WALDORF ASTORIA AT THE OLD POST OFFICE
SIGNAGE & BRANDING DESIGN

RESPONSE TO REVIEWING AGENCIES
April 26th, 2022
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Photo courtesy of GSA
Project Background

The Old Post Office (OPO), in Washington, DC was constructed in the last decade of the 19th century to function as the headquarters of the United States Postmaster General, the Post Office Department, and as the City Post Office for Washington. The building was designed by Willoughby J. Edbrooke, Supervising Architect of the Treasury between 1891 and 1893, but was subsequently managed by four additional Supervising Architects before its completion in 1899. Nine stories high, the Romanesque Revival Style Building was the first public building erected in the area that is now known as the Federal Triangle. The Old Post Office Building is listed in the National Register of Historic Places and is also a contributing element to the Pennsylvania Avenue National Historic Site.

In 1914, the City Post Office moved out of the building to a new location West of Union Station. The Post Office Department remained in the OPO until 1934, when it moved to a new location across from 12th Street, NW. After the departure of the Post Office Department, the OPO has provided office space for a range of federal agencies until its initial redevelopment in 1979.

In 1982, under the Public Buildings Cooperative Use Act of 1976, GSA entered into a 55-year lease to develop retail shops, food vendor courts, and restaurants in 109,000 square feet (SF) of space in the lower levels of the OPO, while at the same time rehabilitating upper floors into federal offices. The lease for the commercial development of the OPO was eventually bought out by GSA. On December 28, 2000, GSA, pursuant to Public Law 105-277, submitted to the House Committee on Transportation and Infrastructure, and the Senate Committee on Appropriations and Environment and Public Works a plan for the comprehensive redevelopment of the OPO. The plan was approved by the House Committee on May 16, 2001, and by the Senate Committee on June 15, 2001. GSA issued a Request for Expressions of Interest for redevelopment of the OPO in 2004, and received considerable interest, but did not move forward with the redevelopment at that time.

Four years later, on October 8, 2008, Congress passed the Old Post Office Redevelopment Act of 2008 [PL110-359 (HR 5001)]. The Act referenced prior studies submitted to congressional committees and expressed the strong desire of Congress to see the Old Post Office redeveloped. The law directed GSA to proceed with the redevelopment of the OPO. The legislation also authorized GSA to provide replacement space for tenants currently located in the OPO.

On 2016, the historic building and adjacent annex was converted from a combination of office and retail uses to a luxury hotel and conference facility managed by Trump International Hotel. In addition to guest rooms and suites, the complex includes multiple restaurants, a spa, meeting and banquet facilities, retail space, a gift shop and museum space. The existing Clock Tower, which is open to the public, continues to be operated by the National Park Service (NPS) and continues to be open to the public.

Summary of the Basic Design Concept

CGI Hospitality Opportunity Fund has acquired the lease of the Old Post Office Building and Adjacent Annex at 1100 Pennsylvania Avenue, NW, Washington DC from it’s previous leaser Trump International Hotel as approved by the U.S. government. The hotel will be managed by Waldorf Astoria.

The current design project being submitted for review has a limited scope that only encompasses a re-branding of the current hotel to accommodate Waldorf Astoria as the new hotel management and its new spa and future retail tenants. The design concept does not have an adverse impact on the historic building and aptly maintains the current signage design palette of materials and reuses the existing sign structure. The design concept only proposes the removal of old lettering and signage that alludes to the past ownership and other minimal signage required for the new tenants as outlined in the following pages.
Corner of Pennsylvania Ave. and 12th Street.

Existing Conditions photos for Reference - Additional photos provided alongside each proposed sign modification.
<table>
<thead>
<tr>
<th>ID</th>
<th>Qty.</th>
<th>Type</th>
<th>Description</th>
<th>Required Modifications to Existing Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-01</td>
<td>1</td>
<td>Fabricated Cabinet</td>
<td>Fabricated “WA” insignia with closed backs, bottom mounted to, and wash lit from fabricated cabinet. Additional information and details provided in drawings.</td>
<td>Existing insignia and fabricated cabinet to be removed and replaced with new insignia and cabinet that matches in size, color, materials and utilizes existing supports with no adverse impact to existing building.</td>
</tr>
<tr>
<td>E02a &amp; E02b</td>
<td>2 sets of 2</td>
<td>Fabricated Letters</td>
<td>Fabricated letters mounted to bronze backer. Additional information and details provided in drawings.</td>
<td>Existing letterset and back panel to be removed and replaced with proposed signage with no adverse impact to existing monument.</td>
</tr>
<tr>
<td>E-03a</td>
<td>1</td>
<td>Fabricated Cabinet</td>
<td>Fabricated Cabinet with routed push-thru copy. Additional information and details provided in drawings.</td>
<td>Existing cabinet at canopy to be removed and replaced with new fabricated cabinet that matches size, material and color of existing cabinet and utilizes same supports with no adverse impact to existing building.</td>
</tr>
<tr>
<td>E-03b</td>
<td></td>
<td>Plaque</td>
<td>Entry plaque with tenant logo. Additional information and details provided in drawings.</td>
<td>Plaque to be mounted on existing back panel without any alterations to existing canopy.</td>
</tr>
<tr>
<td>E-04</td>
<td>1</td>
<td>Fabricated Cabinet</td>
<td>Fabricated “WA” insignia with closed backs, bottom mounted to, and wash lit from fabricated cabinet. Additional information and details provided in drawings.</td>
<td>Existing insignia and fabricated cabinet to be removed and replaced with new insignia and cabinet that matches in size, color, materials and utilizes existing supports with no adverse impact to existing building.</td>
</tr>
<tr>
<td>E-05</td>
<td>1</td>
<td>FCO</td>
<td>Flat Cut Out (FCO) brushed/satin brass letters with gloss clear finish. Additional information and details provided in drawings.</td>
<td>FCO letters to be tape installed onto existing surface without adverse impact to existing building.</td>
</tr>
<tr>
<td>E-06a</td>
<td>1</td>
<td>Fabricated Cabinet</td>
<td>Fabricated Cabinet with routed push-thru copy.</td>
<td>Existing lettering to be removed. Existing backer panel to be removed and replaced with an ACM panel painted to match existing. Future lettering to be installed following previous lettering in color and overall dimensions once a tenant is secured.</td>
</tr>
<tr>
<td>E-06b</td>
<td>1</td>
<td>Fabricated Cabinet</td>
<td>Fabricated Cabinet with routed push-thru copy. Additional information and details provided in drawings.</td>
<td>Existing lettering to be removed. Existing backer panel to be removed and replaced with an ACM panel painted to match existing. New lettering to be installed as detailed in drawings.</td>
</tr>
<tr>
<td>E-06c</td>
<td>1</td>
<td>Fabricated Cabinet</td>
<td>N/A</td>
<td>Existing signage to remain as-is.</td>
</tr>
<tr>
<td>E-07</td>
<td>1</td>
<td>Backer Panel</td>
<td>Blank backer ACM panel painted to match existing panel. Future tenant sign to be installed when tenant is secured. Tenant lettering will match previous design letter color, material and overall dimensions.</td>
<td>Existing lettering to be removed and replaced with a blank ACM panel matching existing panel dimensions, material and color.</td>
</tr>
<tr>
<td>E-08</td>
<td>1</td>
<td>FCO</td>
<td>FCO lettering mounted on backer panel.</td>
<td>Future tenant is unknown at the time of this submission. Once a tenant is secured, future modifications will follow the existing signage color, material and overall lettering dimensions.</td>
</tr>
<tr>
<td>E-09</td>
<td>1</td>
<td>Pylon</td>
<td>Aluminum tube with vinyl copy. Additional information and details provided in drawings.</td>
<td></td>
</tr>
<tr>
<td>E-10</td>
<td>1</td>
<td>Awning</td>
<td>White copy on black sunbrella fabric. Additional information and details provided in drawings.</td>
<td>Existing black awning fabric with previous tenant logo to be removed. Waldorf Astoria Spa text to be included as specified in drawings. Lettering to use the same sans serif font used throughout.</td>
</tr>
</tbody>
</table>

Continued on next page.
**E-12**  
Awning  
White copy on black sunbrella fabric. Additional information and details provided in drawings.  
Existing awning fabric and logo to be removed and replaced with new black fabric and new tenant name. Lettering will used will match the same sans serif font used throughout. Frame to be painted black.

**E-13**  
Pylon  
ADA directional Sign  
No modifications needed.

**D-1**  
1  
Fabricated Cabinet  
N/A  
Existing panels to be cleaned and restored. Potential sign to be included in the future if additional tenants are secured. Lettering to follow design, material and overall dimensions of similar signs on D-2.

**D-2**  
1  
Fabricated Cabinet  
Fabricated Cabinet with routed push-thru copy.  
Existing "Museum & Clock Tower" to remain. Current tenant lettering to be removed. Existing backer panel to be removed and replaced with an ACM panel painted to match existing. Future lettering to be installed following previous lettering in color and overall dimensions once a tenant is secured.

**D-3**  
1  
Fabricated Cabinet  
N/A  
Existing sign to be cleaned and restored.

**D-4**  
1  
Fabricated Cabinet  
N/A  
Existing panels to be cleaned and restored. Potential sign to be included in the future if additional tenants are secured. Lettering to follow design, material and overall dimensions of similar signs on D-2.

**D-5**  
1  
Fabricated Cabinet  
N/A  
Existing panels to be cleaned and restored. Potential sign to be included in the future if additional tenants are secured. Lettering to follow design, material and overall dimensions of similar signs on D-2.

**D-6**  
1  
Fabricated Cabinet  
N/A  
Existing panels to be cleaned and restored. Potential sign to be included in the future if additional tenants are secured. Lettering to follow design, material and overall dimensions of similar signs on D-2.

*For E-10, E12 and D1 to D6 locations please refer to elevation drawings in following pages.*

**GENERAL NOTES:**
All signage lettering will use the same font family used for the Waldorf Astoria branding, called “Noble” which features a sans serif font style, unless the brand standards of a sub-tenant requires the use of another font style. While sizes will vary depending on the sign application, similar sign types will use the same font heights.
North elevation (Pennsylvania Avenue)*

*Elevations are for reference of sign location only. For current existing conditions, please refer to existing photos provided on each sign exhibit page.

East elevation (11th Street)*
*Elevations are for reference of sign location only. For current existing conditions, please refer to existing photos provided on each sign exhibit page.
"WA" INSIGNIA

Description: Fabricated with closed backs and washers from cabinet. - Rip-off
Face: Basic & Return Material: Brushed / satin brass with glass clear finish
Installation: Bottom mounted to post with 2" pegs

Red Material: Satin brass (high polish horizontal grain) with glass clear finish

Brass dimensional letters, polished nickel finish
Pogo/Standoffs
Alum. letter, painted white, adhered onto acrylic
Push through, clear acrylic

CABINET

Lighting: 180 W
Voltage: 3.54 amps @ 120 volts
Description: Fabricated cabinet with routed push-thru copy
Cabinet Material: 14 gauge Muntz #8 brushed nickel finish
Cabinet Color: Dark Bronze
Copy Material: Brushed satin brass with glass clear finish
adhesive to 364 White (6444) acrylic laminated to flange mounted 3/16" clear acrylic (1/4" proud of face)
Cabinet Installation: Hinge mounted to existing arch
Photos of Existing Signs to be modified.

E-02a

E-02b

EXISTING
11th Street
EXISTING
12th Street/C Street

37.05 SF

7 1/2" Letterset w/Insignia and Location Letterset on Backer Panel - Mounted to Existing Monument

E08 & E02

11'-11"

5"

3'-1 5/16"

11/16" Reveal

3'-7"

2'-1-7/8"

6"

2'-0-1/2"

Total of 4

Total of 4

"WA" INSIGNA

Description: Fabricated letters - Halo-Lit

Material: Brushed / saddle brass with gloss clear finish

Mounted to Bronze Backer - color TBD

Installation: Standard 1/2" from cabinets, letters are sealed with 3/16" Clear Acrylic, waterjet cut with frosted finish

COPY

Description: Routed push-thru copy

Material: Brushed / saddle brass with gloss clear finish

Mounted to Bronze Backer - color TBD

Quantity of 2 Sets

Total of 4
Photo of Existing Sign to be modified.

Proposed Sign - Rendering

Night View

Proposed Sign - Drawings

WALDORF ASTORIA

Key Map

Proposed Sign - Drawings

WALDORF ASTORIA AT THE OLD POST OFFICE
SIGNAGE & BRANDING DESIGN
APRIL 26TH, 2022

Dispose of the lamps according to Local, Provincial, State or Federal Laws.

Fluorescent, Neon and HID lamps contain Mercury (HG).

This includes proper grounding and bonding of the sign.

Signature

Required:

Date:

Rev. #:

Sales:

Scale:

Customer Approval
**E-03b**

**Photo of Existing Sign to be modified.**

**Proposed Sign - Rendering**

**Entry Plaques**
- Sand Textured bronze finish 5/16" background, painted edges
- 1/4" Raised copy - Copy TBD
- Background textured – black

**scale: 3"=1'-0"**

- Text - raised brushed finish
- Standard stud mount
Photo of Existing Sign to be modified.

Proposed Sign - Details

**REFERENCE OF EXISTING ARCH**

- Brass dimensional letters, polished nickle finish
- Push through, clear acrylic
-ブラシド銅色サインボード, 光沢ニッケル仕上げ
- クリアアクリルを押込む

"WA" INSIGNIA

- **Description:** Fabricated with closed backs and washable from cabinet, edge-lit
  - Face: Brushed & Return Material: Brushed / satin brass with glass clear finish
  - Installation: Bottom mounted to #4 with 2" pegs
- **Material:** Satin brass (high polish horizontal grain) with glass clear finish

**CABINET**

- **Lighting:** 120V 120 Volts 6000 Watts
- **Description:** Fabricated cabinet with routed edge-thru copy
- **Cabinet Material:** 14-gauge Muntz #8 brushed nickle finish
- **Cabinet Color:** Dark Bronze
- **Copy Material:** Brushed satin brass with glass clear finish
- **Adhesive:** 264 White (0447) acrylic laminate to flange routed 3/16 clear acrylic (1/4" prout of #4)
- **Cabinet Installation:** Male mounted to existing arch

**Scale:** 3/8" = 1'-0"

**Area:** 20.8 SF

APRIL 26TH, 2022

This includes proper grounding and bonding of the sign.

Dispose of the lamps according to Local, Provincial, State or Federal Laws.

Fluorescent, Neon and HID lamps contain Mercury (HG).

This building is designed and constructed to ensure that the structure of the building is secured.

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Please ask PSG to provide further details if required.
Photo of Existing Sign to be modified.

WALDORF ASTORIA

NON-ILLUMINATED LETTERS
Description: FCO
Material: Brass
Depth: 1/4"
Face Color: Brushed / Satin Brass with Gloss Clear Finish
Returns: Matte
Installation: Tape mounted flush

Key Map
Proposed Sign - Details
Proposed Sign - Elevation

E-05
General Note:
Existing cabinet and panels to be cleaned and restored. Future tenant is unknown at this time. Future tenant signage will feature the same font style and lettering height as other similar signs proposed at this location.

**Photo of Existing Signs to be modified.**

**Proposed Sign - Drawings**

**Key Map**

**Letterset**
Description: routed push-thru copy
Cabinet Color: Dark Bronze
Copy Material: Satin brass (color) brushed veneer (high polish with #8 horizontal grain) with gloss clear finish adhered to J854 White (2447) acrylic
Terminated to flange routed 0.077 clear acrylic (1/4” proud of face)
Cabinet Color: Dark Coated Bronze with satin clear finish

**E-06a**

**E-06b**

**E-06c**
E-07

Photo of Existing Sign to be modified.

Proposed Sign - Rendering

Proposed Sign - Elevation

Dispose of the lamps according to Local, Provincial, State or Federal Laws.

Fluorescent, Neon and HID lamps contain Mercury (HG).

This includes proper grounding and bonding of the sign.

This includes proper grounding and bonding of the sign.

APRIL 26TH, 2022

SIGNAGE & BRANDING DESIGN

SP2-44545 R1

Project ID

Other

Electrical

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Existing Sign to be modified:

- **Photo of Existing Sign to be modified.**

Proposed Sign - Rendering:

- **Proposed Sign - Rendering**

**Description:**
Future tenant is unknown at this time. Future tenant signage will feature the same “Noble” font style used for Waldorf Astoria’s brand and will have the same overall dimensions as the existing sign lettering.
Photos of Existing Signs to be modified.

NOTE: See signage message schedule for all messages.

*North & South Sides Only

**WAYFINDER**

- Lighting: Non-UL
- Description: Aluminum tube directory with vinyl copy
- Tube Size: 3" x 3" x .25
- Cabinet Color: MP00567 Castell Bronze Metallic with satin clear finish
- Copy Material: Reflective Vinyl
- Copy Color: White
- Font: Nobel Regular
Photo of Existing Signs to be modified.
General Note:
Existing cabinet and panels to be cleaned and restored. Future tenant is unknown at this time. Future tenant signage will feature the same font style and lettering height as other similar signs proposed at this location.
**AWNING**

Existing copy to be removed

Awning cover to be reskinned - Black
Frame to be repainted - Black

*Logo to be provided by Hilton*

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**WALDORF ASTORIA SPA**

Font: Nobel Regular

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Front View Awning Frame

Scale: 1/2"=1'-0"

End View

---

Front View Removable Valance w/ Logo

Qty: 1 Valance Only

*MAX COPY HEIGHT 4'0*

*MAX COPY LENGTH 4'0*

*WHITE COPY ON BLACK SUNBRELLA FABRIC*

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**EXISTING**

**PROPOSED**
E-12 Awnings

Existing copy to be removed from awning and new tenant's logo inserted

New Tenant Artwork will be provided by the client
Awning cover to be reskinned - Black
Frame to be repainted, as needed - Black