

# ILLUSTRATION 1

## Gallery Place 7th Street Elevation



### Heroic Graphic Area

### G Street Alley Digital Signage

Area for most innovative and largest signs.

1. This area allows unlimited square footage for signage, except that the G Street Alley Digital Signage is limited to 570 square feet.

This area is the only area that allows for digital video monitors, digital screens and theater marquees. Signs shall not completely obscure and shall be compatible with the building's structural frame, spandrels, and architectural elements (see illustration 5).

2. Excluding the area approved for G Street Alley Digital Signage, the Heroic Graphic Area approved in the G Street Alley is against the pavilion wall.
3. Signs must also comply with 12A DCMR N101.18.

### Additional Signage Area

Allows for larger scale signage than in storefront areas, but placement corresponds to the architecture of the facade.

1. Additional Signage Areas that overlap into the Storefront Signage Area shall not obscure the building's structural frame, spandrels and architectural elements (see illus. 5).
2. Signs must also comply with 12A DCMR N101.18.

### Storefront Signage Area

Innovative signage consistent with the scale and character of storefront architecture.

1. This area allows unlimited square footage for signage, but no more than 20% of windows can be covered with signs; parts of signs that cover windows must be 50% void.
2. Individual elements of storefront signs may project up to 8"; however, original art and figural elements may project up to 48".
3. Signs must not completely obscure the building's structural frame, spandrels and architectural elements (see illus. 5) and be consistent with the objectives shown in illustration 6 in terms of placement.
4. Signs must also comply with 12A DCMR N101.18.

## ILLUSTRATION 2

### Gallery Place H Street Elevation



#### Heroic Graphic Area

#### G Street Alley Digital Signage

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2. Excluding the area approved for G Street Alley Digital Signage, the Heroic Graphic Area approved in the G Street Alley is against the pavilion wall.
3. Signs must also comply with 12A DCMR N101.18.

#### Additional Signage Area

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4. Signs must also comply with 12A DCMR N101.18.

# ILLUSTRATION 3

## Gallery Place G Street Alley Elevation



### Heroic Graphic Area

### G Street Alley Digital Signage

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This area is the only area that allows for digital video monitors, digital screens and theater marquees. Signs shall not completely obscure and shall be compatible with the building's structural frame, spandrels, and architectural elements (see illustration 5).

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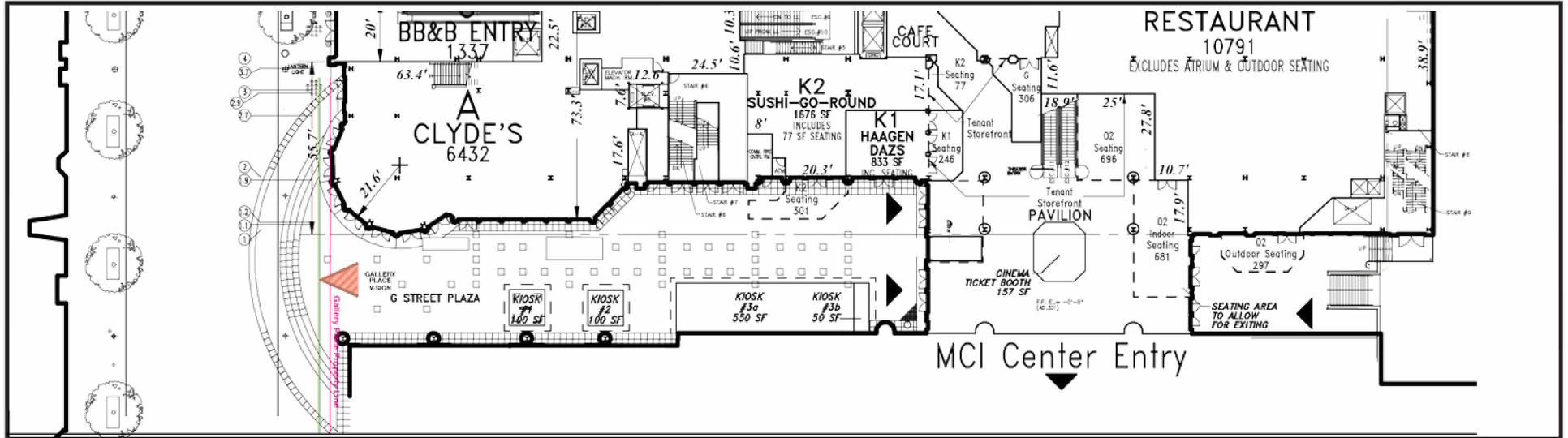
### Storefront Signage Area

Innovative signage consistent with the scale and character of storefront architecture.

1. This area allows unlimited square footage for signage, but no more than 20% of windows can be covered with signs; parts of signs that cover windows must be 50% void.
2. Individual elements of storefront signs may project up to 8"; however, original art and figural elements may project up to 48".
3. Signs must not completely obscure the building's structural frame, spandrels and architectural elements (see illus. 5) and be consistent with the objectives shown in illustration 6 in terms of placement.
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# ILLUSTRATION 3a

## Gallery Place G Street Alley Site Plan



### G Street Alley Digital Signage

**Area for most innovative and largest signs.**

This illustration pertains only to the G Street Alley Digital Signage

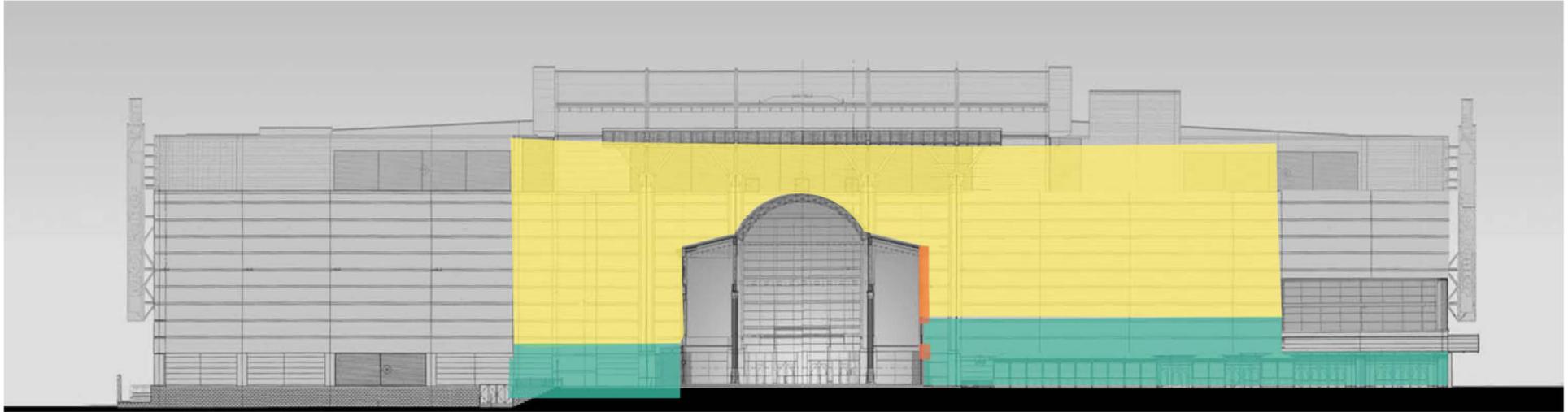
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2. Excluding the area approved for G Street Alley Digital Signage, the Heroic Graphic Area approved in the G Street Alley is against the pavilion wall.
3. Signs must also comply with 12A DCMR N101.18.

## ILLUSTRATION 4

### MCI Center - G Street Alley Elevation



#### Heroic Graphic Area

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2. Individual elements of storefront signs may project up to 8"; however, original art and figural elements may project up to 48".
3. Signs must not completely obscure the building's structural frame, spandrels and architectural elements (see illus. 5) and be consistent with the objectives shown in illustration 6 in terms of placement.
4. Signs must also comply with 12A DCMR N101.18.

## ILLUSTRATION 5

### Elements of Typical Storefront Facade



\*Signs must also comply with 12A DCMR N101.18.

## ILLUSTRATION 6

### Typical Storefront Facade Proposed Signage Areas



\*Signs must also comply with 12A DCMR N101.18.