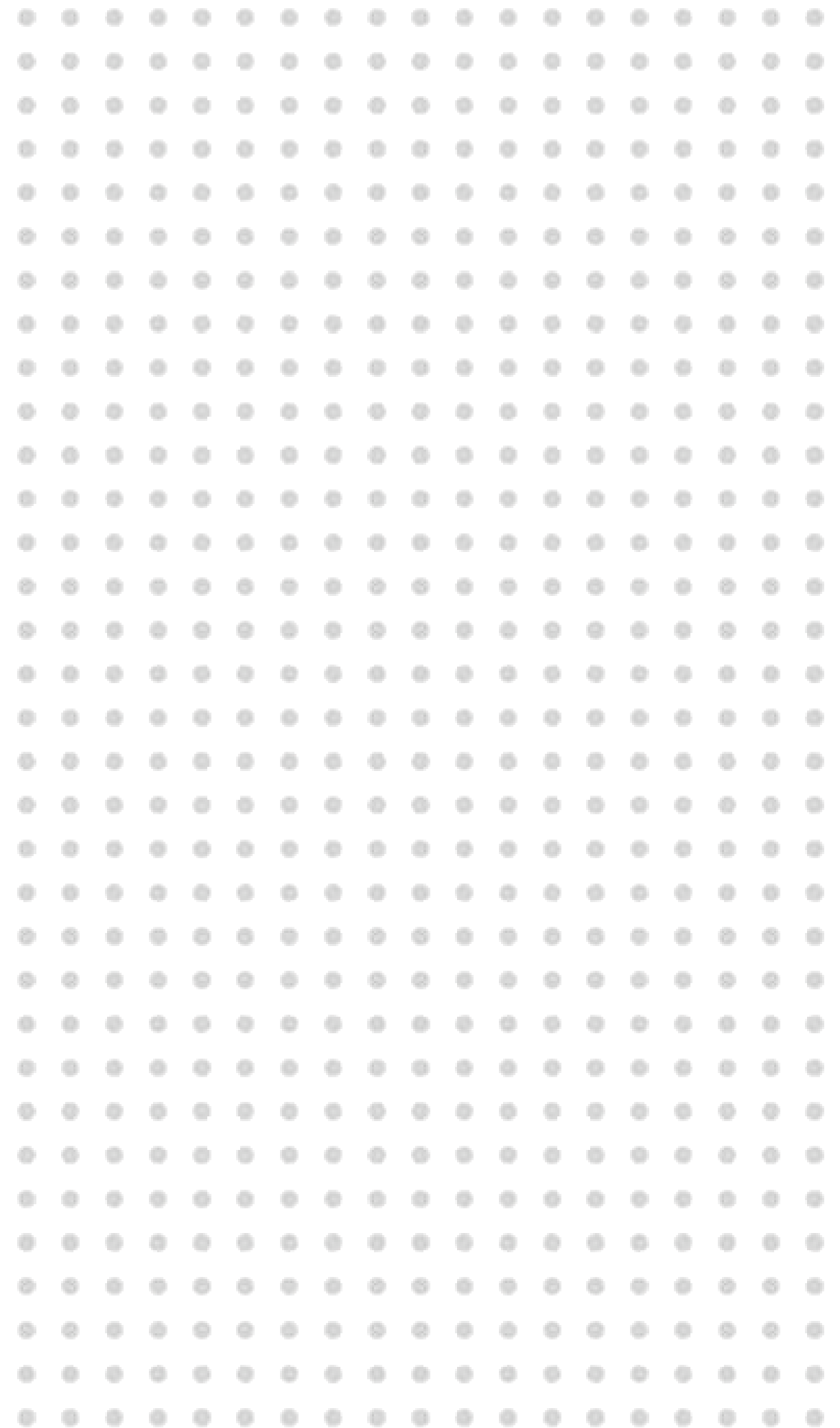




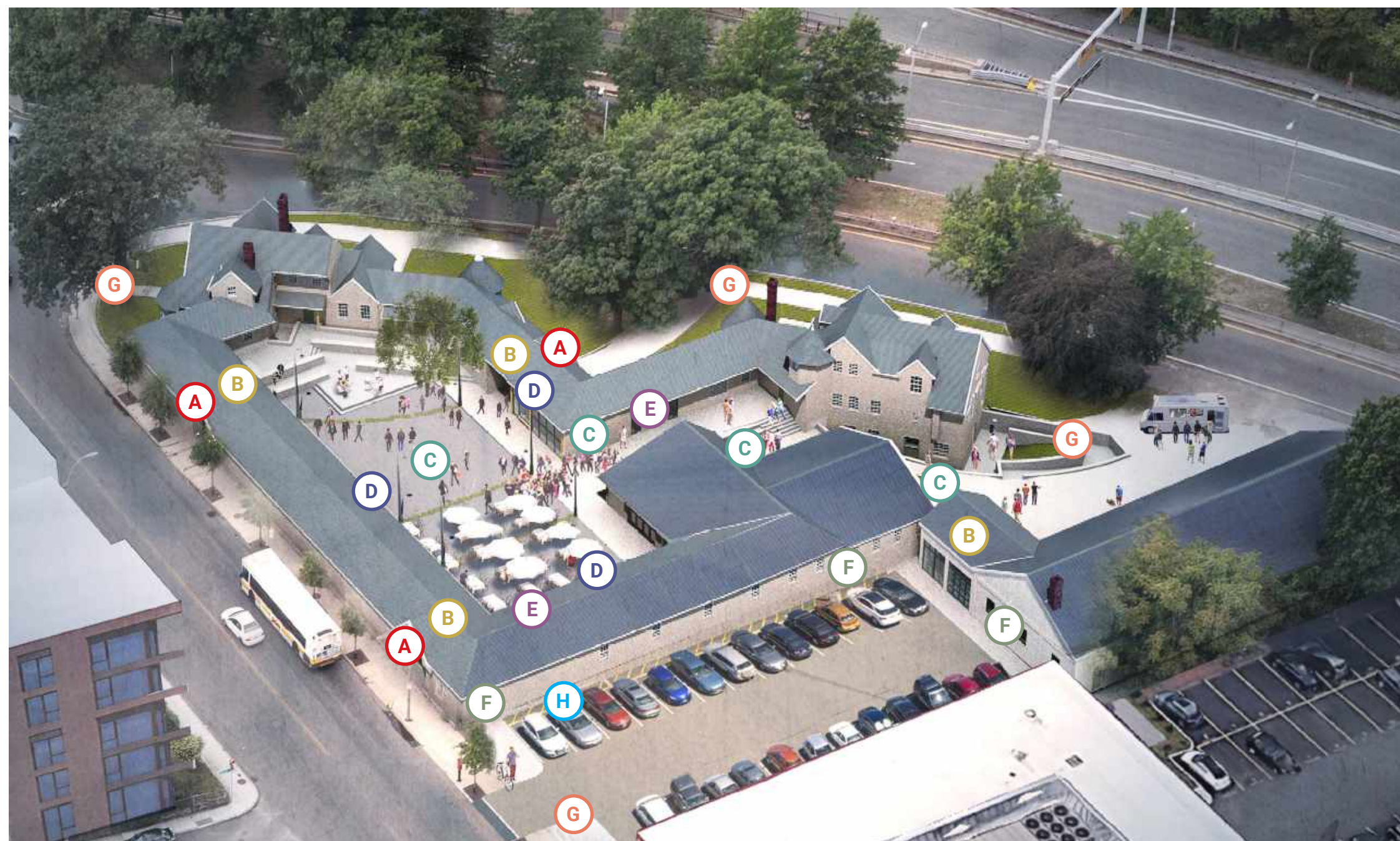
CHARLES RIVER SPEEDWAY: SIGNAGE CONCEPTS FOR BOSTON LANDMARK COMMISSION DESIGN REVIEW

Prepared by Graffito SP for Architectural Heritage Foundation | 08.19.20



CHARLES RIVER SPEEDWAY SIGNAGE: LOCATIONS OF PRESENTED CONCEPTS

- A. Main Entrances**
- B. Welcome/Rules Sign (Inside Archway)**
- C. Directory Signage**
- D. Vendor Signage**
- E. Bathroom/Utility Signage**
- F. Parking Lot Signage**
- G. Exterior Signage**
- H. Optional Signage**



A: MAIN ENTRANCE SIGNS

Archway Sign (Exterior; 11' W x 30" H)

Metal letters attached to metal rails installed across entry archways



Archway Sign (Interior; 6' W x 2' H)

Viewed From Inside Archway



Simple directory of Upper Courtyard points of interest applied as metal or vinyl on wood/laminate backing

Viewed From Courtyard



Powder coated metal lettering and logo frame placed on wood/laminate backing

Note: this sign does not replace lit exit signs required by fire codes

Canopy Sign (18" W x 15" H)

Light colored wood (real or laminate) fin shape hung from metal rail projected off archway canopy



Powder coated metal lettering raised off surface

Number changes for each entry point (1-3)



B: WELCOME/RULES SIGNAGE

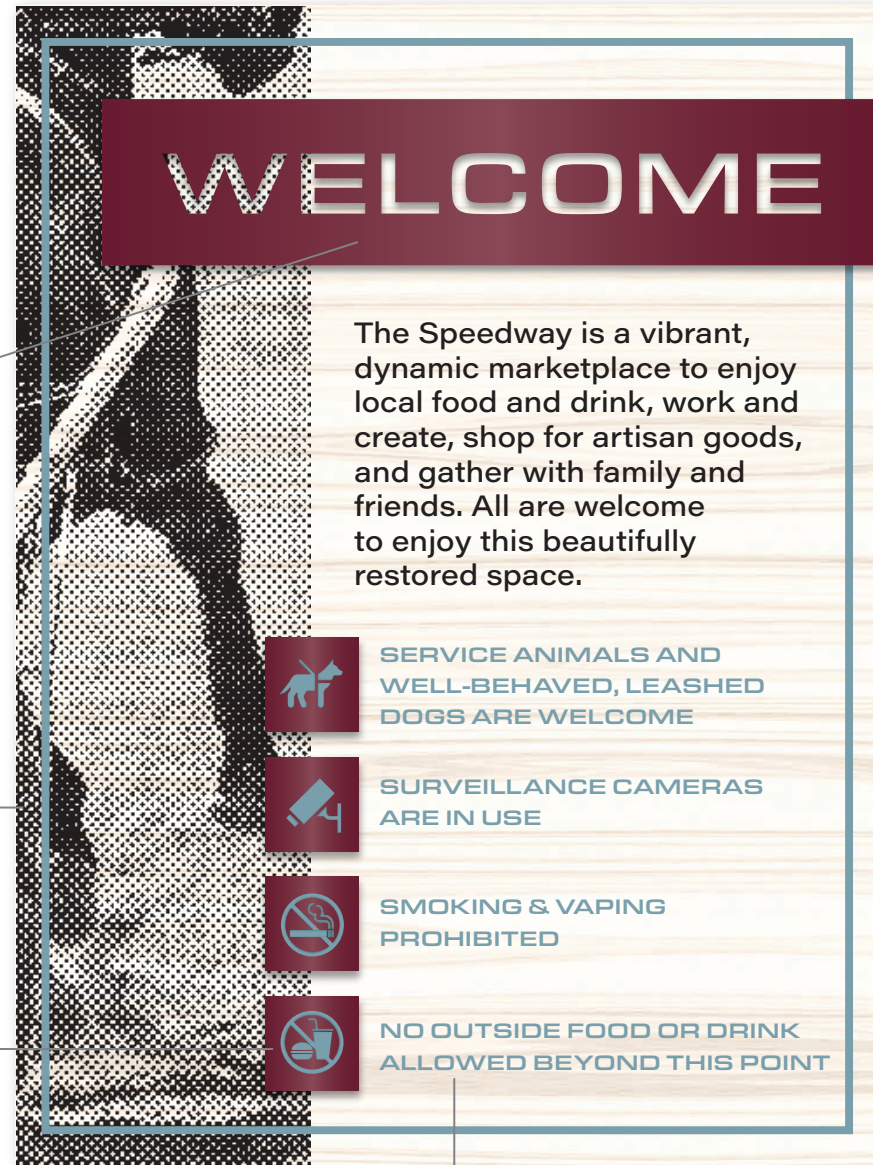
3' W x 4' H

Light colored wood (real or laminate) base surface; sign to be placed inside archway and vestibule spaces

Powder coated diecut metal "Welcome" header sits on top of surface, revealing wood texture underneath

Half-tone image and border frame printed directly onto surface

Powder coated purple metal icon squares are diecut and sit on top of base surface, revealing blue areas to form icon shapes



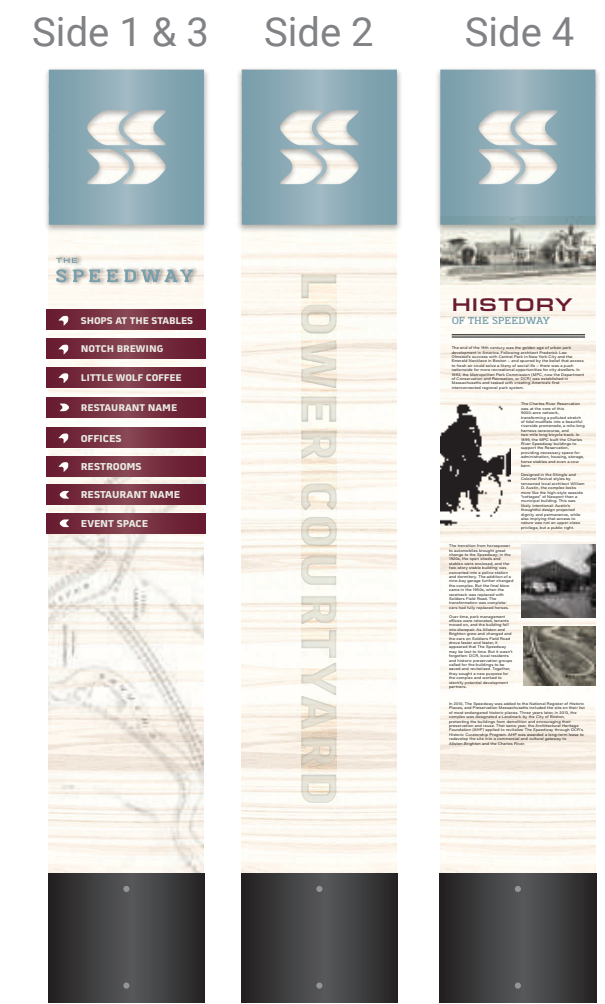
Lettering either etched into wood surface or applied as vinyl; exact language TBD



C: DIRECTORY SIGNAGE

Freestanding Totem (Upper & Lower Courtyard; 15" W x 7' H)

- Narrow, free-standing, 4-sided structure with metal base anchored to ground
- Ideally placed in upper and lower courtyard near vestibule
- Side 1 and opposite Side 3 - Directory (metal "slats" raised off wood surface)
- Side 2 - Carved "Lower/Upper Courtyard" denotes which part of the Speedway the person reading is located
- Side 4 - History panel; exact text/imagery TBD, design to be further developed based on actual content



On-Building (Key Intersections; 3' W x 4' H)

- Ideally placed on-building near Notch/Little Wolf intersections
- Map graphic printed directly onto wood/laminate surface; labels applied in vinyl allows them to change as needed
- Acts as a visual complement to free-standing, "list-only" format directories



D: VENDOR SIGNAGE

Blade Signs (2' W x 8" H)

- Ideally placed between vendor stalls perpendicular to building
- Vendor names are typeset (not logos) to create standard, uniform design system



E: BATHROOM/UTILITY SIGNAGE

Blade Signs (2' W x 8" H)

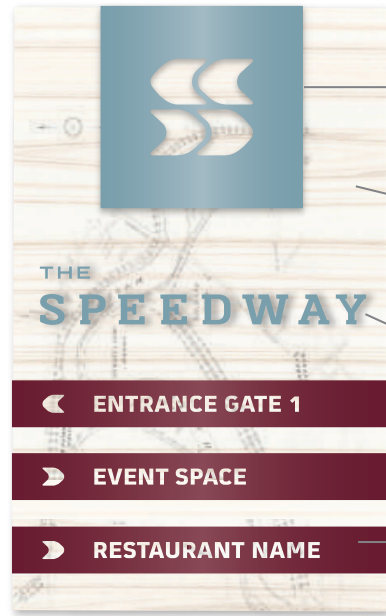


On Building (8" W x 4" H; 8" W x 8" H)



F: PARKING LOT SIGNAGE

Parking Lot Directory (On-Building; 3' W x 58" H)



Diecut powder coated metal logomark sits on top of backing

Light colored wood/laminate backing, etched or printed with map illustration

Logo made of powder coated metal lettering, sits on top of backing surface

Diecut powder coated metal "bars" attached to backing

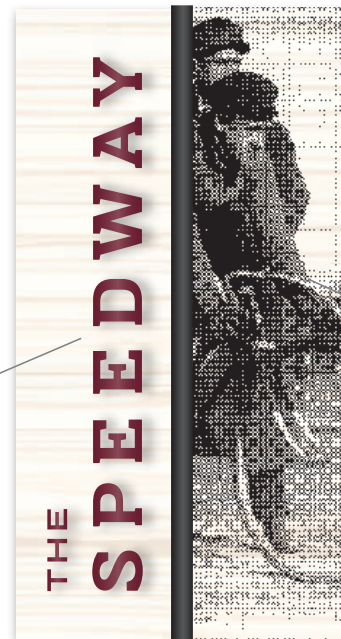


G: EXTERIOR SIGNAGE

Vertical Speedway Signs (4.5' W x 16' H)

Powder coated metal letters attached to wood/laminate surface

Metal pole secures into ground



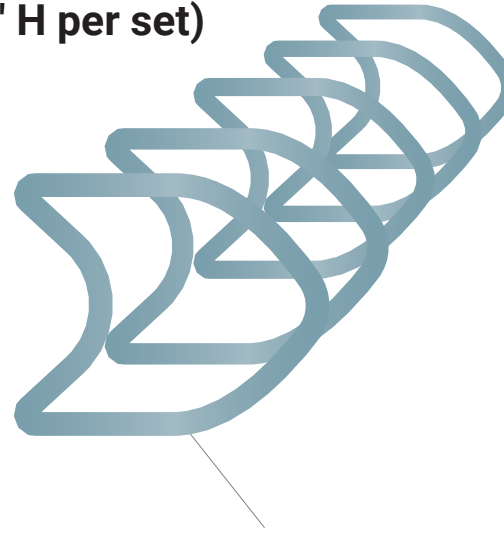
Half the sign surface is banner material, easy to replace (imagery, announcements/events, etc.)



H: OPTIONAL SIGNAGE FOR ADDITIONAL CONSIDERATION

“Fin” Bike Rack (Located in Parking Lot Area; 12' W x 33" H per set)

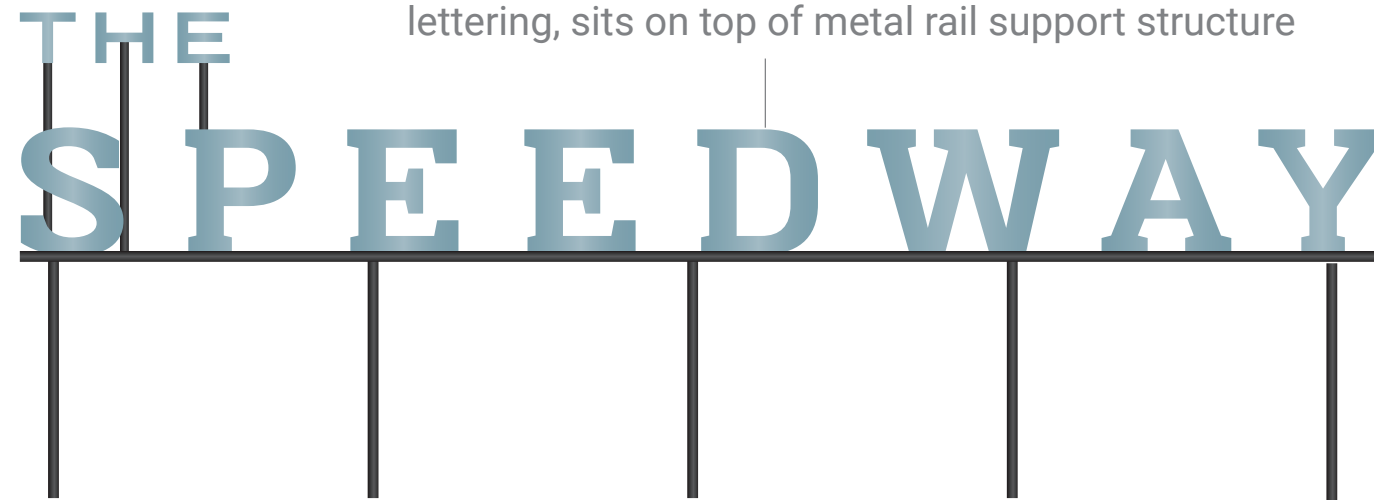
- Bike parking area likely take up the space of approx. 3 car spaces (12 ft span) perpendicular to the building edge; likely two racks of 5 rings (spaced 3 ft apart from another)
- Height Requirement (per ring): approx. 33 inches tall (30-35 inches allowable), measured at the center-point of the bike rack's length
- Length Requirement (per ring): approx. 27 inches long (24-30 inches allowable), measured 18 inches from the ground
- Tube Thickness: 1.5-inch to 1.75-inch gauge, ASTM A53 Grade B Standard Weight Steel Pipe
- To meet these proposed size requirements, the fin shape may need to adjust in proportion or be set onto posts to raise them up from the ground



Multiple powder coated metal “fin” shapes secured to ground form bike rack and create sculptural structure

Horizontal Speedway Sign (Located in Parking Lot Area; 16' W x 7' H)

Logo made of powder coated, dimensional metal lettering, sits on top of metal rail support structure



OVERALL SUMMARY

THE SPEEDWAY

▶ NOTCH BREWING	◀ SHOPS AT THE STABLES
▶ LITTLE WOLF COFFEE	▶ RESTROOMS
◀ OFFICES	

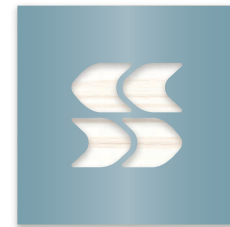
ENTRY
1



WELCOME

The Speedway is a vibrant, dynamic marketplace to enjoy local food and drink, work and create, shop for artisan goods, and gather with family and friends. All are welcome to enjoy this beautifully restored space.

- SERVICE ANIMALS AND WELL-BEHAVED, LEASHED DOGS ARE WELCOME
- SURVEILLANCE CAMERAS ARE IN USE
- SMOKING & VAPING PROHIBITED
- NO OUTSIDE FOOD OR DRINK ALLOWED BEYOND THIS POINT



THE SPEEDWAY

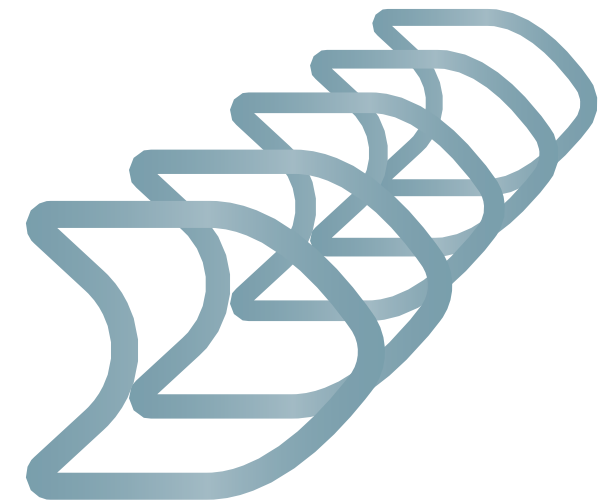
- ▶ SHOPS AT THE STABLES
- ▶ NOTCH BREWING
- ▶ LITTLE WOLF COFFEE
- ▶ RESTAURANT NAME
- ▶ OFFICES
- ▶ RESTROOMS
- ◀ RESTAURANT NAME
- ◀ EVENT SPACE



THE SPEEDWAY

THE SPEEDWAY

- ◀ ENTRANCE GATE 1
- ▶ EVENT SPACE
- ▶ RESTAURANT NAME



VENDOR NAME HERE

RESTROOM

RESTROOM

MAIN OFFICE

THE SPEEDWAY