

# Shopfront Maintenance Guide



# Put your best foot forward!

## What makes a shopfront stand out?

Your shopfront is often your customer's first interaction with your business. If 'first impressions last', then it should always be a positive experience. This guide provides you with an easy maintenance checklist to help you keep your shopfront looking fresh. Regular reminders help to keep you and your staff in check when it comes to changing window displays and addressing repairs.

Keep this handy little guide as a helpful checklist for keeping your shopfront looking its best.



**Make a statement on the street with great signage, visual displays and clean, bright walls!**

**Stand back and have a look at your shopfront every day from the outside, directly in front and from across the street. Are there any areas that require urgent attention?**

## Daily

- Sweep the outside of your shop from the doorway to the curb.
- Pick up any litter or mess left outside your shop from overnight activity.
- Place your welcome mat or pot plant out.
- Check your window display and tidy or replace stock as required.
- Dust/vacuum within the window display area. Use wipes to keep the shelves clean and a dustpan and brush to remove any debris.



- Turn on lights in the window display and any illuminated signage (if they aren't already on overnight). Check that all lights are working and replace any globes that are not.
- Clean off any graffiti from windows or walls. Paint over the graffiti immediately if it cannot be removed by cleaning. Note: keep a small tin of paint that matches your shopfront colour and a clean brush handy. Additional questions regarding the graffiti removal program can be referred to our Graffiti Management Officer on **9518 3774** or **mail@monash.vic.gov.au**



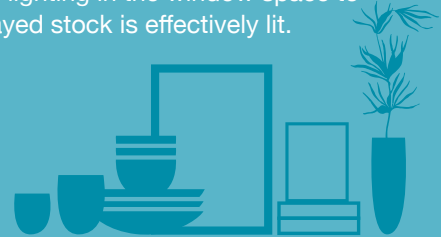
## Weekly

- Wash exterior of windows - use a squeegee and window cleaner.
- If posters are displayed and stuck directly to the windows, remove all posters that are no longer relevant.
- Remove stubborn bits of sticky tape or adhesive residue (from poster displays) by first soaking a cotton ball/pad in eucalyptus oil and rub directly onto residue, then scrape off with window-scraper. Arrange your remaining posters neatly on the window so that they appear balanced.



## Monthly

- Clean the inside of the windows, floor and walls of the window display space.
- Change the window display (if applicable) with a new theme, season, focus or style. Ideally, change your window display every 4-8 weeks.
- Adjust the display lighting in the window space to ensure that displayed stock is effectively lit.



**Every few months or years, your shopfront may require maintenance that could involve repairs or long-term reinvestment. Once repaired or upgraded, your shopfront should yield lasting results if it is well maintained.**

## Other Recommendations

- Assess the condition of your window signs – especially if they are vinyl decals adhered to the outside of your windows. Replace any that have peeled off or remove altogether.
- Where applicable, repair any loose tiles on the exterior and re-grout if necessary.
- Pressure-clean shopfront facade (walls, cladding, render, or brickwork on either side of windows/doors or underneath window ledge).
- Do you own a restaurant or cafe that has outdoor dining? Make sure your outdoor furniture matches the style of your interior dining space. Dress it up with pot plants, blankets for winter and shade for summer. Consider applying your branding on umbrellas, cafe barriers or any street signage that may advertise ‘specials of the day’.



- Is your brand/logo up-to-date or effectively representing your business? Is it time to engage a graphic designer? This change could impact the overall look of your business.
- Perform top to bottom assessment of all aspects of the shopfront including condition of all signage, awnings, paintwork, electricals and doors/windows - repair where

- When it comes to signage, remember: 'less is more'! Try not to cram too much information onto the one lightbox or awning sign.



Instead, think about who will be seeing your sign and from where it will be viewed from. For example, your awning sign should just have your business name. Your lightbox may just have your logo or business name. Further details like your phone number and web contact should be positioned on your shop window or door.



- For window displays with merchandise, always try to group items tightly together and create depth in your arrangement. A 'pyramid' formation is the most effective way to display a group of large and small items in a display.



For more information:

**Monash Civic Centre** | 293 Springvale Road, Glen Waverley, 3150

8.30am to 5.15pm | Monday to Friday

**Oakleigh Service Centre** | 3 Atherton Road, Oakleigh, 3166

8.30am to 5.15pm | Monday to Friday

**9815 3555** | [www.monash.vic.gov.au](http://www.monash.vic.gov.au) | [ecodev@monash.vic.gov.au](mailto:ecodev@monash.vic.gov.au)

