

DDA STOREPLANNING

WHO WE ARE

The Ferndale DDA Design Committee is a group of professionals who reside in Ferndale.

The committee is dedicated to revitalizing downtown Ferndale in many ways:

- : Streetscape enhancements
- : Façade improvements through BUILD Applications
- : Hanging flower baskets
- : Parking enhancements
- : Supporting other committees and community activities

Visit our website at <http://mywebpages.comcast.net/ferndaleddadc/>

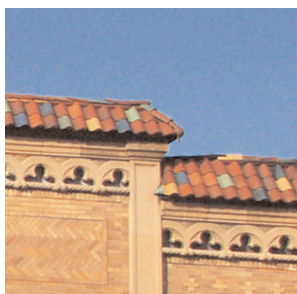


DDA Design Committee (l to r): Tim Ruokolainen, Robert E. Miller, Stacey Tobar, Scott Wright and Karen Breen-Bondie

DESIGN GUIDELINES

The Design Committee has been working to produce a publication that will assist business owners with typical design concerns.

Your business will receive a copy when it is published.



WELCOME TO DDA STOREPLANNING

The purpose of this newsletter is to provide suggestions and tips to incorporate into your business. Our goal is to furnish you with good, common-sense store design solutions to enhance your business's appearance while increasing foot traffic and clientele. It is our intent to outline low-cost solutions that you can easily implement. If you need professional assistance, we can provide referrals.

As the weather warms up and Thursdays on the Nine are approaching, it is time to consider the following **"Spring Cleaning"** tips:

- : **Wash your windows** (inside and out) and awnings on a regular basis.
- : **Rotate or change your window displays** at least seasonally. This attracts customers to return on a more regular basis.
- : **No handwritten signs of any kind.** Don't send the message that you are unprofessional. The DDA has resources available to you. Just ask!
- : **Reduce window clutter.** Signs should not cover more than 30 percent of your windows. Not only are you providing a prospective customer the chance to see your business, but it also a means of safety. Less is more. A person is more likely to remember a window display than a sign. Just ask Pat at Professional Guitars.
- : **Don't block your windows** with the back sides of display cases or cabinets. This is unsightly. Display goods on both sides of a case, if possible, similar to Dollar Castle. Other examples of excellent window displays are House of Chants, Ormolu, Rusted Moss, Fly-Mode, Dragonfly and Mother Fletcher's.
- : **Hose and sweep entryways regularly.** A clean sidewalk is reflective of a clean establishment.
- : **Consider a planter pot** of annual or perennial flowers or ornamental grasses at your front and back doors. This creates a pleasant experience to your business while establishing a punch of color. For tips, ask Jan at Rusted Moss or view Reid Salon's examples.



We discourage the use of hand-made signs such as this.

HOW TO APPROACH US: DESIGN COMMITTEE MEETINGS

The best place to meet us is at our monthly Design Committee Meetings. We meet on the fourth Tuesday of each month at 6pm. Please contact us if you are interested. We look forward to hearing from you!

Stacey Tobar, Design Committee Chairperson
248.542.3459 | staceyt@landscapeforms.com

Cristina Sheppard-Decius
DDA Executive Director | 248.546.1632
cristina@downtownferndale.com
www.downtownferndale.com

OUR SERVICES

- : **DESIGN ASSISTANCE interior or exterior**
- : **LIMITED ARCHITECTURAL GUIDANCE**
- : **SOUNDING BOARD**
- : **PROFESSIONAL REFERRALS**
- : **CONCEPTUAL ADVICE**