

## RETAIL SIGNAGE <br> BUILDING SIGNAGE <br> CODE ALLOWANCE

SIGN TYPES

SIGNS ABOVE FIRST STORY
(LINEAR FEET x HEIGHT ABOVE 20'-0")
$182 \times 128=23,296 \mathrm{SF}$
$23,296 \mathrm{SF} \times 1 / 40=\mathbf{5 8 2 . 4 0} \mathbf{~ M A X ~ S F}$
FIRST STORY SIGNS
(LINEAR FEET x 2)
$182 \times 2$ = $\mathbf{3 6 4}$ MAX SF
(1) ELEVATION: NORTH

SCALE: $1^{\prime \prime}=30^{\prime}-0^{0 \prime}$


SIGN TYPES
RETAIL SIGNAGE
BUILDING SIGNAGE

## CODE ALLOWANCE - ONE ADDRESS

SIGNS ABOVE FIRST STORY
(LINEAR FEET x HEIGHT ABOVE 20'-0")
$293.83 \times 132.33=38,882.52$ SF
$38,882.52 \mathrm{SF} \times 1 / 40=972.06 \mathbf{M A X}$ SF

## FIRST STORY SIGNS

(LINEAR FEET x 2)
$298 \times 2$ = 587.66 MAX SF

## CODE ALLOWANCE - ADDRESS B ONLY

SIGNS ABOVE FIRST STORY
(LINEAR FEET x HEIGHT ABOVE 20'-0")
$78 \times 132.33=10,321.74$ SF
10,321.74 SF $\times 1 / 40=\mathbf{2 5 8 . 0 4}$ MAX SF

FIRST STORY SIGNS
(LINEAR FEET $\times 2$ )
$\mathbf{7 8} \times 2=\mathbf{1 5 6}$ MAX SF

(1) ELEVATION: SOUTH

SCALE: $1^{\prime \prime}=30^{\circ}-0^{\prime \prime}$


## SIGN TYPES

... RETAIL SIGNAGE
... BUILDING SIGNAGE

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SIGNS ABOVE FIRST STORY
(LINEAR FEET x HEIGHT ABOVE $20^{\prime}-0^{\prime \prime}$ )
$82 \times 127.5=11,092.50 \mathrm{SF}$
11,092.50 SF x $1 / 40=277.31$ MAX SF

## FIRST STORY SIGNS <br> (LINEAR FEET $\times 2$ 2)

$82 \times 2=\mathbf{1 6 4} \boldsymbol{M A X S}$


SIGN TYPES
RETAIL SIGNAGE

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SIGNS ABOVE FIRST STORY
(LINEAR FEET x HEIGHT ABOVE 20'-0")
$148.92 \times 119.67=17,821.26$ SF
17,821.26 SF x 1/40 = 445.53 MAX SF

## FIRST STORY SIGNS

(LINEAR FEET $\times 2$ 2)
$144.92 \times 2=\mathbf{2 8 9 . 8 4} \mathbf{~ M A X ~ S F}$
(1) ELEvation: EAST B

SCALE: 1" $=30^{\prime}-01$

## Typical Storefront Plan \& Detail Elevation


(2) TYPICAL STOREFRONT DETAIL

SCALE: $1 / 2^{\prime \prime}=1-0{ }^{\prime}$
 TO ACCOMMODATE LOUVERS AS NEEDED, TYP.


## Building Identification

Building identification signage could be placed on or adjacent to
architectural structures but should be highly visible to vehicles and
pedestrians. Signage may be internally or halo illuminated and could
be placed inside or outside of the building shell.


## Parking Identification

Parking identification signage should be clearly visible against the background it sits on and use complementary materials to the surrounding architecture. Letterforms and arrows may be illuminated or have light shining on them for night time visibility.


## Painted or Dimensional Signs

Signage could be placed on, above or below canopies
and other architectural structures but must feel
complementary and fully integrated. Signage may consist
of flat or dimensional lettering and could be internally or
halo illuminated.


Blade Signs
Blade signs shall be directly mounted to the building and materiality must feel complementary to surrounding architecture. Lettering on thee signs could be dimensional or flat and sign may be internally illuminated.




Residential Scheme - View C. 1 | Perspective at S Capitol St SW - Looking South



TOTAL AVAILABLE FRONTAGE TO 110': 15,917 SF

| FRONTAGE ON PL: 13,770 SF | TOTAL FACADE PERCENT ON PL $=86 \%$ |
| :--- | :--- |
| SETBACK [A] 3 '-4": $1,392 \mathrm{SF}$ |  |
| SETBACK [B] $15^{\prime}-0 ": 630 \mathrm{SF}$ | TOTAL STREETWALL PERCENT ON PL $=100 \%$ |



