

GSP

BUILDING EDGE CONSIDERATIONS + BEST PRACTICES

ABOUT THE BUILDING EDGE CONSIDERATIONS + BEST PRACTICES

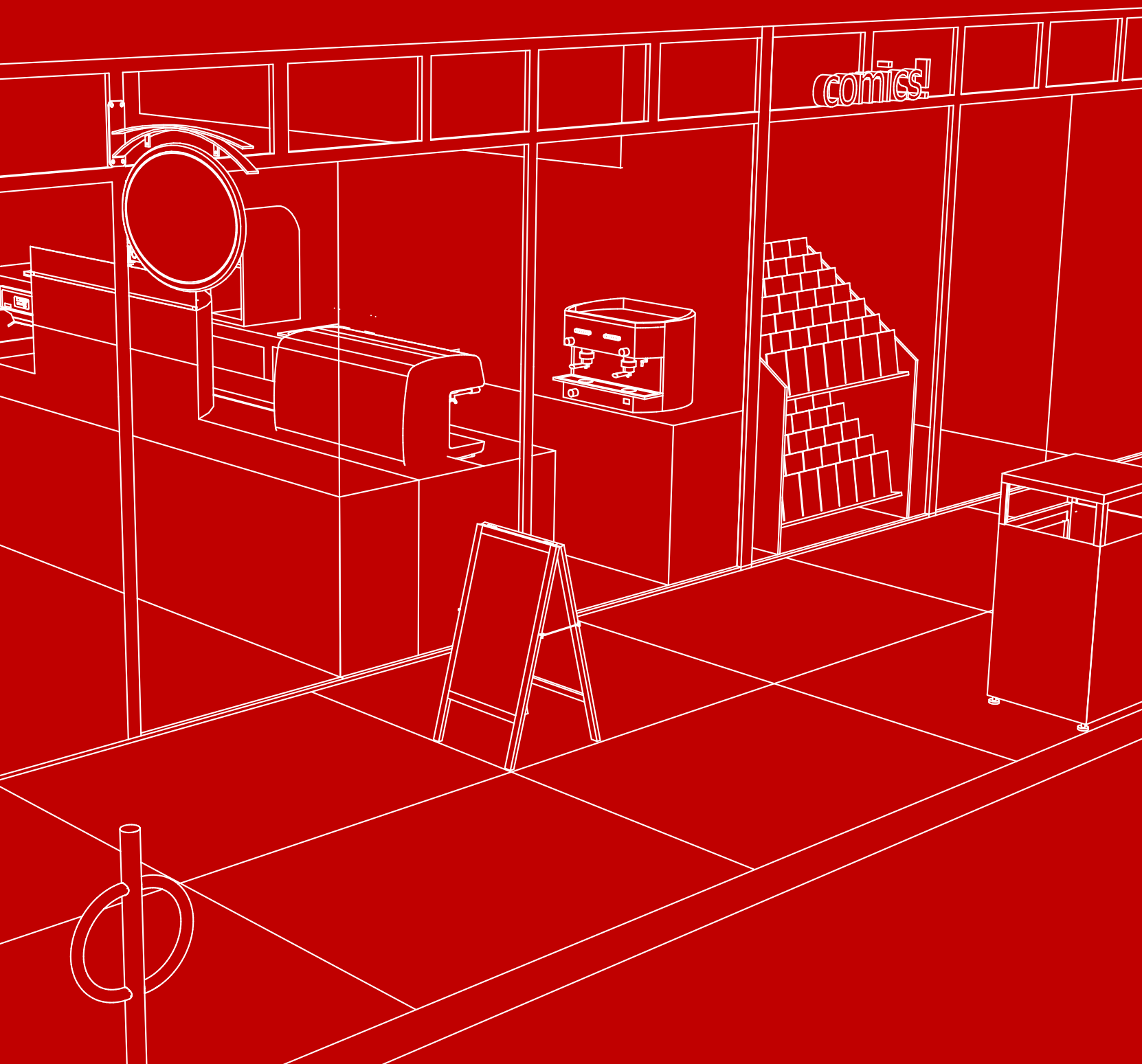
These notes are meant to be useful guiding principles for Graffito clients and partners when planning a new mixed-use building. Of course, some topics may be more or less relevant depending on the project at issue.

As with every development project, context is key and should be weighed heavily alongside these recommendations. GSP aims to help create dynamic, interesting, local-first neighborhoods, and paying close attention to the pedestrian environment and the space where the built-form meets the public realm is imperative to this pursuit.

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RETAIL SIGNAGE



BLADE + IN/ON/ABOVE-WINDOW SIGNAGE

Blade signage increases retailers' visibility along the street, while signage that sits within the glazing or fenestration increases retailers' visibility from across the street. Both should be approved/encouraged treatments and detailed in building signage guidelines.

UNIFORM HEIGHT

Create a signage band above the storefront to create consistency along streetscape.

TENANT FIT-OUT ITEM

Each retailer should design and choose their own signage, as this maximizes variety in a streetscape and allows the retailers' personalities to show through. This adds interest for pedestrians and encourages movement along the street. It can also mitigate against the "campus/corporate feel" that many large developments struggle with.

ENCOURAGE THE USE OF DIFFERENT COLORS AND MATERIALS

Maintaining some control over a palette of materials makes sense in some cases in order to fit the overall brand of a district, but differing colors, textures, and patterns should be welcomed within those controls.

AVOID STRICTLY 2D SIGNAGE FLUSH WITH FACADE

Add 3D elements or materials that stand out to make a more interesting and walkable streetscape, with more attention drawn to retailers. If these signs exist, lighting them is essential.

EMBRACE TEMPORARY SIGNAGE

Well-designed sandwich boards and other moveable signs are a good ground-level medium to alert pedestrians that a store exists, or that certain goods or programming can be found inside.

RETAIL SIGNAGE



RETAIL AWNINGS



TENANT FIT-OUT ITEM

Awnings increase retailers' visibility along and across a street and can also serve to define entries, outdoor seating areas, and retail space generally. Each retailer should design and choose their own awning, as this maximizes variety in a streetscape and allows the retailers' personalities to show through. If a landlord chooses to provide a set of guidelines with regard to color or material, any text displaying the retailer's name should remain consistent with the retailer's brand and should not be the same across all premises.

MAINTAIN UNIFORM HEIGHT ACROSS ENTIRE FACADE

Create an awning band above the storefront to create visual consistency, with a uniform profile, projection, and height.

DEFINE RESPONSIBILITY

Clearly define who is responsible for maintenance of any awnings in a lease agreement.

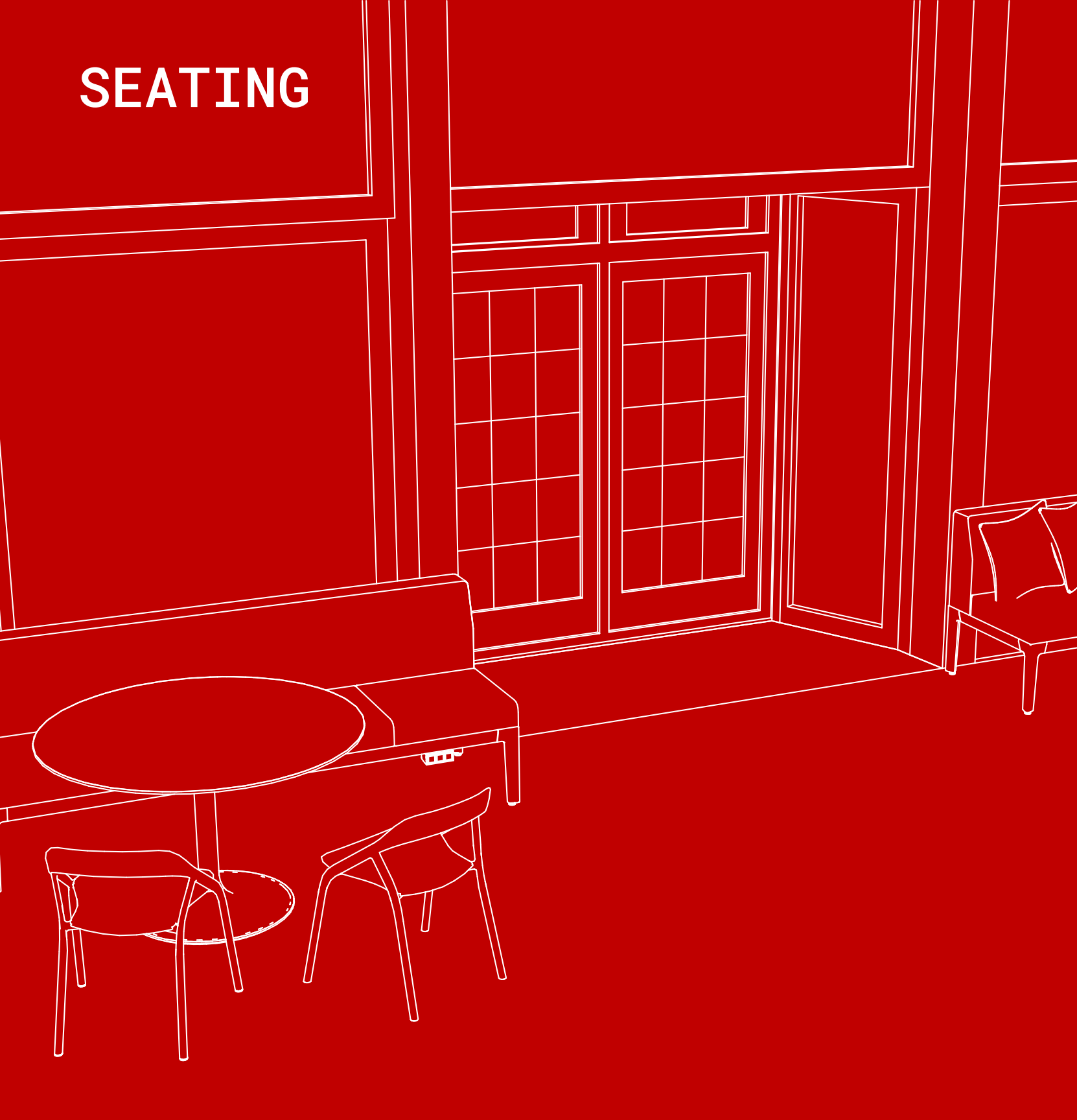
RETRACTABLE AWNINGS

Include provisions for the support of retractable awnings into the design of the building itself. These retractable awnings would typically be integrated into the design of a space intended for a food and beverage operator with intentions of outdoor seating.

RETAIL AWNINGS



SEATING



LANDLORD-PROVIDED OR DESIGNED

If the landlord aims to have consistent outdoor furniture across a development, it's advisable that it provide either clear guidelines for the tenant to adhere to, or the furniture itself.

TENANT-PROVIDED OR DESIGNED

If the landlord does not want to be involved in any outdoor seating determinations, tenants should be encouraged to provide some seating along their facade, whether minimal or extensive, subject always to landlord approval, and always in harmony with project-wide landscape design and master planning principles.

TABLES AND CHAIRS

Standard tables and chairs should be moveable to offer flexibility to the users and seasonal tweaks and changes. Thought should also be given to approach for off-season storage.

BUILT-IN OR MOVABLE BENCH/SEATS

A bench on the facade is a welcoming streetscape improvement for a retailer. Benches built into the landscape are to be part of a landlord's delivery package. Benches/individual seats can be built into the building's face or can simply be placed outside during business hours by a retail tenant, but, when possible, should be encouraged by the landlord.

PERMITTING

Local codes and regulations should be explored by the landlord prior to leasing and as part of the development process.

SEATING



CLEAR VISIBILITY



LIGHTING

Landlords should provide lighting within the streetscape of a development. Any lighting on the facade may be provided by the landlord or included as part of a signage package. A neighborhood should be clearly lit to offer visibility and safety during nighttime hours.

Lighting from within retail spaces during nighttime hours should be encouraged, both to showcase retail offerings and also add more lighting to the streetscape.

MAXIMUM TRANSPARENCY

There should be a minimum of 70% facade transparency between 2' and 10' above the sidewalk. If the ground floor use requires a degree of privacy (i.e. fitness, cannabis dispensary, etc.), a carefully designed and branded opaque film should be applied so as to still allow natural light into the space. Do not use reflective glass on the ground floor.

OPEN STORE FRONTAGE

Consider providing, or allowing a tenant to install, an operable facade in spaces where a food and beverage use is a priority. If planning for an operable facade from the outset of the design process, provide support for panels; coordinate slab and grade levels with required services. A separate tenant allowance may be preferred for this work, versus the landlord owning this as part of core and shell work.

CLEAR VISIBILITY



RETAIL SPILLOUT



SEATING

See section titled “Seating.”

RETAIL SPILL-OUT

Encourage or mandate that retailers provide a sampling of their offerings in the space just outside of their interior premises. Examples include a table with boxes of records outside a music store, a sampling of flowers or plants outside a florist, or a produce stand outside a grocery store.

GREENERY SPILL-OUT

Simply encouraging retail tenants to keep their entries beautified with natural elements helps to create a more welcoming and pedestrian-friendly retail environment.

PROGRAMMING SPILL-OUT

In some cases, bringing programming outdoors makes a lot of sense and creates an extremely lively streetscape. For example, a cafe could have a musician play during lunch or dinner service for outdoor diners. A gym could offer yoga classes outside on a plaza adjacent to their interior space. A bike shop can do tune ups in a plaza. A cosmetics store could offer free product testing.

RETAIL SPILLOUT



VACANT STOREFRONTS



GRAPHIC TREATMENTS BY LOCAL ARTISTS

Putting out a call for artists or reaching out to a known local artist for design work is a great way to enliven the surrounding context to a vacant ground floor space. Getting access to the artist's design files and having them printed on vinyl (either fully opaque or somewhat transparent) and applied to the glass is a relatively cost-effective way of adding some color and life to an otherwise dull space.

BRANDED "COMING SOON" TREATMENTS

If a ground floor tenant has been selected, preview what's to come using a branded "coming soon" graphic treatment in the storefront. Use application methods described above.

DISTRICT BRAND TREATMENTS

If a district has a strong visual brand identity, develop a treatment to enliven vacant ground floor spaces. Use these treatments to communicate the personality of the district, reinforce the brand, or act as wayfinding throughout the district. This should come as a second choice behind a unique design by a local artist or a brand expression by an incoming tenant.

POP-UP ACTIVITY

The most vibrant way of activating a vacant ground floor space is by introducing pop-up activity. This can take the shape of fitness classes, food events, art galleries, live music, retail pop-ups, or even a pop-up coworking space. In all cases, the appropriate permits will be necessary and there will need to be some kind of operator or place manager for pop-up efforts.

VACANT STOREFRONTS



ADDITIONAL CONSIDERATIONS: PREMISES INTERIOR

HEATING/HVAC

Provide sufficient base building loops (heating, cooling and/or condenser water) that supply tenant's heating and cooling needs. Also, provide adequate meter provisions and BMS integration. If building tie-ins aren't available, provide roof space and pads for tenant mechanicals.

VENTILATION + EXHAUST

Identify louver band discharge areas or vertical stacks. For kitchen exhaust, require PCU or scrubber system that meets requirements for use above. Should be regularly cleaned/maintained as part of OPEX or require tenant responsibility.

BASE-BUILDING REQUIREMENTS + UTILITIES

Leave flexibility to account for use types and demising options. Be conservative and oversize services where it's unclear what the use mix may end up being. In all electric buildings ensure retail load is at least 150% of what would normally be spec'd by base building engineers to account for FF&E that previously would have been gas-fired.

METERING

By landlord where possible for water, HVAC and by Tenant for Gas, electric

GREASE WASTE

A central grease trap is likely required for excess grease waste that isn't caught in point of use traps at equipment. These traps must be regularly cleaned and maintained by landlord or tenant.

ADEQUATE FLOOR-TO-FLOOR HEIGHT

Floor-to-floor height should range between 15'-20'. Maintain a clear span of 12' above the finish floor level. No pipe, conduit, or other utility in the ceiling should be lower than 12' above the retail floor slab.

FLOOR SLAB

Floor slab should be coordinated to the grade to minimize accessibility issues from the sidewalk. To accommodate MEP requirements of future ground floor retail tenants in buildings with no basement or underground parking, leave out certain sections of the concrete slab and ruin conduit connecting sections of slab leave-outs.

COLUMN SPACING

Maximize column spacing to allow for more flexibility in the layout of the retail space and try to locate cross-braces in the basement, upper floors, or building common area / back of house space where possible.

ENTRYWAY

Doors should be flush with the facade so as to remain visible from all angles on the street. Doors should not be designed or placed until a tenant is selected.

SHUTOFF VALVES AND ACCESS PANELS

Avoid locating these panels in the ceiling of commercial spaces, so as to eliminate access problems for retailers and/or building maintenance staff.

ADDITIONAL CONSIDERATIONS: PREMISES EXTERIOR

CLEAR PEDESTRIAN PATH

Provide a clear 8'-10' path for travel parallel to the facade. This should be maintained even through the planning of outdoor seating and spill-out.

STREET TREES

Contrary to what some believe, street trees improve retail business (particularly food + beverage) by giving people a comfortable ambient environment to enjoy while shopping, dining, or simply going for a walk. Street trees also offer an added layer of perceived protection between pedestrians and traffic. Provide plantings and trees in low-elevation stormwater capture zones. Provide a spigot on the exterior of a building for cleaning the sidewalk and watering planters and trees. Add a small fence around a tree bed, and/or proper messaging, to discourage dog owners from allowing their dogs in those spaces.

BIKE FACILITIES

Provide bike racks and/or bikeshare facilities in areas that are convenient to retail. Locate the bike facilities in a secured area with good visibility and lighting. Also provide simple bike repair stations. *Inside, provide showers if possible.

LOUVERS

Create a uniform band of louvers across storefronts. The design should be integrated within the rest of the building. Work with architects and contractors to see where these are most appropriately located. Consider base building versus retail use of louvers. Types of exhaust (dishwasher, toilet, kitchen, etc.) or intake (fresh air, make-up air, etc.) should be evaluated across the ground floor with multi-tenant considerations.

EXTERIOR UTILITIES

Provide exterior outlets that lock and ensure they are secured properly. These are extremely useful for outdoor programming, lighting, and art, and should be planned for early on. Also plan for exterior access to water/drainage, and gas.

RECYCLING + TRASH + COMPOST

Locate trash and recycling collection areas out of view from the sidewalk and main building entrances. Provide ample storage space (conditioned with water/drainage options is preferred) or solutions like compactors and/or more frequent pick-ups. Evaluate uses and capacity early in the design process.

LOADING

Locate trash and recycling collection areas out of view from the sidewalk and main building entrances, while maintaining convenience for retailers. Understand that designated retail loading times may be difficult to adhere to within normal business hours, particularly for restaurants.

BATHROOMS

Public bathrooms are a key amenity for mixed-use districts and should be celebrated vs. hidden. This means conveniently located, well signed, and appropriately managed/cleaned.

ADDITIONAL INSPIRATION

Password for all URLs is: gsp

[Bike Racks](#)

[Building Edges](#)

[Retail Storefronts](#)

[Retail Signage](#)

[Kiosks \(Flower, Food, Newsstand\)](#)

[Food Carts](#)

[Parklets](#)

[Operable Storefronts](#)

[Public Lighting](#)

[Public Seating](#)

[Bathroom Signage](#)

[Sports Court Murals](#)

[Street/Sidewalk Murals](#)

