

GRANITE BOLLARDS - 12" X 18"

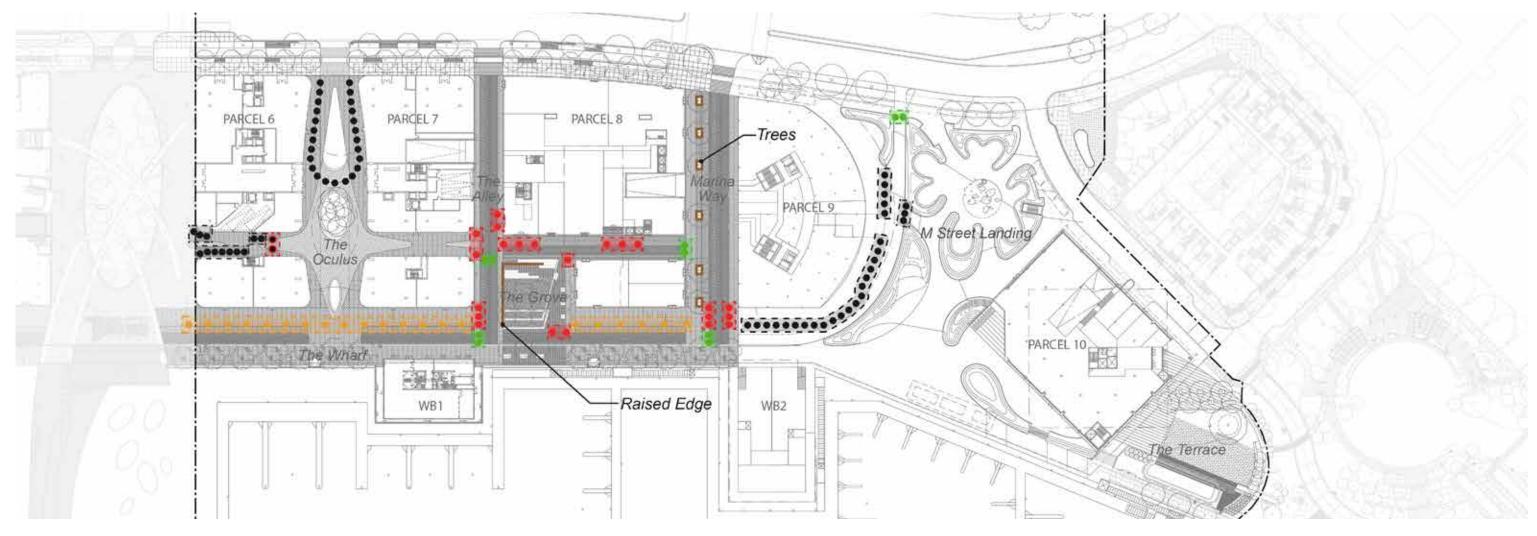


METAL BOLLARDS - 12" X 36" Black



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*REMOVABLE BOLLARDS -* Landmark Bendable 4"x41" Black





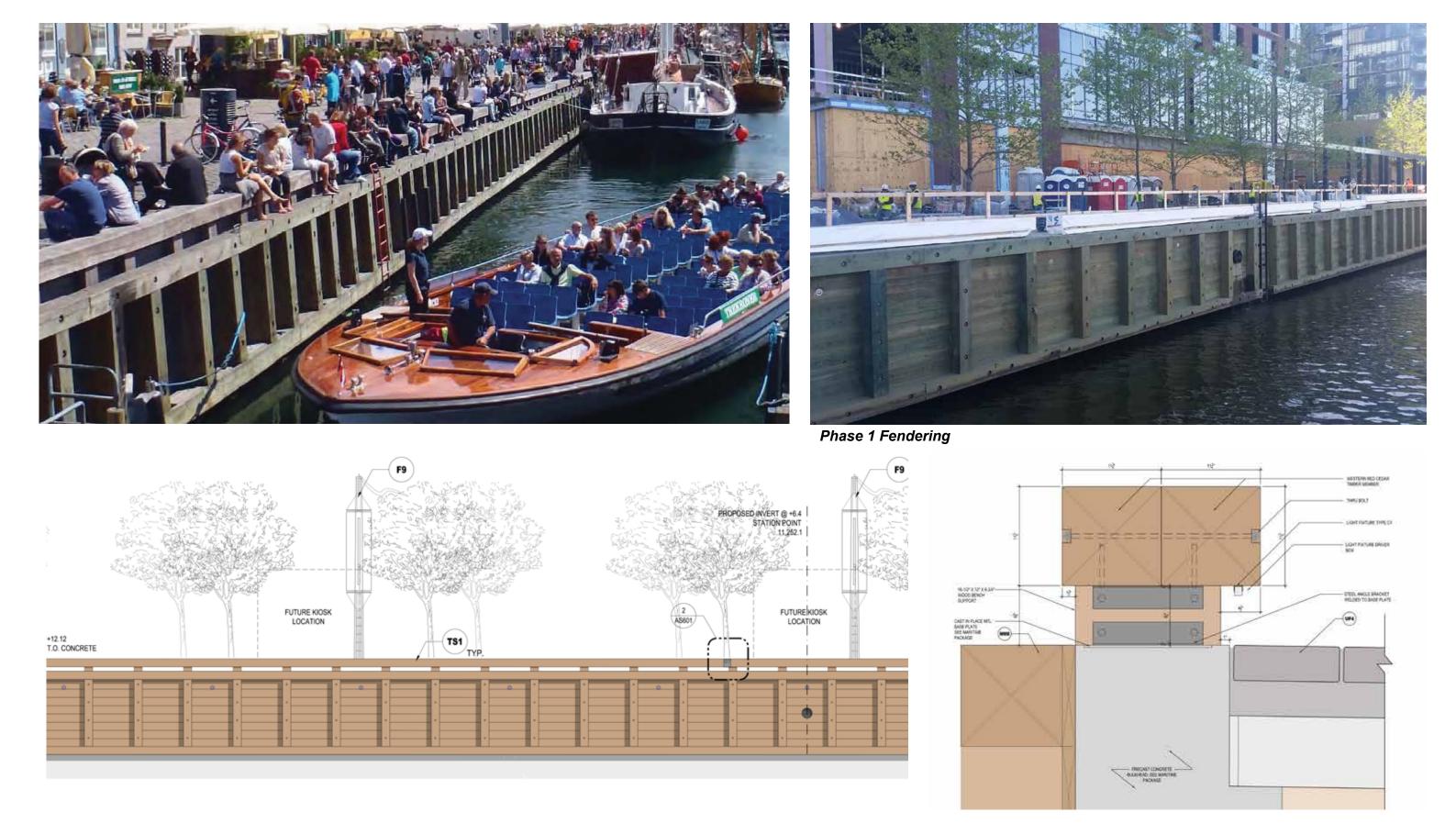
### STAINLESS STEEL BOLLARD - 4"X36"

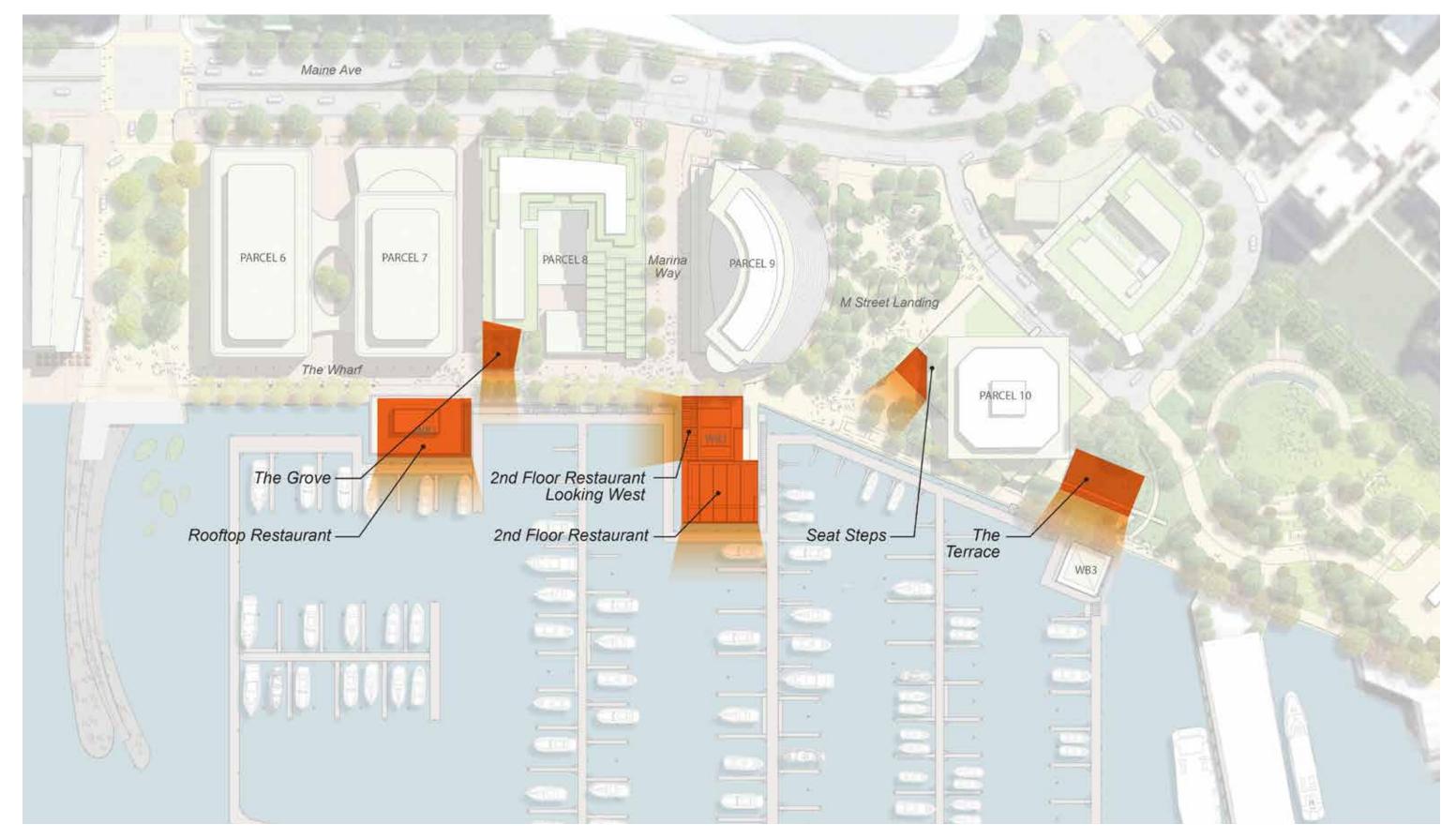






## Site Furnishings: Seating STAGE TWO PUD SETDOWN SUBMISSION I MAY 12, 2017





### **Elevated View Sheds** STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017



### 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 ever-changing, lively retail atmosphere with visual pedestrian appeal.

### **Active Ground Floor Retail**

DISTRICT

WHARF

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 plants, 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 enlivens 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 ever-changing 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.

### Landscaped Storefronts

Restaurants, cafes and retail shops will be strongly encouraged to use landscaping methods to express brand identity beyond the storefront facade—adding variety and greenery to retail entrances and outdoor cafés. Lushly landscaped vessels, potted shrubs and trees, colorful plantings in café demising zones and seasonal retail window boxes will add color and texture to the storefront design and create a visual connection to Wharf parks and green spaces.

### **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.

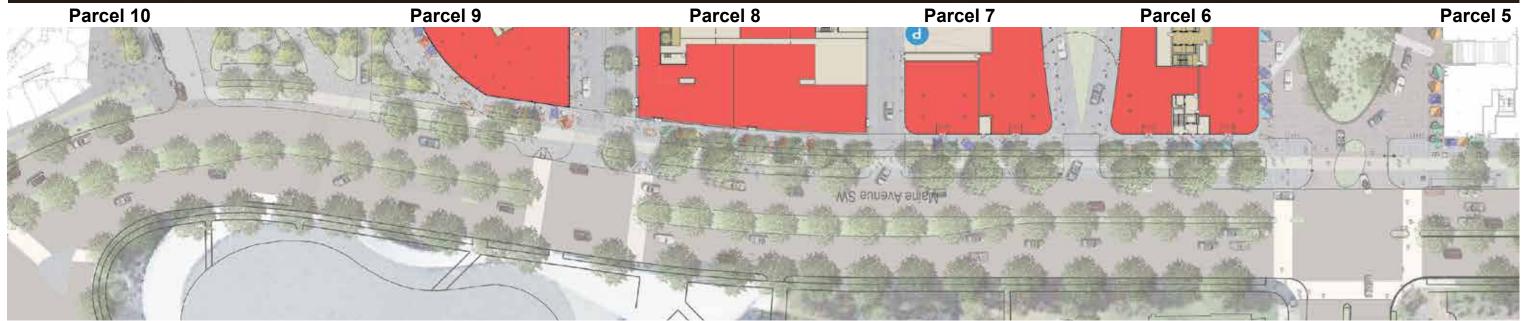
### **Storefront Awnings**

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.











### **Phase 2 Elevation: Maine Avenue** STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017

### SIGNAGE PRINCIPLES

- Signs should be incorporated into the building architecture as embossing, low relief casting or application to wall surfaces.
- Signs should be constructed of individual, three-dimensional letters.
- Signs may be painted or made with applied metal lettering and graphics.
- Signs should be constructed of high quality materials and finishes.
- Signs may incorporate lighting as part of their design.
- Signs should be compatible with and complement the building's architecture, including its awnings or canopies, lighting and street furniture.
- Bracket or hanging signs should be oriented to the pedestrian and highly visible from the sidewalk.













### DISTRICT WHARF

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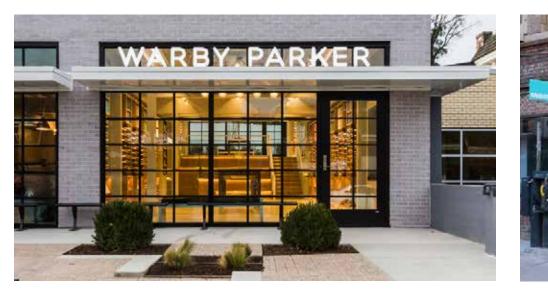




## Storefront Signage Precedents STAGE TWO PUD SETDOWN SUBMISSION I MAY 12, 2017

### STOREFRONT PRINCIPLES

- Retail storefronts should be tailored to the unique context of the architecture and the site.
- Storefront elements should be designed with the overall composition in mind to communicate a cohesive and welcoming message to the customer.
- Storefronts may feature primary elements that drive the overall design, such as interesting signage, unique materials, or even a distinguishable door.
- Primary element should be reinforced with supporting storefront elements that reinforce the overall design and tenant brand, such as interesting, thoughtful, and unique details; dynamic window displays; and a welcoming entry.









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Dior

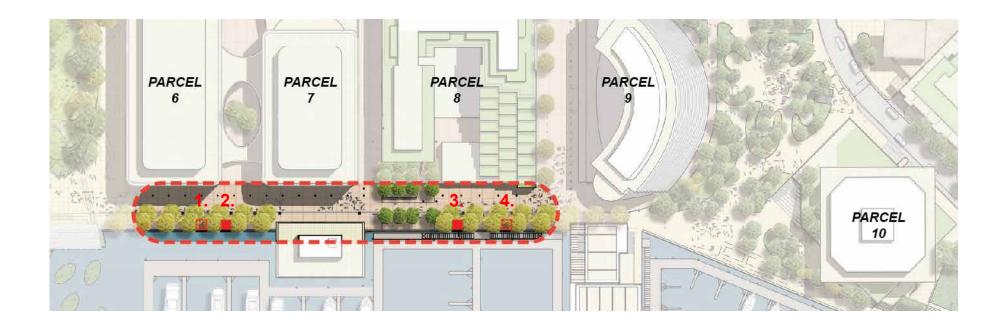


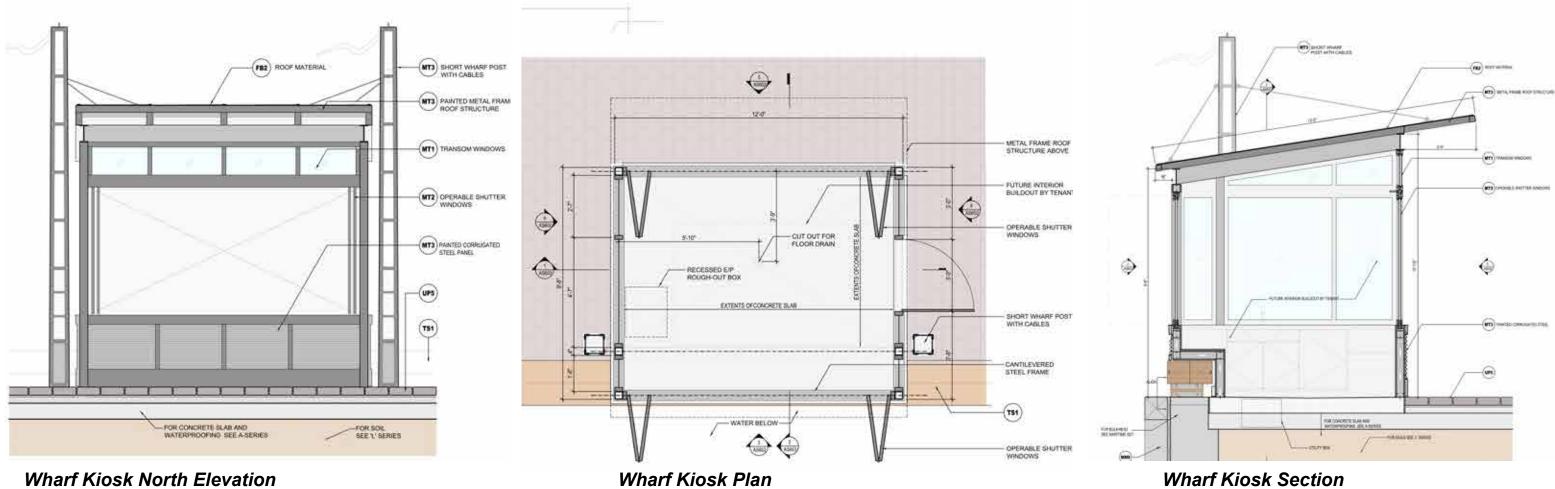






### **Storefront Precedents** STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017



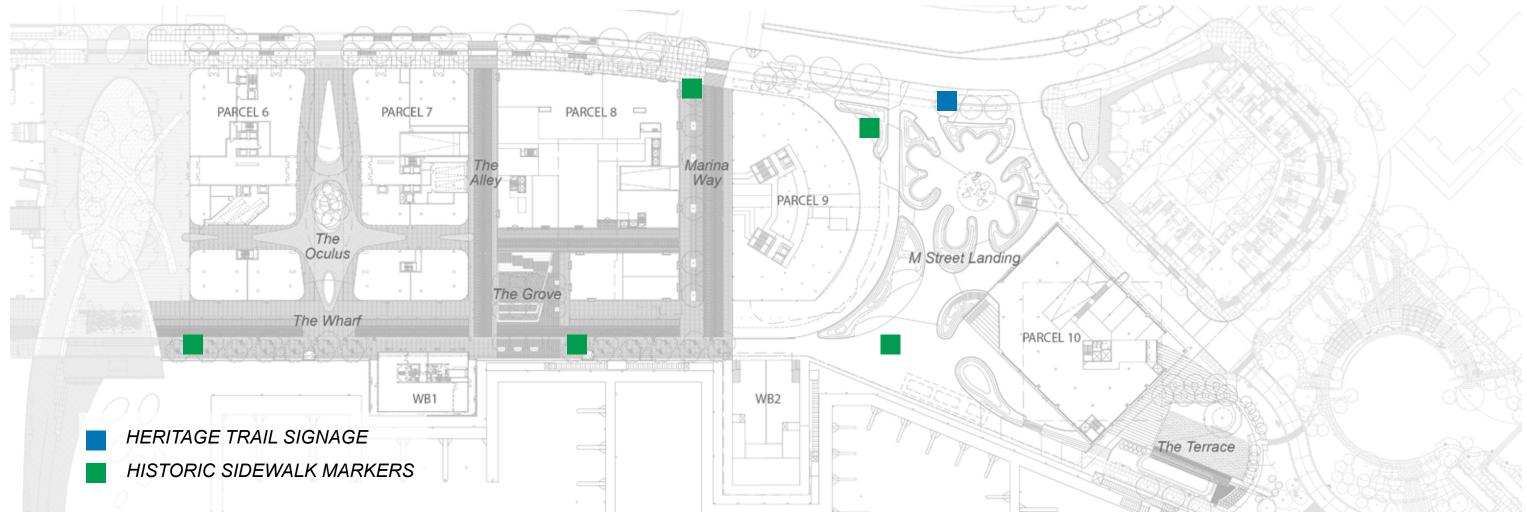


Wharf Kiosk North Elevation

Wharf Kiosk Section

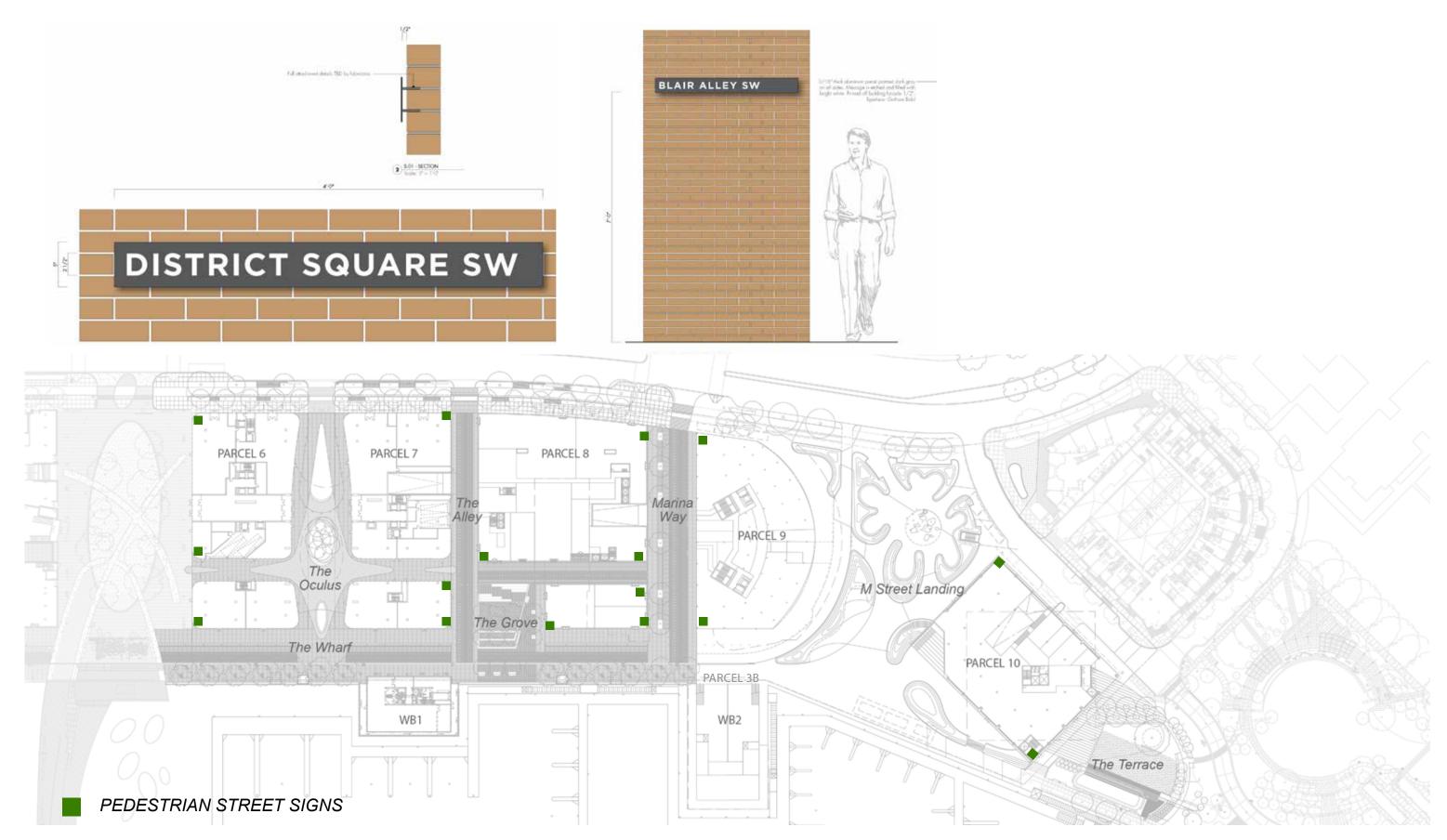
#### - Contribution phone and transmittation may be the transmittation basis provided basis provided basis MAINE AVENUE **FISH MARKET** — 6° x 12° paving pattern. ٠. 20 In continuous operation đ since 1805, the Maine Avenue Fish Market is the oldest operating fish market in the United States, seventeen years older than New York City's Fulton Fish Market.

### SIDEWALK MARKERS

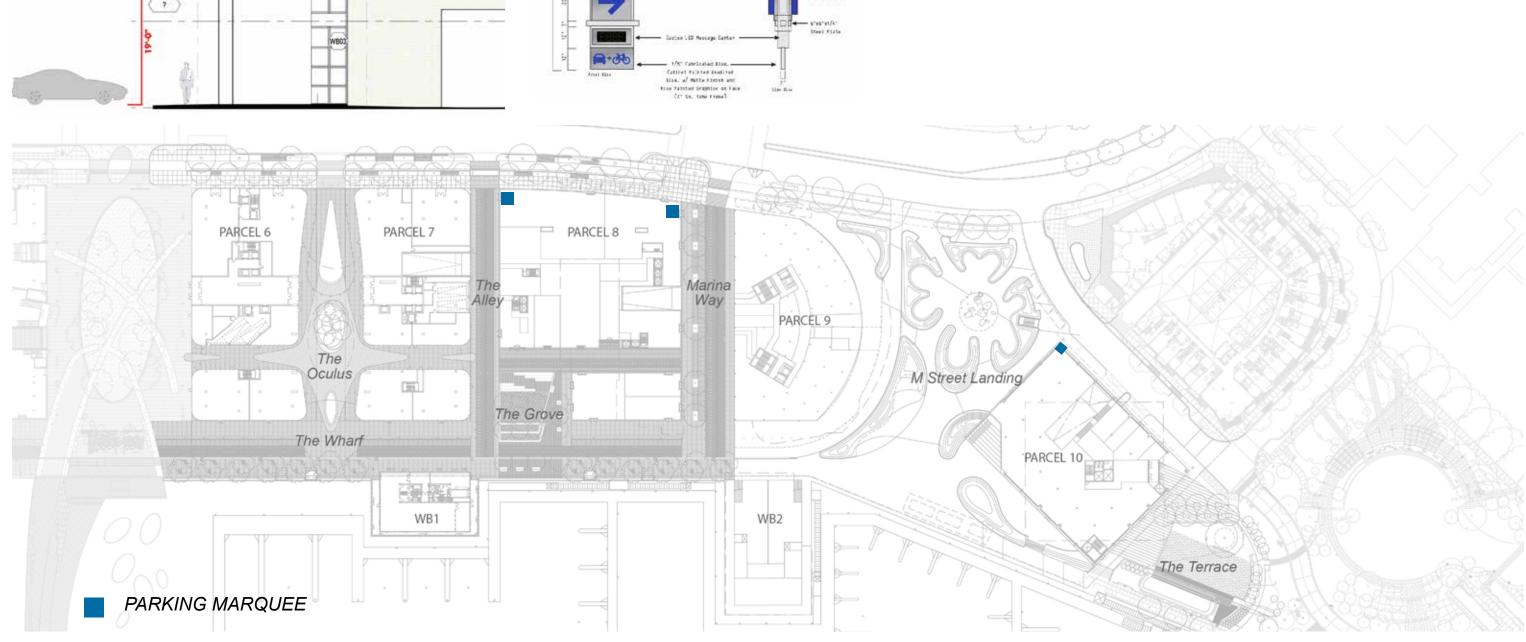


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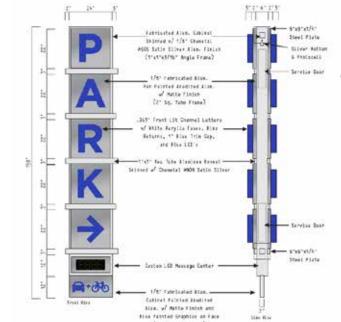
### Signage: Interpretive STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017



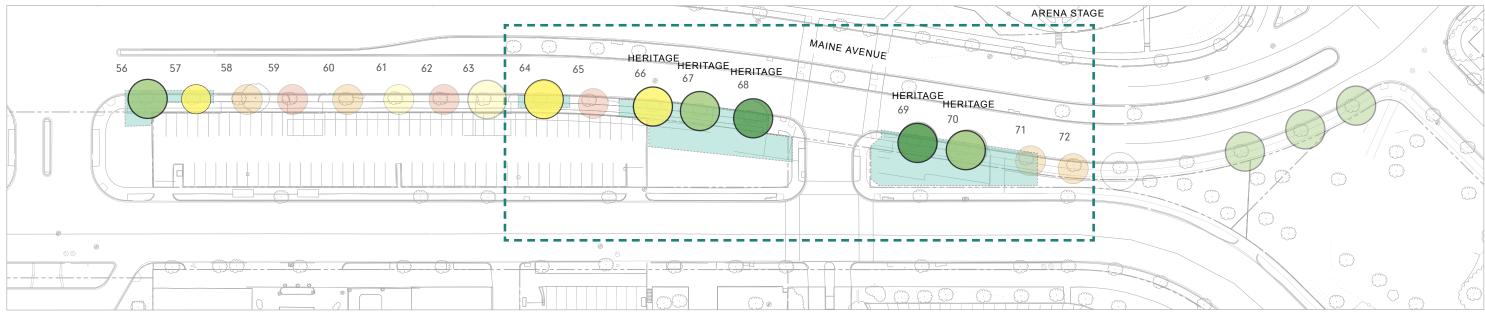
2.18 Signage: Street Names STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017







## Signage: Parking Marquee STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017



#### 2017 ASSESSMENT OF TREE QUALITY

Tree #	Common name	Diameter (in)	Condition	Canopy spread (ft.)	Height to first limb (ft)	Comments	Retention potential
						Major d/w, rooting area covered by	
56	Willow oak	30	Good	30	25	construction material	High
57	Willow oak	22.5	Good/Fair	20	12	Major deadwood	Medium
58	Willow oak	21	Fair	18	15	Major deadwood	Med./Low
59	Willow oak	21.5	Poor	18	15	Hydrant installed between #59&60	Low
60	Willow oak	20	Fair	18	20	Major d/w, declining	Low
61	Willow oak	22.5	Good/Fair	26	20	Major deadwood	Med./Low
62	Willow oak	23	Fair/Poor	21	20	Center leader dying back	Low
63 64	Willow oak Willow oak	24 26.5	Good/Fair Good/Fair	28 30	15 15	Major d/w, basal wounds Major deadwood	High/Med. High/Med.
65	Willow oak	30	Fair/Poor	28	20	Lost top of terminal leader	Low
66	Willow oak	34.3	Good/Fair	32	15	Major deadwood	High/Med.
67	Willow oak	33.4	Good	32	15		High
68	Willow oak	37.2	Exc.	33	12	Hydrant installed between #67&68	High
69	Willow oak	33.5	Good/Exc.	33	20	Minor deadwood	High
70	Willow oak	34	Good	33	20	Major deadwood	High
71	Willow oak	24	Fair	27	20	Major deadwood	Med./Low
72	Willow oak	26	Fair	27	20	Major d/w, declining	Medium
ssessment completed by Pitchford Associates, 2017 DETERMINING STATISTICS (text in yello							

### KEY







FAIR



Assessment completed by Pitchford Associates, 2017

DETERMINING STATISTICS (text in yellow)



GOOD - FAIR



CRITICAL ROOT

## **AFFORDABLE & WORKFORCE HOUSING**

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## **WHARF**

### **AFFORDABLE &** WORKFORCE HOUSING

**HOFFMAN-MADISON WATERFRONT** 

Affordable (30/60) and Workforce (100/120)				
Tracking*	Phase 1	Parcel 8	Parcel 9	PROJECT
	TOTAL	Apartment	Condominium	TOTAL
30% AMI - GFA (80K Required)	48,778	31,273	0	80,052
30% AMI - Studios	22	5	0	27
30% AMI - 1BR**	27	14	0	41
30% AMI - 2 BR***	13	10	0	23
30% AMI Totals	62	29	0	91
60% AMI - GFA (80K Required)	55,445	25,119	0	80,564
60% AMI - Studios	21	4	0	25
60% AMI - 1BR**	29	11	0	40
60% AMI - 2 BR***	19	9	0	28
60% AMI Totals	69	24	0	93
TOTAL Affordable GFA**** (160K Required)	104,223	56,393	0	160,615
TOTAL Affordable Units	131	53	0	184
50% AMI - GFA	4,351	0	0	4,351
50% AMI - Studios	0	0	0	0
50% AMI - 1BR**	3	0	0	3
50% AMI - 2BR***	2	0	0	2
50% AMI Totals	5	0	0	5
80% AMI - GFA	4,601	0	0	4,601
80% AMI - Studios	0	0	0	0
80% AMI - 1BR	4	0	0	4
80% AMI - 2BR	2	0	0	2
80% AMI Totals	6	0	0	6
TOTAL IZ (50/80) GFA ****	8,953	0	0	8,953
TOTAL IZ (50/80) Units****	11	0	0	11
100% AMI - GFA (80K Required)	34,961	45,279	0	80,240
100% AMI - Studios	16	8	0	24
100% AMI - 1BR**	22	18	0	40
100% AMI - 2 BR***	8	17	0	25
100% AMI Totals	46	43	0	89
120% AMI - GFA	19,900	25,770	0	45,670
120% AMI - Studios	4	6	0	10
120% AMI - 1BR**	13	10	0	23
120% AMI - 2 BR***	6	8	0	14
120% AMI Totals	23	24	0	47
TOTAL Workforce GFA****	54,861	71,049	0	125,910
TOTAL Workforce Units	69	67	0	136
Market - GFA			211,882	1,007,241
Market - Studio	657,013 151	138,347 12	8	1,007,241
Market - 1BR**	280	62	°	351
Market - 2BR***	280	62 41	65	333
TOTAL Market GFA****				
	657,013	138,347	211,882 82	1,007,241
TOTAL Market Units TOTAL GFA****	658	115		855
TOTAL GFA****	825,049	265,788	211,882	1,302,719
TOTAL Onits TOTAL Affordable (30/60)and Workforce	869	235	82	1186
	150.004	107 444		206 525
(100/120) GFA	159,084	127,441	0	286,525
TOTAL Affordable (30/60) and Workforce				
(100/120) Units	200	120	0	320
% of Required Affordable (30/60) Total				
(160,000 GSF) % of Required IZ in Parcel 11B (8,370 GFA)	65.1%	35.2%	0.0%	100.4%
% of Required 12 in Parcel 118 (8,370 GFA)	107.0%	-	-	107.0%

\*All listed gross square footages and unit counts are approximate

\*\*Includes 1BR+Den Units

\*\*\*Includes 2BR+Den and 3BR (Parcel 9 only) Units

\*\*\*\*Each unit includes an equal portion of GFA included in the calculation overall GFA based on the efficiency of each building: Parcel 8: 234 sqft

Parcel 9: 719 sqft

\*\*\*\*\* The Wharf Phase 2 is an IZ Exempt Project

## **WHARF**

## Affordable & Workforce Housing Summary STAGE TWO PUD SETDOWN SUBMISSION | MAY 12, 2017