

Storefront Guidelines

Rockville's "great urban place" sets the stage upon which the storefronts will be layered. Because of the investment in quality for all aspects of Rockville Town Center, storefront guidelines encourage creative and well-designed individual expressions of tenant identity. Strong urban storefronts are essential in the creation of an attractive and exciting, dining, shopping, and leisure environment.

This criteria establishes a minimum standard for storefront design. Although it demands that tenants meet strict criteria, it is intended to encourage creativity as much as possible. National and regional tenants who have a standard, recognizable storefront design will need to tailor their designs to contribute to Rockville Town Center's identity.

A storefront expansion zone of approximately 2' wide will be identified along the building facades that will be available for tenants to extend their merchandising past the building plane. This space can be occupied by constructed protrusions, such as bay windows or a series of doors that open to the sidewalk during warmer months. Other alternatives for this space might be more semi-permanent, such as benches, pots with flowers or shrubbery, and small cafe tables. These "extras" should reflect the quality and feel of the store or restaurant, but should not obstruct pedestrian flow.

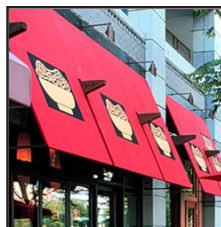
Through the use of carefully selected materials, colors, graphics, effective lighting, sensitive detailing and fixtures, each store should become a distinct and expressive participant in creating Rockville's "sense of place." The collection of these unique storefronts will make the street experience a truly remarkable one.



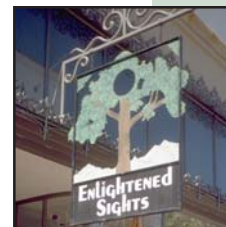
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Storefront Guidelines

Storefront Character

All retail tenants will have the opportunity to design and install their own storefronts as a way to express their individual identity and positioning provided they observe the minimum recommendations noted below:

- Storefronts should be “individual” expressions of a tenant’s identity
- Tenants will be encouraged to avoid cookie cutter representations of their identity and to create an expression that is complimentary to the Town Center architectural vocabulary
- Tenants will have the opportunity to use sidewalks as a part of their presence on the “street” i.e. a 2’ wide merchandising zone allowance from the facade toward the street
- Select tenants will be allowed to express their identity beyond the facade in the form of banners, small awnings, flower boxes, etc.



Storefront Character

Section 12.2

Storefront Guidelines

Storefront Entries & Doors

Door placement and design are an integral part of each storefront, as they are the prevalent method of entry into each space. Doors should prepare the customer for the space and experience beyond. The minimum recommendations noted below outline the specifics for locating and designing entries into storefronts:

- Placement and design should provide a direct “connection” to the sidewalks and streets
- Restaurants are encouraged to provide a clear thru-way and a visual connection to exterior seating areas
- Tenants should create a unique and identifiable entryway that distinguishes their brand identity
- Recessed doors are acceptable and may be included in the storefront’s design
- See F-2; Fenestration Site Criteria (Section 14.3) for specific guidelines concerning windows at storefronts



Storefront Guidelines

Storefront Materials

The storefront should be constructed like a good piece of furniture. Fit and finish of all components should be of the highest quality. The minimum recommendations noted below outline some of the specifics for considering materials for storefronts:

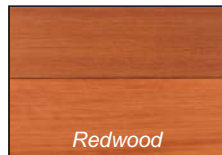
- Construction detail and finish should adhere to craftsman's standards
- Focus should be on window design to create a visual connection between the interior and exterior
- Recommended materials are wood, metal, brick, stone, glass and concrete, as well as plaster; durable materials such as these are especially critical at street level where pedestrian contact will be considerable
- Acceptable materials are durable, smooth exterior grade woods such as oak, redwood, and poplar
- Storefronts should be pre-dominantly glass to provide views into the store, but glass should not be the exclusive material
- Opaque, smoked and reflective glass should be used for accents only



Metal



Poplar

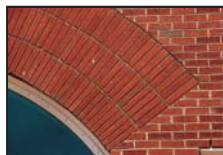


Redwood



Red Oak

Wood



Stone

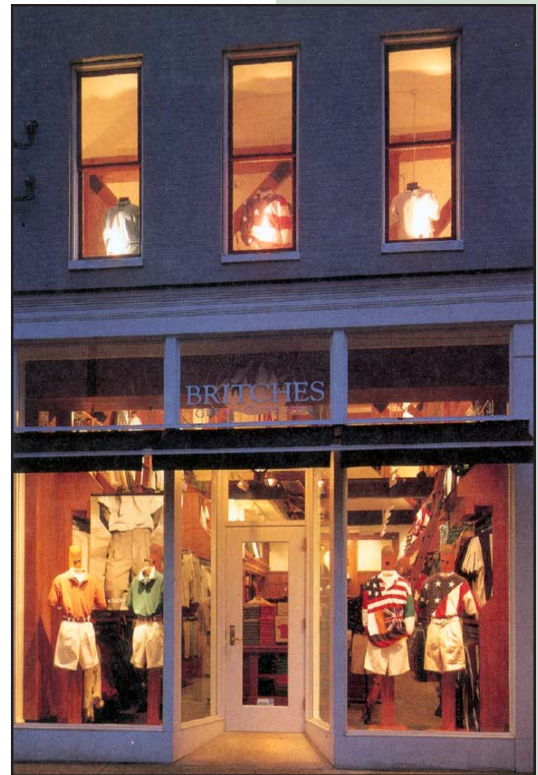


Storefront Guidelines

Storefront Lighting

Lighting adds to both the character and the safety of public streets, as well as contributing to the overall success of a neighborhood. Night lighting will help animate Rockville Town Center, prolong street life after business hours, and increase pedestrian safety. The minimum recommendations noted below outline some of the specifics for incorporating lighting into storefronts:

- *Storefront facades, recessed doorways, outdoor spaces and passageways should be lit*
- *Sign lighting, including flat-mounted signs, blade and banner signs, must be lit with concealed lighting or from above with downlighting*
- *Fixtures should be located and angled to ensure that they spotlight the tenant's merchandise and do not point toward the window or cause distracting reflections*
- *Include "after hour" lighting within the front of stores to contribute to pedestrian lighting and provide for a comfortable night time strolling experience*



Storefront Guidelines

Storefront Awnings

An awning emphasizes the store's or restaurant's entrance, provides shade for a cafe and carries part of the tenant's image. Also, it adds texture to the streetscape, and interest and variety to the building facade, while protecting storefront displays from sun exposure. The minimum recommendations noted below outline some of the specifics for considering awnings at storefronts:

- *Design and placement should complement the scale of the store facade design*
- *Collective placement of awnings along a street should maintain overall design integrity and avoid a uniform awning layout*
- *Should accommodate comfortable pedestrian access and sightlines*
- *Awning material should be of a woven fabric or other material that projects the natural appearance of canvas, metal, glass, etc.*
- *Retractable or open side awnings preferred; vinyl awnings discouraged and internally lit awnings not allowed*
- *See AD-2, AD-3, AD-4; Architectural Detailing Site Criteria (Section 14.4) for specific guidelines on awnings*



Storefront Guidelines

Storefront & District Signage

Whether directing a driver to a parking entrance or displaying a store's name and type, Rockville's signage must be part of the neighborhood's comprehensive design strategy.

There are several types of signage that need to be considered in the strategy including wayfinding signage, retail signage and address signage. The minimum recommendations noted below outline some of the specifics for considering signage at Rockville Town Center:

- Signage should be incorporated into the storefront design as a whole
- Creative consistency that distinctly identifies the tenant's identity and integrates with the storefront facade design is the goal
- Can be in the form of a painted sign, flat sign, fin sign or awning
- Emphasis should be on durable materials and quality manufacturing
- GENERAL NOTE: Designers are encouraged to explore all creative options for signage to express the tenant's identity. In cases where the sign does not meet Rockville Sign Regulations, a variance and review by the Sign Review Board can be pursued to assess flexibility within the program standards.

