



CITY MARKET BOOTH DESIGN CRITERIA

Small business owners will be asked to submit their design plan to the Market Manager, which is subject to the approval of the management team. This must include all signage, shelving, refrigeration, layout and storage. Small business owners must comply with all listed design criteria for their booths. City Market will be a classy, beautiful and engaging shopping experience for our community. Please keep this in mind as you design your booth space and be willing to work with the Market Manager to achieve a cohesive design plan.

Display Zones

- All sides of every booth which face an aisle must be used for product display, service activity, access openings or seating.
- Counter height may not be lower than 30" (2 ½ ft.) from the ground.

Signage

- Small business owners must provide at least ONE permanent sign within their booth.
- Signs may not be larger than 8 ft. long by 4 ft. tall.
- Pictographic, carved and similar special signage types are encouraged.
- Animated, scrolling or flashing light signs are discouraged. Market Manager has the right to approve these sorts of signs if they are tasteful and don't distract from **City Market's** design criteria.
- All food/product signs stating price and product description *must* look professional and tidy. Typed & laminated surfaces strongly suggested.

Lighting

- **City Market** will provide directional lighting above each booth for general illumination only. It is the responsibility of each small business owner to provide area & focus lighting within their premises. Focus lighting with dramatic effect is encouraged by small business owners for display areas.
- No animated or flashing lighting may be used unless approved by the Market Manager.

**If you have any questions or concerns regarding the design criteria,
please contact Becky Hortop, Market Manager, City Market.
(989) 415-8866 | becky@citymarketbc.com**