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**ZONING COMMISSION  
DISTRICT OF COLUMBIA  
Z.C. CASE NO. 01-01B  
APPLICATION FOR MODIFICATION  
OF CONSEQUENCE OF APPROVED  
PUD**


NO.: DESCRIPTION: DATE:

COMPREHENSIVE STOREFRONT  
& SIGNAGE PLAN MANUAL

**901 NEW YORK  
AVENUE, NW**  
Washington, DC 20001

**901 NEW YORK AVENUE, NW**  
COMPREHENSIVE SIGNAGE AND STOREFRONT  
PLAN MANUAL

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**PREPARED FOR**  
DC ZONING COMMISSION

**PREPARED BY**  
BOSTON PROPERTIES

**WITH THE ASSISTANCE OF**  
FYOOG  
GOULSTON & STORRS

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COVER PAGE

SHEET NO. **S-00**  
ZONING COMMISSION  
District of Columbia  
CASE NO. 01-01B  
EXHIBIT NO. 2C1



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BUILDING CONTEXT  
PHOTOS

SHEET NO.: **S-01**



**CORNER OF 10TH STREET AND NEW YORK AVENUE**



**CORNER OF 9TH STREET AND K STREET**



**CORNER OF 9TH STREET AND NEW YORK AVENUE**



**CORNER OF 10TH STREET AND K STREET**

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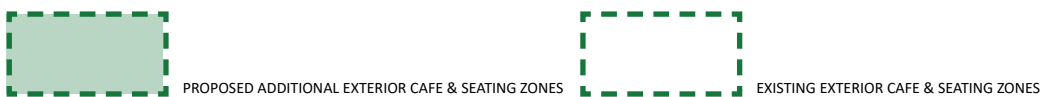
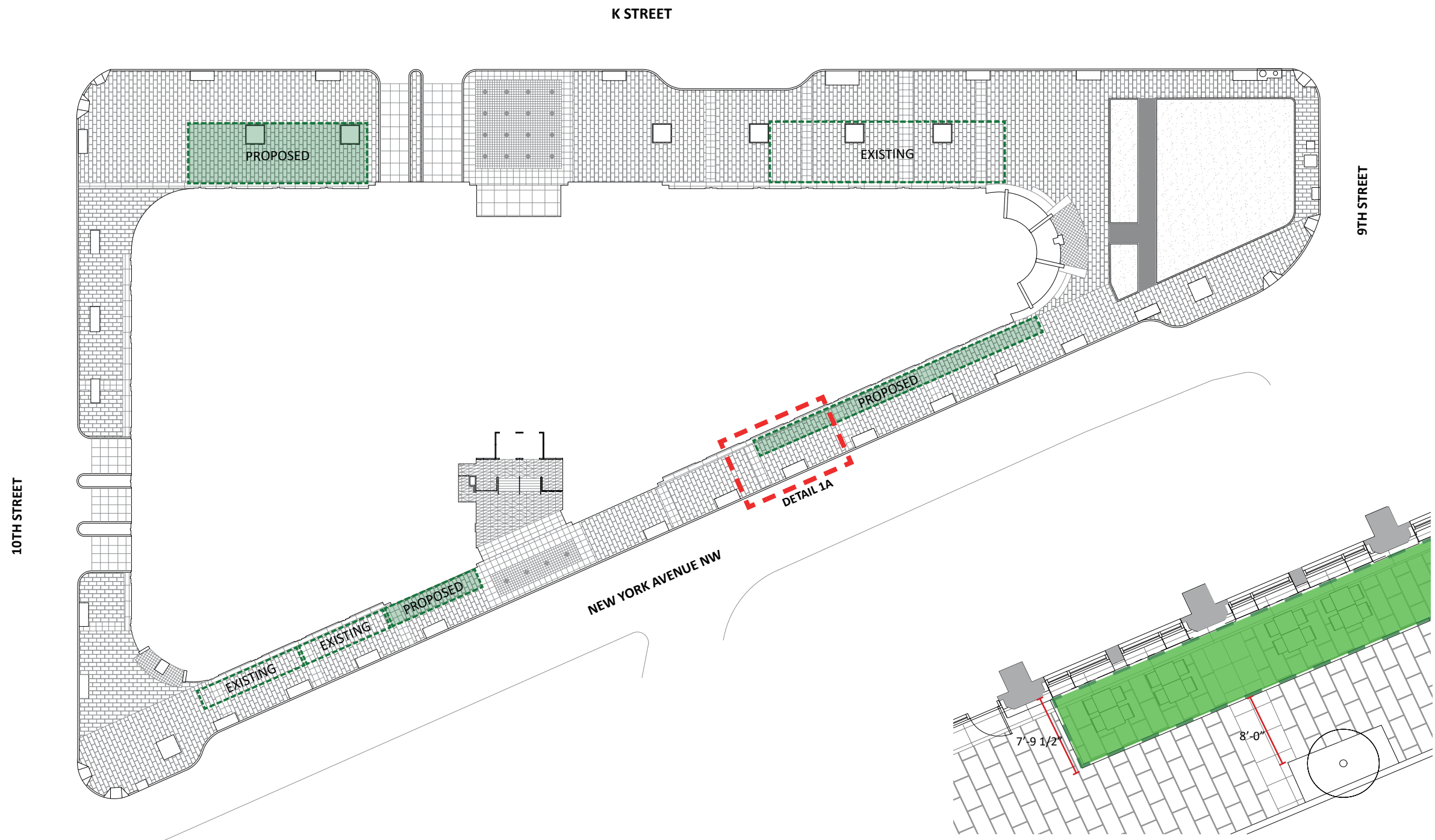
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SITE PLAN

SHEET NO.: **S-02**

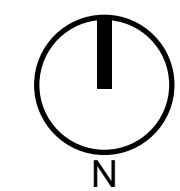


**OUTDOOR CAFE & SEATING ZONE GUIDELINES:**

ALL SEATING LOCATED IN PUBLIC SPACE SUBJECT TO PUBLIC SPACE PERMITTING, REVIEW AND APPROVAL. SHOWN HERE FOR ILLUSTRATIVE PURPOSES.

OUTDOOR SEATING AREAS ARE ADJACENT TO RETAIL ZONES AS INDICATED IN THE GUIDELINES. SEATING AREAS CAN BE DEMISED BY FURNITURE, RAILING, PLANTING, OR SOME COMBINATION THEREOF.

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.





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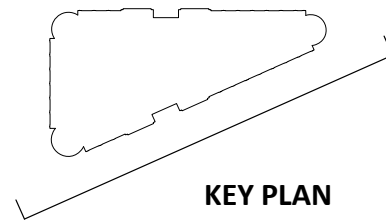
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STOREFRONT GUIDELINES-  
 NEW YORK AVENUE

SHEET NO.: **S-03**



**ANCHOR STOREFRONT ZONES**  
**IN-LINE STOREFRONT ZONES**

**NEW YORK AVENUE STOREFRONT GUIDELINES:**

STOREFRONT ZONES ARE DIVIDED INTO ANCHOR AND IN-LINE STOREFRONT ZONES. THE FOLLOWING GUIDELINES APPLY TO BOTH ANCHOR AND IN-LINE STOREFRONT ZONES:

RETAIL TENANTS ARE ENCOURAGED TO INTEGRATE CUSTOM STOREFRONT DESIGN AND IDENTITY GRAPHICS. STOREFRONTS SHOULD BE COMPLEMENTARY TO THE BUILDING ARCHITECTURE AND LIMITED TO THE ENVELOPE IDENTIFIED IN THESE GUIDELINES. HIGH-QUALITY AND DURABLE MATERIALS SUCH AS GLASS, WOOD, METAL, STONE, TERRACOTTA, TILE, ETC., ARE ENCOURAGED, INCLUDING STONE COLUMN CLADDING REPLACEMENT. STOREFRONTS MAY INCORPORATE OPERABLE FACADES TO CONNECT WITH AND ACTIVATE THE STREETScape. RETAIL TENANTS MAY ALSO CHOOSE TO PAINT THE GRILLS WITHIN THE ANCHOR STOREFRONT ZONES ONLY.

STOREFRONTS MAY INCORPORATE AWNINGS AS CURRENTLY ALLOWED WITHIN THE EXISTING PLANNED UNIT DEVELOPMENT (PUD) APPROVAL. ADDITIONALLY, AWNINGS MAY BE RETRACTABLE. STOREFRONTS MAY INCORPORATE EXTERNAL LIGHTING AS DESIGN ELEMENTS TO ACCOUNT FOR DAYTIME AND NIGHTTIME VISIBILITY. NUMBER AND LOCATION OF DOORS WITHIN STOREFRONT ZONES MAY BE ADJUSTED TO ACCOMMODATE TENANT NEEDS.

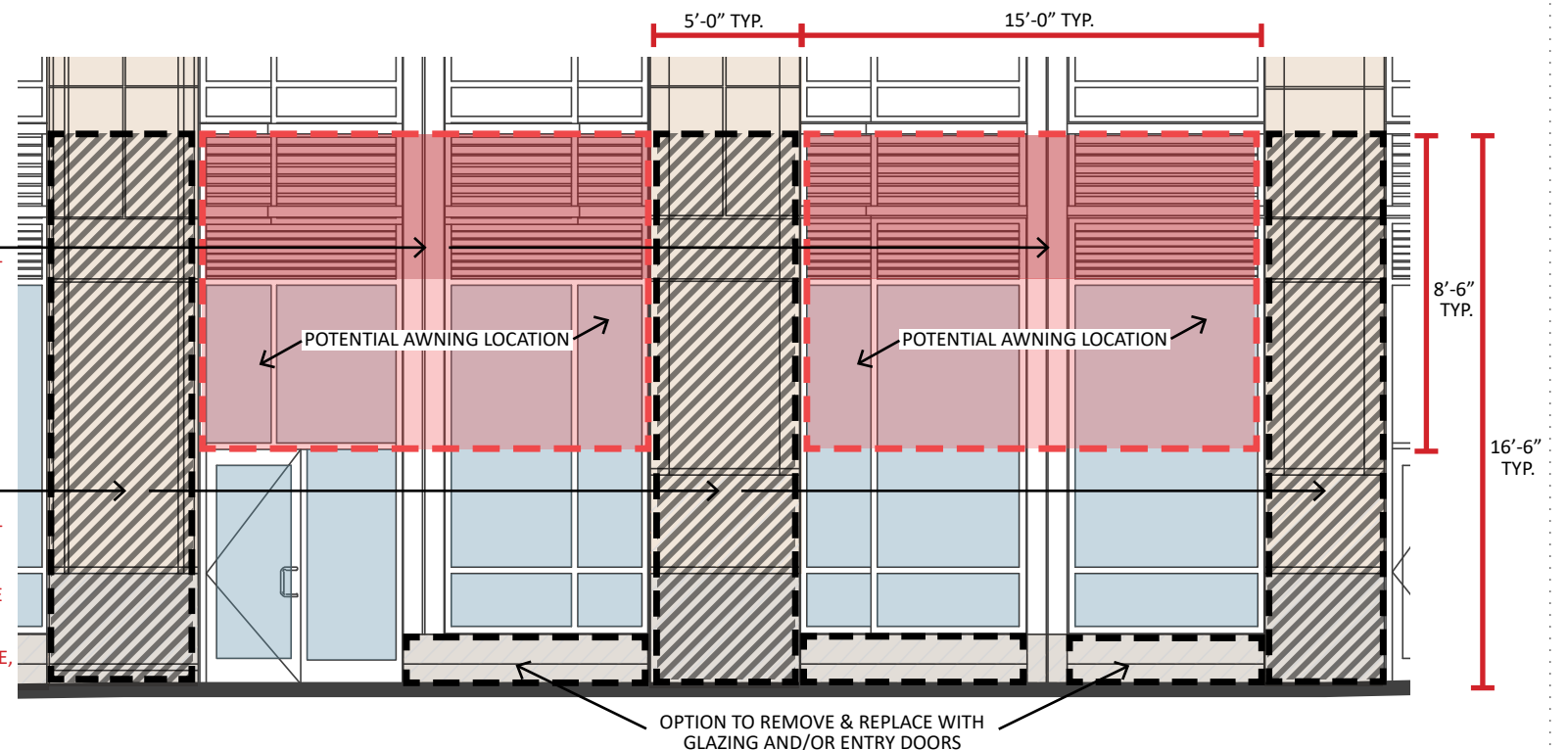
ALL DETAILS ARE SUBJECT TO LANDLORD REVIEW AND APPROVAL AS WELL AS THESE GUIDELINES. DRAWINGS AND SPECIFICATIONS MUST BE REVIEWED AND APPROVED BY THE LANDLORD PRIOR TO APPLICATION FOR BUILDING PERMITS AND OTHER RELATED APPROVALS.

FOR SPECIFIC SIGNAGE RESTRICTIONS PERTAINING TO ANCHOR AND IN-LINE STOREFRONT ZONES PLEASE REFER TO SHEETS S-06, S-07, S-08.

ALL SIGNAGE WILL BE IN ACCORDANCE WITH DC SIGNAGE REGULATIONS.

**DETAIL 1A ALTERNATE\***  
 OPTION TO PAINT GRILL  
 IN ANCHOR STOREFRONT  
 ZONES ONLY.

**DETAIL 1A ALTERNATE\***  
 OPTION TO REPLACE  
 STONE WITH CLADDING  
 IN ANCHOR STOREFRONT  
 ZONES ONLY. CLADDING  
 MATERIAL WILL BE  
 CONSISTENT WITH THESE  
 GUIDELINES, INCLUDING  
 GLASS, WOOD, METAL,  
 STONE, TERRACOTTA, TILE,  
 ETC.



**DETAIL 1A - ENLARGED NEW YORK AVENUE STOREFRONT**

General Notes:

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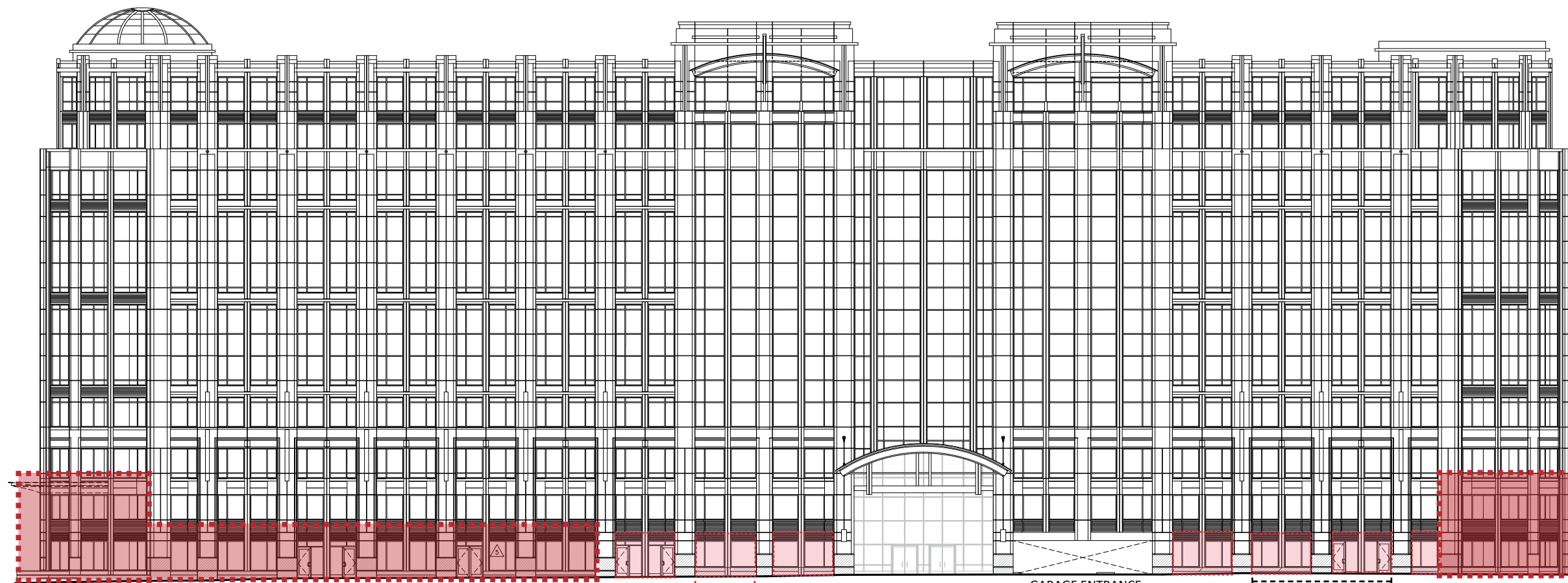
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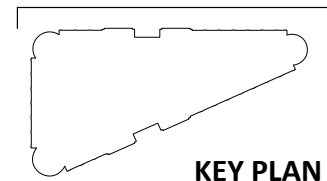
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PROJECT NO.:

STOREFRONT GUIDELINES-  
K STREET

SHEET NO.: **S-04**



150'-0"



**KEY PLAN**

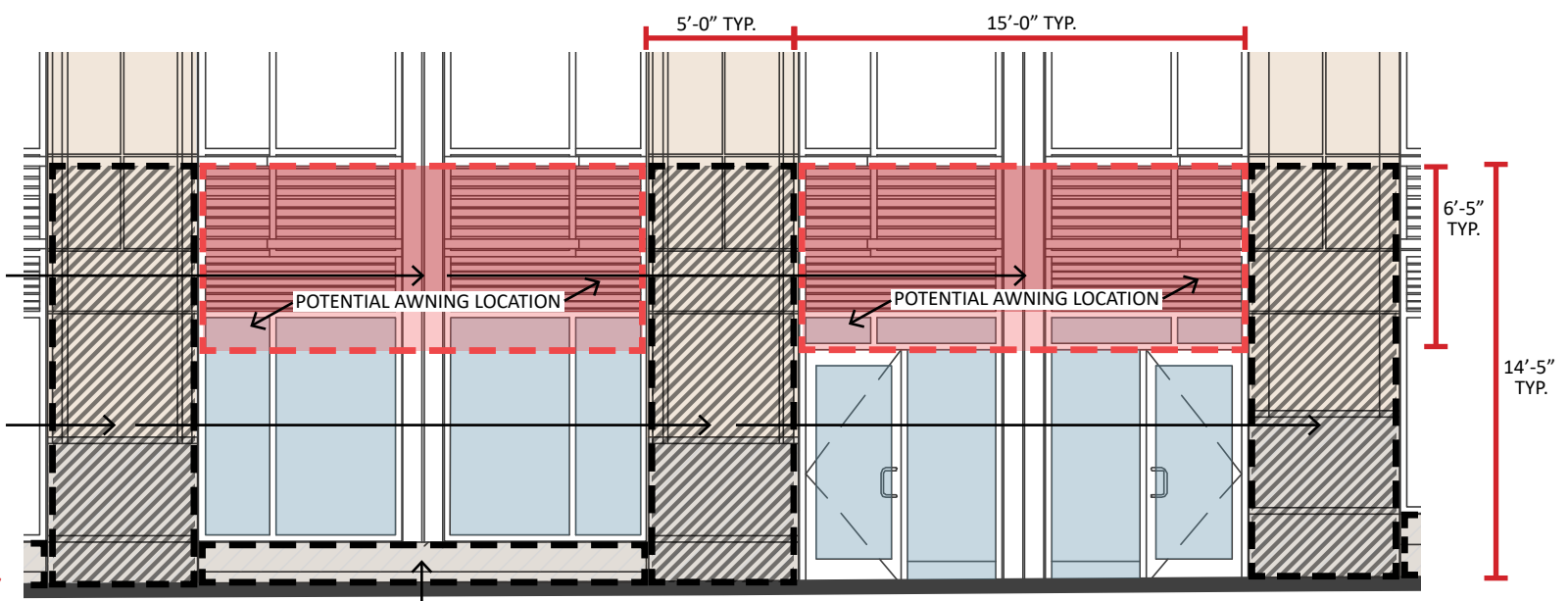
**ANCHOR STOREFRONT ZONES**  
**IN-LINE STOREFRONT ZONES**

**K STREET STOREFRONT GUIDELINES:**

STOREFRONT GUIDELINES OUTLINED ON SHEET S-03 ARE APPLICABLE HERE.

**DETAIL 5A ALTERNATE\***  
OPTION TO PAINT GRILL  
IN ANCHOR STOREFRONT  
ZONES ONLY.

**DETAIL 5A ALTERNATE\***  
OPTION TO REPLACE  
STONE WITH CLADDING  
IN ANCHOR STOREFRONT  
ZONES ONLY. CLADDING  
MATERIAL WILL BE  
CONSISTENT WITH THESE  
GUIDELINES, INCLUDING  
GLASS, WOOD, METAL,  
STONE, TERRACOTTA, TILE,  
ETC.



OPTION TO REMOVE & REPLACE WITH  
GLAZING AND/OR ENTRY DOORS

**DETAIL 5A - ENLARGED K STREET STOREFRONT**



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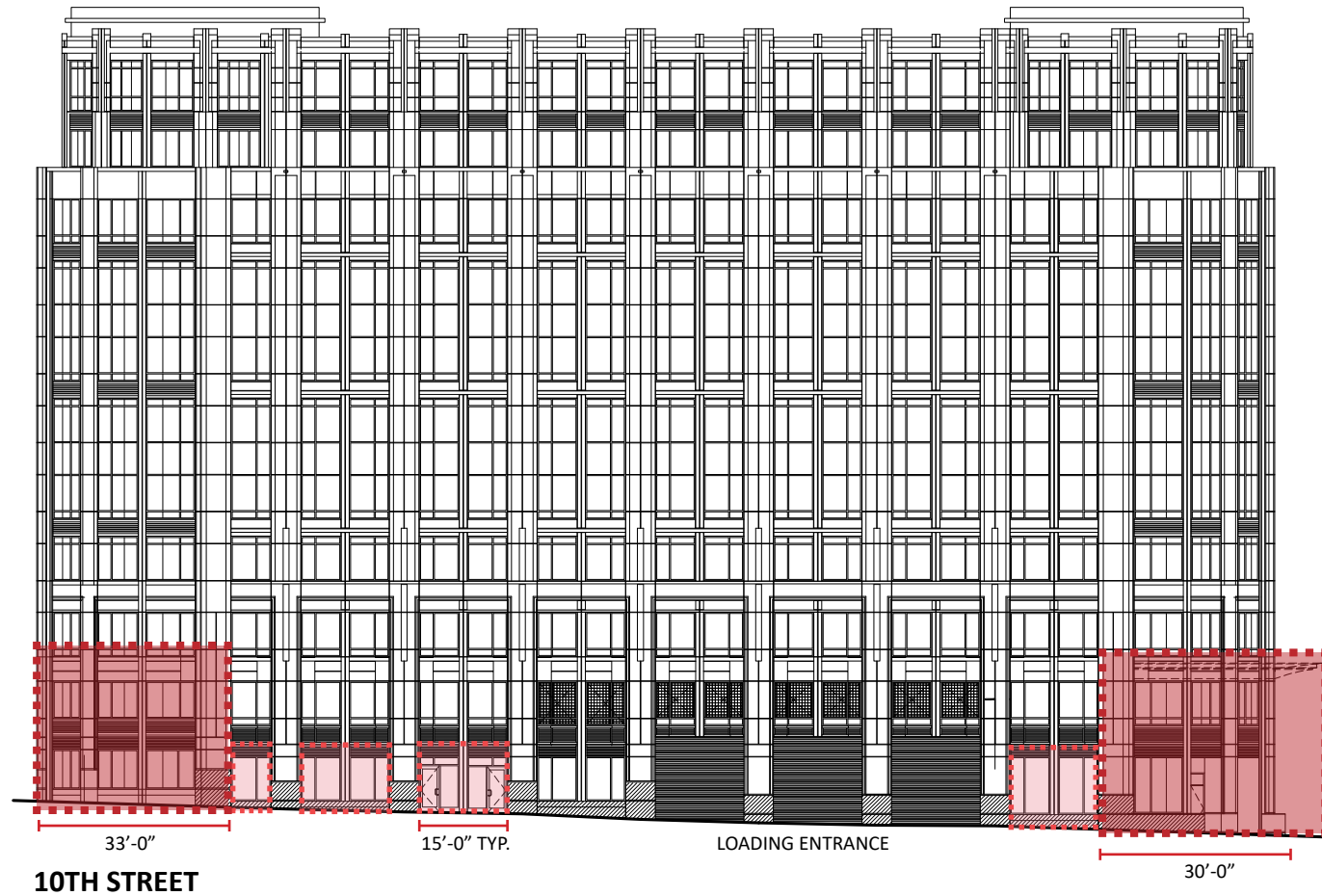
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STOREFRONT GUIDELINES-  
9TH & 10TH STREETS

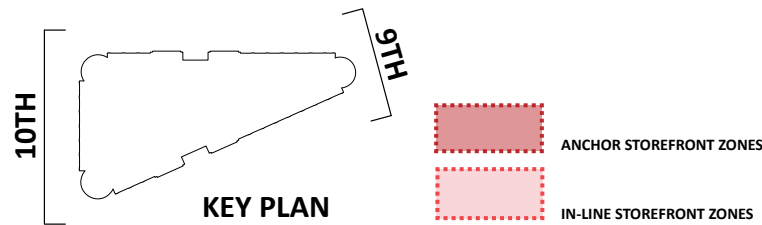
SHEET NO.: **S-05**



10TH STREET

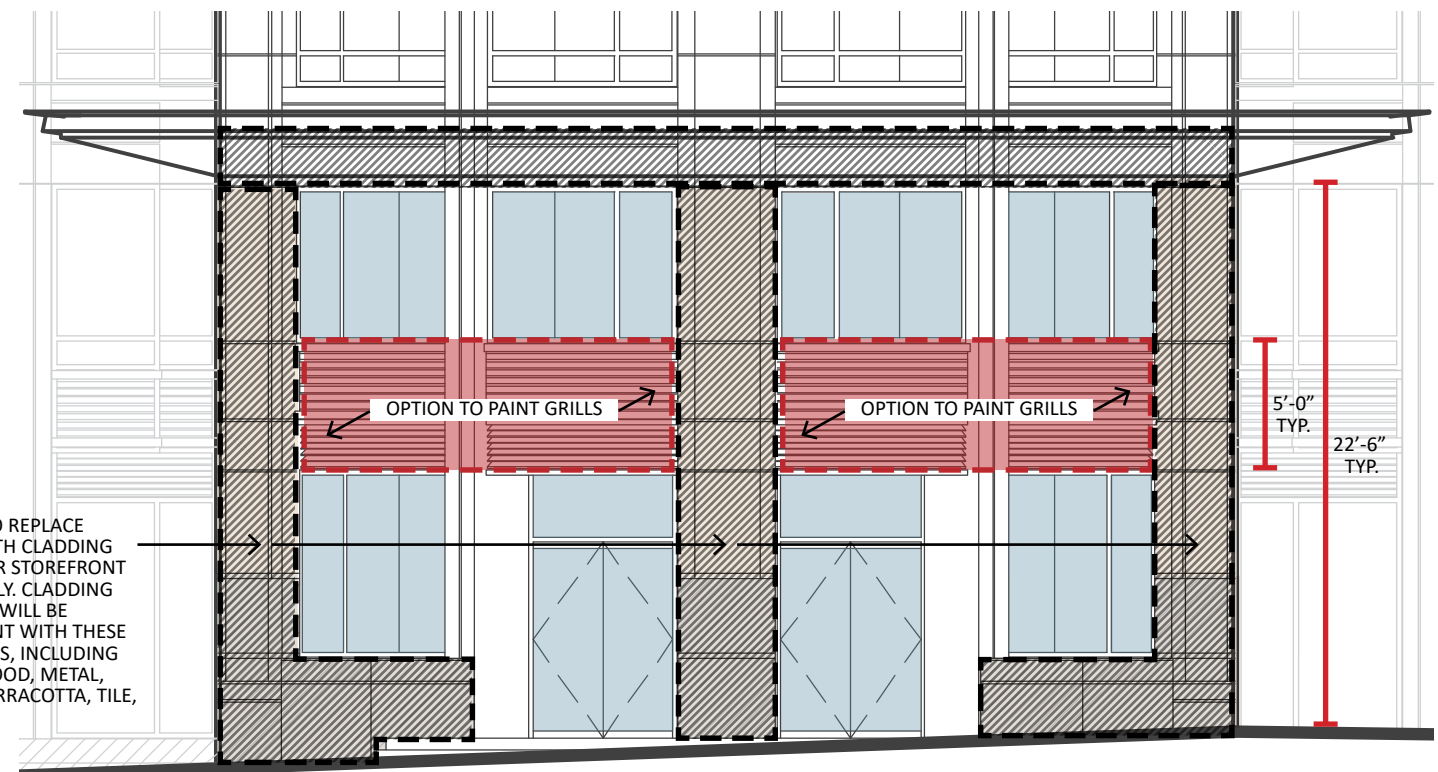


9TH STREET



**9TH AND 10TH STREETS STOREFRONT GUIDELINES:**

STOREFRONT GUIDELINES OUTLINED ON SHEET S-03 ARE APPLICABLE HERE.



OPTION TO REPLACE  
STONE WITH CLADDING  
IN ANCHOR STOREFRONT  
ZONES ONLY. CLADDING  
MATERIAL WILL BE  
CONSISTENT WITH THESE  
GUIDELINES, INCLUDING  
GLASS, WOOD, METAL,  
STONE, TERRACOTTA, TILE,  
ETC.

DETAIL 7A- ENLARGED 9TH STREET STOREFRONT (ALSO APPLIES TO ANCHOR STOREFRONTS AT 10TH & NY AVE AND 10TH & K STREET)

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COMPREHENSIVE STOREFRONT  
& SIGNAGE PLAN MANUAL

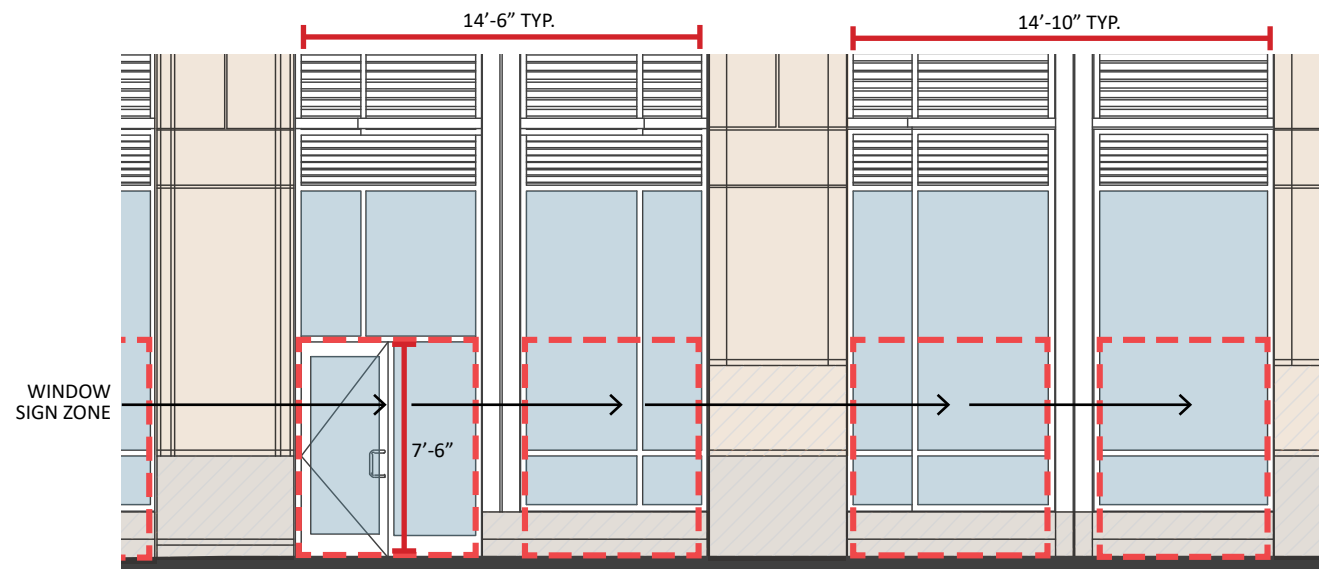
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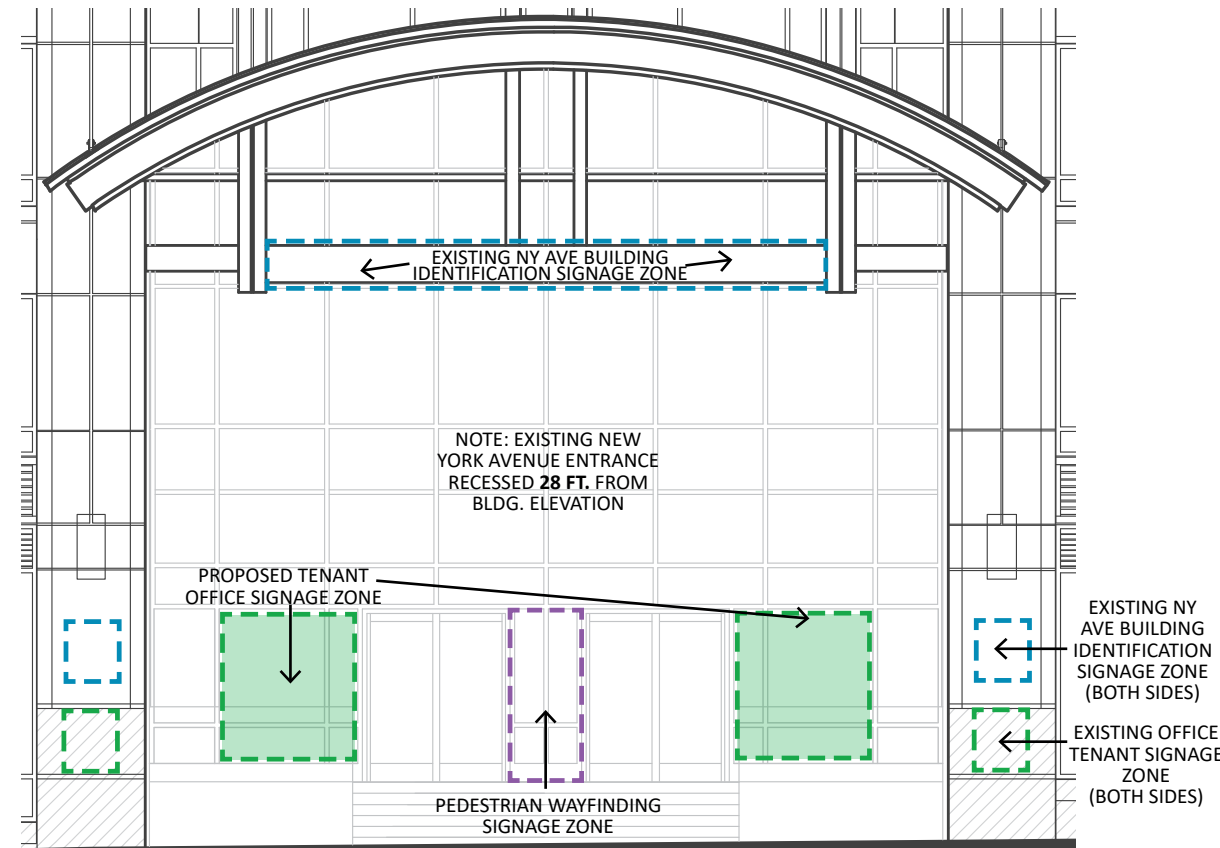
SIGNAGE GUIDELINES:  
NEW YORK AVENUE

SHEET NO.:

**S-06**



DETAIL 1B - NEW YORK AVENUE TYPICAL SIGNAGE ZONES



DETAIL 2 - NEW YORK AVENUE ENTRY SIGNAGE



**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. BUILDING SIGNS SHALL BE DESIGNED HOLISTICALLY AND COMPLEMENTARY 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. SIGNAGE WILL BE IN ACCORDANCE WITH DC SIGNAGE REGULATIONS.

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. SIGNAGE WILL NOT EXCEED 50% PERCENT OF THE WINDOWED AREA.

**BUILDING IDENTIFICATION SIGNS**

BUILDING IDENTIFICATION SIGNAGE CONVEYING INFORMATION SUCH AS BUILDING NAME, ADDRESS, 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. **MAXIMUM HEIGHT OF BUILDING IDENTIFICATION SIGNS = 18 INCHES.** INFORMATIONAL BUILDING SIGNAGE SHALL BE PERMITTED WITHIN THE STOREFRONT AND LOBBY ENTRY ZONES AS SHOWN ON THE GUIDELINES.

**OFFICE TENANT SIGNS**

OFFICE TENANT IDENTIFICATION SIGNS SHALL BE LOCATED WITHIN THE ZONES AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED. ALL TENANT IDENTIFICATION SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY IN ACCORDANCE WITH CONSTRUCTION CODE. **MAXIMUM HEIGHT OF TENANT IDENTIFICATION SIGNS = 15 INCHES EXCEPT FOR TOP-OF-BUILDING TENANT SIGNS, WHICH SHALL HAVE A MAXIMUM HEIGHT OF 60 INCHES.** 7 POTENTIAL LOCATIONS ARE SHOWN FOR TOP-OF-BUILDING OFFICE TENANT SIGNAGE ALTHOUGH NO MORE THAN 3 WILL BE UTILIZED AT ANY GIVEN TIME. TENANT IDENTIFICATION SIGNAGE SHALL BE PERMITTED WITHIN THE LOBBY ENTRY ZONES AS SHOWN ON THE GUIDELINES.

**RETAIL SIGNS – ANCHOR**

RETAIL TENANT IDENTIFICATION SIGNAGE IN THE ANCHOR STOREFRONT ZONES SHALL BE LOCATED WITHIN THE STOREFRONT AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED AND/OR ON AWNINGS IF INCORPORATED IN 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. MAXIMUM OUTWARD PROJECTION OF BLADE SIGNS = 24 INCHES.** SECONDARY RETAIL SIGNS SHALL BE PERMITTED WITHIN THE STOREFRONT WINDOWS AS SHOWN IN THE GUIDELINES. **MAXIMUM HEIGHT OF SECONDARY SIGNS = 18 INCHES.**

**RETAIL SIGNS – IN-LINE**

RETAIL TENANT IDENTIFICATION SIGNAGE IN THE IN-LINE STOREFRONT ZONES SHALL BE LOCATED WITHIN THE STOREFRONT AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED AND/OR ON AWNINGS IF INCORPORATED IN THE STOREFRONT DESIGN. **MAXIMUM HEIGHT OF PRIMARY RETAIL SIGNS = 20 INCHES.** SECONDARY RETAIL SIGNS SHALL BE PERMITTED WITHIN THE STOREFRONT WINDOWS AS SHOWN IN THE GUIDELINES. **MAXIMUM HEIGHT OF SECONDARY SIGNS = 12 INCHES.**

**RETAIL SIGNS – GENERAL**

RETAIL SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY IN ACCORDANCE WITH CONSTRUCTION CODE. LETTERS AND GRAPHICS MAY INCLUDE DEPTH, TEXTURE, AND DIMENSIONAL QUALITIES TO CREATE A DIVERSE, AUTHENTIC AND CREATIVE ENVIRONMENT. MULTIPLE SIGNS PERMITTED WITHIN WINDOWS, SUBJECT TO LANDLORD REVIEW.

**PEDESTRIAN WAYFINDING SIGNS**

PEDESTRIAN WAYFINDING SIGNAGE SHALL BE LOCATED AS SHOWN ON THE GUIDELINES. SIGNS SHALL BE WALL-MOUNTED. PEDESTRIAN WAYFINDING SIGNS MAY INCLUDE ILLUMINATION FOR BOTH DAY AND NIGHTTIME VISIBILITY. **MAXIMUM HEIGHT OF PEDESTRIAN WAYFINDING SIGNS = 18 INCHES.** INFORMATIONAL WAYFINDING SIGNAGE SHALL BE PERMITTED WITHIN THE LOBBY ENTRY ZONES AS SHOWN ON THE GUIDELINES.





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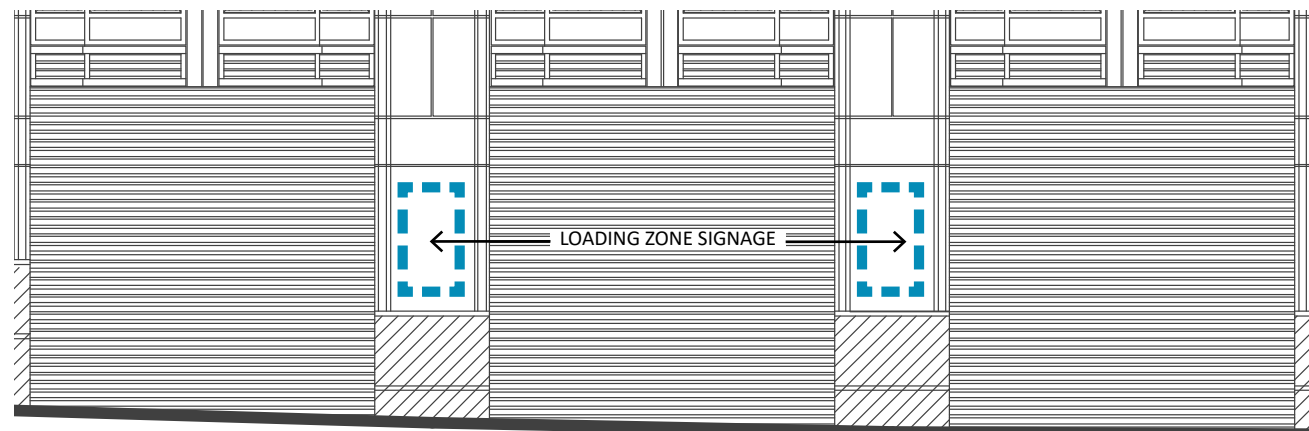
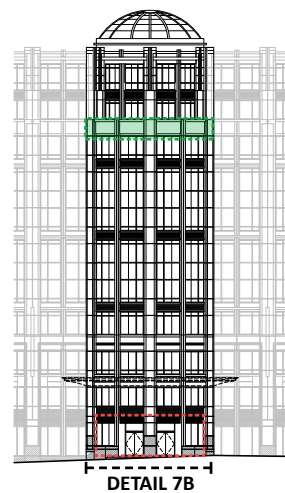
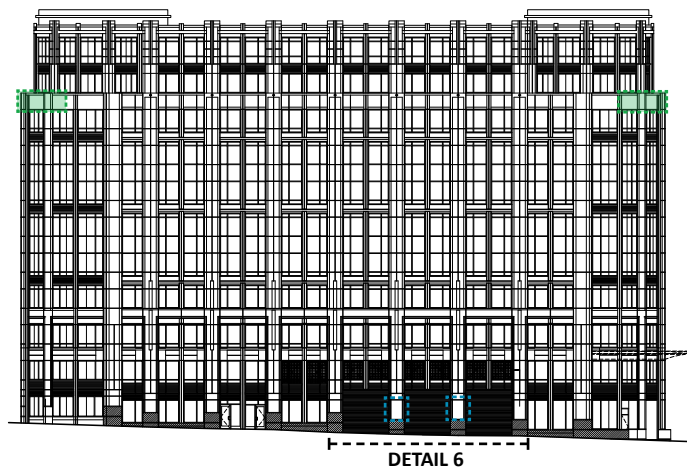
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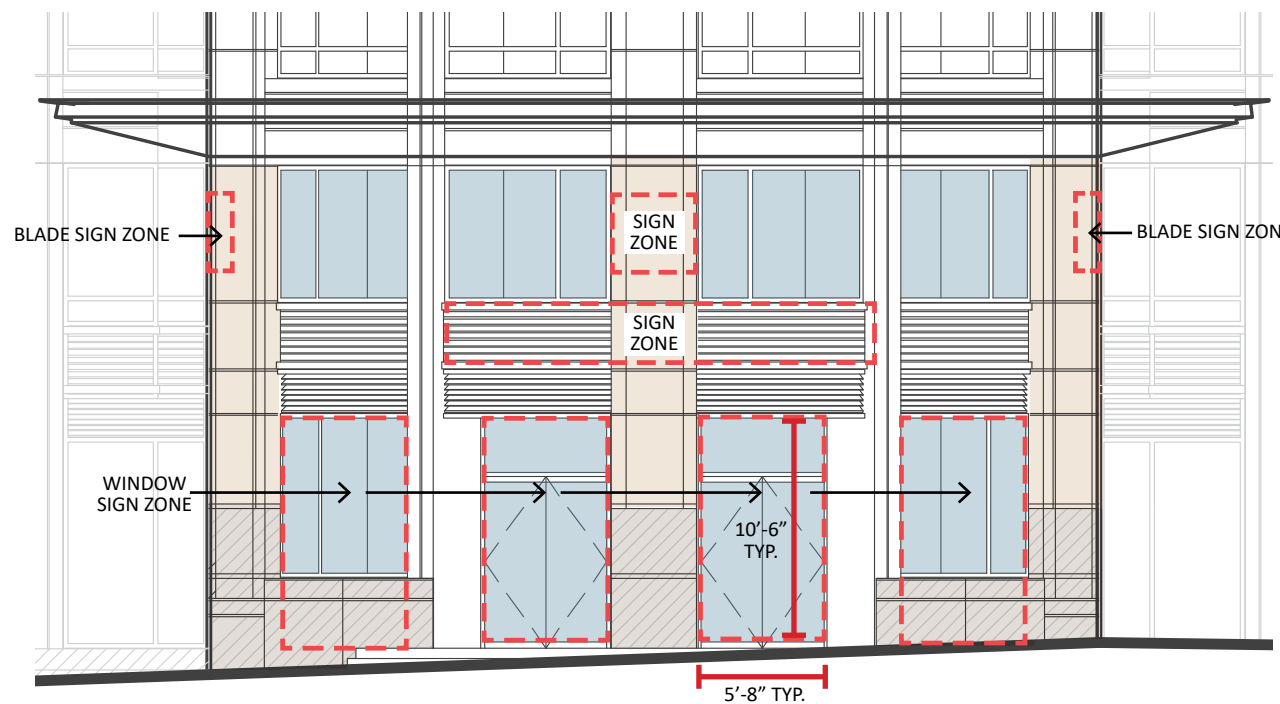
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SIGNAGE GUIDELINES:  
9TH & 10TH STREETS

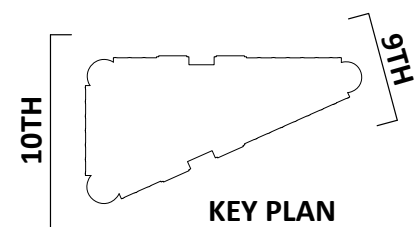
SHEET NO.: **S-08**



DETAIL 6 - 10TH STREET LOADING ZONE SIGNAGE



DETAIL 7B- ENLARGED 9TH STREET SIGNAGE (ALSO APPLIES TO ANCHOR STOREFRONTS AT 10TH & NY AVE AND 10TH & K STREET)



KEY PLAN

- |   |   |   |  |
|---|---|---|--|
|  | PROPOSED ADDITIONAL STOREFRONT TENANT SIGNAGE ZONE        |  | PROPOSED ADDITIONAL OFFICE TENANT SIGNAGE ZONE |
|  | PROPOSED ADDITIONAL BUILDING IDENTIFICATION SIGNAGE ZONES |  | EXISTING OFFICE TENANT SIGNAGE ZONE            |
|  | EXISTING BUILDING IDENTIFICATION SIGNAGE ZONES            |  | PROPOSED PEDESTRIAN WAYFINDING SIGNAGE ZONE    |

**SIGNAGE GUIDELINES:**

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SIGNAGE PRECEDENTS



PRIMARY RETAIL TENANT IDENTITY SIGNAGE



BUILDING TENANT SIGNS



BUILDING IDENTITY SIGNS



PARKING BLADE SIGNS



RETAIL BLADE SIGNS



PARKING/LOADING SIGNS



RETAIL AWNINGS/SIGNS