

Commercial Tenant Design Guidelines

Commercial tenants on the ground floor (and mezzanine) will be required to submit their signage and exterior design packages to the owner. The owner shall regulate the external design and appearance of the commercial tenants in a manner so as to preserve, maintain, and enhance the design integrity of the building, while acknowledging the project's overarching goal to create a vibrant ground level experience and streetscape.

Commercial tenants are required to observe the following guidelines:

1. Signage shall be comprised of materials that complement the materials and design of the base building.
2. To the extent possible, commercial signage shall be comprised of colors that complement the materials and design of the base building. Signage will be permitted under the D.C. Construction Code and per the commercial tenant's standard logo with wide allowance.
3. Signage illumination is encouraged by owner so long as building design integrity is maintained. Illumination acceptable only per owner approval.
4. Commercial signage shall be located primarily on the ground floor façade or within designated signage areas otherwise shown in the plans approved by Zoning Commission Order No. 15-15.
5. Commercial signage must be constructed in accordance with a building permit approved by the District of Columbia Department of Consumer and Regulatory Affairs ("DCRA").
6. Commercial entrances shall be in locations approved by the Zoning Commission, unless otherwise approved by Zoning Commission Order No. 15-15 and permitted by owner.
7. Commercial tenants shall not be permitted to modify the building footprint, or reduce the quality of the materials proposed to be used on the exterior of the ground floor of the project.
8. Commercial tenants are encouraged to maintain maximum amounts of unobstructed glass area where provided on all commercial facades to promote retail visibility and connectivity to the streetscape.
9. Commercial tenant will not reduce or eliminate the size of any windows or doors unless otherwise approved by owner.