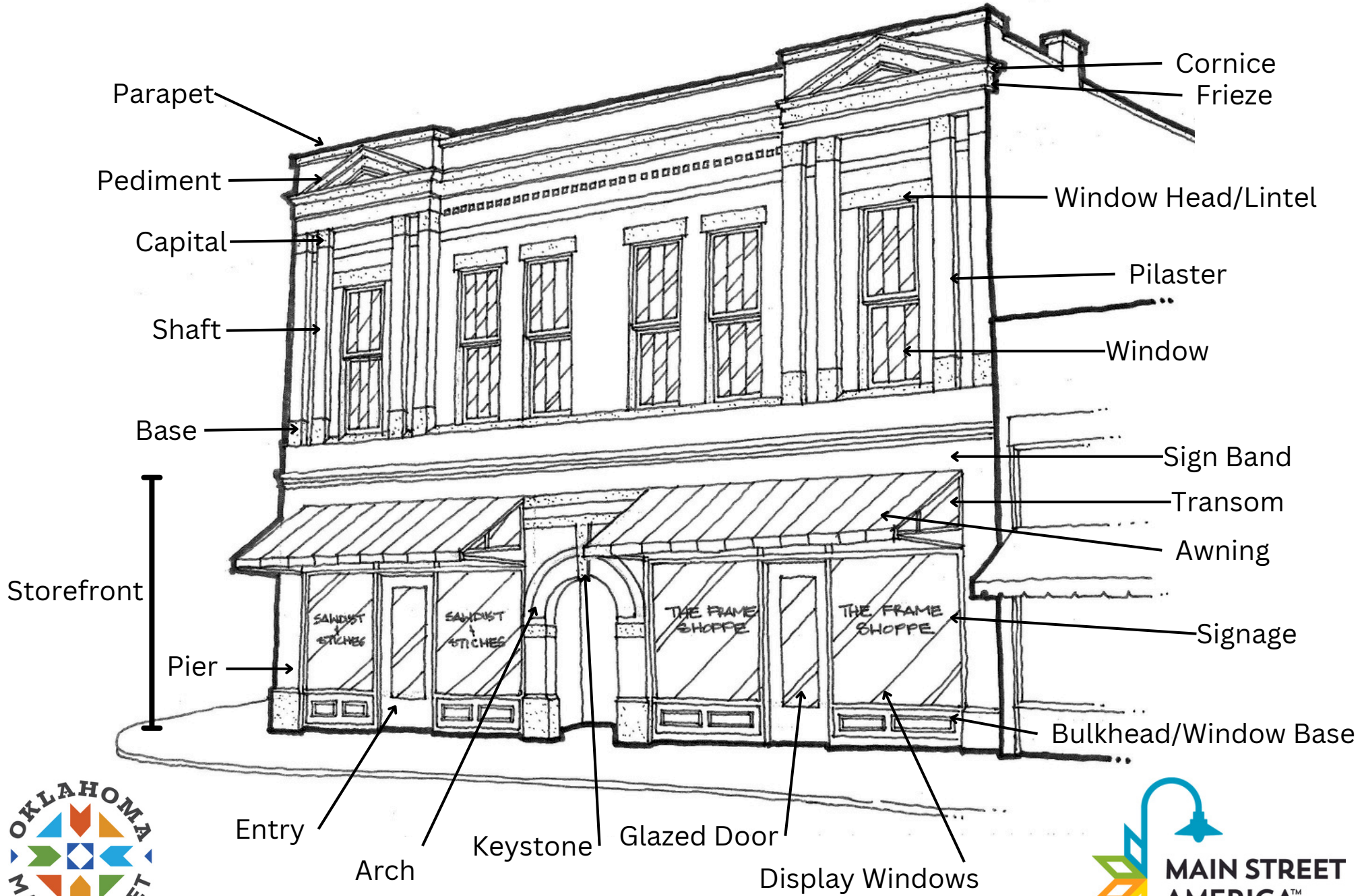


Encouraging Good Storefront Design

108 East Dewey, Sapulpa, OK



Arch: A construction that spans an opening; usually curved; often consists of wedge-shaped blocks (voussoirs) having their narrower ends toward the opening.

Awning: A roof-like covering of canvas, or the like, often adjustable, over a window, door, etc., to provide protection against the sun, rain, and wind.

Base: The lower part of a column or pier, wider than the shaft. The base of a column is that part between the bottom of the shaft and the pavement.

Bulkhead/Window Base: The member of an entrance frame which forms a base for a sidelight adjacent to a door.

Capital: Topmost member, usually decorated, of a column, pilaster or pier.

Column: Detached rather slender vertical structural element. A cylindrical support consisting of a base, shaft and capital.

Cornice: Any molded projection which crowns or finishes the part to which it is affixed.

Display Windows: A large window in a storefront for the display of merchandise.

Entry: A building's entrance is the threshold between the exterior and interior.

Façade: The exterior face of a building which is the architectural front.

Frieze: A similar decorative band in a stringcourse, or near the top of an interior wall below the cornice.

Glazed Door: Any door that has top and bottom rails and is glazed (filled with sheets of glass).

Keystone: The central, wedged-shaped masonry block of an arch; often embellished.

Lintel: A horizontal structural member (such as a beam) over an opening which carries the weight of the wall above it, usually of steel, stone, or wood.

Parapet: Low wall or barrier at the edge of a balcony, bridge, roof, terrace, or anywhere there is a drop, and therefore danger of persons falling.

Pediment: (1) In classical architecture, the triangular gable end of the roof above the horizontal cornice, often filled with sculpture. (2) In later work, a surface used ornamentally over doors or windows; usually triangular but may be curved.

Pier: (1) A column designed to support a concentrated load. (2) A member, usually in the form of a thickened section, which forms an integral part of a wall.

Pilaster: Decorative features that imitate engaged piers but are not supporting structures used as a simulated pillar; often contains a base, shaft, and capital; may be constructed as a projection of the wall itself.

Shaft: The portion of a column, colonette, or pilaster between the base and the capital.

Signage: Business signage is any type of graphic display that communicates a message to a target audience.

Sign Band: The sign band runs above the tenants' entrances and accommodates various signage for each tenant. The sign attaches to the exterior wall of the building.

Storefront: The front of a store or shop at street level, usually having one or more windows for the display of goods or wares.

Storefront Bays: The bay usually contains a single store, but stores may fill more than one bay and have more than one storefront.

Transom Window: A window directly above a door and/or a display window that can be operable or fixed.

Window: An opening in an external wall of a building to admit light and (usually) air; usually glazed.

Window Head: The upper horizontal cross member or decorative element of a window frame.

Drawing created by B. Williamson for the Oklahoma Main Street Center, Oklahoma Department of Commerce. 03.15.1998

- Curl, James Steven (1999). *Dictionary of Architecture*. Oxford
- Dover (1983). *Illustrated Dictionary of Historic Architecture*. C.M. Harris (Ed.)
- International Sign Association, <https://signs.org/>
- McGraw-Hill (1975). *Dictionary of Architecture and Construction* (3rd ed.). C.M. Harris (Ed.)
- Shopify, <https://www.shopify.com/retail/retail-signage>

RR Step-By-Step - New Monthly Reinvestment

Click on **NEW Monthly Reinvestment Icon**.

Click on "**Main Street Program**" select your community.

Click on "**Month**" and enter Month in Question.

Click on "**Year**" and enter 4-digit Year in Question.

FACADE REHABILITATIONS - Has there been work done to exterior front side of the building?

of Façade Rehabilitations

Number of building projects that receive work performed to the exterior front side of the building only.

Facade Rehabilitations Amount - PRIVATE

Total dollar expenditures financed by business owners, property owners, real estate investors or other non-governmental funders.

Facade Rehab Amount – PUBLIC

Total dollar expenditures financed using state, local or federal government funds. This can also include a government-funded portion of a program or project. Government grants also count as public investment.

OTHER BUILDING REHAB PROJECTS - Has there been work done to the exterior and/or interior of the building (not including the front façade)?

of Other Bldg.(s) Rehab

Number of building projects that receive work performed on the exterior and/or interior of the building and not including exterior front side (**façade**).

Other Buildings Rehab Amount – PRIVATE

Total dollar expenditures made that is financed in whole or in part by business owners, property owners, real estate investors or other non-governmental funders.

Other Buildings Rehab Amount – PUBLIC

Total dollar expenditures made that is financed using local, state or federal government funds. Government grants also count as public investment.

NEW CONSTRUCTION - Has there been new construction projects that are considered “ground up/infill development” only? (does not include any existing building project)?

New Construction Projects Completed – PRIVATE - Number of any new construction projects financed in whole or in part by business owners, property owners, real estate investors, or other non-governmental funders.

New Construction Amount – PRIVATE - Total dollar expenditure of any new construction financed using state, local or federal government funds. This can also include a government-funded portion of a program or project. Government grants also count as a public investment.

New Construction Projects Completed – PUBLIC - Number of any new construction projects financed using state, local or federal government funds. This can also include a government-funded portion of a program or project. Government grants also count as a public investment.

New Construction Amount – PUBLIC - Total dollar expenditure of any new construction financed using state, local or federal government funds. This can also include a government-funded portion of a program or project. Government grants also count as a public investment.

BUILDINGS SOLD - Have there been any properties in your Main Street area that have been purchased by a new owner? This doesn't include any business(es) associated with the building nor the sale of any individual residential units.

of Buildings Sold - Number of properties sold. This is based on the final sale of the transaction.

Buildings Sold Amount – Total dollar amount based on the final sale of the transaction.

BUSINESS OPENINGS, RELOCATIONS and/or EXPANSIONS - Have there been any new business openings, relocations into the district, and capital asset expansion projects within your main street district?

Total Business Openings/Relocations/Expansions - Total number of any new business openings, relocations into the district, and capital asset expansion projects within your main street district.

Net Gain in Business Openings, Relocations and Expansions - Total number of any new business openings, relocations, and expansions (+) minus any business closings, relocations outside of district, and business contractions (-) within your main street district.

Jobs Created - Total the new jobs added (+) and subtract the lost jobs (-) for your main street district to determine the Net Gain in Jobs Created for the month in question..

INVESTMENTS IN PRIVATE OR PUBLIC IMPROVEMENTS - Have there been any district improvement projects and/or programs? These are defined as spaces between buildings including streets, sidewalks, parking lots, lighting, alleys, bike lanes, public signage, benches, trash cans, public arts, banners and crosswalks.

of Private Improvements - Total number of district improvement projects and/or programs that are privately financed in whole or in part and not by state, local, tribal or federal government funds.

Private Improvements Amount - The total amount of private funds spent on district improvement projects and/or programs.

of Public Improvements - Total number of projects and/or programs that are financed in whole or in part by state, local, tribal or federal government funds. This can also include a government-funded portion of a program or project. Government grants also count as a public investment.

Public Improvements Amount - The total amount of state, local, tribal or federal government funds spent on district improvement projects and/or programs.

Volunteer Hours and Additional Remarks

Volunteer Hours* - Count all hours (meetings, trainings, promotions, festivals, conferences, etc.) contributed to Main Street program except the time spent by paid staff of the local program.

REMARKS - Optional. Any general notes for projects and/or programs associated for the month in question.

Created date - Enter date