

53

STATE

EXTERIOR SIGNAGE PROPOSAL

JULY 2021

DESIGN

111 Fifth Avenue, 12th Fl  
New York, NY 10003  
T 212 989 3993





Approach from Tremont Street



Blend of old (Exchange Place 1891) and new (Tower 1984)



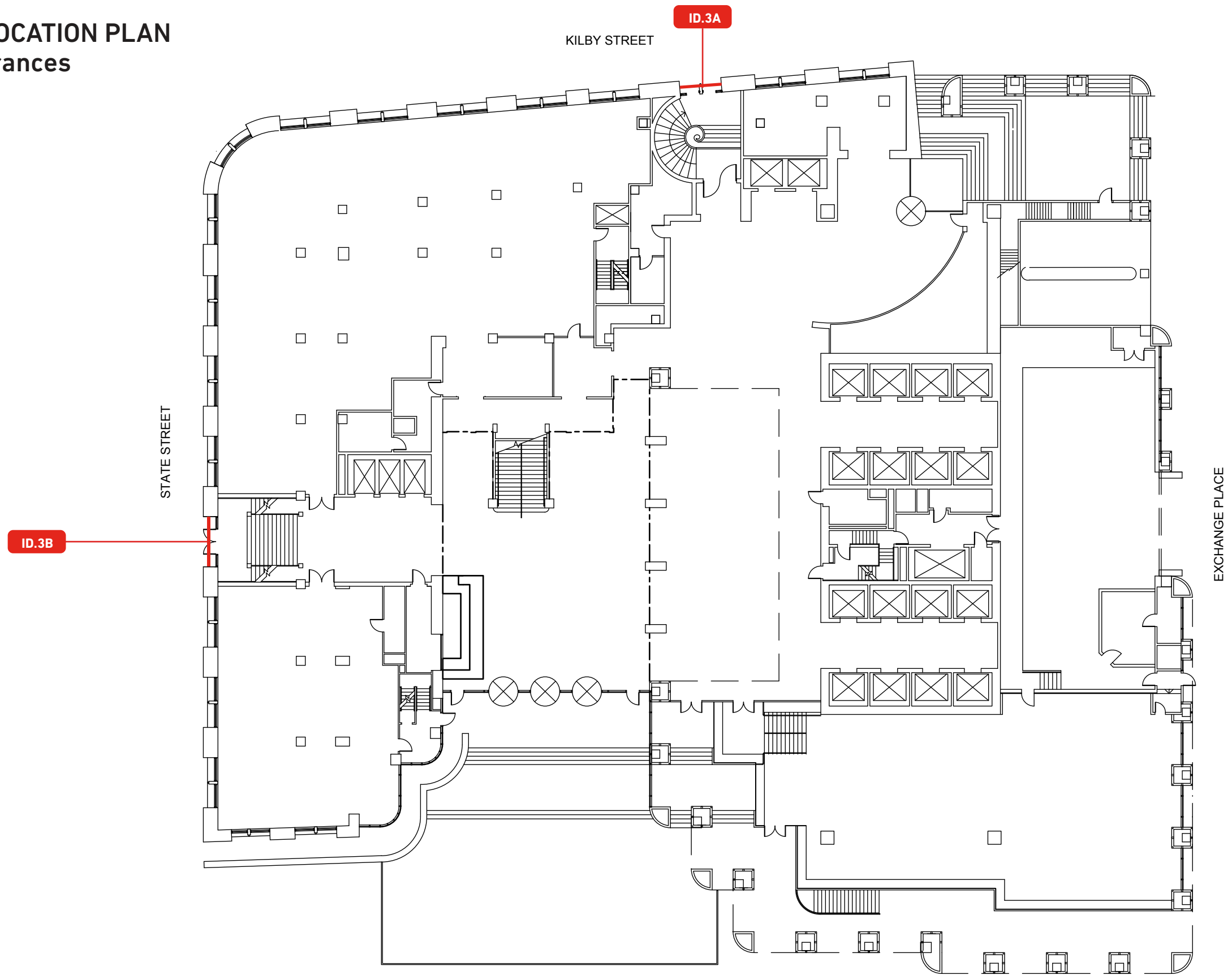
Aerial view





# EXTERIOR LOCATION PLAN

## Historic Entrances



1

LOCATION PLAN - 1st FLOOR

Scale: NTS

**DESIGN**

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**53** STATE

Date:  
JULY 2021

Author:

Phase:

Section:

Drawing Title:  
Exterior Location Plan

Drawing Number

# ENTRANCE ID ON STATE STREET



**EXISTING BUILDING ID**



**GRAY and WHITE BUILDING ID, dimensional letters on gray powder coated aluminum panel with white dimensional characters, attached with standoffs on glass**



**BROWN and GRAY BUILDING ID, dimensional letters on brown powder coated aluminum panel with gray dimensional characters, attached with standoffs on glass**

**INSTALLATION:** Existing millwork to be concealed with as little impact to wood as possible by use of aluminum spanning between masonry. New panel system to rest on spanned aluminum and support fabricated Address ID. Finishes to match Main Entrance.

**IMPACT ON FOOT TRAFFIC:** Safety cones and signage would be located around the State Street entrance and work area would be blocked off. Installers will use an articulating man lift to reach the sign location from the sidewalk. While working, there will be ample room for pedestrians beyond the roped off area.



# ENTRANCE ID ON KILBY STREET



**EXISTING BUILDING ID**



**GRAY and WHITE BUILDING ID, dimensional letters on gray powder coated aluminum panel with white dimensional characters, attached with standoffs on glass**

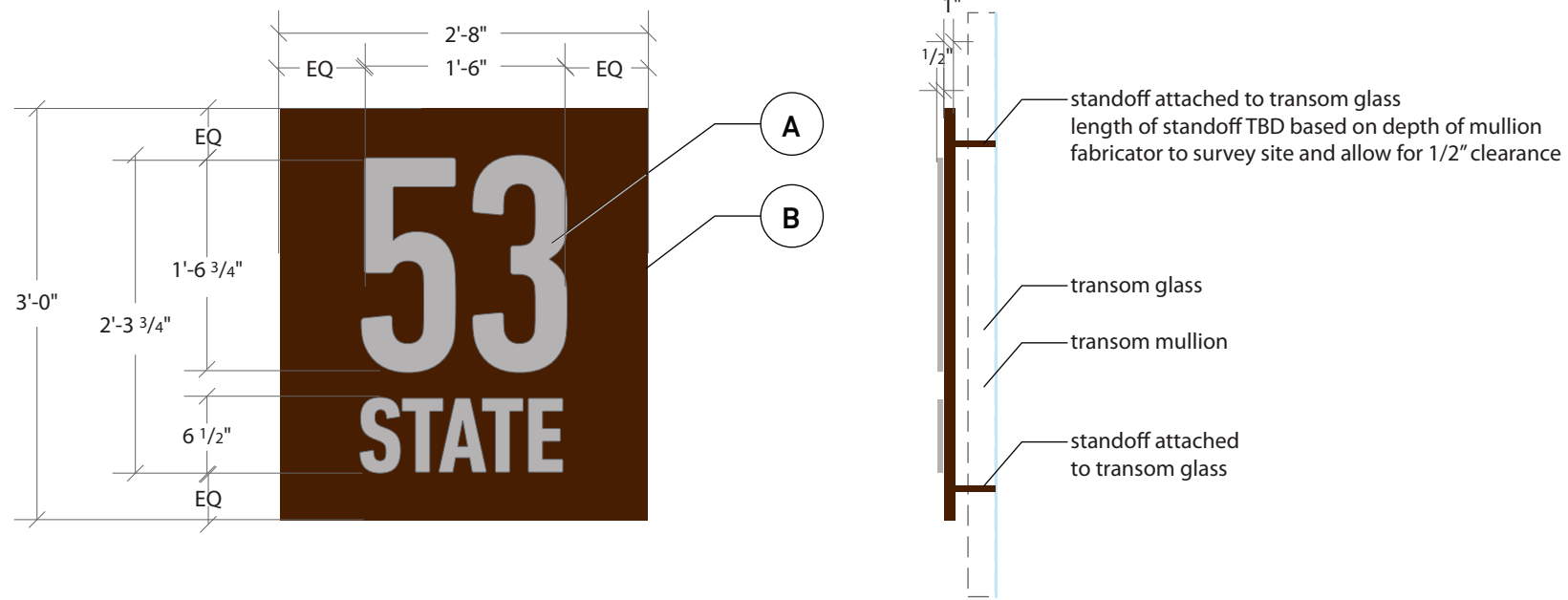


**BROWN and GRAY BUILDING ID, dimensional letters on brown powder coated aluminum panel with gray dimensional characters, attached with standoffs on glass**

**INSTALLATION:** Existing millwork to be concealed with as little impact to wood as possible by use of aluminum spanning between masonry. New panel system to rest on spanned aluminum and support fabricated Address ID. Finishes to match Main Entrance.

**IMPACT ON FOOT TRAFFIC:** Safety cones and signage would be located around the Kilby Street entrance and work area would be blocked off. Installers will use an articulating man lift to reach the sign location from the sidewalk. While working, there will be ample room for pedestrians beyond the roped off area.

# HISTORIC ENTRANCE IDS



NOTE: Existing signage/structures and dimensions of entrances to be surveyed by sign fabricator. All measurements noted here to be finalized based on dimensions verified in field.

**NOT FOR CONSTRUCTION**  
DRAWING FOR DESIGN INTENT ONLY.

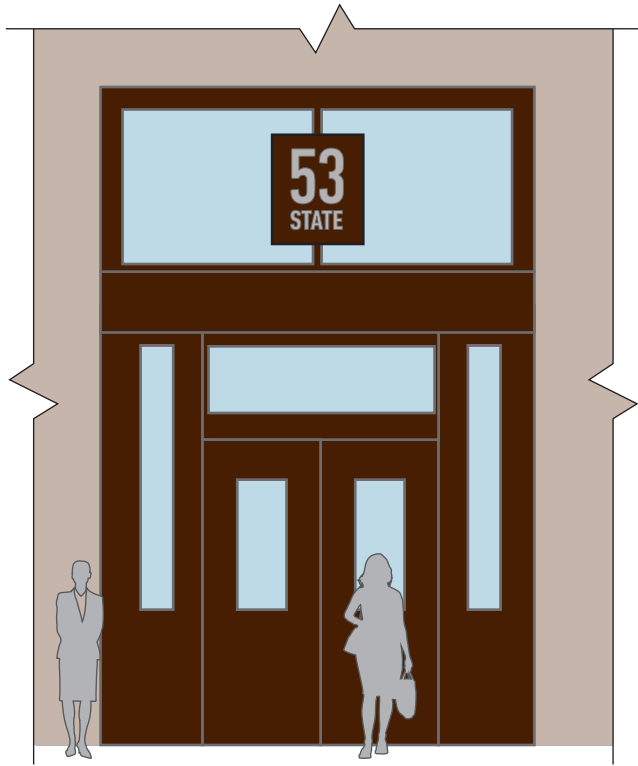
ALL SHOP DRAWINGS TO BE APPROVED BY ESI DESIGN PRIOR TO PRODUCTION.

- NOTES**
- A**  
1/2" thick dimensional aluminum letters, painted P3 (light gray), securely and neatly fastened to back panel
  - B**  
1" thick dimensional aluminum pan painted dark brown to match wood framework. Fabricator to measure wood color and dimensions on site for both historic entrances. Dimensions of signs may need to be adjusted based on field survey. Panel securely fastened to transom glass with standoffs. Depth of standoffs TBD based on depth of transom mullion, allowing 1/2" clearance.

**ID.2**  
**1**

ID at HISTORIC ENTRANCES - elevation & side view

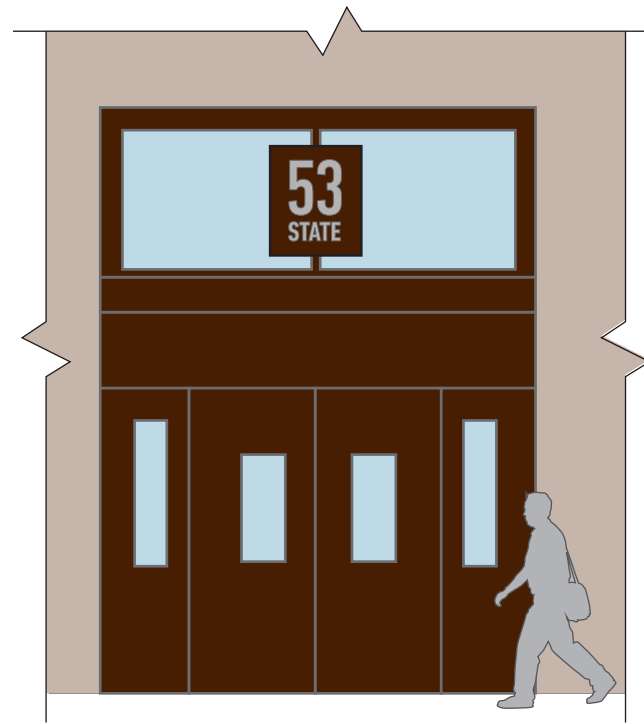
Scale: 3/4" = 1'-0"



**ID.2A**  
**2**

KILBY STREET HISTORIC ENTRANCE - ELEVATION

Scale: 3/16" = 1'-0"



**ID.2B**  
**3**

STATE STREET HISTORIC ENTRANCE - ELEVATION

Scale: 3/16" = 1'-0"



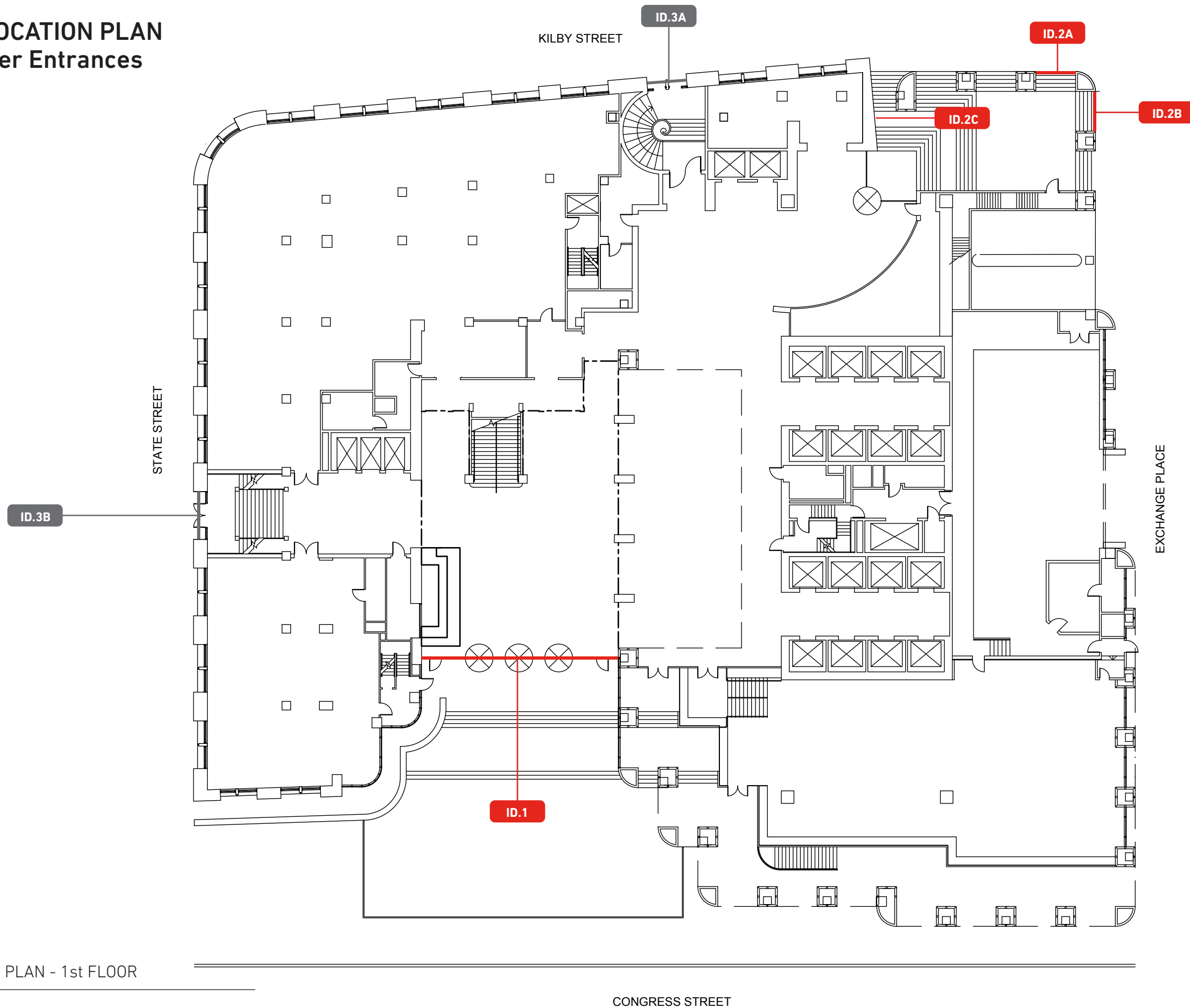
**ID.2**  
**4**

REFERENCE PHOTOMOCKUP OF KILBY STREET ENTRANCE

Scale: NTS

# EXTERIOR LOCATION PLAN

## Modern Tower Entrances



1

LOCATION PLAN - 1st FLOOR

Scale: NTS

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# MAIN ENTRANCE ID

# DRAFT



EXISTING BUILDING ID

**INSTALLATION:** Fabricator will remove existing mirrored envelope panels and internally illuminated letters. They'll replace the panels with a dark grey architectural system. They'll install new fabricated address ID with concealed tie-backs on top of the new panels. Finishes will be anodized or multi-coat polyurethane with protective clear coat.

**IMPACT ON FOOT TRAFFIC:** Installers will use an articulating man lift to reach the sign location from plaza area. While working, entrance doors and plaza nearest stairs will be blocked off. Pedestrians will have ample space to pass on the sidewalk. Visitors and tenants will be redirected to other entrances.



**PROPOSED BUILDING ID**  
 "53" is approx. 7'-4" tall  
 Gray band is approx. 6'-3" tall



**PROPOSED BUILDING ID - 20% smaller**  
 "53" is approx. 6'-6" tall  
 Gray band is approx. 6'-3" tall



**PROPOSED BUILDING ID - 30% smaller**  
 "53" is approx. 6'-0" tall  
 Gray band is approx. 6'-3" tall





**EXISTING BUILDING ID**



**PROPOSED BUILDING ID**  
 "53" is approx. 2'-8" tall, gray band is approx. 2'-3" tall



**PROPOSED BUILDING ID - 20% smaller**  
 "53" is approx. 2'-1 1/2" tall, gray band is approx. 2'-3" tall

INSTALLATION: New aluminum trusses to tie back to building steel, through existing curtain wall, to support new panel system fabricated Address ID. Finishes to match Main Entrance.

IMPACT ON FOOT TRAFFIC: Safety cones and signage would be located at the corner of Kilby Street & Exchange Place, and Congress Street & Exchange Place. Installers will use an articulating man lift to reach the sign location from the sidewalk. While working on Killby Street, there will be ample room for pedestrians beyond the roped off area. For the work on Exchange Place, redirecting pedestrian traffic to the opposing side of the street would be necessary. In both locations, the installation should not exceed one day for each side (total of 2 days).



**CORNER ENTRANCE ID WITHIN ENCLOSURE AT KILBY & EXCHANGE**

**DRAFT**



**EXISTING BUILDING ID**



**PROPOSED BUILDING ID**

INSTALLATION: Fabricated aluminum letters mounted to existing stonework with studs. Finish to be multi-coat polyurethane with protective clear coat.

IMPACT ON FOOT TRAFFIC: Entrance and work area would be blocked off. Visitors would be redirected to other entrances.



**53**

**STATE**

**Exterior Signage Masterplan**

JULY 2021

# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## STATE STREET FACADE:

ONLY THE EXISTING SIGNS NOTED BELOW ARE ALLOWED ON GRANITE FACADE – NO ADDITIONAL SIGNS TO BE ADDED TO THE GRANITE FACADE.

NEW BUILDING ID PERMITTED ON TRANSOM ABOVE ENTRANCE IN LOCATION SHOWN HERE. NEW BUILDING ID TO BE MOUNTED TO GLASS ONLY.

TENANT BRANDING ALLOWED AS DECALS ONLY ON INTERIOR SIDE OF WINDOWS WITHIN TENANT SPACES ON LOWER AND UPPER (AT CORNER) STREET LEVELS AS INDICATED BY DOTTED OUTLINES. WHILE PLACEMENT WITHIN WINDOW MAY VARY, SIZE IS NOT TO EXCEED 25% OF WINDOW SQUARE FOOTAGE.

LOCATIONS OF EXISTING REGULATORY/EGRESS SIGNAGE TO REMAIN WHERE THEY ARE. NO ADDITIONS ALLOWED.



Existing building sign  
Existing historical plaque  
Existing historical plaque

New Building ID  
Existing historical plaque  
Existing egress signage

Branded Tenant Window Decals allowed within these locations  
Existing historical plaque



# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## CORNER OF STATE AND KILBY STREETS:

TYPE 1 TENANT ID SIGN ALLOWED AT LOCATION SHOWN BELOW AND AT RIGHT WITH YELLOW HATCHED BOXES.

TYPE 1 TENANT SIGN IS STAINLESS STEEL "FAUX BRONZE" PANEL WITH DARK OXIDE BACKGROUND AND STIPPLED TEXTURE. SINGLE BORDER AND CHARACTERS RAISED 3/8" IN POLISHED BRONZE LOOK. STUD MOUNTED TO WOOD PANEL WITHIN FRAME SO AS NOT TO COMPROMISE HISTORIC CHARACTER.

TENANT BRANDING ALLOWED AS DECALS ONLY ON INTERIOR SIDE OF WINDOWS WITHIN TENANT SPACES ON LOWER AND UPPER STREET LEVELS AS INDICATED BY DOTTED OUTLINES. WHILE PLACEMENT WITHIN WINDOW MAY VARY, SIZE IS NOT TO EXCEED 25% OF WINDOW SQUARE FOOTAGE.

NO BUILDING OR TENANT SIGNS ALLOWED ON THE GRANITE FACADE.



Type 1 Tenant ID

Branded Tenant Window Decals allowed within these locations on upper and lower street levels



Detail of entrance at the corner of Kilby and State Streets

Type 1 Tenant ID



# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## KILBY STREET FACADE:

BUILDING ID PERMITTED ON TRANSOM ABOVE ENTRANCE, PLACEMENT SHOWN IN DETAIL AT LEFT.

TENANT BRANDING ALLOWED AS DECALS ONLY ON INTERIOR SIDE OF WINDOWS WITHIN TENANT SPACES ON LOWER AND UPPER STREET LEVELS AS INDICATED BY DOTTED OUTLINES. WHILE PLACEMENT WITHIN WINDOW MAY VARY, SIZE IS NOT TO EXCEED 25% OF WINDOW SQUARE FOOTAGE.

NON-BRANDED TENANT PRIVACY GRAPHICS ALLOWED ONLY ON KILBY STREET ARE TRANSLUCENT FAUX ETCHED/FROSTED GLASS DECALS ON WINDOW INTERIORS. ALLOWED ONLY ON LOWER STREET LEVEL. NOT TO EXCEED 50% OF WINDOW SQUARE FOOTAGE.

LOCATIONS OF EXISTING REGULATORY/EGRESS SIGNAGE TO REMAIN WHERE THEY ARE. NO ADDITIONAL SIGNS ALLOWED.



Detail of entrance on Kilby Street

Existing egress signage

New Building ID



Existing egress signage

Branded Tenant Window Decals allowed within these locations on upper and lower street levels



# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## TENANT WINDOW GRAPHICS:

TENANT BRANDING ALLOWED AS DECALS ONLY ON INTERIOR SIDE OF WINDOWS WITHIN TENANT SPACES ON LOWER AND UPPER STREET LEVELS WITHIN AREAS INDICATED BY DOTTED OUTLINES. WHILE PLACEMENT WITHIN WINDOW MAY VARY, SIZE IS NOT TO EXCEED 25% OF WINDOW SQUARE FOOTAGE. (SEE EXAMPLE BELOW LEFT)

NON-BRANDED TENANT PRIVACY GRAPHICS ON KILBY STREET ARE TRANSLUCENT FAUX ETCHED/FROSTED GLASS DECALS ON WINDOW INTERIORS. ALLOWED ONLY ON LOWER STREET LEVEL. NOT TO EXCEED 50% OF WINDOW SQUARE FOOTAGE. (SEE EXAMPLE BELOW RIGHT)



Branded Tenant Graphic Example



Tenant Privacy Graphic Example



# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## EXCHANGE PLACE FACADE AND CORNER OF KILBY AND EXCHANGE:

BUILDING IDS PERMITTED IN LOCATIONS INDICATED BELOW, SUSPENDED BETWEEN COLUMNS, ATTACHED TO STEEL FRAMEWORK WITH HIDDEN HARDWARE.

LOADING DOCK, GARAGE, AND EGRESS SIGNAGE PERMITTED IN EXISTING LOCATIONS ONLY.



— Loading dock signage

— Existing garage signage

— New Building ID

— New Building ID

— Existing egress signage



# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## CONGRESS STREET, NORTHERN END:

ONLY THE 7 SIGNS NOTED HERE ARE ALLOWED. NO ADDITIONAL BUILDING OR TENANT SIGNS TO BE ADDED.

BUILDING ID PERMITTED IN LOCATION INDICATED BELOW, CLADS EXISTING BAND AT MAIN ENTRANCE. ILLUMINATION PERMITTED FOR THIS SIGN.

TENANT TYPES 1, 2, AND 3 ALLOWED AS INDICATED BELOW. SIZE, MATERIALS, AND MOUNTING SPECS LISTED AT RIGHT.



A. Existing Type 2 Tenant ID (Boston Globe)


B. Type 1 Tenant ID  
C. Type 1 Tenant ID


D. Type 1 Tenant ID  
E. Existing Type 2 Tenant ID (Nixon Peabody)


F. New Building ID

G. Type 3 Tenant ID

## TENANT SIGN SPECS:

 TYPE 1 SIGNS (LOCATIONS B & C)  
**SIZE:** 8 SQ. FT. MAXIMUM, HEIGHT NOT TO EXCEED 1'-8"  
**MATERIAL:** FAUX BRONZE LOOK, 3/8" THICK STAINLESS STEEL PANEL, WITH DARK OXIDE BACKGROUND AND STIPPLED TEXTURE, RAISED 3/8" BORDER AND CHARACTERS IN POLISHED "BRONZE" LOOK  
**MOUNTING:** STUD MOUNTED INTO MORTAR JOINTS ONLY, NOT TO COMPROMISE GRANITE

 TYPE 2 SIGNS (LOCATIONS A, D, & E)  
**SIZE:** 6 SQ. FT. MAXIMUM, HEIGHT NOT TO EXCEED 1'-8"  
**MATERIAL:** 3/8" THICK BRUSHED STAINLESS STEEL PANEL WITH POLISHED CHARACTERS,  
**MOUNTING:** STUD MOUNTED INTO MORTAR JOINTS ONLY, NOT TO COMPROMISE GRANITE

 TYPE 3 SIGNS (LOCATION G)  
**SIZE:** NO TALLER THAN 2 FT., SPANNING DISTANCE BETWEEN COLUMNS  
**MATERIAL:** POWDER COATED ALUMINUM IN GRAY AND WHITE PALETTE TO MATCH 53 STATE BRAND COLORS, NON-ILLUMINATED  
**MOUNTING:** SECURELY FASTENED TO STEEL ARCHITECTURAL FRAMEWORK WITH HIDDEN HARDWARE



# 53 STATE STREET - EXTERIOR SIGNAGE MASTERPLAN

JULY 2021

## CONGRESS STREET, SOUTHERN END:

ONLY THE SIGNS NOTED HERE ARE ALLOWED. NO ADDITIONAL BUILDING OR TENANT SIGNS TO BE ADDED.

BUILDING ID PERMITTED IN LOCATION INDICATED BELOW, CLADS EXISTING BAND AT MAIN ENTRANCE. ILLUMINATION PERMITTED FOR THIS SIGN.

TENANT BRANDING ALLOWED IN ONE LOCATION INDICATED BELOW AS DECALS ONLY ON EXTERIOR SIDE OF WINDOWS, WITHOUT COVERING STEEL MULLIONS.



— New Building ID

— Branded Tenant Window Decals applied to exterior window panes not to cover mullions (maximum area shown as hatched light blue)