

THE STREET: CHESTNUT HILL

SIGNAGE PACKAGE

CONTENTS

OVERVIEW	3
WAIVERS	4
WALL SIGNS	5
<ul style="list-style-type: none">• Locations: Architectural Elevations with Sample Locations• Details of Wall Signs Sign Types	
GROUND SIGNS	24
<ul style="list-style-type: none">• Locations - New Ground Signs• Sign Type Diagrams (with signage areas)	
GROUND SIGN DETAIL	26



I. OVERVIEW
SIGN PROGRAM: REQUEST FOR LIMITED RELIEF

During its tenure as owner and manager of The Street, the Applicant has invested heavily in several phases of carefully designed and thoughtfully curated transformation. In addition to bringing new and exciting top tier tenants, a diversification of uses, and building redevelopment, the Applicant has also holistically upgraded pedestrian and vehicular area with new sidewalks, landscaping, pavement and lighting. With the completion of its most recent redevelopment phase in the Spring of 2017, The Street now has a mix of fresh and exciting retailers, restaurants, cinema, boutique fitness clubs, offices, and fantastic public spaces in an open air pedestrian friendly environment. The Street houses brands such as Lululemon, Simon Pearce, National Amusement's Showcase Superluxe, and also supports local tenants such as The Bagel Table, Chef Ronsky, and Portobello Road. The current property is a collection of six distinct buildings comprising a total of 406,000 square feet with exceptional access and presence on Route 9.

An important element that the property deserves to connect it's unique components is a high quality, clear pedestrian and vehicular wayfinding signage program. Because of the linear nature of the property, it is especially important to have quality wayfinding signage to allow both pedestrians and vehicles to safely and efficiently navigate our property and to create overall connectivity and cohesion. This document provides an update to our current Comprehensive Sign Permit (2013) with a re-branded free-standing ground sign package. It also provides an updated set of elevations for the 2013 approved wall sign waivers in order to visually clarify the location of both conforming wall signs and those approved by waivers. 55 Boylston has seen infill since the 2013 Special Permit approval and the architectural elevations have been updated to show the wall signage on the new building exterior.

SIGN PROGRAM: PROPERTY MANAGEMENT TEAM

As owner and manager of The Street, the Applicant's team includes professionals responsible for all on-property signage, for two different categories of signs.

1.) Tenant-installed signage- Each tenant designs and installs its own signage consisting of one or more sign pieces. The number, location, size and details of design & fabrication are subject to the City's Zoning ordinance or the property specific sign waivers approved through special permit in 2013. In addition, tenant signs are also subject to the applicant's Tenant Design Manual, which provides much detail to guide individually prepared tenant signs. Before any tenant may apply to Inspectional Services for its sign permit, the applicant's Tenant Coordinator works closely with the tenant to ensure zoning or waiver conformance and to ensure overall compatibility. Prior to permit submittal, each tenant must obtain final written approval of its signage by the Applicant's Tenant Coordinator, which is attached to the application that Inspectional Services receives. Included with this packafe are typical sign bands for the existing facades as of 2022 at our buildings. Facades are often changed out with new tenants ocming in so these are provisional locations based on current tenants.

2.) Common area signage-The Applicant's property management team installs ground and wall mounted signs which present various types of messaging, including: select tenants' names & branding; place names; wayfinding; advertising; marketing & events information; holiday décor; and other similar content. These signs are designed, fabricated and installed by the Applicant (although in some instances a tenant's sign piece is a distinct and integral part of a common area sign). The Applicant submits sign permit applications for common area signs to the City. The management and maintenance of these common area signs by Applicant's property management team occurs on a continuing basis with content revised and updated as appropriate.

II. Existing Sign Waivers

Waivers:

1. Theatre Signs

There may be two principal wall signs, one located on each of two building walls, each sign of up to 150 square feet.

There may be two secondary wall signs, expressive of the theatre's integral food service, to be located on the same building walls as the theatre's principal wall signs, of up to 75 square feet for each sign.

The theatre marque sign may also include or feature the brand name of the theatre.

2. Additional Principal Wall Sign for a Business Establishment Not Facing Boylston Street

For each business establishment of at least 2,000 square feet in size, and for which its store frontage is not substantially facing Boylston Street, there may be a third principal wall sign of up to 100 square feet, in the form of a perpendicular blade wall sign, located on the side of the building facing Boylston Street.

3. Secondary Signs

For each business establishment which also serves food, there may be additional secondary signs of up to 100 square feet.

4. Canopy Signs

For each business establishment whose storefront building wall includes any architectural canopy, its principal wall sign may be affixed to the canopy at any position on, above or below the canopy, of up to 100 square feet.

There may be an additional secondary blade sign affixed to the underside of the canopy, as long as it is affixed perpendicular to the building wall, of up to 50 square feet.

5. Wall Directory Signs

Wall directory signs may include multiple tenant names of tenants within any building on the property. The selection of tenant names may change at the discretion of the owner. Each tenant sign may be up to 100 square feet.

6. Blade Panel and Column Capital Signs

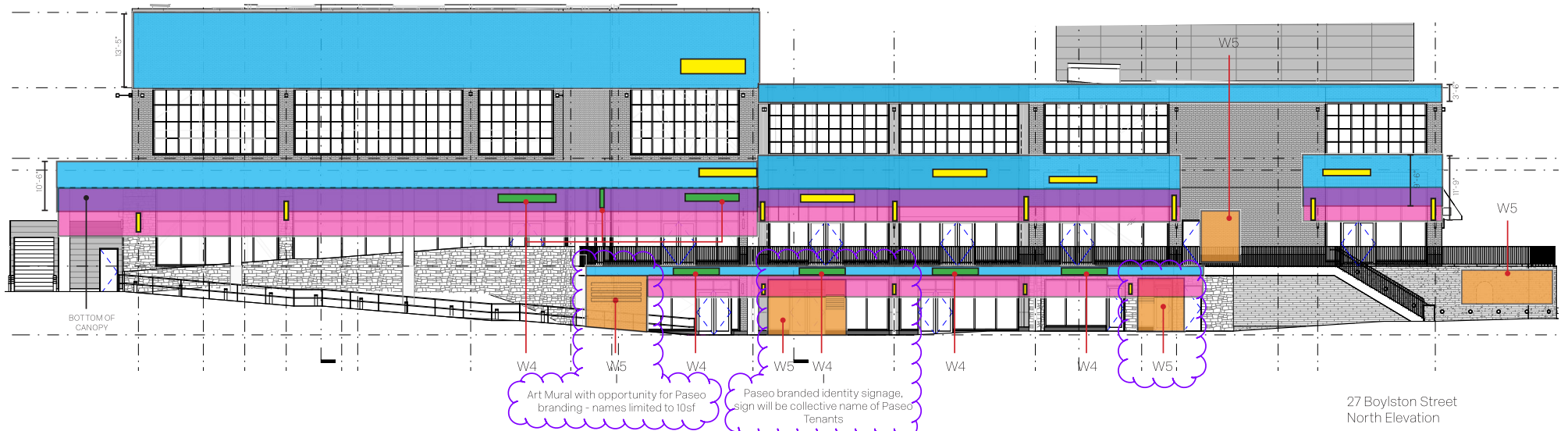
Subject to conformity to the maximum area requirements established by special permit waiver, blade panel and column capital signs may change at the discretion of the owner following review and approval by the Owner and the Planning Department, following consultation with the Urban Design Commission.

7. Wall Panels

Subject to conformity to the maximum area requirements established by special permit waiver, wall panel signs may change at the discretion of the owner following review and approval by the Owner and the Planning Department, following consultation with the Urban Design Commission.

8. Upper Story Signs

For retail, restaurant or health club tenants of minimum 5,000 square feet occupancy, and located on or above the second floor of a building, such tenant may have two additional secondary signs of up to 100 square feet in aggregate. Such signs may be located on the same wall as any principal wall sign.

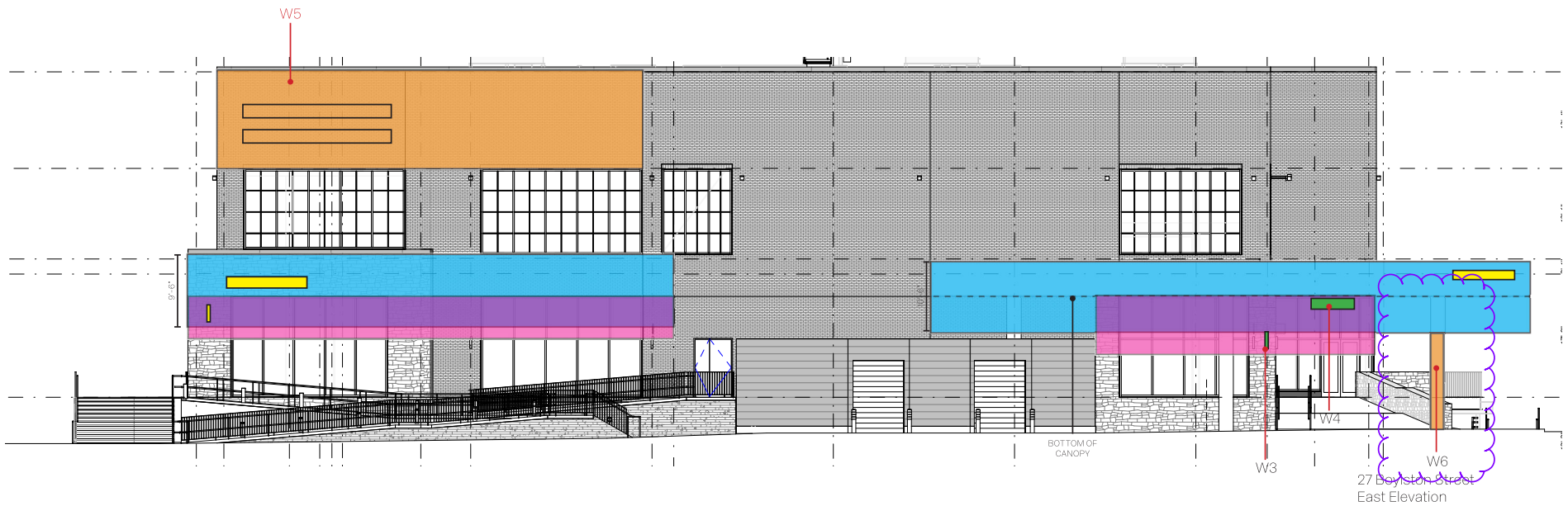


Art Mural with opportunity for Paseo branding - names limited to 10sf

Paseo branded identity signage, sign will be collective name of Paseo Tenants

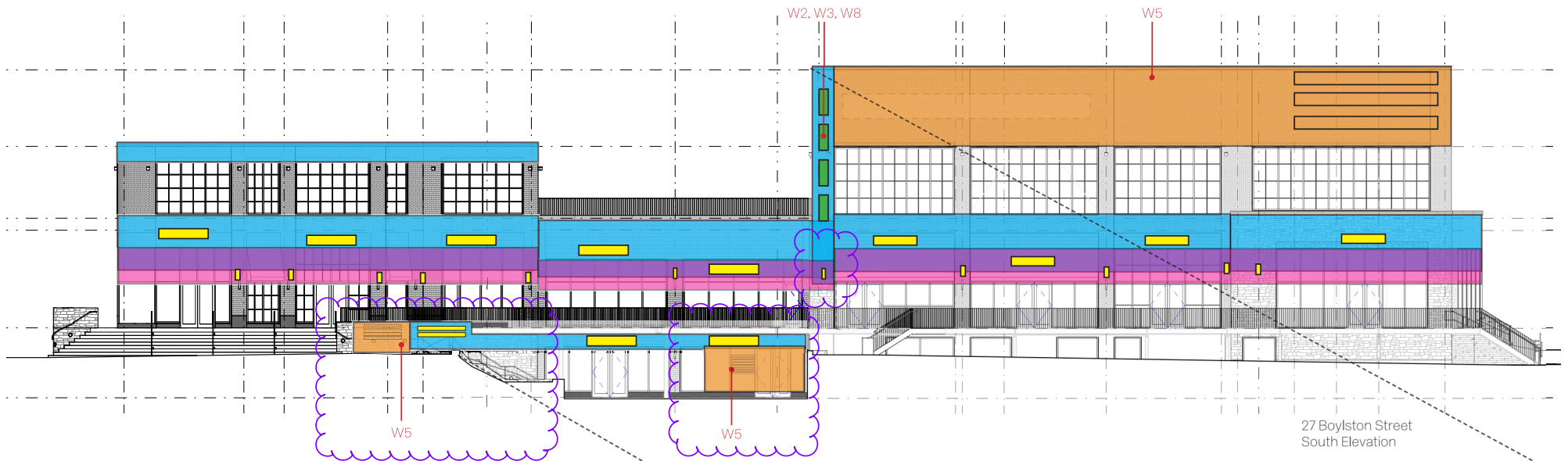
- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



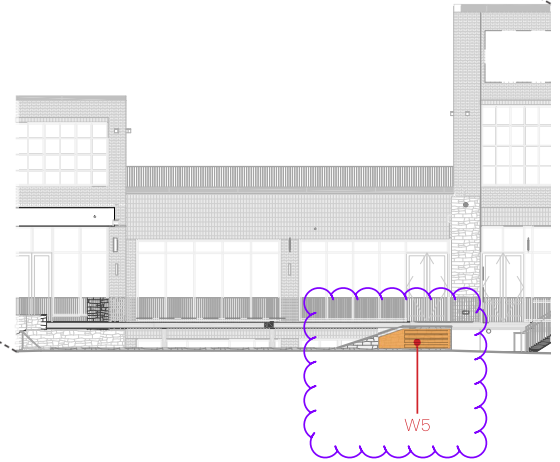


- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels

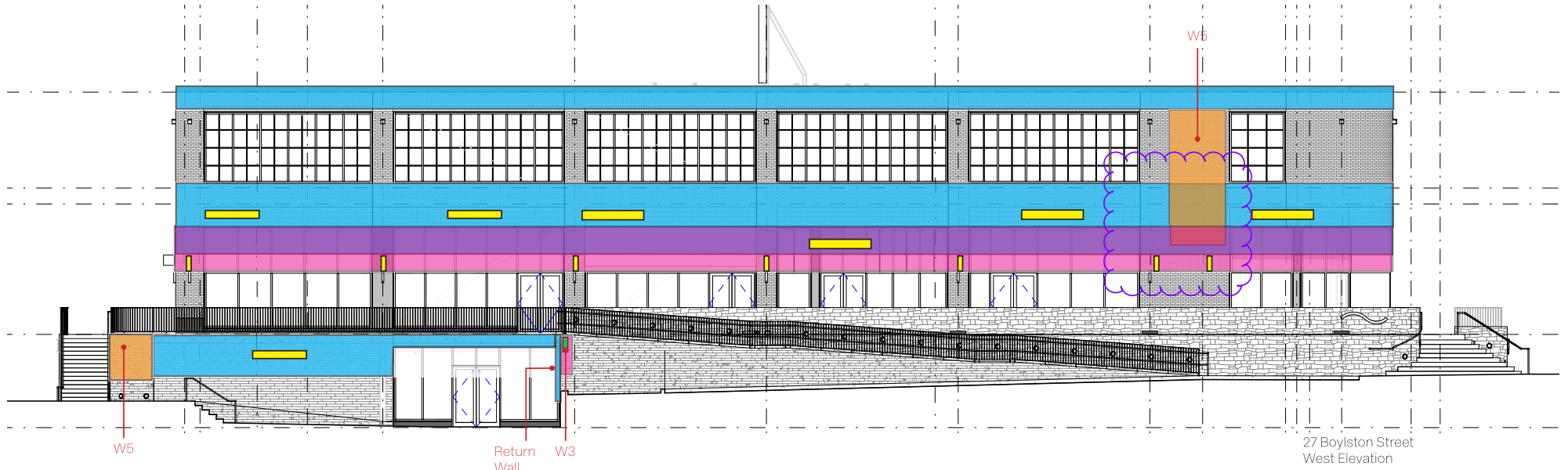




27 Boylston Street
South Elevation

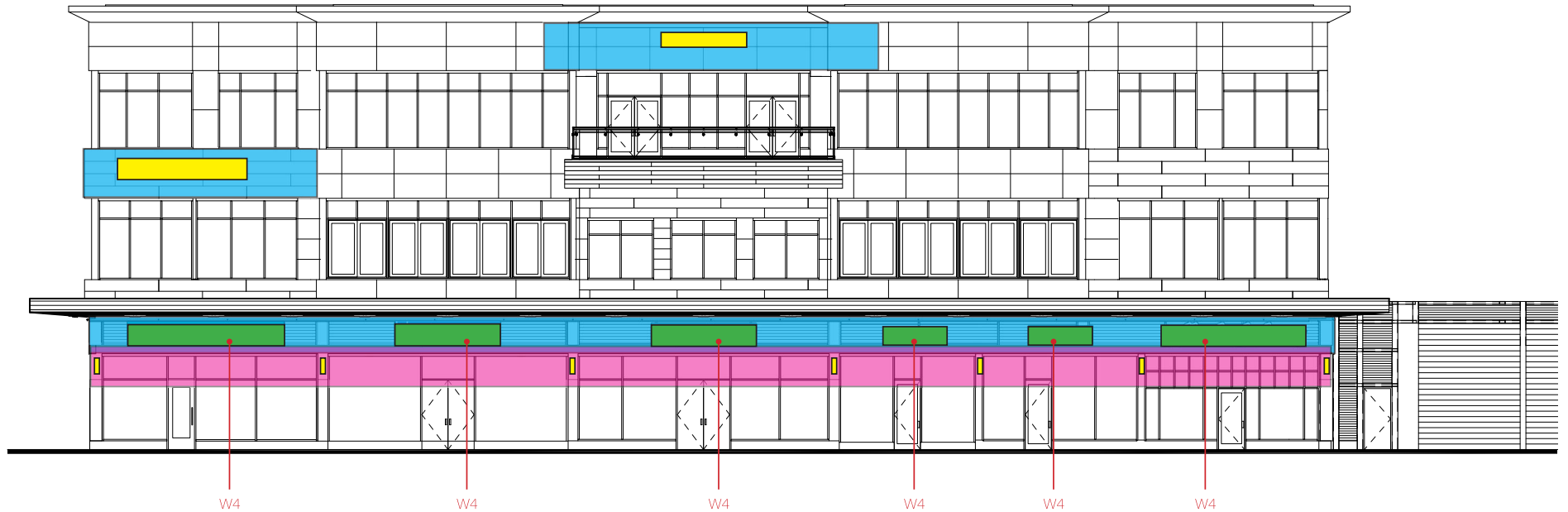


- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels

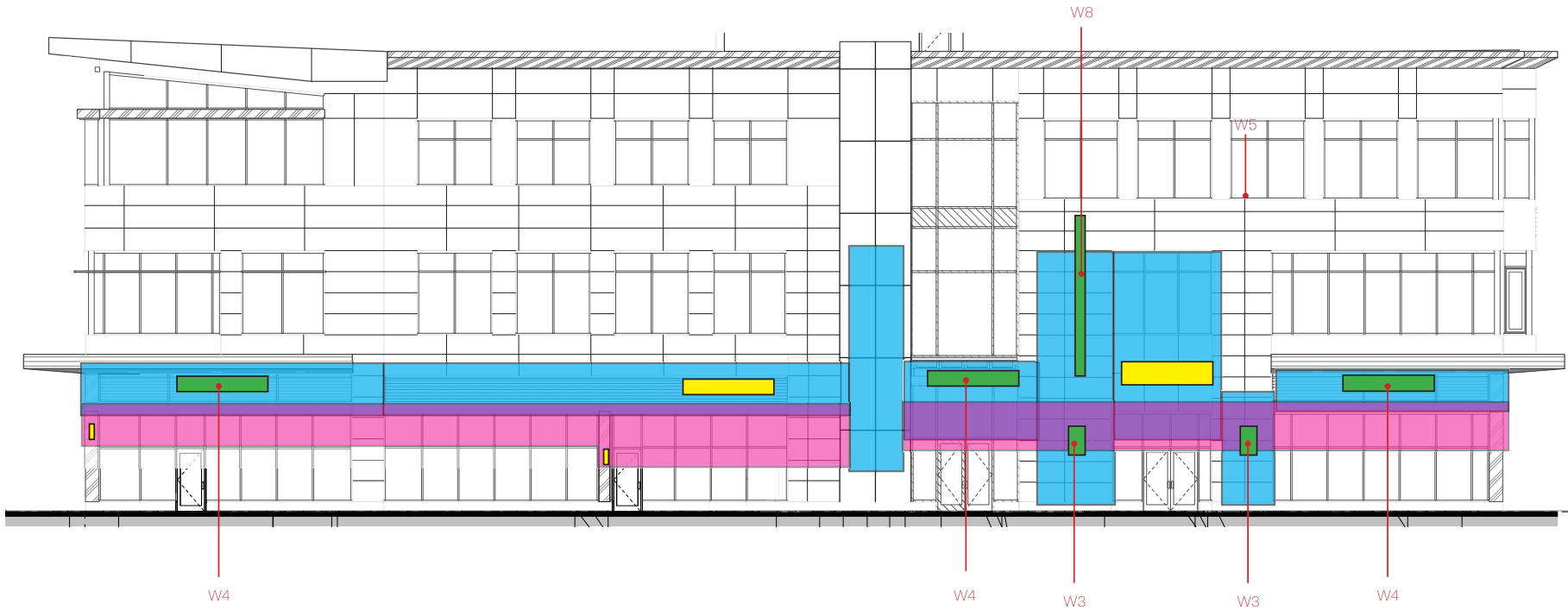




33 Boylston Street
North Elevation

- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels

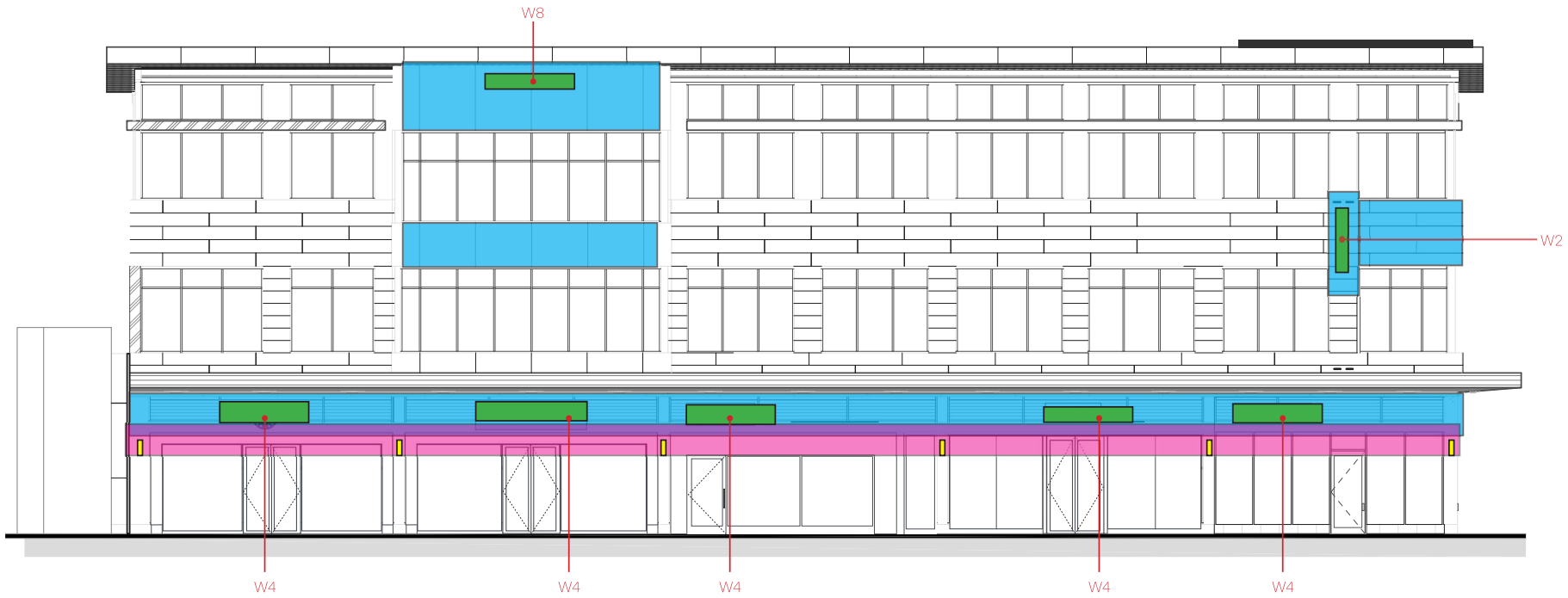




33 Boylston Street
East Elevation

- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels

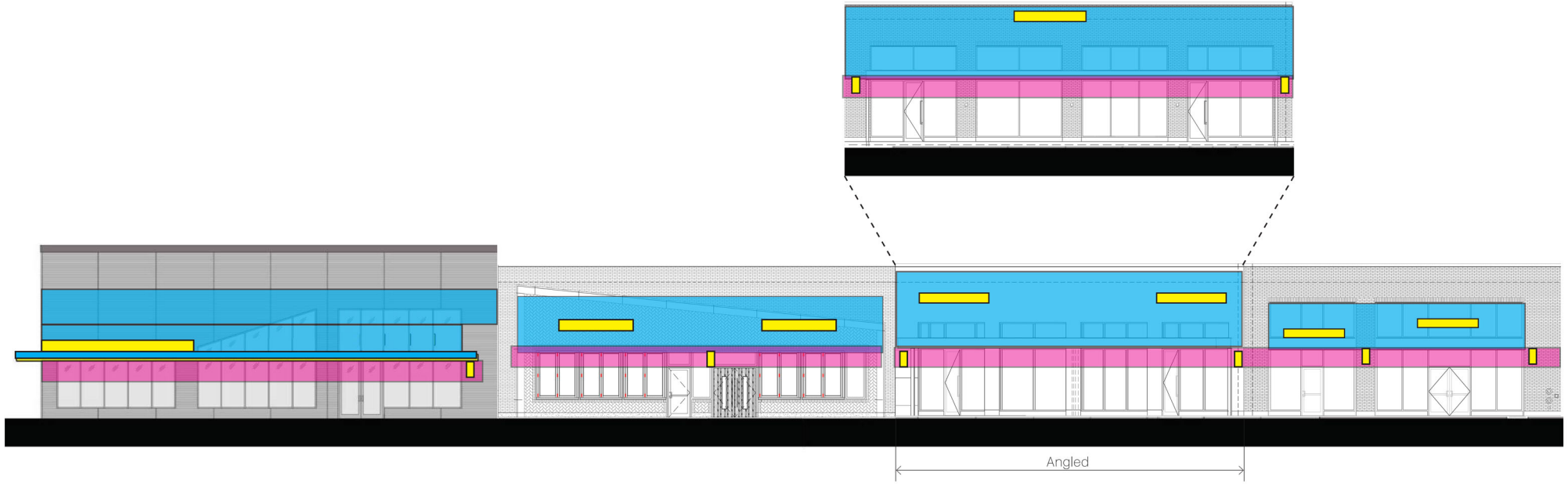




33 Boylston Street
South Elevation



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



49 Boylston Street
South Elevation



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels

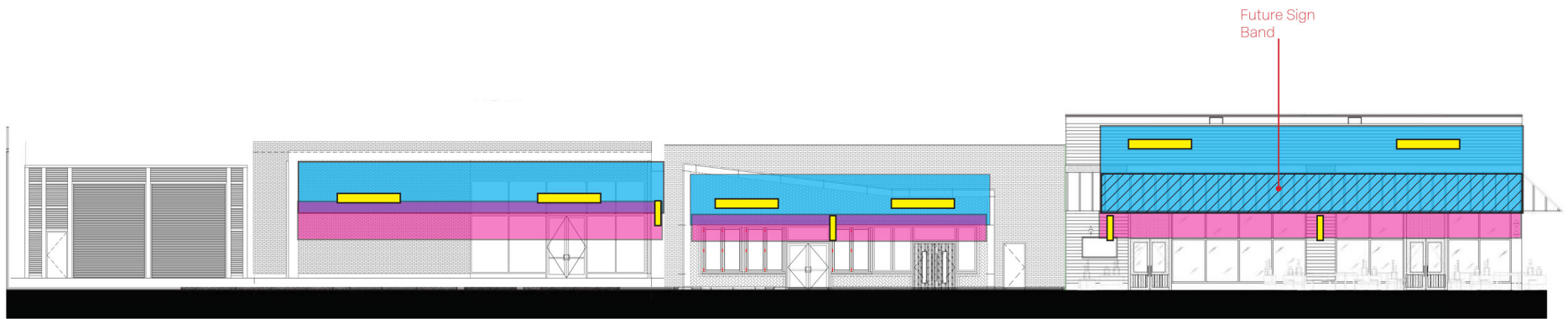
Future Sign Band



49 Boylston Street
West Elevation



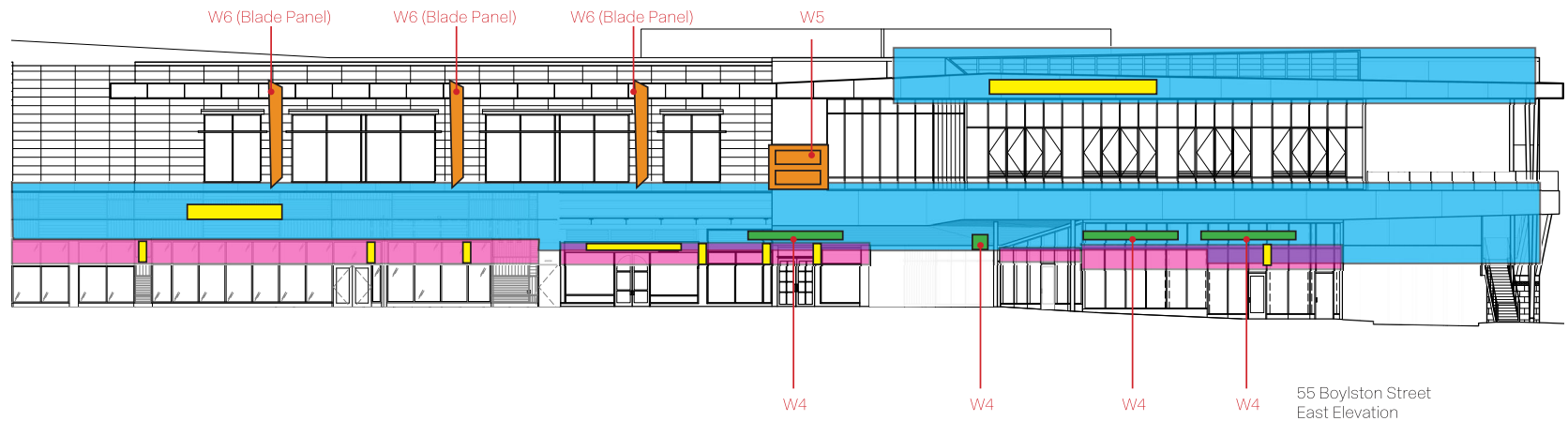
- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Ponside Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



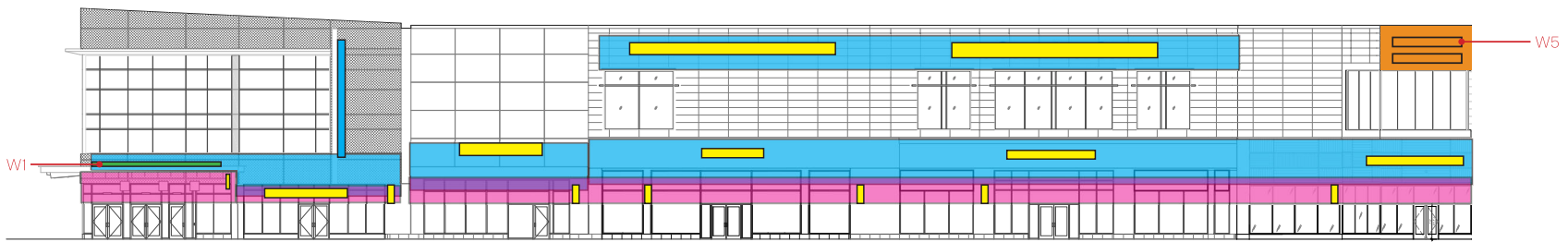
49 Boylston Street
North Elevation



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



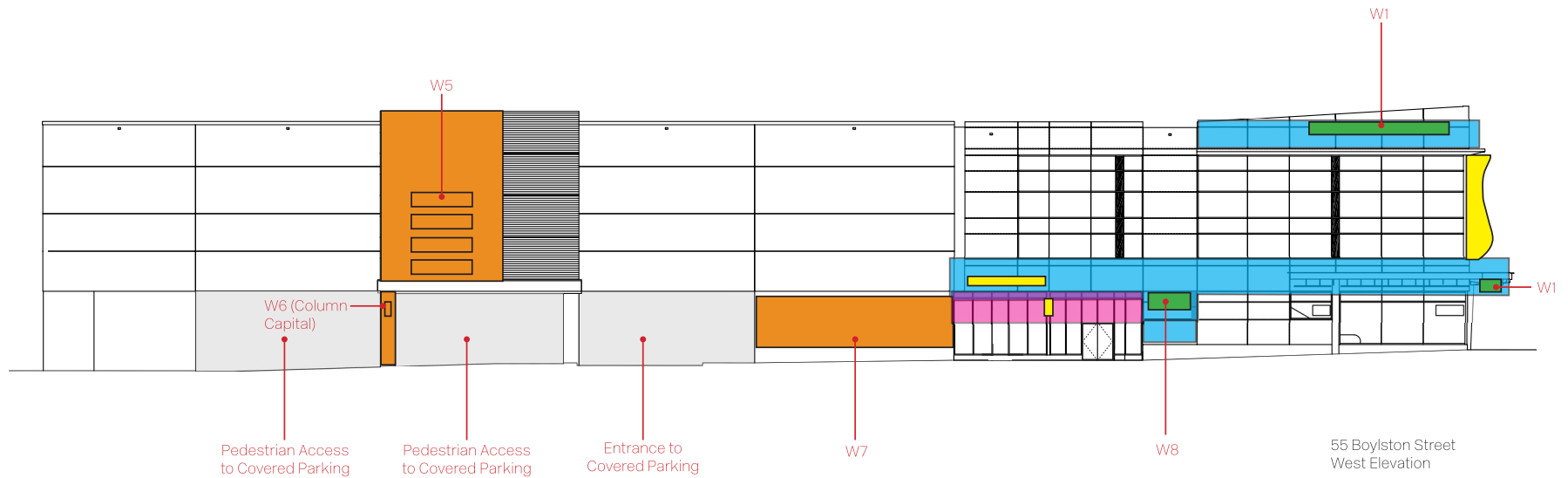
- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



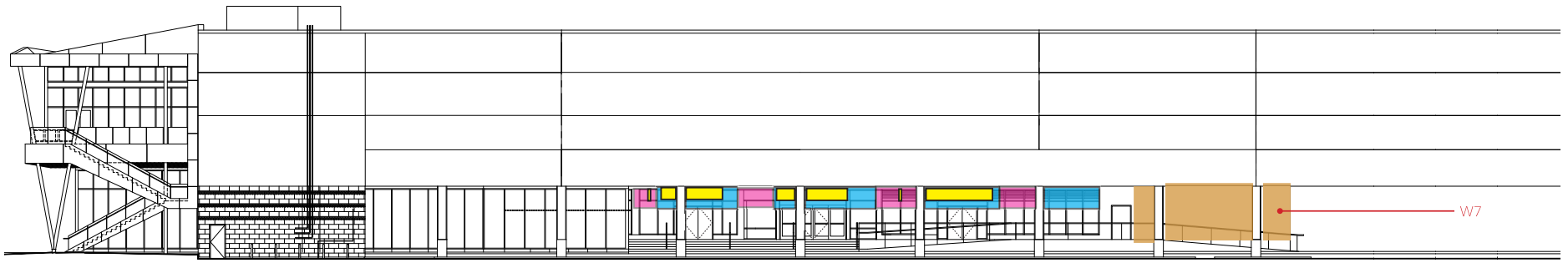
55 Boylston Street
South Elevation



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels

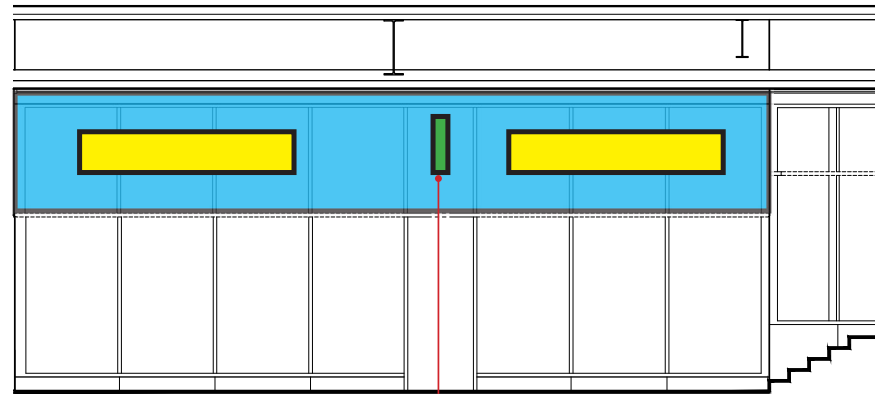


55 Boylston Street
North Elevation

*Note: Walls of stores
inside garage.



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels

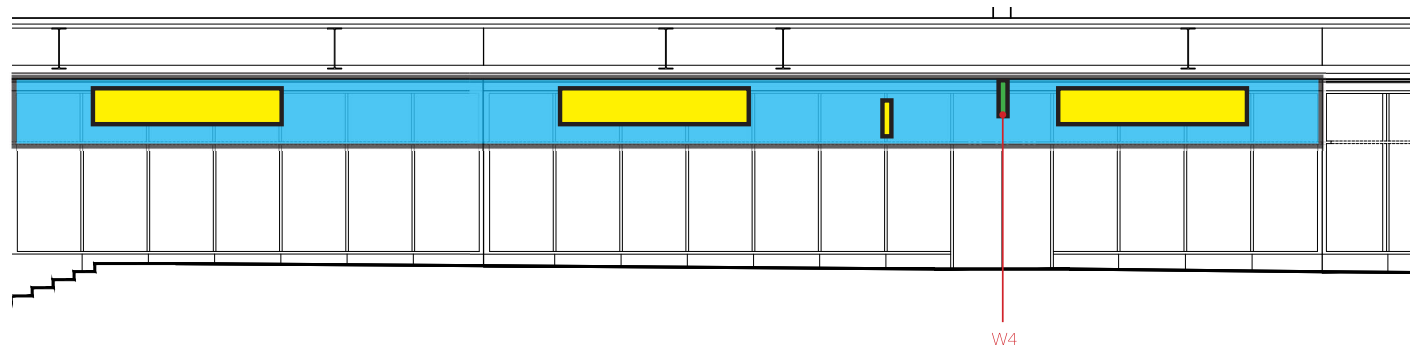


55 Boylston Street
North-West Elevation

*Note: Walls of stores
inside garage.



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels

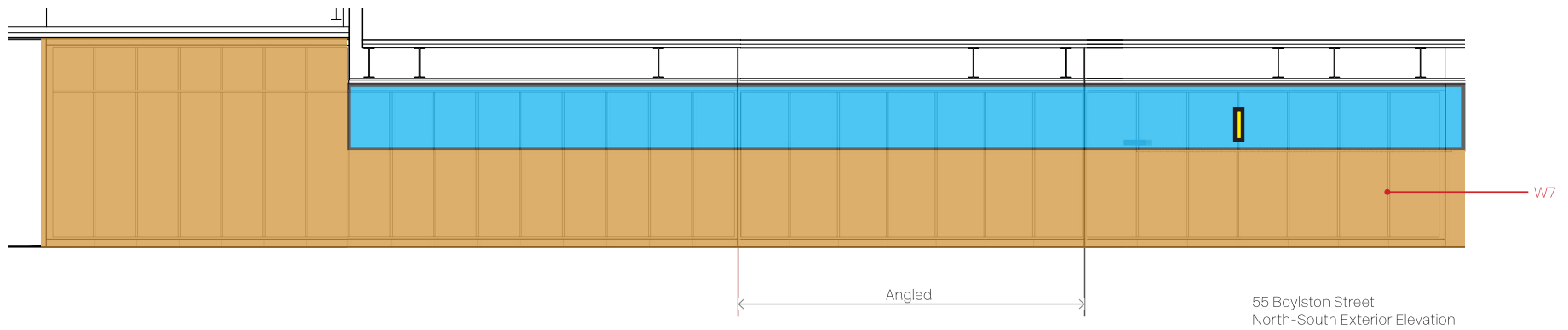


55 Boylston Street
North-South Interior Elevation

*Note: Walls of stores
inside garage.



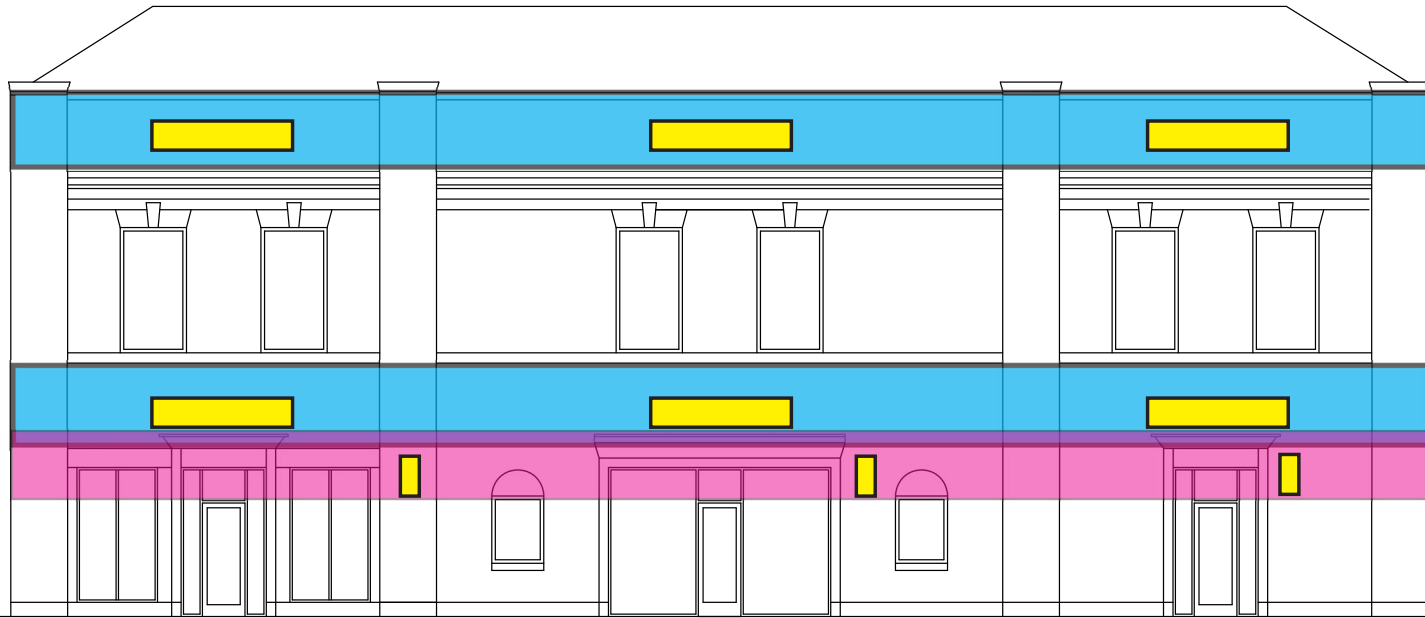
- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



*Note: Walls of stores inside garage.



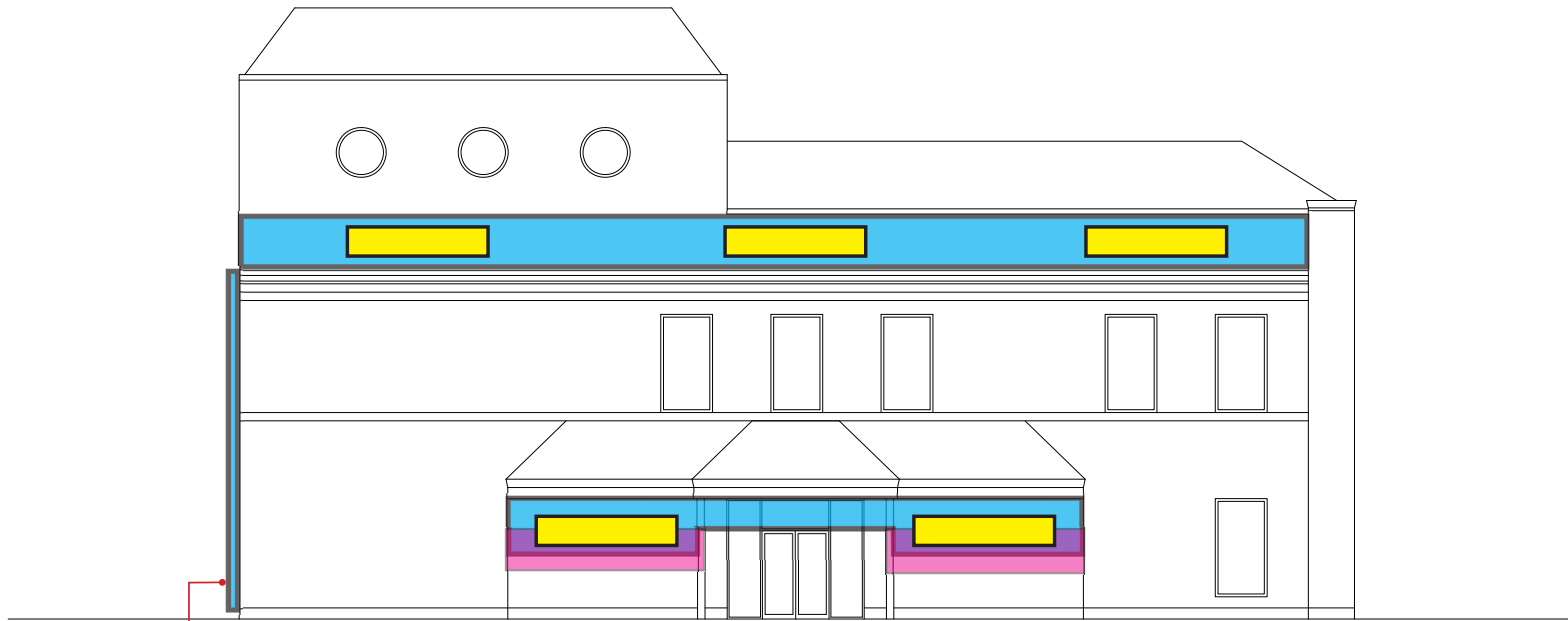
- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



25 Boylston
South Elevation



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondsides Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



25 Boylston
North Elevation

Return
Wall



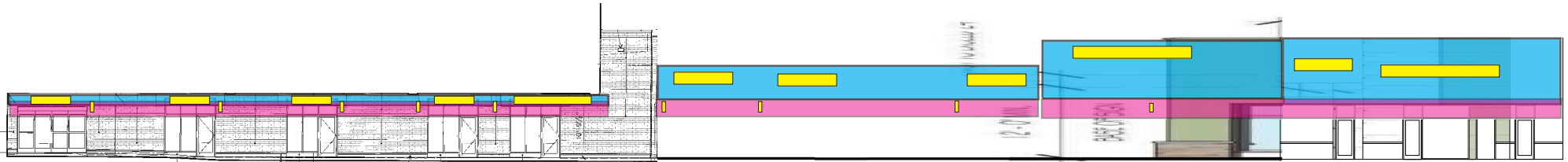
- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green: W1 - Theatre Sign
W2 - Additional Principal Wall Sign - Pondside Tenant
W3 - Secondary Sign
W4 - Canopy Sign
W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown: W5 - Wall Directory Sign
W6 - Blade Panel & Column Capital Signs
W7 - Wall Panels



Star Strip
South Elevation



- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



Star Strip
North Elevation

- Legend
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels

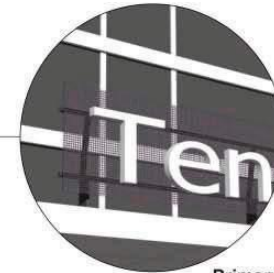




Wall Directory
Rear of New Strip Building



Secondary Tenant Sign
Rear at New Strip Building



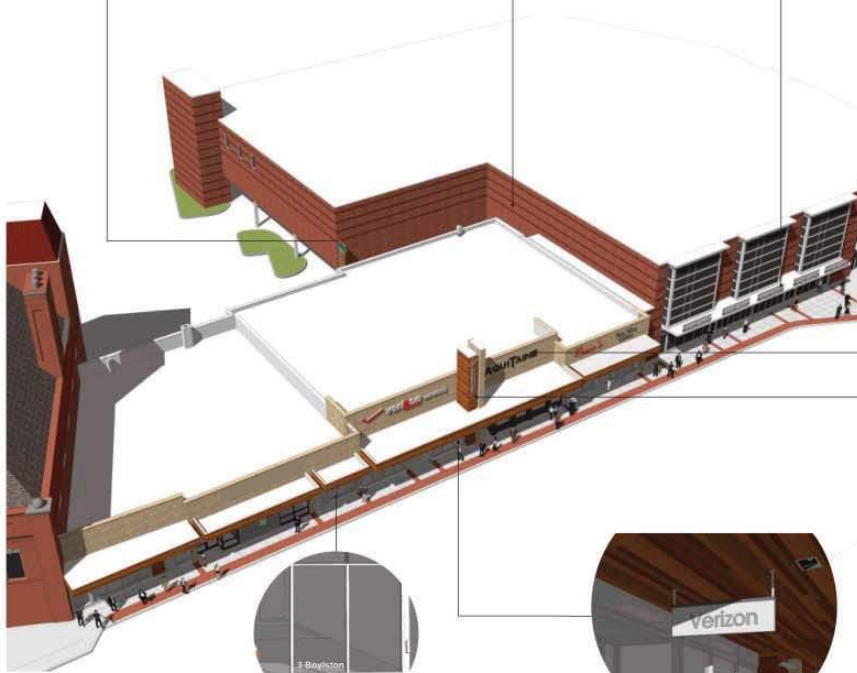
Primary Tenant Sign
Front of New Strip Building



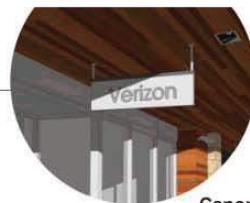
Primary Tenant Sign
Front of Original Strip Building



Site Identifier
Tower Blade by Landlord
(Proposed)



Vinyl Graphics



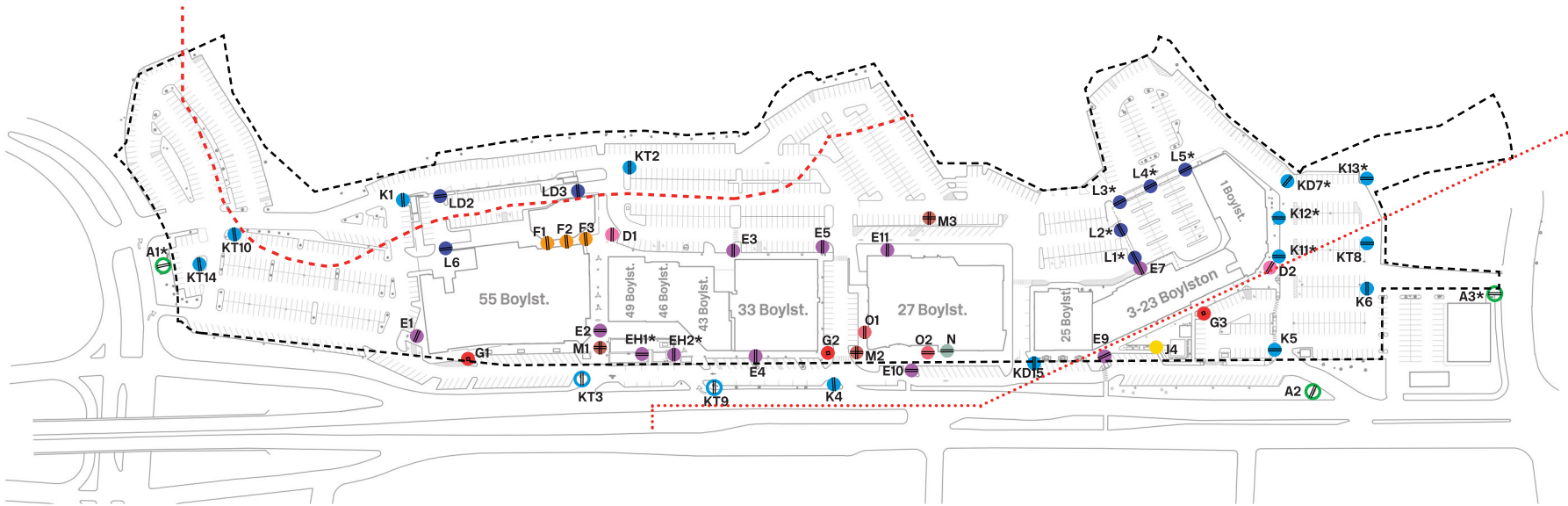
Canopy Blade Sign

- Type A ● Entrance Sign
- Type D ● Community Boards/Directory
- Type E ● Small Directory
- Type EH ● Small Planter Sign
- Type F ● Pedestrian Directional - Wall
- Type G ● Pedestrian Directional - Ground
- Type J4 ● Park Bench Tags
- Type J8 ● Planter Signs

- Type K ● Vehicular Directional - Ground
- Type KD ● Double Vehicular Directional - Ground
- Type KT ● Tall Vehicular Directional - Ground
- Type L ● Vehicular Directional - Suspended
- Type LD ● Double Vehicular Directional - Suspended
- Type M ● Pedestrian Directional Arrows
- Type N ● Placemaking Sign
- Type O ● Pedestrian Directional - Wall

- Property Line
- - - Wetlands Buffer
- == Sign Orientation Indicator (see within each dot)
- Town Line (Brookline vs. Newton)
- Note: "H" designates horizontal orientation.

* Asterisk indicates current sign replacements



Scale = N.T.S.

PROPOSED SIGNAGE INSTALLATION

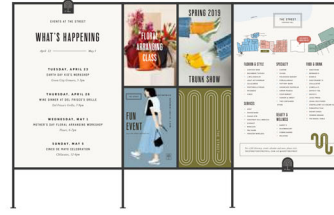
SIGN DIAGRAMS:



Type A1.1, A2 ● Entrance Monument



Type A3



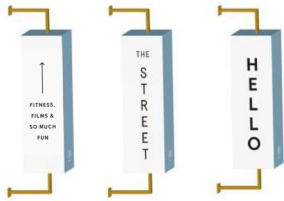
Type D ● Large Community Board/Directory



Type E ● Small Directory



Type EH ● Small Planter Sign



Type F ● Pedestrian Directional - Wall



Type G ● Pedestrian Directional - Ground



Type M ● Pedestrian Directional Arrows



Type J4 ● Bench Sign (x6)



Type K ● Vehicular Directional - Ground



Type KD ● Double Vehicular Directional - Ground



Type KT ● Tall Vehicular Directional - Ground



Type L ● Vehicular Directional - Suspended



Type L ● Double Vehicular Directional - Suspended



Type N ● Placemaking Sign



Type O ● Pedestrian Directional - Wall

Type A1 and A2 Entrance Sign replacement at Hammond Pond Parkway & Route 9 entry.

Sign Dimension: 9'-10"W x 4'-2"H
Signage Area: 40.97 SF

Internally illuminated.



Type A3 Entrance Sign replacement at Hammond St. entrance.

Sign Dimension: 8'-0"W x 3'-2"H
Signage Area: 25.33 SF

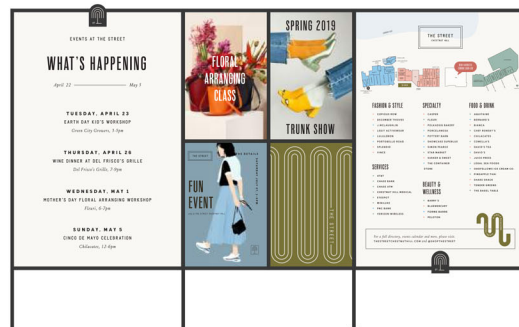
Internally illuminated.



Type D1 and D2 community boards near Legal Seafood (Pond Side) and Star Market (Route 9 Side).

Sign Dimension: 9'-2.75"W x 4'-6"H
Signage Area: 41.53 SF

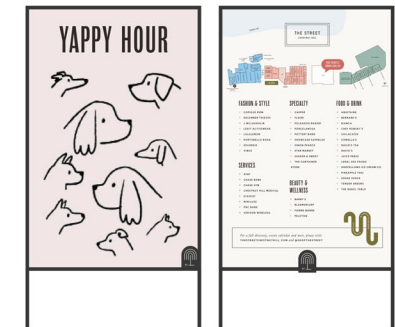
Internally illuminated.



Type E Signs will be located throughout property.

Sign Dim.: 3'-3.75"W x 4'-6"H
Signage Area: 14.91 SF

Internally illuminated.



NOTE: EXAMPLE COPY

Type EH signs to replace existing planter signs at Green.

Sign Dimension: 3'-1.25"W x 2'-6"H
Signage Area: 7.76 SF

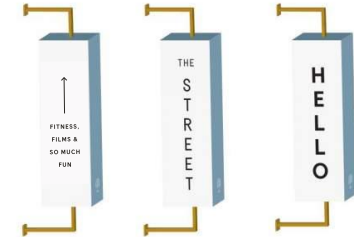
No illumination.



Type F Signs will be located on a long wall on 55 Boylston across from Legal Seafood entrance.

Sign Dimension: 0'-11"W x 2'-2"H
Signage Area: 1.99 SF

Internally illuminated.



Type G signs will be used to direct pedestrians to landmarks and located throughout the property.

Sign Dimension: 0'-8"W x 3'-0"H
Signage Area: 2 SF

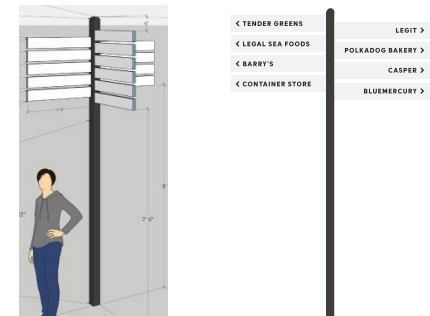
No illumination.



Type M Sign will be located adjacent to the Green to direct pedestrians to Pond Side Tenants.

Sign Dimension: 2'-6"W x 0'-4.5"H
Signage Area: 0.94 SF

No illumination.



NOTE: EXAMPLE COPY

Type J4 signs to be located on Mini Green benches near Star Market.

Sign Dimension: 1'-0"W x 0'-8"H
Signage Area: 0.67 SF

No illumination.



Type K, KD and KT signs will be used to direct vehicular traffic throughout the property.

K Sign:
Sign Dimension: 2'-4"W x 2'-4"H
Signage Area: 5.44 SF

KD Sign:
Sign Dimension: 2'-4"W x 2'-4"H
Signage Area: 5.44 SF

KT Sign:
Sign Dimension: 2'-4"W x 3'-6"H
Signage Area: 8.17 SF

No Illumination.



Type L Signs will be located in the Star Market covered parking area, and directly replace current clearance bars. LD signs will be located in the Legal Seafoods covered parking area.

L Sign:
Sign Dimension: 11'-0"W x 0'-8"H
Signage Area: 7.33 SF

LD Sign:
Sign Dimension: 11'-0"W x 0'-8"H
Signage Area: 7.33 SF

No illumination.



L Sign



LD Sign

Placement sign to be located on the East facade of 27 Boylston

Sign Dimension: 28'-3 1/4" W x 7'-6"H
Signage Area: 182.75 SF

Illumination.



N Sign

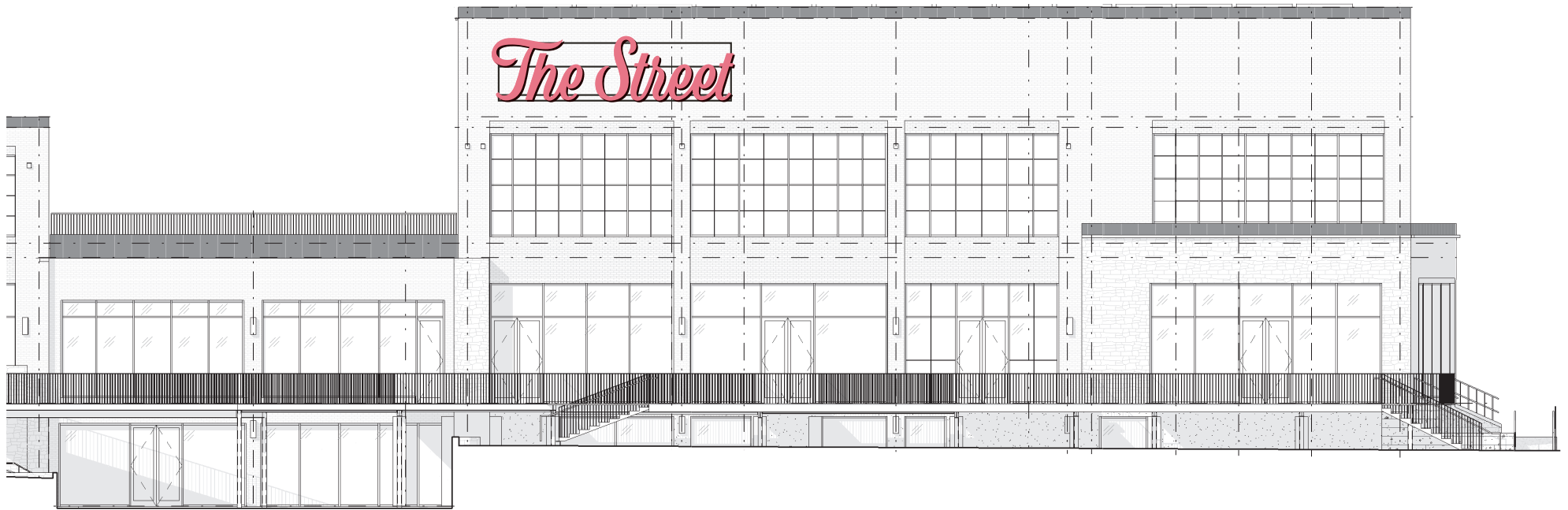
Pedestrian directional sign to be located on the SW corner of 27 Boylston.

Sign Dimension: 6'-2"W x 4"H
Signage Area: 1.83 SF

No illumination.

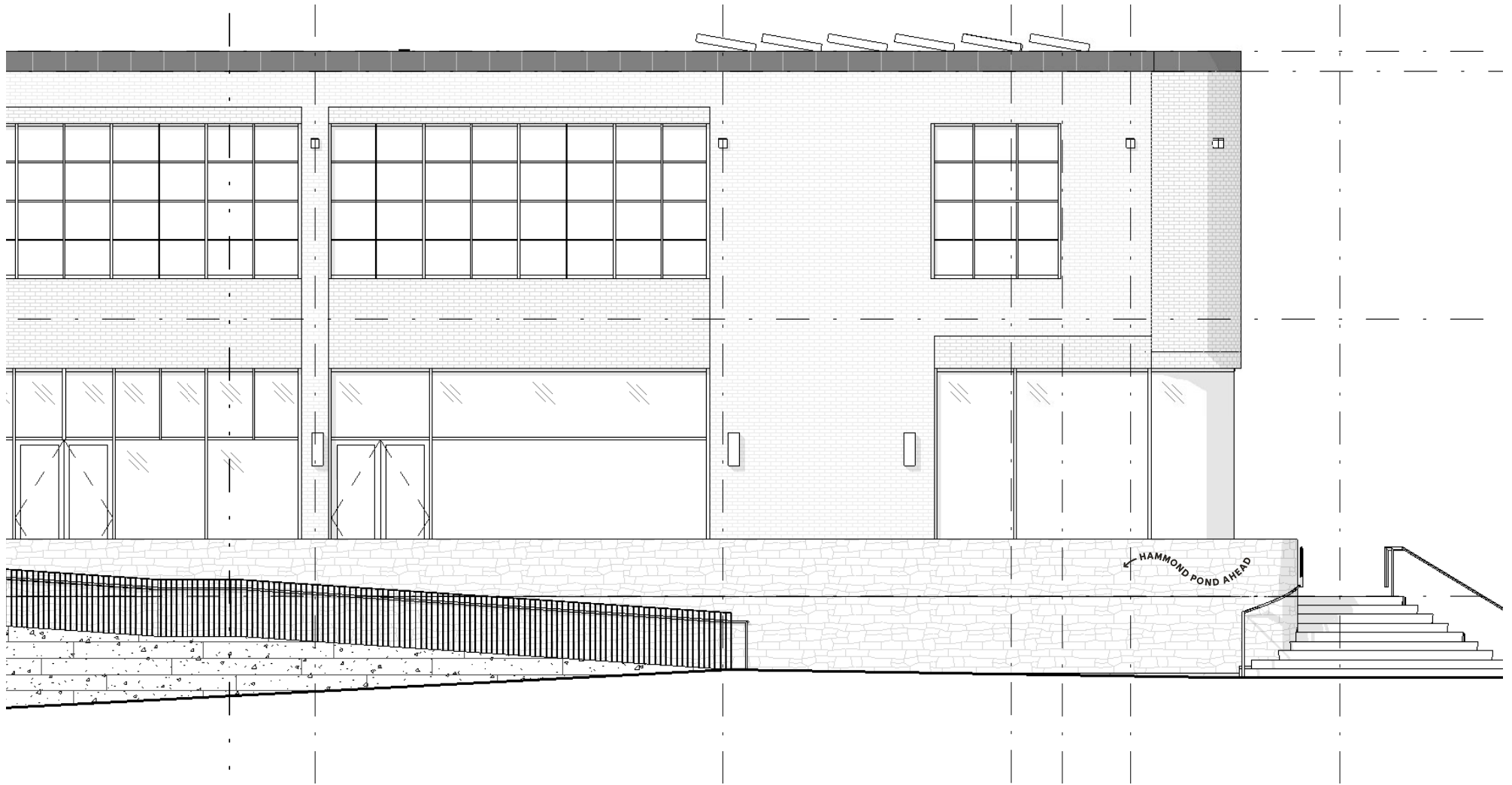


O1 Sign



N Sign

NOTE: EXAMPLE COPY



O1 Sign

NOTE: EXAMPLE COPY

At the request of the UDC at their February 8, 2023 meeting, the applicant has taken our future directory sign inspiration images and placed them in locations within the proposed sign bands for each directory sign. We have not officially begun the design process and these signs do not represent the final signage that will be located within these sign bands. Sizes/colors/fonts/text will likely change, subject to the allowed waiver. This exercise was done purely for the purposes of understanding total signage on both the North and South elevation. At the March 15, 2023 UDC meeting, the commission acknowledged that they understood this disclaimer and supported including it on these renderings, but still requested that these renderings be included in The Street Comprehensive Sign Package as a reference point.



At the request of the UDC at their February 8, 2023 meeting, the applicant has taken our future directory sign inspiration images and placed them in locations within the proposed sign bands for each directory sign. We have not officially begun the design process and these signs do not represent the final signage that will be located within these sign bands. Sizes/colors/fonts/text will likely change, subject to the allowed waiver. This exercise was done purely for the purposes of understanding total signage on both the North and South elevation. At the March 15, 2023 UDC meeting, the commission acknowledged that they understood this disclaimer and supported including it on these renderings, but still requested that these renderings be included in The Street Comprehensive Sign Package as a reference point.



Freestanding Signs	Sign Type	Dimensions of Sign	Area	Illumination	Quantity	Text or Graphics (None, Double, Single, # of sides)
A1	Entrance Sign	9'-10"W x 4'-2"H	40.97 SF	Internally Illuminated	1	Double
A2	Entrance Sign	9'-10"W x 4'-2"H	40.97 SF	Internally Illuminated	1	Double
A3	Entrance Sign-Tall Posts	8'-0"W x 3'-2"H	25.33 SF	Internally Illuminated	1	Double
D1	Community Board/Directory	9'-2.75"W x 4'-6"H	41.53 SF	Internally Illuminated	1	Double
D2	Community Board/Directory	9'-2.75"W x 4'-6"H	41.53 SF	Internally Illuminated	1	Double
E1	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E2	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E3	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E4	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E5	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E7	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E9	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E10	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
E11	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1	Double
EH1	Small Planter Sign	3'-1.25"W x 2'-6"H	7.76 SF	No illumination	1	Double
EH2	Small Planter Sign	3'-1.25"W x 2'-6"H	7.76 SF	No illumination	1	Double
F1	Pedestrian Directional-Wall	0'-11"W x 2'-2"H	1.99 SF	Internally Illuminated	1	Three Sided
F2	Pedestrian Directional-Wall	0'-11"W x 2'-2"H	1.99 SF	Internally Illuminated	1	Three Sided
F3	Pedestrian Directional-Wall	0'-11"W x 2'-2"H	1.99 SF	Internally Illuminated	1	Three Sided
G1	Pedestrian Directional-Ground	0'-8"W x 3'0"H	2.00 SF	No illumination	1	Four sided
G2	Pedestrian Directional-Ground	0'-8"W x 3'0"H	2.00 SF	No illumination	1	Four sided
G3	Pedestrian Directional-Ground	0'-8"W x 3'0"H	2.00 SF	No illumination	1	Four sided
J4	Park Bench Tags	1'0"W x 0'8"H	0.67 SF	No illumination	10	Single
J8	Planter Signs	1'-2"W x 1'-2"H	1.36 SF	No illumination	10	Double
KT2	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No illumination	1	Double
K4	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
K5	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
K6	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
KD7	Double Vehicular-Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
KD15	Double Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
KT8	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No illumination	1	Double
KT9	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No illumination	1	Double
KT10	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No illumination	1	Double
K11	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
K12	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
K13	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
K1	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No illumination	1	Double
KT3	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No illumination	1	Double
KT14	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No illumination	1	Double
L1	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.33 SF	No illumination	1	Double
L2	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.33 SF	No illumination	1	Double
L3	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.33 SF	No illumination	1	Double
L4	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.33 SF	No illumination	1	Double
L5	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.33 SF	No illumination	1	Double
L6	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.33 SF	No illumination	1	Double
LD2	Double Vehicular Directional-Suspended	11'-4"W x 8'-0"H	7.33 SF	No illumination	1	Double

LD3	Double Vehicular Directional-Suspended	11'-4"W x 8'-0"H	7.33 SF	No illumination	1 Double
M1	Pedestrian Directional-Arrows	2'-6"W x 0'-4.5"H	0.94 SF	No illumination	1 Double
M2	Pedestrian Directional-Arrows	2'-6"W x 0'-4.5"H	0.94 SF	No illumination	1 Double
M3	Pedestrian Directional-Arrows	34'-7"W x 7'-6"H	259 SF	No illumination	1 Double
N	Placemaking Sign	43'-0"W x 4'-3"H	182.75 SF	Illumination	1 Side
O	Pedestrian Directional - Wall	6'-2"W x 4'H	1.83 SF	No illumination	1 Side

70 Signs

THANK YOU!