



**Windows**

Do not block windows with signs or other materials.

**Lighting**

Use subtle gooseneck lights to illuminate signs and building features.

**Sign**

Keep sign wording simple and clear. Use consistent lettering and limit the number of colors used to two or three.

**Transom Sash**

Avoid filling this space with an air conditioner, which can drip and harm the appearance of your store's entrance.

**Cornice**

Central architectural element that tops the facade. Do not cover with signage.

**Awning**

Use sturdy fabric or canvas awnings. Avoid vinyl waterfall awnings, which deteriorate quickly.

**Street Number**

Make street number easy to read and locate over entrance to help customers find you.

**Display Window**

Make an excellent window display the centerpiece of your storefront. Avoid blocking display with signs.