

Retail Tenant Design 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 Florida Avenue Market with an enhanced streetscape experience.

Retail tenants are required to observe the following guidelines:

1. Retail tenants will be encouraged to create individualized 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 in the areas depicted on sheets A-200, A-201, and A-203 of the plans included in the application for the modification and extension to Z.C. Order No. 06-40A.
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 local ordinance, although the owner may require the use of smaller signage to keep in scale with base building elements.
6. Signage and storefront illumination is encouraged by owner so long as building design integrity is maintained. Illumination acceptable per owner approval and as in accordance with local ordinance.
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.
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 café permit).

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