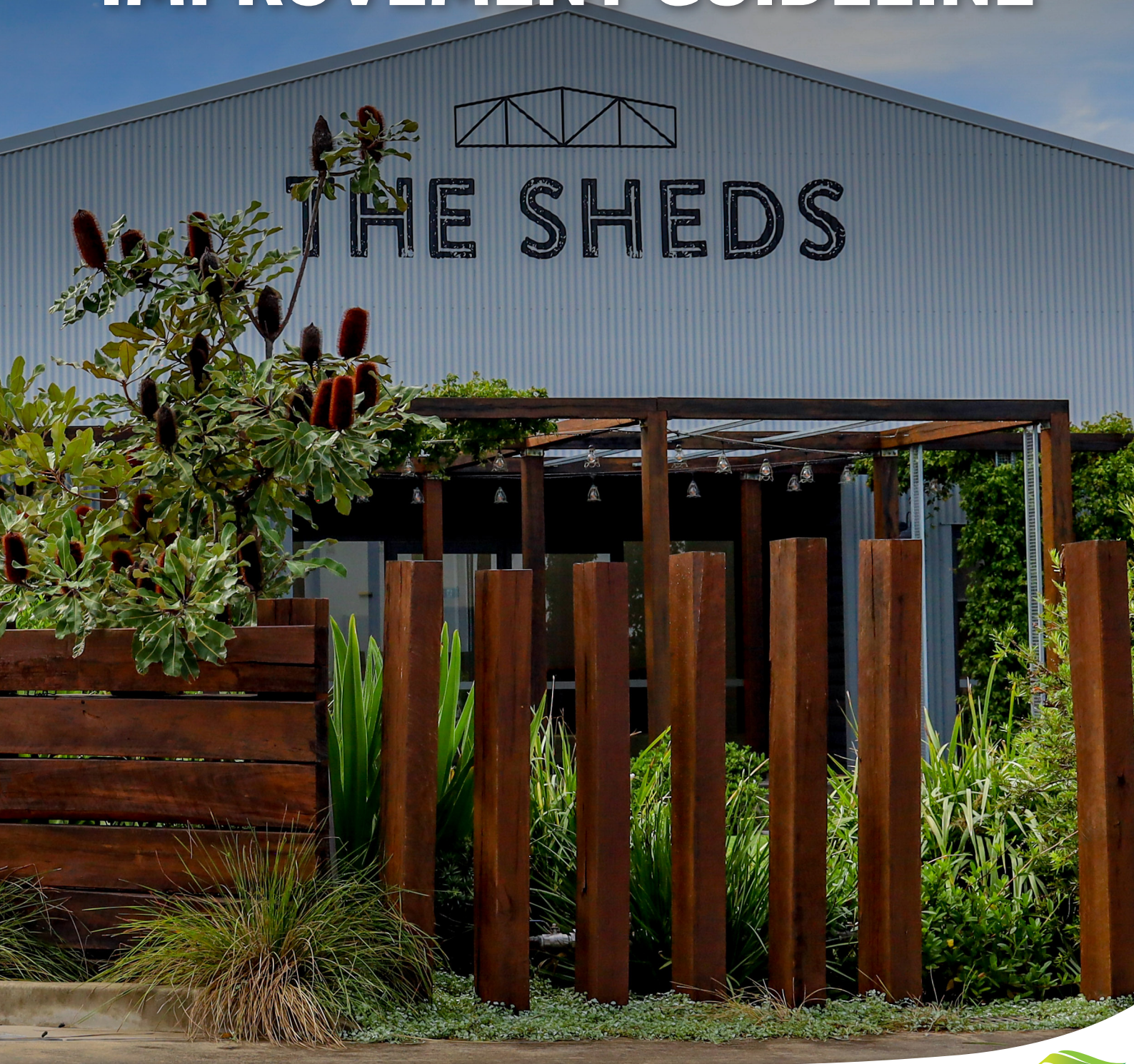


RESHAPING OUR REGION'S PLANNING

YOUR SHOPFRONT IMPROVEMENT GUIDELINE



AN INITIATIVE UNDER THE 2020 - 2041
REGIONAL ECONOMIC DEVELOPMENT STRATEGY



IMPROVING THE REGION'S CENTRES TO BE BETTER FOR YOU, BETTER FOR YOUR CUSTOMERS AND CLIENTELE, AND BETTER FOR THE MORETON BAY ECONOMY.

People will travel further and spend more when the retail environment is comfortable and attractive.

The goal of the Shopfront Improvement Guideline is to help you make some simple updates to your shopfront to attract more customers.

Moreton Bay Regional Council does not directly provide funding for shopfront improvements, rather, this guideline is intended to provide businesses with simple and cost-effective ideas to refresh your shopfront.

If you are asking yourself the following, then the Shopfront Improvement Guidelines are for you:

- How can I make my business frontage look good from the street and be more inviting to customers?
- Is there a way I can improve the way my signage communicates with existing and potential customers and clients?
- How can I improve the access to my business?
- How can I make my business 'stand out' on the street?

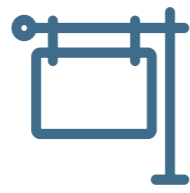
WHAT TYPE OF IMPROVEMENTS COULD YOU CONSIDER MAKING?



IMPROVING ACCESS



PAINT THE BUILDING FRONTAGE



UPGRADE YOUR SIGNAGE



ADD AWNINGS & SHADE DEVICES



IMPROVE LIGHTING

We respectfully acknowledge the Traditional Country across our region. We also acknowledge and pay our respects to the Kabi Kabi, Jinibara and Turrbal Traditional Custodians, and their elders past, present and emerging.

Cover Image:

The Sheds At Brendale
www.theshedsatbrendale.com

Reshaping Our Region's Planning Your Shopfront Improvement Guideline

Revision 1.0
Commenced March 2023

Disclaimer:

1. This guideline is not a statutory document. It has been prepared as a tool to assist business owners in Moreton Bay to improve their building façades.
2. Images, graphics and other illustrations depicted in this guideline are for demonstration purposes only and are not intended to represent a specific design or existing business.
3. The specific circumstances of your business frontage and location, and business needs should be considered alongside design principles described in this document.
4. Business and building owners should consider any requirements under Council's Local Laws or Planning Scheme
5. Submission of a development application, copying or recreating any design from the examples or illustrations in this guideline does not guarantee approval. Each development application should consider site specific elements and constraints along with street and neighbourhood context. Each application is assessed on individual merit against statutory planning and building assessment provisions.
6. Moreton Bay Regional Council does not provide funding for shopfront improvements directly. You can search our [Funding Finder](#) for potential grants or you can look at which low-cost options the shop keeper/tenant and landlord can enact together as a first step with this Shopfront Improvement guideline as a resource to help you get started. Council provides a range of useful [business tools via its website](#) to help small businesses across the region.

MAKING CHANGES TO YOUR SHOPFRONT CAN:

PROVIDE FINANCIAL SAVINGS AND GAINS

- Increased visibility and communication with your customers and clients can increase foot traffic and subsequently increase revenue
- Pleasant, aesthetically pleasing environments encourage customers to perceive goods as being of a higher value

INCREASE FOOT TRAFFIC & VISITOR DWELLING TIME

- By making your business look inviting and comfortable, you can entice more visitors to browse for longer, increasing the likelihood of sales
- Removing any access barriers increases the number of people that can comfortably visit your business

SAVE YOU ENERGY

- Choosing the right colours and cladding materials for your business façade can help reduce the impact of the hot afternoon sun on your premises and customers

OPEN



SHOPFRONT



WINDOWS & DOORS



CASE STUDY



SIGNAGE



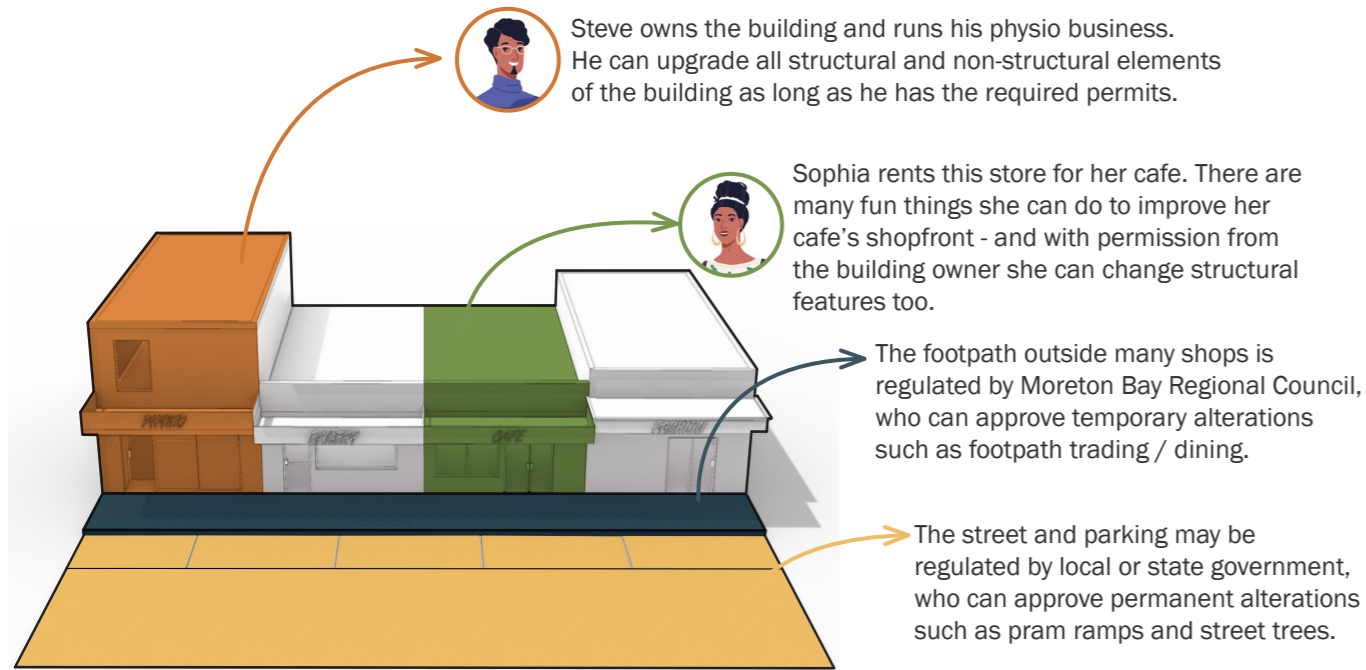
CHECKLIST



FAQ & USEFUL LINKS

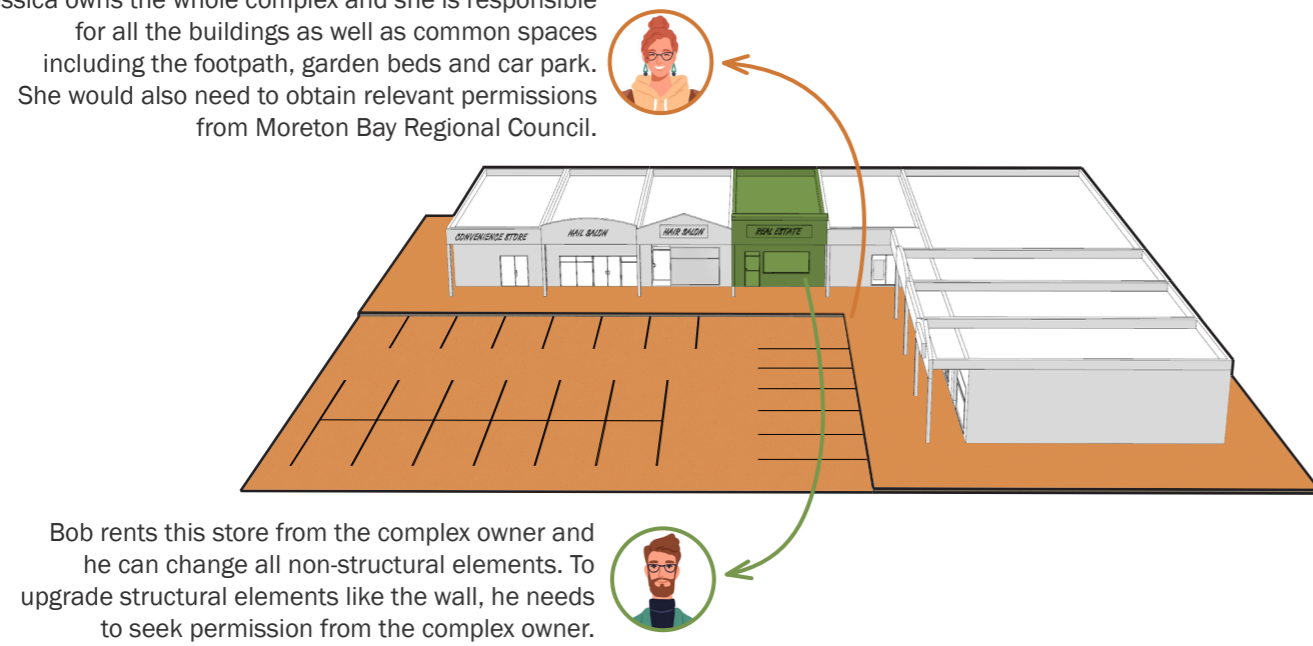
WHAT CAN I CHANGE?

STREET FACING SHOPS / BUSINESSES:



STRIP MALLS / SHOPPING CENTRES:

Jessica owns the whole complex and she is responsible for all the buildings as well as common spaces including the footpath, garden beds and car park. She would also need to obtain relevant permissions from Moreton Bay Regional Council.



Diagrams showing who is responsible for each element of the shopfront, building, and surrounding area

A GOOD FIRST IMPRESSION STARTS FROM THE STREET

AN AESTHETIC SHOPFRONT THAT LOOKS APPEALING FROM THE STREET CAN INFLUENCE YOUR CUSTOMER AND CLIENT SATISFACTION.

SHOPFRONT



All Folk Espresso, Strathpine

TIPS

1 LOCAL CHARACTER

Local character is what makes an area distinctive. Make note of what looks good and is already working well in your local area. For example, do several of the shops either side of you have an awning out the front?

2 PAINT & CLADDING

A fresh coat of paint or new cladding is one of the easiest ways to revitalise a tired shopfront. Choosing the right cladding materials can not only boost the aesthetic appeal of your building, it can have added benefits such as providing insulation or noise control.

Your cladding selection should also consider your local environmental conditions. For example, fibre cement cladding is resistant to moisture damage and won't swell or rot, making it a more suitable choice than timber for coastal environments.

Consider adding extra visual interest to driveways and empty walls around your building by incorporating a mural or artwork.

3 COLOUR SELECTION

Lighter colours reflect the sun, helping to passively cool your business and the footpath outside. This can also reduce your cooling costs.

Bold and bright colours can draw attention to your business, helping to reinforce your brand and create a unique streetfront character.

4 DECORATIVE LIGHTING

Lighting creates a warm, inviting atmosphere as well as providing added night-time visibility and feeling of safety. Decorative lighting can enhance awnings, laneways and outdoor dining areas.

Consider using solar powered lighting options as a cost-effective lighting method. They can be easier to install, especially if leasing your space, as they do not require hard-wiring.

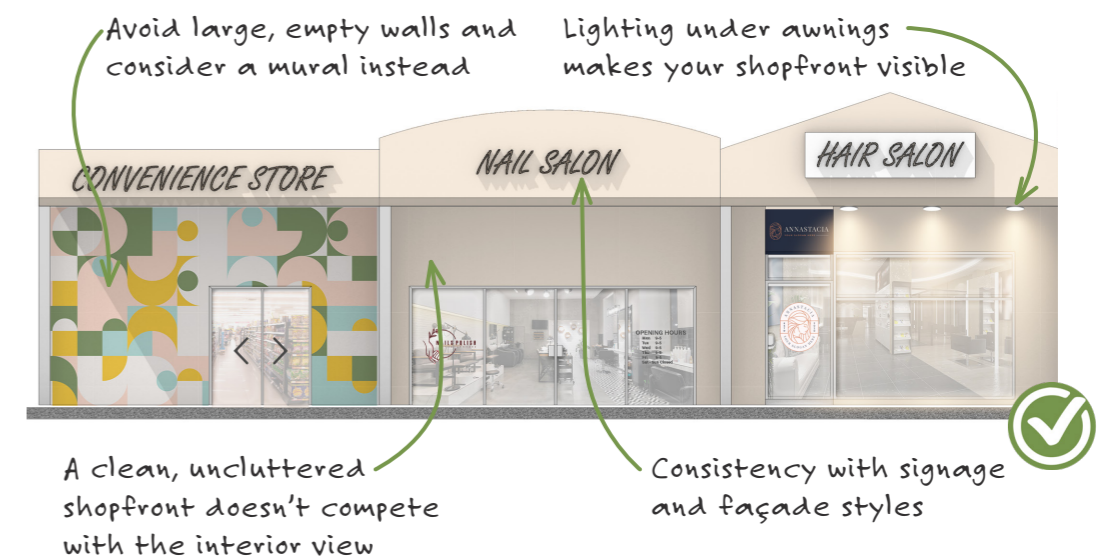
SMART IDEA

Chat with your neighbours about coordinating your improvements to enhance the impact and style along your street.

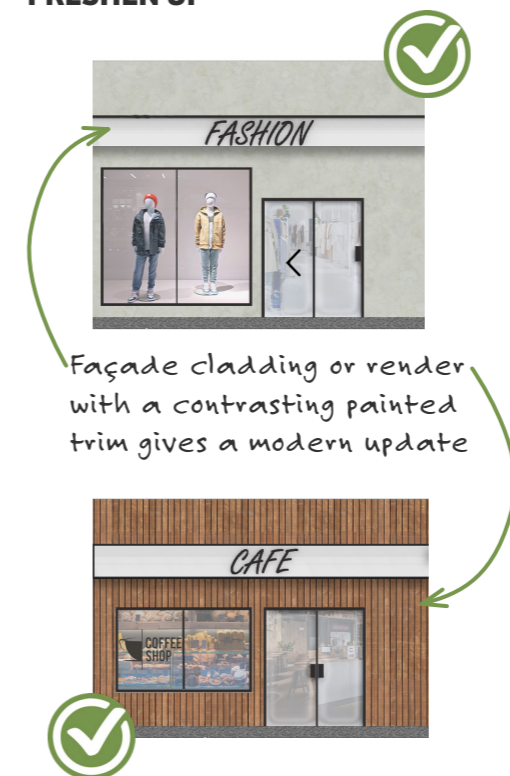
AN INVITING ARRIVAL

Awnings and verandahs are great for providing shade and weather protection, but some can cast your building frontage in darkness, blocking visibility to entryways and signage.

Consider lighting both the exterior when the frontage is heavily shaded, and the interior where window displays are visible. This allows customers and clients to view signage clearly and to see displayed merchandise.



FRESHEN UP



A bold coat of paint can instantly enhance your shopfront and make your business stand out.

Image supplied: The Boat Shed, Scarborough

TIPS

5 KEEP IT SIMPLE

Communicating your business location and expertise amongst a crowded group of signs can be challenging - reducing clutter and over-supply of non-essential information can be more effective to get new customers in the door.

6 KEEP IT INFORMATIVE

Ensure that essential information is displayed on your business frontage in a clear and concise way. Displaying your street number or address is useful for visitors and deliveries that use a GPS to navigate to your premises. Provide a visible 'Open' / 'Closed' sign and your trading hours.

It can also be useful to display stickers or decals that indicate your membership to any local business groups, local buy programs or acceptance of local gift cards.

7 BE SOCIAL

Social media is an easy and inexpensive way of communicating with current and potential customers. List your website and social media handles on your shopfront to encourage customers to follow you or provide reviews. Displaying a simple Facebook or Instagram logo can be enough to prompt a customer to search or follow your business online.

8 BE CLEAN

Keep the front of your business clean and free from rubbish. If you have garden beds that are part of your property, keep them maintained and tidy.

If graffiti is an issue in your local area, consider using anti-graffiti coatings on your shopfront to make maintenance easier. These coatings can extend the lifespan of your new frontage and greatly reduce maintenance time and costs.

9 BE SEEN

Keeping the frontage of your business clear will help customers and clients find you. If you have parking spaces in front of your business, keep them free from yours and your employees vehicles to allow for greater visibility and for visitors to have the opportunity to park closely.

COMMUNICATION IS KEY



Cluttered frontage with an unnecessary amount of information

Simplified information, shown at a larger scale

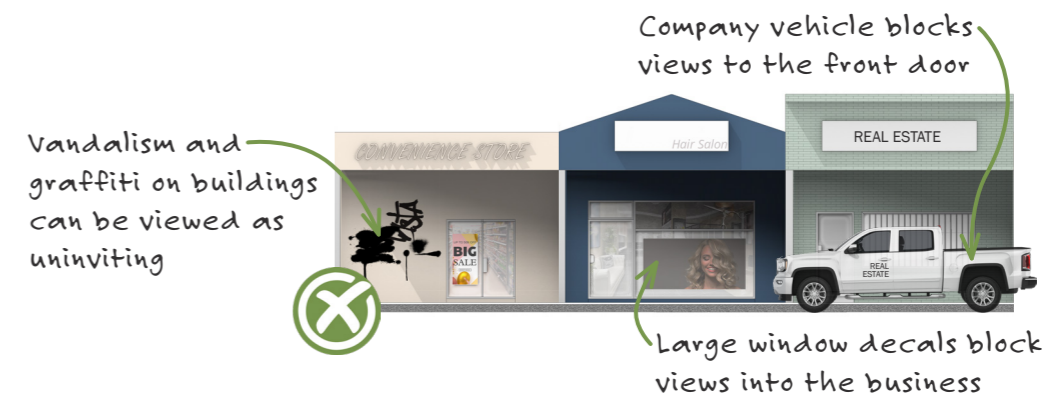
Potential customers need a certain amount of information available to them, however, they don't need every detail listed on the front of the store.

Consider creating a QR code with access to your business website for extra information.

Refining the amount of information you display makes your frontage look clearer and easier to read.

Entice new customers inside for more information with window displays and an overall more inviting atmosphere.

TIDY UP



Vandalism and graffiti on buildings can be viewed as uninviting

Company vehicle blocks views to the front door

Large window decals block views into the business



Anti graffiti coatings can make maintenance easier & artwork increases visual interest & community pride.

Large windows not covered by decals

Easy to see that your business is open

Visible street number makes it easier to navigate to your business

INCREASE PATRONAGE TO YOUR BUSINESS WITH ENTICING AND INVITING DISPLAYS

ENSURING THAT VISITORS CAN EASILY VIEW AND ACCESS YOUR BUSINESS CAN INFLUENCE HOW LIKELY THEY ARE TO RETURN

WINDOWS & DOORS



TIPS

1

SIZE DOES MATTER

Maximising the size of windows and doors can make your business feel more welcoming and inviting to customers. Large windows and transparent doors allow potential customers to see your merchandise and to feel safe when entering a new environment.

2

STAND OUT IN THE CROWD

Not all businesses want people outside to see into the premises - such as a beauty salon or health care provider. Where window coverings are required, consider unique, local artwork instead of generic, impersonal photography or graphics or third party advertising/branding.

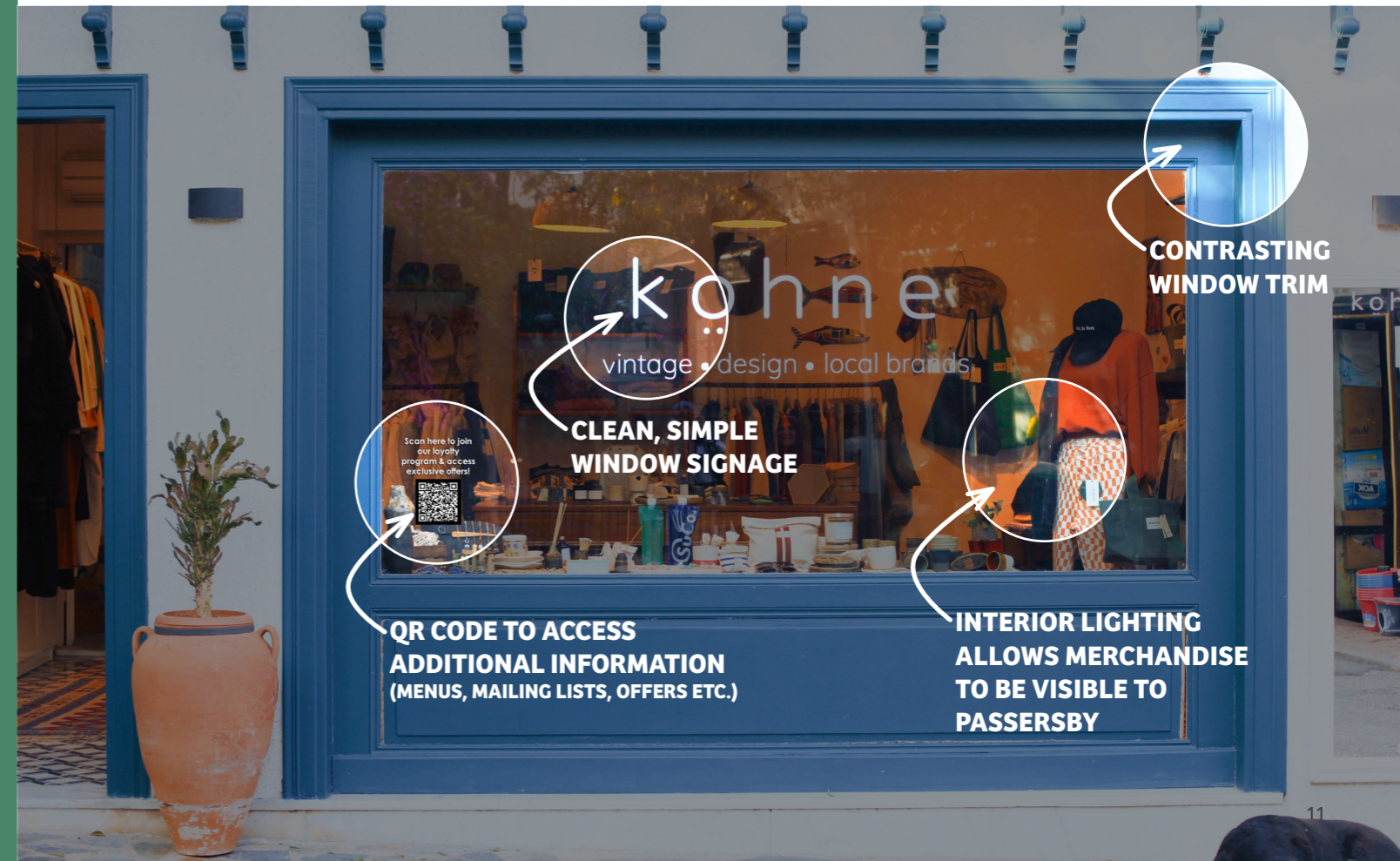
Translucent window treatments like frosted glass reduce visibility to the interior while still allowing light to enter and don't detract from the overall frontage appearance.

3

VISUAL MERCHANDISING

Innovative, interesting window displays catch the eye of passersby, and can entice customers who have walked past regularly to stop and take a look inside. Consider updating/rotating your display periodically to maintain interest.

Ensure the glass is cleaned regularly so that your window display effectively and attractively showcases your merchandise.



CONTRASTING WINDOW TRIM

CLEAN, SIMPLE WINDOW SIGNAGE

QR CODE TO ACCESS ADDITIONAL INFORMATION (MENUS, MAILING LISTS, OFFERS ETC.)

INTERIOR LIGHTING ALLOWS MERCHANDISE TO BE VISIBLE TO PASSERSBY

TIPS

4 LOOKING IN

Being able to see inside a building before entering can not only entice potential customers, but can also make them feel safer about entering your premises.

Seeing the lights on with people inside your building lets visitors know that you are open for business.

5 GETTING IN

It may be difficult for people of all abilities to come inside your shop if there are steps and heavy doors. This can stop customers and support workers who use wheelchairs, walking frames and prams from coming in your store.

Heavy, narrow doors that are hard to open makes access difficult for mobility impaired people, the elderly or even just people with their hands full.

By providing ramped or level access and easy to open or automatic doors, you are not only making access possible for people with mobility restrictions, but also those that they are out and about with.

6 AROUND THE CORNER

Don't forget to extend your improvements to the side of your building if you have a corner site or a wall facing a laneway. Consider artwork on this frontage to make it more eye-catching.

7 MAINTENANCE

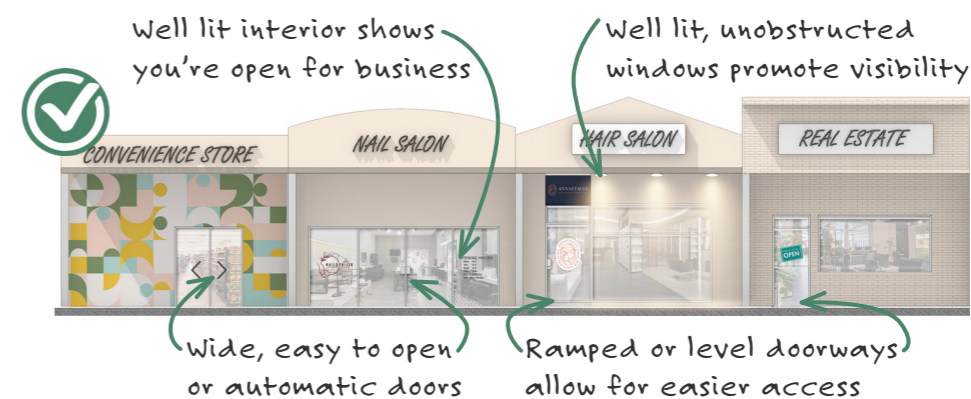
It is important to incorporate time into your calendar and your staff responsibilities to clean and update signage, water plants, repaint and/or merchandise your window displays regularly.

SMART IDEA

Recreate the journey your customers and clients take to get from the street or carpark, into your business.

Consider how they may feel in terms of safety, comfort and access and how appealing the overall experience is.

ALL ABOUT ACCESS



Large windows with curated displays can entice customers



Ramped doorways, set back from the property line, allow more people to access your business than stepped doorways.

'THE BEACH SHAK CAFÉ'

"IMPROVING MY SHOPFRONT HAS HELPED ME DOUBLE TURNOVER"

CHRIS KEELEY, OWNER, THE BEACH SHAK CAFÉ

The Beach Shak Café at Beachmere successfully demonstrates how Council and business owners can work together to achieve good outcomes.

Following a street upgrade project by Council on Biggs Avenue, The Beach Shak Café took the opportunity to revitalise its shopfront, making it more welcoming to customers and creating a better interface with the adjacent park.



BEFORE



AFTER

Shade helps to cool the customer seating area and reduce energy consumption for internal cooling

Open, inviting access welcomes in customers

A fresh coat of paint in a modern blue, with a contrasting white paint on the shopfront below, contributes to the local coastal character

Ample signage indicates to both cars & pedestrians that they are open & ready for business

Timber panels define the outdoor dining area and separate diners from traffic

SMART IDEA

If Council is doing road or streetscape upgrades in your local area, consider using it as an opportunity to investigate what improvements you can make to your shopfront to maximise the enhancements.

Images supplied: The Beach Shak Café, Beachmere





WHAT YOUR BUSINESS HAS TO SAY, AND HOW YOU SAY IT, MATTERS

SIGNAGE IS ONE OF THE MOST PROMINENT WAYS THAT BUSINESSES COMMUNICATE WITH THE PUBLIC.

ENSURE THAT YOUR COMMUNICATION IS CONCISE, EFFECTIVE AND CLEAR

SIGNAGE



TIPS

1

WHAT DO YOU NEED TO SAY?

Consider what are the most important elements of your business that you need to communicate quickly to your potential clients or customers.

In most cases, the name of your business (and what it does if the name doesn't make that clear) is the most important piece of information to convey. Therefore it should be the most prominent part of your sign.

Remember passersby will only see your sign for a moment, so make the most of communicating with them in a short time.

2

HOW BIG SHOULD YOU SAY IT?

The height you need to make your signage text varies depending on how far away the reader will be. As a general rule, the below sizes are a good starting point:

- Pictograms: 15mm height per metre of viewing distance
- Upper Case Text: 5mm letter height per metre of viewing distance
- Lower Case Text: 4mm letter height per metre of viewing distance

The font you choose should be clear enough to read from a distance. Many serif and script style fonts are harder to read at a large scale.

3

COLOUR & CONTRAST

If your sign has a dark background, consider using light coloured writing and vice versa, so that your content stands out against the backdrop. Using your company colours and logo to inform the design of your signage helps to reinforce your brand.

SMART IDEA

There are a few easy ways to make your signage clearer to people living with a disability. There are specific fonts that are easier to read for people with dyslexia.

Certain contrasting colour combinations help vision impaired and colour-blind people to read more comfortably.

Leaf & Berry BY SEVEN MIA
COFFEE ROAST

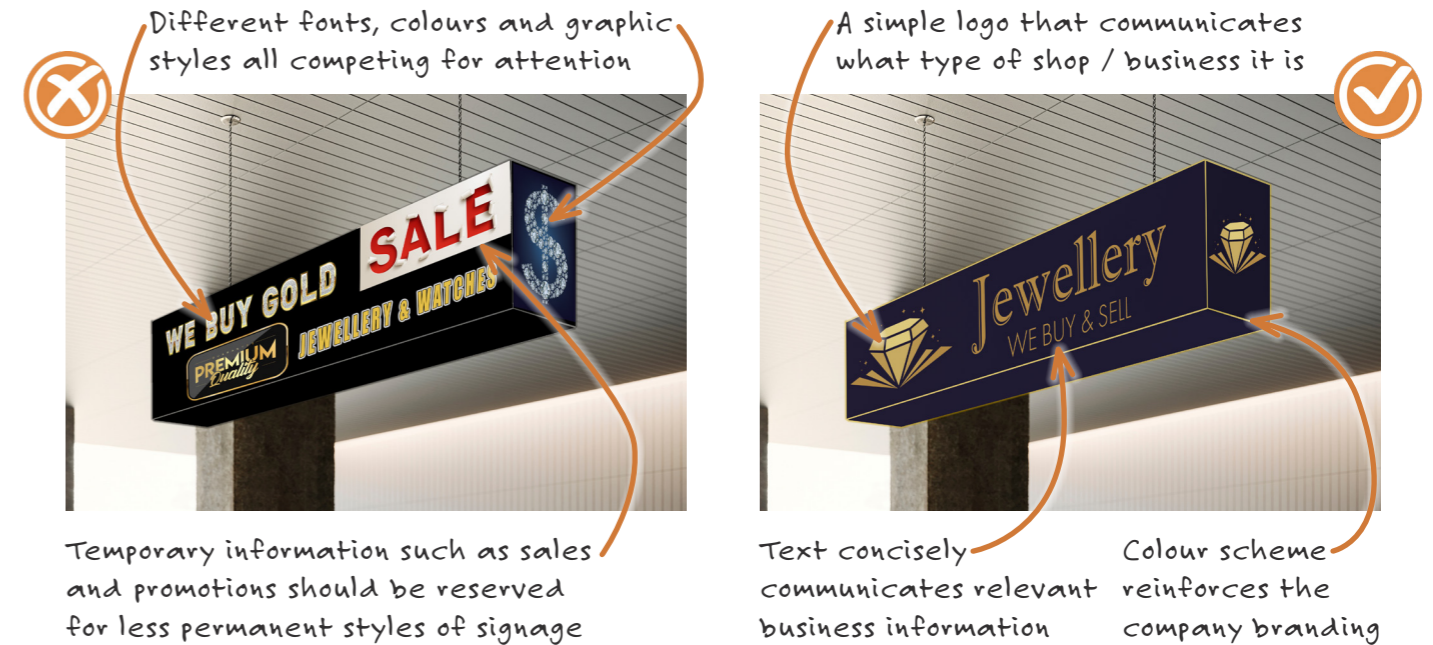
FASCIA / FAÇADE SIGNS

Fascia or Façade signs are often the primary sign viewed by people moving fast (driving) and from quite far away, therefore they need their message to be conveyed with just a glance. They can be illuminated to increase visibility.



HANGING / AWNING SIGNS

Hanging / awning signs are viewed best by pedestrians along the footpath as they run perpendicular to the front of the building. They benefit from being viewed from both sides, doubling your potential audience. These types of signs have additional regulations and may require permission from Council.



WINDOW / DECAL SIGNS

Window graphics have many benefits. They don't take up space, are often a lower cost option, and they can be changed or updated more frequently, allowing you to use them to advertise different aspects of your business.



PROJECTING SIGNS

Projecting signs are a great space saving option. Similar to hanging signs, they are used primarily to notify pedestrians of your location. They are also a flexible day and night option as they can incorporate lighting.



POSTER FRAME SIGNS

Poster frame signs are a versatile, low cost option for displaying temporary information such as sales, promotions, menus or price lists. Weatherproof, anti-glare and lockable frames are available in a range of sizes to suit your needs. These types of signs have additional regulations and may require permission from Council.

SMART IDEA

Digital signage is another great way to display dynamic, easily updatable content such as menus, sales and listings. This style of signage attracts attention and keep locals engaged.



A-FRAME SIGNS

You may want to use a freestanding sign, like an a-frame sign on the footpath, to advertise your business. These types of signs have additional regulations and may require permission from Council. For more information on this type of signage, see the useful links section on page 23.

MONUMENT & PYLON SIGNS

Monument and pylon signs can be situated on either public or private property. Subject to the Planning Scheme, these freestanding signs have additional regulations and may require permission from Council as well as permission from the property owner when located on private property. For more information on this type of signage, see the useful links section on page 23.



CHECKLIST

START PLANNING YOUR IMPROVEMENTS TODAY



EVALUATING YOUR EXISTING BUILDING:

- Evaluate whether the entryway of your business allows access for everyone - consider the experience for people of differing abilities.
- Assess both the graphic and written legibility of your business signage - consider how far away and how fast viewers might be travelling.
- Evaluate the visibility into your shop through windows and doors as well as how it is viewed when approaching from the street or carpark.
- Consider the existing building in its local context to determine whether the shopfront contributes to, or detracts from a sense of local character.



PLANNING YOUR IMPROVEMENTS:

- Review the tips within this guideline to see what could be applicable for your business.
- Seek expert advice in regards to construction elements, material selections, lighting, signage and branding.
- Prepare a budget for your improvements. Factor in both the costs of the improvements, plus any disruptions to your business operations.



PRIOR TO COMMENCING WORKS:

- Obtain permissions / permits from relevant authorities to make the planned upgrades (where applicable).
- Check all building amendments are permitted by Council and your building owner (if applicable).
- Communicate upcoming changes and disruptions with your staff, customers and vendors. Frequent social media posts, putting up posters in store and updating your Google business page are a good place to start.

SMART IDEA

If you gather 10 businesses in your area, Council can come out and facilitate a workshop that will help you understand the Council approval process for your improvements.

Email economic@moretonbay.qld.gov.au

FREQUENTLY ASKED QUESTIONS

FOR MORE INFORMATION

? USING THIS GUIDELINE

Who should use this guideline?

This guideline is intended to provide advice to business owners and commercial building owners that are seeking guidance on how to improve their business / shopfront.

Should I follow all tips provided in the guideline?

All of the advice in this guideline is general in nature. You can select tips that are most appropriate to your situation.

? NEW BUSINESSES

What if I have a new business or premises? Can I still use this guideline?

The guideline provides key principles and measures to improve existing shopfronts. These measures and principles are still applicable to the design of new shops and businesses.

? COSTS

How much will it cost?

Assess the level of investment relative to your own revenue and the potential return on investment. Considering your potential improvements in categories such as 'must do's', 'nice-to-have's' and 'future aspirations' and assigning a budget to each category can help you stage your upgrades as you grow.

? ON-STREET DINING

As a café owner, can I put tables and chairs on the roadway or street car parks?

Operating temporarily in a roadway will require a road closure permit. Contact Council's Events Management team for more information.

? OUTDOOR DINING

Do I need an outdoor dining approval?

An approval is not required if your outdoor dining area is on private land. But to use Council footpath to expand your dining spaces, you need to submit an application for approval. More details can be found by scanning the QR code on the following page or visit the Moreton Bay Regional Council website.

? PLANTERS

Can I have pot plants or planters in front of my shop to enhance the shop's appearance?

Similarly to outdoor dining, you need to submit an application for approval if you want to place pot plants or planters on the Council footpath in front of your shop. More details can be found by scanning the QR code on the following page or visit the Moreton Bay Regional Council website.

Can I install a window box for planting?

Depending on the size and design of the window box. The key principle is to make sure that pedestrians have access along the footpath and into your shop. You need to double check with the Council or property owner.

? GRAFFITI

Someone has graffitied my business. Who do I contact?

Graffiti is vandalism and is illegal. To report it, please contact Policelink on 131 444 or via the Policelink website

Graffiti on private property can be either the responsibility of the landlord/ business owner or tenant to fix. If graffiti is on Council property please [contact Council online](#) to report it.

1 COUNCIL BUSINESS RESOURCES



This link provides general information from Council pertaining to operating a business in the Moreton Bay region.

2 COUNCIL BUSINESS LAUNCHPAD



Business Launchpad is a portal where you can find information on which licenses and permits they will require from all levels of government combined before commencing a project.

3 COUNCIL BUSINESS OWNER TOOLKIT



Find Moreton Bay Regional Council's local business support resources including training and workshops, partnerships, programs, and assistance.

4 FUNDING FINDER



This link guides to Moreton Bay Region Funding Finder where you can look for funding and grant support options for your business.

5 YOUR HOME & LIVING GUIDELINES



Access Council's 'Your Home and Living Guidelines'

- Your Flood Smart Building Guidelines
- Your Next Generation Home Guidelines
- Your Climate Smart Living Guidelines
- Naturehoods: Your Backyard and Outdoor Spaces Guidelines.

SMART IDEA

Consider your own business' online presence in search engines. Is the address correct when you search your business name? Do the opening hours display correctly? Are there recent photos of your shopfront to help people locate your business?



For more information please contact Council

Visit moretonbay.qld.gov.au
Email economic@moretonbay.qld.gov.au
Call 3205 0555
Write to Moreton Bay Regional Council
PO Box 159
Caboolture QLD 4510

Thank-you to our contributor Tract.

Moreton Bay Regional Council 2023

Every effort is made to ensure that the information contained in this guideline is correct at the time of printing.

