

# Elevate Your Storefront Design

Your storefront is more than just a physical entrance – it's the first chapter of your brand story. A well-designed exterior sets the tone for the customer experience, drawing people in before they even step inside. By incorporating elements that reflect your brand identity, you create a memorable impression that builds trust, sparks curiosity, and encourages exploration. In today's competitive market, your storefront isn't just decoration; it's a powerful marketing tool.



## Your Big Why

Why you do what you do and what drives you.



## Your Only-ness

What makes you truly unique in your market.



## Brand Essence

The emotional core and personality of your brand in a few words.



## Your Themes

Recurring tones or motifs that shape your messaging (e.g., humor, care, boldness, adventure).



## Brand Promise

The commitment you make to customers about the experience and value they'll receive.



## Your Values

The principles that guide your decisions and actions.



## Brand Personality

The human traits your brand embodies: how it speaks, acts, and connects with people.



## 5 Senses of Your Brand

How your brand shows up across sensory touchpoints: sight, sound, feel, taste, and scent.

# Sylvan Lake: Star of the Show

Your storefront should turn heads without losing the charm that makes Sylvan Lake special - the lake! The goal is to create a design that feels fresh and inviting while reflecting the community's lakeside warmth and character. By blending bold visuals with local authenticity, you'll attract attention and build trust.

**Balance Boldness and Belonging.** Use eye-catching elements that complement the town's aesthetic rather than clash with it.

**Celebrate Local Vibes.** Incorporate colors, textures, and themes inspired by Sylvan Lake's natural beauty and community spirit.

**Tell Your Story.** Share what makes your business unique while showing you're part of the local fabric.

**Refresh Regularly.** Keep displays dynamic and seasonal to stay relevant and engaging.

## Lake Town Vibe

The primary emotional aspect that attracts visitors is the "lake town vibe". A combination of small town charm, casual ease, inviting friendliness and plenty of recreation opportunities. It's this balance of easy and accessible excitement and relaxation that is so unique to that life at the lake feeling. Learn more about the lake town vibe in the [Destination Positioning Strategy](#).



## Municipal Bylaws

Before making any changes to your space, be sure to review municipal bylaws and, if you lease your space, your lease agreement. These steps help you avoid delays, unexpected costs, and compliance issues. For guidance and to ensure your project meets local requirements, contact the Town's Planning & Development department at [planning@sylvanlake.ca](mailto:planning@sylvanlake.ca).

### Land Use Bylaw

- 7.6: Building Orientation & Design
- 7.7: Commercial Patios
- 7.18: Drinking Establishments
- 7.26: Landscaping
- 7.28: Lighting
- 7.36: Outside Display Areas
- Part 8: Signage

### Sustainable Waterfront Area Redevelopment Plan

### 50<sup>th</sup> Street Area Redevelopment Plan

### Development Process and Design Guidelines

### 50<sup>th</sup> Street Urban Design Guidelines

## Permits

You may need a building permit if you are:

- Building, adding to, or renovating a building;
- Putting up a sign (certain types);
- Changing the use or occupancy of a building;
- Installing a wood burning fire place; or
- Building a deck of 24 inches or higher above the ground.

More information can be found at [SylvanLake.ca/Business-Development/Permits](http://SylvanLake.ca/Business-Development/Permits).

# Exterior Elements



## Signage

- Improves visibility and attracts customers
- Consider font choice and placement to maximize legibility from a distance.
- Consider options like blade signs or creative designs that complement the streetscape
- Reinforces branding and enhances curb appeal



## Lighting

- Enhances visibility and creates a welcoming atmosphere
- Important for year-round operators to signal open hours
- Use strategically to highlight signage and entrances without causing glare or light pollution



## Landscaping & Greenery

- Adds curb appeal and softens hardscapes
- Contributes to a vibrant, attractive streetscape
- Consider planters, seasonal flowers, or low-maintenance greenery that complements the storefront
- Ensure placement does not obstruct pedestrian flow and complies with municipal guidelines

## Entrance & Parking

- Serves as the first impression: keep it clean, inviting, and well-maintained
- Ensure clear visibility of signage and hours of operation
- Good lighting enhances safety
- Consider adding decorative elements to create a welcoming atmosphere without obstructing access

## Window Displays

- Captures attention and showcases products effectively
- Creates visual interest and reinforces branding
- Refresh displays regularly to keep them engaging
- Consider sight lines and layers for added dimension

## Spillover Displays

- Adds visual interest and encourages customers to browse beyond the storefront
- Helps activate sidewalks and create a lively streetscape
- Displays should be neat, safe, and compliant with municipal guidelines
- Consider seasonal or themed displays

# Interior & Merchandizing

- **Product Grouping:** Organize items by theme, category, or color for intuitive browsing.
- **Feature Displays:** Highlight seasonal or promotional products with focal points (tables, end caps).
- **Cross-Merchandising:** Pair complementary products together to encourage add-on sales.
- **Signage & Labels:** Use clear, easy-to-read fonts and ensure signs are placed at accessible heights.
- **Impulse Zones:** Position small, high-margin items near checkout without obstructing pathways.
- **Vertical Space:** Utilize shelving and wall displays, but keep essential items within reach for all customers.
- **Lighting for Displays:** Ensure adequate lighting without glare for visibility and safety.
- **Rotation & Refresh:** Update displays regularly to maintain interest and relevance.
- **Accessibility:** Maintain wide, unobstructed aisles for mobility device users; avoid clutter and trip hazards.



## Quick Links & Resources

### TOWN OF SYLVAN LAKE

[Business & Development](#)

[Land Use & Zoning](#)

### VISIT SYLVAN LAKE

[Destination Positioning Strategy](#)

[Destination Leadership & Management Plan](#)