






Main Streets Window Displays

Traditional Main Street storefronts were designed to visually open up the front façade of the buildings in order to invite pedestrians to look inside the store, café, restaurant or other business in order to see what is available. A person walking down a street who is looking straight ahead generally sees only those objects that fall within eight degrees of his or her line of vision. The decision to enter a store is made quickly, usually within three to five seconds.

DOs and DON'Ts of Window Display

	DON'T CLUTTER the window – Window displays with too much merchandise or signage arranged haphazardly give the Main Street a dull, bargain basement image.
	DO CHANGE displays frequently and keep the windows free of posters and unnecessary signage. Displays (of merchandise) should be changed at least every other month.
	DO DISPLAY items that have been advertised in the newspaper, on the internet or promoted on social media. This allows merchants to build on an idea or impression already in the shopper's mind.
	DON'T CLUTTER restaurant or café windows with posters, cut out's, signage or pictures of food.
	DO ALLOW long-time as well as new customers to see inside and see how busy you are. People are reluctant to walk in to a place they are not familiar with. Clean open windows give them an opportunity to become familiar and feel welcome.
	DO DISPLAY only a few different items. People decide whether or not to go into a store in less than five seconds. By displaying just a few items the consumer has a chance to process the visual information and make a decision.
	DON'T COVER store and restaurant/café windows with security grates at night.
	DO USE color creatively. People are attracted to color, yellow and red draw attention.
	DO USE lights to draw attention. Leave the window lights on after closing time to at least 11PM. Leave interior lights on so that the inside can be seen by passing Police and consumers.

Source: National Trust for Historic Preservation Main Streets