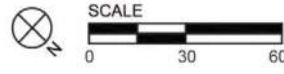
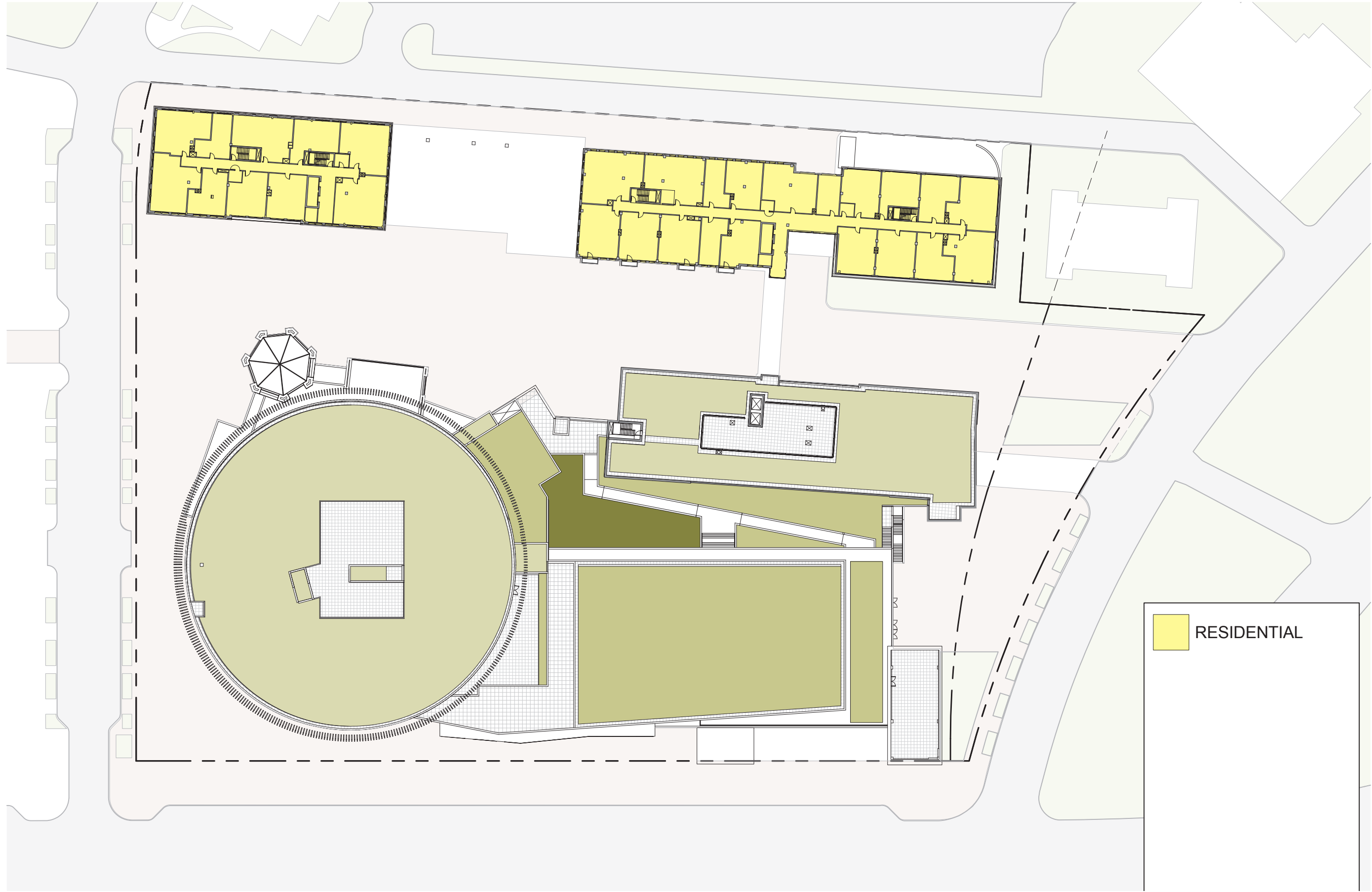


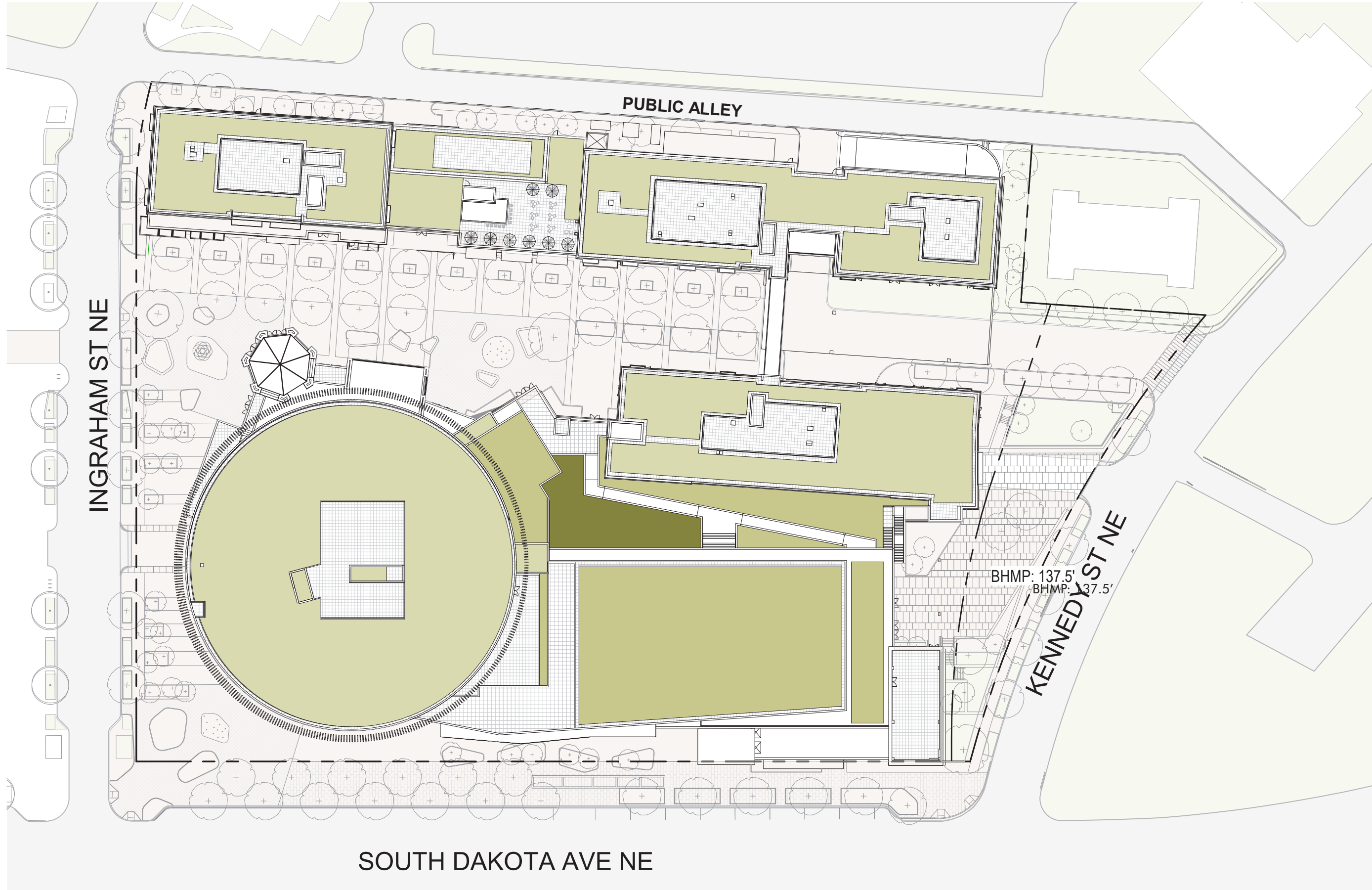
FUTURE REALIGNED  
KENNEDY ST

RESIDENTIAL









# EXTERIOR FINISHES | COMMERCIAL BUILDING



BRICK 04



METAL PANEL 01



METAL FINISH 02



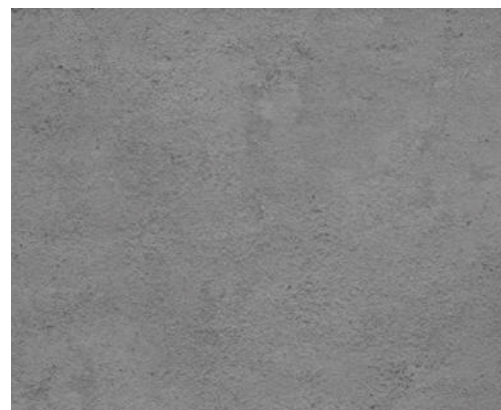
STONE 01A



STONE 01B



STONE 01C



STUCCO 01 DARK GREY



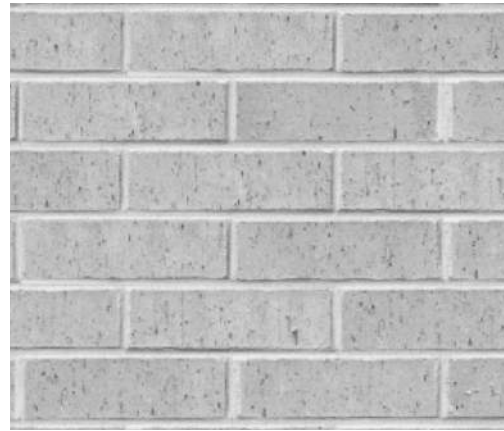
STUCCO 02 LIGHT GREY



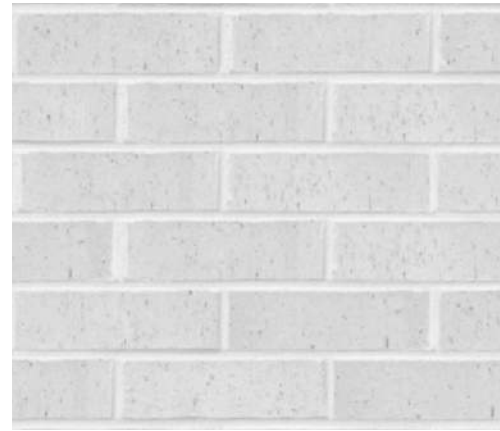
WOOD PANEL



# EXTERIOR FINISHES | RESIDENTIAL BUILDING



BRICK 01



BRICK 01A



BRICK 02



STUCCO 01 DARK GREY



STUCCO 02 LIGHT GREY



BRICK 03



BRICK 04



WOOD PANEL

## METAL PANELS



02  
LIGHT  
GREY

03  
MEDIUM  
GRAY

04  
DARK  
GREY

## VINYL WINDOW



04

03

02

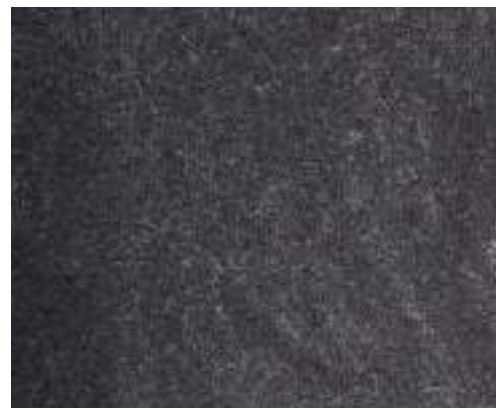
01



STONE 02A



STONE 02B



STONE 03 JET MIST



\*MATERIALS FOUND AT THE MODERN



### APPROXIMATE WALKING DISTANCES

- Fort Totten Metro Platform to The Modern - 3 minutes
- Fort Totten Metro Platform to Art Place - 3 minutes

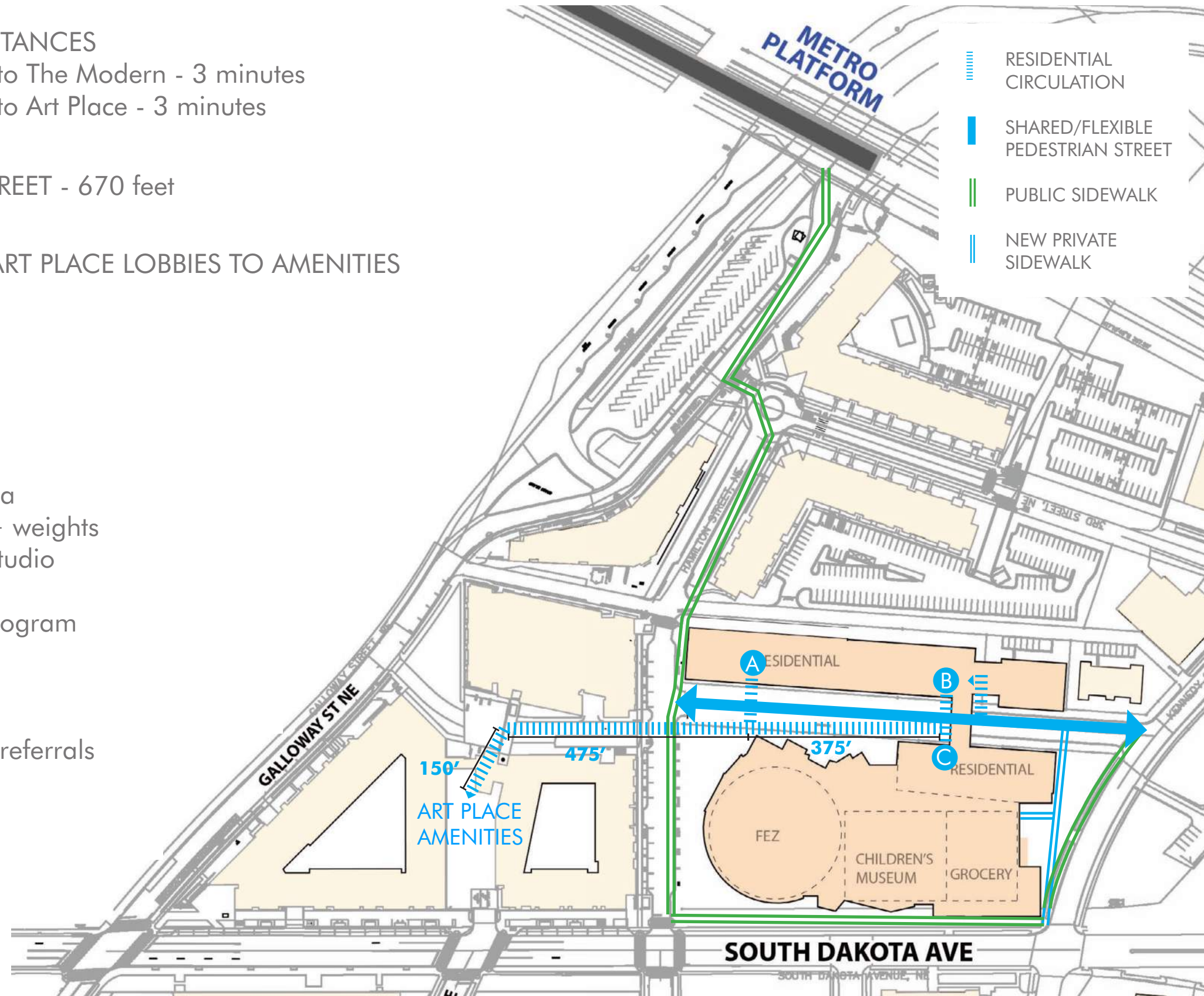
FLEXIBLE PEDESTRIAN 4th STREET - 670 feet

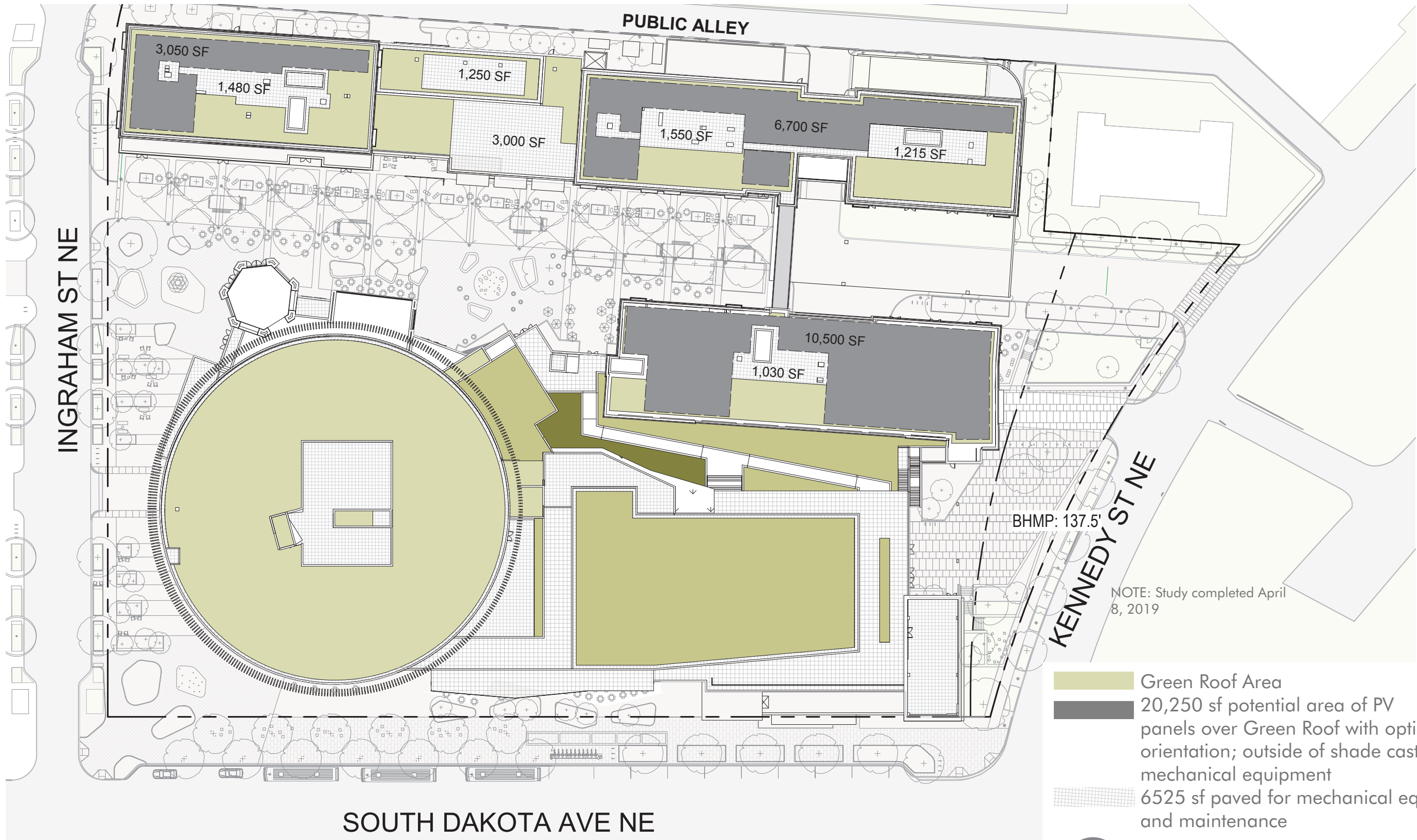
### APPROXIMATE DISTANCES: ART PLACE LOBBIES TO AMENITIES

- A - 650 feet
- B + C - 1000 feet

### AMENITIES

- Lounge with Kitchen
- Business Center
- Clubroom with gaming area
- Fitness center with cardio + weights
- Yoga + personal training studio
- Bocce Court
- Exclusive Resident Events Program
- Concierge Service
  - Dry cleaning services
  - Cleaning service referral
  - Dog walking + pet care referrals





- Green Roof Area
- 20,250 sf potential area of PV panels over Green Roof with optimal orientation; outside of shade cast by mechanical equipment
- 6525 sf paved for mechanical equipment and maintenance





INTENTIONALLY BLANK

# ART PLACE AT FORT TOTTEN DESIGN GUIDELINES



## Overview

The HUB at Art Place at Fort Totten will create a unique destination with modern living, family activities, neighborhood amenities and an array of new retail and dining options for the community and visitors.

The goal is to provide a high quality, attractive and active public space, these Storefront Design Guidelines encourage creative and well-designed expressions of retail identity. Strong urban storefronts are essential in the creation of an enduring pedestrian oriented environment.

These Storefront Design Guidelines establish a minimum standard for storefront design. Although it demands tenants meet strict criteria, it is intended to encourage creativity that employs contemporary techniques to provide variety and authenticity.

The Guidelines are focused on the impact of storefront design on the public environment and its activation. These Guidelines seek to create a unique merchandising backdrop for The HUB—creating an ever-changing, lively retail atmosphere with visual pedestrian appeal.

## Active Ground Floor Retail and Studio/Maker Spaces

The Storefront Design Guidelines establish an active retail zone that engages pedestrians along the street frontage. Ground level merchandising is animated and provides visual appeal to extend offerings beyond the building plane.

The merchandising zone can be constructed with canopied protrusions, bay windows, paneled glass louvers and garage-style doors that open to the sidewalk in warmer months. It is desirable for restaurant expansion zones to incorporate wind breaks and outdoor heating systems to lengthen the comfortable use of outdoor spaces.

Alternately, the zone can also be space for benches, potted plants, tables and chairs, water features, café seating and shrubbery. These zones should reflect the quality and brand of the store or restaurant but should not obstruct pedestrian flow.

The ground floor retail experience is meant to be a pedestrian friendly environment, featuring a varied palette of signage, lighting, paving, planted material and furniture. With thoughtfully selected materials, colors, graphics, lighting, detailing and fixtures, each storefront becomes an expressive participant in the Art Place streetscape experience—creating a retail rhythm that enhances and enlivens the pedestrian experience without being repetitive.

## Storefront Architectural Features

Architectural storefront features should be used to create variety and offer visual relief and merchandising interest. Special care and design attention along with more decorative treatment and materials are desired for all retail facades and storefronts. Variety and non-repetitive design are desired.

## Retail and Studio/Maker Spaces Facades

Retail storefronts should be integrated into the design and materials of the entire building. Traditional storefront design with a large display window or windows of clear glass, bulkheads, recessed entries (where appropriate), transom windows, and suitable locations for signs at their ground levels will be encouraged. Additional focus should be on window design to create a visual connection between the interior and exterior. Durable materials should be utilized for storefront construction as these are especially critical at street level where pedestrian contact will be considerable. Storefronts should be predominantly glass to provide views into the store, but glass should not be the exclusive material. The storefront's bulkhead/knee wall should be constructed of a durable and evocative material. The design, fit, and finish of all components for each storefront should be of the highest quality, with blank walls minimized and static displays discouraged. Modern and creative design solutions may be employed as long as the traditional storefront proportions are referenced. Multiple storefronts within the same building should be visually compatible in terms of scale, alignment, color and materials. The intent is to encourage creativity by individual retailers.

## Storefront Signage

Creative messaging that distinctly identifies the tenant's identity and integrates with the storefront façade design is crucial. Originality in signage design is encouraged and adds to the ground level experience at Art Place and can be in the form of a painted sign, flat sign, blade signs, dimensional lettering, banners and awnings. Non-traditional sign elements and visually interesting projected signs are favored, while nondescript box signs are highly discouraged.

## Storefront Lighting

Storefront lighting is one of the best sources of sidewalk lighting in urban areas. It is warm and welcoming, and contributes to a sense of activity and watchfulness. Night lighting of retail storefronts will

create ambiance, prolong street life after business hours, and increase pedestrian safety. It also generally provides a greater amount of light directly onto the sidewalk than do street-level luminaries. Retail storefronts are an effective way to provide lighting from the buildings. The first four feet inside any retail or restaurant establishment shall have decorative lighting, preferably with visible point sources. Decorative luminaries, lighting objects such as pilasters, wall features and sculptures, and lighting at entryways will be encouraged. Storefront facades, recessed retail doorways and retail passageways should be well lit. Sign lighting, including flat-mounted signs, blade and banner signs, must be lit with concealed lighting or from above with down-lighting. Neon retail storefront signs may be allowed so long as they are carefully designed in size, shape and color that complement the architecture of the building and the neighborhood. After-hours storefront lighting provides for a comfortable night time strolling experience and will be encouraged.

## Entries and Doors

Door placement and design are an integral part of each storefront, as they are the prevalent method of entry into each space. Entries and doors should be created as a unique and identifiable entryway that distinguishes retail brand identity. Placement and design should provide a direct "connection" to the sidewalks and streets and prepare the customer for the space and experience beyond. Restaurant tenants are encouraged to provide a clear thru-way and a visual connection to exterior seating areas. Recessed doors are acceptable and may be included in the storefront's design. Planters, sculpture, signage and exterior merchandising displays can be used to activate retail entries.

## Storefront Awnings

Awnings emphasize a store or restaurant's entrance and provides shade for cafés and pedestrians. Awning design and placement should complement the scale of the store facade design and carry part of the tenant's image. Collective placement of awnings should maintain overall design integrity and avoid a uniform awning layout. Awning material should be of a woven fabric or other material that projects the natural appearance of canvas, metal, glass or wood. Retractable or open side awnings are acceptable. Vinyl awnings and internally lit awnings are not permitted.



