blueprint Midtown* and *Blueprint Midtown II Executive Summary*.

Paramount among design requirements for urban retail is the need to accommodate the ever-changing and cutting-edge nature of retailing. Storefronts should be designed to allow easy transition from one retailer to another or the transition from one design concept to another without major structural changes and be distinctive from tower or use above.

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## Relationship of building to Street

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- ☑ **Storefronts must be built to the back of and parallel to the required sidewalk for 100% of the street presence.** Specifically, new retail storefronts should follow the geometry of adjacent street curblines and be contiguous to and adjacent to minimum required Sidewalk Supplemental Zone

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## Storefront Components

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- ☑ A shopper's line-of-sight should be unobstructed from anchor to anchor; leading one past enticing row of stores.
- ☑ Provide design flexibility for the unique branding needs of individual retail tenants.
- ☑ Avoid monotonous design at ground level by breaking up retail bays.
- ☑ Develop retail entrances in close proximity to the street.
- ☑ Outdoor cafes and creative merchandise displays are strongly encouraged.
- ☑ Create easy, barrier-free access for pedestrians.
- ☑ Design minimum 12-foot exterior soffit height.
- ☑ Maintain 14-foot minimum interior ceiling height (high enough for retail mezzanines).
- ☑ Limit columns, space a minimum 20-feet apart (both internally and between exterior windows). Where possible avoid columns and arcades along façade by placing such elements back from storefront glass a minimum of 3-feet to create display vitrine in front of these structural elements.
- ☑ Keep pilaster depths a maximum of 4-inches. (Measured between face of column and storefront fenestration)
- ☑ Maintain a minimum street frontage of 25-feet for individual retailers.

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## Doors & Windows

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- ☑ Entries must be embayed and recessed to allow door to swing out without obstructing sidewalk pedestrian flow, while adding articulation at project base.
- ☑ Storefront detail tell shoppers what they are buying is high quality. Details such as the quality of the door handles and cleanliness of the area cannot ever be overlooked
- ☑ **Avoid HORIZONTAL banding and limit overall use of mullions upon glass** that creates visual barriers between consumers and merchandise branding.
- ☑ Build full-height clear glass storefront in excess of conventional 5-foot wide modules - **No tints/reflection and floor-to-ceiling as much as possible.**
- ☑ With topography issues, windows should respect pedestrian scale and follow grade of sidewalk as nearly as possible.
- ☑ Retail entrance doors should be of glass or contain significant glass to allow visibility into business.
- ☑ Where appropriate install sliding/folding doors that allow activity of the business to open onto adjacent sidewalk.

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## Operations

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- ☑ Offer screened loading dock capable of odd-hour deliveries.
- ☑ Make provisions for high-capacity HVAC systems.
- ☑ Include rear access service hallways.
- ☑ Where topography issues are present, create accessible ramping for pedestrian with personal shopping carts.

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## Awnings & Canopies

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- ☑ Canvas and metal awnings should accent the top edge of ground floor windows and doorframes -- not exceeding top edge of highest mullion (except transom windows above awning/canopy) on ground floor windows and doorframes.

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## Commercial Signage

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- ☑ Signage is critical. Retailers should strive for the look of handmade art in their signage rather than conventional acrylic and/or plastic-faced signs that are internally lit.
- ☑ Signage components (awnings/graphics) should be built-in with flexibility to accommodate branding of individual merchants.
- ☑ To identify businesses to pedestrians and those traveling parallel to storefront, projected fin or blade signs are encouraged.
- ☑ Building signage must be designed and limited in size and scale in keeping with Midtown's character and pedestrian environment.

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## Parking

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- ☑ On-street parking and anchor tenants are the most important factors in development of authentic urban retail.
- ☑ One on-street parking stall accounts for more than \$200,000 per year in sales for adjacent stores.