

## RETAIL TYPES/RETAIL ARCHITECTURAL DESIGN

A mix of destination and urban-based retail business is desired for designated street-level commercial strips in Southeast. Developers of neighborhood service-based businesses will find the growing number of residents within the area will welcome the availability of an array of goods and services in closer proximity to their homes. As the primary commercial corridors throughout Southeast are reestablished as charming, vibrant and energetic centers of activity, patient capital will have its reward.

### Desired Types of Retail:

- Signature Retail
  - Clothing/footwear
  - Family of shopping venues
- Boutique Retail
- Neighborhood Service-based Retail

### Desired Storefront Components:

- Architectural Style
- Display Windows
- Awnings & Canopies
- Doors & Windows
- Commercial Signage
- Lighting & Security
- Streetscape Furniture and Landscaping



*Storefronts adjacent to and accessible from the public sidewalk*



*Signage, lighting, awnings and attractive storefronts*

