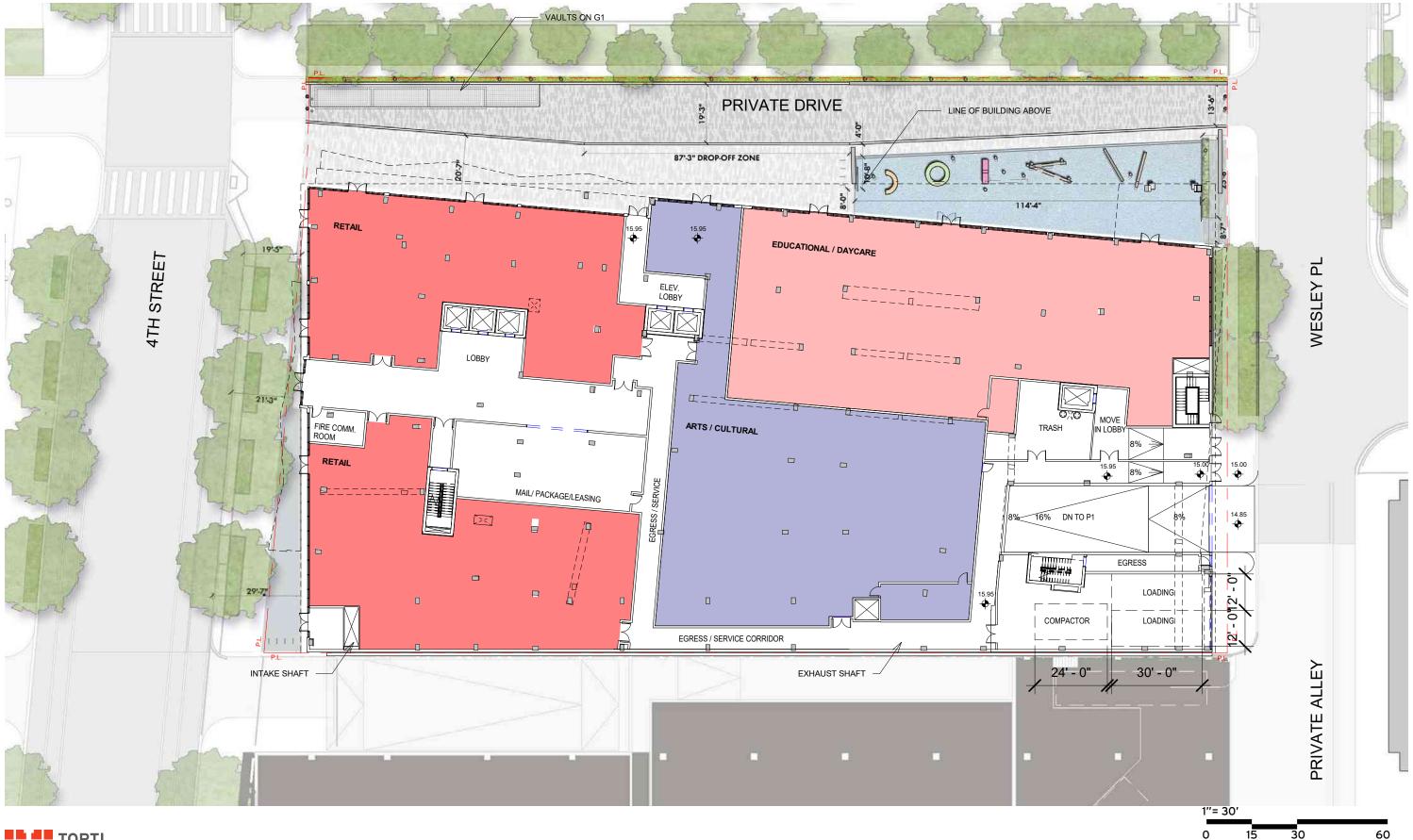


# torefront & Signage

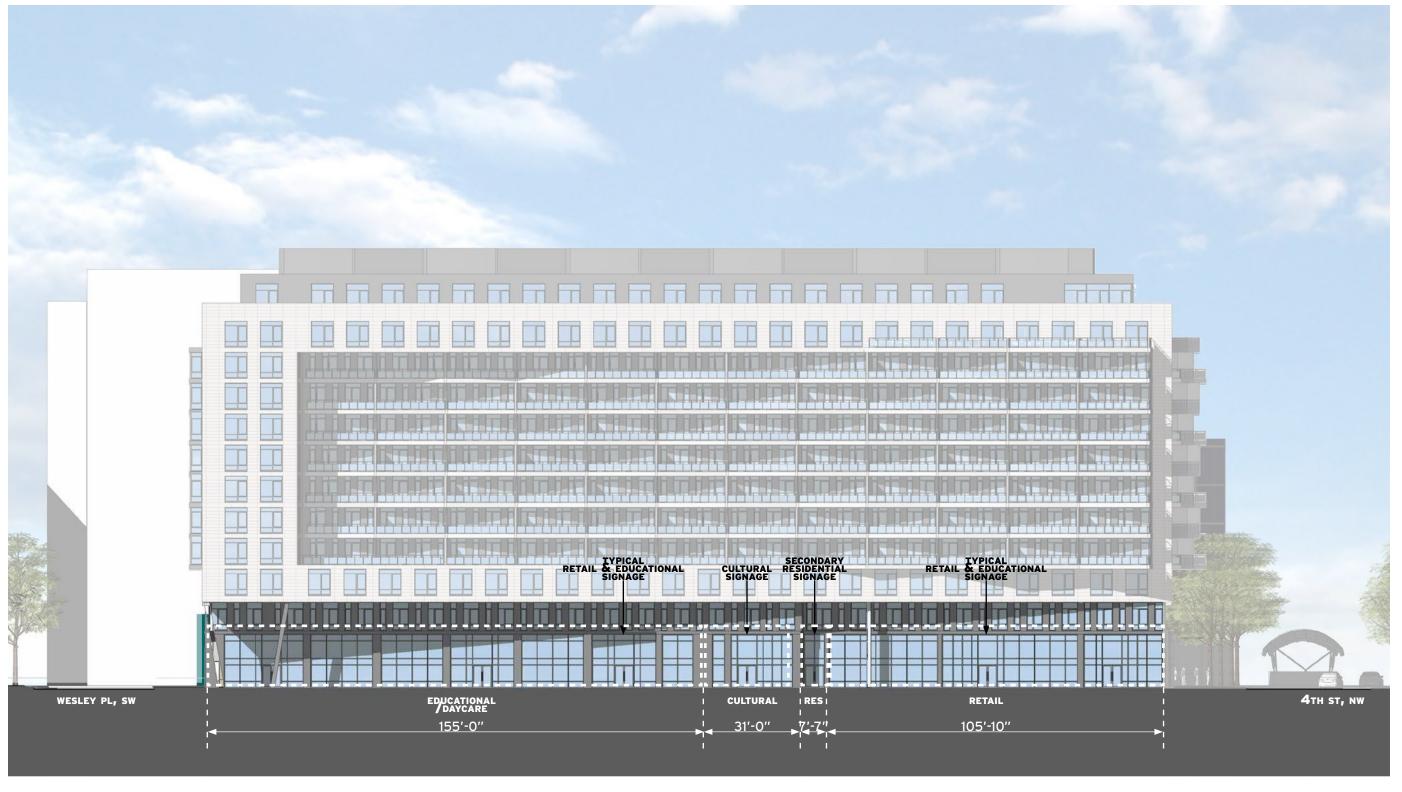
## **Ground Floor Plan**

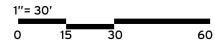


# Elevation on 4th St, SW



## **Elevation on Private Drive**

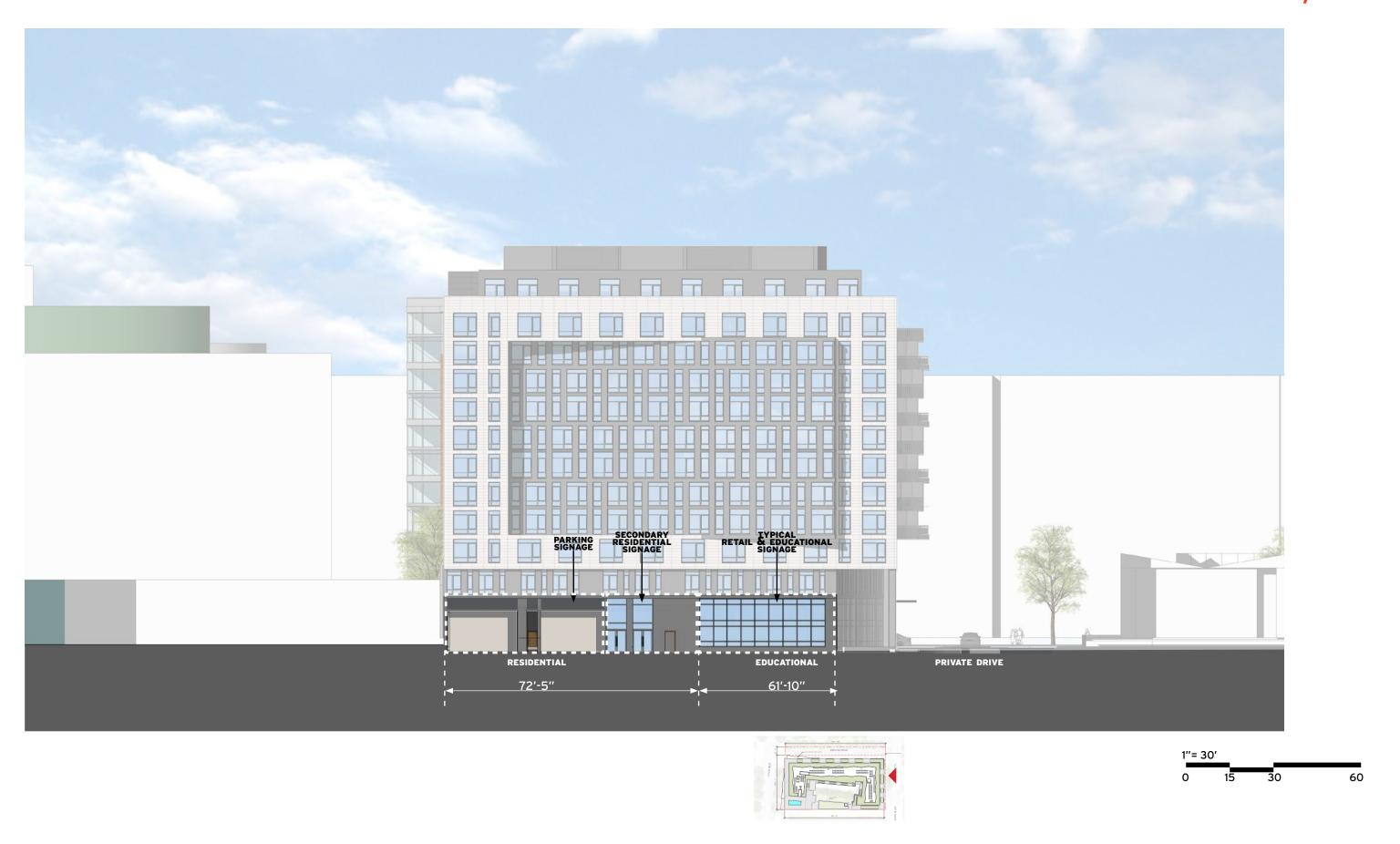




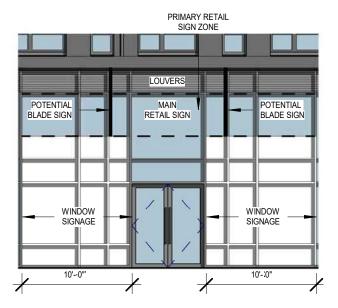




# Elevation on Wesley Pl. SW

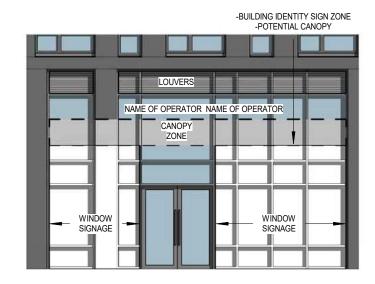


### **Storefront Typical Details**



#### TYPICAL RETAIL AND EDUCATIONAL SIGNAGE

- Each retail or educational space may include (1) Primary WindowSign,
   (1) Blade Sign, and (1) Secondary Window Sign, per tenant, and within retail signage zones
- If at building corner, tenant may use an additional Primary Window Sign, Blade Sign, and Secondary Window Sign



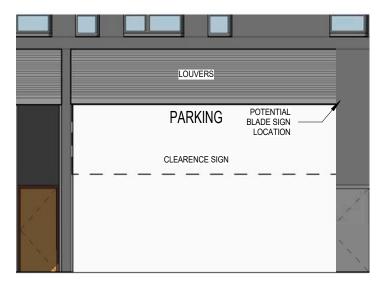
#### **CULTURAL SIGNAGE**

 Main and secondary residential entrances may use (1) Type 3 Canopy and Sign and (1) Type 2 Secondary Window Sign

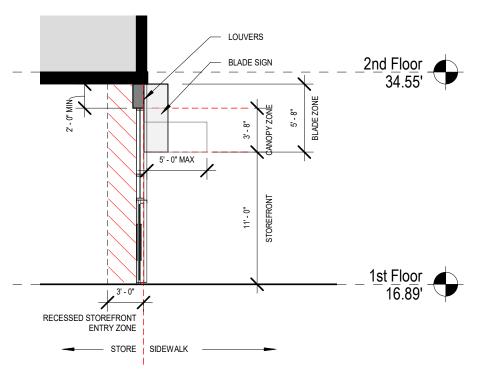


#### **RESIDENTIAL LOBBY SIGNAGE**

Main and secondary residential entrances may use (1) Type 3
 Canopy and Sign and (1) Type 2 Secondary Window Sign



**PARKING SIGNAGE** 



TYPICAL SIGNAGE WALL SECTION

#### **GENERAL NOTES**

- Residential, Retail, Educational, and Cultural storefront zones indicate areas where tenants/owners may include custom signage and graphics according to the guidelines included in this package. If different than curtain wall, exterior cladding materials should be complementary to the metal panel cladding system at the ground and second floors. All individual tenant proposals are subject to final landlord review and approval.
- STOREFRONT EXTERIOR AND INTERIOR LIGHTING MAY BE INCLUDED BY TENANTS
  BUT IS SUBJECT TO FINAL LANDLORD REVIEW AND APPROVAL AND MUST FOLLOW
  OVERALL LIGHTING DESIGN OF THE BUILDING.
- STOREFRONT DOORS AND SIGNAGE LOCATIONS ARE SUBJECT TO CHANGE TO ACCORDING TO TENANT NEEDS.
- ALL SIGNS, MARQUEES, CANOPIES, AND STOREFRONTS IDENTIFIED IN THIS BOOK MUST BE COMPLIANT WITH THESE GUIDELINES AND APPLICABLE BUILDING CODE REQUIREMENTS



# TYPE 1. PRIMARY SIGN | TEXT, LOGOS, BLADES,

- •LETTERING AND LOGO TO BE PLACED ON EITHER INSIDE OR OUTSIDE OF MAIN GLASS FAÇADE
- •2-D, 3-D or open face type lettering allowed
- •BACKER BOARD OR RACEWAY MAY BE REQUIRED AT LANDLORD'S DISCRETION
- •LETTERING MUST FIT WITHIN ALLOTTED BLADE OR CANOPY ZONE
- •BLADE SIGN MUST BE CONSTRUCTED WITH DURABLE MATERIAL
- •SIGN CAN BE ILLUMINATED, SCREEN PRINTED, OR GILDED
- •Must fit within allotted blade or canopy zone











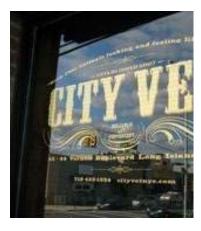






# TYPE 2. SECONDARY WINDOW SIGN

- SIGNS MUST FIR WITHIN ALLOTTED AREAS, AS INDICATED IN DETAIL ELEVATIONS
- SIGNS MAY BE PAINTED, PRINTED ON, OR





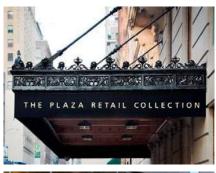




## TYPE 3. CANOPIES AND MAIN BUILDING SIGNAGE

- •LETTERING AND SIGNAGE TO BE PLACED IN FRONT OF, ABOVE, OR BELOW CANOPY PROJECTION
- •LETTERING AND SIGNAGE MAY BE INTERNALLY ILLUMINATED
- •BACKING AND CANOPY MUST BE CONSTRUCTED WITH DURABLE MATERIALS
- •CANOPY MAY INCLUDE METAL SCREENS, GRIDS, OR MESHES, AND ETCHED OR POLISHED METAL
- •CANOPY MAY INCLUDE LIGHTING IN ACCORDANCE WITH THE OVERALL LIGHTING DESIGN OF THE BUILDING











# TYPE 4. PARKING BLADE SIGNS AND TEXT

- •Parking blade may be illuminated and attached directly to building facade in allotted blade sign area
- •Parking/clearance sign may be hung within parking ramp opening









