



Vacant Storefront Window Treatment Program

Together, let's turn this...



Into this...



Marketing and Promotion

City staff will cross-promote this program by engaging community partners such as local schools, the chamber of commerce and merchant business organizations. Platforms of promotion include City and community partner websites and social media channels.

To participate in and learn more about this program, contact the Economic Development Division

408-866-2192

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Enhanced Vacant Storefront

Photo credits: www.andrewpogue.com
www.triangleartworks.org and
Notre Dame College of Ohio

The City of Campbell wants to help beautify vacant storefront windows in collaboration with property owners and community partners like schools to promote available or under-utilized tenant spaces. Through this voluntary, no-cost program, artwork can be temporarily displayed in storefront windows to help revitalize empty tenant spaces. The program's goal is to help owners draw more interest to their tenant spaces, deter vandalism and engage local artists to showcase their art.

Benefits of Enhanced Vacant Storefront Windows:

- Improve property's appearance and curb appeal
- Deter vandalism, graffiti, and illegal dumping
- Attract prospective tenants
- Maintain a sense of community

Applicability

This program applies to commercial tenant spaces with storefront windows located on the ground level that are visible and accessible from the public right-of-way.

Displaying Artwork

Local artists and middle and high school students wishing to participate can provide 2-D and 3-D artwork including photography for consideration that is of high quality, appropriate for all ages and conforms to community standards and norms. Student artwork must be district-approved. All submitted artwork must not contain:

- Inciteful content
- Political statements
- Religious references, symbols or numbers
- Copyrighted or trademarked material
- Corporate or organizational branding

No physical attachment of artwork will be made to any wall or portion of the tenant space. Artwork can be displayed on support materials such as easels, stands, pedestals or other appropriate manners of display. Artwork display materials to be provided by the City.

Removal

All displayed art will be removed per the expiration of an agreement or when the tenant space lease agreement is executed.

How Does the Process Work?

1. City staff identifies vacancies or property owners inform city staff of vacancies.
2. City staff obtains measurements of vacant storefront windows
3. City staff contacts local schools and artists to obtain permission to display artwork for public viewing
4. City staff coordinates a meeting with all participating parties to sign an agreement to remove liability of property owners and allow tenant space access to install the artwork.
5. City staff will perform on-site installation and removal of artwork.



Unenhanced Vacant Storefront



Enhanced Vacant Storefront