Staging the Street Scene

VERTICAL NEIGHBOURHOODS SUMMIT

GH+A design studios

11.2018
GH+A

at a glance

Founded in 1985, we are an international retail design firm which specializes in creating vital & engaging retail environments.

Staff 80
CN Office Montreal, QC
U.S. Office Detroit, MI
we create retail environments
How did we get here?
We are living and working in the Sky.
We are living and working in the Sky.

Earth Level grounds us in the surrounding community.
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Shared Street Level experiences activate neighbourhoods and define our Toronto lifestyle...
Build to Fit vs. Fit to Build

Two Prime Players

Developer’s Team

Architectural Team
Developer’s Vision

- Identify Retail Market Opportunities
- Retail Leasing/Tenant Program
- Introduce non-retail Uses
- Define Retail Vision for Architect
- Set Commercial Spatial Requirements
Developers Identify Retail Market Opportunities
Developers  Retail Leasing/Tenant Program

Hotel  Salon  Café  Retail

Barber  Fashion  WeWork
Developers Introduce non-retail Uses

Dental & Medical Clinics

Beauty Salon

Daycare

Fitness
Developers Define Retail Vision for Architect

High Retail Expression

Integrated into Base Building

Level of Tenant Brand Expression
Developers Set Commercial Spatial Requirements

- Types of Commerce
- Number of Units
- One versus Two Storey
- Storefrontage Plan
- Height Clearance
- Column Grid
- Shipping & Receiving
Architect’s Vision

- The First 25 feet
- Anticipate Evolution and Change to Tenancy
- Integrate Tenant Brand expression
- Promote Tenant Brand Expression
Architects The First 25 feet

Typical Elevation

Human Scale

Eye Level
Architects The First 25 feet

Typical Elevation

Human Scale

Eye Level

The Actual Experience
Architects Anticipate Evolution and Change to Tenancy
Architects Integrate Tenant Brand Expression
Architects Integrate Tenant Brand Expression
Architects Integrate Tenant Brand Expression

Base Building Expression
Retail Expression
Architects Integrate Tenant Brand Expression

Building Fenestration Grid
Base Building Expression
Retail Expression
Architects  Promote Tenant Brand Expression
Architects Promote Tenant Brand Expression
Architects Promote Tenant Brand Expression
Architects Promote Tenant Brand Expression
Case Study    Downtown Markham
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2.1. STOREFRONT PROJECTIONS

ARCHITECTURAL PROJECTIONS & PROJECTED SIGNAGE

All Tenant designs are encouraged to utilize architectural projections in order to create a three dimensional feel. Flat, straight designs that extend across the entire storefront width are not permitted.

Architectural projections can be achieved by the layering of materials, by use of architectural elements such as marquis, canopies and awnings, and through the use of voluminous frames and archways.
2.2. SIGNAGE

The urban retail street-front concept of Downtown Markham’s storefronts and building facades demands by its very nature careful attention to the selection and deployment of signage elements. Conventional solutions found in interior applications may not be appropriate. Protecting blade or canopy signage combined with pedestrian signage adjacent to entrances should be considered.

Internal illumination of signage is considered a basic requirement; however, non-illuminated signage will be considered on the basis of its own design merit. For example, cut-out letters with external illumination might be considered appropriate.

No flashing, blinking, animated or audible sign will be permitted, nor any exposed light sources. All conduits, transformers or other related equipment must be completely concealed from view from the walkways. Exposed brackets and fasteners must be painted out to minimize their appearance and manufacturer’s or governmental labels must be concealed from view. Advertising of tenant e-mail or web site address by means of conduits, decal vinyl stickers, will not be permitted. Other graphics are subject to landlord approval.

Store signage is for the purpose of identification only, and must be limited to trading name and logo; advertising or product names may not be displayed as part of signage.
Case Study  Downtown Markham

2.4 STOREFRONT ILLUMINATION

Whether the Tenant’s storefront is a relatively controlled criteria or has a lot more exterior design freedom, the interior and exterior illumination (where applicable) should be dramatic, enhancing the treatment as well as entry ways and show windows. There should be spillover from entrance lighting into the walkway. Entry and display lighting must be on time clocks synchronized to the Landlord’s requirements.

ILLUMINATED GRAPHICS  ILLUMINATED MATERIALS & FINISHES  INTERNAL GLOW

PART 2: GENERAL DESIGN PRINCIPLES

DOWNTOWN MARKHAM _ BUILDINGS  L & M  design criteria  AUGUST 2019
2.5 OUTDOOR AMENITIES

The implementation of outdoor amenities such as benches and planters is encouraged for all retailers Types B & C of buildings L&M. Downtown Markham, Outdoor furniture and accessories provide an attractive & comfortable venue for shoppers to regroup and refresh. Amenities must be sturdy and appropriate for the weather conditions at Downtown Markham. These outdoor elements should reflect the distinctness and design concept of the individual retailer.

ILLUMINATED SEATING

BRANDED SEATING
3.3 STOREFRONT TYPE C

Storefront Type C tenants have the opportunity to create a distinctive statement with the use of some custom designed elements that will be framed by the surrounding architectural elements. All Type C storefronts must utilize a minimum of 10% of base building materials into their storefront design. These materials must be seamlessly integrated into the storefront design. Innovative 3D solutions are encouraged.
...we are here.