

## IV. STOREFRONTS AND GRADE-LEVEL SPACES

### A. Statements of Intent

1. Provide the pedestrian with an inviting urban environment that encourages daily movement, evening activities, social gatherings at the street, and the viewing of shops and businesses.
2. Emphasize the importance of the pedestrian by providing direct access and multiple primary entryways from the sidewalk to the street level and at above-grade businesses.
3. Provide the pedestrian with a sense of safety and security along the full length of the street with transparent glass storefronts, particularly at the first two or three stories.

### B. Narrative

Grade-level businesses have a reciprocal relationship with pedestrians – each needs the other.

Transparent storefronts and direct access at grade makes them both aware of each other's existence and also signals that there is a constant opportunity for meeting and exchange between them. With transparency, communication is easy; without it, products cannot be seen and spontaneous interest cannot develop. Ideally, glazing at the street forms a continuous rhythm of openings and entrances that maintain the interest of the pedestrian. When that transparent line becomes opaque, however, it should be of limited extent and designed to maintain a sense of rhythm.

When storefronts and grade level spaces provide opportunities for pedestrians to view interesting merchandise, or to view daily commercial and business activity, the public will explore the street.



*Building transparency is a “no pressure” way to welcome pedestrians into their business establishments.*



*Provide a maximum line of transparency at the street level. Keep opaque building walls to a minimum.*



### C. Guidelines

1. Customer entrances should be clearly defined and highly visible. Provide primary entry from the street into businesses at grade, and provide additional secondary entries into the building from the street where appropriate.
2. Portions of the storefront at the building line may be set back to further articulate grade-level spaces and to provide opportunities for additional pedestrian amenities. Seats, landscaping, and other pedestrian conveniences must remain out of the clear movement zone of the sidewalk. Building setbacks offer possible locations for these amenities as well as for bicycle racks.
3. Provide a pattern of transparent glazing at both grade and second floor levels to increase visual communication between inside and outside and to increase the pedestrian's sense of safety. Consider integrating transparency into building entryways located near storefronts.
4. To the greatest extent possible, maintain glazing at the street level as an uninterrupted pattern. Where it must be broken, minimize the amount of opaque wall surface between window segments.
5. Grade level businesses should provide loading and trash collection accessways placed between storefronts. However, trash collection, service, and loading areas should be, to the greatest extent possible, screened from public view.
6. Grade-level businesses and storefronts should provide features and pedestrian-oriented amenities at the street, such as display windows, awnings, etc.
7. Exterior lighting at the storefront or grade-level business along its full length is encouraged. Where lighting is provided, fixtures should be attached to the façade with the bottom of the fixture at no less than 8 feet above finished grade.

