



TIPS FOR FRIENDLY STOREFRONTS

& Building Exteriors... from the Oil City Main Street Program



CLEANLINESS

- Windows: clean outside & inside, including windowsills visible from the sidewalk (watch for dead bugs!)
- Doors: glass, frames & handles should be cleaned every 1-3 days (if not more).
- Entrance vestibules (both on the ground, and overhead where cobwebs form).
- Sidewalks (sweep in summer, shovel snow in winter; along the entire building, not just the entrance).



IN GOOD REPAIR

- Everything gets worn over time, especially when exposed to the elements and used by the public. Deterioration sends a message of neglect. A new door handle or fresh coat of paint can work wonders!
- The Oil City Main Street Program’s Façade Improvement Grant can help with storefront improvements! Contact us to see if your building/project is eligible.



LIGHTING

- Your storefront is a 24/7 billboard: proper lighting can “sell” your business after hours!
- Exterior lighting (i.e. “gooseneck” style) can illuminate your storefront sign.
- Spotlights, pendant lights, strings of lights, or other accent lighting can create interest in a display window.
- Leave a light on! A simple lamp in or near the window, or other interior lighting shows after-hours passersby that there is a viable business inside. Use timers (i.e. 4 pm – midnight or later), especially during winter months.

Is your storefront (or business exterior) welcoming, inviting, and friendly?

Or is it tired, dark and unappealing? Little things can lead someone to form an impression about your business (and our downtown in general). Help downtown Oil City put its best foot forward for both locals and visitors alike!



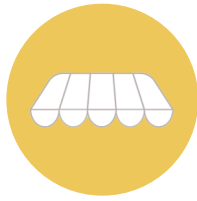
**More tips
on next page**





SIGNAGE

- Storefront signage should be clear, simple, and proportionately sized.
- Operating hours should be posted on your door or entrance. Be sure to follow your posted hours.
- Avoid “sign clutter” (multiple signs/flyers pasted on your doors/windows) and handwritten signs. Paper signs fade & get dirty fast: replace periodically to keep fresh.
- Remove temporary event/promotional signs as soon as the event has ended. Banners are meant to be temporary, not permanent.
- If you use lighted “OPEN” signs, keep them on static/ steady (not blinking/flashing/scrolling)



TREATMENTS/DECOR

- Curtains/blinds: make sure they are in good condition and not dirty, wrinkled, fraying, broken, or crooked.
- Awnings: clean with gentle detergent & water, trim loose strands if fraying (or replace).
- Flags/banners are meant to be seasonal; replace when worn or faded.



AMBIANCE

- Place an attractive welcome mat at the main entrance.
- Prop the door open when weather permits.
- Music playing inside can encourage customers to wander in.
- Consider seasonal décor/displays (be sure to change out as the season changes).
- Subtle scents when entering (caution, this can be negative if overpowering).
- Gentle movement: flags, pinwheels, etc. can attract attention (but too much can be distracting/look junky).
- Benches/seating can be an inviting amenity!



PLANTS/FOLIAGE

- Live plants can literally bring life to a storefront (but water properly: dead plants send the wrong message!)
- Consider seasonal plantings like annuals in spring/ summer, mums/cornstalks in fall, evergreens in winter.
- Container ideas: large planters, barrels, vintage aluminum trash cans, window boxes, hanging baskets.

**No matter what type of business you have, curb appeal counts!
For more ideas, contact us to schedule a free on-site visit.
Thank you for maintaining a Friendly Storefront!**



Oil City Main Street Program

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