



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. 0291

Contents

Zoning Signage Submittal

01 — Sign Location Plan

02 — Elevations

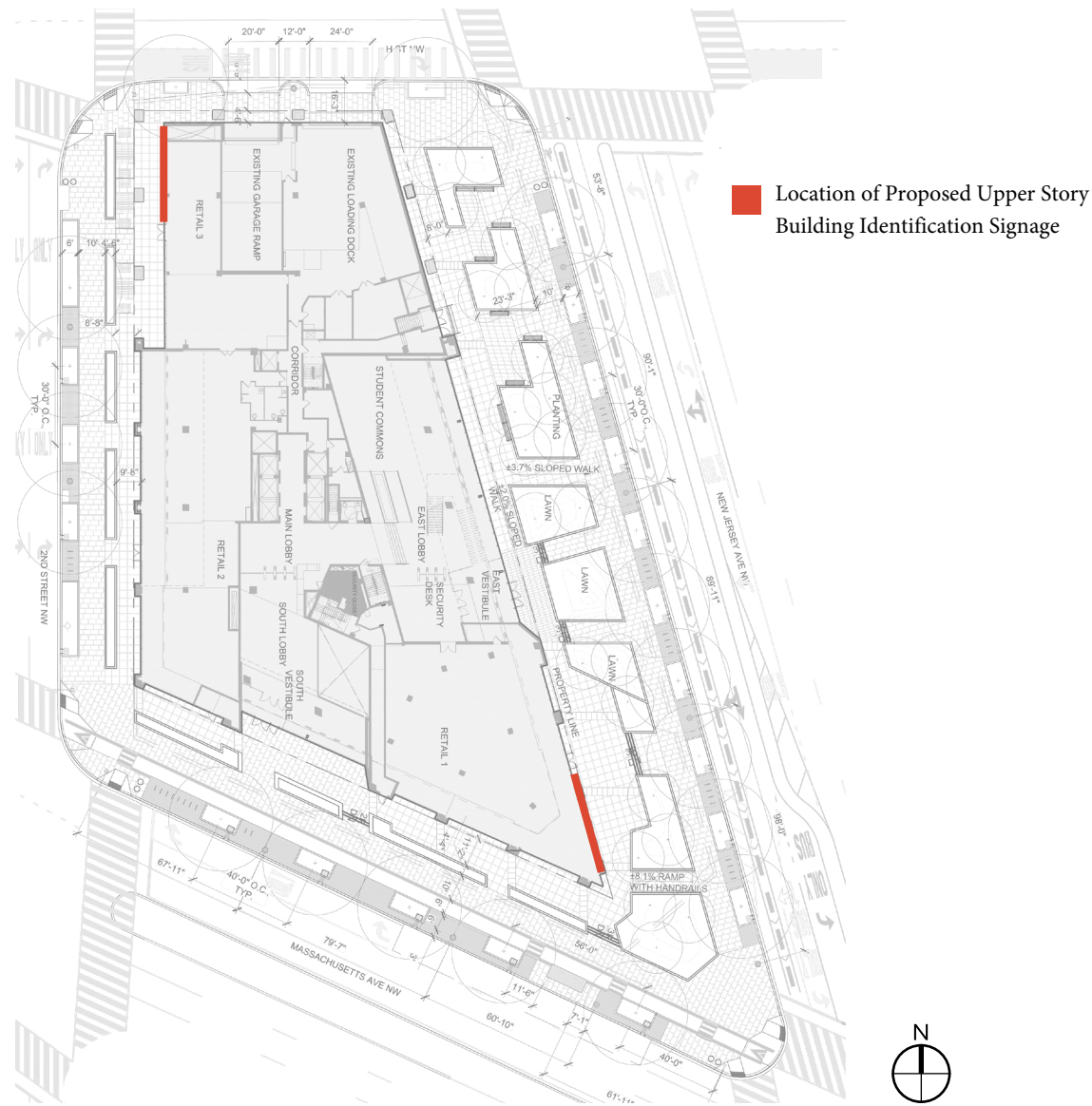
Capitol Campus Signage Context

01 — Sign Location Plan

02 — Elevations

Appendix

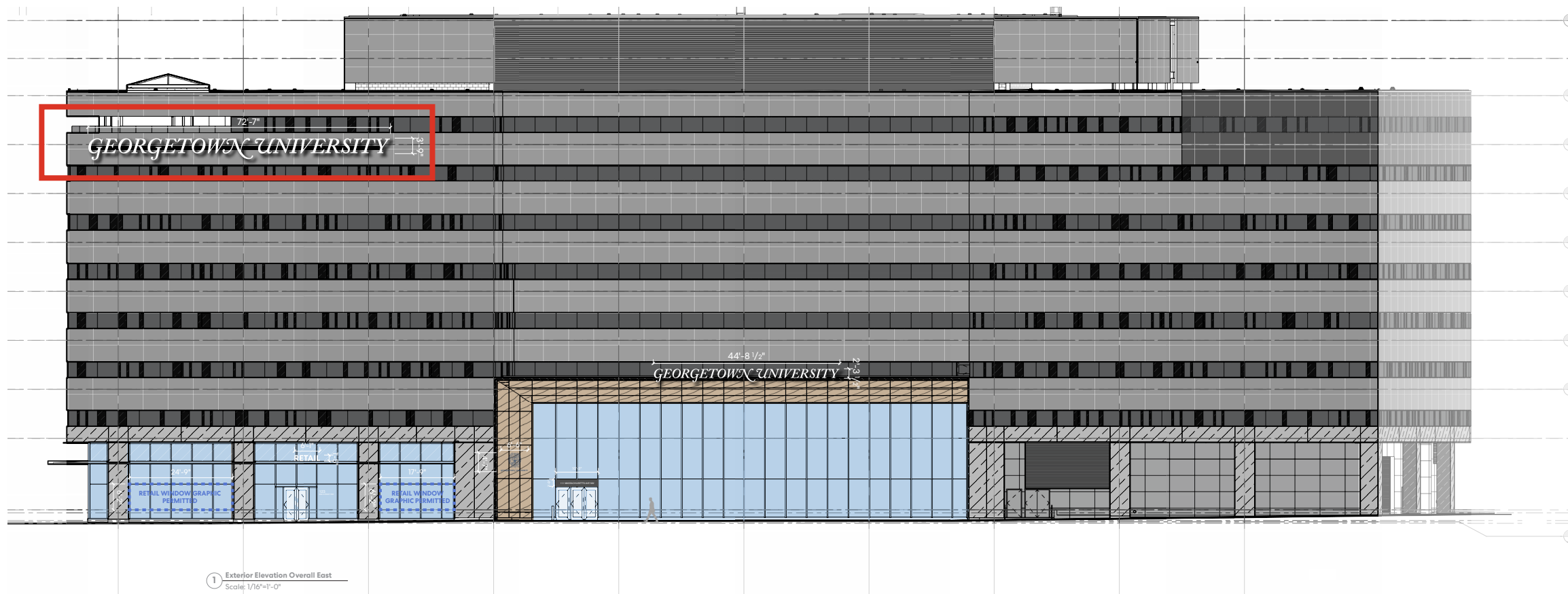
Upper Story Building Identification Signage Plan



East Elevation - New Jersey Ave Entrance

University Building Sign: White, Internal Illumination, Raceway Mounted

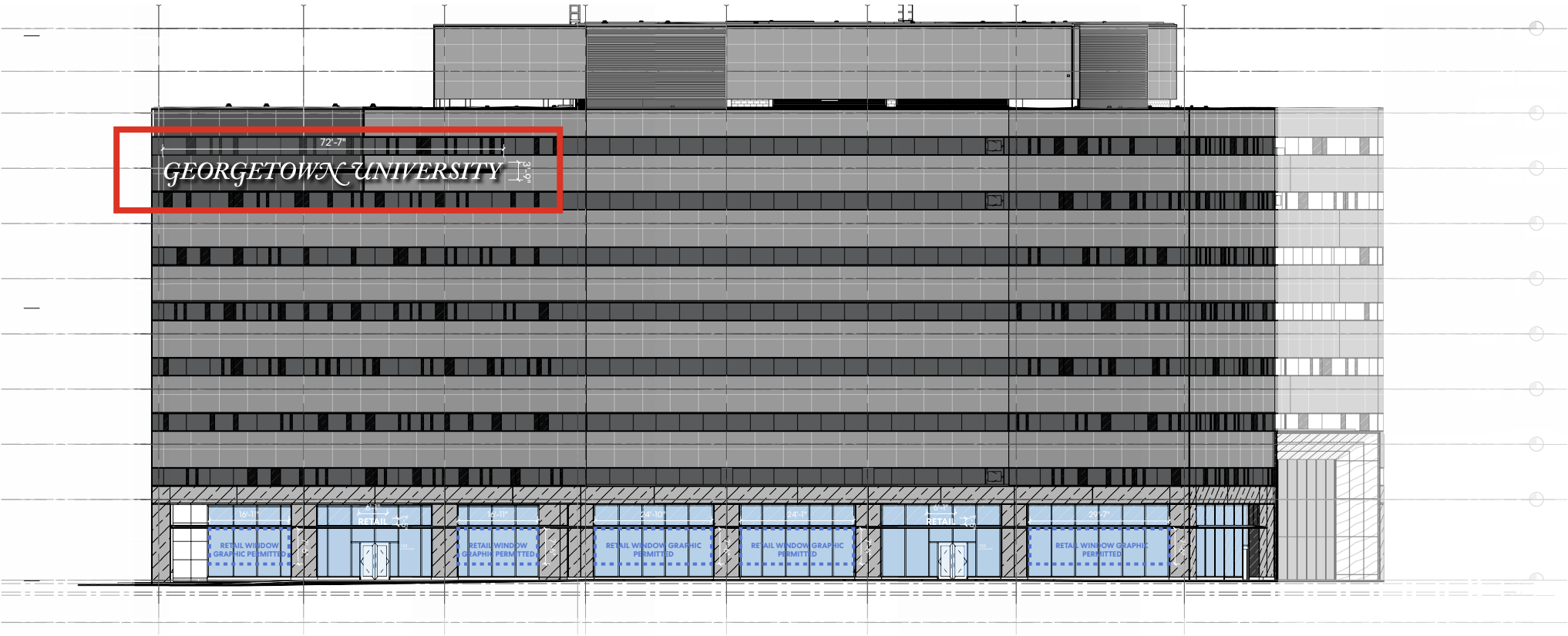
Proposed Upper Story Building Identification Signage



West Elevation - 2nd Street NW

University Building Sign: White, Internal Illumination, Raceway Mounted

Proposed Upper Story Building Identification Signage



University Building Sign Detail

Dimensions, Illumination, and Mounting

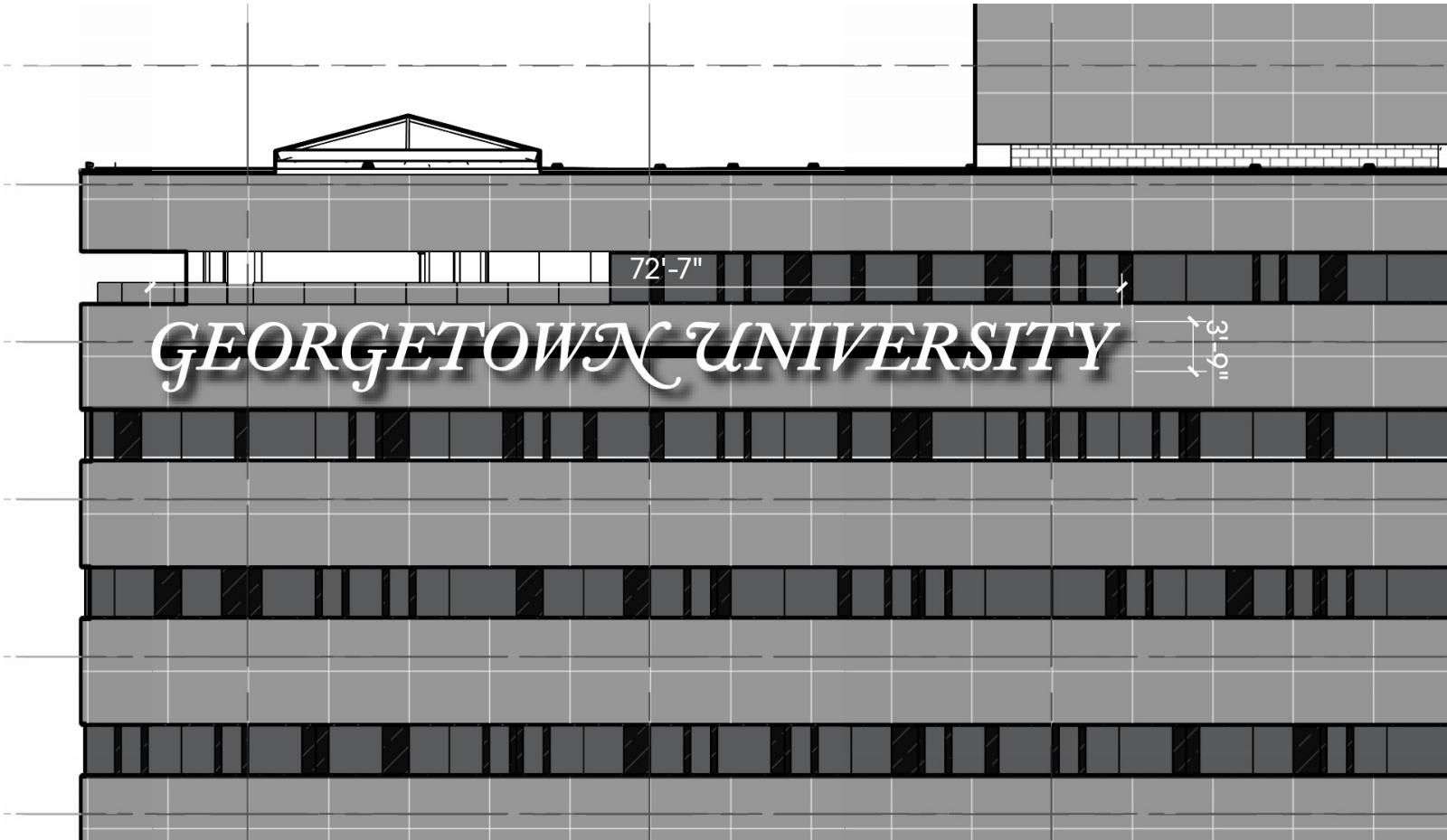
Sign is identical on both east and west elevations.

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

E 3'-6" *U* 3'-9"

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

N 5'-0 1/2" *G* 5'-2 1/2"



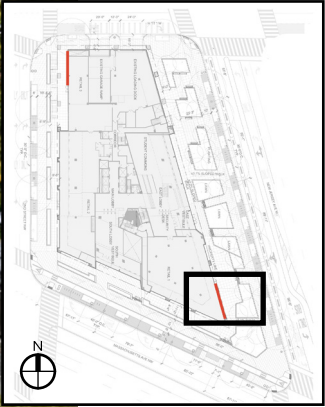
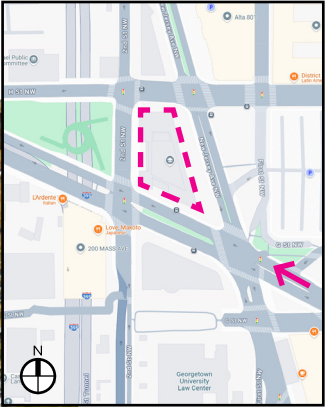
Internally lit



Raceway Mounted

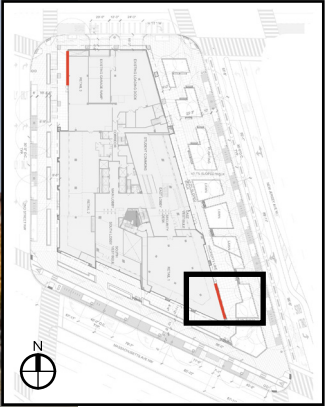
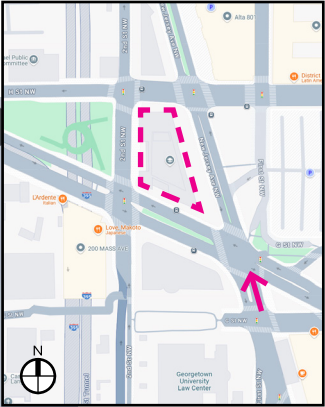
Content and Font are Representative

Southeast Approach from Mass Ave NW



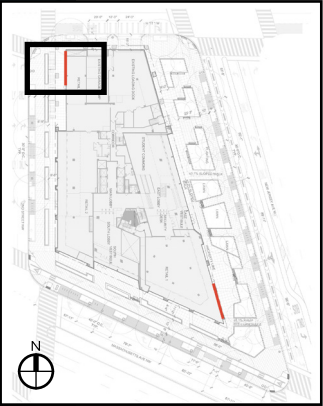
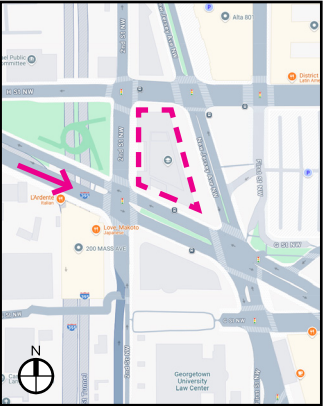
Proposed Upper Story
Building Identification
Signage

Southeast Approach from New Jersey Ave NW



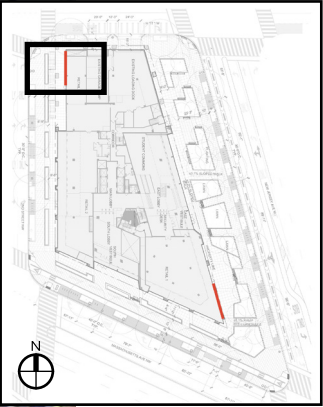
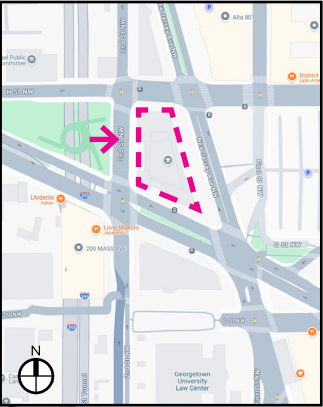
Proposed Upper Story
Building Identification
Signage

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

