

# Developing Successful Downtown Retail



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D R E A M

# You may have begun...



- Evaluating your existing retail mix
- Defining potential new businesses
- Using joint advertising & common store days and hours
- Offering live/work occupancy
- Renovating historic facades
- Bringing consumers back downtown  
with special events

# Once people are downtown...

*How do you turn them into your customers?*



Recognize they are there for a *unique experience*, not for *efficiency*, therefore you must provide:

- Expert, friendly assistance
- Unique merchandise
- An interesting environment not found in the big box stores

# Appearance Does Count !

Businesses must appear interesting & inviting at the sidewalk



# Selling starts on the street!

Evaluate each business entrance:



Is the floor transition from sidewalk to door safe & clean?

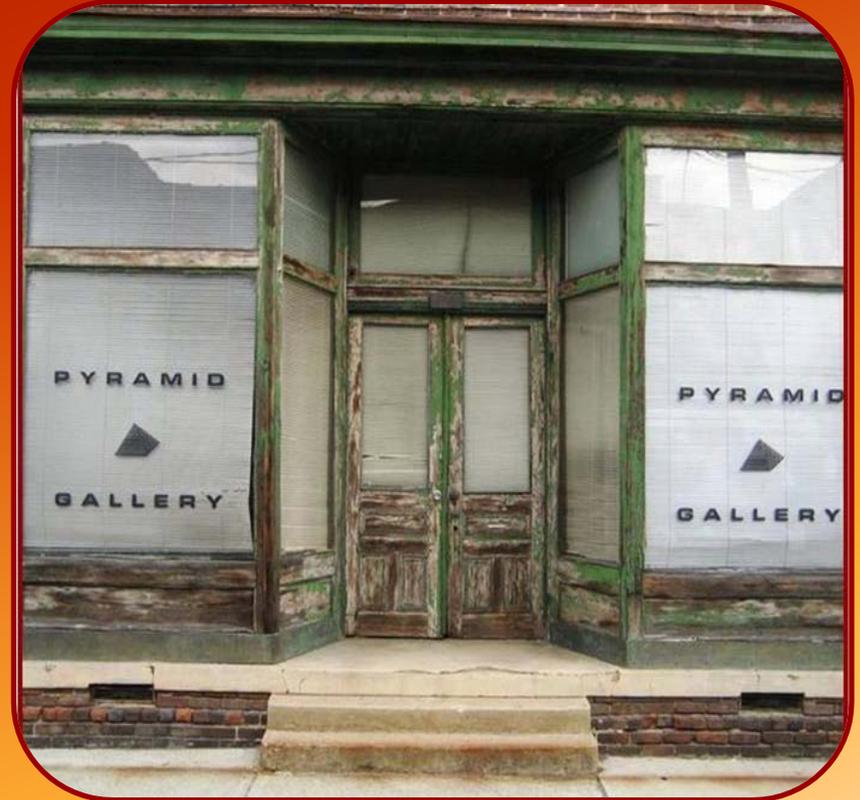


Is it inviting?



Does it announce itself with identifying signage?

# WINDOWS



# Storefront Windows are YOUR BILLBOARDS



Shoppers learn **EVERYTHING**  
about businesses at their windows  
*What message are you sending?*

# WINDOWS

Are a 3-D brand statement



Should set a positive tone

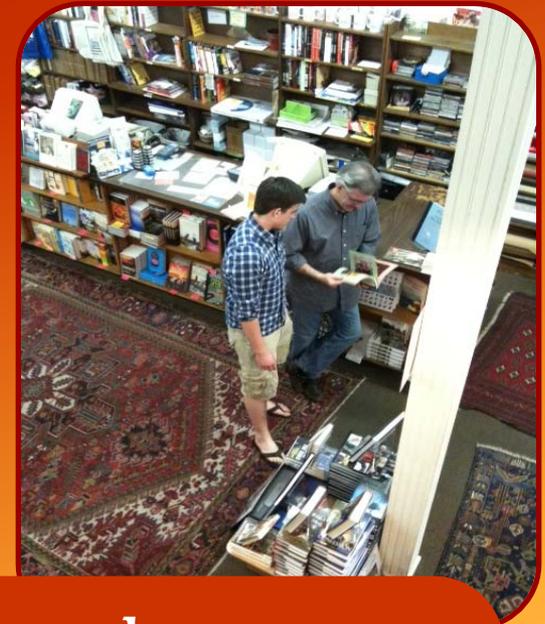


And make pedestrians pause



# WINDOWS

Great displays will lure shoppers inside



The more shoppers inside the store, the better chance for multiple purchases

# CORNER WINDOWS

Corner storefronts are significant-  
they help keep pedestrians moving  
down the street



Empty corner storefronts will  
discourage pedestrians from  
crossing to the next block

# Windows "How-To"



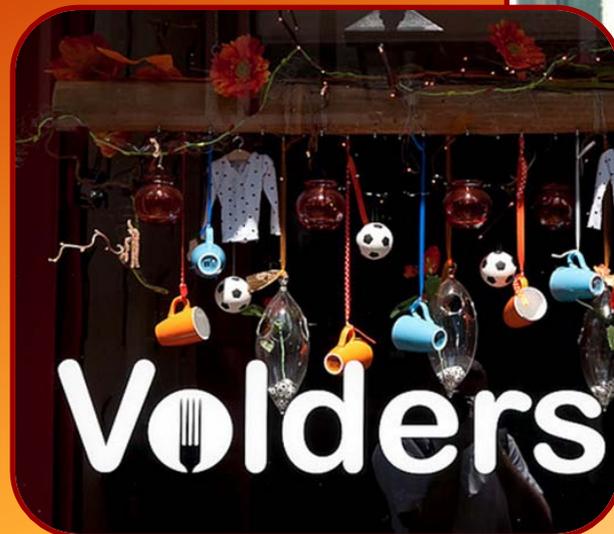
# Establish a theme & integrate props



# Use simple repetitive objects



# Use found objects



# Use flexible backdrops



Incorporating graphic statements can define a places function or add interest

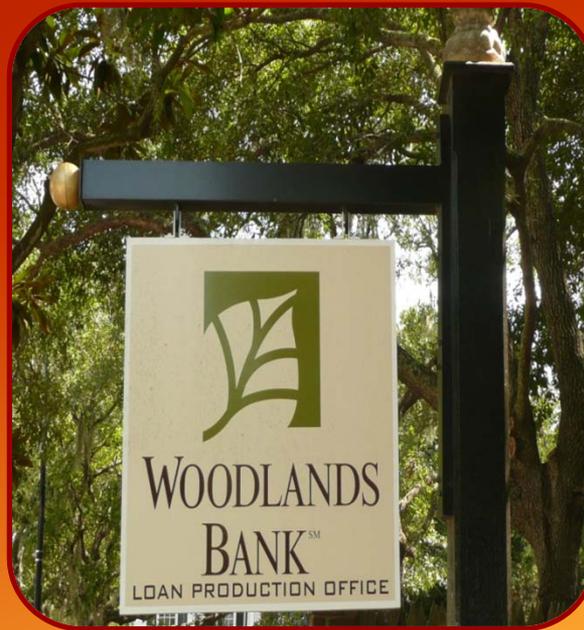
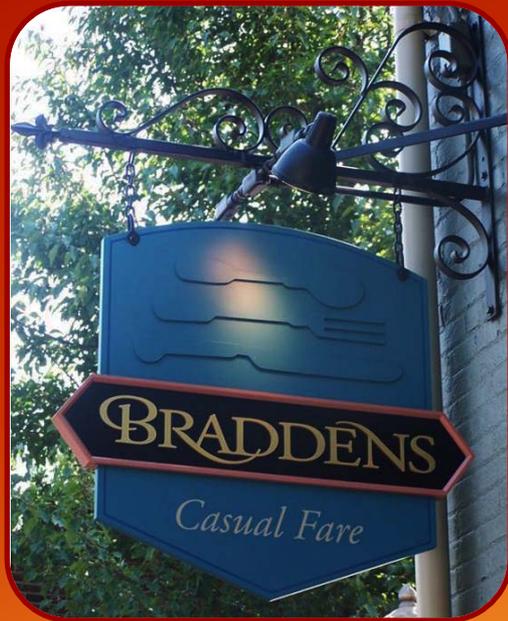


# Night Lighting Windows

Don't overlook after-hours appearance...



# SIGNAGE & BRANDING



# Signage and Logos

Colors and font type used should reflect the brand, look and feel and the merchandise



# Identity is reinforced at every sign location



# Logo Uses

Logos and signage should be carried through onto hang tags, business cards, menus and shopping bags



# EXAMPLE



Levee Mercantile, Gateway Arch

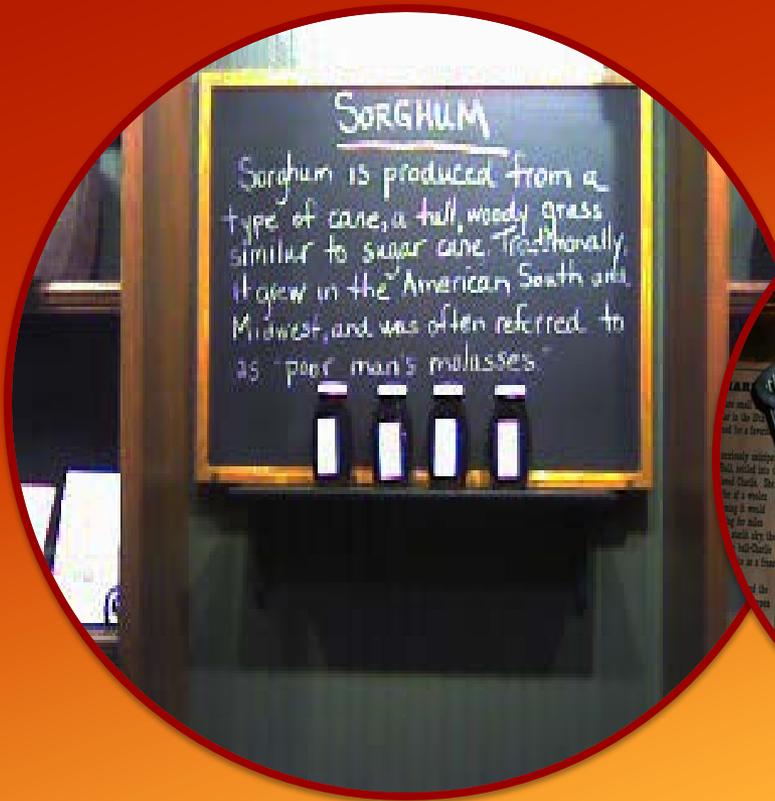
# LOGOS

Consistent logos on bags, products and the window



# LETTING THE CUSTOMER KNOW MORE

Background information adds deeper meaning for the shopper



# EXAMPLE

Good logo usage is advertisement long after the purchase is made regardless of the product size.



# INTERIORS



# Feature Displays



# Secondary Displays

Work like a pinball machine

Should vary in height



# MAKE THE BACK WALL VISIBLE

Draw the customers to the back with:

Change of wall color

Specialty merchandise displays

Clearance items



# GROUPING MERCHANDISE



# GROUP BY COLOR



# GROUP BY COMBINATION



# GROUP BY MATERIAL



# LET THE CUSTOMER KNOW MORE

Provide information about special products

Offer samples

Group staff favorites



# PROVIDE IMPULSE ITEMS

- Offer add-ons at the cash wrap
- Offer inexpensive pick-up items on the sales floor



# SUMMARY

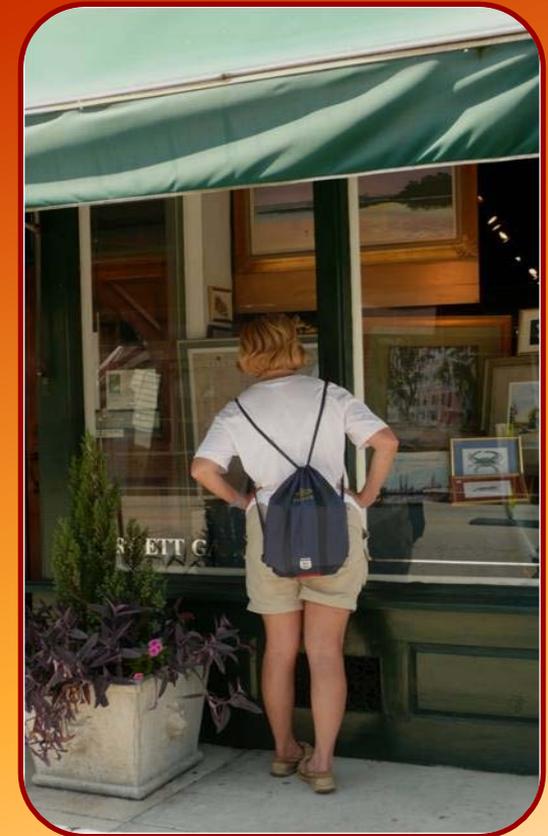
Look carefully at the business from the customers viewpoint:

Signage should reflect the brand

Entrance and windows must be appealing

Merchandise must be useful or unique

Focal points and product placement must be able to keep their interest



# Questions?

