





Legend

Proposed Stage 2 PUD

OVERVIEW

The historic waterfront environment was one of commercial industry and maritime activity. The Wharf’s new buildings and structures will be timeless and enduring--seeking inspiration from the rich industrial and architectural precedents of Washington’s waterfront and serve as the foundation upon which all storefronts will be applied. With a goal to provide high quality, attractive and active public spaces, the Storefront Design Guidelines encourage creative and well designed expressions of retail identity. Strong urban storefronts are essential in the creation of an enduring waterfront environment. The Wharf’s 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 while connecting to the unique history of the waterfront site, providing 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 waterfront—creating an everchanging, lively retail atmosphere with visual pedestrian appeal.

ACTIVE GROUND FLOOR RETAIL

The Wharf’s Storefront Design Guidelines establish an active retail zone that engages pedestrians along all street frontages. Ground level merchandising zones are designed to animate public sidewalks, streets, the wharf and alleys/mews to provide visual appeal and extend the retail/restaurant 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 planted, tables and chairs, 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 at The Wharf is meant to be pedestrian friendly environment, featuring a varied pallet of signage, lighting, paving, planted material and furniture. With thoughtfully selected materials, colors, graphics, lighting, detailing and fixtures, each storefront should become an expressive participant in The Wharf’s streetscape experience—creating a retail rhythm that enhances and enliven 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. The diversity of storefront architectural features will add special visual appeal to interesting streets, wharf, mews and public spaces. Variety and non-repetitive design are desired.

RETAIL 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 to add to the everchanging character and place making of The Wharf.

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 The Wharf 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 non-descript box signs are highly discouraged.

RETAIL 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 help animate The Wharf, 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, lighting at entryways and lighting retail addresses 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 waterfront district. After-hours storefront lighting provides for a comfortable night time strolling experience and will be encouraged.

RETAIL 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. Restaurants 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 along Wharf streets 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.



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PARCEL 1



PARCEL 1

2 FLOOR BASE WITH 8 FLOOR TOWER
130' BUILDING HEIGHT

• OFFICE	244,521 GSF	(235,132)* GSF
• RETAIL	12,491 GSF	(21,880)* GSF
TOTAL:	257,012 GSF	

*NUMBERS IN PARENTHESES REFLECT OPTION WHERE THE NORTHERN PORTION OF SECOND FLOOR IS ALLOCATED TO RETAIL USE. THIS OPTION RESULTS IN APPROXIMATELY 9,409 ADDITIONAL GROSS SQUARE FEET OF RETAIL AND AN EQUIVALENT REDUCTION IN OFFICE USE.

Building Lot Area

	Market Square	1000 Maine	Total
Proposed Lot Area (SF)	26,400	32,744	
TOTAL			59,144

Building FAR Calculations

	Market Shed	1000 Maine	Total
	0.1	7.8	4.4
Proposed FAR Usage (SF)	1,690	257,012	258,702

Gross Floor Area Calculations

	Market Shed	1000 Maine
Gross Floor Area		
Ground Floor	1,690	24,453
Second Floor	0	21,965
Third Floor	0	23,618
Fourth Floor	0	26,888
Fifth Floor	0	26,817
Sixth Floor	0	26,817
Seventh Floor	0	26,817
Eighth Floor*	0	26,817
Ninth Floor	0	26,817
Tenth Floor	0	26,003
Penthouse	0	10,899
TOTAL	1,690	267,911.00

The parking garage ramp has been excluded from the ground floor GFA calculations

The PH GFA includes mechanical covered areas

Projections over the Parcel line at Market Square have been included in the GFA calculations on the ground floor and the 2nd floor

Projections of the terracotta fins have not been included in the GFA calculations

Vent shaft reduction of 212 sf has not been applied to all levels above ground floor

Parcel 1 Zoning

C-3-C

Penthouse Calculations

	Proposed
FAR	0.33
Habitable Penthouse (SF)	10,899
Mechanical enclosed and not enclosed areas (SF)	4,082
Total GFA (SF)	14,981

1000 Maine building height

Building Elevation (FT) - 130'	
Ground Floor	13'-0"
Main Roof	143'-0"
PH Roof - Habitable	159'-0"
PH Roof - Mechanical	161'-6"

Measuring pt. is 13'-0" at ground floor podium per approved Phase 1 PUD