



2100 PENNSYLVANIA AVENUE, NW

COMPREHENSIVE SIGNAGE AND STOREFRONT PLAN MANUAL

TABLE OF CONTENT

- S-00 COVER PAGE
- S-01 STOREFRONT GUIDELINES - I STREET
- S-02 STOREFRONT GUIDELINES - 21ST STREET
- S-03 STOREFRONT GUIDELINES - PENNSYLVANIA AVENUE
- S-04 SIGNAGE GUIDELINES - I STREET
- S-05 SIGNAGE GUIDELINES - 21ST STREET
- S-06 SIGNAGE GUIDELINES - PENNSYLVANIA AVENUE
- S-07 SIGNAGE GUIDELINES - WEST SIDE
- S-08 PRECEDENT EXAMPLES

PREPARED FOR
DC ZONING COMMISSION

PREPARED BY
BOSTON PROPERTIES

WITH THE ASSISTANCE OF
GEORGE WASHINGTON UNIVERSITY
PELLI CLARKE PELLI ARCHITECTS
WDG ARCHITECTURE
GOULSTON & STORRS

ZONING COMMISSION
DISTRICT OF COLUMBIA
Z.C. CASE NO. 06-110/06-120
PRE-HEARING SUBMISSION

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Project Name
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Description
COVER SHEET

Scale

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Description

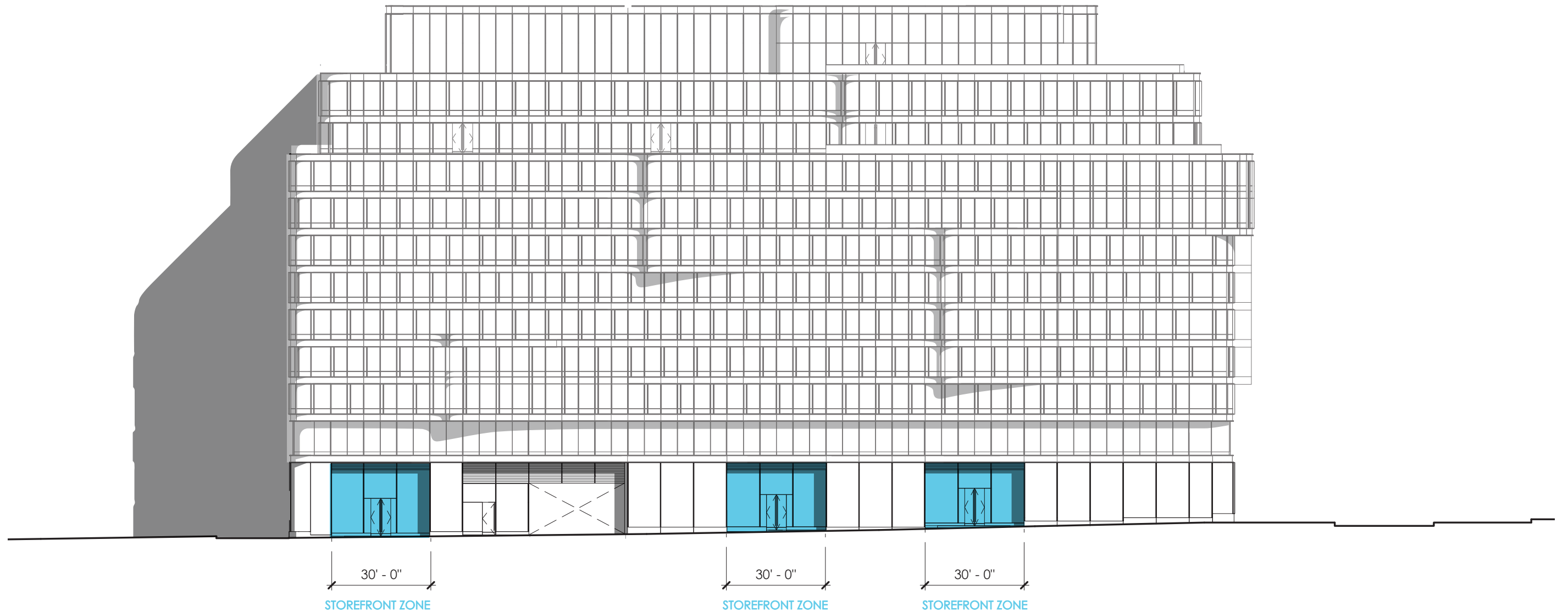
STOREFRONT
GUIDELINES -
I STREET

Scale

S-01

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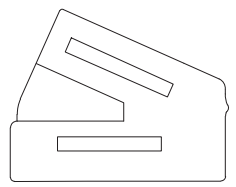
I STREET STOREFRONT GUIDELINES:

STOREFRONT ZONES IDENTIFY LOCATIONS WHERE RETAIL TENANTS ARE ENCOURAGED TO INTEGRATE CUSTOM STOREFRONT DESIGN AND IDENTITY GRAPHICS. STOREFRONTS SHOULD BE COMPLIMENTARY TO THE BUILDING ARCHITECTURE AND LIMITED TO THE ENVELOPE IDENTIFIED ABOVE. HIGH-QUALITY AND DURABLE MATERIALS SUCH AS GLASS, WOOD, METAL, STONE, TERRACOTTA, TILE, ETC, ARE ENCOURAGED. ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS THESE GUIDELINES. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

STOREFRONTS MAY INCORPORATE AWNINGS TO INDICATE RETAIL ENTRANCES AND PROVIDE SHADE AND SHELTER.

STOREFRONTS MAY INCORPORATE EXTERNAL LIGHTING AS DESIGN ELEMENTS TO ACCOUNT FOR DAYTIME AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING MUST BE CONCEALED FROM VIEW AND ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL CONSISTENT WITH THESE GUIDELINES.

NUMBER AND LOCATION OF STOREFRONT ZONES MAY BE ADJUSTED TO ACCOMMODATE TENANT DEMISING AND TENANT NEEDS, UP TO A MAXIMUM NUMBER OF FOUR (4) STOREFRONT ZONES ON I STREET. WIDTH OF STOREFRONT ZONES MAY VARY BETWEEN 20-30 FEET TO ACCOMMODATE TENANT DEMISING AND TENANT NEEDS. NUMBER AND LOCATION OF DOORS WITHIN STOREFRONT ZONES MAY BE ADJUSTED TO ACCOMMODATE TENANT NEEDS.

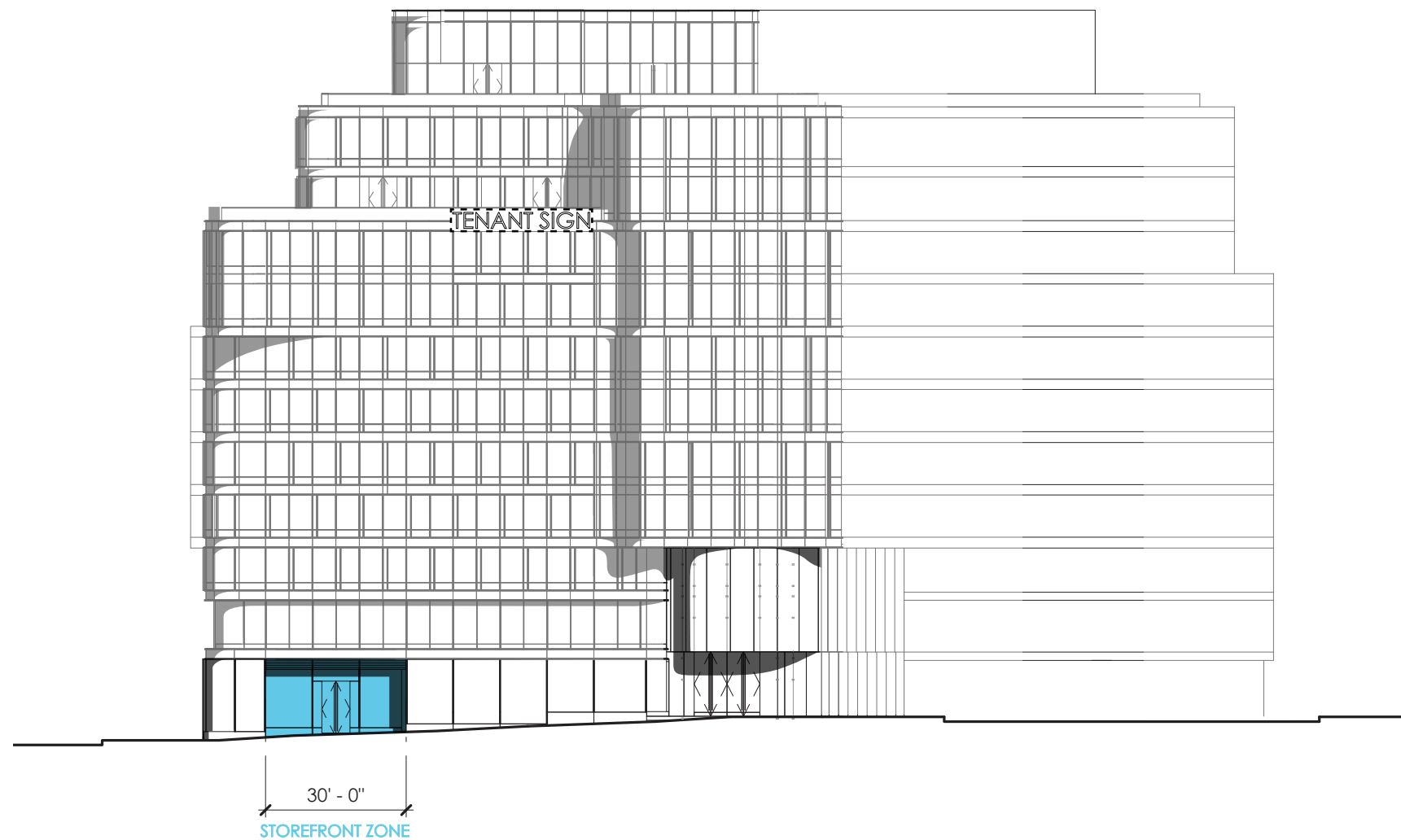


1' 8' 16' 32'



SCALE: 1/32" = 1'-0"

STOREFRONT GUIDELINES - I STREET.



21ST STREET STOREFRONT GUIDELINES:

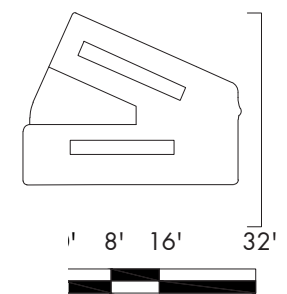
STOREFRONT ZONES IDENTIFY LOCATIONS WHERE RETAIL TENANTS ARE ENCOURAGED TO INTEGRATE CUSTOM STOREFRONT DESIGN AND IDENTITY GRAPHICS. STOREFRONTS SHOULD BE COMPLIMENTARY TO THE BUILDING ARCHITECTURE AND LIMITED TO THE ENVELOPE IDENTIFIED ABOVE. HIGH-QUALITY AND DURABLE MATERIALS SUCH AS GLASS, WOOD, METAL, STONE, TERRACOTTA, TILE, ETC, ARE ENCOURAGED. ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS THESE GUIDELINES. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

STOREFRONTS MAY INCORPORATE EXTERNAL LIGHTING AS DESIGN ELEMENTS TO ACCOUNT FOR DAYTIME AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING MUST BE CONCEALED FROM VIEW AND ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL CONSISTENT WITH THESE GUIDELINES.

LOCATION OF STOREFRONT ZONE MAY BE ADJUSTED TO ACCOMODATE TENANT DEMISING AND TENANT NEEDS, UP TO A MAXIMUM NUMBER OF ONE (1) STOREFRONT ZONE ON 21ST STREET. WIDTH OF STOREFRONT ZONE MAY VARY BETWEEN 20-30 FEET TO ACCOMODATE TENANT DEMISING AND TENANT NEEDS.

NUMBER AND LOCATION OF DOORS WITHIN STOREFRONT ZONE MAY BE ADJUSTED TO ACCOMODATE TENANT NEEDS.

STOREFRONT GUIDELINES - 21ST ST.



SCALE: 1/32" = 1'-0"

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STOREFRONT
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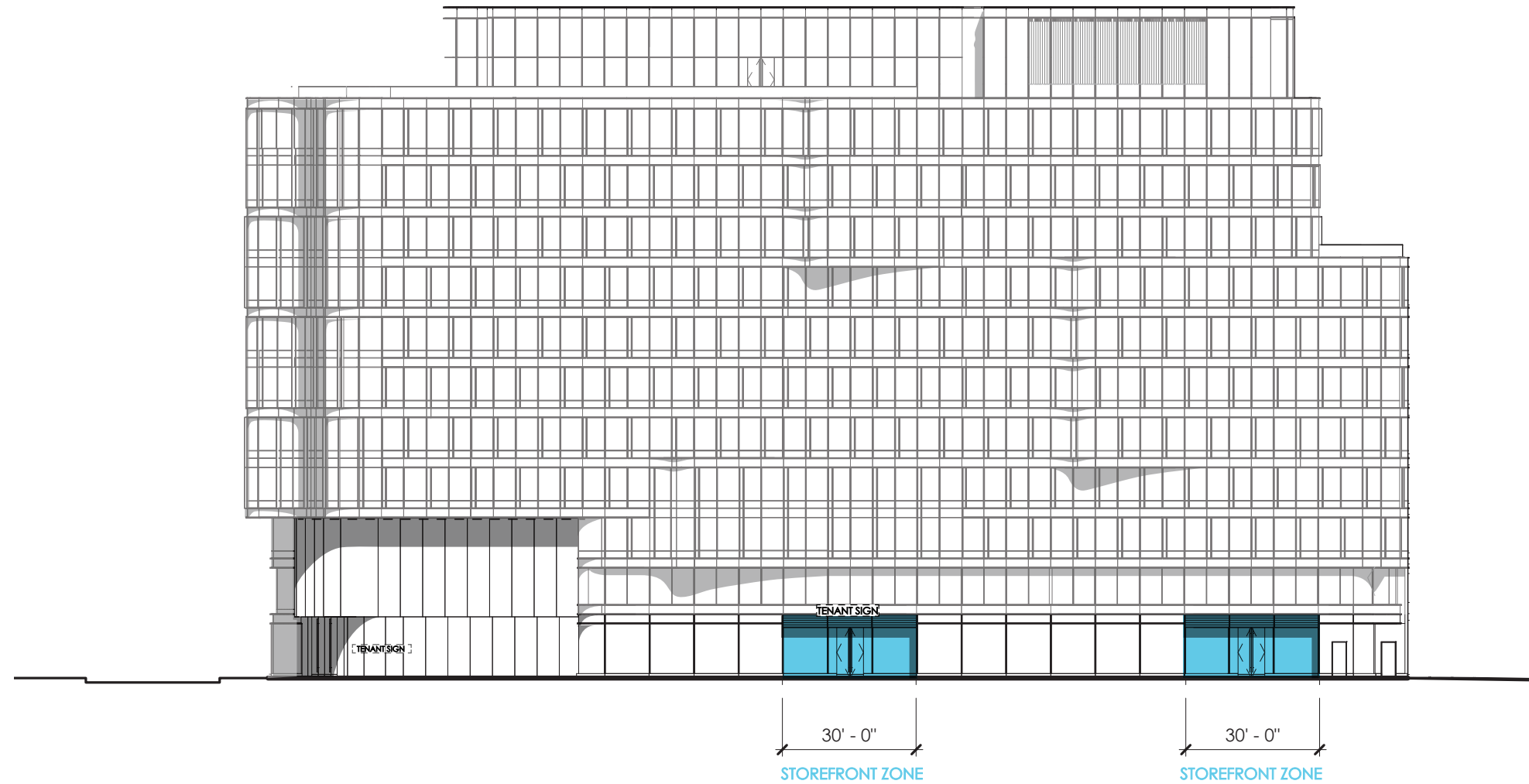
Description

STOREFRONT
GUIDELINES -
PENN AVE

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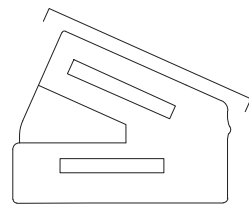
PENNSYLVANIA AVENUE STOREFRONT GUIDELINES:

STOREFRONT ZONES IDENTIFY LOCATIONS WHERE RETAIL TENANTS ARE ENCOURAGED TO INTEGRATE CUSTOM STOREFRONT DESIGN AND IDENTITY GRAPHICS. STOREFRONTS SHOULD BE COMPLIMENTARY TO THE BUILDING ARCHITECTURE AND LIMITED TO THE ENVELOPE IDENTIFIED ABOVE. HIGH-QUALITY AND DURABLE MATERIALS SUCH AS GLASS, WOOD, METAL, STONE, TERRACOTTA, TILE, ETC, ARE ENCOURAGED. ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS THESE GUIDELINES. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

STOREFRONTS MAY INCORPORATE EXTERNAL LIGHTING AS DESIGN ELEMENTS TO ACCOUNT FOR DAYTIME AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING MUST BE CONCEALED FROM VIEW AND ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL CONSISTENT WITH THESE GUIDELINES.

NUMBER AND LOCATION OF STOREFRONT ZONES MAY BE ADJUSTED TO ACCOMODATE TENANT DEMISING AND TENANT NEEDS, UP TO A MAXIMUM NUMBER OF THREE (3) STOREFRONT ZONES ON PENNSYLVANIA AVENUE. WIDTH OF STOREFRONT ZONES MAY VARY BETWEEN 20-30 FEET TO ACCOMODATE TENANT DEMISING AND TENANT NEEDS.

NUMBER AND LOCATION OF DOORS WITHIN STOREFRONT ZONES MAY BE ADJUSTED TO ACCOMODATE TENANT NEEDS.

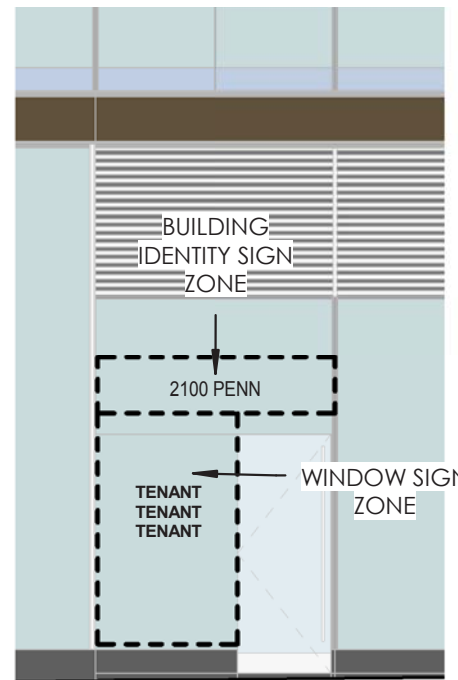
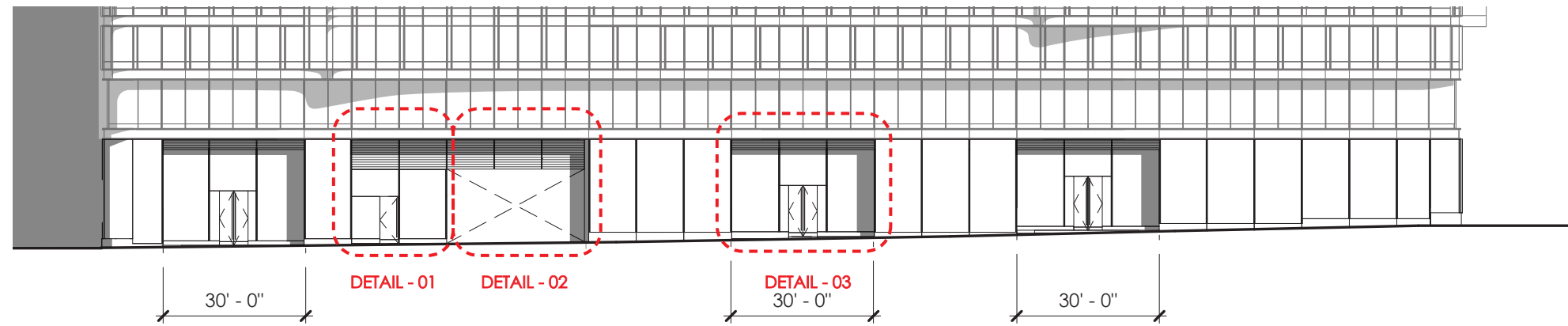


1' 8' 16' 32'

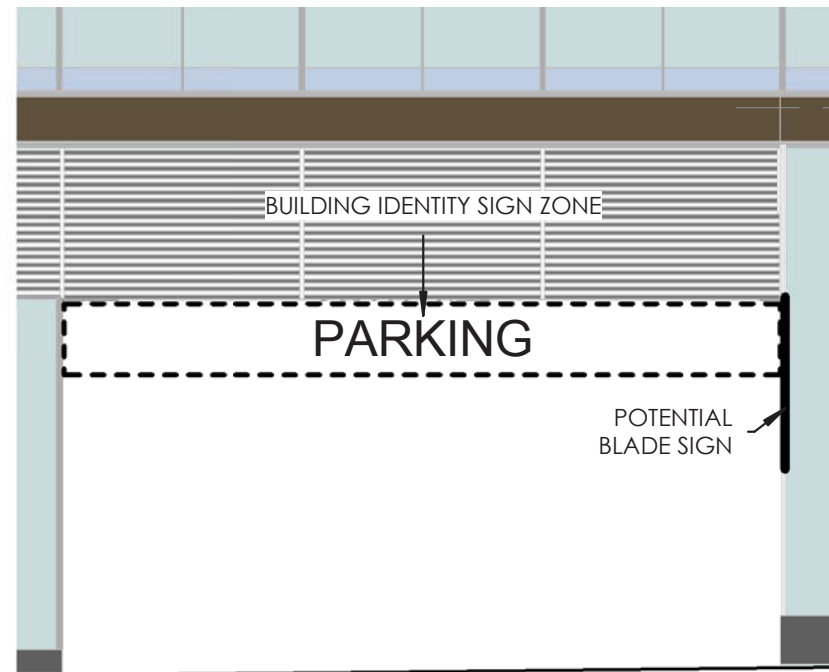


SCALE: 1/32" = 1'-0"

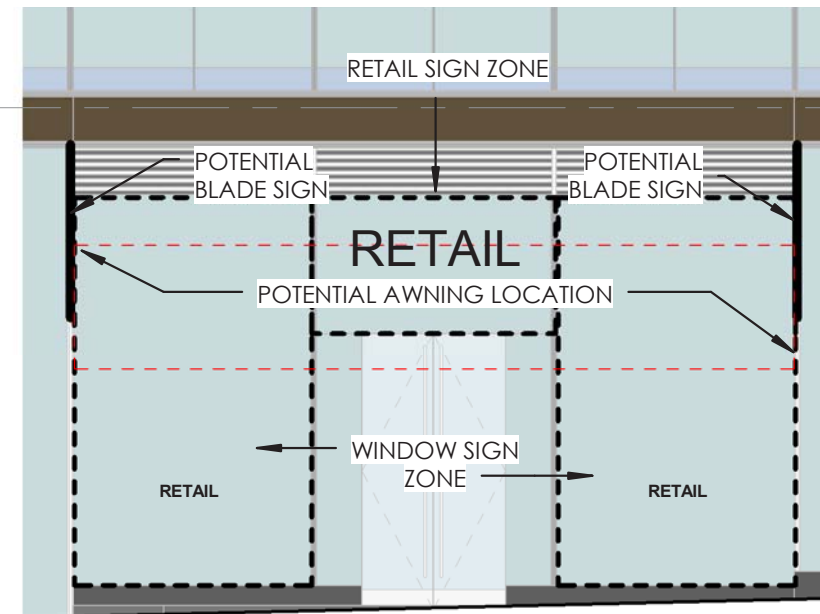
STOREFRONT GUIDELINES - PENN AVE.



DETAIL 01 - I STREET ENTRANCE



DETAIL 02 - PARKING ENTRANCE SIGNAGE



DETAIL 03 - I STREET TYPICAL RETAIL

SIGNAGE GUIDELINES:

GENERAL NOTES

THE SIGNAGE GUIDELINES PERMIT A VARIETY OF SIGNAGE AND STOREFRONT DESIGNS TO CONTRIBUTE TO THE LIVELINESS OF THE URBAN STREETScape AND PROVIDE APPROPRIATE IDENTIFICATION FOR RETAIL AND OFFICE TENANTS.

- BUILDINGS SIGNS SHALL BE DESIGNED HOLISTICALLY AND COMPLIMENTARY TO THE ARCHITECTURAL SYTLE OF THE BASE BUILDING. SIGN LOCATIONS, SIZES, MESSAGES, FONTS, AND COLORS ARE EXPECTED TO BE CUSTOMIZED FOR EACH SPECIFIC TENANT, SUBJECT TO THESE GUIDELINES.

- ALL SIGNS SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS ADHERENCE TO THESE GUIDELINES AND APPLICABLE CODE REQUIREMENTS. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

BUILDING IDENTIFICATION SIGNS

- BUILDING IDENTIFICATION SIGNAGE CONVEYING INFORMATION SUCH AS BUILDING NAME, ADDRESS, AND LOCATION OF PARKING, LOADING, AND OTHER ENTRANCES SHALL BE LOCATED AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.

- BUILDING IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.

- MAXIMUM HEIGHT OF BUILDING IDENTIFICATION SIGNS = 18 INCHES.

RETAIL SIGNS

- PRIMARY RETAIL TENANT IDENTIFICATION SIGNAGE SHALL BE LOCATED WITHIN THE UPPER PORTION OF THE STOREFRONT NEAR THE ENTRANCE AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED OR ON AWNINGS IF INCORPORATED INTO THE STOREFRONT DESIGN.

- MAXIMUM HEIGHT OF PRIMARY RETAIL SIGNS = 30 INCHES.

- RETAIL TENANTS MAY ALSO INCORPORATE BLADE SIGNS AS SHOWN ON THE GUIDELINES. MAXIMUM HEIGHT OF BLADE SIGNS = 28 INCHES.

- RETAIL SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.

- LETTERS AND GRAPHICS MAY INCLUDE DEPTH, TEXTURE, AND DIMENSIONAL QUALITIES TO CREATE A DIVERSE, AUTHENTIC AND CREATIVE ENVIRONMENT.

TENANT SIGNS

- OFFICE TENANT IDENTIFICATION SIGNS SHALL BE LOCATED WITHIN THE AREAS AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.

- TENANT IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.

MAXIMUM HEIGHT OF TENANT IDENTIFICATION SIGNS = 15 INCHES EXCEPT FOR PRIMARY TENANT SIGN, WHICH SHALL HAVE A MAXIMUM HEIGHT OF 60 INCHES.

WINDOW SIGNS

- SECONDARY RETAIL AND OFFICE TENANT IDENTIFICATION AND INFORMATIONAL SIGNS SHALL BE PERMITTED WITHIN THE STOREFRONT AND LOBBY AREAS AS SHOWN ON THE GUIDELINES.

- MAXIMUM HEIGHT OF SECONDARY WINDOW SIGNS = 12 INCHES. MULTIPLE SIGNS PERMITTED WITHIN WINDOWS, SUBJECT TO LANDLORD REVIEW AND APPROVAL. TENANT GRAPHICS AND IDENTIFICATION FEATURES SHALL BE PERMITTED TO EXCEED MAXIMUM HEIGHT.

SIGNAGE GUIDELINES - I STREET.

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SIGNAGE GUIDELINES - I STREET

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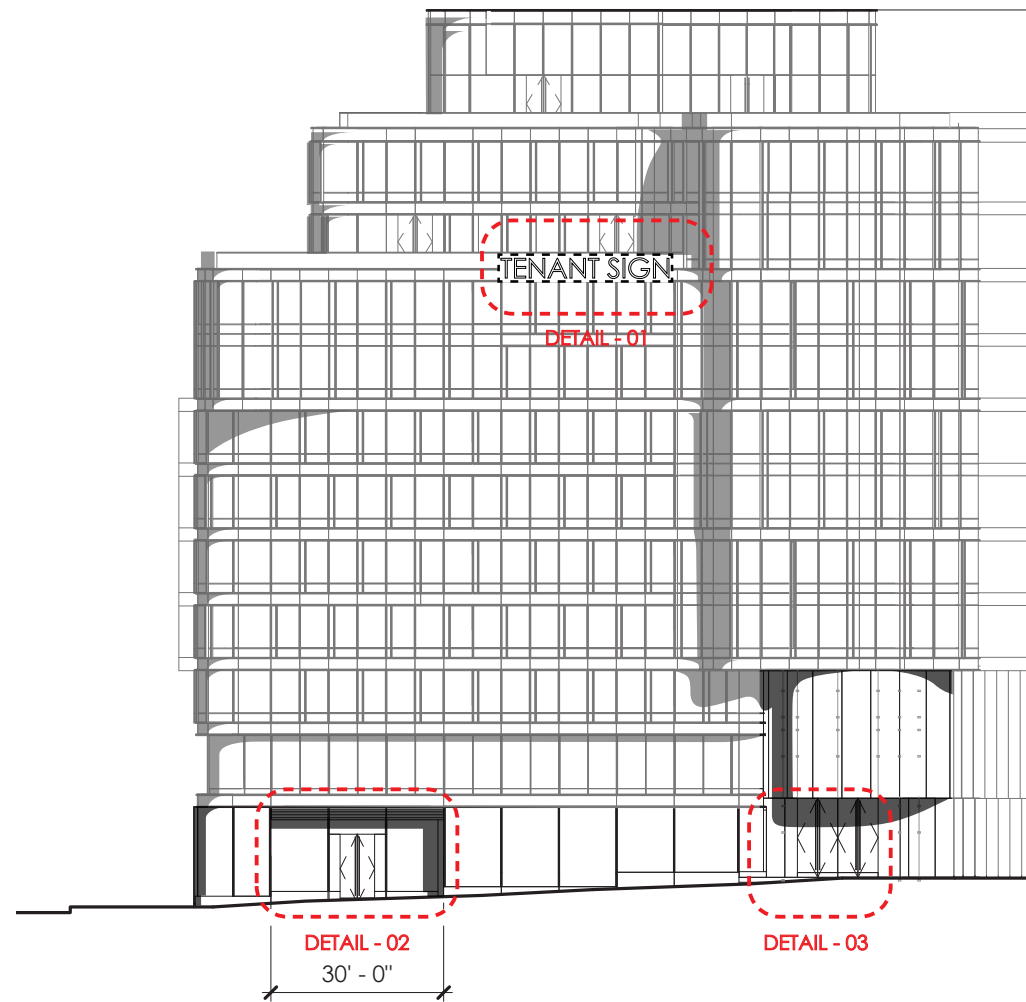
Description

SIGNAGE GUIDELINES
- 21ST ST.

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S-05

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DETAIL 01 - 21ST STREET TENANT SIGN

SIGNAGE GUIDELINES:

GENERAL NOTES

THE SIGNAGE GUIDELINES PERMIT A VARIETY OF SIGNAGE AND STOREFRONT DESIGNS TO CONTRIBUTE TO THE LIVELINESS OF THE URBAN STREETSCAPE AND PROVIDE APPROPRIATE IDENTIFICATION FOR RETAIL AND OFFICE TENANTS.

- BUILDINGS SIGNS SHALL BE DESIGNED HOLISTICALLY AND COMPLIMENTARY TO THE ARCHITECTURAL SYTLE OF THE BASE BUILDING. SIGN LOCATIONS, SIZES, MESSAGES, FONTS, AND COLORS ARE EXPECTED TO BE CUSTOMIZED FOR EACH SPECIFIC TENANT, SUBJECT TO THESE GUIDELINES.
- ALL SIGNS SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS ADHERENCE TO THESE GUIDELINES AND APPLICABLE CODE REQUIREMENTS. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

BUILDING IDENTIFICATION SIGNS

- BUILDING IDENTIFICATION SIGNAGE CONVEYING INFORMATION SUCH AS BUILDING NAME, ADDRESS, AND LOCATION OF PARKING, LOADING, AND OTHER ENTRANCES SHALL BE LOCATED AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.
- BUILDING IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- MAXIMUM HEIGHT OF BUILDING IDENTIFICATION SIGNS = 18 INCHES.

RETAIL SIGNS

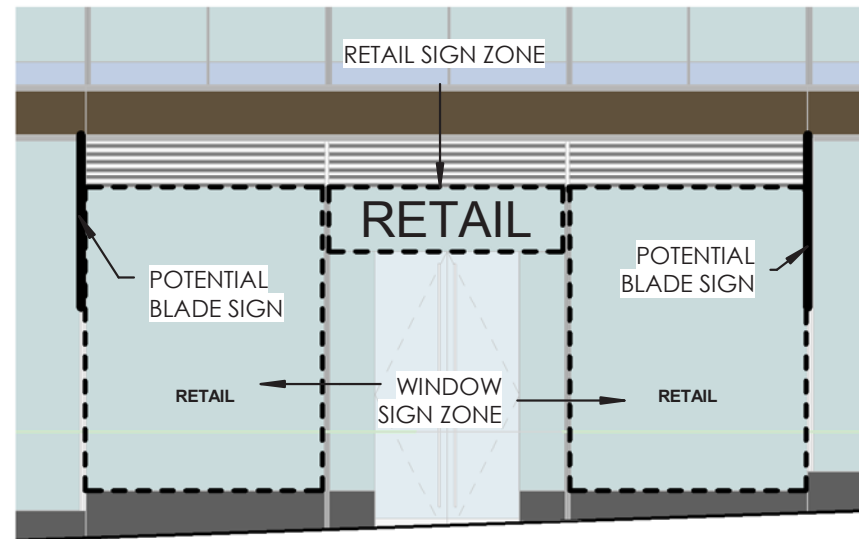
- PRIMARY RETAIL TENANT IDENTIFICATION SIGNAGE SHALL BE LOCATED WITHIN THE UPPER PORTION OF THE STOREFRONT NEAR THE ENTRANCE AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED OR ON AWNINGS IF INCORPORATED INTO THE STOREFRONT DESIGN.
- MAXIMUM HEIGHT OF PRIMARY RETAIL SIGNS = 30 INCHES.
- RETAIL TENANTS MAY ALSO INCORPORATE BLADE SIGNS AS SHOWN ON THE GUIDELINES. MAXIMUM HEIGHT OF BLADE SIGNS = 28 INCHES.
- RETAIL SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- LETTERS AND GRAPHICS MAY INCLUDE DEPTH, TEXTURE, AND DIMENSIONAL QUALITIES TO CREATE A DIVERSE, AUTHENTIC AND CREATIVE ENVIRONMENT.

TENANT SIGNS

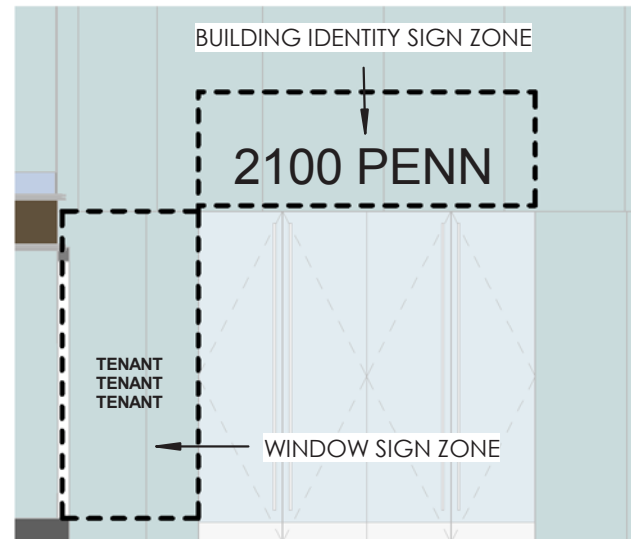
- OFFICE TENANT IDENTIFICATION SIGNS SHALL BE LOCATED WITHIN THE AREAS AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.
- TENANT IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- MAXIMUM HEIGHT OF TENANT IDENTIFICATION SIGNS = 15 INCHES EXCEPT FOR PRIMARY TENANT SIGN, WHICH SHALL HAVE A MAXIMUM HEIGHT OF 60 INCHES.

WINDOW SIGNS

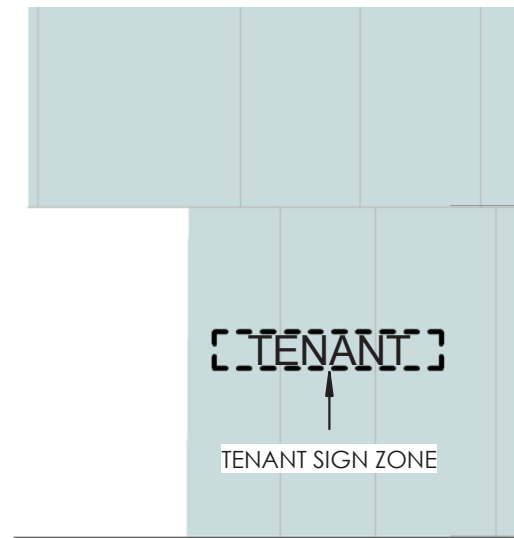
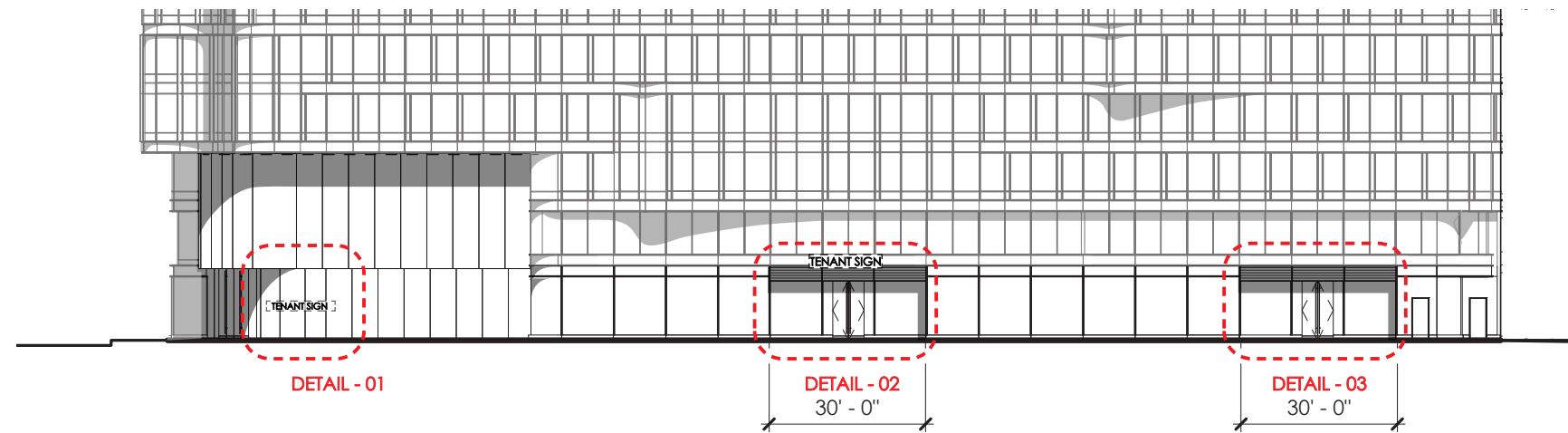
- SECONDARY RETAIL AND OFFICE TENANT IDENTIFICATION AND INFORMATIONAL SIGNS SHALL BE PERMITTED WITHIN THE STOREFRONT AND LOBBY AREAS AS SHOWN ON THE GUIDELINES.
- MAXIMUM HEIGHT OF SECONDARY WINDOW SIGNS = 12 INCHES. MULTIPLE SIGNS PERMITTED WITHIN WINDOWS, SUBJECT TO LANDLORD REVIEW AND APPROVAL. TENANT GRAPHICS AND IDENTIFICATION FEATURES SHALL BE PERMITTED TO EXCEED MAXIMUM HEIGHT.



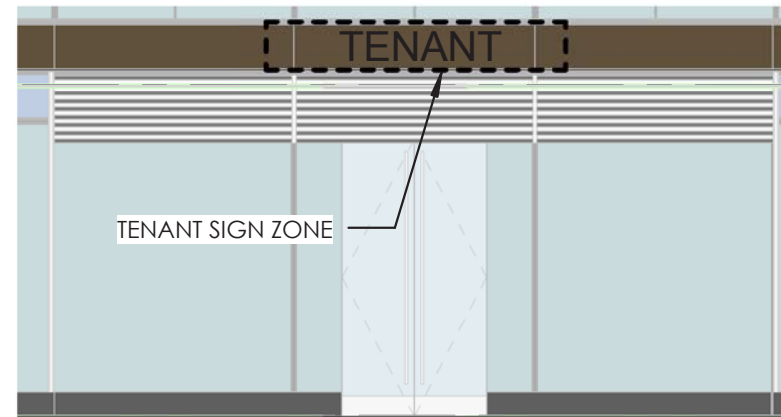
DETAIL 02 - 21ST STREET TYPICAL RETAIL



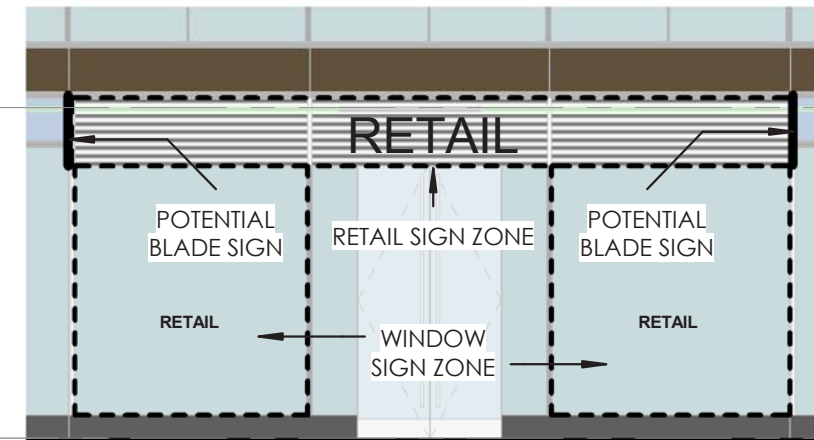
DETAIL 03 - 21ST STREET BUILDING IDENTITY AND TENANT SIGNS



DETAIL 01 - PENN AVE. TENANT SIGNAGE



DETAIL 02 - PENN AVE. TENANT SIGN



DETAIL 03 - PENN AVE. TYPICAL RETAIL

SIGNAGE GUIDELINES:

GENERAL NOTES

THE SIGNAGE GUIDELINES PERMIT A VARIETY OF SIGNAGE AND STOREFRONT DESIGNS TO CONTRIBUTE TO THE LIVELINESS OF THE URBAN STREETScape AND PROVIDE APPROPRIATE IDENTIFICATION FOR RETAIL AND OFFICE TENANTS.

- BUILDINGS SIGNS SHALL BE DESIGNED HOLISTICALLY AND COMPLIMENTARY TO THE ARCHITECTURAL SYTLE OF THE BASE BUILDING. SIGN LOCATIONS, SIZES, MESSAGES, FONTS, AND COLORS ARE EXPECTED TO BE CUSTOMIZED FOR EACH SPECIFIC TENANT, SUBJECT TO THESE GUIDELINES.
- ALL SIGNS SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS ADHERENCE TO THESE GUIDELINES AND APPLICABLE CODE REQUIREMENTS. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

BUILDING IDENTIFICATION SIGNS

- BUILDING IDENTIFICATION SIGNAGE CONVEYING INFORMATION SUCH AS BUILDING NAME, ADDRESS, AND LOCATION OF PARKING, LOADING, AND OTHER ENTRANCES SHALL BE LOCATED AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.
- BUILDING IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- MAXIMUM HEIGHT OF BUILDING IDENTIFICATION SIGNS = 18 INCHES.

RETAIL SIGNS

- PRIMARY RETAIL TENANT IDENTIFICATION SIGNAGE SHALL BE LOCATED WITHIN THE UPPER PORTION OF THE STOREFRONT NEAR THE ENTRANCE AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED OR ON AWNINGS IF INCORPORATED INTO THE STOREFRONT DESIGN.
- MAXIMUM HEIGHT OF PRIMARY RETAIL SIGNS = 30 INCHES.
- RETAIL TENANTS MAY ALSO INCORPORATE BLADE SIGNS AS SHOWN ON THE GUIDELINES. MAXIMUM HEIGHT OF BLADE SIGNS = 28 INCHES.
- RETAIL SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- LETTERS AND GRAPHICS MAY INCLUDE DEPTH, TEXTURE, AND DIMENSIONAL QUALITIES TO CREATE A DIVERSE, AUTHENTIC AND CREATIVE ENVIRONMENT.

TENANT SIGNS

- OFFICE TENANT IDENTIFICATION SIGNS SHALL BE LOCATED WITHIN THE AREAS AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.
- TENANT IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- MAXIMUM HEIGHT OF TENANT IDENTIFICATION SIGNS = 15 INCHES EXCEPT FOR PRIMARY TENANT SIGN, WHICH SHALL HAVE A MAXIMUM HEIGHT OF 60 INCHES.

WINDOW SIGNS

- SECONDARY RETAIL AND OFFICE TENANT IDENTIFICATION AND INFORMATIONAL SIGNS SHALL BE PERMITTED WITHIN THE STOREFRONT AND LOBBY AREAS AS SHOWN ON THE GUIDELINES.
- MAXIMUM HEIGHT OF SECONDARY WINDOW SIGNS = 12 INCHES. MULTIPLE SIGNS PERMITTED WITHIN WINDOWS, SUBJECT TO LANDLORD REVIEW AND APPROVAL. TENANT GRAPHICS AND IDENTIFICATION FEATURES SHALL BE PERMITTED TO EXCEED MAXIMUM HEIGHT.

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Seal/Signature

Date

09/21/2017

Project Name

2100
PENNSYLVANIA
AVENUE NW

Project Number

A1613

Description

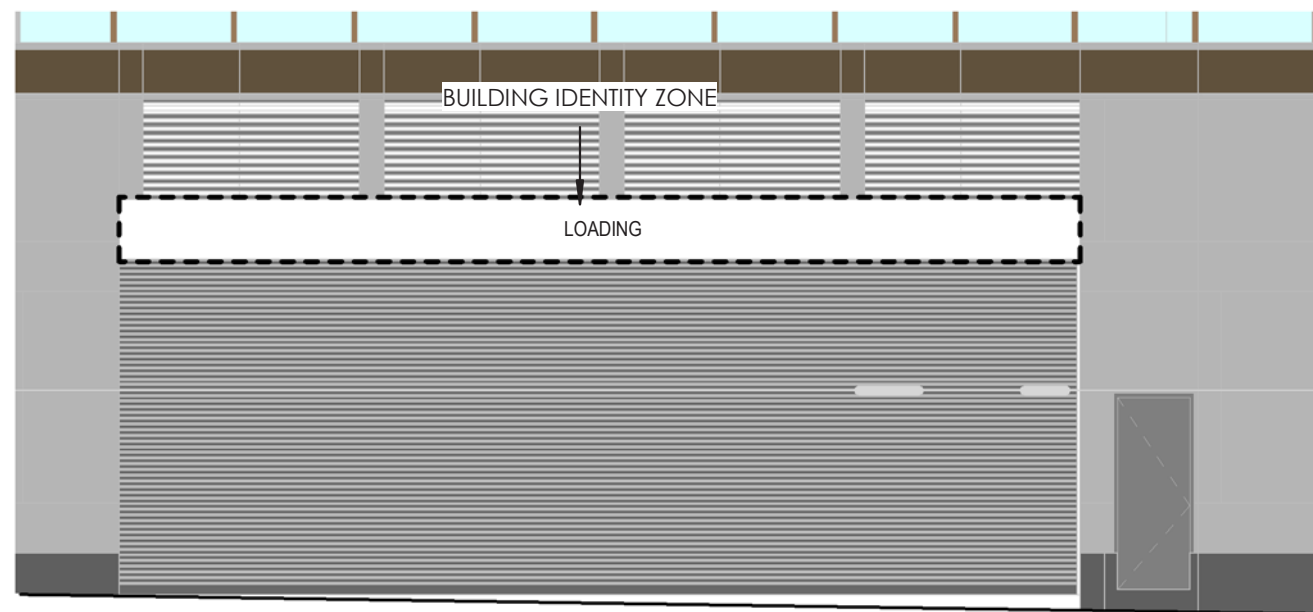
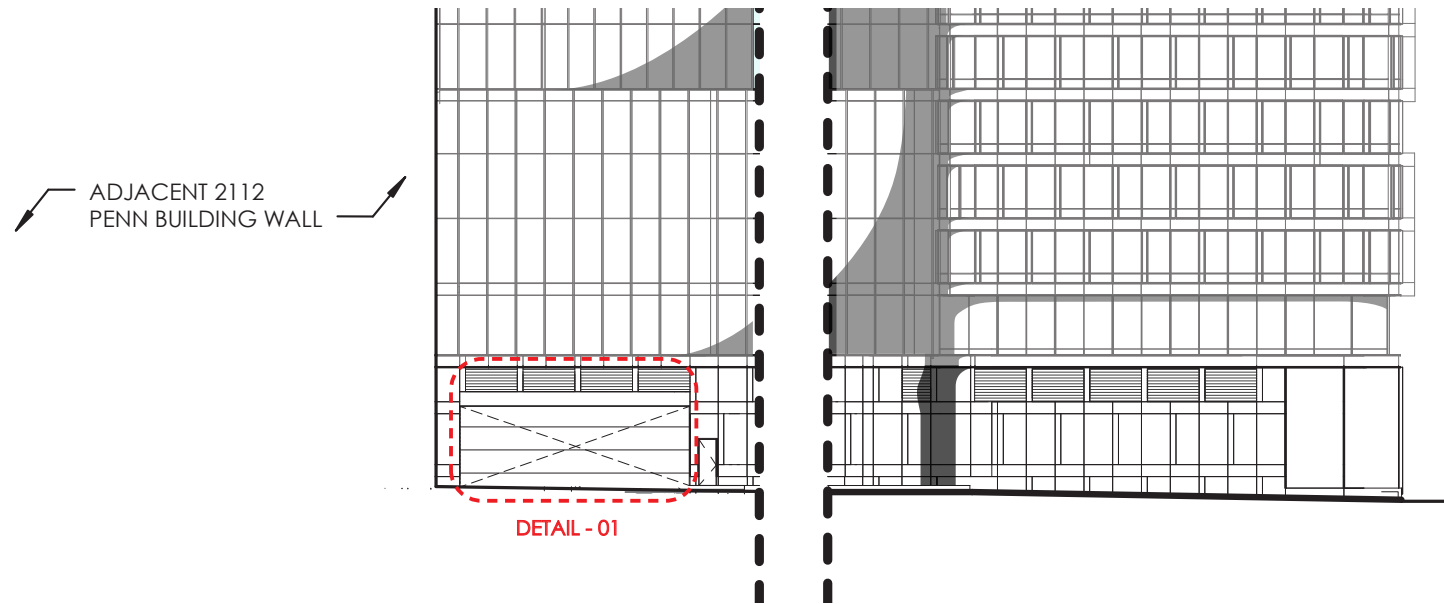
SIGNAGE GUIDELINES
- WEST SIDE ALLEY
FRONTAGE

Scale

S-07

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DETAIL 01 - LOADING

SIGNAGE GUIDELINES:

GENERAL NOTES

THE SIGNAGE GUIDELINES PERMIT A VARIETY OF SIGNAGE AND STOREFRONT DESIGNS TO CONTRIBUTE TO THE LIVELINESS OF THE URBAN STREETScape AND PROVIDE APPROPRIATE IDENTIFICATION FOR RETAIL AND OFFICE TENANTS.

- BUILDINGS SIGNS SHALL BE DESIGNED HOLISTICALLY AND COMPLIMENTARY TO THE ARCHITECTURAL SYTLE OF THE BASE BUILDING. SIGN LOCATIONS, SIZES, MESSAGES, FONTS, AND COLORS ARE EXPECTED TO BE CUSTOMIZED FOR EACH SPECIFIC TENANT, SUBJECT TO THESE GUIDELINES.
- ALL SIGNS SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS ADHERENCE TO THESE GUIDELINES AND APPLICABLE CODE REQUIREMENTS. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

BUILDING IDENTIFICATION SIGNS

- BUILDING IDENTIFICATION SIGNAGE CONVEYING INFORMATION SUCH AS BUILDING NAME, ADDRESS, AND LOCATION OF PARKING, LOADING, AND OTHER ENTRANCES SHALL BE LOCATED AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.
- BUILDING IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- MAXIMUM HEIGHT OF BUILDING IDENTIFICATION SIGNS = 18 INCHES.

RETAIL SIGNS

- PRIMARY RETAIL TENANT IDENTIFICATION SIGNAGE SHALL BE LOCATED WITHIN THE UPPER PORTION OF THE STOREFRONT NEAR THE ENTRANCE AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED OR ON AWNINGS IF INCORPORATED INTO THE STOREFRONT DESIGN.
- MAXIMUM HEIGHT OF PRIMARY RETAIL SIGNS = 30 INCHES.
- RETAIL TENANTS MAY ALSO INCORPORATE BLADE SIGNS AS SHOWN ON THE GUIDELINES. MAXIMUM HEIGHT OF BLADE SIGNS = 28 INCHES.
- RETAIL SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- LETTERS AND GRAPHICS MAY INCLUDE DEPTH, TEXTURE, AND DIMENSIONAL QUALITIES TO CREATE A DIVERSE, AUTHENTIC AND CREATIVE ENVIRONMENT.

TENANT SIGNS

- OFFICE TENANT IDENTIFICATION SIGNS SHALL BE LOCATED WITHIN THE AREAS AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED.
- TENANT IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. ALL EXTERNAL LIGHTING COMPONENTS, WIRES, JUNCTION BOXES, ETC MUST BE CONCEALED FROM VIEW.
- MAXIMUM HEIGHT OF TENANT IDENTIFICATION SIGNS = 15 INCHES EXCEPT FOR PRIMARY TENANT SIGN, WHICH SHALL HAVE A MAXIMUM HEIGHT OF 60 INCHES.

WINDOW SIGNS

- SECONDARY RETAIL AND OFFICE TENANT IDENTIFICATION AND INFORMATIONAL SIGNS SHALL BE PERMITTED WITHIN THE STOREFRONT AND LOBBY AREAS AS SHOWN ON THE GUIDELINES.
- MAXIMUM HEIGHT OF SECONDARY WINDOW SIGNS = 12 INCHES. MULTIPLE SIGNS PERMITTED WITHIN WINDOWS, SUBJECT TO LANDLORD REVIEW AND APPROVAL. TENANT GRAPHICS AND IDENTIFICATION FEATURES SHALL BE PERMITTED TO EXCEED MAXIMUM HEIGHT.



PRIMARY RETAIL TENANT IDENTITY SIGNAGE



RETAIL BLADE SIGNS



BUILDING TENANT SIGNS



RETAIL AWNING SIGNS



BUILDING IDENTITY SIGNS



PARKING / LOADING SIGNS



PARKING BLADE SIGNS

SIGNAGE GUIDELINES - PRECEDENT EXAMPLES

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