



ANIMATION CHECKLIST

The following Animation Checklist was created for and intended to be used for all retail projects and retail ground level spaces, but all items may not be appropriate to specific projects. Use this as a point of reference to aide in the planning of retail to create a more animated active retail and street environment.

The Customer

1. The Customer is the animation – Who is the customer today? Who do you want as a customer? Who will be the future customer? What are the characteristics of this customer?

The Architecture

1. Image/Character – Does the architecture convey the right retail image in keeping with the project’s program and vision?
2. Icons/Landmarks – Are there memorable architectural focal points? Should there be? Do they support the retail?
3. Massing/Modulation – Does it work for the retail spaces?
4. Roof form/Roof edge – Does it support the desired retail image/vision and work for the retailer?
5. Materials, color and texture – Do they support the desired image/vision and convey quality?
6. Detail and “The Cool Details” – Are there enough or too much? Do they support the image/vision?

The Facades and Identity

1. The Storefront, Signage and Entry – Are they memorable, appropriate to the retailer?
2. Awnings and canopies – Are they quality, appropriately scaled and the right proportion?
3. Lighting – Is there enough? Are they high quality fixtures? Do they fit the retail image/vision?
4. Signage and Graphics – Are they consistent with the retail image/vision? Are they scaled correctly and high quality?
5. Details and “The Cool Details” – Are there enough or too much? Do they support the image/vision?

Memorable Spaces

1. Lingering areas/Interactive zones – Are there sufficient memorable public spaces?
2. Signature elements- Is there a landscaped space seen by the general public including courtyards, terraces, rooftops, set -backs and belvederes?
3. Landscaping – Is there enough high quality landscaping that is appropriate to the image/vision?
4. Pavement treatments – Is there a variety of quality materials that support the image/vision?



5. Pedestrian signage/way finding, Directories – Are they appropriate to the amount of retail? Are they located in the right locations and of quality design and materials?
6. Seating and Street furniture – Are there a variety of options for seating, parking your bike, disposing of trash and recycling?
7. Art, Sculpture, Playthings – Are they quality and are they located appropriately to support the retail experience?
8. Sound and Music – Is this appropriate for the image/vision for the retail component?
9. Lighting – Are there enough fixtures, appropriate light level, color of lamps, quality fixtures?
10. Safety – Are the spaces and elements defensible and not hazardous to normal activity?
11. “The Cool Details” – What makes the space special? Are there layers of discovery in the details that make one come back again?
12. Tenant Mix – Is it appropriate with image/vision/program/proforma?
13. Water Feature(s) – Are they appropriate to the image/vision of the retail environment? Are they of quality and low maintenance?

The Connections

1. View Corridors – Are they memorable, inviting, have something at the end to lead you on to discover?
2. Sidewalks, crosswalks and accessibility – Do they support a quality pedestrian experience?
3. Landscaping – Is there enough high quality landscaping that is appropriate to the image/vision?
4. Lighting - Are there enough fixtures, appropriate light level, color of lamps, quality fixtures?
5. Signage and Graphics – Are they consistent with image/vision? Are they scaled correctly and high quality?
6. Public Restrooms – Are they easy to find, high quality materials and clean consistently? Are they different / unique in some way?
7. Safety - Are the spaces defensible and not hazardous to normal activity?