



## 399 Boylston Street Signage Guidelines

01/06/2017



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# INTRODUCTION

This document, submitted to the Back Bay Architectural Commission (BBAC) for review and approval, comprises proposed Exterior Signage Guidelines for retail tenants of 399 Boylston Street. Equity Office Properties, the owner of 399 Boylston Street, will require each retail tenant to follow these guidelines, once approved by the BBAC, to design the exterior signage for his suite so that it is aesthetically pleasing and uniform in appearance across the ground floor of the building.







# Conditions Pre-2016







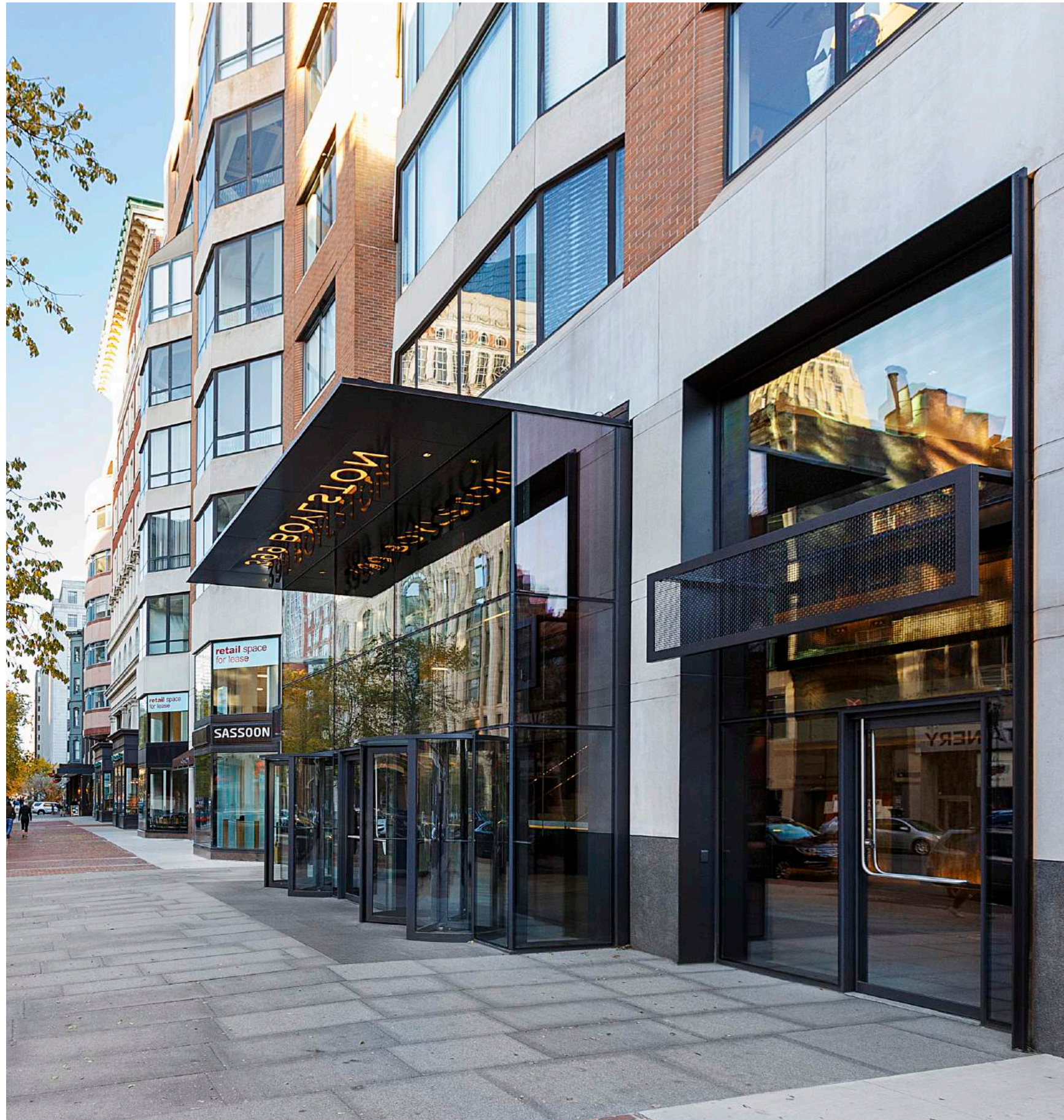


# Existing Conditions













# Tenant Signage Guidelines



# Signage Types

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- Signage must not exceed margin requirements set forth here in
- All dimensions to be field-verified
- All fonts acceptable
- Neon and exposed florescent lighting prohibited

## Sign Types A, B, C

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Internally illuminated channel-cut characters of any color to be mounted on steel mesh signage panel

## Sign Type D

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Internally illuminated characters white in color only to be surface mounted on bay window spandrel panel







## Tenant Signage Typology

**A** Wing Door Tenant Signage  
(Existing to be modified)

**B** Multi-Bay Tenant Signage

**C** Single-Bay Tenant Signage

**D** Bay Window Tenant Signage  
(Existing to be modified)







# Signage Type A- Wing Door

## Dimensions

Panel Dimension

2'-11" h X 9'-7" w

Mesh Dimension

2'-5" h X 9'-1" w

## Margin Requirements

0'-6" Margin from top and bottom of mesh edge

0'-9" Margin from left and right of mesh edge

## Construction & Finish

- Black painted steel mesh in black painted metal frame
- Internally illuminated channel-cut characters of any color to be mounted on mesh signage panel
- All electrical connections and means of mounting characters to be hidden from public view

## Signage Parameters

- Character height not to exceed 1'-2"
- Characters not to exceed 2" depth from mesh with 3/4" spacer
- Signage must not exceed margin requirements
- Signage must be centered on metal mesh



3/4" Steel Metal Surround

A

- Black-painted steel armature
- Black painted steel mesh plate
- Internally illuminated channel cut character

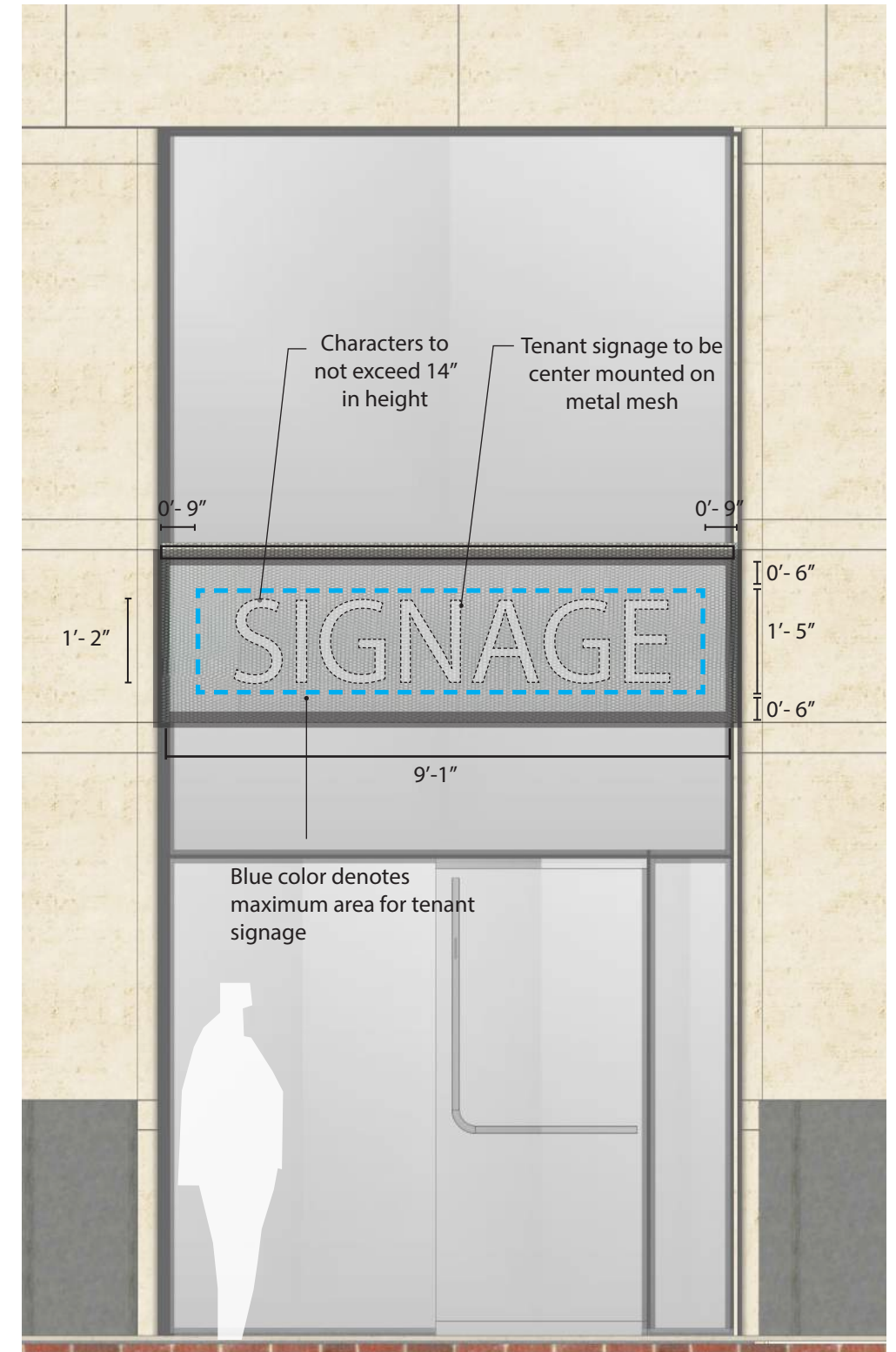
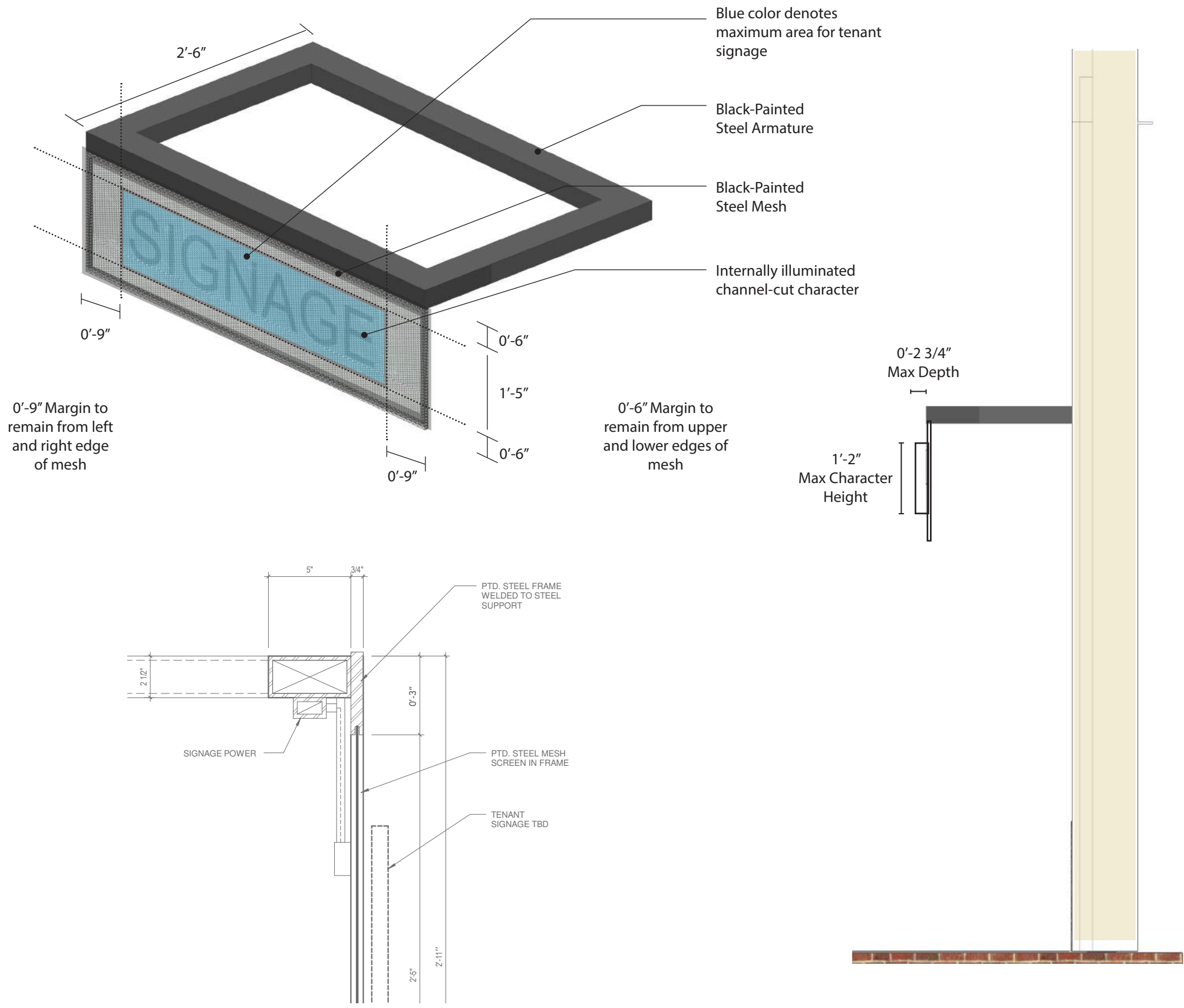
2'-11"

10'-3"

9'-7"



# Signage Type A- Wing Door





# Signage Type B- Double Entry

## Dimensions

Panel Dimension  
2'-11" h X 19'-2" w

Mesh Dimension  
2'-5" h X 18'-8" w

## Margin Requirements

0'-6" Margin from top and bottom of mesh edge  
0'-9" Margin from left and right of mesh edge

## Construction & Finish

- Black painted steel mesh in black painted metal frame
- Internally illuminated channel-cut characters of any color to be mounted on mesh signage panel
- All electrical connections and means of mounting characters to be hidden from public view

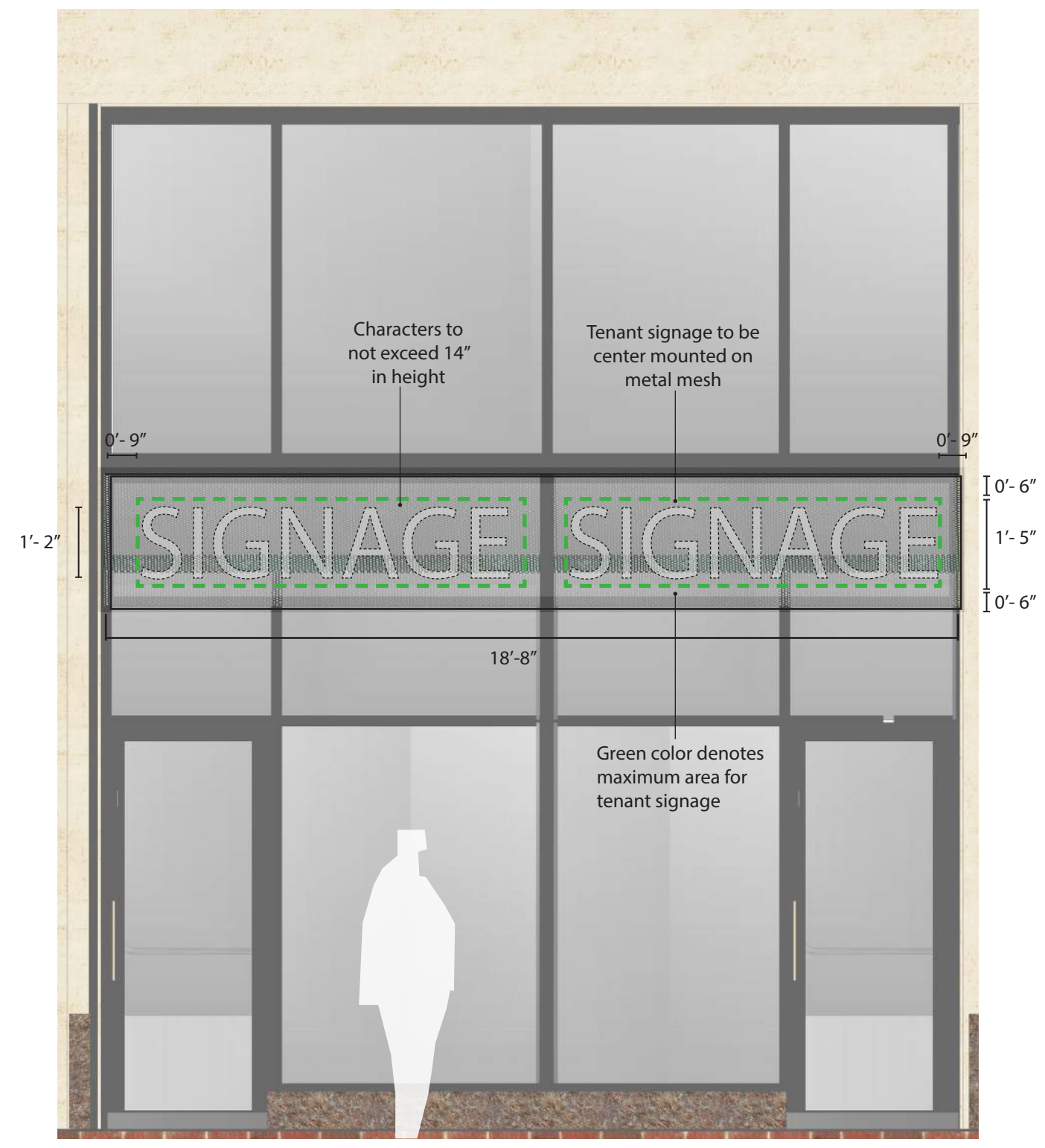
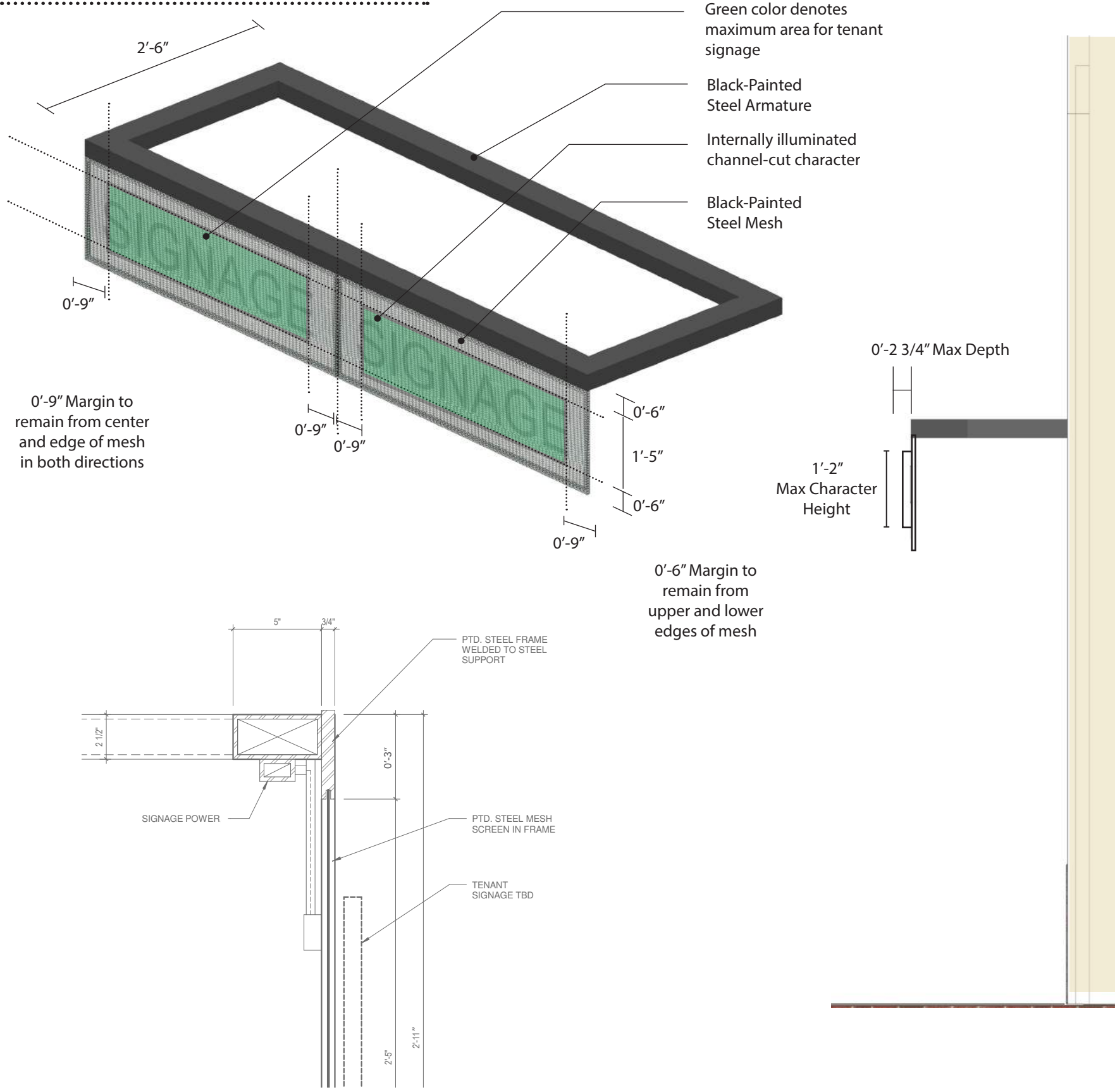
## Signage Parameters

- Character height not to exceed 1'-2"
- Characters not to exceed 2" depth from mesh with 3/4" spacer
- Signage must not exceed margin requirements
- Signage must be centered on metal mesh





# Signage Type B- Double Entry





# Signage Type C- Single Entry

## Dimensions

Panel Dimension  
2'-11" h X 9'-7" w

Mesh Dimension  
2'-5" h X 9'-1" w

## Margin Requirements

0'-6" Margin from top and bottom of mesh edge  
0'-9" Margin from left and right of mesh edge

## Construction & Finish

- Black painted steel mesh in black painted metal frame
- Internally illuminated channel-cut characters of any color to be mounted on mesh signage panel
- All electrical connections and means of mounting characters to be hidden from public view

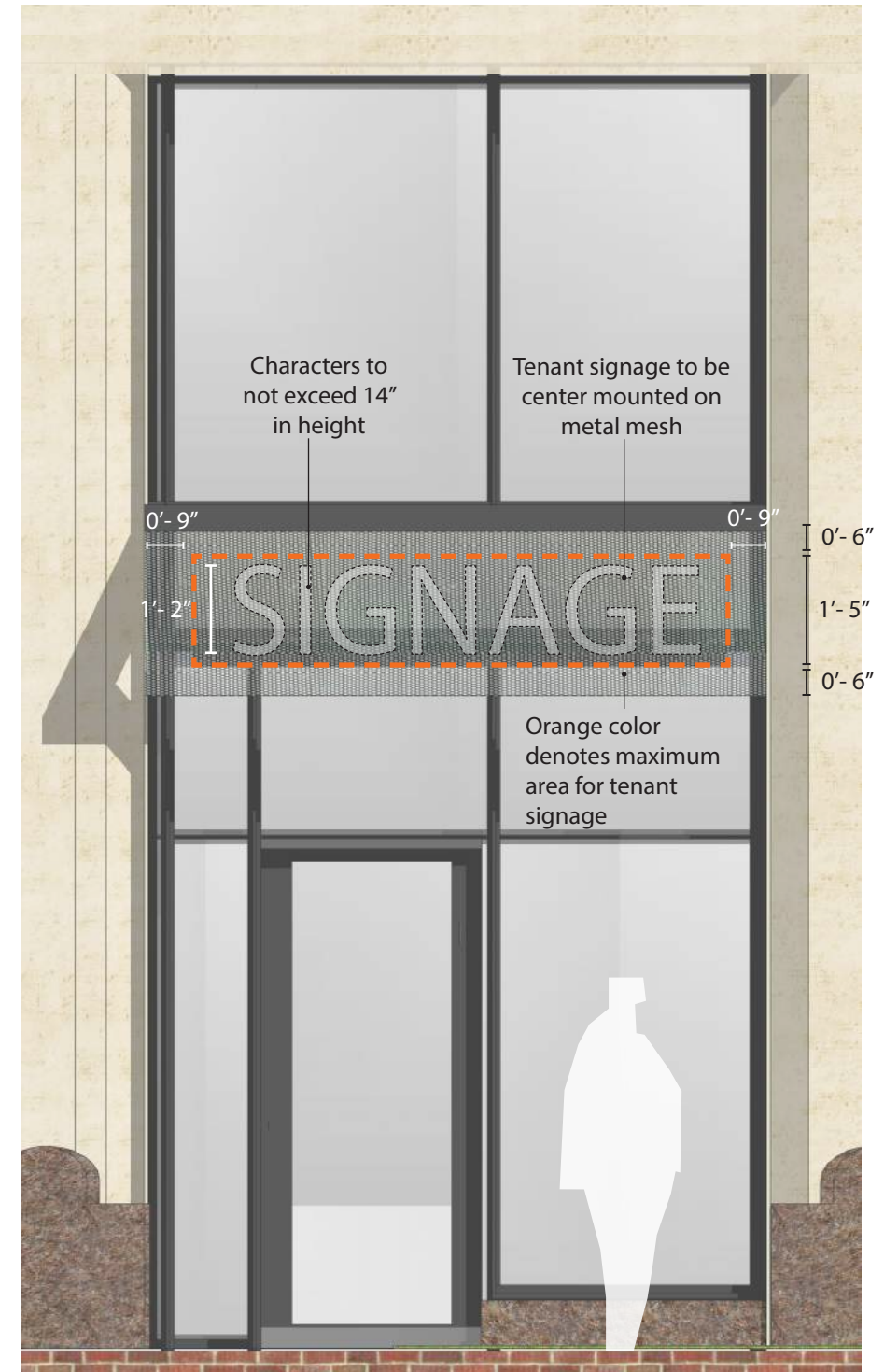
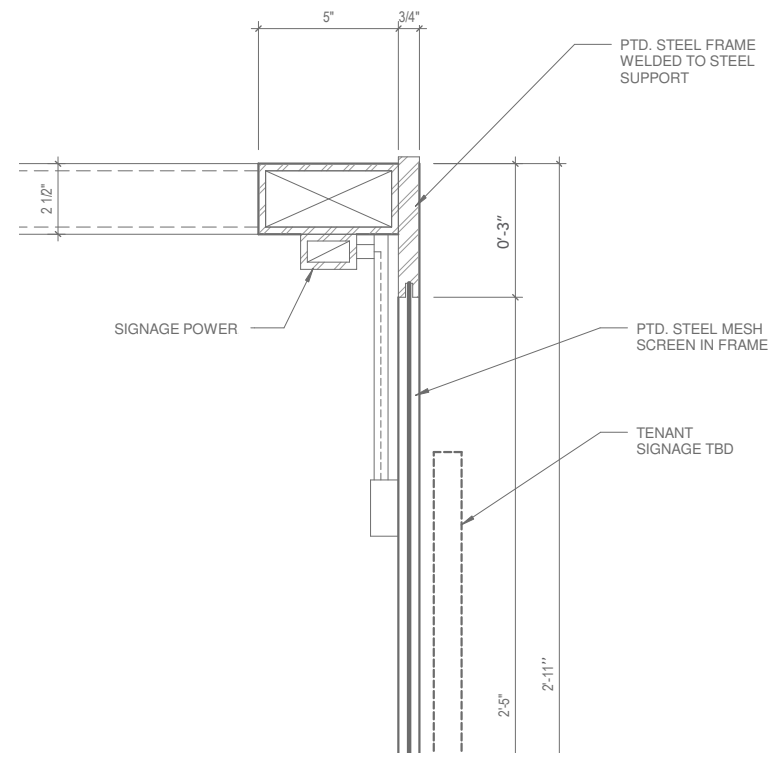
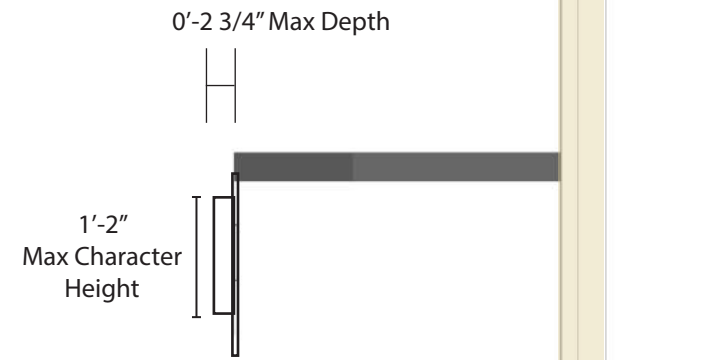
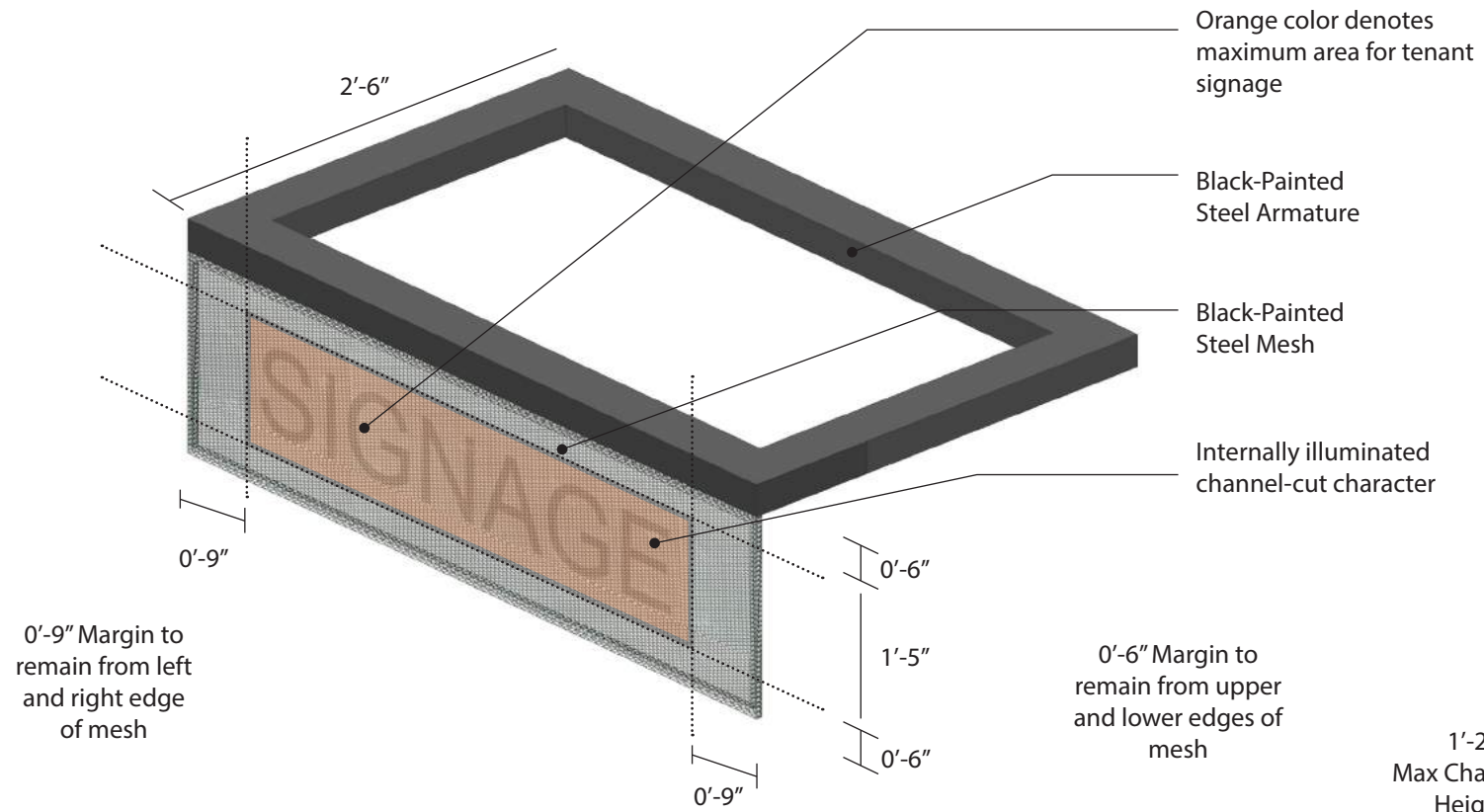
## Signage Parameters

- Character height not to exceed 1'-2"
- Characters not to exceed 2" depth from mesh with 3/4" spacer
- Signage must not exceed margin requirements
- Signage must be centered on metal mesh





# Signage Type C- Single Entry





# Signage Type D- Bay Window

## Dimensions

Spandrel Panel Dimension

2'-0" h X 6'-5" w

Usable Signage Dimension

1'-8" h X 5'-11" w

## Margin Requirements

0'-2" Margin from top and bottom of spandrel panel

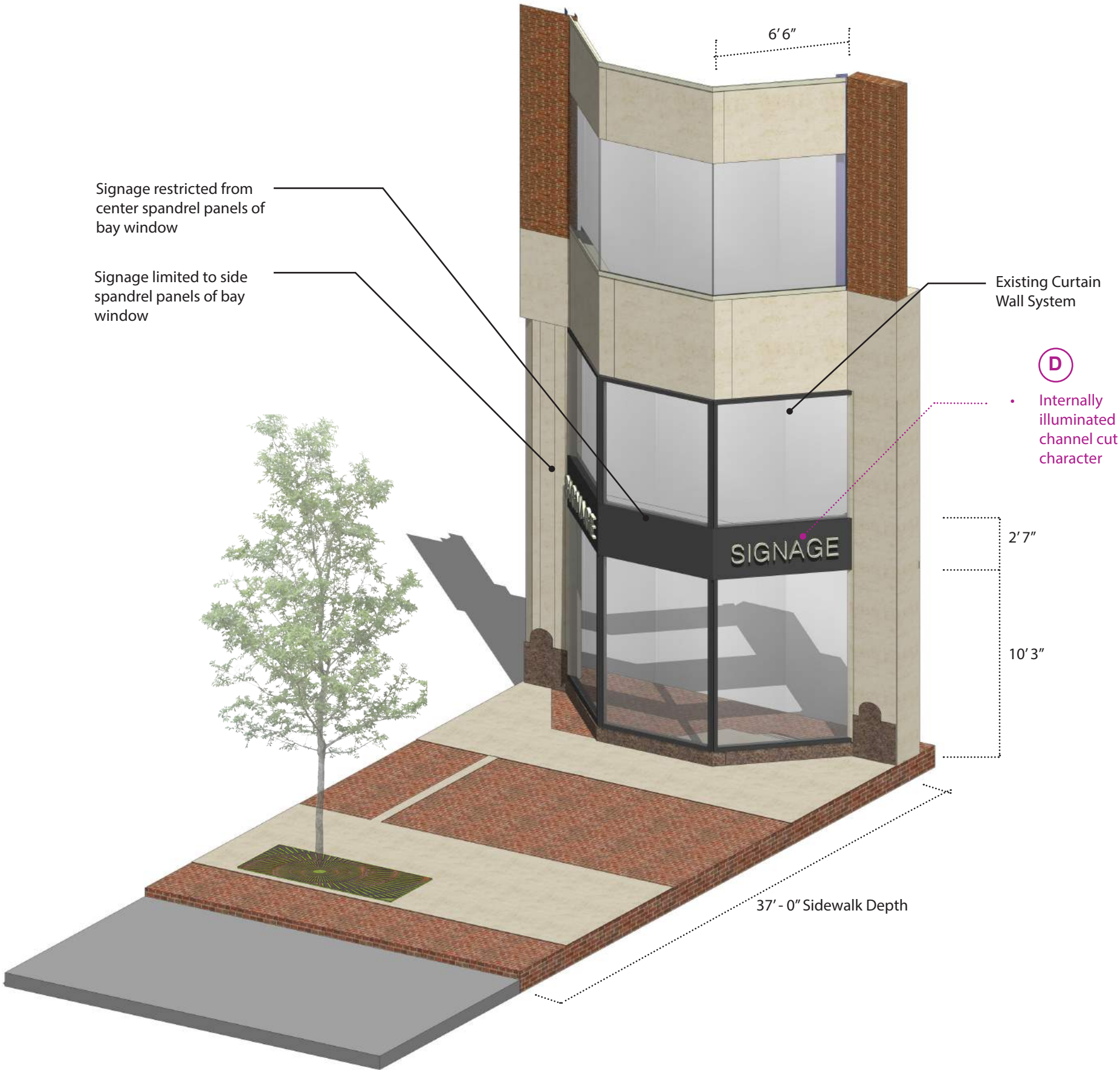
0'-3" Margin from left and right of spandrel panel

## Construction & Finish

- Black painted bay window spandrel panel with surface mounted lettering
- Internally illuminated channel-cut characters of white color only to be mounted on bay window signage panel
- All electrical connections and means of mounting characters to be hidden from public view
- Signage limited to side spandrel panels of bay windows

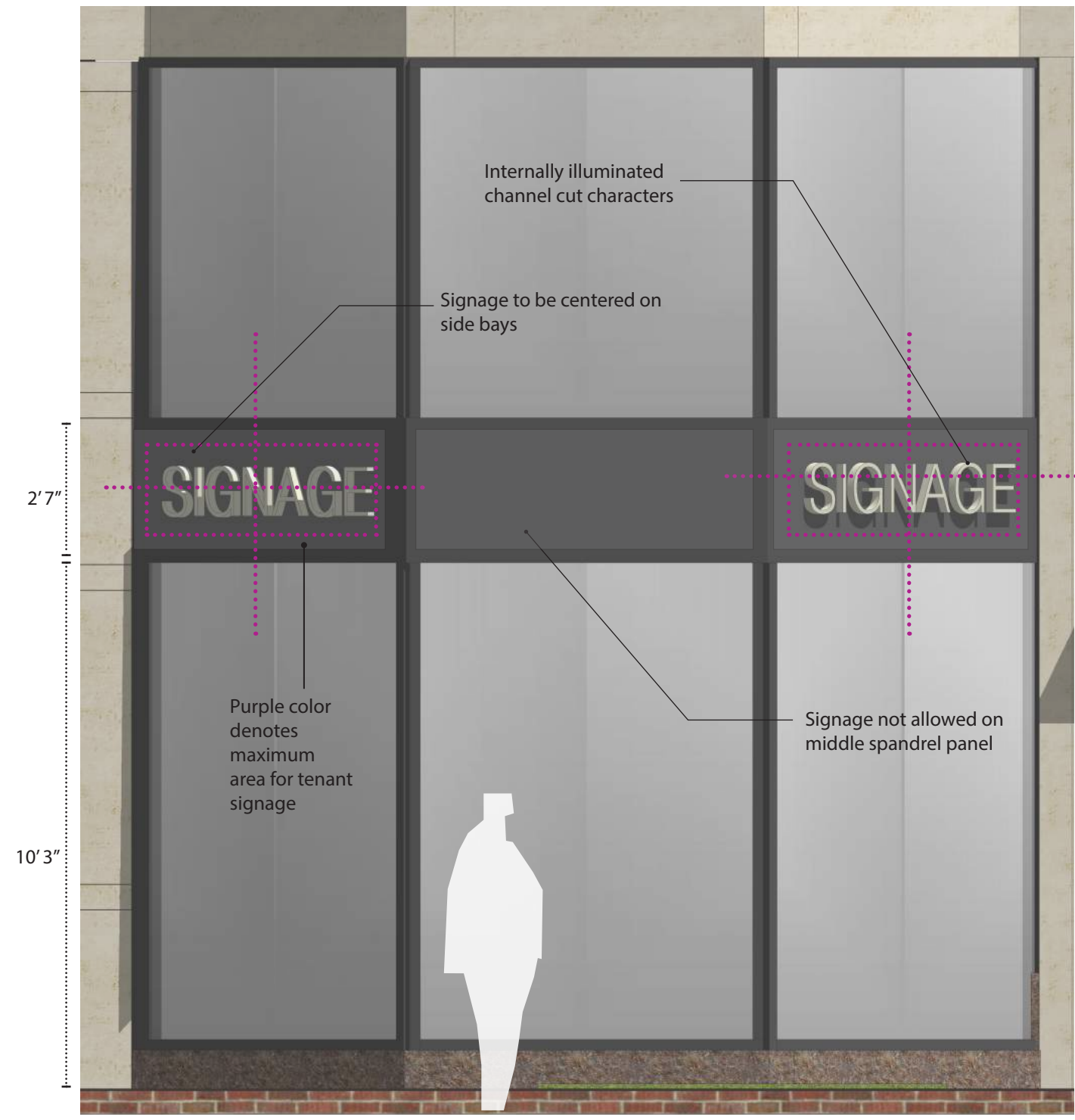
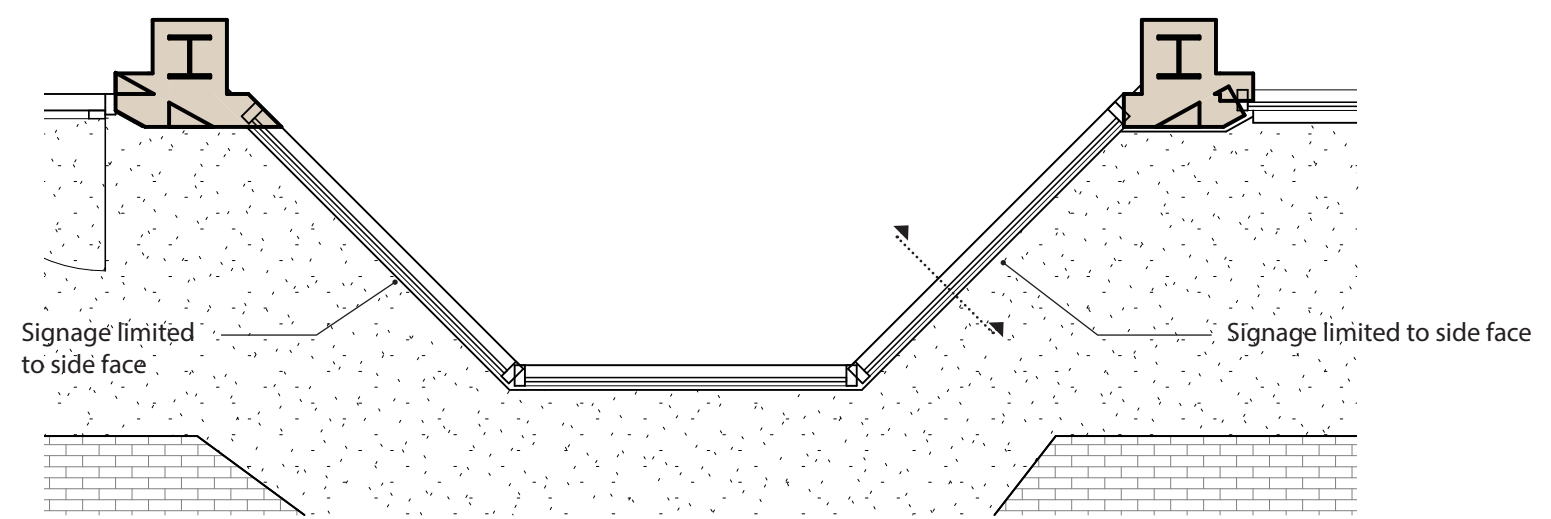
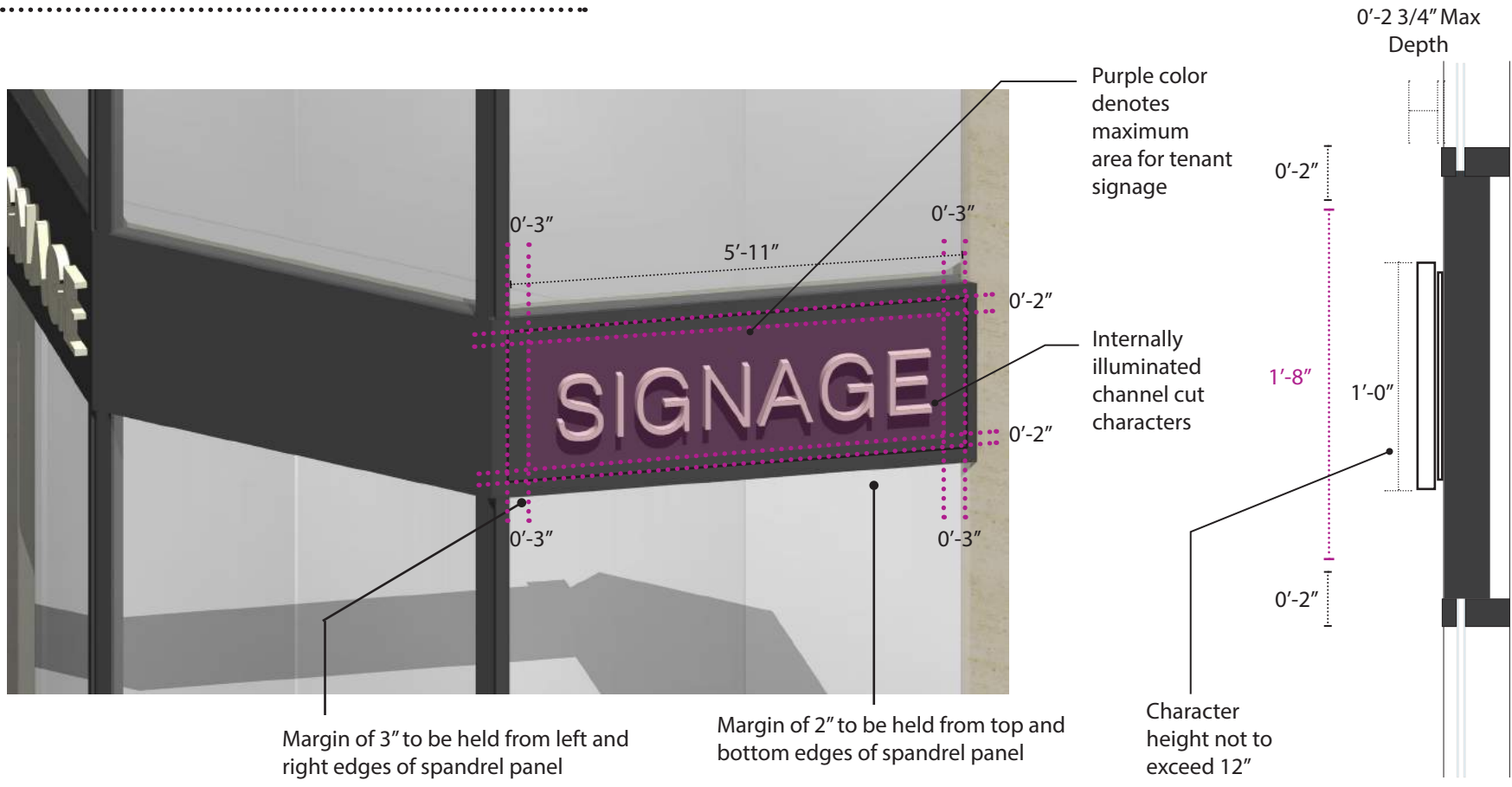
## Signage Parameters

- Character height not to exceed 1'-2"
- Characters not to exceed 2" depth from mesh with 3/4" spacer
- Signage must not exceed margin requirements
- Signage must be centered on spandrel panels





# Signage Type D- Bay Window







# Contacts

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## Equity Office

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