

Sutphin Boulevard BID Storefront Guidelines

The purpose of establishing a set of design guidelines for the storefronts within the Sutphin Blvd BID is to make this commercial corridor an immediately recognizable destination. Improving the design quality of facades in the district will:

- Attract new business
- Increase revenue and shopper traffic for existing retail
- Preserve the district's unique local character while allowing for much-needed improvements and expansion



Storefront Design

- Uncluttered windows to provide continuity between interior of store and sidewalks
- Large decals that still allow visibility into store to attract customer's attention from a distance
- Use durable exterior-grade materials that are compatible with the existing building
- Avoid using materials that are hazardous to people or the environment.
- Avoid using cleaning methods that damage the building façade (ex: chemical washes, sandblasting)

Signage

- Information such as business name and address should be located
- Graphics kept as simple as possible with lettering being well-designed and easily legible.
- Use colors that complement the store's façade and overall branding theme
- Sign should be integrated with storefront concept being

Security Grille

- According to the Department of Building as of July 1, 2011 NYC buildings with Use classification B (business) and M (mercantile) are required to install new security gates with at least 70% visibility from the sidewalk when the gates are closed. Gates installed prior to July 1, 2011 must comply with this new visibility rule by July 1, 2026.
- Open mesh security grill located on exterior of store.
- Window display is visible from street, which creates customer interest even when the store is closed.