

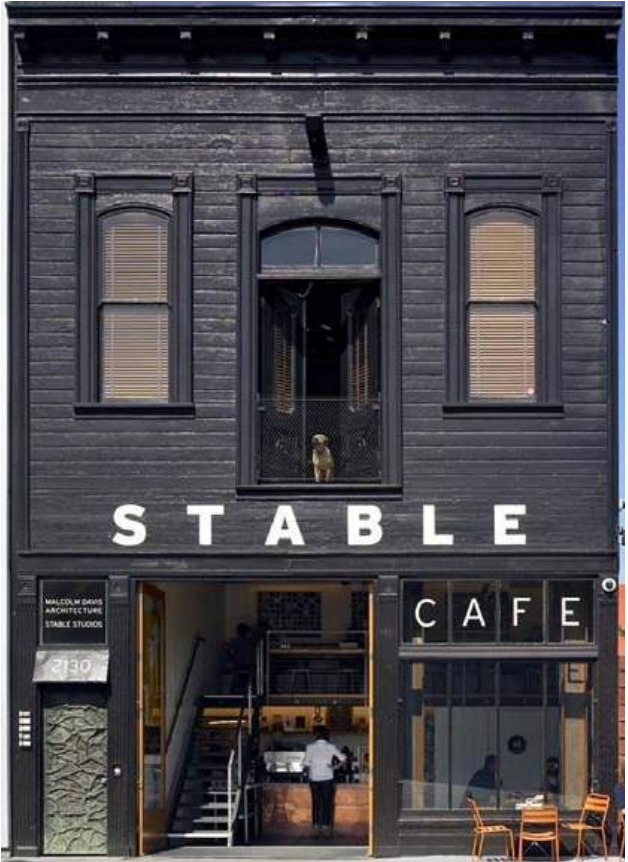
# RETAIL SIGNAGE I GUIDELINES

Retail tenants will be required to submit their signage and storefront designs to the owner for review and approval prior to applying for permits from the District. The owner will regulate the external design and appearance of the retail tenants in a manner so as to preserve and maintain the design integrity of the building, while acknowledging the city’s efforts to create a vibrant retail zone around the Union Market with an enhanced streetscape experience.

1. Retail tenants will be encouraged to create individual designs for their storefronts and signage. Where tenants do not have an individual design or brand, the owner will work closely with the tenant to develop one.
2. Retail signage and storefronts will be comprised of materials and colors that complement the materials and design of the base building.
3. Retail signage will be permitted based on tenant needs.
4. Retail tenants may employ a wide variety of building materials in the design of their storefront and signage such as glass, masonry, stone, decorative metal, stucco, tile, etc. However, tenants will be required to use high quality materials, as determined by the owner. Where possible, the owner will work closely with retail tenants to maximize the use of glazing in the storefront design.
5. Sign area will be regulated by the DC Construction Codes (12 DCMR).
6. Signage and storefront illumination is encouraged by owner so long as building design integrity is maintained. Illumination will be acceptable per owner approval and in accordance with local regulations.
7. The locations of doors and windows for retail tenants will be established as part of the storefront design. However, doors and windows to base building areas (such as lobbies, exit stairs and service areas) will be established by the owner during base building design. Tenants will be encouraged to make efforts to integrate the existing building and character into the design of the storefronts.
8. Retail tenants will not be permitted to extend the building footprint, although tenants may with the owner’s permission apply for public space permits to allow for unenclosed encroachments into the public ROW (such as for a cafe permit).

Nothing herein will be construed to preempt any local or federal code or regulation.

Note(s):  
Flexibility is requested to vary the exterior design and materials of the ground-floor retail space based on the preferences of the individual retailer, subject to the retail design guidelines included herein and provided that the retailer does not modify the building footprint or reduce the quality of the materials used on the exterior of the ground floor of the project. All signs to comply with DC Municipal Regulations Title 12, Sections 3107 and N101.



## SIGNAGE GUIDELINES: RETAIL



Sign Type C | Window Signs



Sign Type D | Painted Walls



Sign Type E | Architectural Canopy



Note(s):  
Flexibility is requested to vary the exterior design and materials of the ground-floor retail space based on the preferences of the individual retailer, subject to the retail design guidelines included herein and provided that the retailer does not modify the building footprint or reduce the quality of the materials used on the exterior of the ground floor of the project. All signs to comply with DC Municipal Regulations Title 12, Sections 3107 and N101.



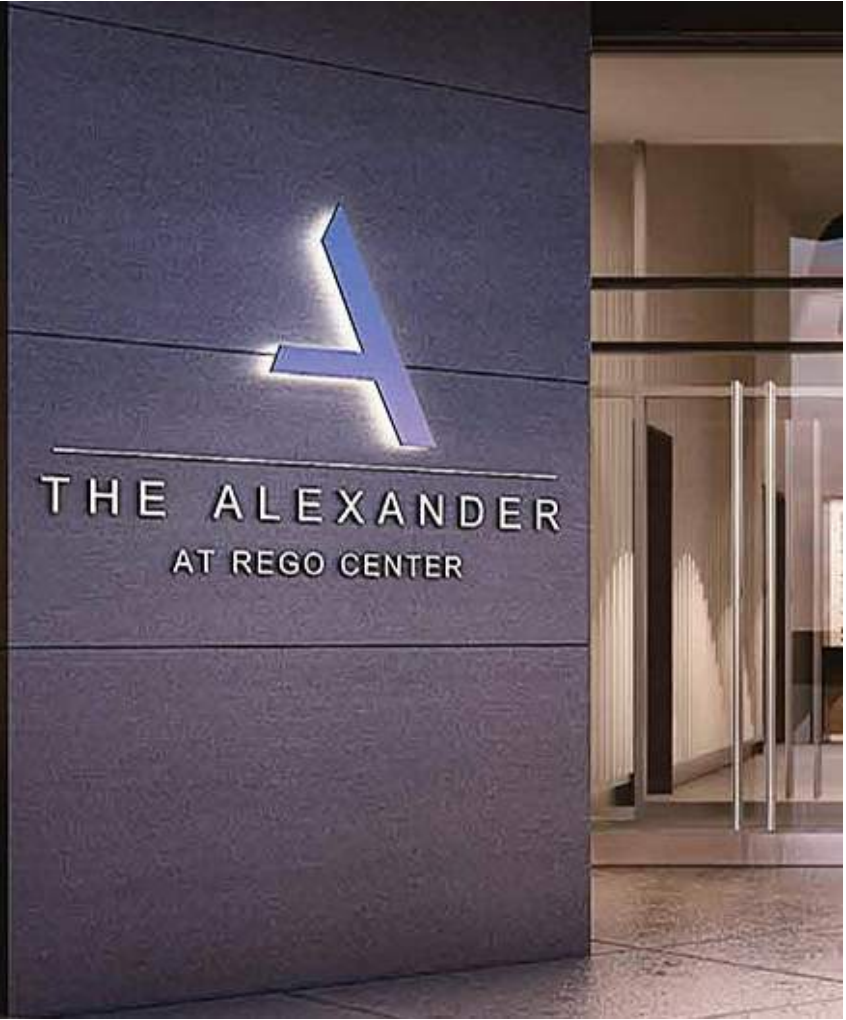
# RESIDENTIAL PROJECT IDENTIFICATION SIGNAGE | GUIDELINES

The permanent signage for the residential portion of the project will be developed along with the design of the building entrance, and both will be part of a cohesive building identity and branding effort.

All permanent signage is to be of the highest quality construction (this shall not prevent re-use of vintage or intentionally distressed signage provided it is operating properly and in good order). Signs may be lighted, including LEDs or comparable technology. Illumination and materiality of the signage will be complementary to the design of the building.

The permanent signage identifying the residential portion of the project will be restricted to the area around the building entrance on Penn Street NE, as identified on the plans, and will not extend above the second floor. Sign area will be regulated by the DC Construction Codes (12 DCMR).

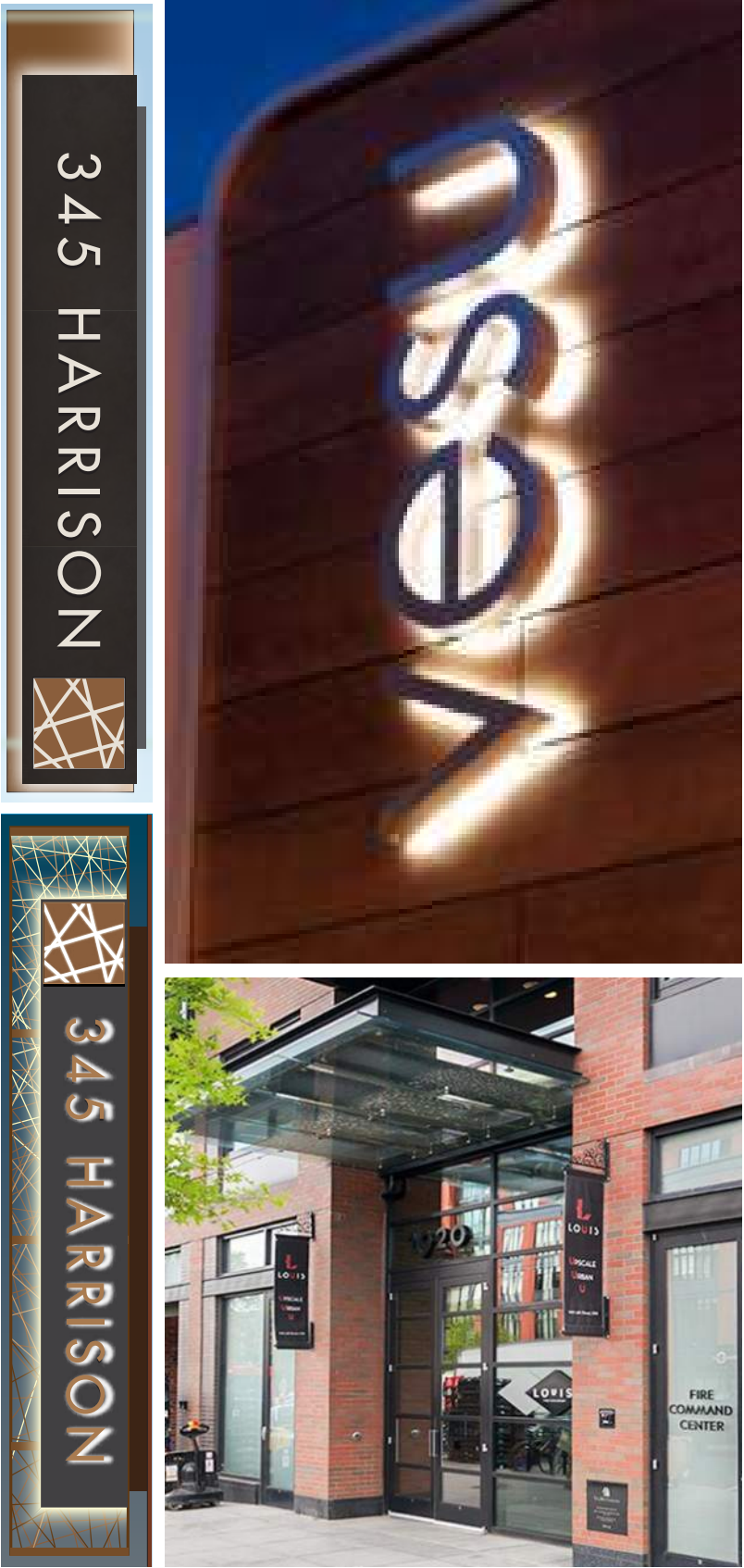
Nothing herein will be construed to preempt any local or federal code or regulation.



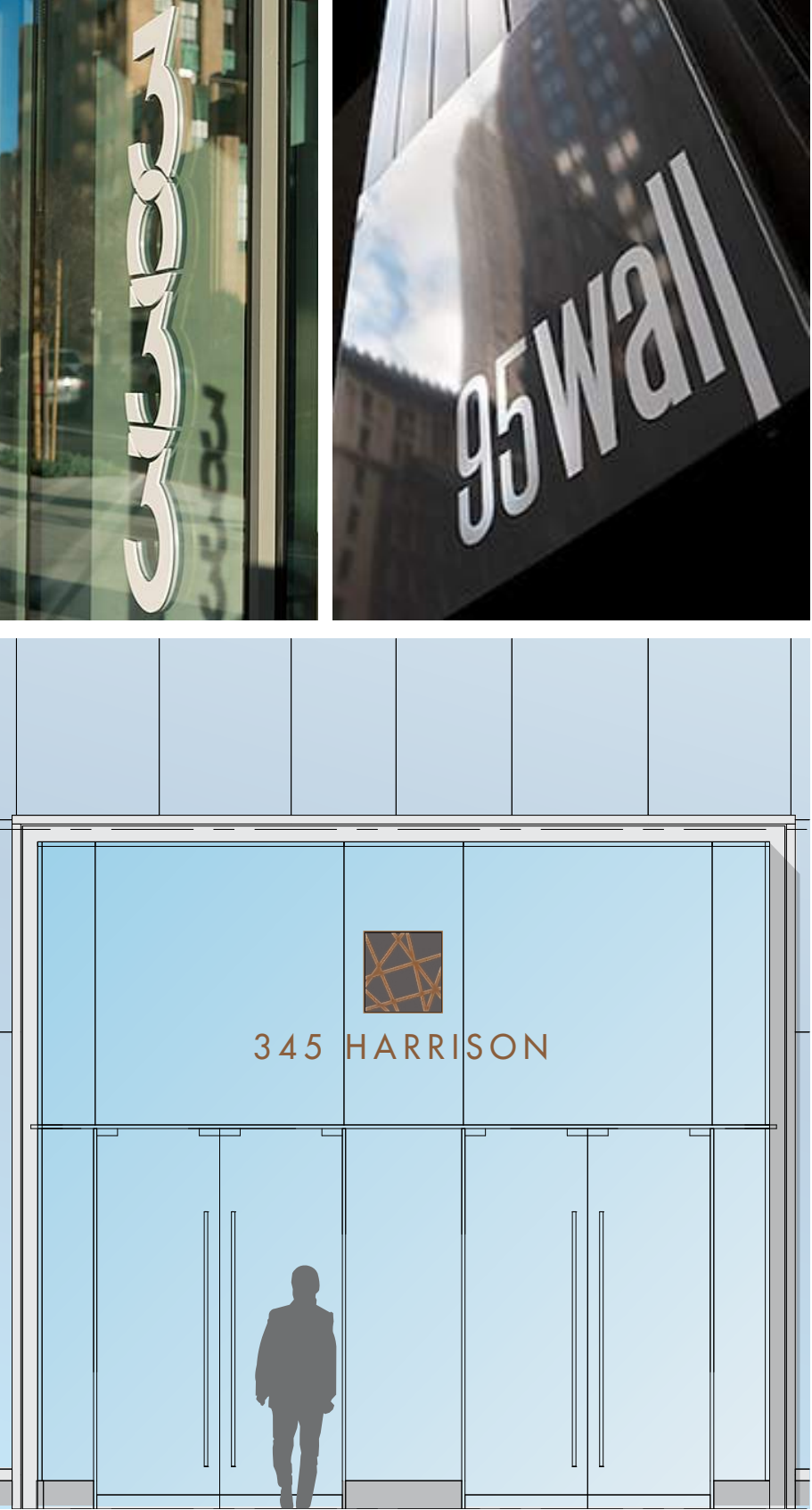
## SIGNAGE GUIDELINES: RESIDENTIAL



Sign Type B | Blade Signs



Sign Type C | Window Signs



Sign Type D | Canopy Signs





# GARAGE WAYFINDING SIGNAGE | GUIDELINES

Wayfinding signage will be used to facilitate vehicular movement from Penn Street into the building, accommodating both visitors to the project and truck deliveries. This signage will be developed alongside and consistent with the design of the parking garage entrance. In addition, the process of designing and locating this signage will include working with DDOT to ensure that it effectively guides vehicular traffic into the building.

All permanent signage will be of the highest quality construction (this shall not prevent re-use of vintage or intentionally distressed signage provided it is operating properly and in good order). Signs may be lighted, including LEDs or comparable technology. Illumination and materiality of the signage will be complementary to the design of the building.

The wayfinding signage for the project's parking garage will be restricted to the exterior wall along the alley, between the garage entrance and the corner of the building. Sign area will be regulated by the DC Construction Codes (12 DCMR).

Nothing herein will be construed to preempt any local or federal code or regulation.

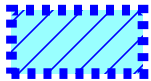


## SIGNAGE GUIDELINES: GARAGE WAYFINDING



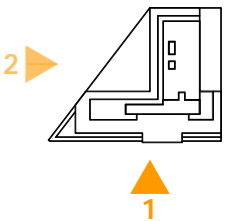


**Note(s):**  
 Flexibility is requested to vary the exterior design and materials of the ground-floor retail space based on the preferences of the individual retailer, subject to the retail design guidelines included herein and provided that the retailer does not modify the building footprint or reduce the quality of the materials used on the exterior of the ground floor of the project. All signs to comply with DC Municipal Regulations Title 12, Sections 3107 and N101.



Potential signage placement area to be designed in accordance with DC Code and sign regulations

KEY PLAN



# SIGNAGE PLACEMENT: PENN STREET

S - 06 | 500 PENN STREET NE

EDENS

UDR

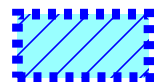
ERIC COLBERT & ASSOCIATES  
 717 5TH STREET, N.W. WASHINGTON, D.C. 20001





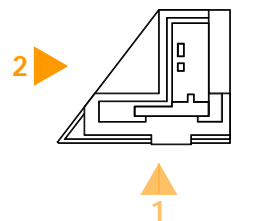
**Note(s):**

Flexibility is requested to vary the exterior design and materials of the ground-floor retail space based on the preferences of the individual retailer, subject to the retail design guidelines included herein and provided that the retailer does not modify the building footprint or reduce the quality of the materials used on the exterior of the ground floor of the project. All signs to comply with DC Municipal Regulations Title 12, Sections 3107 and N101.



Potential signage placement area to be designed in accordance with DC Code and sign regulations

**KEY PLAN**



**SIGNAGE PLACEMENT: ALLEY**

500 PENN STREET NE | S - 07