STOREFRONT FACADE AND DESIGN
Elements of Urban Life: Streetscape and Street Scene

by

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Submitted to School of Architecture
on 17/09/99 in Partial Fulfillment of the
Requirements for the Degree of
Master of Architecture

ABSTRACT

The objective of this dissertation is to study the design of storefront and facade and to analyze their roles as elements of urban life. The hypothesis of this dissertation encapsulates the notion that storefront, prior to its role as a physical element, also constitutes to the making of an urban street. In short, it contributes to the social interaction along the street and building interface. Therefore, the two main objectives are, firstly, to study the physical, visual and spatial qualities of storefront as a facade to streetscape and secondly, to analyze how the qualities attribute to the urban life of street activities and street use.

It is important to first understand the context of a store to a street and the street to a city. Chapter 1 investigates the evolution of storefront design from the 18th to the 20th century. This provides a background to the different architectural styles that has dominated the storefront design.

The notion of storefront as a facade is described in Chapter 2. This chapter examines the basic components that constitute to storefront as a 2-dimensional facade. In addition, it also provides an insight into the meanings and aesthetics of storefront design.

The study of storefront as a street element will be described in Chapter 3. This analyses the role of storefront with regard to the urban streetscape and street scene. As urban life has been the product of change in lifestyle, urban activities has also been transformed concurrently. The present situation sees the transformation of public activities into private ones, thereby reducing street use.

The case studies investigate street activities in relation to storefront design. They analyze street life in relation to facade design and allow a comparison to be drawn on the implications of storefront designs on different types of street context. The comparison of the case studies also reveals the symbiotic relationship between storefront design to the intensity of street activities.