

GEORGETOWN
UNIVERSITY



**111 Massachusetts Ave NW
Zoning Signage Submittal**

Capitol Campus
Wayfinding and Identity

August 20, 2025

Perkins&Will

ZONING COMMISSION
District of Columbia
CASE NO. 80-07F
EXHIBIT NO. 2D1

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Zoning Signage Submittal

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Capitol Campus Signage Context

01 — Sign Location Plan

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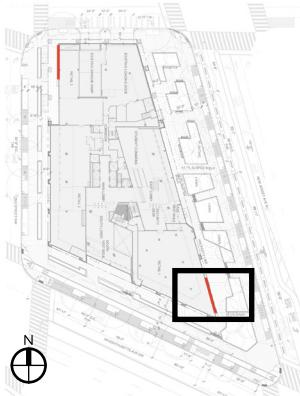
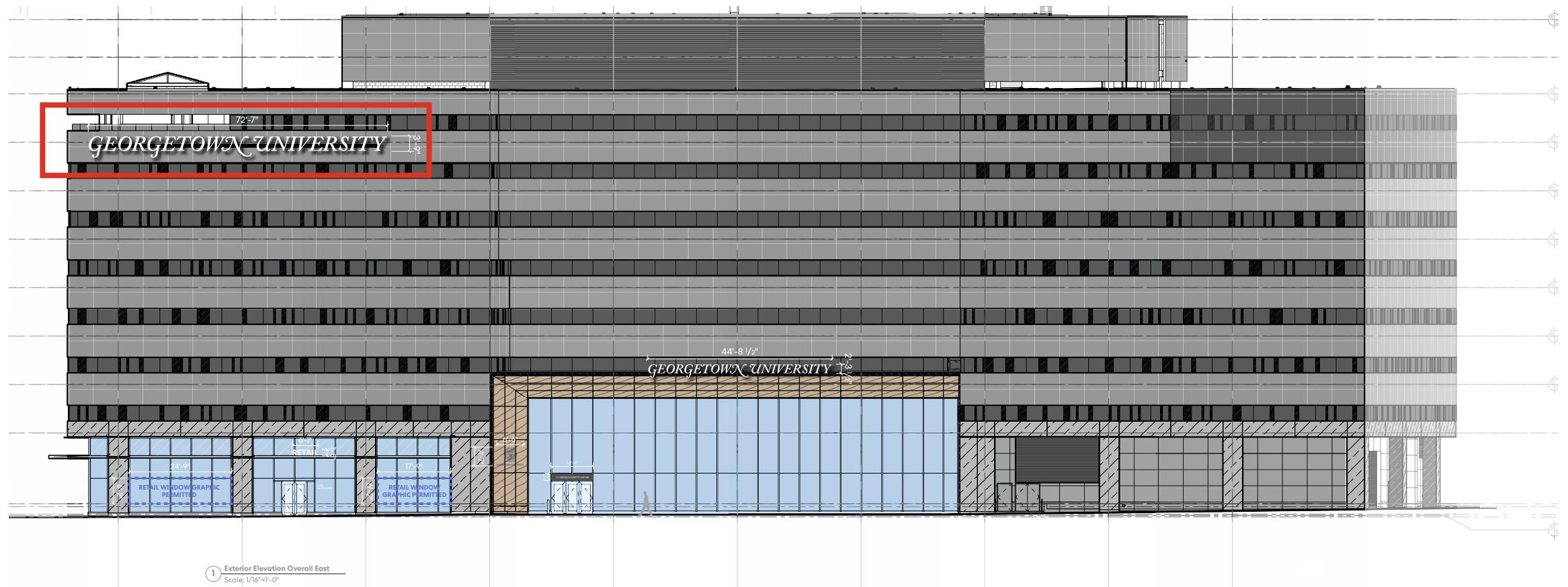
Upper Story Building Identification Signage Plan



East Elevation - New Jersey Ave Entrance

■ Proposed Upper Story Building Identification Signage

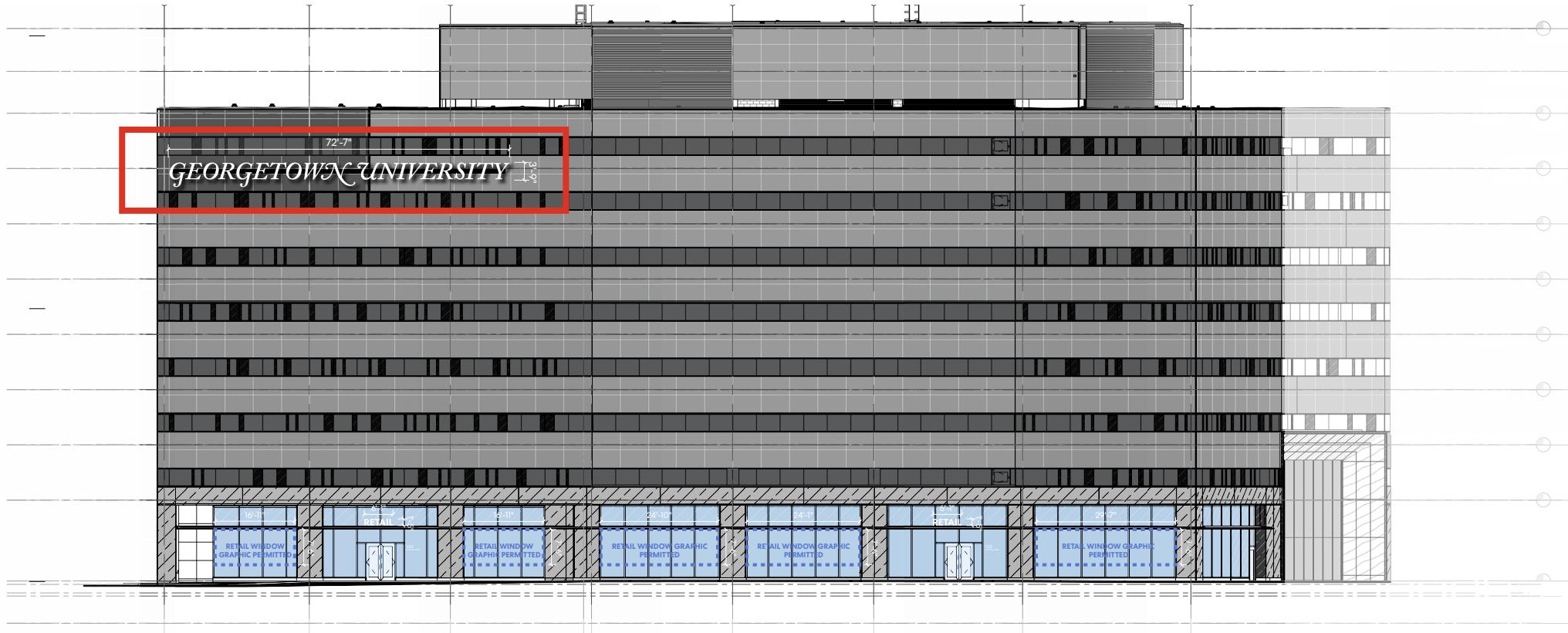
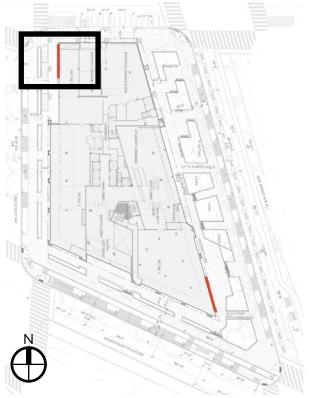
University Building Sign: White, Internal Illumination, Raceway Mounted



West Elevation - 2nd Street NW

■ Proposed Upper Story Building Identification Signage

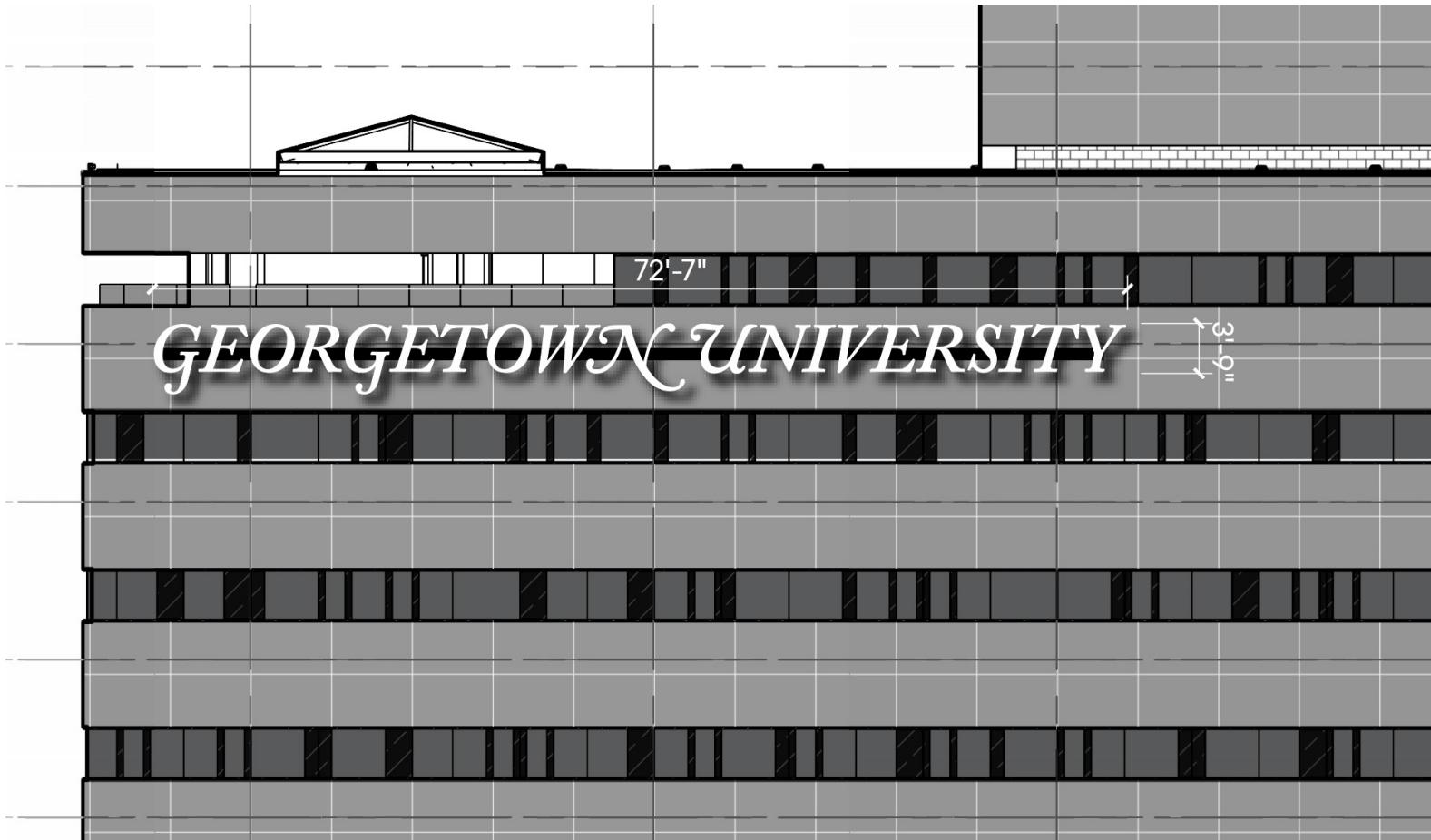
University Building Sign: White, Internal Illumination, Raceway Mounted



University Building Sign Detail

Dimensions, Illumination, and Mounting

Sign is identical on both east and west elevations.



Typical Characters range from 3'-6" to 3'-9" (17 total)

E 

Exceptional Characters with extended serifs do not exceed 5'-2 1/2" (3 total)

N 



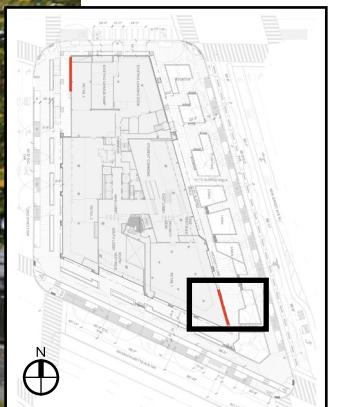
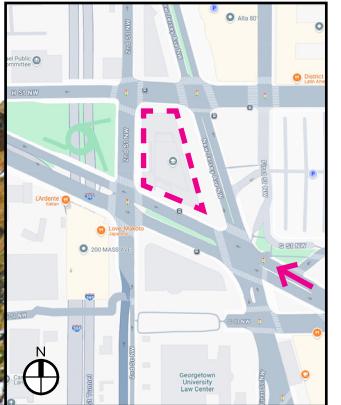
Internally lit



Raceway Mounted

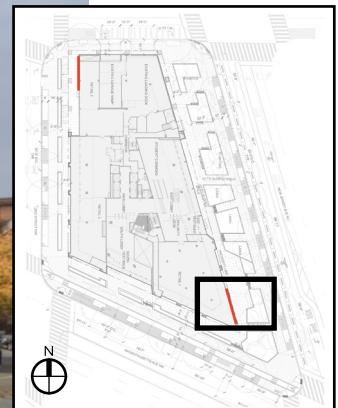
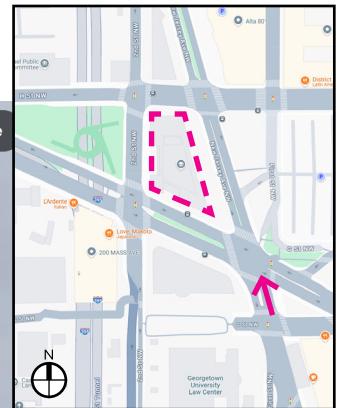
Content and Font are Representative

Southeast Approach from Mass Ave NW

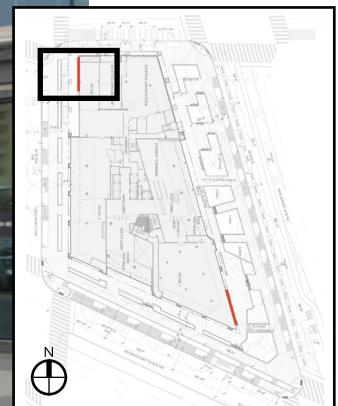
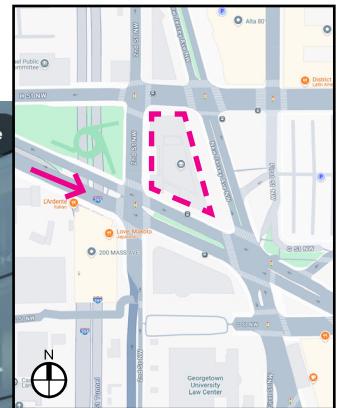


■ Proposed Upper Story Building Identification Signage

Southeast Approach from New Jersey Ave NW

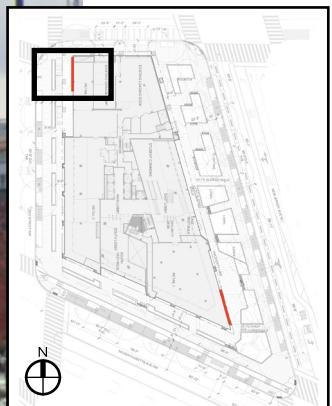


Southwest Approach from Mass Ave NW



■ Proposed Upper Story Building Identification Signage

West from 3rd St NW - view from Cobb Park



■ Proposed Upper Story
Building Identification
Signage

CAPITOL CAMPUS SIGNAGE CONTEXT

Sign Location Plan

Comprehensive Building Signage Plan

