

SHOP FRONT FACADES

OBSERVATION:

The ground floor shop front facades vary in quality and functionality.

DISCUSSION:

Some of the shop fronts within the study area and throughout the downtown are vacant right now. Others may be underutilized for non-retail uses, or they are not well designed to promote retail activities within the space. Many storefronts are residual uses and not necessarily true retail such as those shops used to promote political campaigns. The old Heironimus Department Store site has long been empty. Such vacancies are the bane of any downtown; the problem lacks simple solutions.

The Street Level Façade Study diagram within the report shows how the existing shop fronts were reviewed on the ground floor in terms of their aesthetic quality. Retailers understand that the public wants to be constantly entertained when shopping. Potential customers want to see beautiful shops with beautiful displays.

The storefronts in the study area were actually ranked from not so great to fair to best. These kinds of exercises helped the design team study the area, conceptualize solutions to the area's problems, and better understand the nature of Roanoke and its existing building stock.




FINDING:

The team recommends that Roanoke create a façade improvement program to provide a design kit-of-parts to existing and potential building owners and tenants.



The ground floor shop front facades vary in quality and functionality.

SHOP FRONT FACADES

-  (Stop) Needs Improvement
-  (Slow) Acceptable, Fast Improvement
-  (Go) Good

