MAYOR AND COUNCIL AGENDA

NO. 20 DEPT.: Community Planning and Development Services DATE: December 1, 2004
Contact: Bob Spalding, Chief of Planning

ACTION: Approve Storefront Guidelines for the Town Square development.

ACTION STATUS:

FOR THE MEETING OF: 12/6/04

INTRODUCED
PUB. HEARING
INSTRUCTIONS
APPROVED
EFFECTIVE

ROCKVILLE CITY CODE,

CHAPTER
SECTION

☐ CONSENT AGENDA

RECOMMENDATION: Approve Storefront Guidelines

IMPACT: ☐ Environmental ☐ Fiscal ☒ Neighborhood ☐ Other:

Provides guidance for the appearance of retail storefronts to comply with the vision approved by the Mayor and Council in the Town Square development.

BACKGROUND:

The purpose of the Storefront Guidelines is to provide direction for the implementation of pedestrian-oriented retail within the Town Square development. A condition of Use Permits USE2003-00671 through 00674 required Mayor and Council approval of storefront design guidelines. Street-Works has prepared the guidelines for Federal Realty Investment Trust (FRIT).

The retail level of the Town Square development will be constructed as a plain shell with improvements to be constructed by individual tenants. Individual tenants will be required, through their leases, to create individual storefronts that comply with these guidelines.

The attached (Circle 1) Storefront Design Guidelines seek to "encourage the creative, individual expression of a tenant's identity through thoughtful use of lighting, signage, and storefront design." The appearance of retail stores, landscaping, outdoor seating and other amenities have a significant impact on the appearance of the streetscape. These design guidelines provide additional restrictions on the activities of individual tenants beyond those contained in the zoning ordinance requirements.

In addition, a comprehensive signage package that will allow for the variety of signs envisioned in the original approval of the preliminary development plan and use permits will be reviewed by the Mayor and Council at a later date.

RECOMMENDATION

Staff has reviewed the Storefront Guidelines and recommended revisions to the applicant. These revisions have been made to the attached guidelines and staff recommends adoption by the Mayor and Council.

PREPARED BY:

Robert J. Spalding, AICP

APPROVE: Arthur D. Chambers, AICP — 12/01/04 Date

APPROVE: Scott Ullery, City Manager — 12/01/04 Date

LIST OF ATTACHMENTS:

1. Storefront Guidelines

\Streetscape Guidelines approval

Attachment 1

ROCKVILLE TOWN SQUARE

November 30, 2004

FEDERAL REALTY INVESTMENT TRUST

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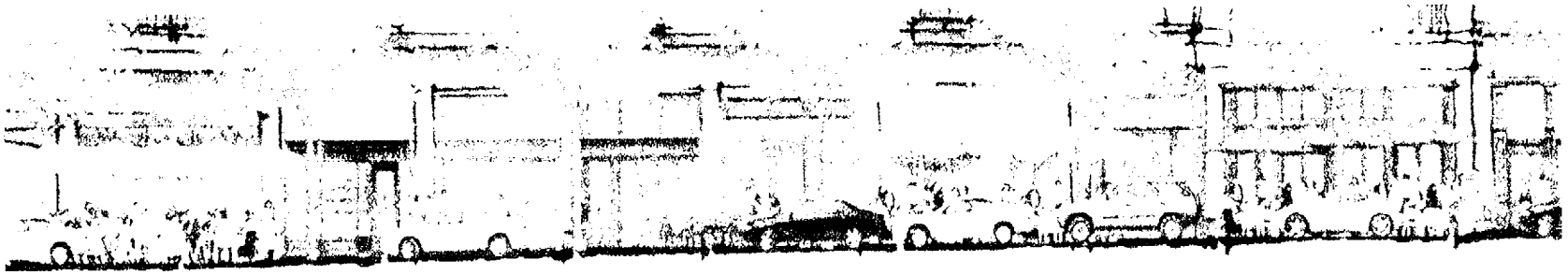
Rockville Town Square will be a "great urban place". A cosmopolitan mix of the finest in retail, dining services, workspaces and homes, the center will serve a community rich in intellectual and cultural resouces. In order to achieve this ideal, the project shall strive for the highest quality of design not only in architectural expression, but also in the streetscape and landscape. This richly diverse environment sets the stage for a "retail layer" which will bring the center to life. Because of the investment in quality in all aspects of Rockville Town Square, the following criteria seeks to encourage the creative, individual expression of a Tenant's identity through the thoughtful use of lighting, signage, and storefront design.

The Landlord is dedicated to creating and fostering a unique and active streetscape, one that combines a rich diversity of styles, identities, and commercial personalities. Retail identities will be characterized by their creativity of expression, and are intended to mirror the chronological growth of a traditional "main street".

The following criteria is a minimum standard. It is meant to guide a Tenant's creative expression of their identity, and restrict as little as possible. National and regional Tenants who have a standard recognizable storefront design are expected to tailor their designs to integrate with Rockville Town Square's overall identity. Through the use of carefully selected materials, colors, graphics, effective lighting, sensitive detailing, and fixtures, each store should become a distinctly expressive participant in creating and improving the overall environment.

To ensure the execution of work in the most professional manner, it is required that all design professionals (architects, engineers, etc.) be currently registered in the state of Maryland. And finally, the Landlord reserves the right to review and approve all design work to verify that it meets the design standards and intent of this document. Prior to permit submission, Landlord's approval of tenant storefront is required.



Design Criteria Intent

Section 2

Design Criteria Intent

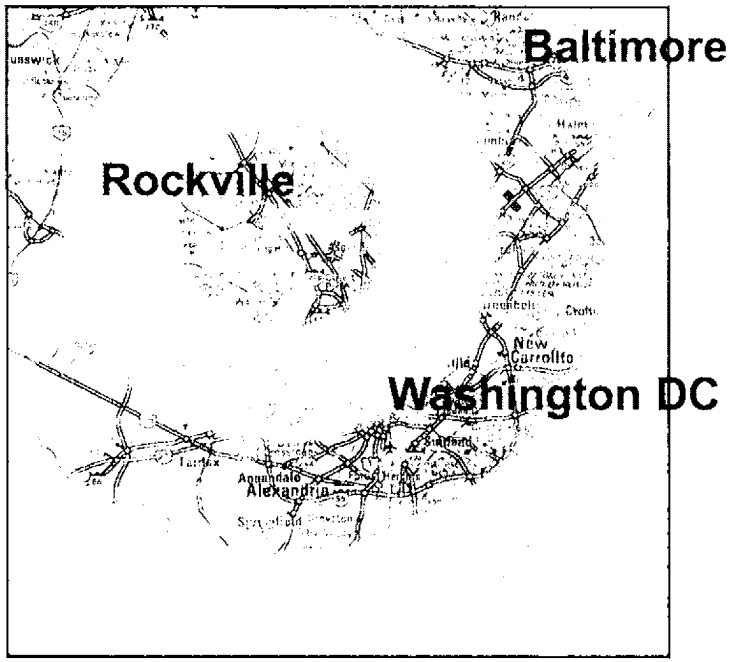
The following criteria do not represent a strict formula for design success. Rather, they establish goals and directions that require a design response, as well as provide a reference for quality standards. Similarly, the landlord's design review will consider not only specific issues of design such as form, materials, details, and signage, but also the Tenant's success in establishing their identity. In doing so, the Tenant and the Tenant's Architect assume the following important obligations:

- Maintain and enhance the high standards of quality established for Rockville Town Square.
- Respond to the actual physical conditions of the Tenant's specific location.
- Fulfill the intent of the criteria in both concept and detail.
- Ensure the quality of execution in all finishes, materials, and details pertaining to actual construction.

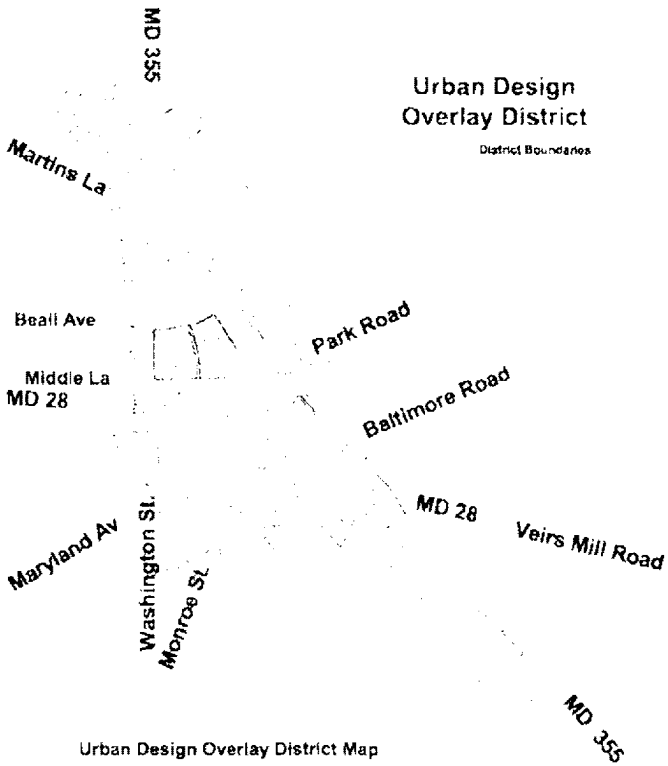
The following basic objectives are required of all store designs at Rockville Town Square:

- Store images must be creatively adapted. Tenants may wish to consider new ways of establishing their storefront design image to integrate with the Rockville Town Square environment.
- A total store design must be developed. A total store image should coordinate the exterior storefront and interior design with the store's merchandising plan and retail story. Other disciplines not directly involved with store design (such as marketing) may be able to provide key input in developing a plan of execution.

Rockville Town Square



Rockville is one of Maryland's largest cities and is the county seat of Montgomery County. It occupies 13.03 square miles within the Washington D.C. area, and is located 12 miles northwest of the nation's capitol. A major portion of the prestigious I-270 corridor is within the City's corporate limits.

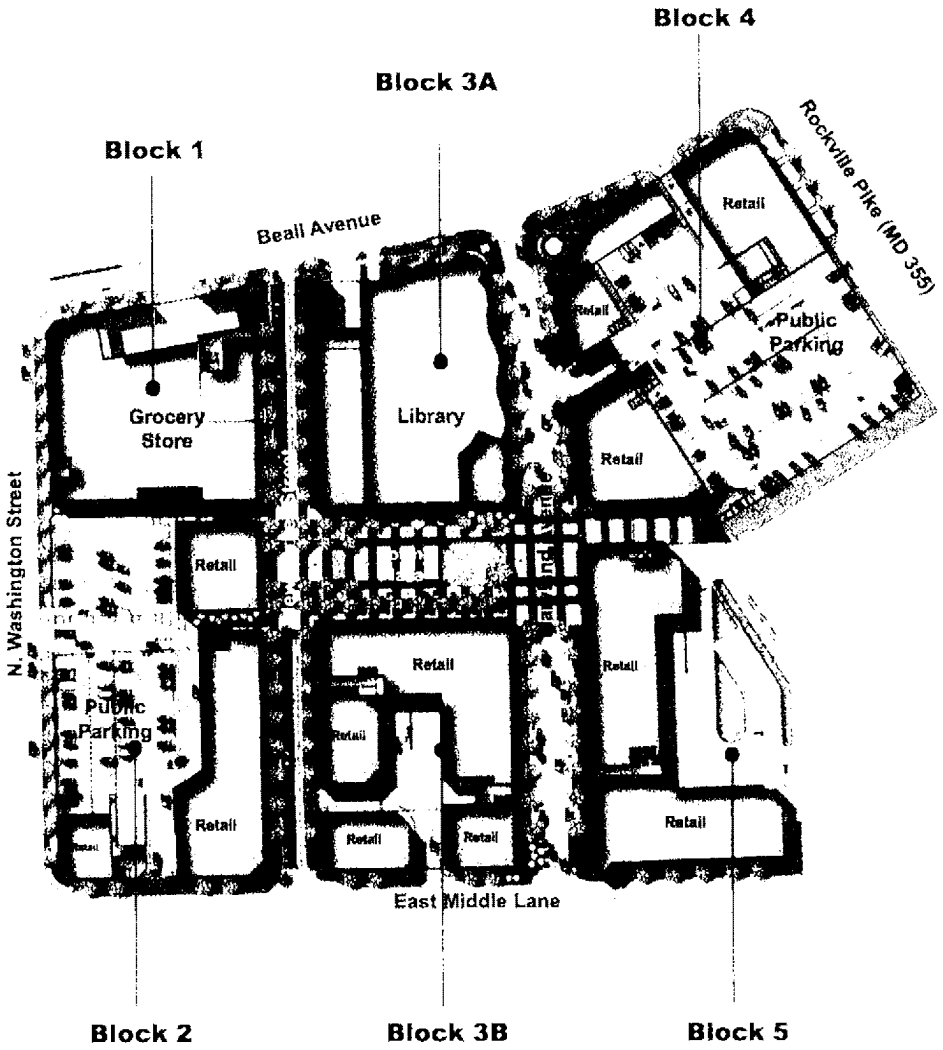


Urban Design Overlay District Map

The development area addressed in this document (see shaded area above) is located in the first phase of a comprehensive Rockville Town Center Master Plan project. As the center of the Urban Design District, this area will be the focal point and "true" center of Rockville Town Center.

Location Map

- ***Regional Library***
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
- ***Town Square***
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
- ***Cultural***
  - [illegible]
  - [illegible]
- ***Parking Garages***
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
- ***Street Retail***
  - [illegible]
  - [illegible]
  - [illegible]
- ***Residential***
  - [illegible]
  - [illegible]

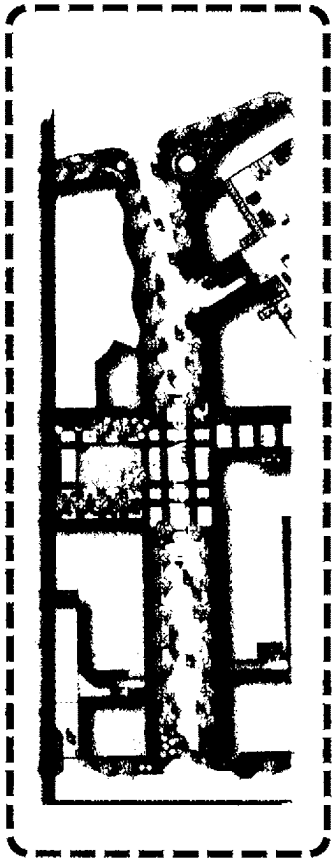


Ground Floor Plan

Site Plan + Program

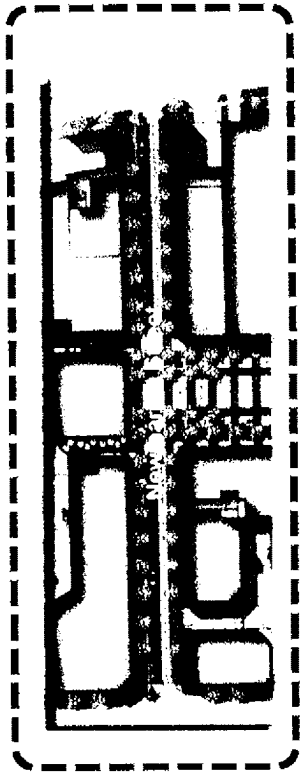
Maryland Avenue

***Maryland Avenue** is the "main street" for the new Rockville Town Square. It is the major north/south spine, therefore, it has been strategically integrated into the new Town Plaza as a visible extension by way of special paving. The street design reflects two-way traffic as opposed to one-way traffic on Newmarket Street, and the generous sidewalk proportions allow for outdoor cafe seating. Most importantly, retailers will have a highly visible street presence.*



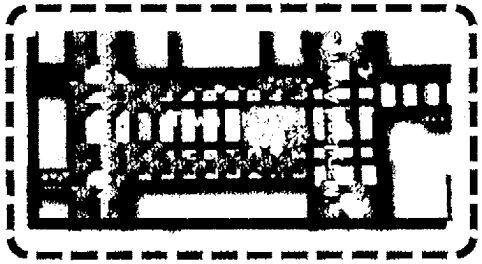
Newmarket Street

Newmarket Street *has been specifically designed for "flexibility" to accommodate several community event scenarios that can be quickly and easily implemented by the City of Rockville, and as a result, change the character of the street. In the event of an extended cafe seating scenario or a special situation like a farmer's market or other event, the parallel parking lane and the sidewalk can be "converted" to adapt to these situations. A "curbless" condition on one side of the street will allow for the implementation of any of these scenarios with a minimum of effort. Bike lanes have also been integrated into the street design to encourage the use of bicyles as a mode of transportation in the Town Center.*

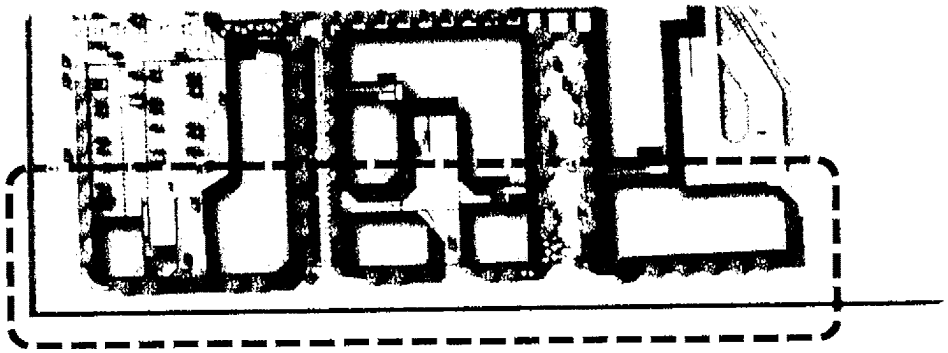


Town Plaza

The Town Plaza *at Rockville Town Square will be the focal point of the development. It will provide a community gathering "place" for special events and arts-related activities such as Hometown Holidays, Spirit of Rockville and others, but will also be a permanent part of the Rockville "neighborhood" that residents will make a part of their daily lives as they eat, relax and play.*



E. Middle Lane *lies at the southern edge of this development, and is intersected at two points by Maryland Avenue and Newmarket Street. At street level, storefronts will figure prominently into the façade design, and above, multi-level residential with internal parking structures will be architecturally integrated into the overall facade design. A generous sidewalk with an amenity zone will stretch out along the length of the street to provide a comfortable shopping experience.*



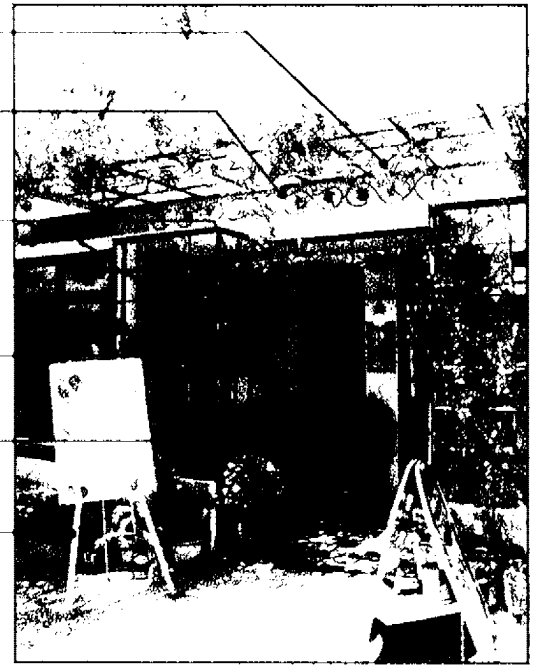
E. Middle Lane

Great Storefronts

Lessons in Success

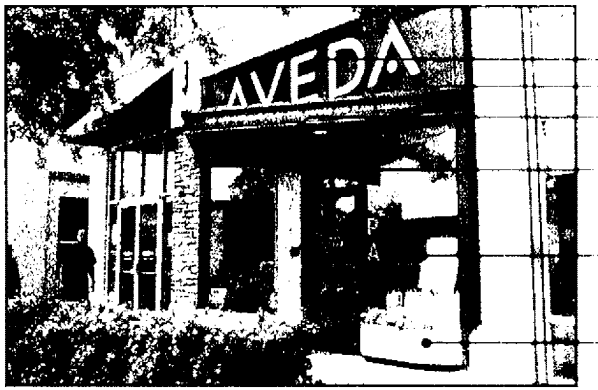
Getting the consumer's attention is always the ultimate challenge, but this endeavor does not need to be a guessing game when it comes to executing your physical presence at Rockville Town Square. "Great storefronts" are built from the ground up with layers of elements that work together to entice customers to look closer, and hopefully, come inside. On most storefronts, some of the layers are evident, and make for a "good" storefront, but with a few additional layers, these storefronts could be "great". At Rockville Town Square, we are striving for "great storefronts".

The lessons illustrated on this and the following sheet are meant to help separate and identify layers that have proved to work in combination to create "great storefronts". The storefronts as shown are "good", but could be "great" with an additional layer. The possibilities for successful creative combinations are endless.



Storefront B

Lesson #1



Storefront A

= ✔ **A Great Storefront**

Lesson #2

Storefront C

=

A Great Storefront

+

- ✔ ***Increased Traffic***
- ✔ ***Higher Sales***
- ✔ ***Fiscal Success***

Storefront D

Great Storefronts

A Formula for Success

While overall design quality is expected within the tenant space, the connection of the store to the street is equally important, and will be key to the overall quality of the project. The storefront is responsible for contributing to the Rockville Town Square environment 24 hours a day, and the streetscape, landscape, lighting, etc. are an integral part of that formula.

That is why in considering great urban places, there is nothing more important than understanding the sidewalk. Whether considering a town square, village green, urban plaza or other public place, great urban places usually start with successful sidewalks, because the sidewalk is the basic molecule of great streets and urban places. It is the primary social and spatial connection that ties all other uses, including retail, together.

To fully understand successful sidewalks, it is important to first recognize that there are four distinct zones of experience in a typical commercial sidewalk system. Each zone has its own requirements and peculiar circumstances, but all four zones work in concert to create a great street. Clearly, the omission of just one of these zones will make for a less successful sidewalk experience.

*This theory has been developed by Street-Works, and is referred to as the **S.H.O.P model** (descriptions of each zone follow on the next page).*

The S.H.O.P. Model

S Storefront Zone

H Hallway Zone

O Outside Zone

P Parking/Pedestrian Zone

Anatomy of a Sidewalk

Section 3.3

[illegible]

[illegible]

Some of the key considerations for each of these zones:

- ***Storefront Zone:*** *There are two primary considerations for the Storefront Zone.*

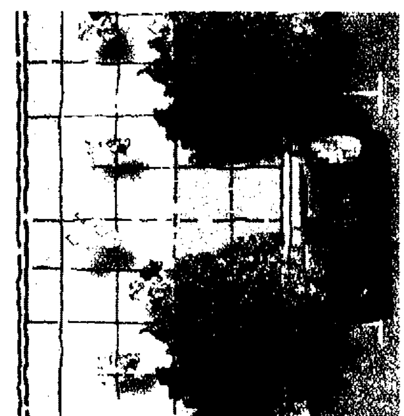
  1) *Maximize the exposure to the merchandise [illegible] perpendicular to the flow of pedestrian traffic. This is accomplished through the use of bay windows, blade signs and merchandise devices on the sidewalk.*
  2) *Create "friction" (interest) along the storefront by extending the merchandise experience beyond the storefront. It takes from six to twenty feet for people to adjust their perceptions inside a store and begin noticing the merchandise. Most stores can't afford to lose their first six feet.*

- ***Hallway Zone:*** *The walking portion of the sidewalk is known as the hallway zone. This area acts like a hallway down the middle of the merchandise. Cafés or product [illegible] should [illegible] force the circulation [illegible] next to the storefront. Also by making the pedestrian width slightly smaller than required will make the area seem busier. This zone should not be more than eight feet unless [illegible] to achieve this effect.*

- ***Outside Zone:*** *This is the area between the walkway and the street curb and should be considered as an outdoor room. This room should feature urban amenities such as cafés, kiosks, bicycle racks, benches, planters and fountains. Great trees, however, are the most important element needed here to provide a sense of enclosure and make the space feel like a room.*

- ***Parking/Pedestrian Zone:*** *The two key experiences offered in the Parking/Pedestrian Zone (parked cars, etc.)*

  1) *A safe barrier between moving traffic and the meandering pedestrian; and*
  2) *A safe barrier from which to allow a common shopping maneuver, jaywalking. Main Streets should always incorporate parallel parking at the curb side. It is important to remember that curb side parking is a key ingredient to a good sidewalk.*



S OP

[illegible]

The Typical Design Zone refers to most of the street-level storefront areas throughout Rockville Town Square. These areas are primarily located along Maryland Avenue, Newmarket Street and East Middle Lane. Storefront areas located on the Town Square, and within Via connections will be addressed separately. For reference, general architectural characteristics of each area follow:

Maryland Avenue

Literal extension of the Square

High quality retail with larger scale retail architecture

Clear connection to parking

Building facades are broken into small segments with a "tight" connection to the street

Roofscape elements as part of architecture

Urban elements:

[illegible]

Newmarket Street

Retail "charm" through the use of small scale architecture

Most urban; more intimate scale

Building facades are broken into small segments with a "tight" connection to the street

Emphasis on linear roof-line details and roof types

Higher level of architectural detail

Urban elements:

[illegible]

East Middle Lane

Similar to Maryland Avenue scale

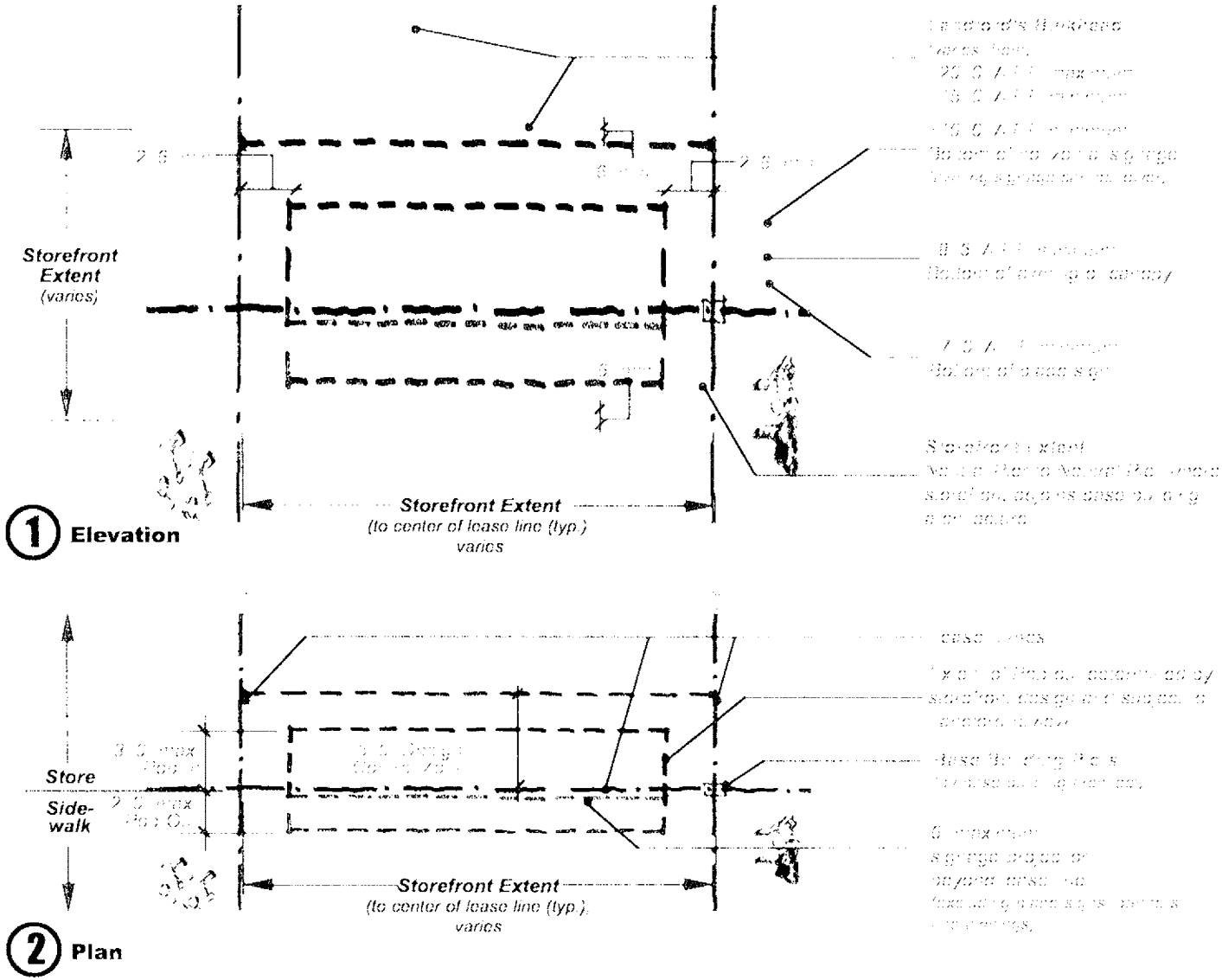
Quality retail interpretation

Building facades broken into segments (not to same degree as Maryland and Market)

Layer of architectural detail

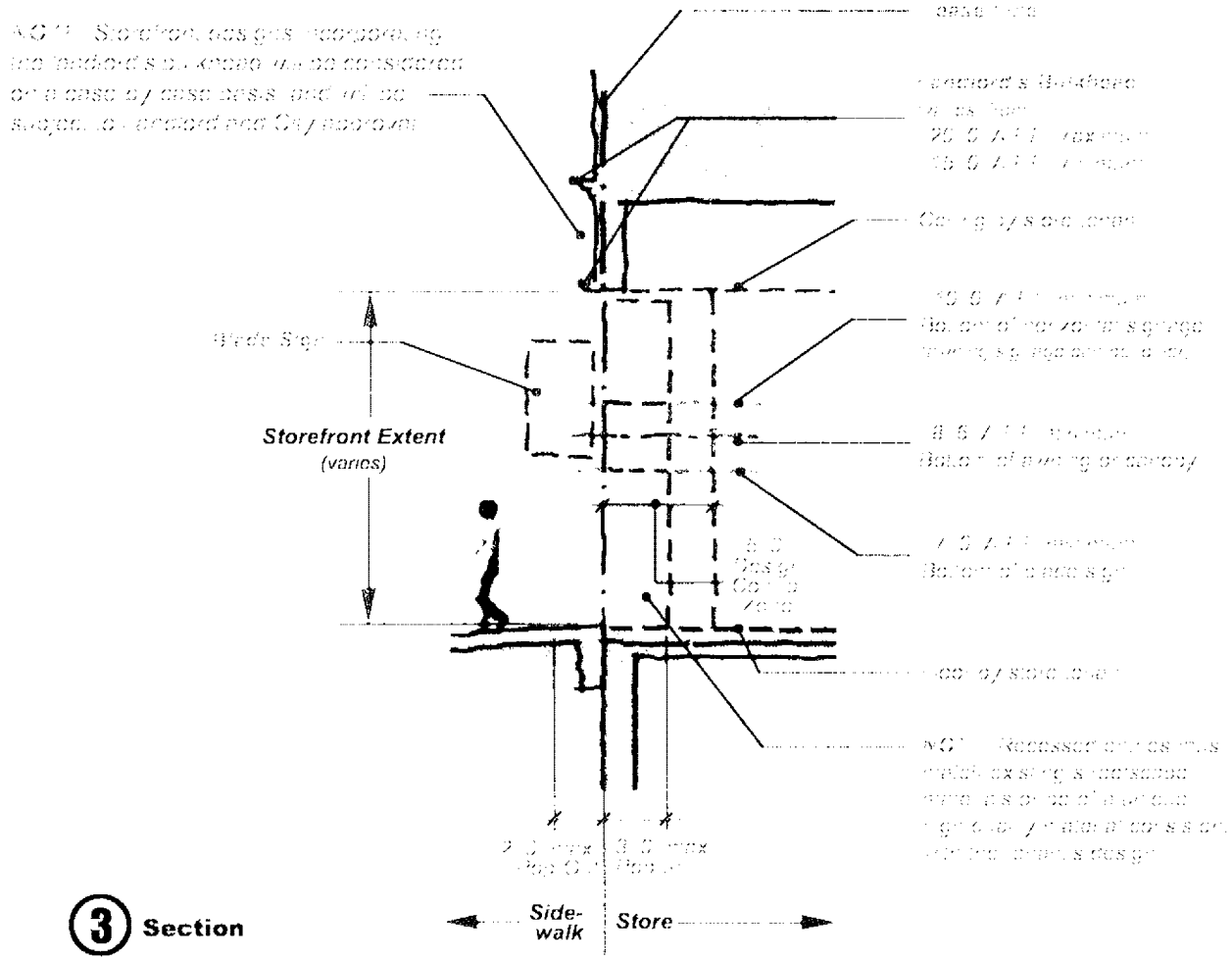
Urban elements:

[illegible]



Typical Design Zone

Rockville Town Square



3 Section

Typical Design Zone

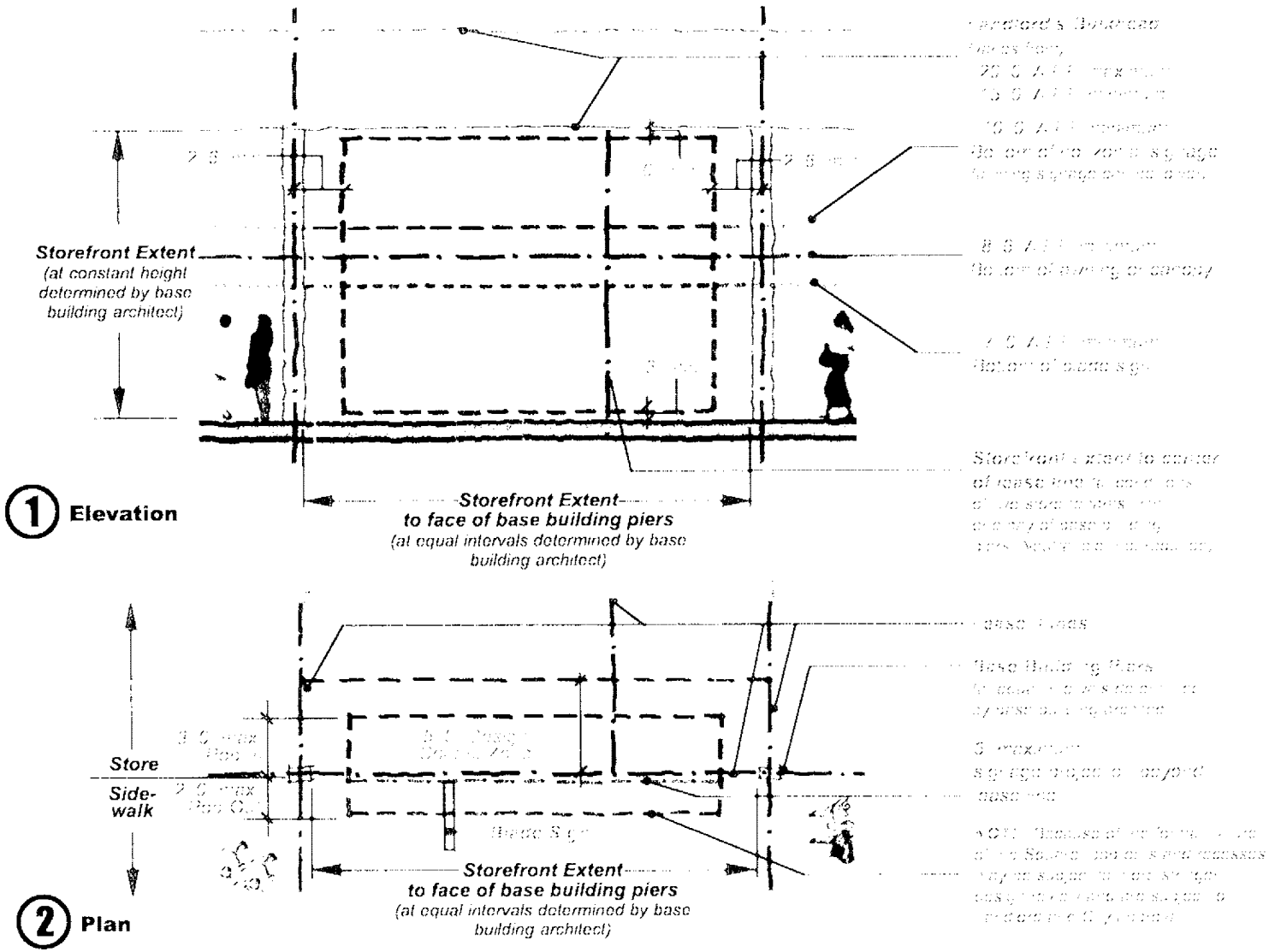
Rockville Town Square

The **Town Square Zone** refers to the retail areas in buildings with primary storefronts on the Square. The building's architectural framework of piers and spandrels provides boundaries for storefronts that are side to side and top to bottom. The architecture allows creative and diverse storefronts to exist within this framework, energizing the Square as an urban, pedestrian gathering place. Since most of these Tenants will be food and beverage providers, a variety of exterior seating, umbrellas, and demising devices will be considered to enliven the foreground of the storefronts.

- The storefront should maximize the use of color awnings and signage to identify the retailer.
- Storefronts are required to have an overall transparency of 50% in addition, it is recommended that the frontage between 3 and 8 feet from grade be at least 80% transparent.
- Tenants with walls or elevations on the first floor of the Square shall have at least one entrance on the Square and the appearance of retail frontage along the balance of the building on the Square. These are minimum requirements, additional entrances and/or exits may be required by code.
- Restaurants are encouraged to use flexible storefronts (i.e. retractable doors, see Storefront C, Section 3.2).

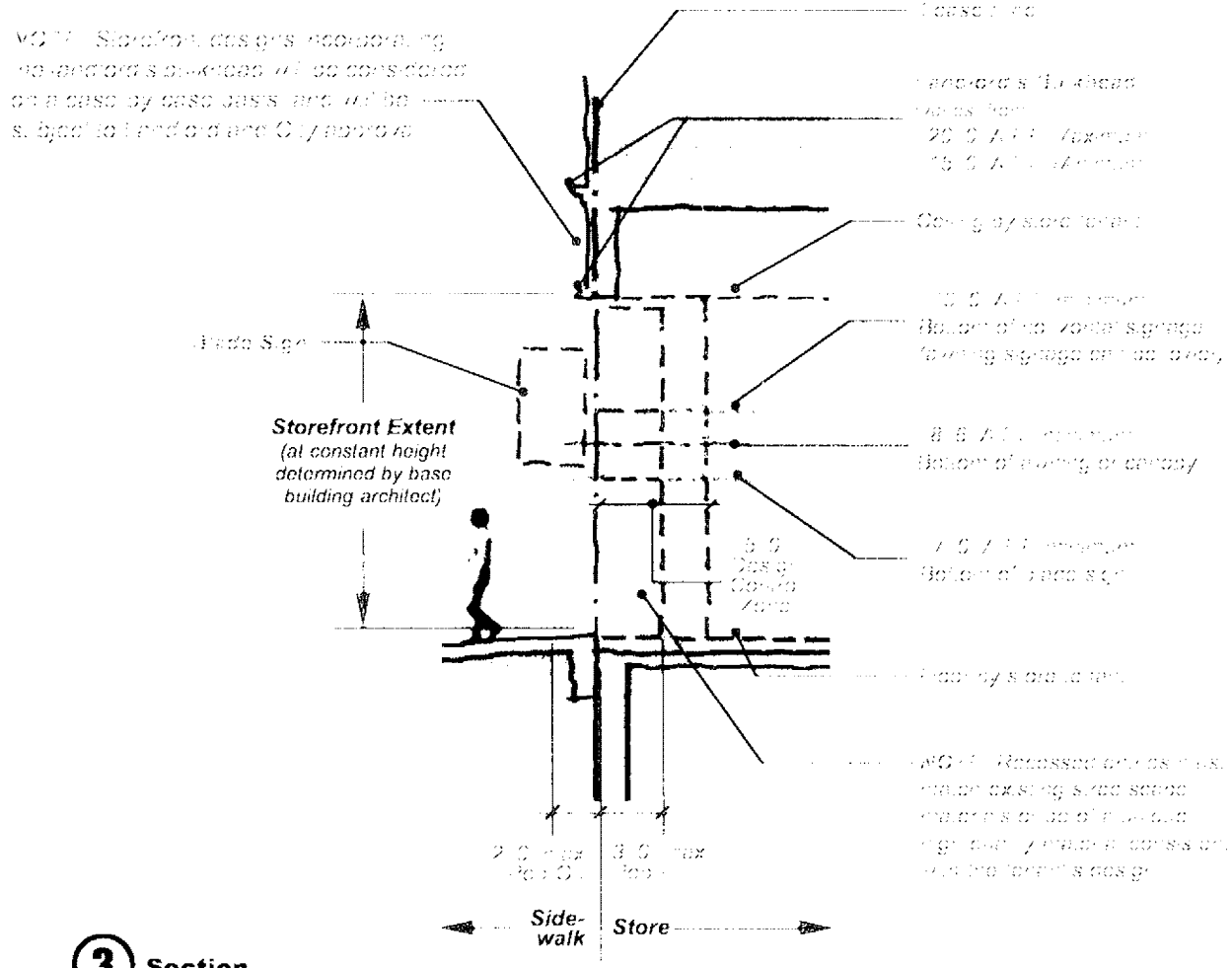
Town Plaza Design Zone

Section 4.4



Town Plaza Design Zone

Rockville Town Square

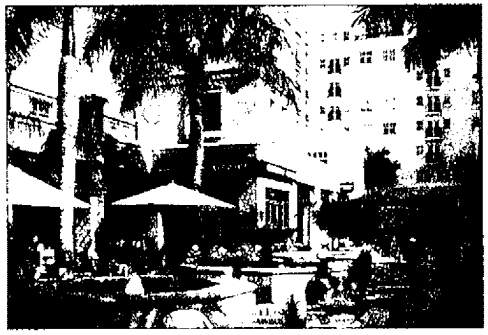


3 Section

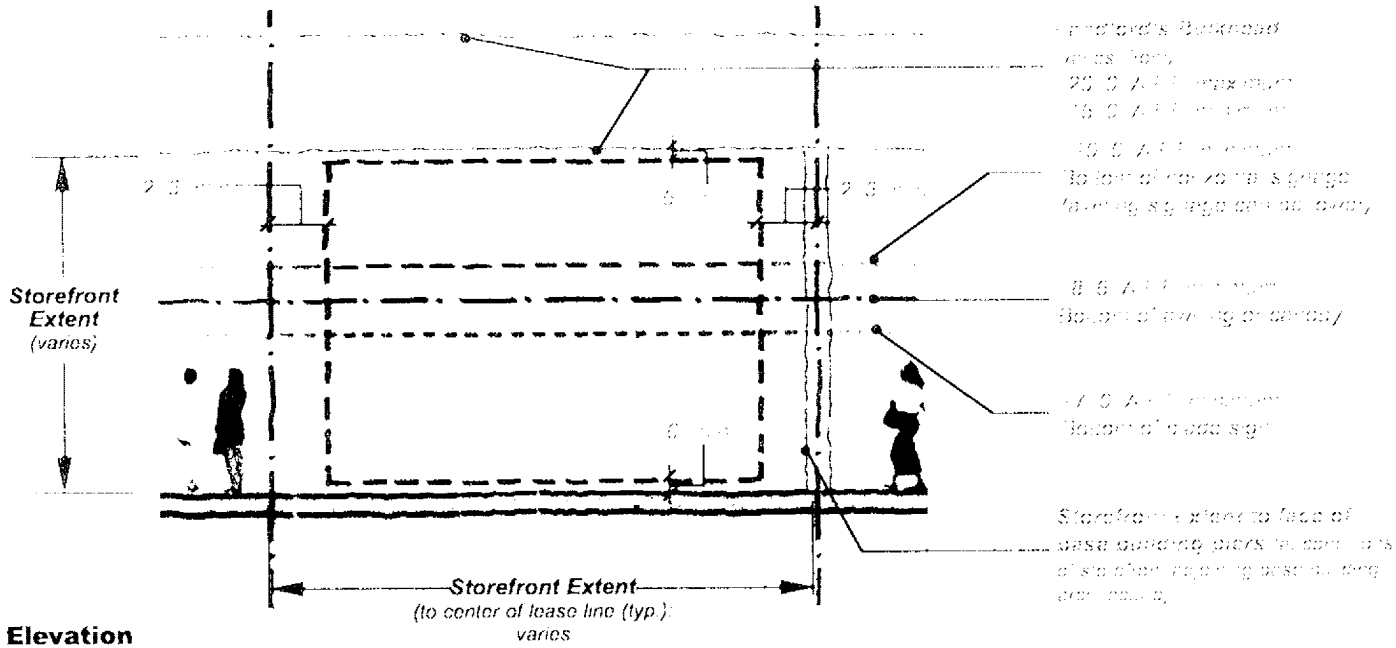
Town Plaza Design Zone

*The **Via Zone** is the area that acts as a physical pedestrian connection that provides access to the streets and sidewalks from parking areas located behind buildings. Vias should also:*

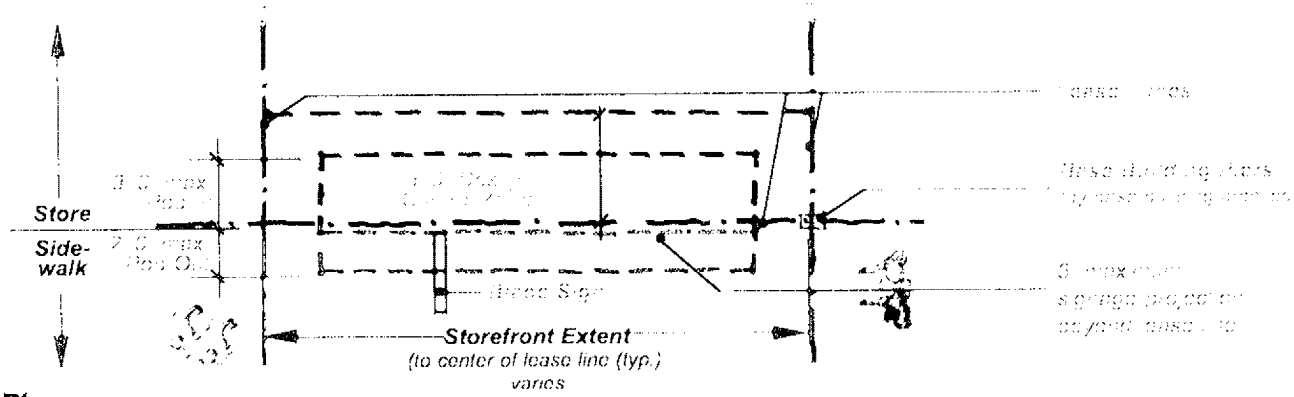
- [illegible]
- [illegible]
- [illegible]
- [illegible]



Via Design Zone



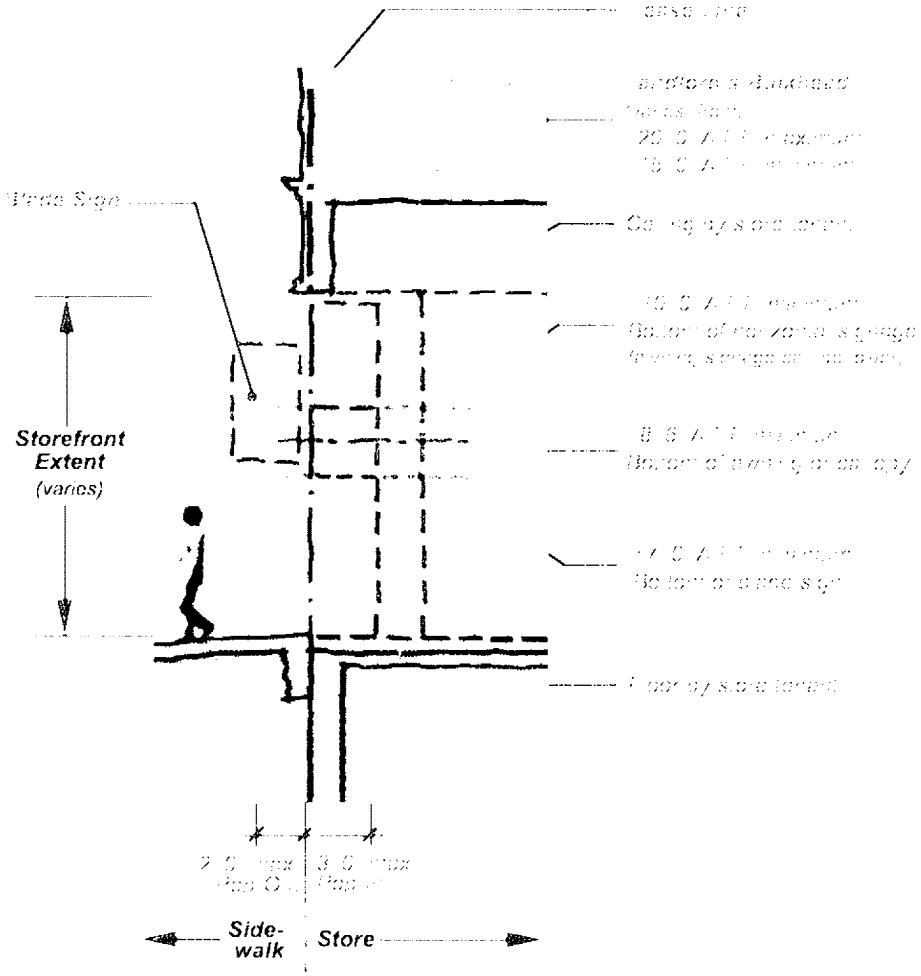
1 Elevation



2 Plan

Via Design Zone

Rockville Town Square



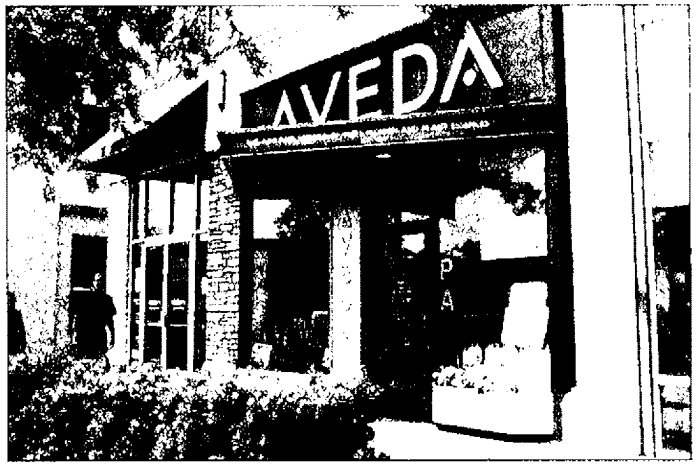
3 Section

Via Design Zone

Rockville Town Square

Great retail streets are comprised of great retail storefronts. As a part of the public space, storefronts are a critical component of a street's vibrancy and character. The Landlord and City encourage a variety of unique and engaging stores to collectively form a great retail street. First and foremost, creativity is strongly encouraged. This criteria is established less as a set of rules, but more as a benchmark, or starting point, for making exciting storefronts. In addition to storefront design, retailers can actively contribute to their location's streetscape. Elements such as awnings, planters and outdoor seating increase visibility, enhance connections to the sidewalk, and create interest.

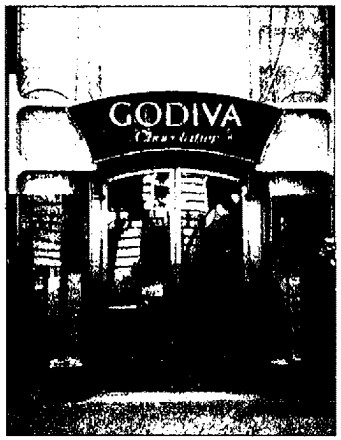
- Storefront Character
- Material & Color Palette
- Storefront Materials
  - Wood & Metal
  - Stone, Cast Stone & Concrete
  - Plaster & Tile
  - Discouraged Materials
- Entries & Doors
- Windows & Glazing
- Pop Out & Recessed Works
- Security
- Lighting
  - Exterior Lighting
  - Incandescent vs. Fluorescent
  - Interior Display Lighting
- Canopies & Awnings

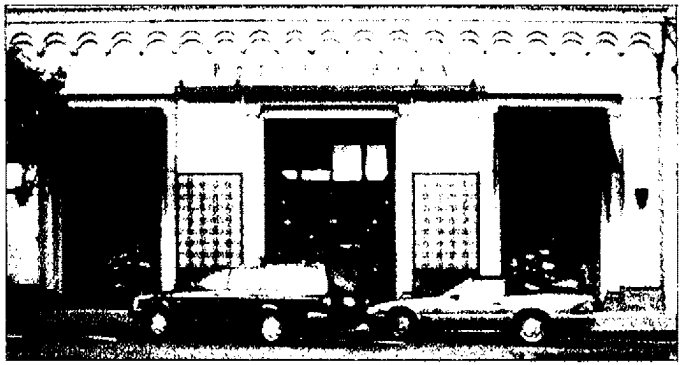


Storefront Components

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 guidelines noted below:

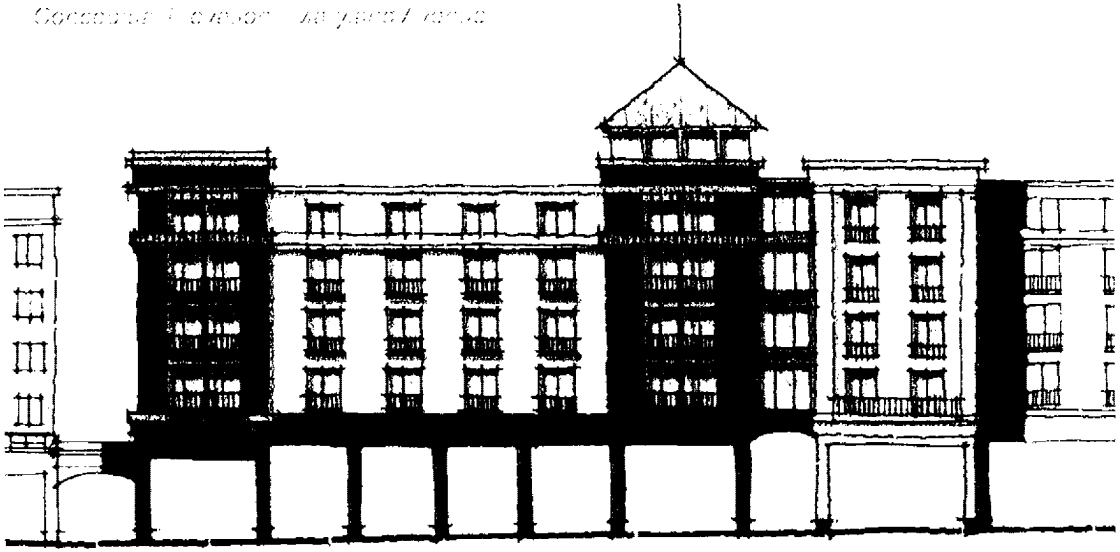
- *Storefronts should be individual expressions of a tenant's identity and may not rely exclusively on typical corporate prototype designs.*
- *Storefronts should be integrated with the DCZ (Design Control Zone).*
- *Tenants will be encouraged to avoid cookie cutter representations of their identity and to create an expression that is complimentary to the Town Square architectural vocabulary.*
- *Tenants will have the opportunity to use side walks as a part of their presence on the street (i.e. a 2' wide merchandising zone allowance from the shell facade toward the street (except at storefront pop outs).*
- *Tenant's storefront construction should be of the highest quality and craftsmanship. Tenants are encouraged to use real, durable materials in the interpretation of their identity.*
- *Store color palettes should take into consideration the overall color palette of Rockville Town Square and strive to complement or integrate some of those colors.*
- *Select tenants will be allowed to express their identity beyond the facade in the form of awnings, tower boxes, etc.*





Storefront Character

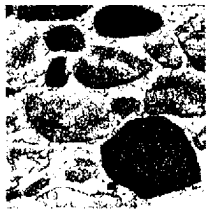
Rockville Town Square



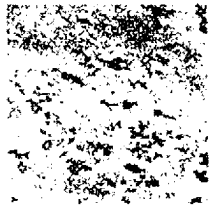
Brick

Concrete

Stone



Granite



Old Brass

Maple Nut

Deauville Sand

Henna Red

Material & Color Palette

The approach to storefront design should be to create the highest quality level possible with an emphasis on user-friendly materials. With this in mind, the overall objective in developing the exterior storefront design is to specify "real" materials at the pedestrian level of each building. A variety of masonry materials such as brick, stone and architectural pre-cast are suitable materials. Craftsmanship should be valued. Masonry detailing, molding, finished metals, glass enhancements and high quality paint treatments will all contribute to a successful retail environment. The minimum recommendations, noted below, outline some of the specifics when 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.

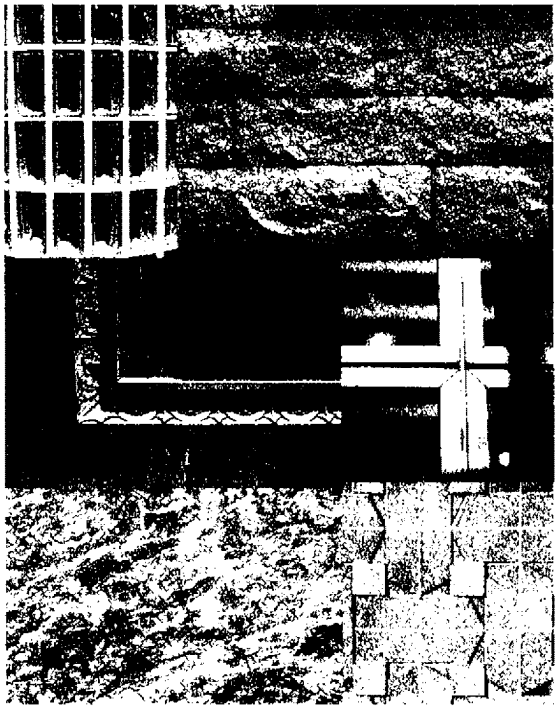
Recommended materials are architectural pre-cast wood, metal, brick, stone, glass and concrete as well as plaster.

Acceptable materials are durable, smooth exterior grade woods such as oak, redwood and poplar.

Durable materials are especially critical at street level where pedestrian contact will be considerable. Consequently, those types of materials are required below 8' 0" AFF on the storefront. FIFS or similar materials not permitted below this dimension.

Storefronts should be predominantly glass to provide views into the storefront. Glass should not be the exclusive material.

Materials should be authentically portrayed and code compliant.



Storefront Materials

Wood

Painted or stained wood may be used in many design applications, such as window frames, decorative trim or molding, and for solid areas, such as decorative bulkheads. In some cases, it may be used for larger architectural elements such as columns and entablatures. Wood paneling and plank construction are discouraged unless presented in a highly imaginative manner, and approved by the Landlord and City.

All detailing and construction is to be executed in a high quality craftsman like manner.

Wood used in the construction of the storefront should be kiln dried, milled quality hardwood.

Painted wood should have a shop quality enamel finish.

Wood without a paint finish should receive a clear preservative sealant.

Acceptable materials are durable, smooth exterior grade wood's such as oak, redwood and poplar.

Metals

The gauge, detailing and finish of all metal surfaces should be of high quality, and considered for exterior wear purposes. Metals such as shop-painted aluminum and steel, stainless steel, solid brass, bronze, pewter, or enamel coated steel may be used for hardware, trim and panels when well designed and detailed.

Fabrication must be either heavy guage material or thinner gauge material shop laminated to solid backing.

Sealants on natural metals are required to prevent fumishing.

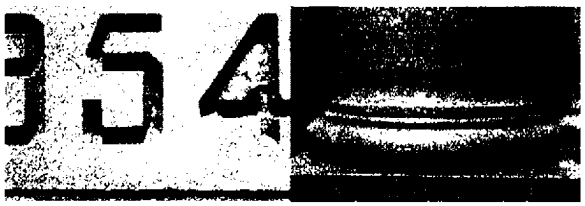
Textured or brushed stainless steel, galvanized, sand blasted and etched metals are discouraged.

Unique treatments such as patinas, rusted, etched and imprinted metals will be considered for special design objectives.

Polished metals should be solid, not plated and limited to accentuate.

Natural Stone

Granite, marble, limestone, slate, and other natural stone materials may be used in storefront applications. The stone may be polished, un-polished, sand-blasted, flamed, honed, split-face or carved. Careful, craftsman-like attention to detail should be paramount at all connections and transitions to other materials.



The transition between stone and adjoining materials should be defined by use of metal reveals or controlled caulk joints.

Edge details should prevent visible unfinished edges.

Stone used as paving material should be flush with meeting other flooring materials.

Natural stone should be protected against staining and discoloration by means of sealers appropriate to the material.

Cast Stone and Concrete

Gypsum Fiber Reinforced Concrete (GFRC) and similar products are an economic way to add shapes and unique detail to the storefront design. With a wide variety of standard and custom architectural forms, details and embellishments are attainable at a fair price.

GFRC or a similar products can be painted or integrally colored, and should receive an appropriate protective sealant.

Architectural pre-cast concrete may be left natural if finish is smooth and even in color and appropriate to the storefront design concept.

Plaster

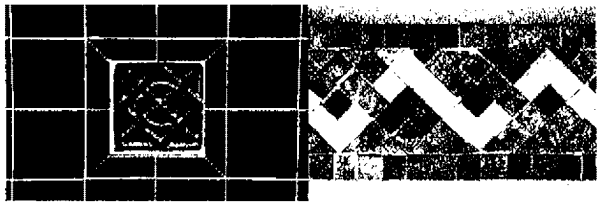
Plaster and cement plaster (stucco) finishes may be considered for storefront applications, provided the finish texture is a light dash, sand or smooth finish.

Plaster and stucco finishes should be used in combination with other high quality materials and should not be the primary storefront material.

Stucco, plaster, I.F.S. and similar materials are not permitted below 8' C.V.F. on the storefront.

Tile

Tile may be used as an accent to the storefront design. It can be used to create a pattern or intricate mosaic field to add a sculptural quality, or as a band of detail similar to those found on some terra cotta buildings.



Porcelain, ceramic or glass tiles in glazed or natural finishes may be used as accents and in limited field applications.

Patterns used over large areas should have a sophisticated, well executed design concept.

Small and intricate mosaic tile patterns may be utilized for detail and accentuation.

All tiles should be carefully detailed at outside corners with bullnose edges or special corner tiles.

The following materials are strongly discouraged for storefront materials:

Plastic and Metal Laminates
Acrylic
Plastics
Smoked or Tinted Glass
Anodized or Mill Finish Aluminum
Simulated Materials
Interior grade Materials and Wall Coverings
Distressed or Sandblasted woods
Rough-Sawn Woods and Shakes
Mirror
EIFS (Can be used above 8'-0" AFF)

The placement of doors and their designs are an integral part of the storefront design because they establish a clear point of entry to the store. Creative uses for entry doors should be explored as a connection to the street. Restaurants especially should use doors to open interior seating spaces to the outside cafe seating on the sidewalk.

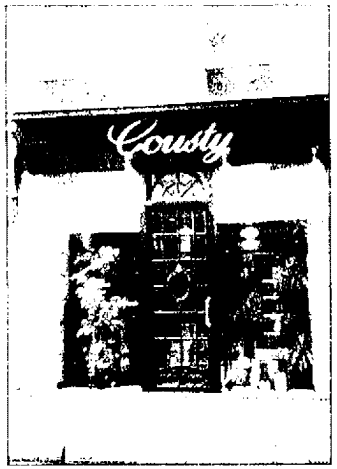
Tenants are encouraged to use transparent or semi-opaque doors as opposed to solid doors to help blur the division between the inside and outside of the store, making the sidewalk an extension of the store.

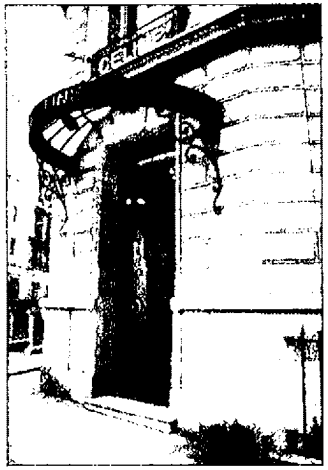
Doors should be of a material appropriate to the storefront design concept, including natural, painted or stained woods, polished finished or painted metals, and glass or any combination thereof.

Suggested door types include single-leaf (pa or multiple-leaf doors), accordion fold, off-set pivot hinged, decorative gate types and dutch doors. Doors must swing within tenant's designated lease area and can include the 2 expansion zone. However, they can never impede the flow of pedestrian traffic.

Underside of entry soffits must be finished to match storefront material.

Roll down security doors and security gates will not be permitted in order to preserve a pleasant after hours atmosphere.





The use of glazing in retail storefronts creates an important connection between the interior and exterior environment, and allows for effective window shopping and merchandising opportunities. Glazing elements also play a key role in establishing the quality of public space. Carefully concieved glazing design will benefit retailers, consumers and the public environment establishing an atmosphere of transparency and vibrancy.

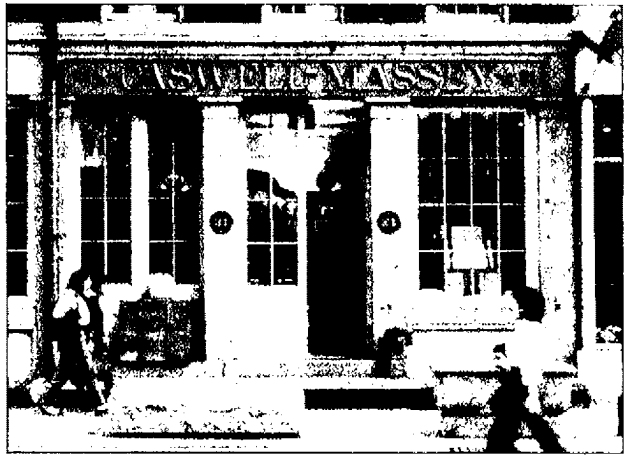
To maximize visibility into the retail space, storefronts in Rockville Town Square should reflect a minimum of 50% glazing on the street side with a minimum of 75% glazing on storefronts facing Wayland Avenue, Newmarket, Mass and Middle Lane.

Operable windows (or doors) may be used to create a greater connection between the inside and outside and are strongly encouraged for restaurants.

Stained, loaded, etched, beveled, fritted, glass block and other types of innovative glazing are encouraged. All glass should be tempered in accordance with code.

Glass ball joint details must be of the highest quality. Glazing edges may be polished, ground or chamfered. Glazing channels at corner conditions should be mitered.

Fenestration members can define interesting patterns in the glazing and should be of the same quality as the rest of the storefront. These members can be natural, painted or stained wood, painted or polished metal.



Windows & Glazing

Section 5.0

Rockville Town Square

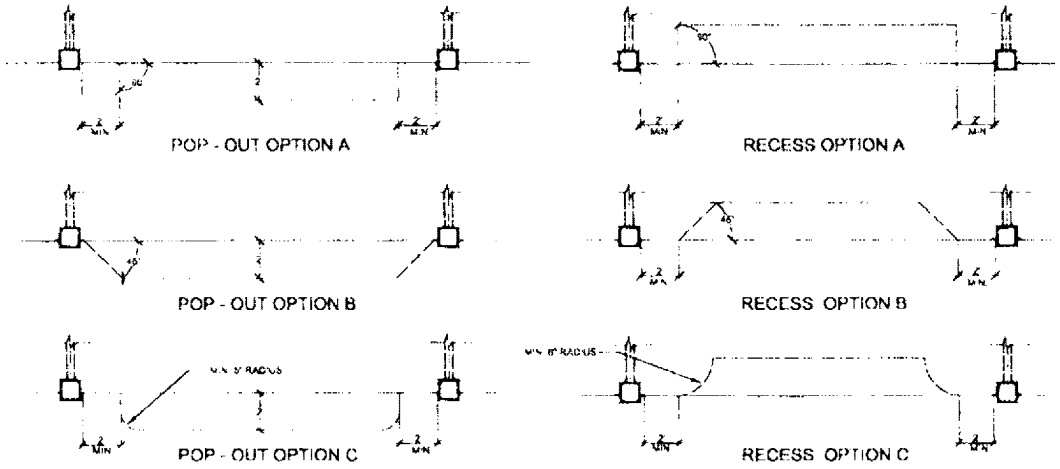
Storefronts may include projections and recessed areas for articulation purposes. At the Landlord and City approval, Tenants may be allowed to 'push' their storefronts beyond the designated leaseline into the 2' storefront expansion zone. Tenants may also elect to recess the entry of their stores to create an enticing area to draw customers in.

In either one of these cases, special attention should be paid to the flooring materials used in these zones:

- *Should match existing hardscape or be of [illegible] high quality [illegible] consistent with the [illegible] design*
- *Should incorporate [illegible] materials*

To avoid a line of repetitive pop-out and recessed zones, the Landlord and City reserves the right to make the final determination on the use and location of pop-out zones and recessed areas. No more than 50% of a street frontage may use a pop-out

The following illustrations are examples of possible pop-out and recessed configurations, but tenant's are not limited to these options:



Pop-Out & Recessed Zones

Security is important to both retailers and customers in Rockville Town Square, so adequate measures should be incorporated into the storefront design as long as they don't compromise the quality and atmosphere of the pedestrian environment. All security devices should be concealed or be aesthetically pleasing in size, shape and finish.

[illegible]

[illegible]

The quality of light is important to the atmosphere and safety of the streets, and contributes to the overall success of a neighborhood. Night lighting will help to animate Rockville Town Square, prolong street life during evening and 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 [illegible]

Sign lighting including flat mounted signs, blade and [illegible] signs must be [illegible] concealed lighting or from above with downlighting (see detailed information on illuminated Signage in Section 6.14 and Section 6.16)

Canopies and awnings may be [illegible] from above to [illegible] or signage and may not be [illegible]

[illegible] amounts of [illegible] lighting or [illegible] lighting may be considered [illegible] supports [illegible] and meets with the approval of the Landlord and City

Exterior Lighting

Section 6.13

Incandescent Lighting

Incandescent lighting in the form of recessed downlights or track lighting should be used within the Design Control Zone (the first 3' within the store and the first 2' outside of the store).

Low voltage lighting, recessed or surface track is recommended for high visual impact on merchandise.

Pendant mounted track fixtures may be used as general lighting especially as part of a tenant's identity.

Fluorescent Lighting

Fluorescent lighting is not permitted in the Design Control Zone (the first 3' within the store and the first 2' outside of the store).

Fluorescent fixtures, if visible from common or public areas, should be recessed and should employ parabolic louvers. White acrylic eggcrate or acrylic prismatic lenses are not permitted except in tenant's storage area.

Fluorescent fixtures should be a maximum size of 2 x 2 (standard 2 x 4) fixtures are not permitted in the sales area.

Bare lamp fluorescent fixtures are not permitted in areas visible to the public.

Incandescent vs. Fluorescent

All exterior and interior lighting shall be a minimum of 80 CRI *(Color Rendering Index)*

All exterior and interior lighting shall be a minimum of 3000K *(Color Temperature)*

Specific Criteria for Storefronts

Light levels (luminance levels) shall not exceed 100 foot candles (1000 lux) and shall be at least 60 foot candles (600 lux) for storefronts.

Contrast ratios (luminance ratios between any part of the store and the adjacent public surfaces and/or adjacent storefronts) shall not exceed 15:1.

Specific Criteria for Interiors

Light levels (luminance levels) shall not exceed 100 foot candles (1000 lux) and shall be at least 60 foot candles (600 lux) for storefronts.

Contrast ratios (luminance ratios between any part of the store and the adjacent public surfaces and/or adjacent storefronts) shall not exceed 15:1.

Approved Lighting Sources

a *Tungsten/Halogen*
b *Quartz*
c *Compact Fluorescent*
d *Linear Fluorescent*
e *White High Pressure Sodium*
(CCT greater than 2500K)
f *Limited Neon*
g *Cathode*
h *Warm Wet (3000K) Open Rated Lamps*

Approved Fixture Types

a *Recessed Fixtures*
b *Track Fixtures*
c *Monopoints*
d *Two Wire System*
e *Low Voltage Strips*
f *Socket Channels*
g *Decorative*

An awning or canopy emphasizes the store or restaurant's entrance, provides shade for a cafe, and can carry part of a tenant's identity. They can also add texture to the streetscape, and add interest and variety to the building facade, while protecting storefront displays from sun exposure.

Design and placement should complement the scale of the store facade design.

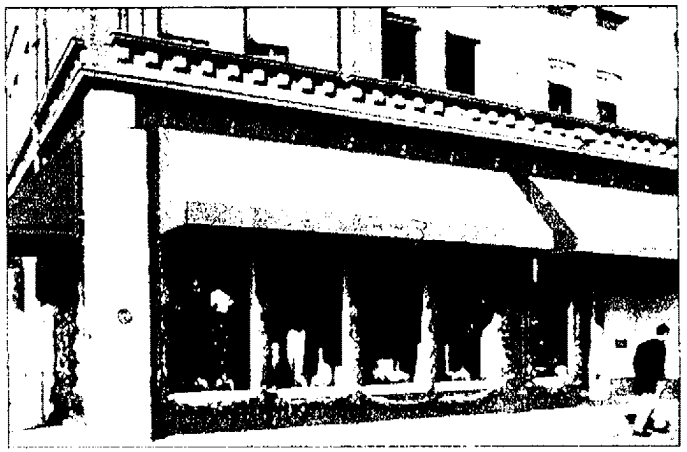
Should accommodate comfortable pedestrian access and sightlines (at least 8 - 6 above sidewalk).

Retractable canvas fabric awnings are the preferred type for this application. Fixed lightweight metal and glass structures are acceptable. Vinyl or plastic awnings translucent acrylic, vinyl or synthetic mesh awnings or canopies are not permitted.

Awning or canopy material should be of a woven fabric or other material that projects the natural appearance of canvas, metal, glass, etc. It should also be durable, fire resistant and resistant to fade.

Canvas colors and graphics should coordinate with the architectural theme of the facade and may be solid, striped or patterned.

Graphics and lettering may be applied to awnings and canopies, and can be painted sewn to the surface (applique), or silk screened from computer generated artwork (for review of Rockville sign ordinance allowances).



Whether directing a driver to a parking entrance or displaying a store's name and type, Rockville Town Square's signage must be part of the neighborhood's comprehensive design strategy. Tenants are encouraged to explore a variety of diverse signage styles with the objective of integrating the design of the signage into the whole storefront design, not as an applied afterthought.

National or regional stores are specifically asked to consider the special nature of this unique environment, and look for ways to do something different and even better than is produced in other markets.

General Criteria

All work undertaken by the Tenant (including but not limited to shop layout, signage, lighting and displays) is subject to the prior written approval of the Landlord and approval of building permits and sign permits by the city. This must be obtained before commencing any construction.

All work shall be at the Tenant's own expense and should not damage the building or any part thereof. The submission of the tenancy fit-out to the building authorities must be executed by the Tenant's architect and engineers. Submission approvals must be obtained before commencement of construction.

All storefront construction should be self-supporting from the floor and independent of the building bulkhead. The structure above may be used for lateral support only. All structural work shall conform to local codes.

All storefront materials shall be non-combustible and/or fire resistant and shall conform to local applicable codes.

Tenants are responsible for water-tight construction, flashing, caulking, etc. as it applies to adjacent Tenants or neutral piers.

Major amendments shall be reviewed and approved by the mayor and council

Minor amendments shall be reviewed and approved by the Chief of Planning

Great Storefronts at Santana Row, San Jose, CA

Rockville Town Square