

CREATE STOREFRONTS THAT RESPECT SITE HISTORY

STOREFRONT DESIGN GUIDELINES

In addition to the creation of a vibrant and vital retail environment, the storefronts along the North Service Corridor need to satisfy two very important conditions:

- The respectful preservation of the Genus Loci and sense of place that the McMillan site has today
- The preservation of the identity of the first and future retail tenants to locate along the North Service Court.



A. INTRODUCTION

To ensure these conditions are met, a balance must be struck between the potentially competing interests.

- The need to express individual retail identities with the over-arching need to preserve the sense of McMillan's identity and expression along the North Service Court as a singular place.*
- There will be a common spatial and material expression on both the north and south sides of the street as well as guidelines for contrasting with those rules to meet these ends.*

B. COLOR (specifics TBD with a color consultant)

- The "Zero Plane" *will match material, material expression and color on both sides of the street.* The color should be derived from the existing color palette of the McMillan site
- Fenestration color – Dark charcoal frames, bay windows, storefronts, etc. are encouraged, though a fair amount of design freedom shall be allowed in selecting the colors for storefront fenestration. A wide ranging palette will be suggested by the color consultant - specifics TBD
- Canopy colors shall be selected from the color consultant's palette
- Balconies, railings, etc shall be dark charcoal - Specifics TBD
- All color and material samples will be submitted to EEK for approval to ensure cohesion across all building types.

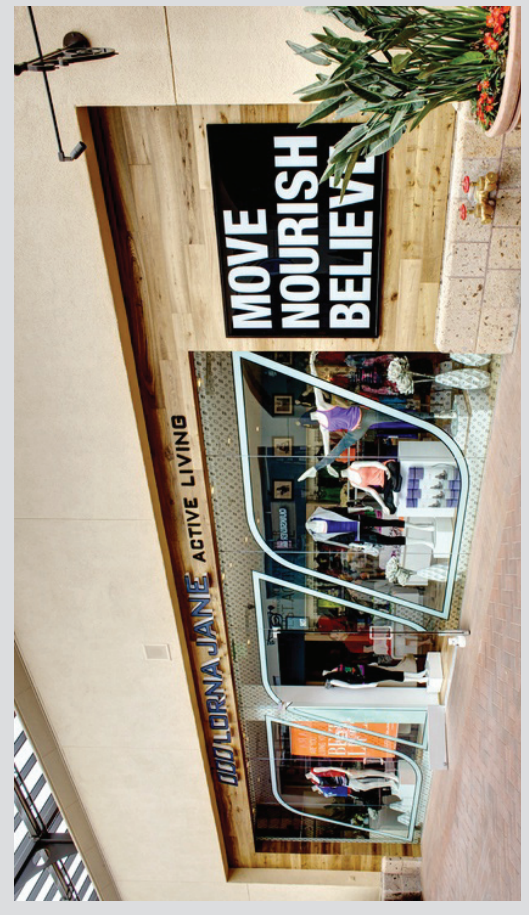
C. THE ZERO PLANE

The "Zero Plane" is defined as the vertical surface that defines the edges of the North Service Court, and acts as the wall of the building base, defined in the general guidelines as being from 18'-20' in height. Storefronts can fit within an opening in the the base, stand out from the base, and in some instances span above an opening in the base.

- The zero plane must be legible on all sides of a given storefront
- Storefronts shall always leave a minimum of 3' of "zero plane" above the storefront so it reads across the top of all retail bays up and down the NSC.
- The storefronts may be confined to a single punched opening with the lines of structure reading on either side, or may extend in front of structural bays to make varying sizes of frontage, and allowing more freedom to the storefront designer

iv. Storefronts may stand out from the zero plane up to 30".

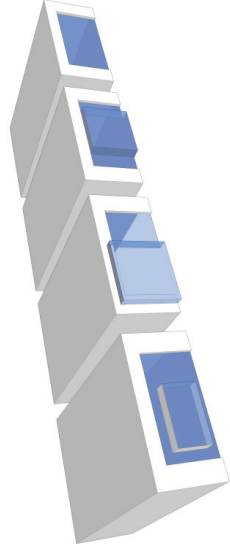
v. Storefronts may carve away from the zero plane to a desired depth, however some portion of the storefront must be flush with, or stand out from, the "zero plane".



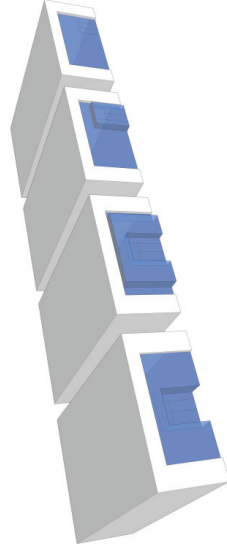
D. MASSING GUIDELINES

The storefronts along the North Service Court will adhere to these general massing guidelines:

- i. No storefront will be entirely suppressed into the mass of the Zero Plane - some part of the storefront must at least be flush with this plane.
- ii. The protrusion of the storefront shall be between 0" and 30" in depth
- iii. All storefront protrusions will be between 10' and 15' in height. Spanning above opening is also allowed.
- iv. Flush or recessed transoms, doors or louvers are allowed
- v. The Zero Plane will be between 18' and 20' in height, and must never be less than 4' along the top of the storefronts
- vi. Their need be no relationship between the structure of the building and the glass of the storefront; there may be if one is desired



Possible storefront configurations



Possible storefront configurations

E. SIGNAGE GUIDELINES

Signage will conform to these general guidelines and fit within the ranges in the graphic provided:

- i. Signs may be placed on the glass of the storefront, the door, or the transom
- ii. Signs may be placed on a canopy, attached as pin letters or painted on the Zero Plane
- iii. Metal or wood blade signs may be used
- iv. Lights may be used within their designated zone
- v. Plastic back-lit signs are not allowed, large three dimensional objects are discouraged

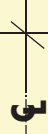


18'-20' to top of Zero Plane

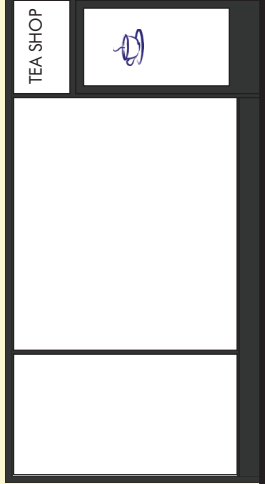
3' Minimum

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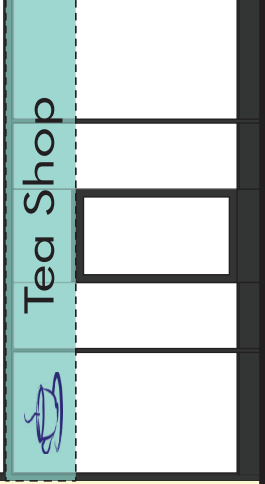
2' Min



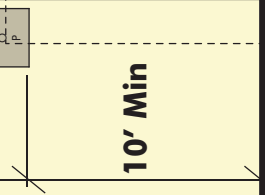
TEA SHOP



10'-15'



10-15'



10' Min

6' Max