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Alley View



VALOR DEVELOPMENT
TORTI GALLAS URBAN

10/16/2018

50 MM Lens (Produced in Lumion) CL07

ZONING COMMISSION
District of Columbia
CASE NO. 16-23
EXHIBIT NO. 240A12

THE LADY BIRD



View from Southwest Proposed (Mass Ave)



View from Northwest - Proposed (North Side of Yuma Street)



North Elevation

Signage Guidelines

- a. Signage shall be located and sized in a manner that is consistent with that shown above and not extend or be located in any manner above the ground floor; and
- b. Signage shall be compatible with and complement the building architecture and site, and be coordinated with the building façade system; and
- c. Signage shall consist of high-quality materials and detailing; and
- d. Signage shall not be digital or kinetic. Box signs and signs employing flickering, rotating, flashing or moving lights are also not permitted; and
- e. Signage lighting shall be self-illuminated or back-lit provided it does not negatively impact nearby residential uses. If external illumination is used, light fixtures must be complementary and integrated into the character and design of the building.

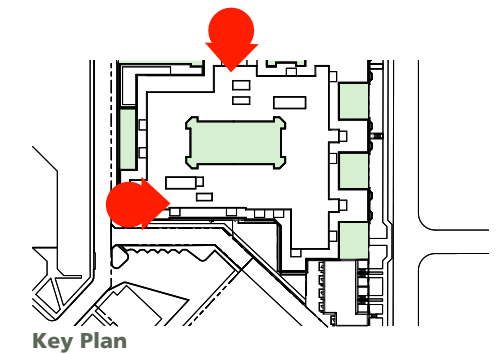
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Retail Signage Areas



West Elevation

 Proposed signage locations



Key Plan



10/16/2018

CL09