

**BALTIMORE CITY DEPARTMENT OF PLANNING
URBAN DESIGN AND ARCHITECTURE REVIEW PANEL
MEETING MINUTES**

Date: September 25, 2014

Meeting No.: 193

Project: Exelon Tower Signage

Phase: Continued Final

Location: Harbor Point PUD

PRESENTATION:

Senior Developer, Jonathan Flesher, of Beatty Development Group LLC led off the discussion and introduced Todd Harvey of BHC Architects with Ronnie Younts of Younts Design Inc who primarily addressed the retail tenant signing for the overall project. That presentation was followed by Deborah Kuo of Exelon and Curtis Wong of Selbert Perkins Design Inc, who described the building's signature signing proposals.

The tenant signing presented included signing of retail tenants at their storefronts showing an extended raceway of painted aluminum mounted to the building's metal band, metal canopies or masonry with free standing individual letters mounted on top. Additionally, tenants will be identified on vertically oriented painted aluminum tenant identity fins with dimensional letters in locations along the garage structure on Dock and Will Streets. Signage for the residential entrances and parking entrances were similarly treated. The main entrance "glass box" signing, composed simply of the "1310" Point Street address was proposed as suspended sculptural letters, externally illuminated.

The Exelon Tower building signing included signature "EXELON" elements with logo, at two locations at the top of the building – the larger sign along Central Avenue and another smaller version facing the central park along the Point Street. Additionally, signing for "CONSTELLATION – an Exelon Company" with logo, was shown at two locations atop the "podium" at Dock Street and again along the Point Street façade.

Comments from the Panel:

The Panel, expressed its concerns that the overall signing approach felt uncoordinated and that additional study was needed. Of particular concern was the lack of a truly dynamic and creative building signage approach that reflected the exuberant energy of the Exelon brand. The solution felt mundane and ordinary. Other comments suggested areas of study as noted below:

1. **Building Signing** – As noted above, the Panel suggested a more creative and dynamic approach that could potentially create a signature "event" in the nighttime sky. Additionally, a question was raised about whether the building's tower needed a signing element visible from the Central Avenue approach axis.
2. **Constellation Signing** – these elements seemed superfluous and oddly located. Questions were raised regarding the actual visibility of the setback sign, for instance, at the Point Street location.
3. **Tenant Signing** - A clearer overall design concept for the tenant signs was requested –one that addresses desirable and prohibited sign types, materials and internal lighting as well as signing and obstructions on the glass and in the immediate storefront was also suggested. The use, type, shape and signing of individual tenant awnings, if allowed, requires clarification.
4. **Garage Tenant "Fin" Signing** – Members of the Panel questioned the effectiveness and necessity of these signs and felt that they added to a visual clutter for the project. If they are to remain, more control and uniformity by the Landlord team rather than the individual tenants was recommended.

5. **Glass box Signing** – Several issues were raised regarding this element such as intended material choice, the need for internal lighting and the exact location and reading of the suspended letters within the cube volume. The lack of identity of neither Exelon, nor Constellation within the glass cube raises concerns regarding the “back” wall of the cube and its highly visible message. Please clarify.
6. **Coordinated drawings** – at follow-up presentations, please show all proposed sign applications in renderings, both tenant and building, so that the overall effect can be reflected.

Panel Action:

Recommended continued study, addressing the above comments.

Attending:

Jonathan Flesher, Marco Greenberg - Beatty Development Group LLC

Todd Harvey – BHC Architects

Deborah Kuo - Exelon

Ronnie Younts – Younts Design Inc.

Curtis Wong – Selbert Perkins Design Inc

Dr.Meany; Messrs. Bowden*, and Haresign - UDARP Panel

Laurie Feinberg, Anthony Cataldo, Christina Gaymon, Wolde Ararsa –Planning Dept