

STOREFRONT VISUALIZATION

Business Support Program

DOWN
AUSTINTOWN
ALLIANCE

ABOUT THE STOREFRONT VISUALIZATION SUPPORT PROGRAM

The Downtown Austin Alliance's **Storefront Visualization Support Program** is designed to help small businesses visualize potential exterior storefront improvements through simple photo renderings. Businesses interested in this program can request rendering services through participation in the Downtown Austin Alliance's [Facade Improvement Grant](#) program.

The intent of this program is to help businesses explore ideas and better understand how proposed changes can come together.

PROJECT EXAMPLE LIMITED PHOTO RENDERING

The owners of The Backspace in Downtown Austin requested visualization services to enhance the storefront facade. Requested changes included the removal of stucco material to expose original brick, painting of brick facade, and inclusion of business brand as awning signage.



HOW IT WORKS ELIGIBLE VISUAL REQUESTS

For businesses that have specific storefront changes in mind, this program can provide quick visuals to help bring the concept to life. **Eligible visualization services include:**

- Change to facade material or color (i.e. painting)
- Signage placement, orientation and scale
- Repair or replacement of an existing awning with a different size, color or style
- Placement of a new awning on the facade
- Alternative decorative exterior light fixtures
- Sidewalk activations such as outdoor seating, planters, signage, etc.

Several services are considered outside the scope of the Visualization Support Program. **Services not provided include, but are not limited to:**

- Rendering of major architectural design changes such as new window or door openings
- Graphic and branding design for businesses
- Design, engineering or construction drawings and/or documents for permits or construction drawings for awning support

Visualization support does not guarantee the requested improvement is feasible or permissible by the City of Austin or compatible with historic overlays. All storefront improvements will need to consult local guidelines to understand the regulatory process required.

Interested in storefront visualization services? Email acarmona@downtownaustin.com to learn if your project is eligible.

For guidance on cost, timeline and permitting of storefront improvements, consult the Downtown Austin Alliance's [Storefront Improvement Toolkit](#).



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ALLIANCE'S BUSINESS RESOURCES.