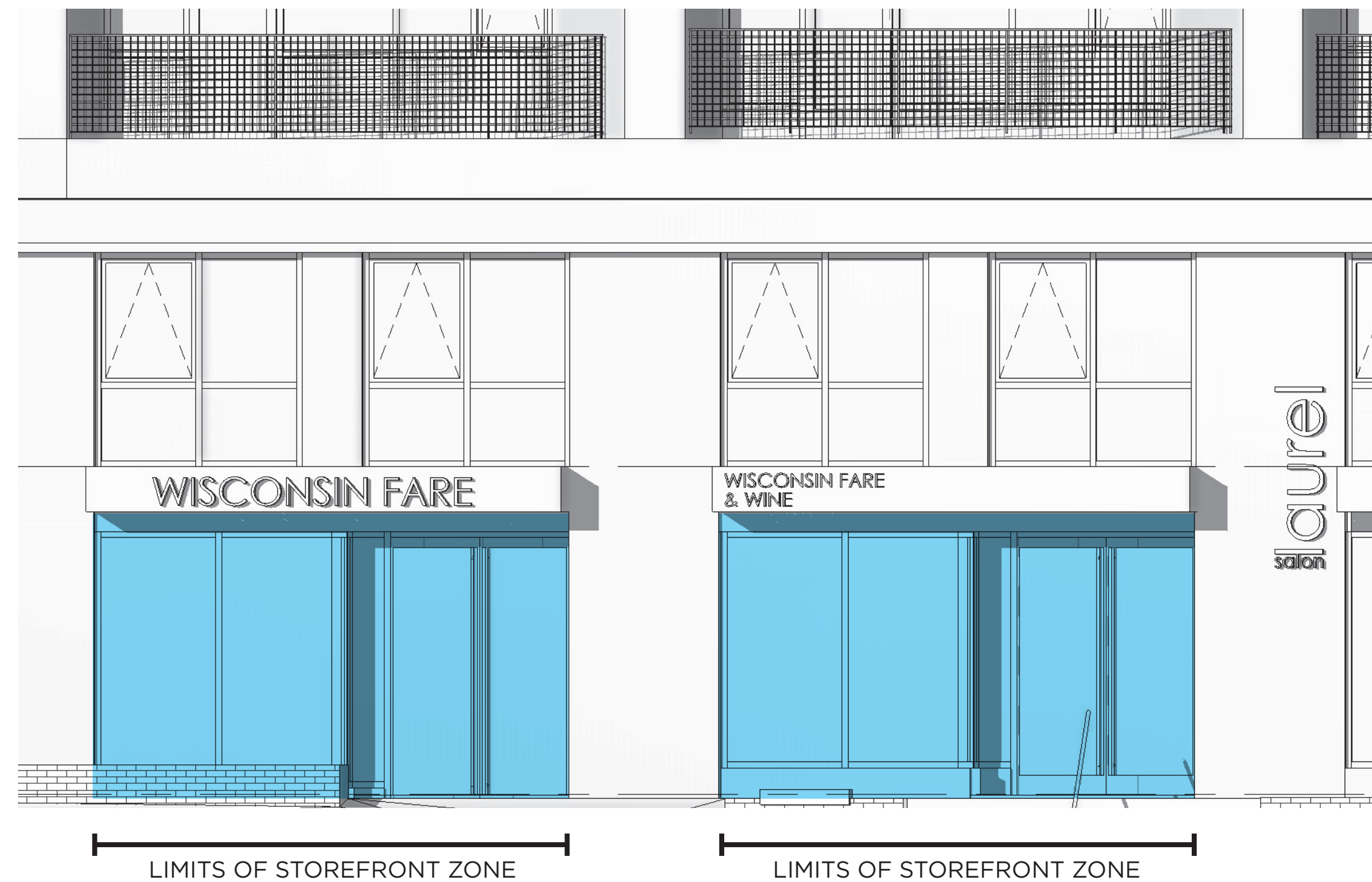


ELEVATION 1/8"=1'



TYPICAL STOREFRONTS 1/4"=1'

■ STOREFRONT ZONES



RETAIL STOREFRONT CRITERIA

INTRODUCTION

Individual retail expression may vary by tenant. Tenants are encouraged to express their storefronts creatively and propose custom storefront designs and identity graphics. The retail storefront should be tailored to the unique context of the tenant that inhabits it, as well as the overall building that it occupies. A well-executed storefront is designed to keep the overall composition in mind at all times. If each storefront element is chosen or designed independently, the final product may be a storefront that fails to communicate a cohesive and welcoming message to the customer.

TENANT STOREFRONT CONTEXT

Retail storefronts should be complementary to the architectural style of the base building. All storefronts are to be contained within the envelope identified in this document, formed by fixed elements of the base building.

NOTE: Tenants may elect to have signage that falls outside of the defined storefront zone with Landlord review and permission.

ILLUMINATION

Storefront design should take both day and nighttime visibility into account to enhance recognition. Storefronts may incorporate external lighting as design elements in addition to illumination from within the store. Tenants are encouraged to create well-lit interiors and window displays that enhance visibility from the street and sidewalk. All methods of attachment for exterior lighting must either be concealed from view or designed as an integrated detail. Electrical hardware, wiring, or equipment such as transformers, cabinets, etc., shall be concealed inside tenant spaces.

MATERIALS & METHODS AND DESIGN

Quality materials that are durable and natural are encouraged for all tenant storefronts. These include high-quality metal finishes, wood, stone, and masonry, although other materials such as metal panels, plaster or stucco, terra cotta, tile, and high-quality acrylics may be permitted. All methods of attachment to the base building must either be concealed from view or designed as an integrated detail of the storefront design.

The storefronts must be structurally sound and electrically supported from within the tenant space and shall not penetrate the building shell except in areas designated by the Landlord. Signage letters and graphics should incorporate texture, depth, sculptural, and dimensional qualities. Creating a consistency in unique, high-quality graphics that complement the overall storefront design and tenant brand is favorable.

NOTE: All storefronts, signs, and tenant graphics are subject to the approval of the Landlord and must be consistent with plans approved by the Zoning Commission prior to construction. Drawings and specifications for all aspects of the storefront design, including lighting and signage, are to be reviewed and approved by the Landlord prior to application for jurisdictional approvals and building permits. Tenants are responsible for all necessary approvals and permits.

STOREFRONT DESIGN

NOTE: ALL SIGNS TO COMPLY WITH THE DC MUNICIPAL REGULATIONS SECTION N101.10 AND TITLE 12A SECTION 3107_0

COLORS & MATERIALS



Flexibility and variety in storefront colors help create exciting streetscapes, which in turn make great retail environments. Therefore, the choice of colorful materials or paint is very important. Colors should be complementary and reflect the store's unique personality. When choosing storefront colors it is important to keep the following guidelines in mind:

- Colors should be used to tie all parts of the storefront's architecture together.
- The color scheme of the storefront should take into consideration and complement adjacent storefronts.
- The Landlord will be responsible for approving all color palettes.

Each restaurant and shop will be provided with the maximum opportunity to uniquely display its merchandise to attract passing customers. The choice of storefront material is a key component of creating an alluring retail environment that reflects the individuality of a business. To this end, the fit and finish of all storefront components should be of the highest quality. Wood, metal, stone, cast stone, concrete, and plaster are recommended materials. Similarly, durable, smooth exterior grade hardwoods, such as redwood and medium density overlay (MDO), are acceptable materials. Opaque, smoked, or reflective glass should only be used for accent/spandrel elements.

+ ENCOURAGED

unique and cohesive color palettes
wood, metal, stone, concrete, plaster; opaque, smoked, and reflective glass should only be used for accent elements

- DISCOURAGED

use of too many colors on an individual storefront, conflicting color schemes or same color on adjacent storefronts; softwoods, exterior insulation and finishing systems (EIFS), plastic materials; small display/showcase windows; blank walls

SOLID SURFACES



Storefront glazing may be replaced in certain areas with a solid material or materials to accentuate entries or conceal tenant demising walls. Vertical elements may also break up large areas of storefront glazing. Vertical storefront panels may occur at the edges of a storefront to frame the windows, or may provide a complementary material within a group of windows. Large expanses of window glazing (i.e. floor-to-ceiling glass) are not ideal for many types of retail, so tenants may choose to design their storefront with another type of material or materials. The storefront base, considered to be the area below the lowest horizontal mullion, may either continue storefront materials below the windows or introduce a complementary material or materials.

- Storefront panels may be a vertical continuation of the base materials, or may introduce contrasting or complementary materials.
- Vertical storefront panels may provide opportunities for the location of secondary storefront signage.
- Storefront bases may introduce a small change in plane from the window glazing. Both projections and reveals are acceptable, but plane changes should be consistent within the same storefront.

+ ENCOURAGED

wood, metal, stone, cast stone, glazed tile, concrete, plaster; opaque, smoked, and reflective glass should be used only for accent elements

- DISCOURAGED

soft woods, EIFS, pressure-treated lumber

STOREFRONT DESIGN



WINDOWS & DOORS



Windows should be as large as possible and should be clear of obstructions to allow easy visibility into a store's interior. Windows may have window graphics or signage, but tenants should be careful not to obscure interior views significantly. Displays can also be put behind storefront windows, but they also should not block visibility. For restaurant tenants, large, operable windows that allow for indoor/outdoor seating are encouraged. Entrances are the focal point of most storefronts, and as such should be clearly marked and front Wisconsin Avenue. Doors are an excellent opportunity to enhance the overall design of a tenant's retail expression.

- Storefronts should be designed to allow for maximum flexibility. In ideal circumstances, a door may be located anywhere within the retail storefront zone. Tenants are encouraged to consider overall storefront composition, which may include relocating doors or adding multiple doors as part of a new design. Large retail tenants that occupy multiple bays are not required to have doors in every bay. The total number of retail doors will vary depending on tenant needs.
- Doors with a large area of glass are preferable because they increase visibility into the store's interior, but are not required. A solid door may be used as a contrasting element.
- Restaurants using their door to connect with outdoor seating areas should consider double doors or a second door to ensure adequate capacity. NanaWall or glass overhead folding/rolling systems are encouraged for restaurant tenants.
- Tenants are encouraged to consider energy efficient windows or storefront systems, window tints and other treatments that impede visibility should be avoided. The use of cardboard signage, xeroxed signage, and/or opaque graphics to turn a storefront into a back-of-house area is prohibited.

+ ENCOURAGED

large windows, clear glass, maximum visibility, recessed doorways; opaque doors in natural materials permitted if surrounded by glazing; creative hardware

- DISCOURAGED

tinted glass, plexiglass

CANOPIES



Even though canopies are a part of the base building, the following criteria should be kept in mind:

- The use of storefront canopies is encouraged as it indicates primary retail entrances and provides shade and shelter from the elements.
- Canopies should be designed to enhance the architectural style of the storefront.
- Canopies should extend out to the sidewalk to a maximum depth of five feet (5'-0") and be made of high-quality materials. Canopies that extend beyond five feet (5'-0") in depth are subject to special Landlord approval.
- Canopies should be mounted just above storefront or entrance opening. Canopies may extend over neutral piers but must be structurally supported and attached only within the primary storefront zone.
- Canopy roof materials should be lightweight, and may be transparent or translucent.
- Canopies shall be designed to accommodate downspouts and water drainage.
- Canopies may be designed with downlighting in restaurant locations.



+ ENCOURAGED

wood, metal, glass, high-quality UV-resistant acrylics or resins

- DISCOURAGED

non-UV-resistant plexiglass and acrylics, vinyl, soft woods, EIFS, pressure-treated lumber

NOTE: ALL SIGNS TO COMPLY WITH THE DC MUNICIPAL REGULATIONS SECTION N101.10 AND TITLE 12A SECTION 3107_0

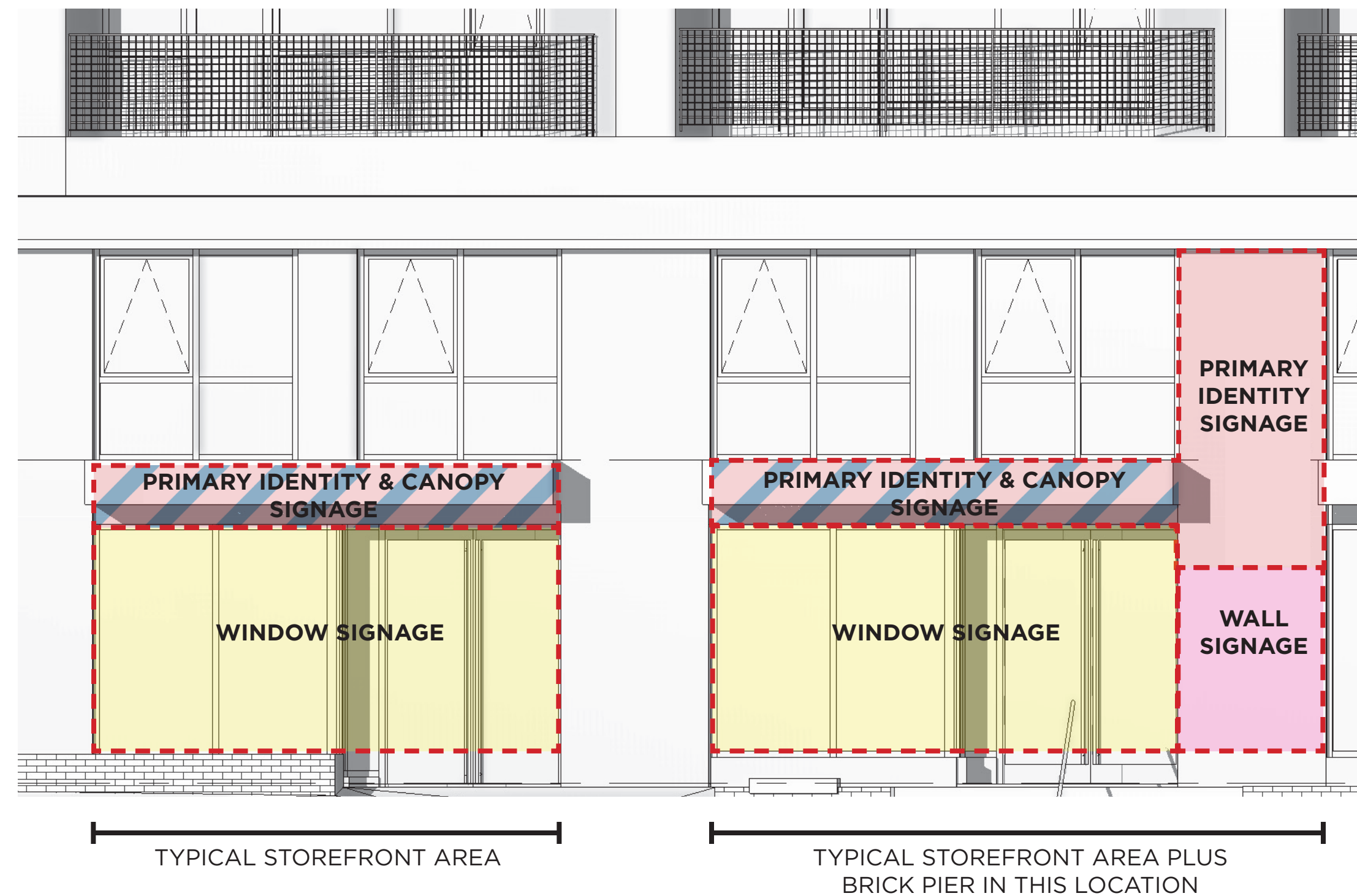
CONCEPT RETAIL DESIGN 1/8"=1'



NOTE:
Signage at ground level may be modified pursuant to market or tenant demands, subject to D.C. signage regulations and signage guidelines included herein or otherwise approved by the Commission.

TYPICAL STOREFRONTS 1/4"=1'

Areas outlined below depict the limits of acceptable locations for each sign type and are not intended to show amount of allowable signage.



RETAIL SIGNAGE CRITERIA

Individual retail tenant signs may vary in size and color to add diversity and visual interest at the pedestrian scale. Signage should be legible and clearly communicate a retailer's brand; while coordinating with the surrounding storefront and architectural elements. Lighting should clearly illuminate signage during evening hours, but be mindful of glare and reflection off of adjacent surfaces.

TENANT SIGNAGE GUIDELINES

Retail tenant signs will be evaluated by the Landlord on how well the signage integrates into the architectural storefront to form an appealing configuration.

ILLUMINATION

Signage is intended to capture the customer's attention. Therefore, it is recommended that the design of the signs take daytime and nighttime visibility considerations into account to enhance recognition. Signs may incorporate external lighting as design elements in addition to illumination from within the store. All types of electrical hardware, wiring, or equipment such as transformers, cabinets, etc., shall be concealed inside tenant spaces.

MATERIALS & METHODS AND DESIGN

Quality materials that are durable are encouraged for all tenant signs. These include wood, metal panels, tile, plaster or stucco, and high-quality acrylics. All methods of attachment must be concealed from view or designed as an integrated detail to the signs. The signs must be structurally and electrically supported through the tenant storefront and shall not penetrate the building shell, except in areas designated by the Landlord.

Letters and graphics should incorporate texture, depth, sculptural, and dimensional qualities. Tenants are encouraged to be creative and design an overall signage package that is of high-quality and unique to this location. Hours of operation and intensity of illumination for all signage will be determined by the Landlord.

NOTE: All signs, graphics, and lettering are subject to the approval of the Landlord and must be consistent with plans approved by the Zoning Commission prior to seeking sign permits in accordance with local zoning ordinances. Drawings and specifications for all applications of lighting and signage are to be submitted in writing to the Landlord.

GENERAL SIGNAGE CRITERIA

- Because the retail demising isn't currently known, the storefront should be designed to allow for maximum flexibility in the location and number of tenant signs. In ideal circumstances, a sign may be located anywhere within the retail storefront zone or other areas designated by the Landlord.
- Retail tenants may use their allowed signage on one sign or a combination of signs the total area of which is less than or equal to their allowed signage area as defined by the Landlord.
- To maximize visibility, primary tenant identity signs should be located within the upper portion of the tenant storefront and near the primary tenant entrance. Secondary tenant signage may be located anywhere within the tenant storefront.

- All tenant signage should be compatible with, and complementary to, the overall storefront design.
- **NOTE:** Please see the following page for maximum allowable dimensions for each sign type.

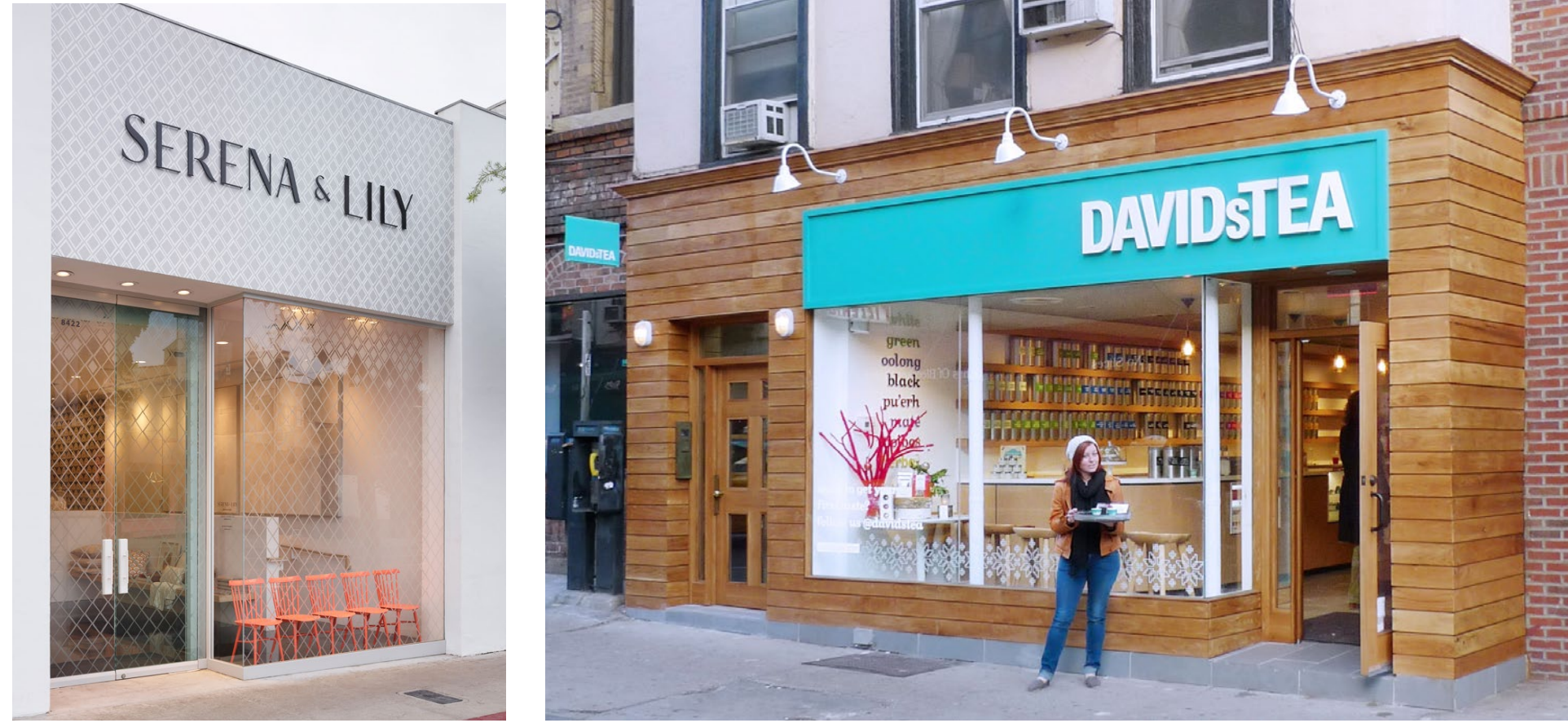
RESTRICTIONS ON TENANT SIGNAGE

- Because a canopy is a part of the base building, awnings and projecting signs are prohibited.
- Signs may be attached only to storefronts and areas of the base building approved by the Landlord.
- Signs utilizing paper or cardboard behind storefront glazing will not be permitted.
- A sign must not be shaped like a traffic sign or traffic signal, be illuminated in a pattern or lighting combination that resembles a traffic signal, use wording similar to traffic signals, or otherwise interfere with traffic safety.
- A sign must not contain or be illuminated by flashing, revolving, or intermittent lights, or lights of changing intensity.
- A sign must not be wind activated or have moving parts.
- Signs that have characters that are changed manually or electronically must not be changed more than once each day. This includes a sign that gives the appearance or illusion of movement for a written or printed message.

ALLOWABLE RETAIL TENANT SIGNAGE LOCATIONS

NOTE: ALL SIGNS TO COMPLY WITH THE DC MUNICIPAL REGULATIONS SECTION N101.10 AND TITLE 12A SECTION 3107_0

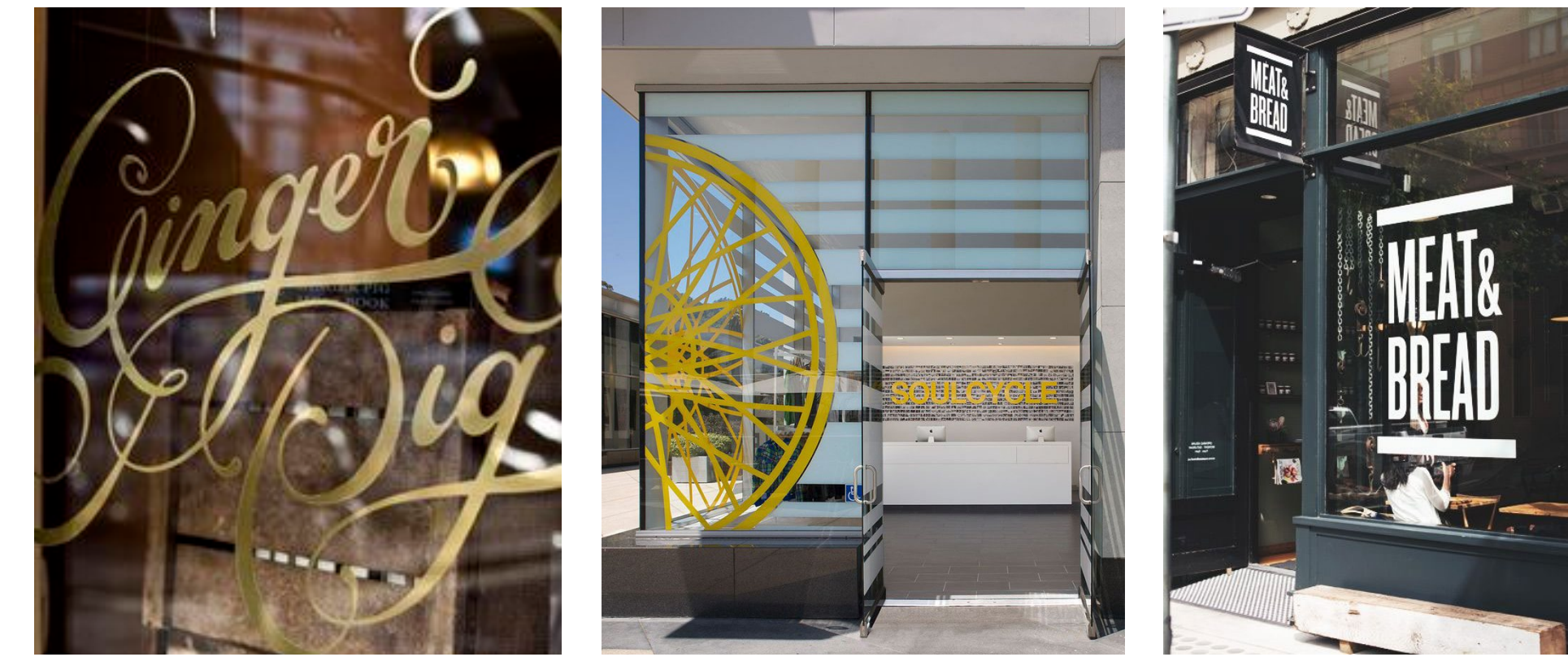
PRIMARY IDENTITY SIGNAGE



Primary identity signage may consist of individual letters or a panel with graphics and letters. These signs will typically be the primary identification for retail tenants and should be mounted on the upper portion of the storefront within the primary or secondary storefront zones. They should be easily read, of appropriate size and typeface, and include the store's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

- Identity signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information.
- Signs in the primary storefront zone shall not project more than twelve inches (12") from the face of the building or storefront.
- Text should be at least six inches (6") high to insure legibility, but no more than thirty inches (30") tall.
- Signs may extend beyond the storefront bay to which they are attached over cornices or neutral piers, but shall not extend into an adjoining retail tenant frontage.
- Signs may include hooded or goose-necked lights, provided they illuminate only the intended sign.
- Installation of signs is permitted only within the storefront zone or areas otherwise designated by the Landlord and in accordance with the signage guidelines and plans approved by the Commission.
- A combination of signs may be used as identity signage.
- Primary identity signage may be used on its own or in combination with other sign types shown here.

WINDOW SIGNAGE & GRAPHICS



Window signs are graphics that are painted or professionally adhered directly to the interior of the storefront glazing. The use of these signs is effective in conveying basic information about the store's operation. Suggested fabrication materials include vinyl cut by computer, silk screening, painted graphics, and gold or silver leaf. Storefront graphics should complement the overall storefront design and not overtake it. Window signage may include signs hung behind the window within the store.

- Window signs may consist of tenant information such as the tenant name and/or the tenant logo.
- Most window signs are applied directly to the interior of the glass. If they are not, they should be made of high-quality materials and hung on the inside of the window. Hand-painted signage must be approved and professionally applied.
- Signs should complement the merchandise display without obscuring it. Signage may not cover more than twenty percent (20%) of a shop's windows.
- Temporary signage within tenant storefront windows is permitted, provided that it is of high design and production quality. No paper or cardboard signs are allowed.
- Window signage and graphics may be used on their own or in combination with other sign types shown here.

WALL SIGNAGE



Wall signage may consist of individual letters or a panel with graphics and letters. These signs will typically be a secondary means of identification for retail tenants. They should be easily read, of appropriate size and typeface, and include the store's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

- Wall signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information. Menu boards will not count as signage.
- The maximum allowable size for any wall-mounted sign is one hundred square feet (100 sf).
- Wall signs shall not project more than twelve inches (12") from the face of the building or storefront.
- Text should be at least six inches (6") high to insure legibility, but no more than thirty inches (30") tall.
- Wall signs may include hooded lights, provided they illuminate only the intended sign.
- Installation of wall signs is permitted only within the primary storefront zone or the secondary storefront zone with Landlord approval.
- Wall signage may be used on its own or in combination with other sign types shown here.

CANOPY SIGNAGE



Canopy signs should be made of the highest quality materials and be designed to withstand all weather conditions. Text must be of a size and color that provides sufficient contrast with other storefront design elements to ensure readability. These signs must be permanently affixed to the canopy and be architecturally designed and fastened. All methods of attachment must be concealed from view or designed as an integrated detail to the signs. Signage can be hung from the canopy, but sidewalk clearance must still be maintained.

- The length of a canopy sign shall not exceed seventy-five percent (75%) of the overall length of the canopy. The sign may be any height provided it is structurally supported and its area is within the overall signage allowance.
- Graphic striping, patterns, or color bands on the face of a building, canopy, marquee, or architectural projection is not included when computing sign copy area.
- Lettering must be a minimum of six inches (6") high, but no taller than thirty inches (30") to ensure readability.
- Signage should be installed at the front of the canopy and may project upward, hang below, or be mounted to the face of the canopy.
- Canopy signage may be used on its own or in combination with other sign types shown here.

TYPES OF RETAIL SIGNS

NOTE: ALL SIGNS TO COMPLY WITH THE DC MUNICIPAL REGULATIONS SECTION N101.10 AND TITLE 12A SECTION 3107_0