



PRIVATE DRIVE

TYPICAL  
RETAIL SIGNAGE

RESIDENTIAL LOBBY  
SIGNAGE

RETAIL

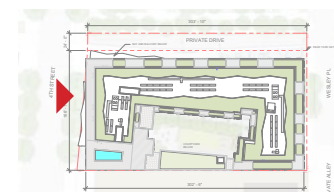
RESIDENTIAL

RETAIL

56'-5"

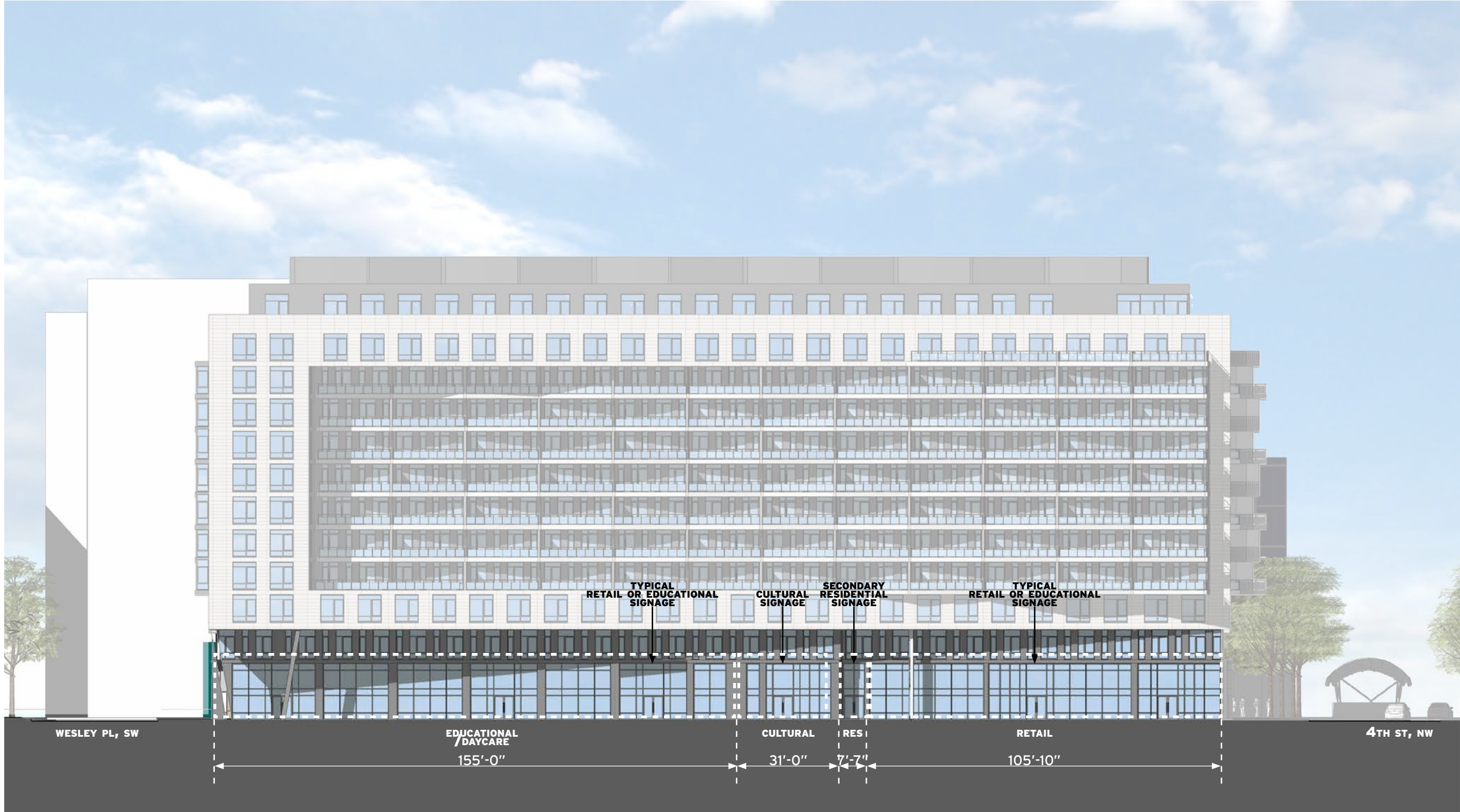
17'-0"

81'-0"



1" = 30'

0 15 30 60



WESLEY PL, SW

EDUCATIONAL  
DAYCARE  
155'-0"

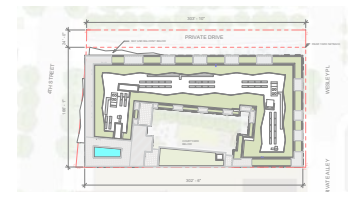
CULTURAL  
31'-0"

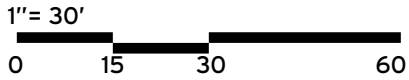
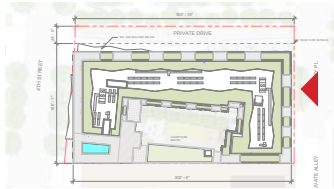
RES  
7'-7"

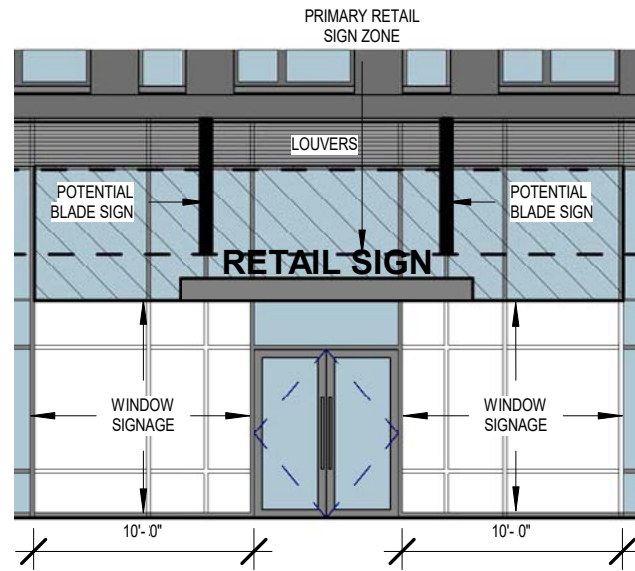
RETAIL  
105'-10"

4TH ST, NW

1" = 30'  
0 15 30 60







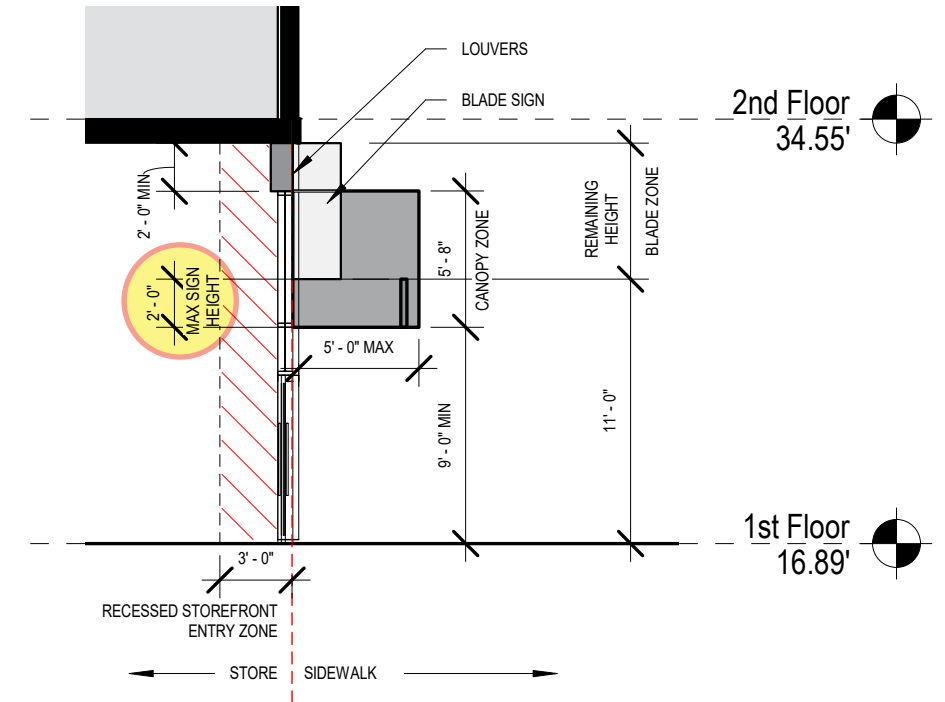
**TYPICAL RETAIL OR EDUCATIONAL SIGNAGE**

- EACH RETAIL OR EDUCATIONAL SPACE MAY INCLUDE (1) PRIMARY WINDOW SIGN, (1) BLADE SIGN, AND SECONDARY WINDOW SIGNS, PER TENANT, AND WITHIN RETAIL SIGNAGE ZONES
- IF AT BUILDING CORNER, TENANT MAY USE AN ADDITIONAL PRIMARY WINDOW SIGN, BLADE SIGN, AND SECONDARY WINDOW SIGN

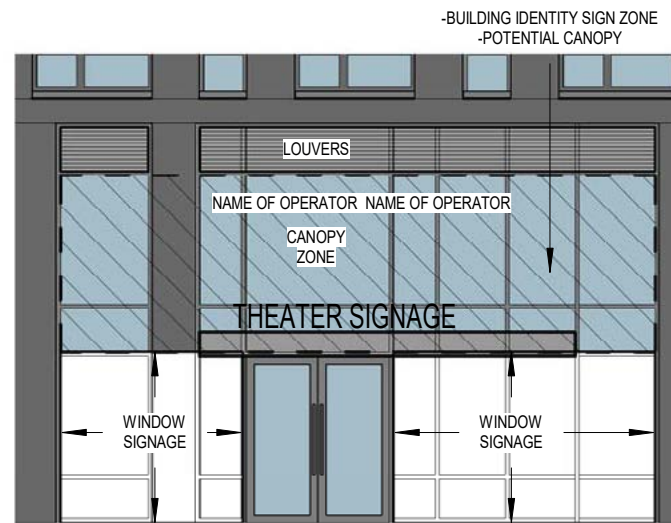


**RESIDENTIAL LOBBY SIGNAGE**

- MAIN AND SECONDARY RESIDENTIAL ENTRANCES MAY USE (1) TYPE 3 CANOPY AND SIGN AND (1) TYPE 2 SECONDARY WINDOW SIGN

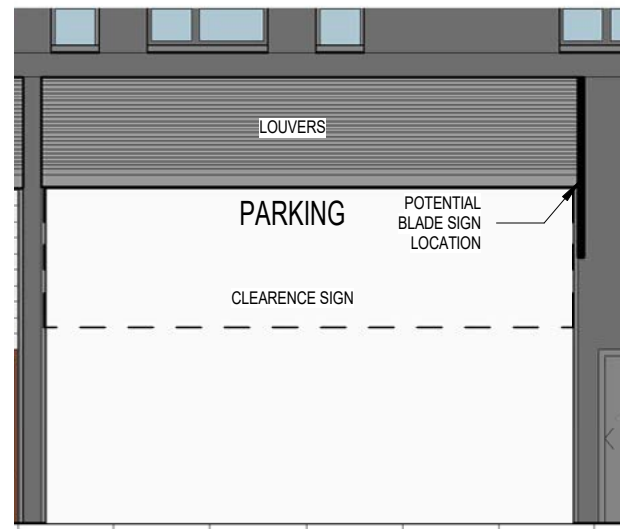


**TYPICAL SIGNAGE WALL SECTION**



**CULTURAL SIGNAGE**

- MAIN AND SECONDARY RESIDENTIAL ENTRANCES MAY USE (1) TYPE 3 CANOPY AND SIGN AND (1) TYPE 2 SECONDARY WINDOW SIGN



**PARKING SIGNAGE**

**GENERAL NOTES**

- RESIDENTIAL, RETAIL, EDUCATIONAL, AND CULTURAL STOREFRONT ZONES INDICATE AREAS WHERE TENANTS/OWNERS MAY INCLUDE CUSTOM SIGNAGE AND GRAPHICS ACCORDING TO THE GUIDELINES INCLUDED IN THIS PACKAGE. ALL INDIVIDUAL TENANT PROPOSALS ARE SUBJECT TO FINAL LANDLORD REVIEW AND APPROVAL.
- STOREFRONT EXTERIOR AND INTERIOR LIGHTING MAY BE INCLUDED BY TENANTS BUT IS SUBJECT TO FINAL LANDLORD REVIEW AND APPROVAL AND MUST FOLLOW OVERALL LIGHTING DESIGN OF THE BUILDING.
- STOREFRONT, STOREFRONT DOORS AND SIGNAGE LOCATIONS ARE SUBJECT TO CHANGE TO ACCORDING TO TENANT NEEDS. ALL INDIVIDUAL TENANT PROPOSALS ARE SUBJECT TO FINAL LANDLORD REVIEW AND APPROVAL.
- LOCATION OF VERTICAL AND HORIZONTAL MULLIONS ARE SUBJECT TO CHANGE BASED ON TENANT REQUIREMENTS.
- ALL SIGNS, MARQUEES, CANOPIES, AND STOREFRONTS IDENTIFIED IN THIS BOOK MUST BE COMPLIANT WITH THESE GUIDELINES, DISTRICT SIGNAGE GUIDELINES, AND APPLICABLE BUILDING CODE REQUIREMENTS

## TYPE 1. PRIMARY SIGN | TEXT, LOGOS, BLADES, PLAQUES

- LETTERING AND LOGO TO BE PLACED ON EITHER INSIDE OR OUTSIDE OF MAIN GLASS FAÇADE
- LETTERING MUST NOT EXCEED 2 FEET IN HEIGHT
- 2-D, 3-D OR OPEN FACE TYPE LETTERING ALLOWED
- BACKER BOARD OR RACEWAY MAY BE REQUIRED AT LANDLORD'S DISCRETION
- LETTERING MUST FIT WITHIN ALLOTTED BLADE OR CANOPY ZONE
- BLADE SIGN MUST BE CONSTRUCTED WITH DURABLE MATERIAL
- SIGN CAN BE ILLUMINATED, SCREEN PRINTED, OR GILDED
- MUST FIT WITHIN ALLOTTED BLADE OR CANOPY ZONE



## TYPE 2. SECONDARY WINDOW SIGN

- SIGNS MUST FIT WITHIN ALLOTTED AREAS, AS INDICATED IN DETAIL ELEVATIONS



## TYPE 3. CANOPIES AND MAIN BUILDING SIGNAGE

- LETTERING AND SIGNAGE TO BE PLACED IN FRONT OF, ABOVE, OR BELOW CANOPY PROJECTION
- LETTERING MUST NOT EXCEED 2 FEET IN HEIGHT
- LETTERING AND SIGNAGE MAY BE INTERNALLY ILLUMINATED
- BACKING AND CANOPY MUST BE CONSTRUCTED WITH DURABLE MATERIALS
- CANOPY MAY INCLUDE METAL SCREENS, GRIDS, OR MESHES, AND ETCHED OR POLISHED METAL
- CANOPY MAY INCLUDE LIGHTING IN ACCORDANCE WITH THE OVERALL LIGHTING DESIGN OF THE BUILDING



## TYPE 4. PARKING BLADE SIGNS AND TEXT

- PARKING BLADE MAY BE ILLUMINATED AND ATTACHED DIRECTLY TO BUILDING FACADE IN ALLOTTED BLADE SIGN AREA
- PARKING/CLEARANCE SIGN MAY BE HUNG WITHIN PARKING RAMP OPENING

