

149 NEWBURY STREET SIGNAGE GUIDELINES

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- (A) BAY PANEL
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- (C) BAY PANEL RECESSED
- (D) PIER BLADE



Introduction

This document, submitted to the Back Bay Architectural Commission (BBAC) for review and approval, comprises proposed Exterior Signage Guidelines for retail tenants of 149 Newbury Street. L3 Capital, the owner of 149 Newbury Street, will require each retail tenant to follow these guidelines, once approved by the BBAC, to design the exterior signage for their suite so that it is aesthetically pleasing and uniform in appearance across the ground floor of the building. Tenant signage shall conform to the Back Bay Architectural District Signage Guidelines and Boston Zoning Code Section 11-2.

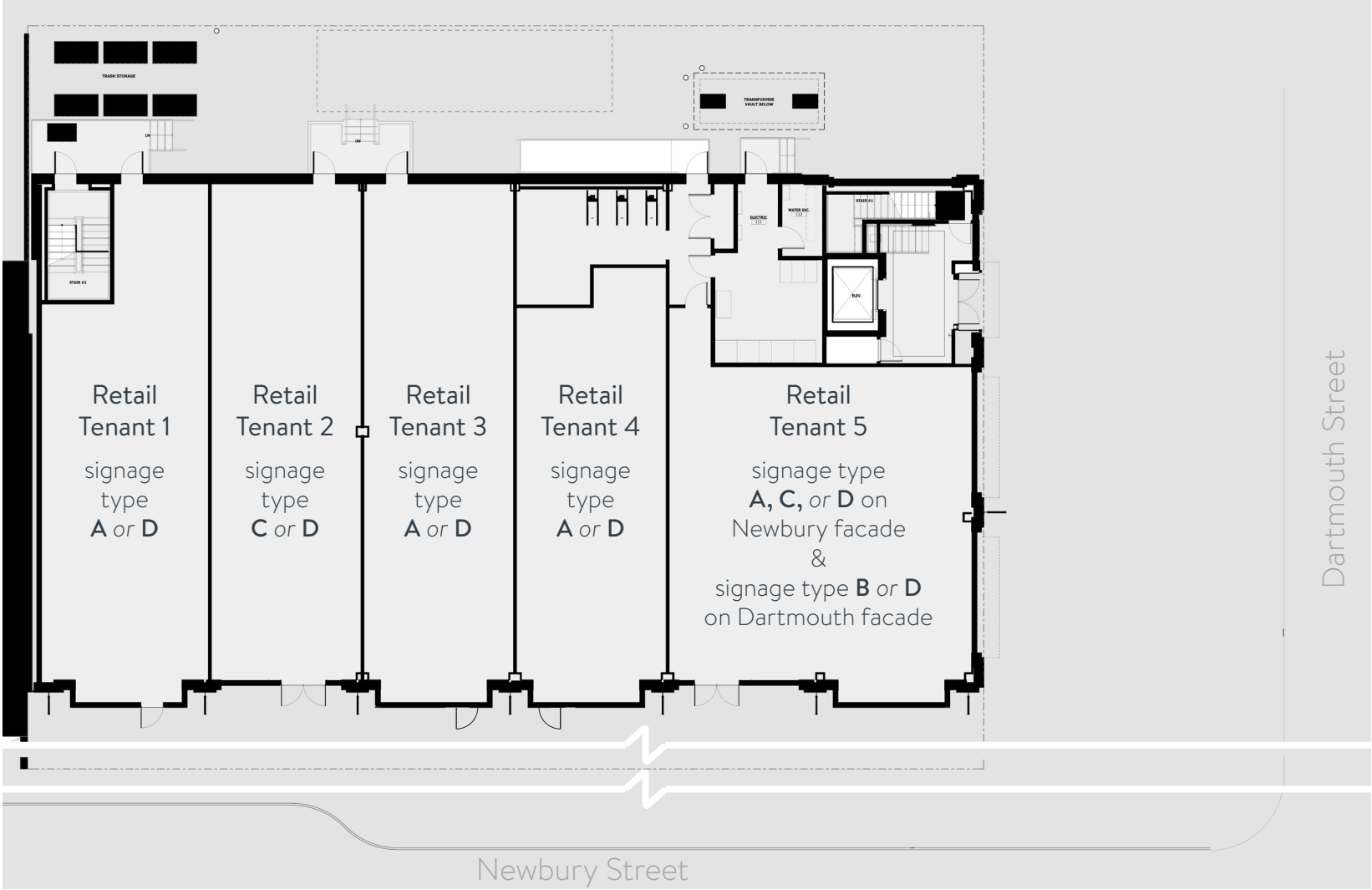
Signage Types

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

- Ⓐ BAY PANEL
- Ⓑ BAY PANEL ELEVATED
- Ⓒ BAY PANEL RECESSED
- Ⓓ PIER BLADE



Signage Distribution Plan



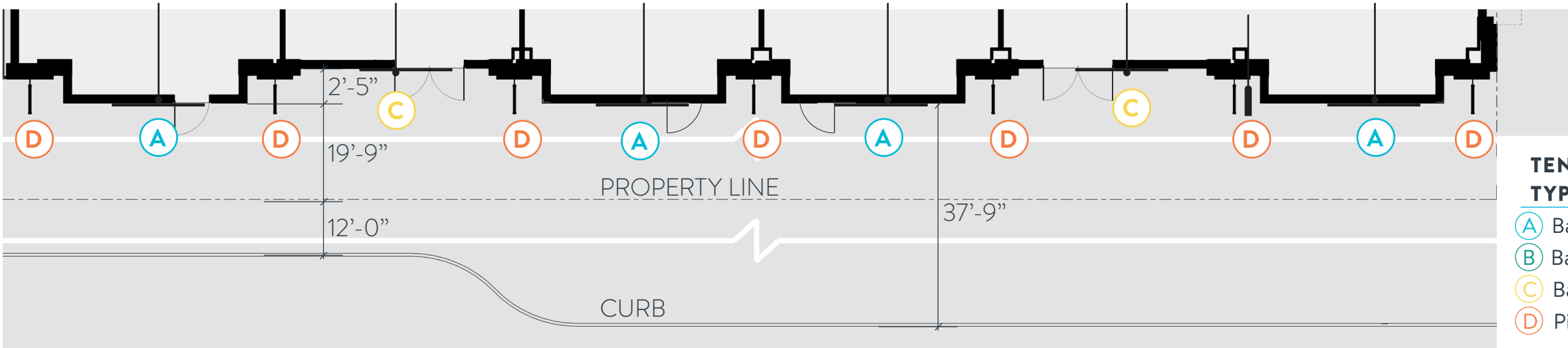
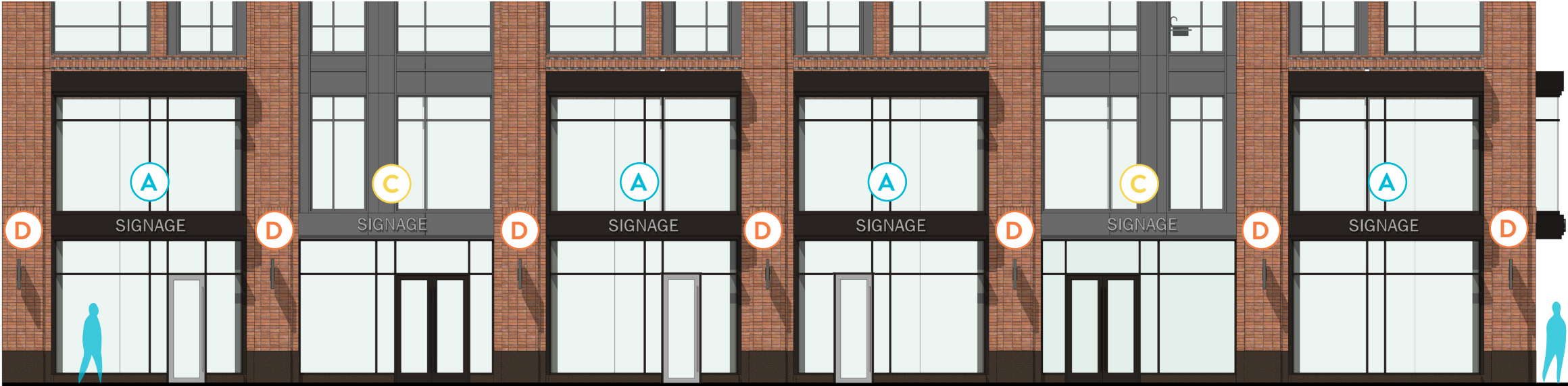
Newbury Street



TENANT SIGNAGE TYPOLOGY

- (A) Bay Panel
- (B) Bay Panel Elevated
- (C) Bay Panel Recessed
- (D) Pier Blade

Newbury Street



**TENANT SIGNAGE
TYPOLOGY**

- Ⓐ Bay Panel
- Ⓑ Bay Panel Elevated
- Ⓒ Bay Panel Recessed
- Ⓓ Pier Blade

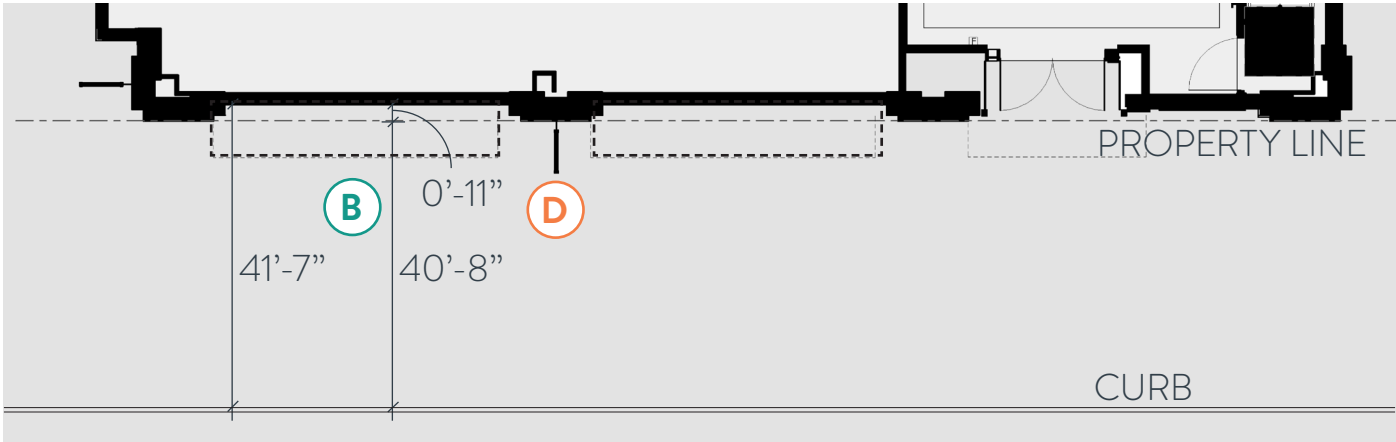
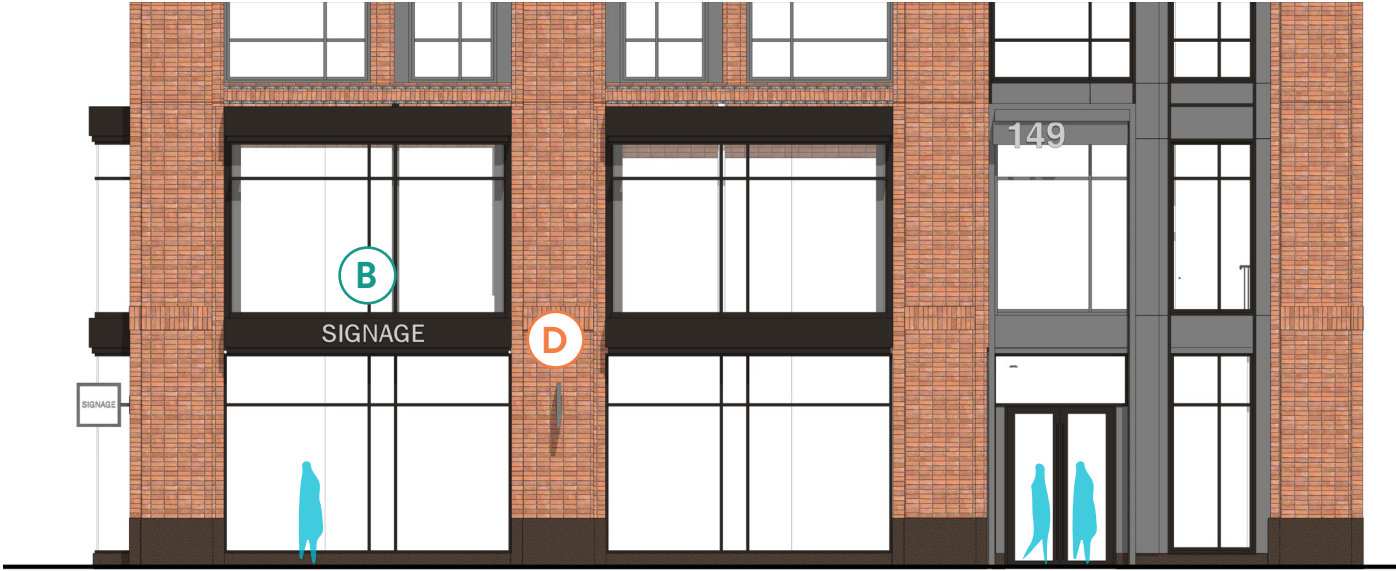
Dartmouth Street



TENANT SIGNAGE TYPOLOGY

- (A) Bay Panel
- (B) Bay Panel Elevated
- (C) Bay Panel Recessed
- (D) Pier Blade

Dartmouth Street



**TENANT SIGNAGE
TYPOLOGY**

- ⓐ Bay Panel
- ⓑ Bay Panel Elevated
- ⓒ Bay Panel Recessed
- ⓓ Pier Blade

Signage Type A : Bay Panel

Dimensions

13'-4" L x 1'-2" H

Construction + Finish

Building exterior standard painted aluminum bay panel with surface mounted lettering or logo

Internally illuminated channel characters 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 spandrel panels of bay windows

Signage Parameters

Character height may not exceed 1'-0"

Characters not to exceed 2" depth from bay metal panel face with 3/4" spacer

Signage must not exceed margin requirements



Signage Type A : Bay Panel

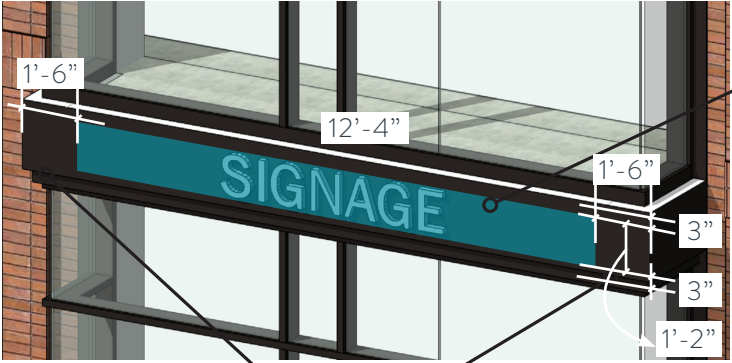


Internally illuminated example along Newbury Street



Internally illuminated signage at Newbury Street and Massachusetts Ave

Signage Type A : Bay Panel



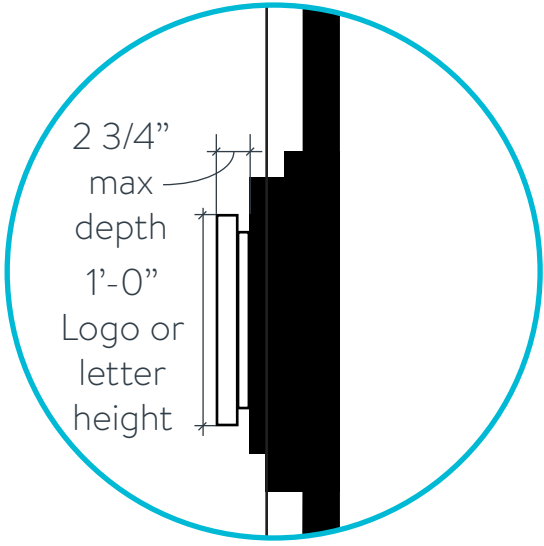
Blue color denotes maximum area for tenant signage (approx. 15.5 SF)

Margin of 3" to be held from top and bottom edges of signage spandrel panel

Margin of 1'-6" to be held from left and right edges of signage spandrel panel

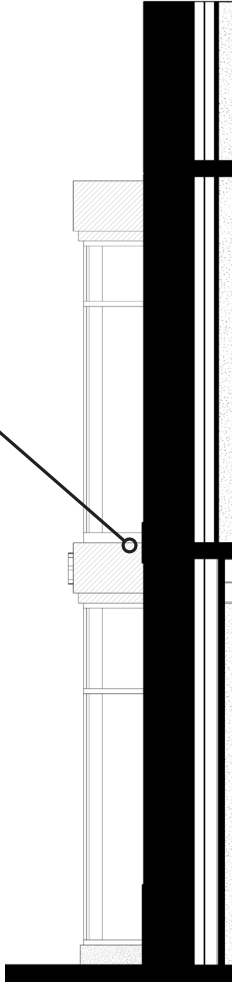


Signage limited to main facade



Enlarged section detail

Character height not to exceed 12"



Blue outline denotes maximum area for tenant signage

Signage to be centered on bay

Signage Type B : Bay Panel Elevated

Dimensions

13'-4" L x 1'-2" H

Construction + Finish

Building exterior standard painted aluminum bay panel with surface mounted lettering or logo

Internally illuminated channel characters to be mounted on bay signage panel

All electrical connections and means of mounting characters to be hidden from public view

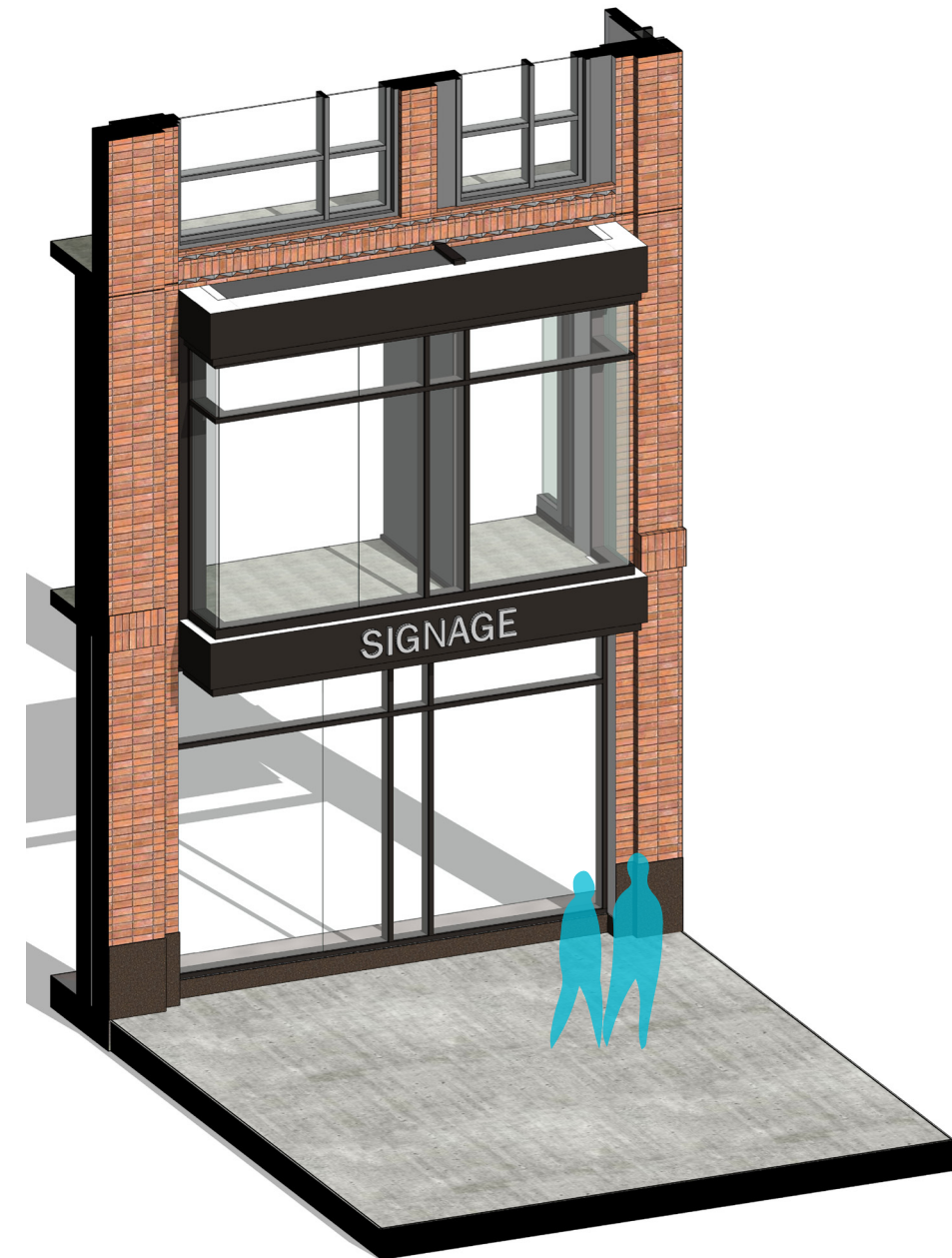
Signage limited to panels of bay

Signage Parameters

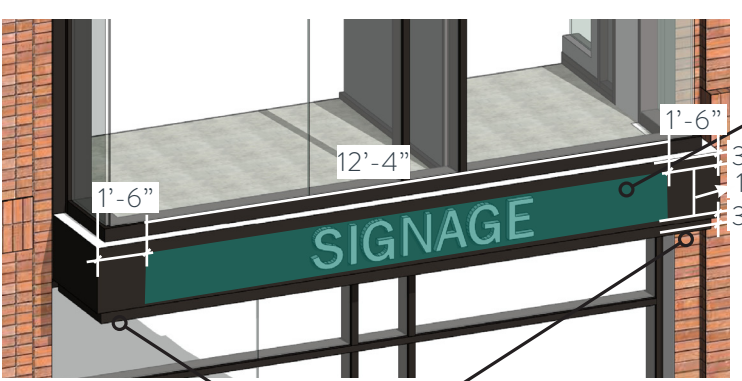
Character height may not exceed 1'-0"

Characters not to exceed 2" depth from bay window spandrel panel face with 3/4" spacer

Signage must not exceed margin requirements

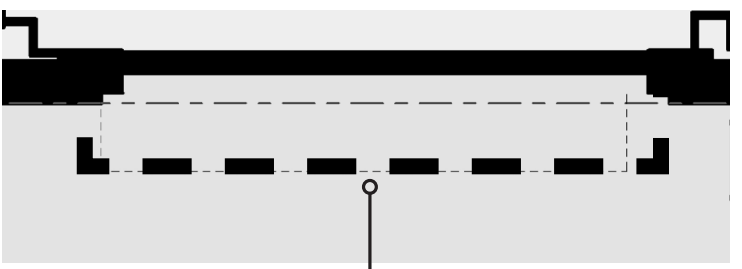


Signage Type B : Bay Panel Elevated

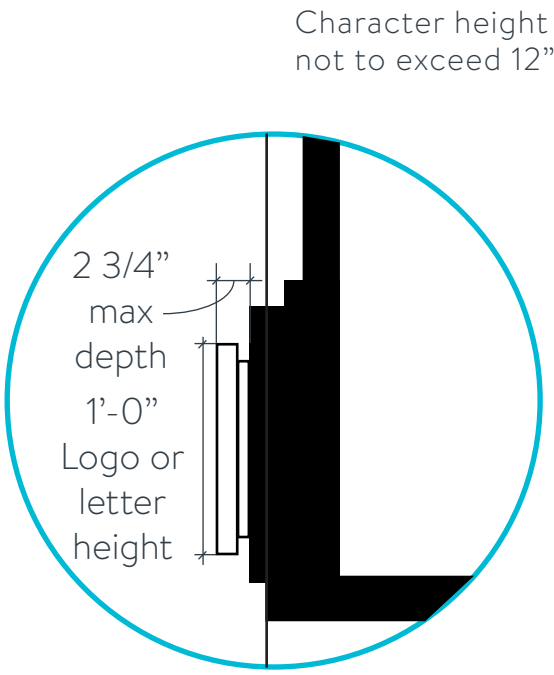


Teal color denotes maximum area for tenant signage (approx. 15.5 SF)
 Margin of 3" to be held from top and bottom edges of signage spandrel panel

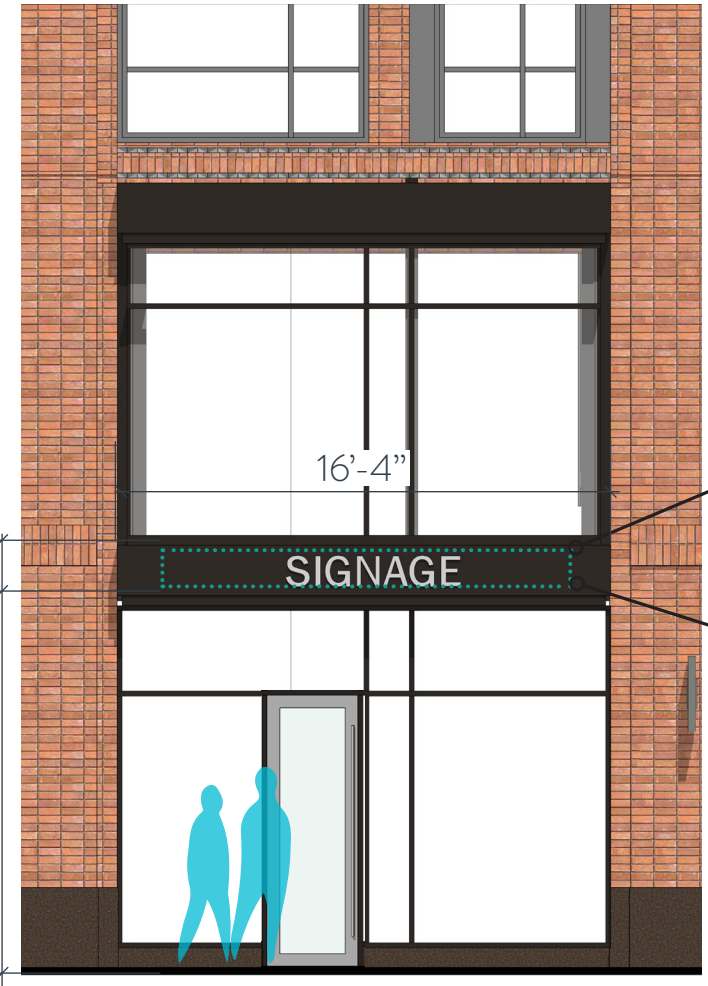
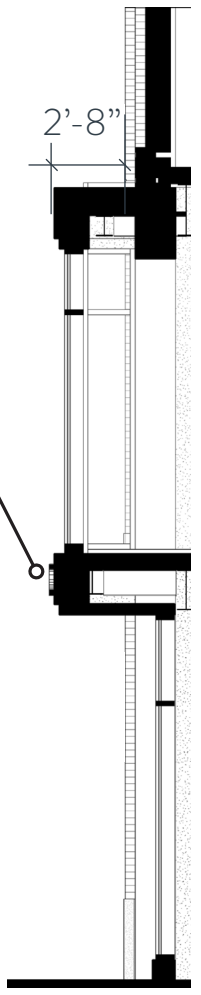
Margin of 1'-6" to be held from left and right edges of signage spandrel panel



Signage limited to elevated overhang at main facade



Enlarged section detail



Teal outline denotes maximum area for tenant signage
 Signage to be centered on bay

Signage Type C : Bay Panel Recessed

Dimensions

13'-4" L x 1'-2" H

Construction + Finish

Building exterior standard painted aluminum bay panel with surface mounted lettering or logo

Internally illuminated channel characters to be mounted on bay signage panel

All electrical connections and means of mounting characters to be hidden from public view

Signage limited to spandrel panels of bay

Signage Parameters

Character height may not exceed 1'-0"

Characters not to exceed 2" depth from bay panel face with 3/4" spacer

Signage must not exceed margin requirements



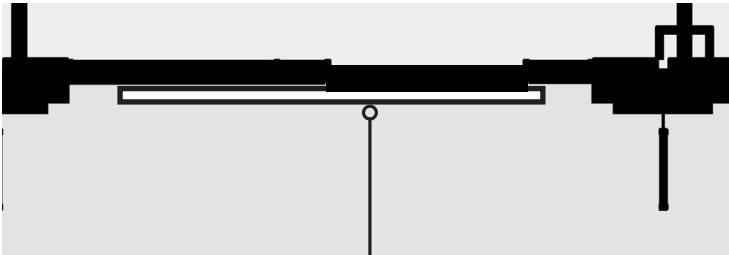
Signage Type C : Bay Panel Recessed



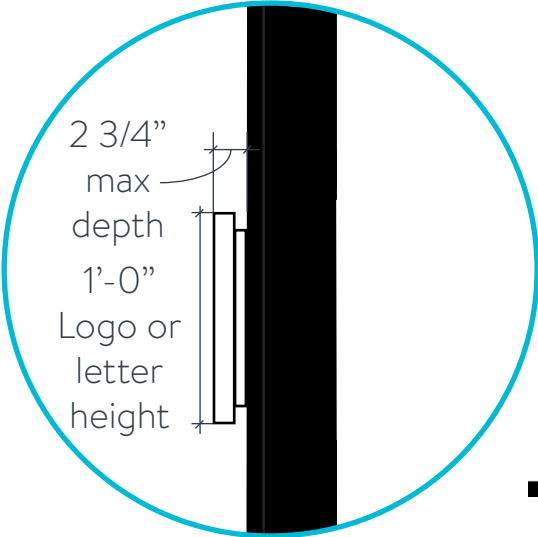
Yellow color denotes maximum area for tenant signage (approx. 15.5 SF)

Margin of 3" to be held from top and bottom edges of signage spandrel panel

Margin of 1'-6" to be held from left and right edges of signage spandrel panel



Signage limited to main facade



Enlarged section detail



Yellow outline denotes maximum area for tenant signage

Signage to be centered on bay

Signage Type D : Pier Blade

Dimensions

2'-5" square

Construction + Finish

Shaped painted aluminum panel with cut lettering. Black painted metal mounting bracket

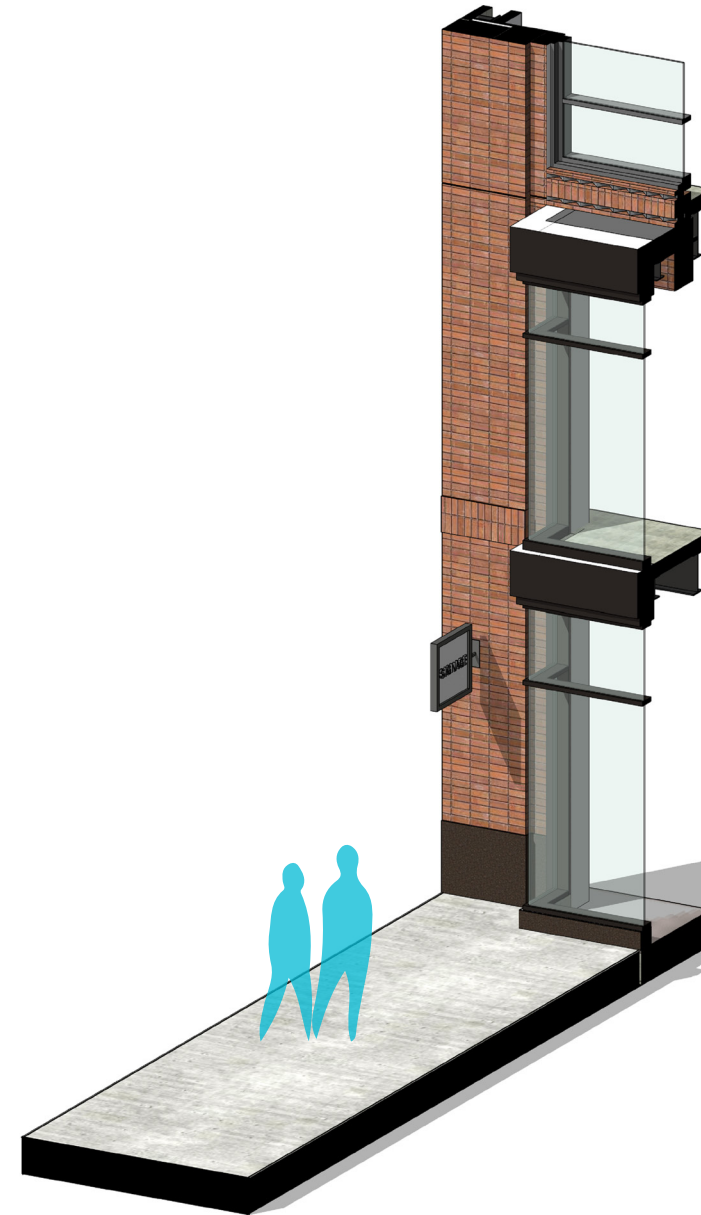
Signage shall *not* be illuminated

Signage is double sided

Signage Parameters

Character height limited by blade sign panel

Signage must not exceed margin requirements



Signage Type D : Pier Blade

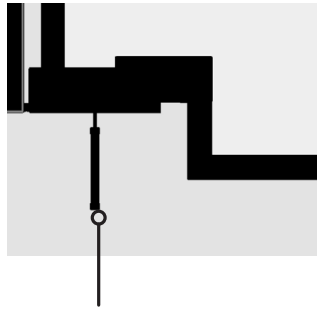


Signage type D example along Newbury Street

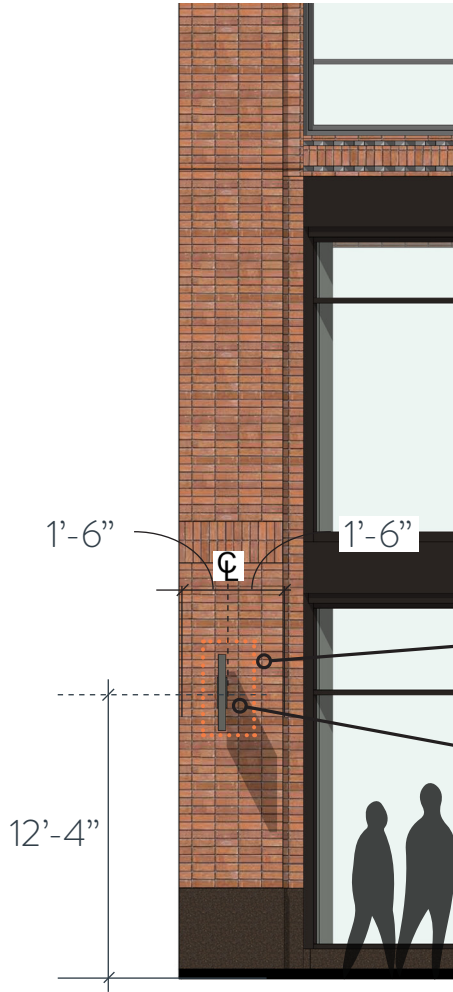
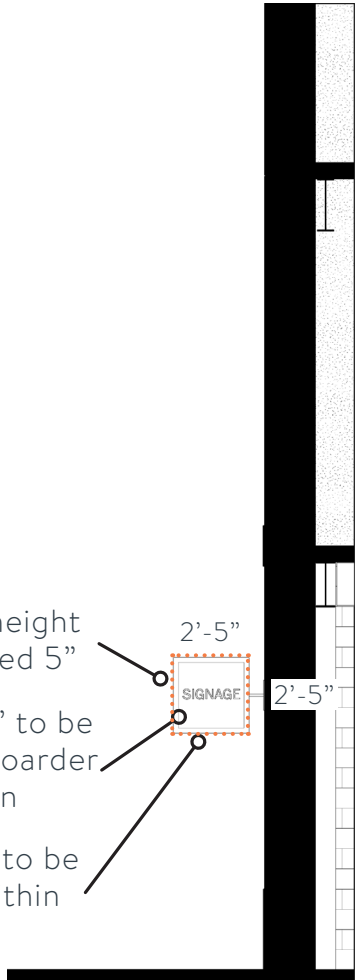
Signage Type D : Pier Blade



Orange color denotes area for tenant signage
 Square : approx. 6 SF



Signage limited to facade parallel to main facade



Orange outline denotes area for tenant signage

Signage blade to be centered on brick coursing and pier