



SKYLAND

TOWN CENTER

TENANT CRITERIA

STOREFRONT DESIGN + CONSTRUCTION

RAPPAPORT

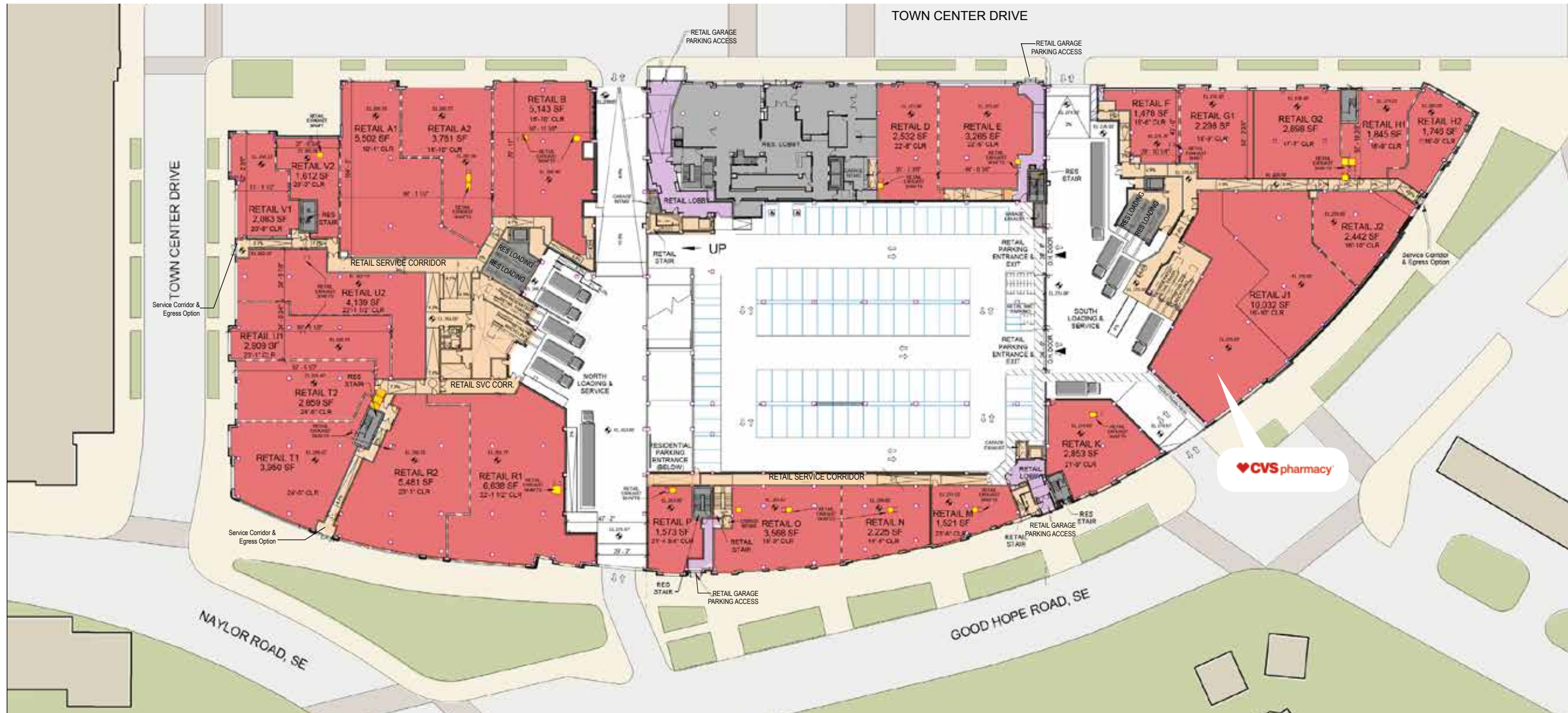
wcsmith



skylandtowncenter.com

ZONING COMMISSION
District of Columbia
CASE NO.09-03F
EXHIBIT NO.29A

1. PROJECT OVERVIEW



PROJECT OVERVIEW

C. GROUND FLOOR RETAIL DRAWING AND SPACE ADDRESSES

Retail Space T1: 2201 Town Center Drive
 Retail Space T2: 2203 Town Center Drive
 Retail Space U1: 2205 Town Center Drive
 Retail Space U2: 2207 Town Center Drive
 Retail Space V: 2209 Town Center Drive
 Retail Space A1: 2211 Town Center Drive
 Retail Space A2: 2213 Town Center Drive
 Retail Space B1: 2215 Town Center Drive
 Retail Space B2: 2217 Town Center Drive

Residential: 2219 Town Center Drive
 Retail Space D: 2225 Town Center Drive
 Retail Space E1: 2227 Town Center Drive
 Retail Space E2: 2229 Town Center Drive
 Retail Space F: 2231 Town Center Drive
 Retail Space G1: 2233 Town Center Drive
 Retail Space G2: 2235 Town Center Drive
 Retail Space H1: 2237 Town Center Drive
 Retail Space H2: 2278 Good Hope Road

Retail Space J1: 2724 Good Hope Road
 Retail Space J2: 2726 Good Hope Road
 Retail Space K1: 2718 Good Hope Road
 Retail Space K2: 2720 Good Hope Road
 Retail Space M1: 2714 Good Hope Road
 Retail Space M2: 2716 Good Hope Road
 Retail Space N1: 2710 Good Hope Road
 Retail Space N2: 2712 Good Hope Road, SE
 Retail Space O1: 2706 Good Hope Road, SE

Retail Space O2: 2708 Good Hope Road, SE
 Retail Space P: 2704 Good Hope Road, SE
 Retail Space R1: 2702 Good Hope Road, SE
 Retail Space R2: 2700 Good Hope Road, SE

5. STOREFRONT LIGHTING



A. APPROVED FIXTURE TYPES

- i. Interior or Exterior – Must be recessed, LED, linear fluorescent industrial strip light, LED white and dynamic color change, projection (limited in exterior use with Landlord approval).
- ii. Interior Only – Must be track fixtures, mono-points, low voltage wire systems.



B. ENERGY EFFICIENT LIGHTING

- i. Highly encouraged; refer to LEED Technical Criteria section.

6. SIGNAGE CRITERIA

A. GENERAL

The following design requirements apply to all new construction for which a building permit is required in the H Street Northeast Neighborhood Mixed-Use ZONES:

- i. Buildings shall be designed and built so that not less than seventy-five percent (7.5%) of the streetwall(s) to a height of not less than twenty-five feet (25 ft.) shall be constructed to the property line abutting the street right-of-way. Buildings on corner lots shall be constructed to both property lines abutting public streets;
- i. New construction that preserves an existing façade constructed before 1958 is permitted to use, for residential uses, an additional 0.5 FAR above the total density permitted in the underlying zone district for residential USES;
- iii. Parking structures with frontage on H Street, N.8., Florida Avenue, N.E., Maryland Avenue, N.E., 13th Street, N.E., 14th Street N.8., or 15th Street N.E. shall provide not less than sixty-five percent (65%) of the ground level frontage as commercial space;
- iv. Each new building on a lot that fronts on H Street N.E., Florida Avenue, N.E., Maryland Avenue N.8., 13th Street, N.E., 14th Street N.8., or 15th Street N.E. shall devote not less than fifty percent (50%) of the surface area of the streetwall(s) at the ground level of each building to display windows having clear or clear/low-emissivity glass, except for decorative or architectural accent, and to entrances to commercial uses or to the building;
- v. Security grilles shall have no less than seventy percent (70%) transparency
- vi. Each commercial use with frontage on H Street N.8., Florida Avenue N.E., Maryland Avenue N.E., 13th Street N.E., 14th Street N.E., or 15th Street N.E. shall have an individual public entrance directly accessible from the public sidewalk. Multiple dwellings unit developments shall have at least one (1) primary entrance on H Street directly accessible from the sidewalk;
- vii. Buildings shall be designed so as not to preclude an entrance every forty feet (40 ft.), on average, for the linear frontage of the building, excluding vehicular entrances, but including entrances to ground floor uses and the main lobby;
- viii. The ground floor level of each new building or building addition shall have a uniform minimum clear floor-to-ceiling height of fourteen feet (14 ft.) if the building:
 - (1) Fronts H Street N.E.; or
 - (2) Fronts Florida Avenue N.E., Maryland Avenue N.E., 13th Street N.E., 14th Street N.E., or 15th Street N.8., and would have ground floor space occupied by one (1) or more service, retail, or office uses permitted as a matter-of-right in the underlying zone;
- ix. Buildings subject to Subtitle H § 909.1(h) shall be permitted an additional five feet (5 ft.) of building height over that permitted in the zone;

- x. Projection signs shall have a minimum clearance of eight feet (8 ft.) above a sidewalk and fourteen feet (14 ft.) above a driveway, project no more than three feet, six inches (3 ft., 6 in.) from the face of the building, and end a minimum of one foot (1 ft.) behind the curbline or extension of the curbline;
- xi. Façade panel signs shall not be placed so as to interrupt windows or doors and shall project no more than twelve inches (12 in.) from the face of the building; and
- xii. Roof signs are prohibited

B. NUMBER & AREA OF SIGNS

- i. Number and Area of Signs – any combination of allowed sign types can be used.
- ii. Each sign type can only be used once; except window signs.
- iii. Total Signage Area cannot exceed what is allowable per District regulations.

C. SIGN LOCATION

- i. Shall be located within Tenant's storefront in both height and width.)
- ii. Maximum width of flat mounted signs cannot exceed 75% of storefront width and located minimum 24" within the lease line.

D. SIGN ILLUMINATION

- i. Externally up-lit signs are NOT permitted.
- ii. Can be internally illuminated to create a halo effect for pin-mounted letters.
- iii. Internally illuminated individual letters with opaque metal sides and translucent faces are not recommended; requires Landlord approval.
- iv. Neon tube lighting or other specialty lighting may be considered by Landlord if it clearly supports the tenant's identity.
- v. Signage associated with canopies or awnings are to be illuminated from above.
- vi. Lighting which chases or flashes is NOT permitted.
- vii. Wiring or lighting or illuminate signs may not be exposed or visible.
- viii. Exterior and interior electric signs are not permitted.

7. SIGNAGE TYPES

A. FLAT MOUNTED SIGNS

- i. Maximum one (1) permitted per tenant frontage
- ii. Letter height may not exceed 14".
- iii. Width cannot exceed 75% of storefront width and located minimum 24" within the lease line.
- iv. Letters shall project maximum 6" from storefront.
- v. High quality materials, preferably metal, no plastic letters.
- vi. Individual letters preferred; back lighted cabinets NOT allowed.
- vii. Halo lighting preferred.
- viii. Visible raceways are not permitted.
- ix. Up-light is not permitted



B. AWNING SIGNS

- i. Maximum one awning sign per tenant frontage.
- ii. Maximum 14" letter height.
- iii. Signage cannot exceed 20% of awning area.
- iv. Graphics may be painted, printed or sewn.
- v. Awnings must be replaced by tenant at first sign of fading or wear.



7. SIGNAGE TYPES



C. CANOPY SIGNS

- i. Maximum one canopy sign per tenant with max 14" letter height.
- ii. Lowest component shall be no less than 11' above finished sidewalk and no greater than 15'; cannot project more than 10' from lease line by Landlord approval.
- iii. Canopy design by Landlord approval.
- iv. Canopy sign lettering follows same guidelines at "Flat Mounted Signs."



D. BLADE SIGNS

- i. One blade sign is permitted per tenant/ frontage, max 12 SF.
- ii. Lowest component of sign shall be 9' above FFE with max projection of 4'-6" from lease line.
- iii. Letter size max 14".
- iv. 3 dimensional forms and unique shapes are permitted and encouraged.
- v. Can be internally lit ONLY.
- vi. Mounting brackets are to be integral to the sign design.

7. SIGNAGE TYPES

E. FLAGS AND BANNERS

- i. Landlord will allow various sized flags and banners and will review all requests on a case by case basis.
- ii. 8' max projection from face of building.
- iii. Hung perpendicular from building face and from poles.
- iv. Limited to tenant's name, logo, and identity; NO advertisement or specific products, services.
- v. Flag height limited to storefront extent.



F. WINDOW SIGNS

- i. Max 4 signs permitted/frontage.
- ii. Cannot exceed 20% of window area; max 12" letter height.
- iii. Shall not have opaque backgrounds and are limited to outline of text and logo only.
- iv. Temporary and/or graphic panels attached directly to the storefront glazing are not permitted.
- v. Temporary and/or graphic panels are permitted 4' from glazing as part of window display area.



7. SIGNAGE TYPES

G. WALL SIGNS

- i. Max 4" projection and 8" letter height; cannot exceed 6 SF; mounted between 4' – 8' from sidewalk elevation; one sign/tenant, typ associated with entry.

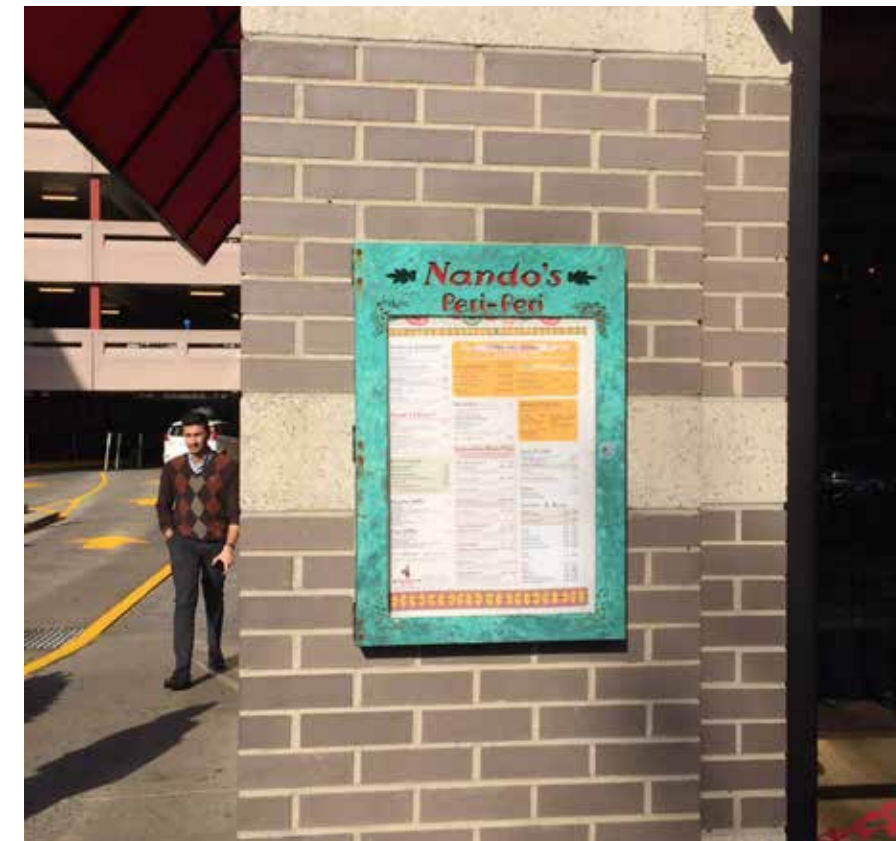


H. ENTRY EMBEDS

- i. Located within 2' of pop-out storefront zone or within recessed entry.
- ii. Flush with existing pavement.

I. SIDEWALK SIGNS

- i. Max one (1) per tenant.
- ii. Max height is 36"; max width is 24".
- iii. Location limited to the 24" merchandising zone or within designated café zones.
- iv. Materials are limited to wood/metal and slate/chalkboard as writing surface. Erasable white boards are not permitted.
- v. Content is limited to menu items; tenants may include name and logo within a 3" max letter height.



8. WINDOW DISPLAY

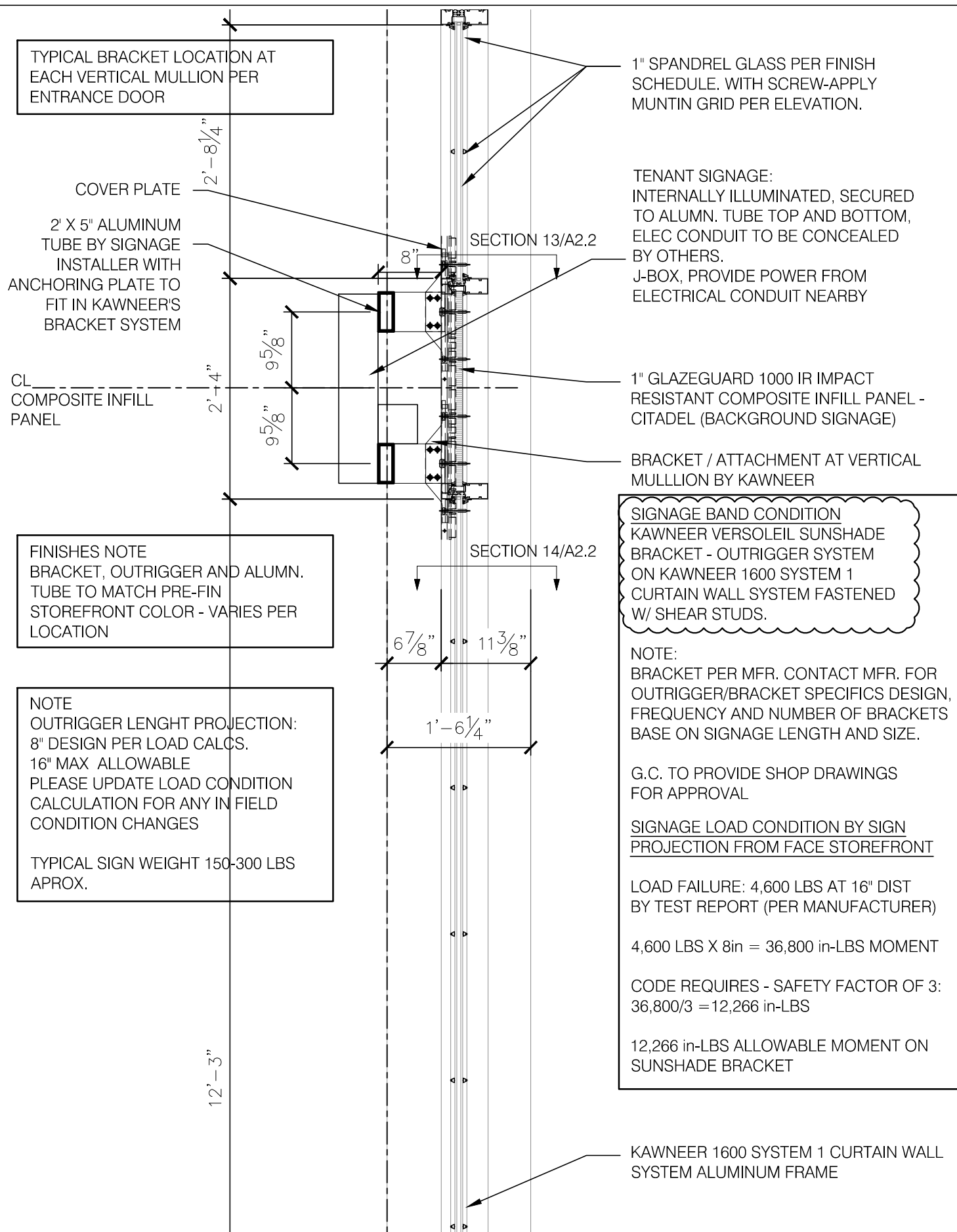


A. WINDOW DISPLAY CRITERIA

- i. Landlord reserves the right to control the lighting in the design control zone after store hours; retailers should consider a window or interior night "scene" after store closing.

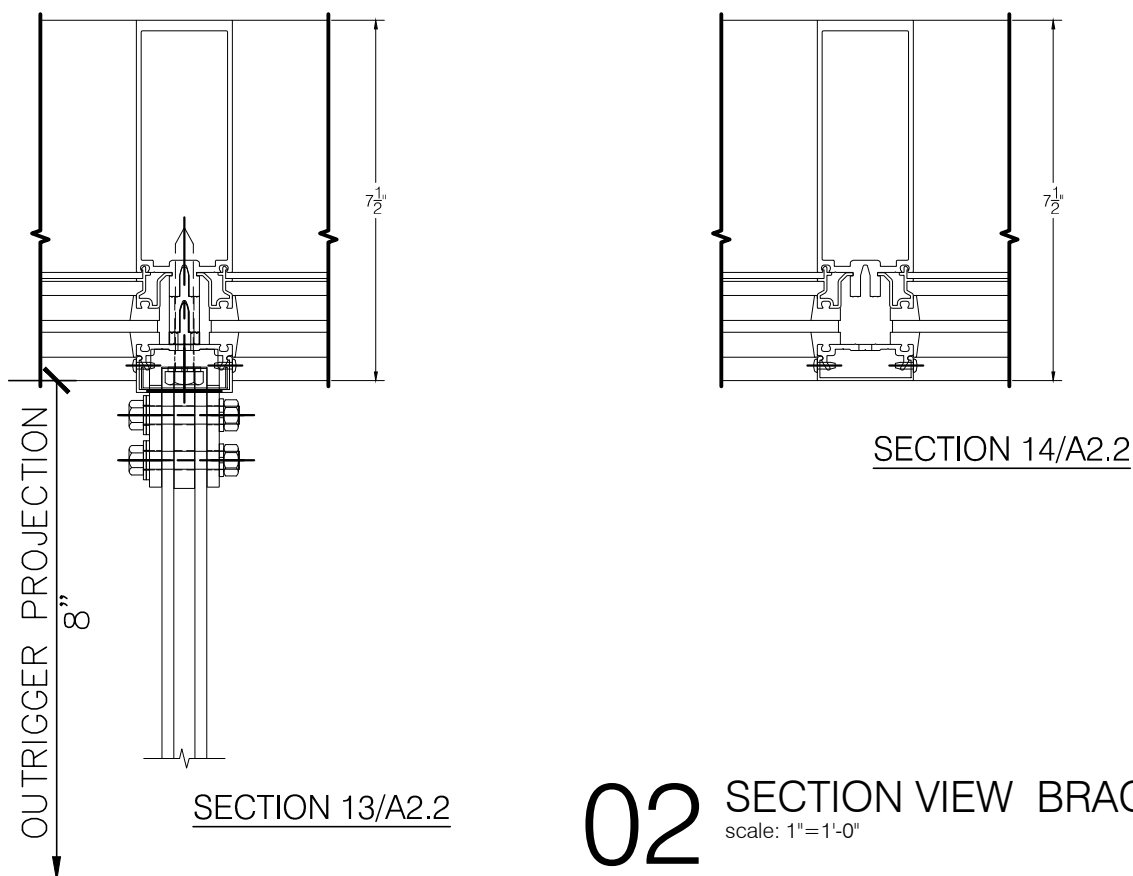
B. WINDOW DISPLAY AREA

- i. Graphics or walls shall be minimum 4' behind the storefront glazing.
- ii. Graphics or walls shall be max 8' in width and min 4' clear space between adjacent display walls/panels.
- iii. Merchandise within the display area shall not be a part of the general inventory or displayed using general inventory shelving.
- iv. A platform within 4' display zone maybe be used; max 30" in height.
- v. Display area may have drop hard ceiling or open to the structure above.
- vi. Dropped ceilings cannot use ceiling tiles.
- vii. Digital or electronic displays are not permitted.
- viii. Lighting language; LL right to dictate after hours lighting.



01 SIGNAGE BRACKET DETAIL

scale: 1"=1'-0"



02 SECTION VIEW BRACKET DETAIL

scale: 1"=1'-0"