## 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.





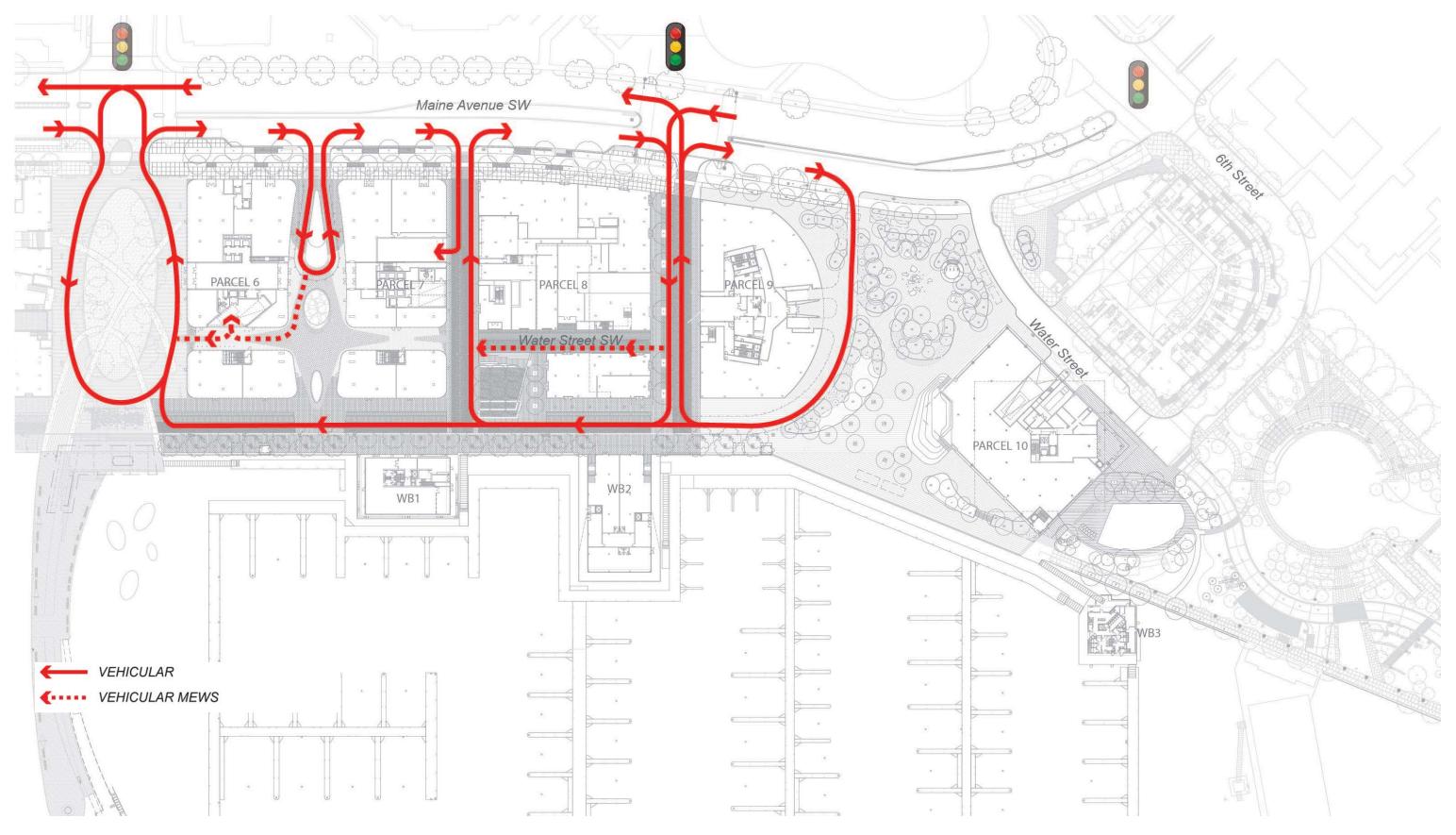




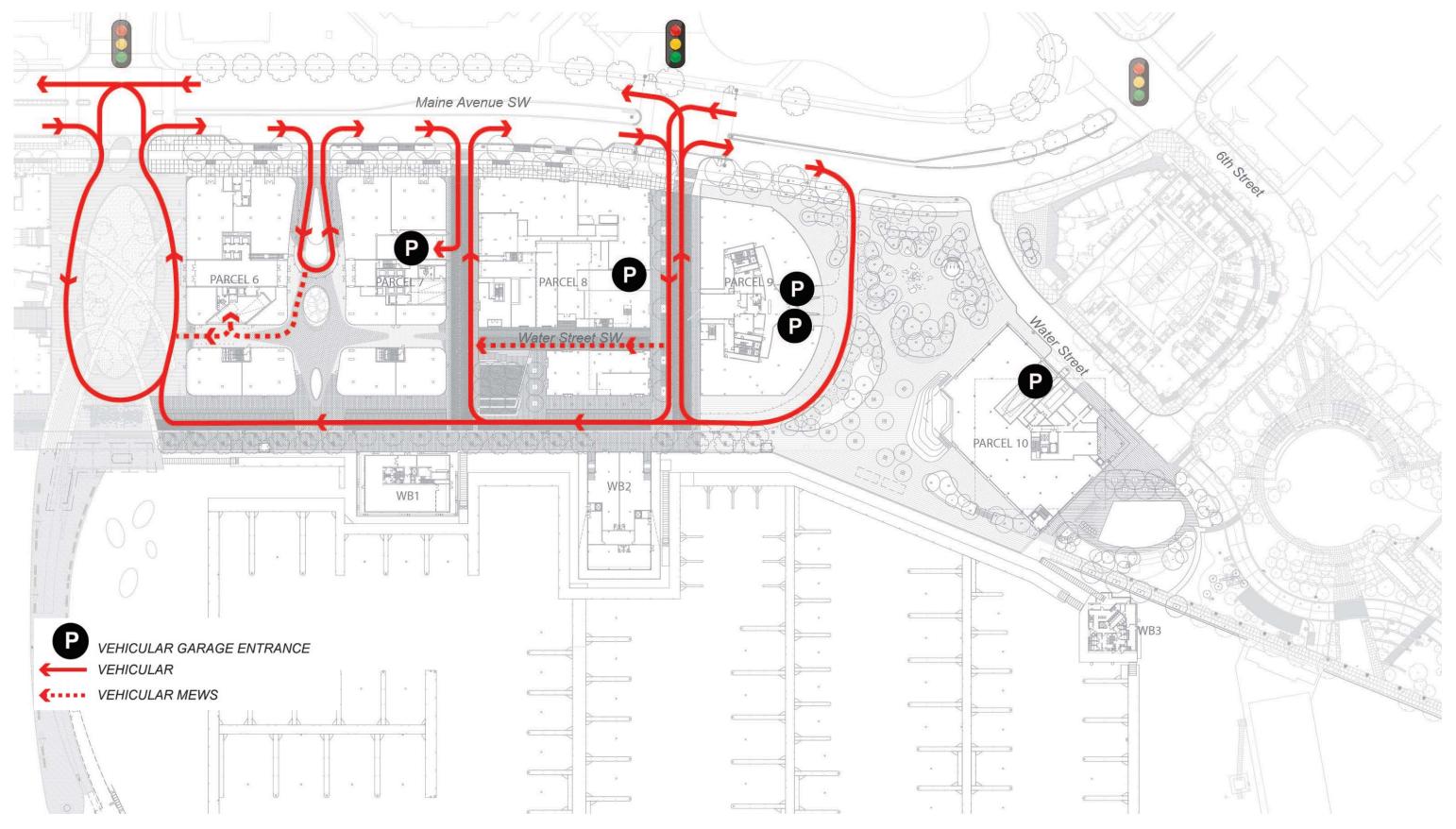




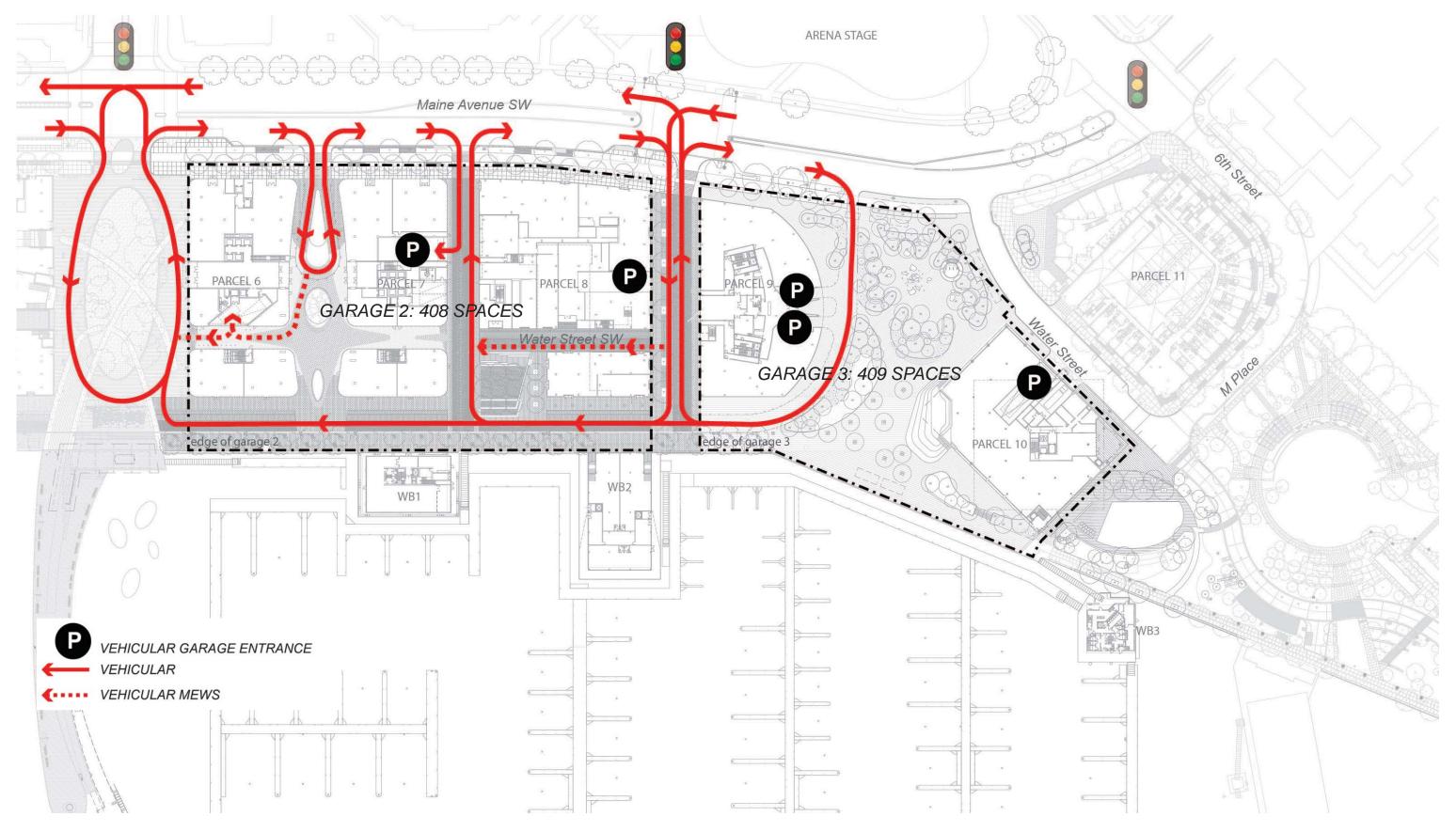




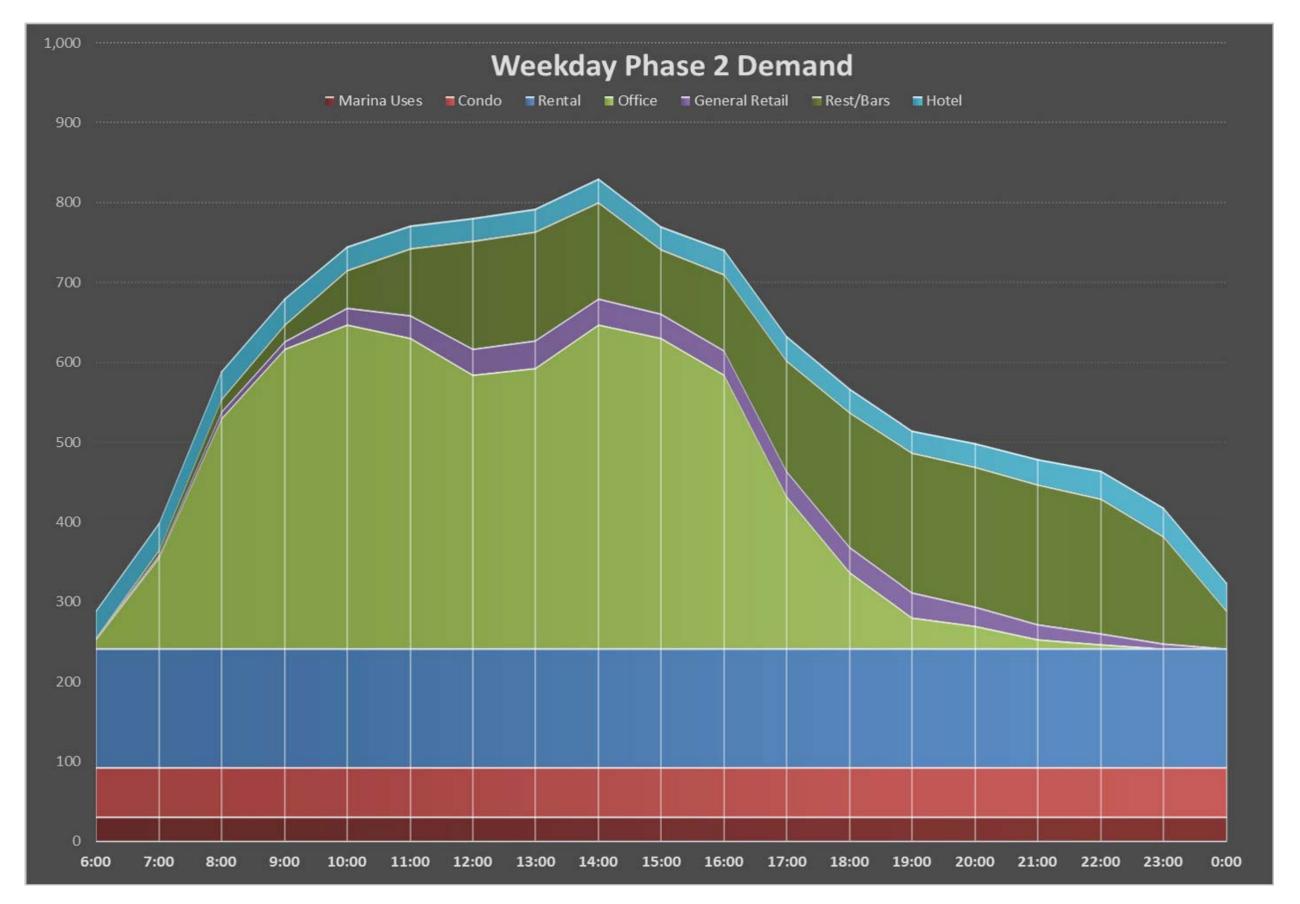




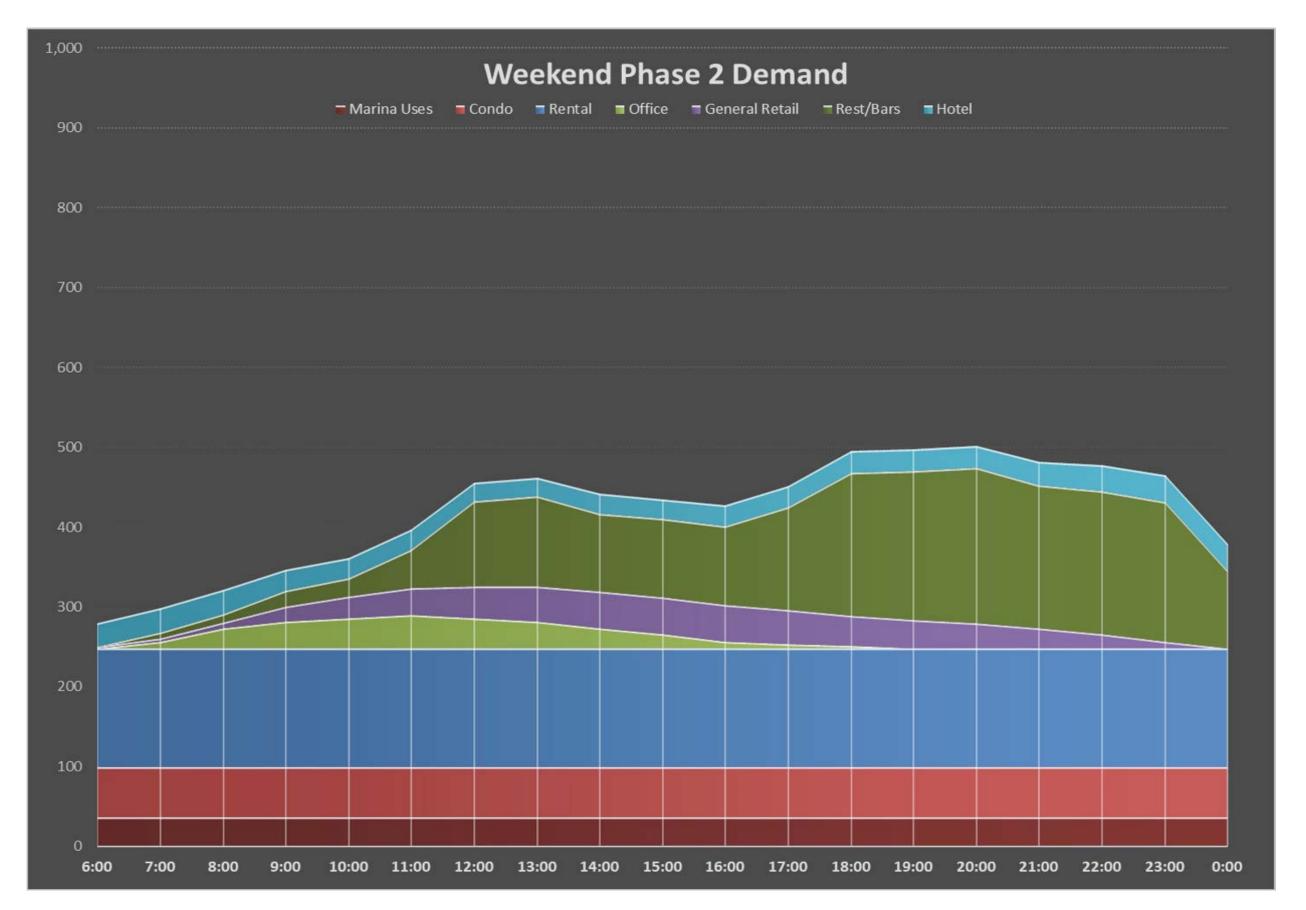




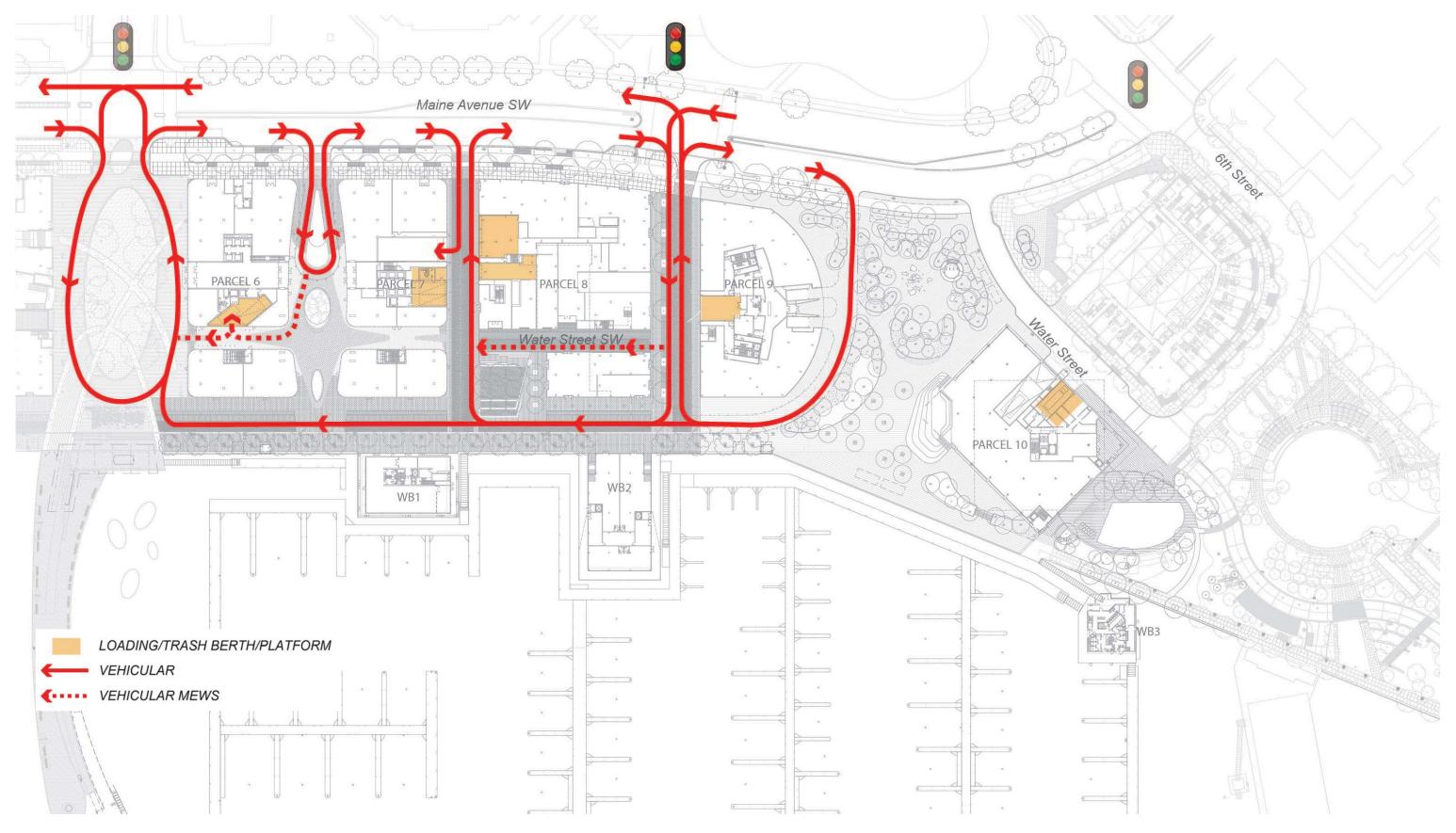




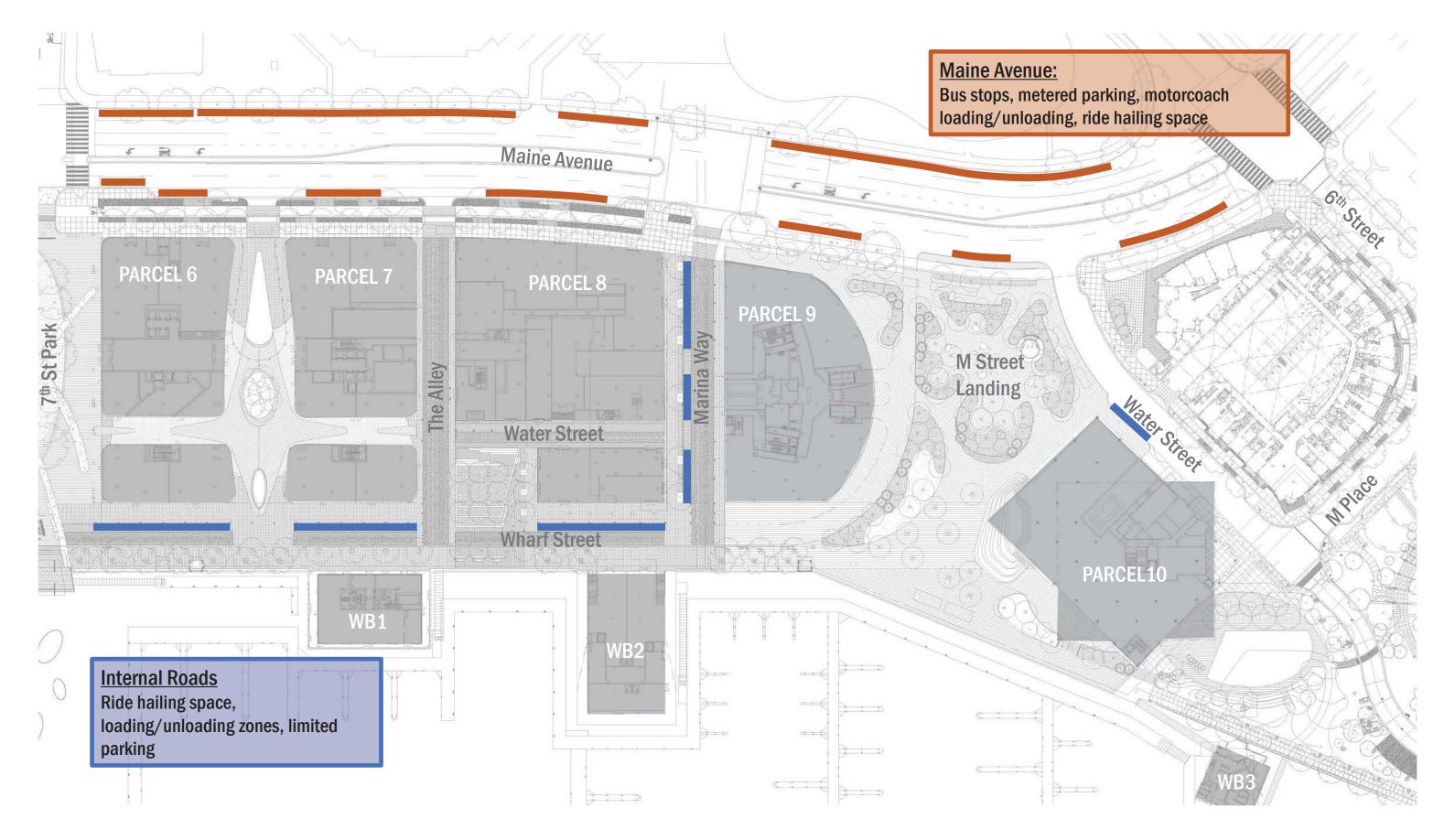




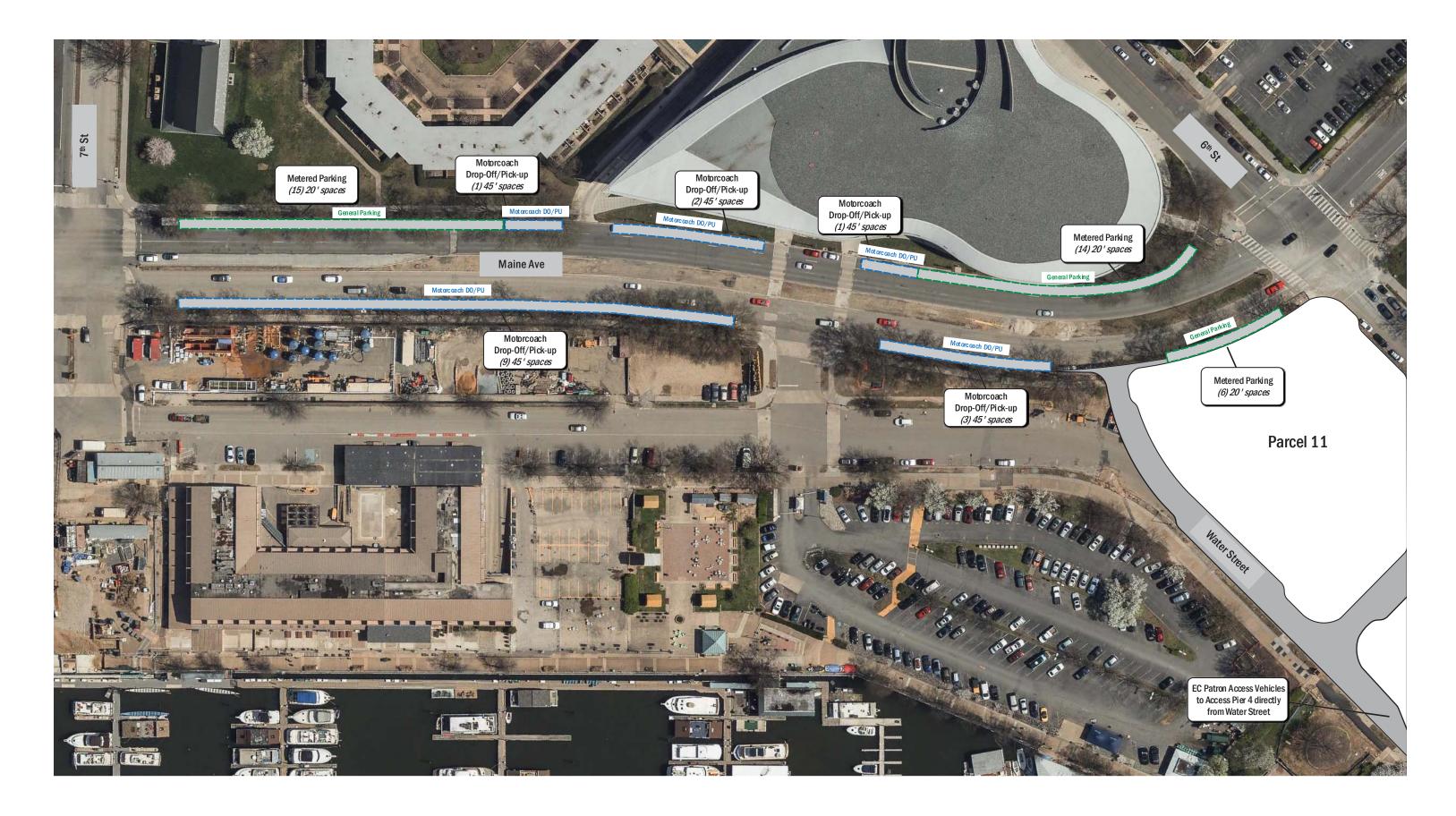




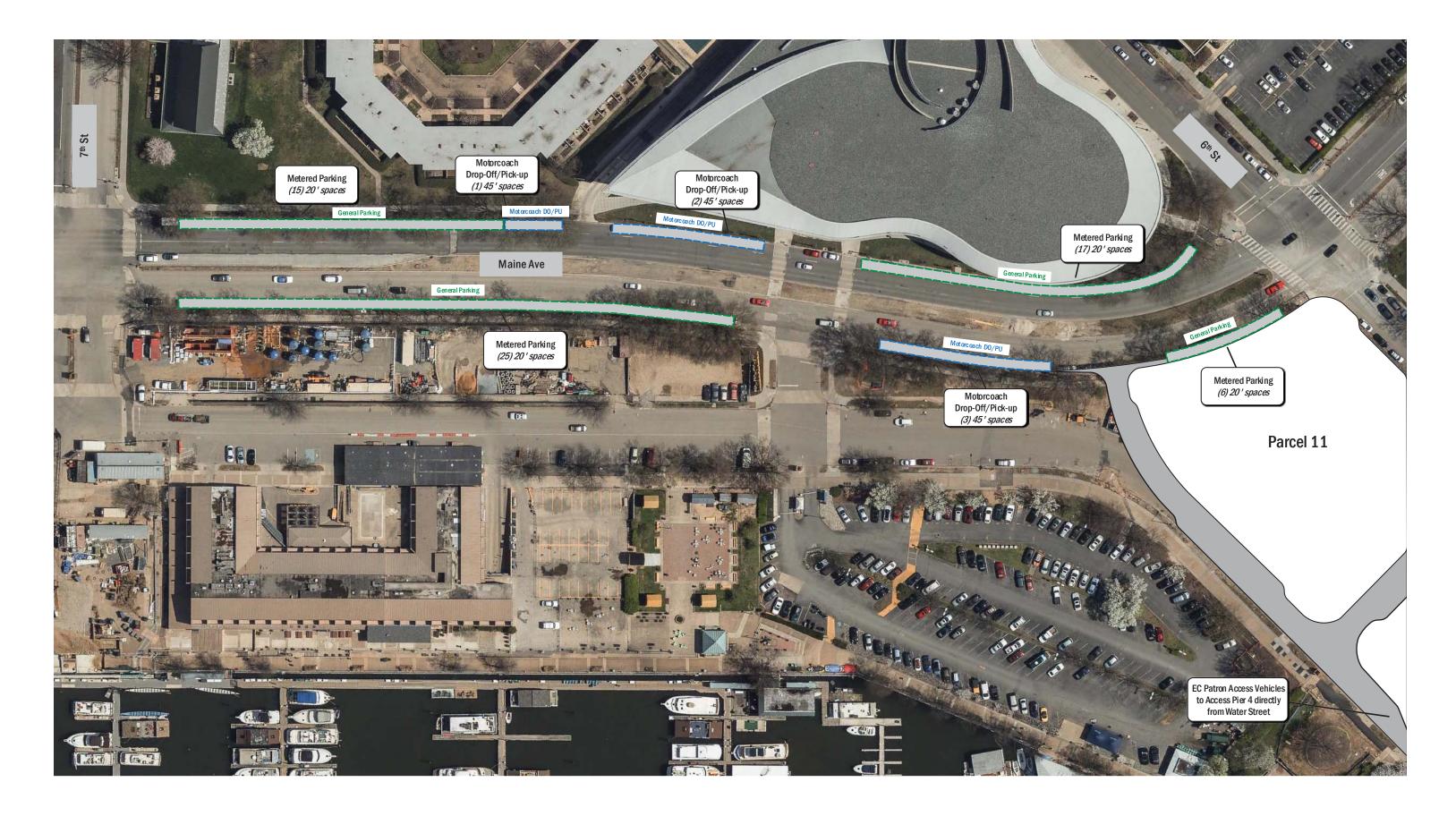




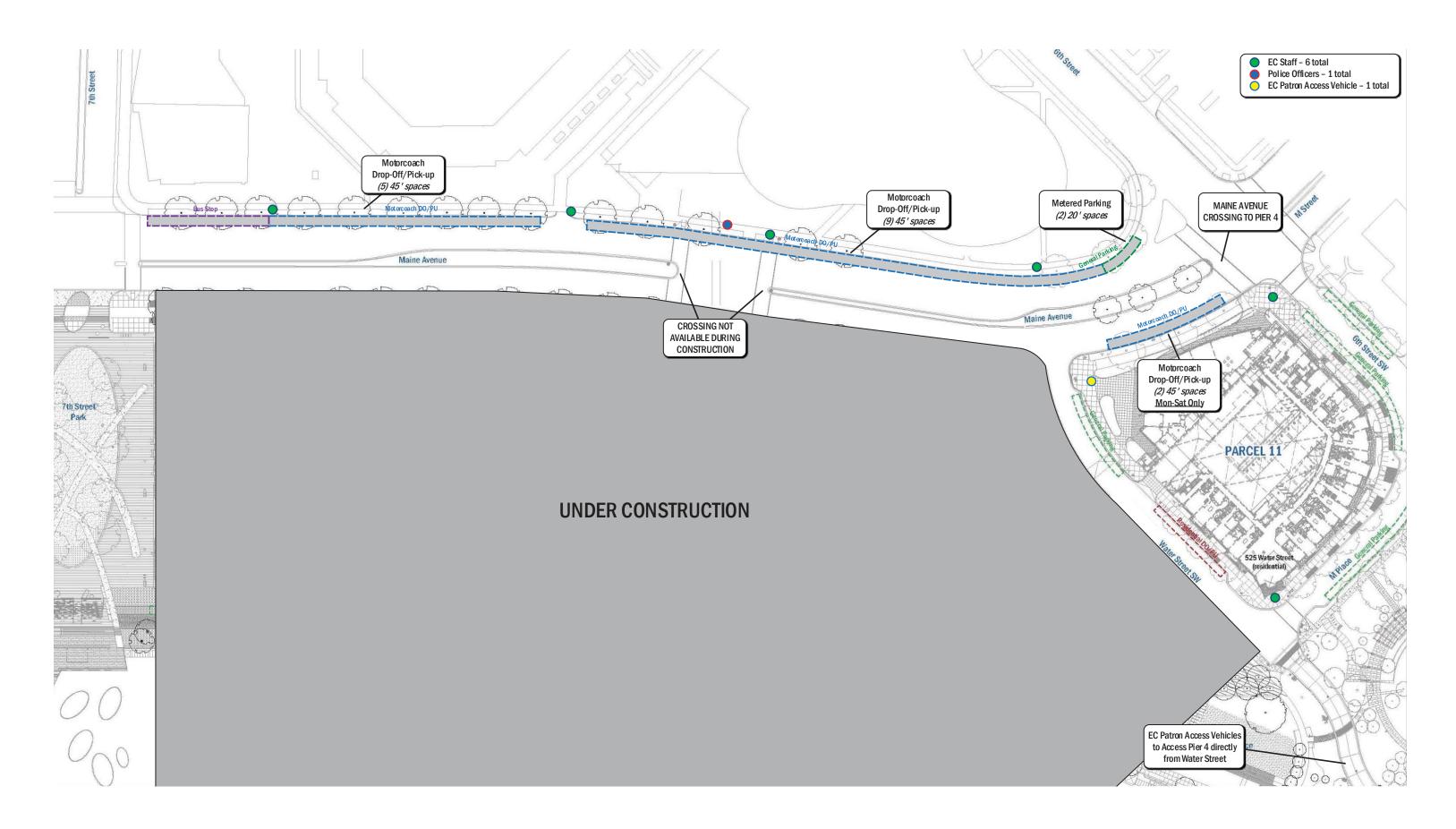




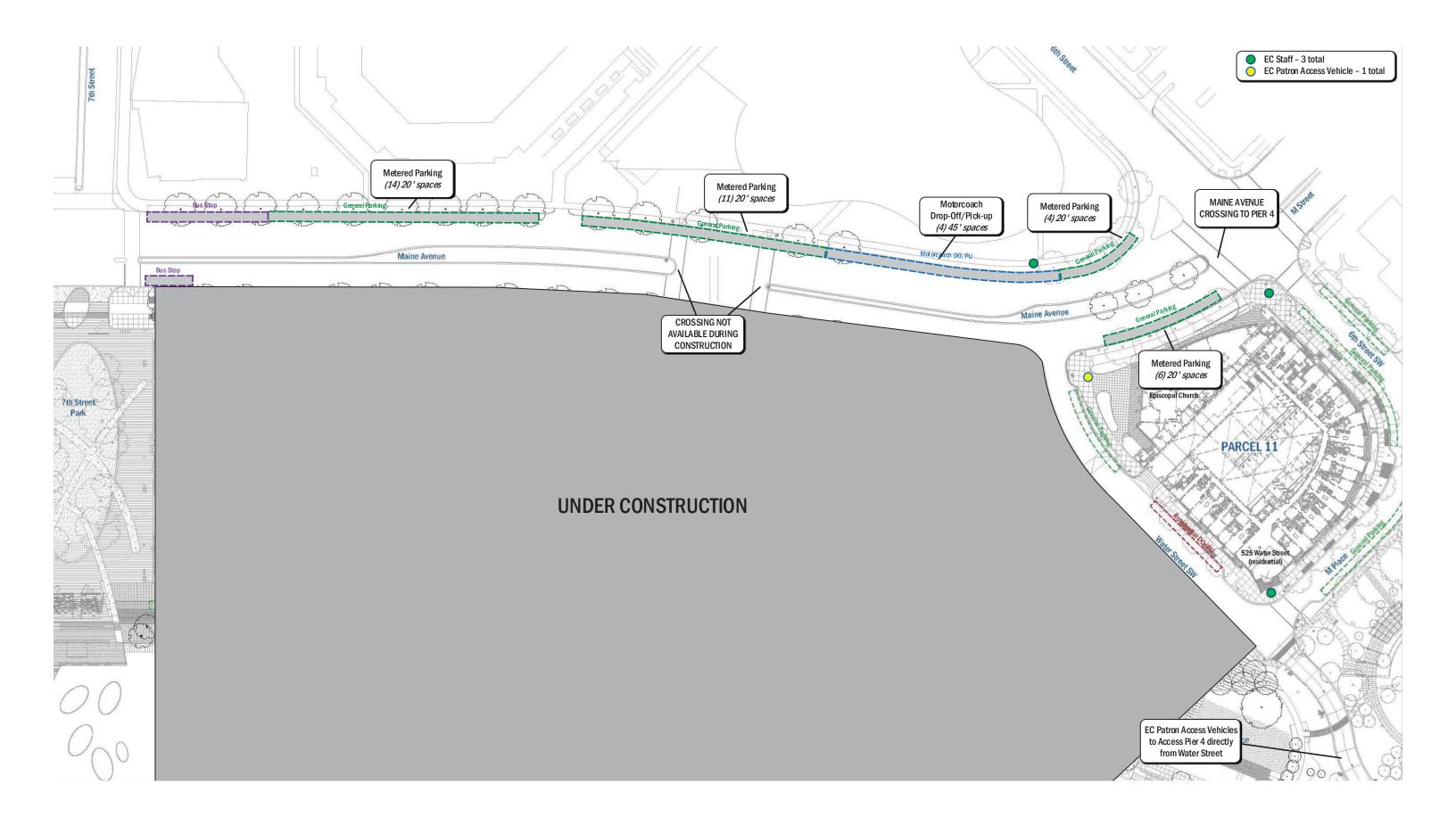




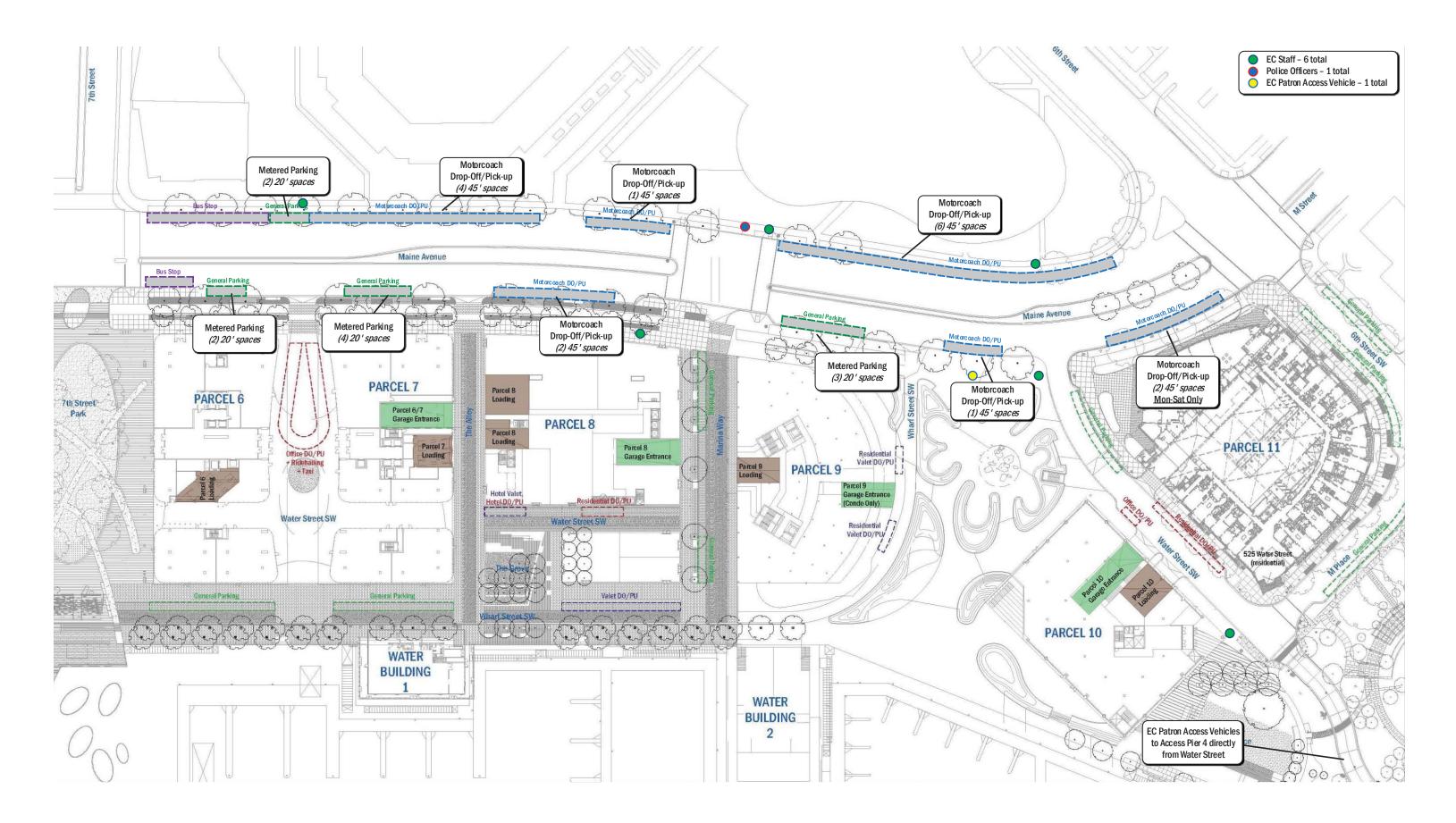




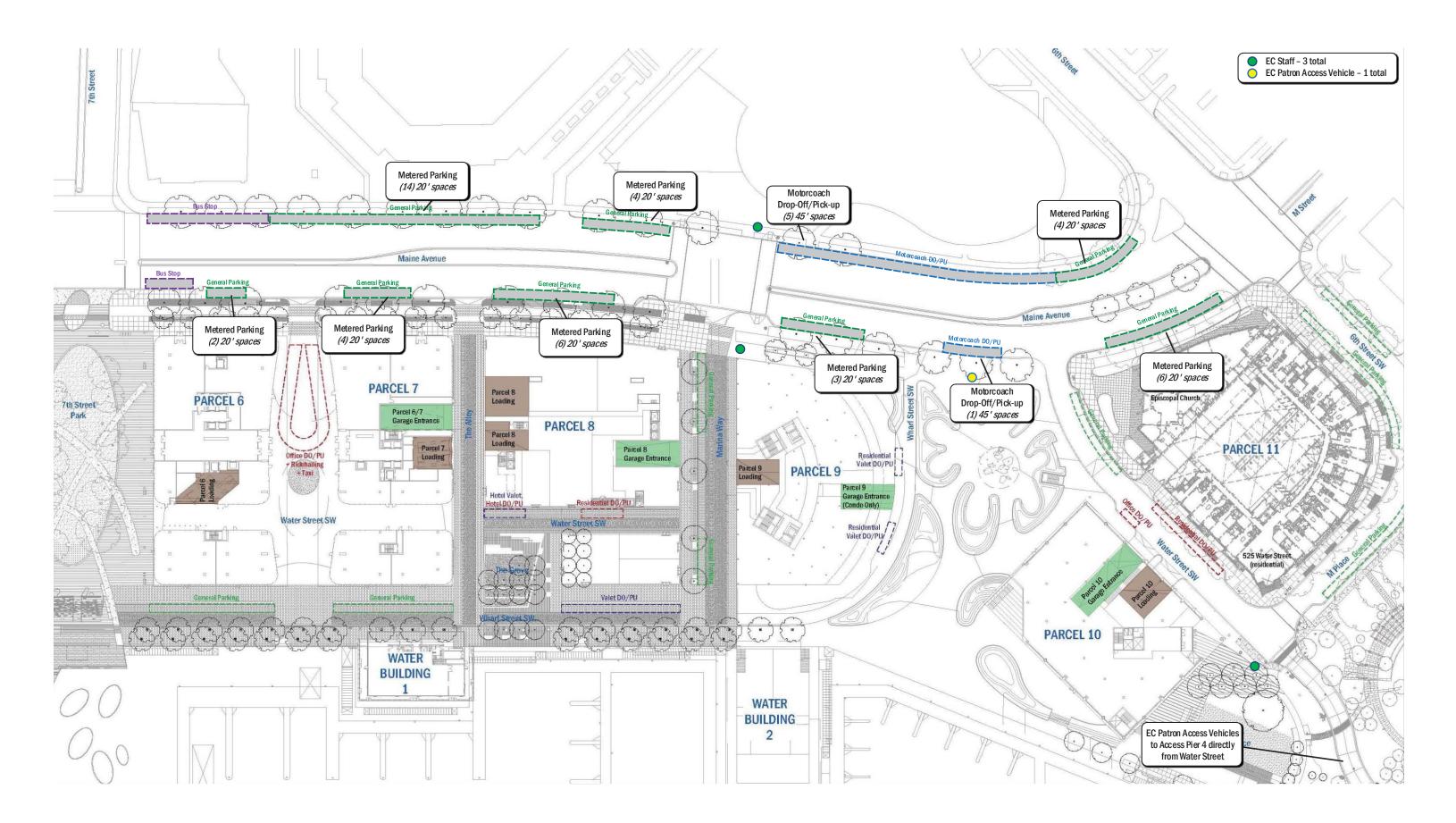














## Loading/unloading on Maine Avenue

Peak and off-peak variants

## Operations Plan

- Communication between EC and motorcoach operators/drivers
- Signing and Marking
- Personnel
  - EC Staff
  - MPD during peak season









