

STOREFRONT REDESIGN PROGRAM

Greetings From

WESBEN
ATL

@GREETINGS4OUR

DCP

Investing in
good design is
good business.

**Investing in
good design is
good business.**

What makes good storefront design?

LEGIBILITY

IDENTITY

ENGAGEMENT

LEGIBILITY

Create a cohesive facade

Does your storefront preserve and highlight
the architecture of the building?

LEGIBILITY

Create a cohesive facade



Building Base



Storefront System



Upper Facade

BUILDING BASE



Should do the base material and finish extend to the overall building or distinguish it from other elements?

BUILDING BASE

Create a cohesive facade



STOREFRONT SYSTEM



Is the storefront system original?
How can you give the system
more presence?

STOREFRONT SYSTEM

Create a cohesive facade



STOREFRONT SYSTEM

Create a cohesive facade



UPPER FACADE



Are windows in the upper facade clear? Is the original material visible?
Is this a signage opportunity?

UPPER FACADE

Create a cohesive facade



UPPER FACADE

Create a cohesive facade



IDENTITY

Tell your story

**Does your storefront communicate your
brand, values, and services?**

IDENTITY

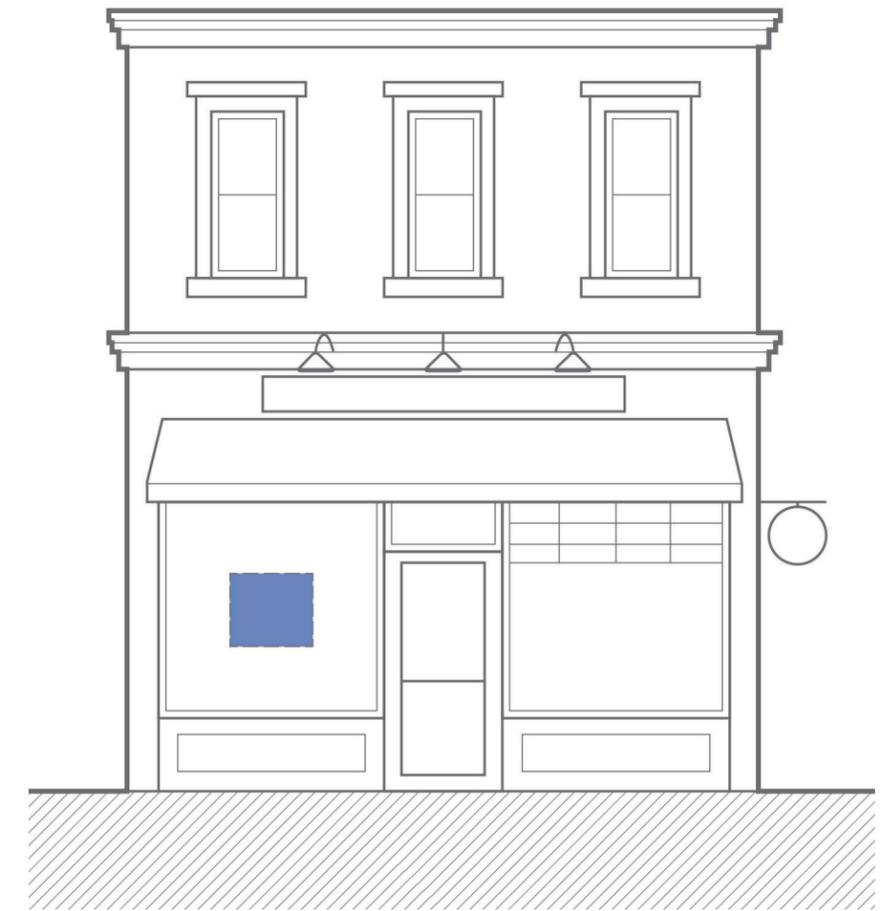
Tell your story



Signage

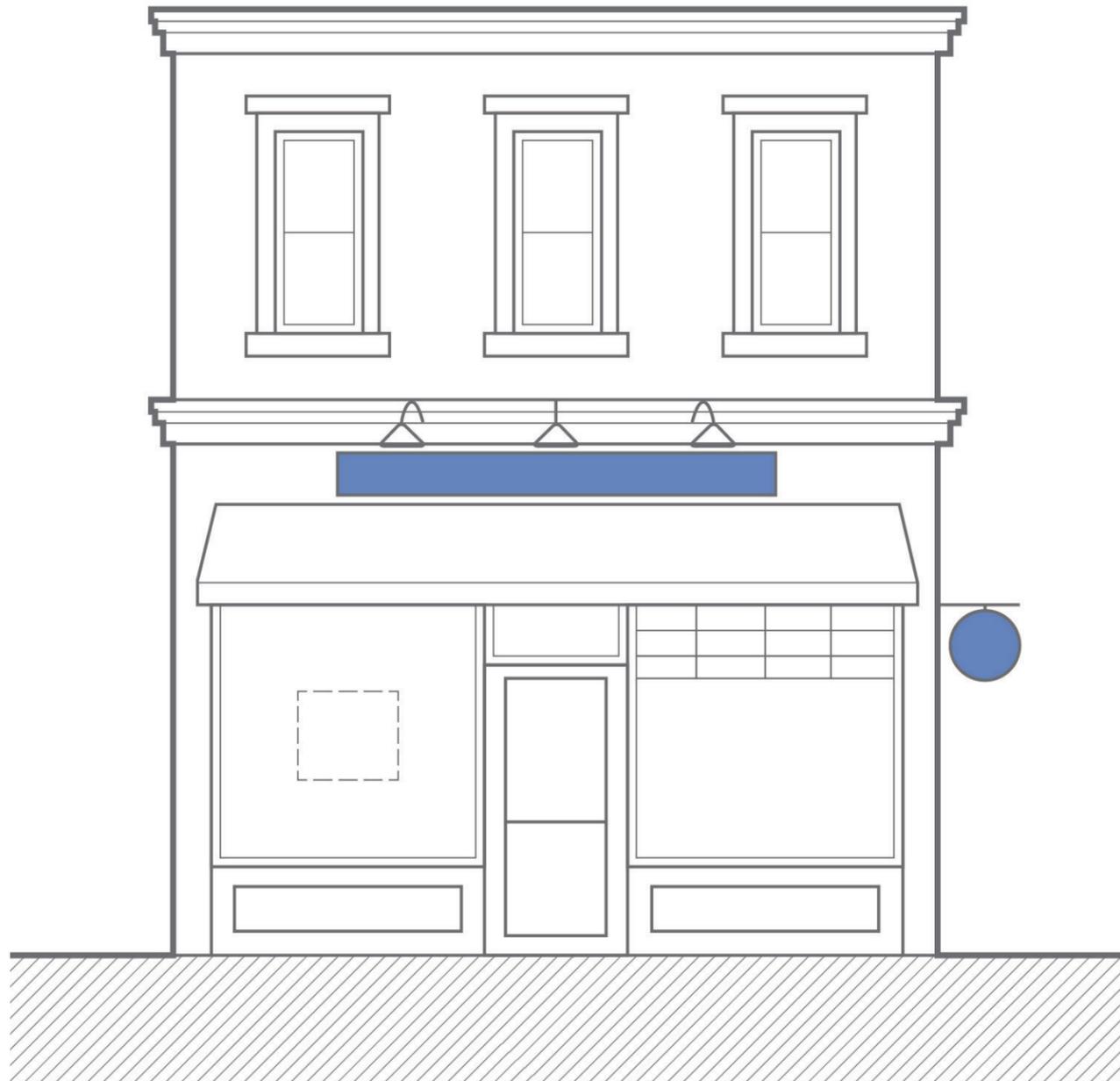


Bulkhead



Display Windows

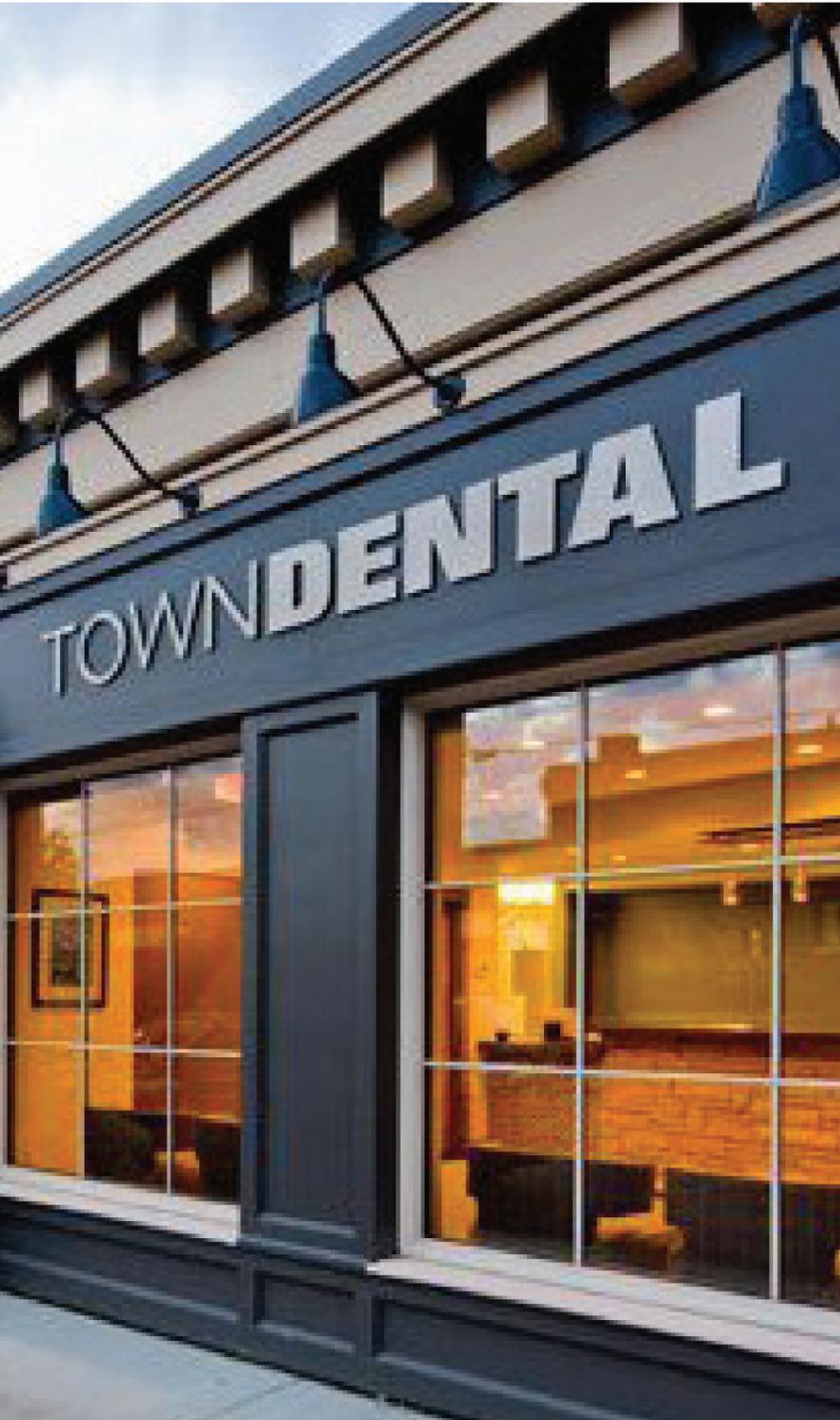
SIGNAGE



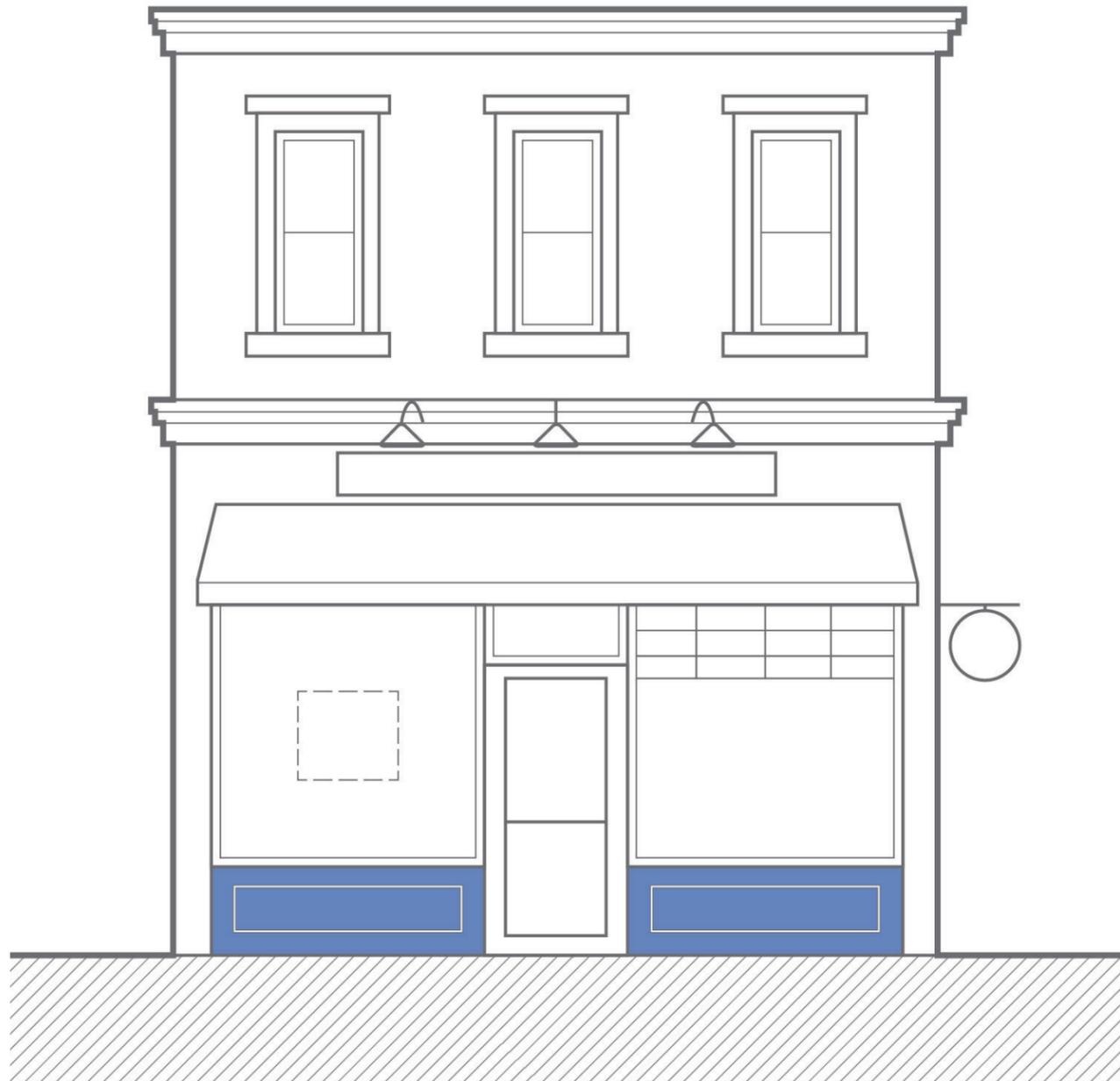
Can potential customers find your business whether they are walking, biking, or driving by?

SIGNAGE

Tell your story



BULKHEAD



Are you leveraging bulkheads as a branding opportunity?

BULKHEAD

Tell your story



DISPLAY WINDOWS



Is branding on display windows minimal to keep from blocking the view in?

DISPLAY WINDOWS

Tell your story



ENGAGEMENT

Welcome customers in

**Do the building elements create a
welcoming and vibrant environment?**

ENGAGEMENT

Welcome customers in



Door & Transom



Canopy



Lighting & Security

DOOR & TRANSOM



Is the main entrance clearly defined and welcoming? Does it communicate business hours and address?

DOOR & TRANSOM

Welcome customers in



CANOPY



Does your storefront provide shelter from the elements while keeping doors and windows clear?

CANOPY

Welcome customers in



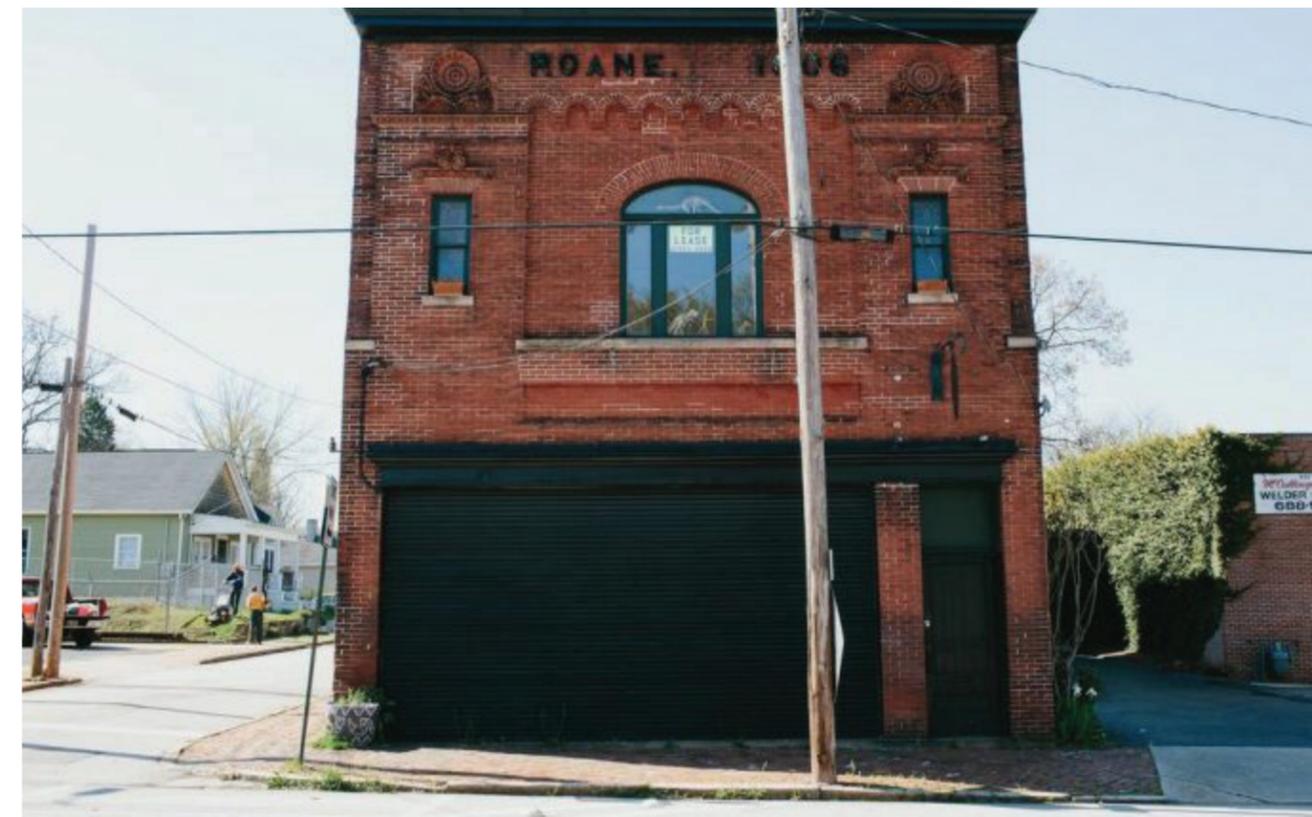
LIGHTING & SECURITY



Are signage and display windows lit?
Are security features incorporated
into the overall design?

LIGHTING & SECURITY

Welcome customers in



CASE STUDIES

Before & After

ATLANTA

After



Before



ATLANTA

After



Before



PHILADELPHIA

After



Before



PHILADELPHIA

After



Before



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