Following these guidelines will help business owners attract customers, save money, promote a safe and appealing neighborhood, and follow City regulations.

Learn more at: nyc.gov/storefronts

Top 10 storefront design tips

1. Less is more
   The simpler the design, the better. Too much clutter makes it difficult for shoppers to see your business and take notice. One well-placed sign will grab the most attention.

2. Rethink security gates
   Replacing your security gate with an electronic security system will increase the visual appeal of your business. If you must have a gate, an open-grille gate mounted on the interior of your store will improve nighttime security and allow customers to window shop after hours.

3. Choose quality materials
   Cheap materials break down and often need replacing. If your storefront is in disrepair, shoppers will be discouraged from entering.

4. Don’t forget maintenance
   Clean windows and awnings regularly, and keep signs, bulkheads, and lighting in good repair. A fresh coat of paint is a good investment as is regular repair of brick or masonry.

5. Know who you’re hiring
   Most storefront work, including installation of awnings and large signs, requires a permit from the NYC Department of Buildings. Architects, engineers, and sign hangers must be licensed and insured.

6. Show your building’s history
   Beautiful historic buildings are often covered by layers of modern materials. Removing these layers may reveal historic detail that will add character and draw attention to your store.

7. Know your neighborhood
   Each neighborhood has its own unique character. Ensure the look of your storefront emphasizes this character and appeals to local customers.

8. Make it easy to see into your store
   Let your merchandise speak for itself. Clear windows with minimal signage invite customers into stores and make for a more secure environment.

9. Use inviting lighting
   Lighting is a fantastic way to showcase signage, window displays, or other building details. It makes the storefront and the rest of the street more pleasant.

10. Remember: Keep it simple!