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PREPARED FOR
DC ZONING COMMISSION

PREPARED BY
BOSTON PROPERTIES

WITH THE ASSISTANCE OF
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WDG ARCHITECTURE
GOULSTON & STORRS

ZONING COMMISSION
DISTRICT OF COLUMBIA
Z.C. CASE NO. 06-110/06-120
PRE-HEARING SUBMISSION
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, TILES, 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.
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 ACCOMMODATE 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.
PENN SYLVANIA 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, TILER, 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.
SIGNAGE GUIDELINES - I STREET

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.

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.

RETAIN 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:

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 style 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 - PENN AVE.

**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 style 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:

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 style 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.

TELESCOPE 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 - PRECEDENT EXAMPLES

PRIMARY RETAIL TENANT IDENTITY SIGNAGE

BUILDING TENANT SIGNS

BUILDING IDENTITY SIGNS

RETAIL BLADE SIGNS

RETAIL AWNING SIGNS

PARKING / LOADING SIGNS

PARKING BLADE SIGNS