



# DOWN CROSSING

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## SIGNAGE GUIDELINES

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THOMAS M. MENINO, MAYOR  
CITY OF BOSTON

PETER MEADE, DIRECTOR  
BOSTON REDEVELOPMENT AUTHORITY

AMENDED AUGUST 2011

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# **Downtown Crossing Signage Guidelines**

Boston Redevelopment Authority

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## Credits

**Boston Redevelopment Authority**  
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## Background

In October 2004, Mayor Thomas M. Menino launched the Downtown Crossing Economic Improvement Initiative, signaling a renewed commitment to the beloved shopping district. Over the past seven years, the BRA and the city have contributed significant resources and staff, and worked closely with downtown shop-owners, residents, property-owners, developers and institutions to examine the future of the Downtown Crossing neighborhood. Issued in May 2008, A Crossroads for a Crossing (<http://www.bostonredevelopmentauthority.org/planning/PlanningInitsIndividual.asp?action=ViewInit&InitID=110>), the branding and identity strategy for Downtown Crossing, established a vision and a roadmap for transforming the district. The strategy specifically addressed the look and feel of the neighborhood, including building facades, streets, sidewalks, and signage, and recommended establishing signage design guidelines for the district.

Working with City of Boston staff in 2008, a team of consultants spent six months preparing and testing signage guidelines for Downtown Crossing. Careful consideration was given to the design, look, and feel of the sub-districts within the neighborhood. The guidelines encourage inventive and unique signs, a comprehensive approach to signage in all forms, and illustrate the variety of sign types permitted in the neighborhood. With this publication, we are one step closer to ensuring that Downtown Crossing realizes its potential as Boston's meeting place and becomes a world-class downtown destination.

The first edition of this document was issued in January 2009. This second edition updates that document.

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# Introduction

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The Downtown Crossing Signage Guidelines are intended to explain and illustrate the 2008 amendments to Boston’s zoning code pertaining to on-premise business signs. They are for property owners, sign makers, architects and designers and those in the general public who are interested in sign regulation and the public environment. The guidelines attempt to clarify the effectiveness of sign advertising for individual concerns and also improve the visual quality of the Downtown Crossing neighborhood. They regulate the size, placement and certain aspects of design, and should serve to reduce the sign clutter that has beset Downtown Crossing and renders the messages of the signs confusing and ineffective.

The guidelines were prepared to describe some of the qualitative considerations of designing signs in conformance with the Comprehensive Sign Design (CSD) review requirement (Sec. 2-1 and 11-2). It should also be pointed out that the City of Boston Building Code contains certain standards regarding structure, clearance, and safety pertaining to signs. These guidelines should be considered supplemental to the City of Boston’s Public Improvement Commission and Inspectional Services Department requirements.

All new signs and alterations require a permit from the Building Department (ISD) and comprehensive sign approval from the BRA. This publication outlines and illustrates signage guidelines in order to assist in preparing applications for signage design review. Further, the guidelines are intended to provide a series of dimensional and aesthetic guidance prior to formal application and in order to streamline the design review requirement of signage in the Downtown Crossing neighborhood by the Boston Redevelopment Authority.

**Conformance with the guidelines does not replace the required BRA review process and does not guarantee approval. At the discretion of BRA staff, complete proposals describing signage proposals that comply with these guidelines will be eligible for administrative review and approval. Applicants are responsible for ensuring compliance with other agencies and review processes, such as the Boston Landmarks Commissions’ Application for Certificate of Design Approval (for significant historic structures located in the district). BRA staff will make every effort to coordinate design review between agencies.**

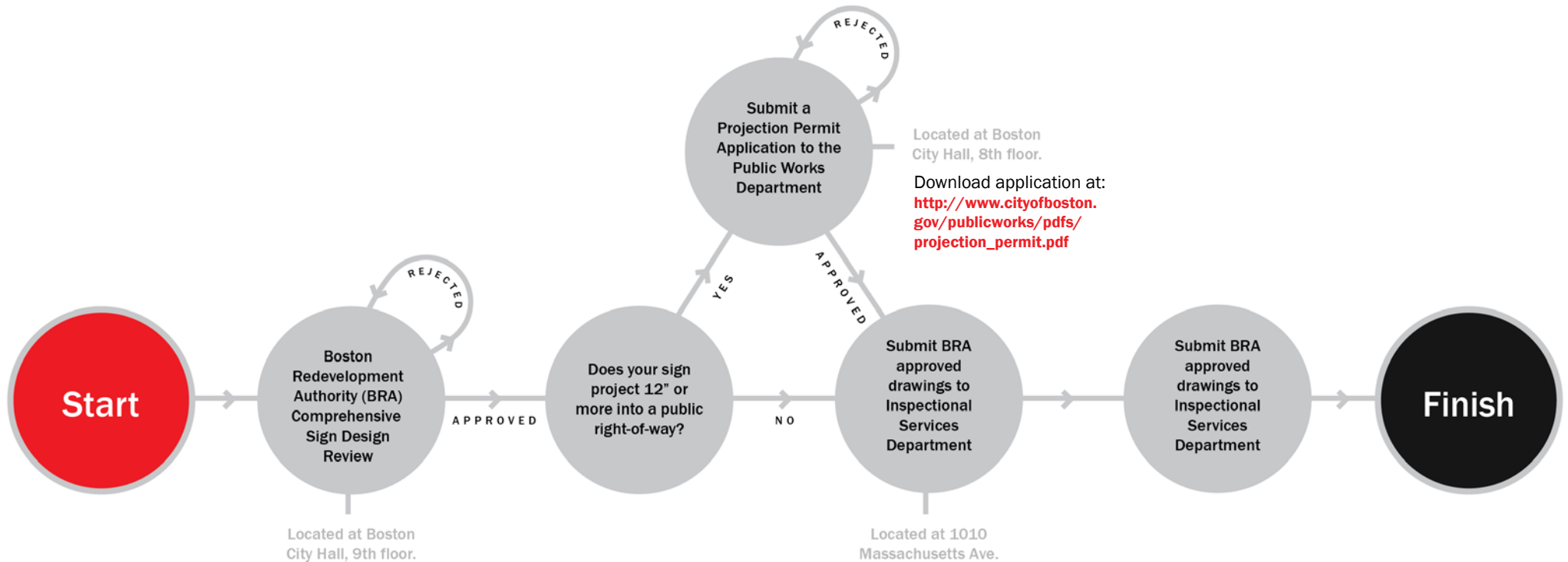
We hope the “Downtown Crossing Signage Guidelines” will explain the new sign regulations in a clear and approachable manner. For additional assistance, please consult the BRA’s Urban Design staff and the Zoning Section of the City of Boston Building Department.

*Boston Redevelopment Authority*

# Approvals Process

## Approvals Process Diagram

The following diagram illustrates the necessary steps to get signage approved in Downtown Crossing.



\* Boston Landmarks Commission (BLC) Review is required for historically classified properties in the Downtown. Consult with BLC to determine if your storefront/address is subject to review.



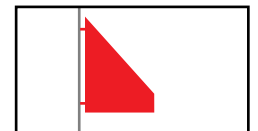
# Application Requirements

## Application Checklist

Use the checklist below as a guide when assembling your signage package for approval.

- Elevation and section drawings of the proposed design
    - Indicate typeface size and style
    - Indicate location on sign for permit number
  - Detail drawings of how the sign attaches to the building facade and indicate materials
  - Area calculations for proposed sign
  - Existing photograph of the building elevation
- }
- Include dimensions on all drawings  
Drawings must be to scale
  - Provide space on the drawings for the BRA approval stamp (2 in x 3 in)
  - Submit 4 copies of the drawings (11 in x 17 in format) and a digital copy

Area = 3 SF



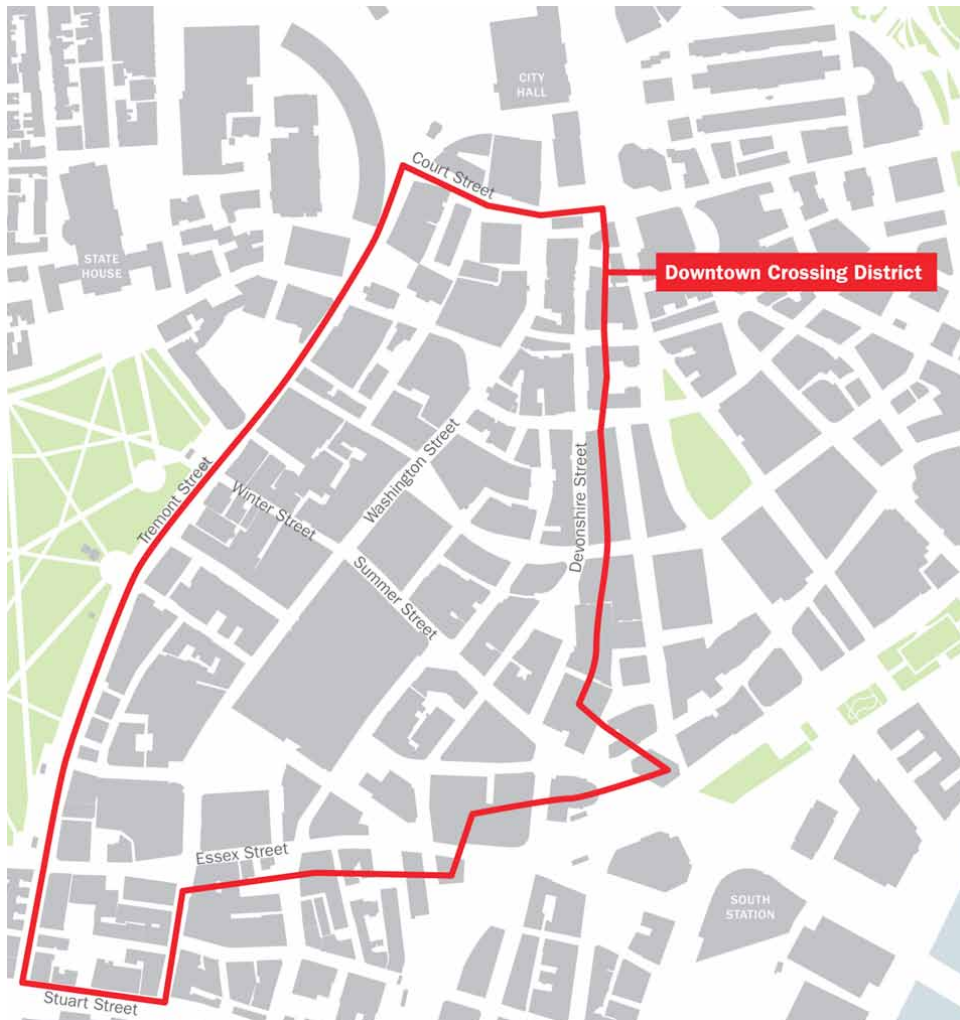
STORE 123tre



# District Map

## District Maps

The Downtown Crossing area is bounded on the north by State Street, to the west Tremont Street, to the east by Chauncy/Devenshire Streets and to the south by Essex Street, at the edge of Chinatown.





# General Sign Regulations & Principals

## Permitted Signs

Specific sign types allowed in Downtown Crossing district:  
vertical blade, horizontal blade, flat sign, awning sign, window sign, temporary window sign, icon sign, banner, big box sign, motion/marquee sign.



## Prohibited Signs

Specific sign types prohibited in Downtown Crossing district:  
billboard, off-premise advertising, box sign, programmable electronic sign, sandwich board, waterfall awning, freestanding sign.



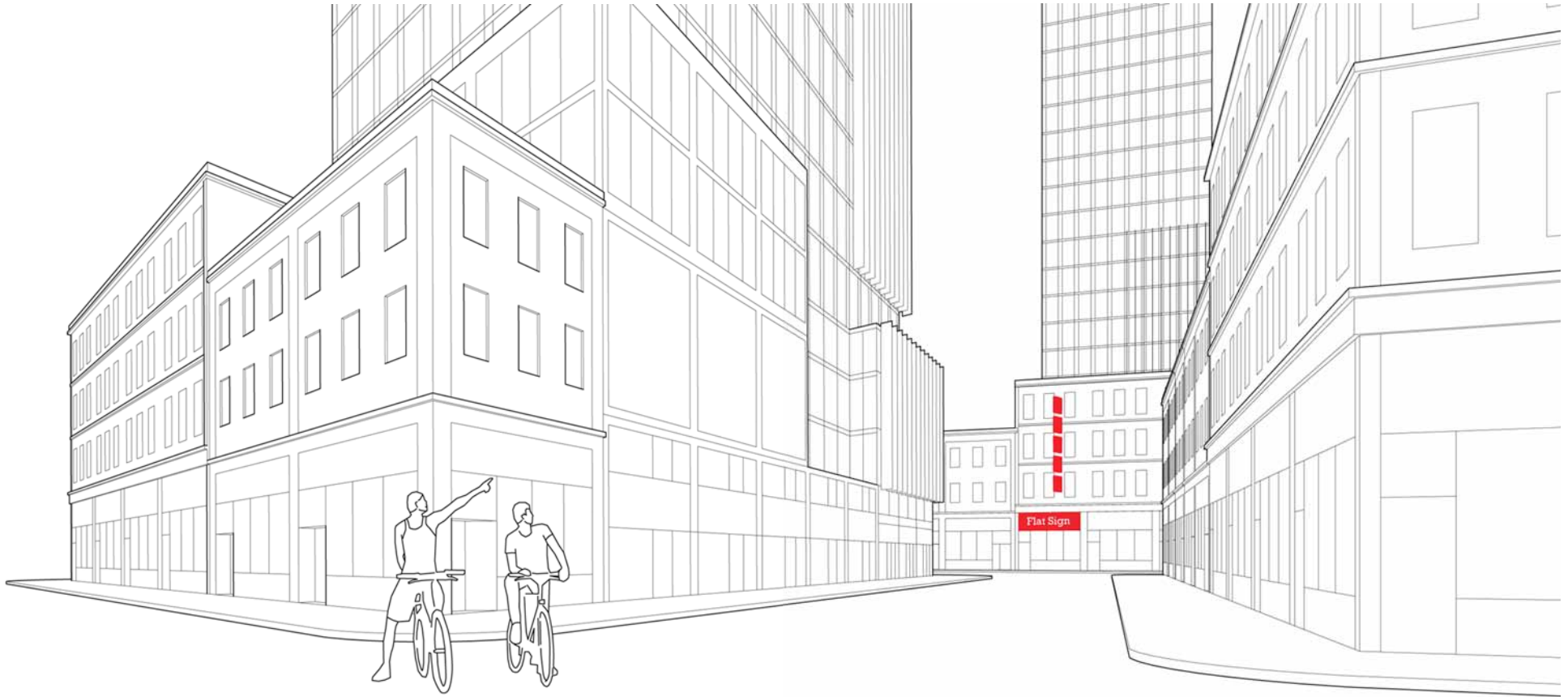


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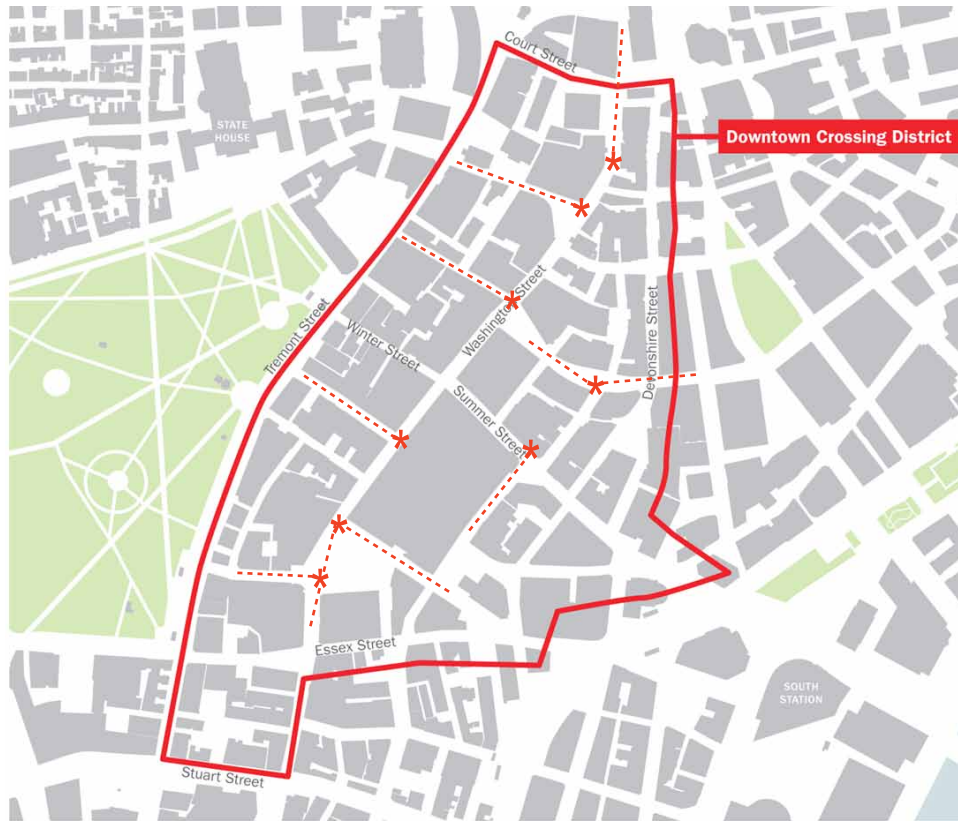
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## View Corridors

Terminate view corridors with unique signage. View corridor signs are permitted to disregard sign height limits, provided they do not cover existing or historic windows, or architectural details.



## View Corridors Map



### Guideline Details

- A Ground Floor Cornice**  
Do not obstruct the ground floor cornice with signage.
- B Top Cornice**  
Supports for signs may not extend above roof cornice line
- C Windows**  
Do not remove or cover upper level window openings.
- D Building Address**  
Locate building address over the door, minimum 6" tall.

## Storefront Guidelines

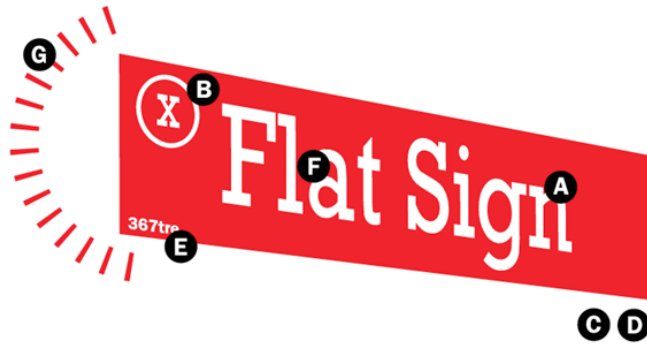


- E Hours of Operation**  
Display business hours of operation on the door.
- F Sign Message**  
The words on a sign may be repeated a maximum of 3 times.
- G Position**  
Do not attach signs to roofs, chimneys, smokestacks, elevator towers, penthouses or sides of buildings

- H Interior Signs**  
Signs that are inside the building and within 5 ft of the storefront must be counted as window signs (see page 42) when calculating maximum signage area allowed

**\*Signs must be integrated with the building's architecture.** Do not obstruct the building's cornice lines, windows and architectural details.

## General Sign Guidelines



### A Signage Message

Words may only include:

- 1) Name of business
- 2) Kind of business
- 3) Service or facility conducted on premises
- 4) Year business was established
- 5) Slogan
- 6) Hours of operation
- 7) Time
- 8) Temperature
- 9) Lettering that is part of a trademark

### B Registered Trademarks

Product trademarks and images may occupy no more than 10% of total sign face (unless specific product is primary business). Applicant is required to show proof of permission to use trademark.

### C Movement

Signs must be stationary (except in entertainment sub-district, see page 51).

### D Electronic and Neon

Programmed electronic signs are not allowed as of right (except in entertainment sub-district); exposed neon signs are discouraged and are reviewed on a case-by-case basis with BRA staff.

### E Permit Number

Display permit number on sign in lower lefthand or righthand corner.

### F Letter Height

The maximum letter height is 24 in.

### G Lighting

Conceal lighting source.  
Back-lit boxes and canopies are forbidden.  
Exposed fluorescent lights are forbidden.

## How To Calculate Maximum Signage Area Allowed

If **Y** is less than 13 ft:

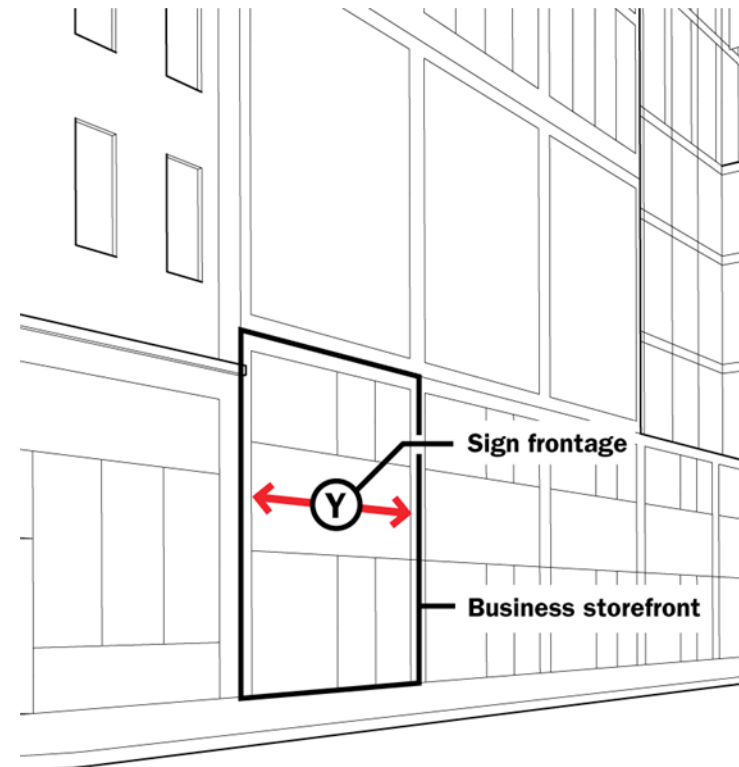
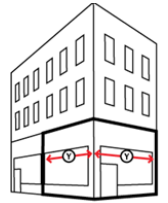
Maximum Signage Area Allowed (sq ft) = 20

If **Y** is greater than 13 ft:

Maximum Signage Area Allowed (sq ft) = 1.5 x Y

### Note

For corner businesses, total signage for each side must be computed separately.



# General Sign Technology

## Sign Techniques

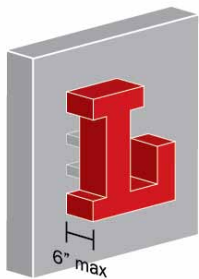
### Individual Letters

Individual letters or symbols may be fabricated from many materials in any font. They may be solid and externally illuminated or electrified and internally illuminated.



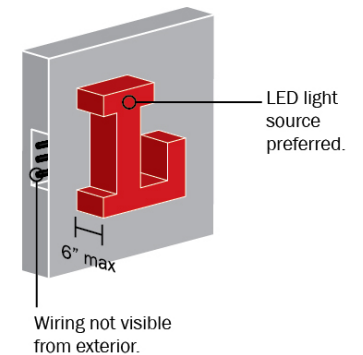
#### Pin-Mounted

Letters cut from solid material such as wood, metal, or plastic are individually mounted and may be back-lit or illuminated from the front. Appropriate for Flat, Blade, Icon or Marquee sign types.



#### Channel Cut, Internally Illuminated

Internally illuminated letters are surface-mounted and may use a variety of light sources. District regulations require the electrical raceway and all wiring to be hidden from view. Appropriate for Flat sign types.





## Sign Techniques

### Solid Background

Solid Background Signs may be made from many materials and letters or symbols may be inset, applied, cut-out or pushed-through.



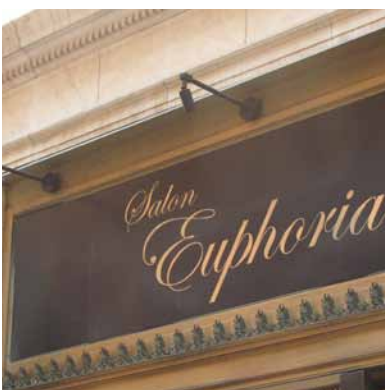
#### Inset

Letters may be stamped or routed into a background. Appropriate for Flat, Blade or Icon sign types.



#### Cut-Out

Letters are cut out of a background, creating a negative effect. Appropriate for Flat, Blade or Icon sign types.



#### Applied/Flush

Signs with painted or applied letters may be illuminated externally from above or below. Appropriate for Flat or Blade signs.



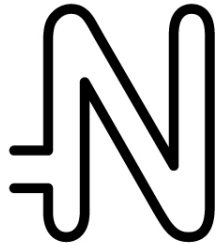
#### Push-Through

Letters are pushed through cut outs in a background. Per the signage regulations, only the letters or logo may be internally lit. The background should remain opaque. Appropriate for Flat or Blade signs.



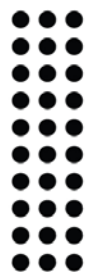
## Illumination Methods

### Lighting Technology



#### Neon

Electrified, luminous tubes containing neon or other gases come in a variety of colors and are excellent for creating outlines and fluid shapes.



#### LED

Light Emitting Diodes (LEDs) are more energy efficient than incandescent bulbs. They are low-maintenance and LED signs have thinner profiles and raceways.



#### Incandescent

This traditional form of lighting is slowly being phased out in favor of newer, more efficient lighting technologies.



#### Fluorescent

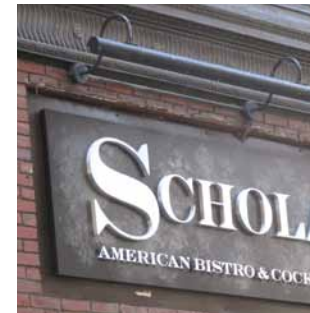
Fluorescent lights come in tube form and in compact versions that resemble regular bulbs. The initial cost is higher, but is offset by lower energy-use costs.

### Examples



#### Halo Illumination

Projected light from behind individual letters or symbols gives a halo effect.



#### External Illumination

Light projected onto the face of a sign from an outside source, such as a gooseneck or spot.



#### Internal Illumination

Light is projected from a source inside an enclosed sign.



#### Channel Neon Tube

Light is emitted by neon tubes mounted inside channels, creating a glow effect.



#### Exposed Neon Tube

Light is emitted by neon tubes mounted directly to the face of a sign.



#### Exposed Incandescent

Exposed bulbs mounted to the face of a sign create the illumination.

# Regulations For Specific Types Of Signs

## Specific Guidelines Legend

The following pages explain in further detail the specific requirements for the different types of signs permitted in the Downtown Crossing district. Each section highlights a specific sign type. Below you will find an example of how each section is organized.

## Sign Type

What is your type of sign?  
What locations are sign type permitted?

## Details

**A** Provides the specific design/placement details.

## How to Measure

Indicates the measurements that must be included in the submission.

## Examples

Shows photos of what other businesses have done successfully.

# Flat

## Overview

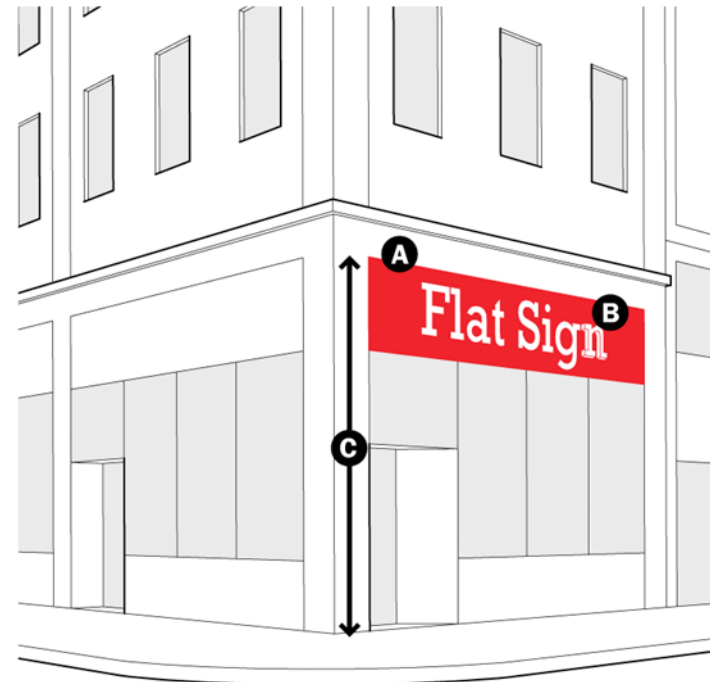
The **flat sign** is a horizontal sign located above a shopfront's windows.

**A Sign Projection**  
Not permitted

- B Lettering Description**
- 1) **Projected:** Letters may project 6 inches or less
  - 2) **Mounted:** Pin and surface mounting allowed; channels and conduits shall be concealed
  - 3) **Inset:** Letters may be recessed 1 inches or more

- C Top Height**  
Lowest of the following:
- 1) 25 ft above grade
  - 2) Bottom of second floor window sills
  - 3) Lowest point of roof
  - 4) Ground floor cornice

- D Lighting**
- 1) Individual letters may be internally lit
  - 2) Background may not be lit
  - 3) Inset letters may be lit internally; no light source or wiring should be visible



# Flat

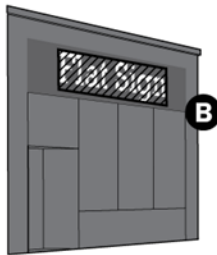
## How To Measure



Include letters and symbols

**A** Include the background if it is a different color and material than the natural color of the building

**B** Include the smallest rectangle or other geometric shape that includes all of the letters and symbols, if background is same color and material as the natural color of the building



# Flat

## Examples



Flat sign with projecting letters on building material.



Flat sign with projecting letters as background that does not match the building.

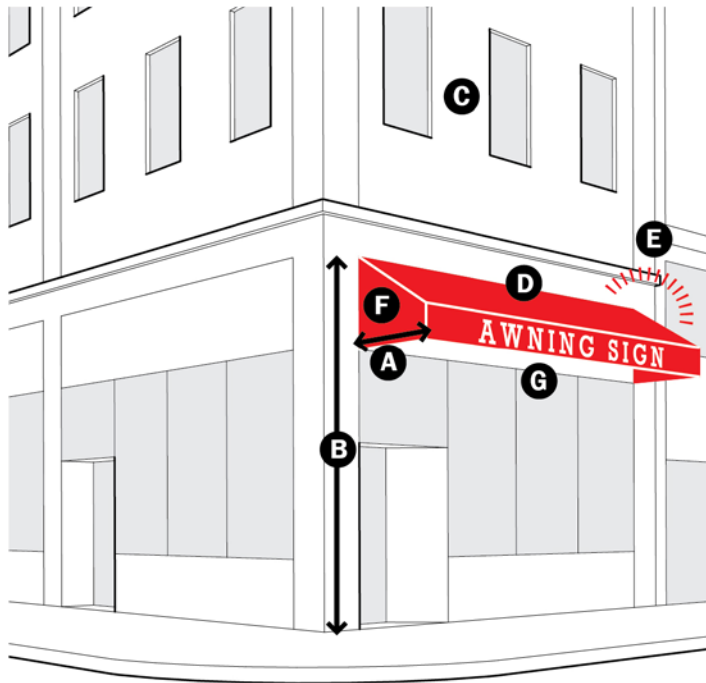


# Awning

## Overview

The **awning sign** is a horizontal, projecting object. This category includes traditional awning forms as well as contemporary, flat projections.

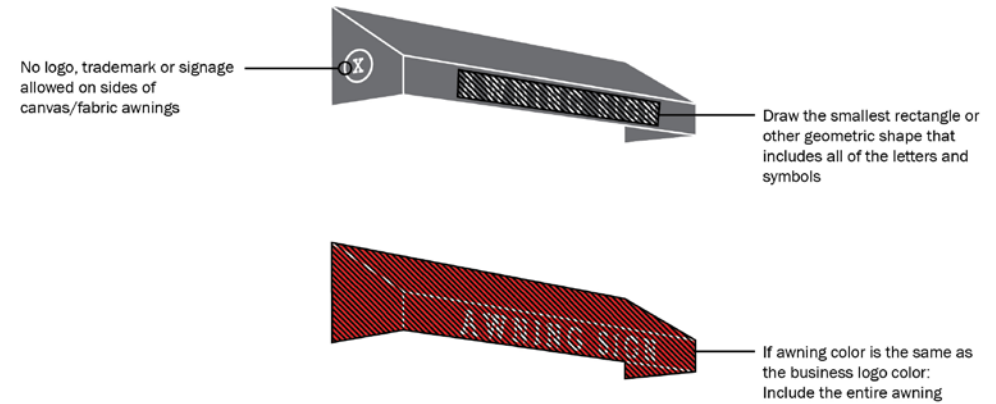
- A Project**  
48 inches from building or 1/2 sidewalk width; whichever is less.
- B Top Height**  
**Lowest of the following:**  
1) 25 ft above grade  
2) Bottom of second floor window sills  
3) Lowest point of roof  
4) Ground floor cornice
- C Upper Levels**  
If retail business occupies upper level(s), awnings may be used above the ground floor in consultation with BRA staff.
- D Materials**  
Translucent fabric and plastic are not allowed.
- E Illumination**  
Internal lighting not permitted.
- F Sides**  
1) Not required  
2) No logo, trademark or signage allowed on sides of canvas/fabric awnings.
- G Bottom**  
No bottom allowed for canvas/fabric awnings.



\* **Dome or waterfall-shaped awnings are prohibited.**

# Awning

## How To Measure



# Awning

## Examples



Canvas/fabric awning sign without sides.



Canvas/fabric awning sign.



# Horizontal Blade

## Overview

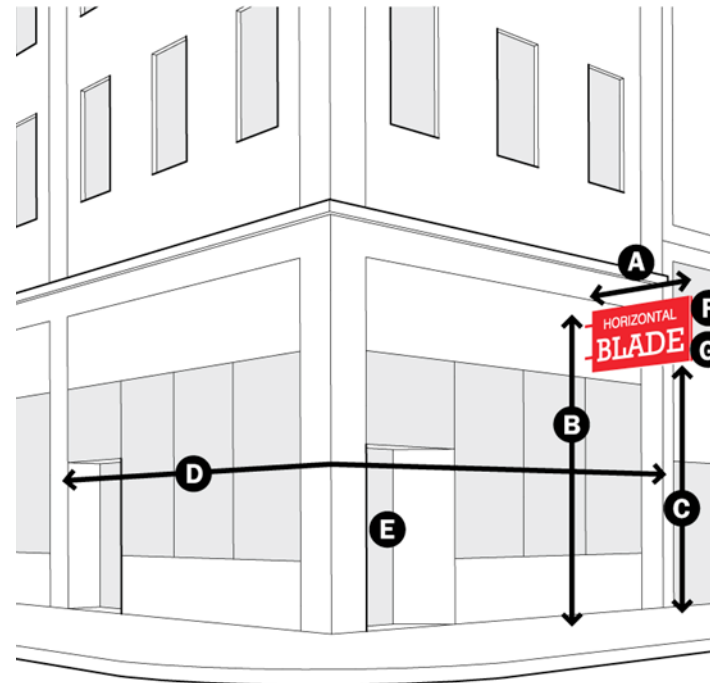
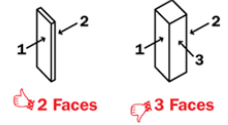
The **horizontal blade** is a short, wide sign that is oriented perpendicular to the building's face.

- A Projection**  
Maximum distance from building = half of sidewalk width; must be oriented perpendicularly to the building face.
- B Top Height**  
**Lowest of the following:**
  - 1) 25 ft above grade
  - 2) Bottom of second floor window sills
  - 3) Lowest point of roof
  - 4) Ground floor cornice

- C Bottom Height**  
Minimum 10 ft above ground.
- D Sign Frontage**  
Business frontage must be minimum 18 ft.

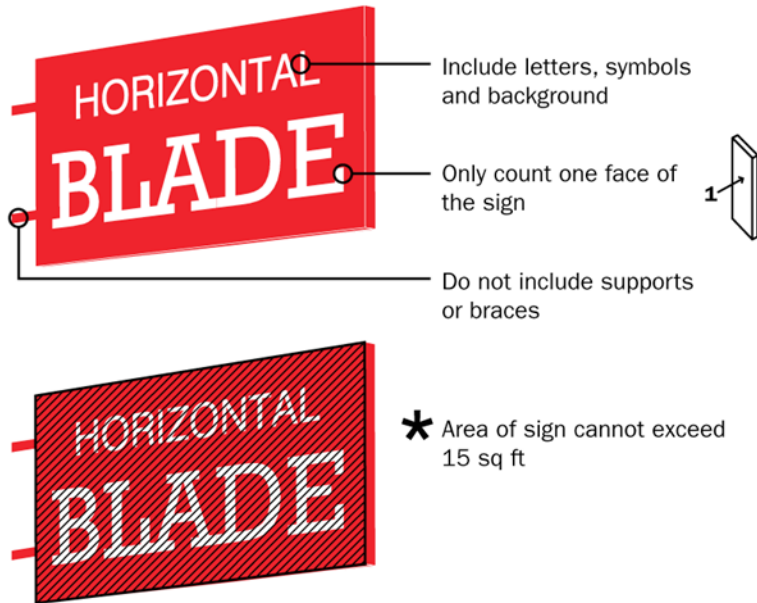
- E Each business permitted one blade sign.**
- F Maxium of two faces allowed.**

- G Depth**  
The thickness/depth of the sign may be no greater than 6 in.



# Horizontal Blade

## How To Measure



# Horizontal Blade

## Examples



Horizontal blade sign.



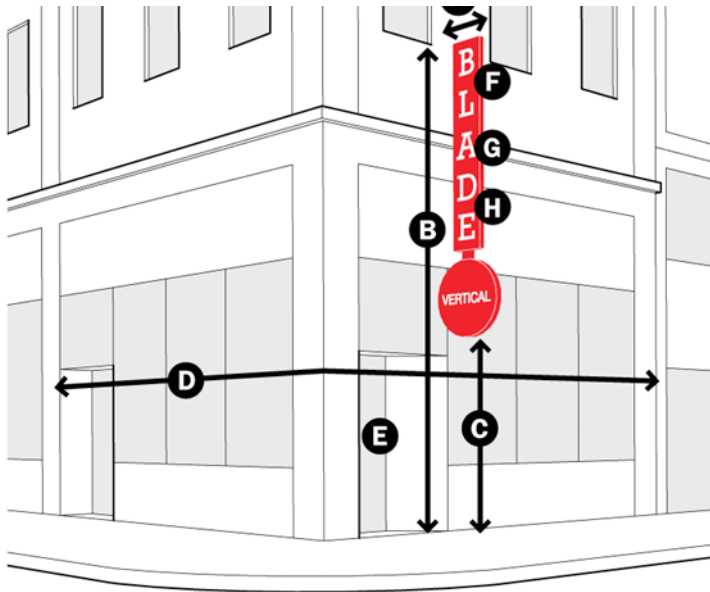
Horizontal blade sign.

# Vertical Blade

## Overview

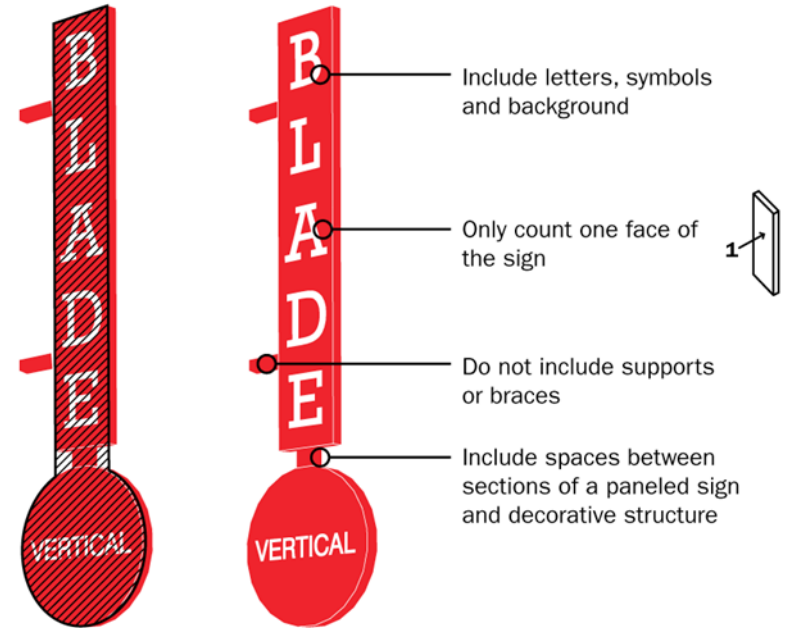
The **vertical blade** is a tall, narrow sign that is oriented perpendicular to the building's face. It is intended to be iconic in character.

- A Projection**  
Maximum distance from building = half of sidewalk width; must be oriented perpendicularly to the building face.
- B Location**  
Determined only in consultation with BRA staff.
- C Sign Frontage**  
Business frontage must be minimum 18 ft.
- D Each business permitted one blade sign.**
- E Maximum of two faces allowed.**
- F Letters & Words**  
1) Stacked letters allowed in consultation with the BRA.  
2) Italic letters not permitted
- Depth**  
The thickness/depth of the sign may be no greater than 6 in.
- G**



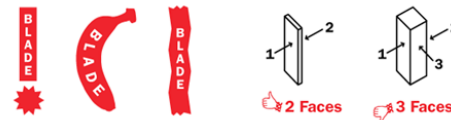
# Vertical Blade

## How To Measure



\* Area of sign cannot exceed 24 sq ft.

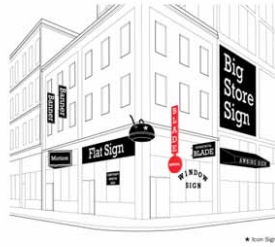
\* Vertical Blade signs are encouraged to be iconic in character





# Vertical Blade

## Examples



Vertical blade sign with unique shape and character.

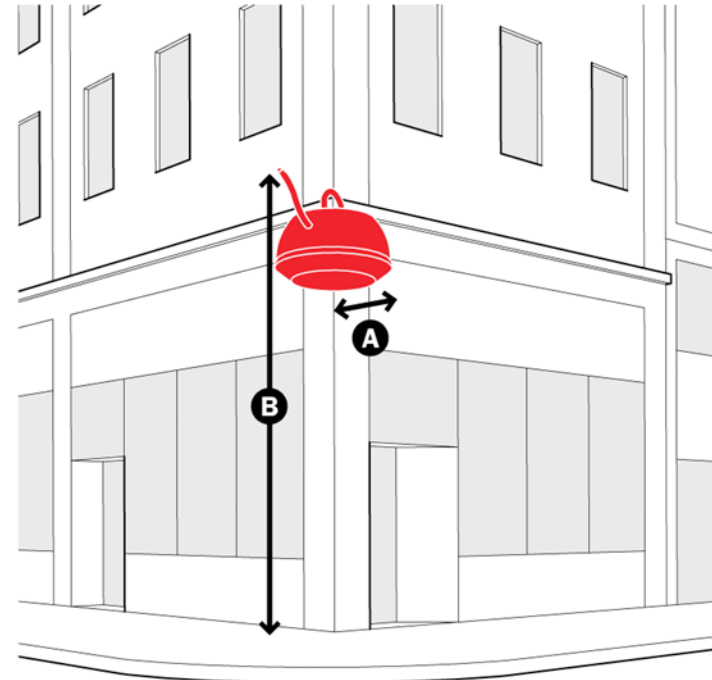


# Icon

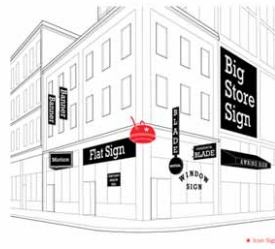
## Overview

The **icon sign** is a unique, three-dimensional object that describes a shop's product or service.

- A Projection**  
Less than 48 inches from building
- Top Height**  
Lowest of the following:
  - 1) 25 ft above grade
  - 2) Bottom of second floor window sills
  - 3) Lowest point of roof
- B**



How To Measure



Include the smallest rectangle that outlines the entire sign



Include spaces between sections of the sign and decorative structures

Only count one face of the sign

Do not include supports or braces

\* Icon sign Calculations must be made in consultation with BRA staff.

\* If sign is directly related to business product and smaller than 8 sq ft, do not include it in the maximum signage area allowed

Examples

Icon sign at a bookshop, icon sign based on a tea kettle.



Icon sign at a pub, icon sign at a bagel shop.



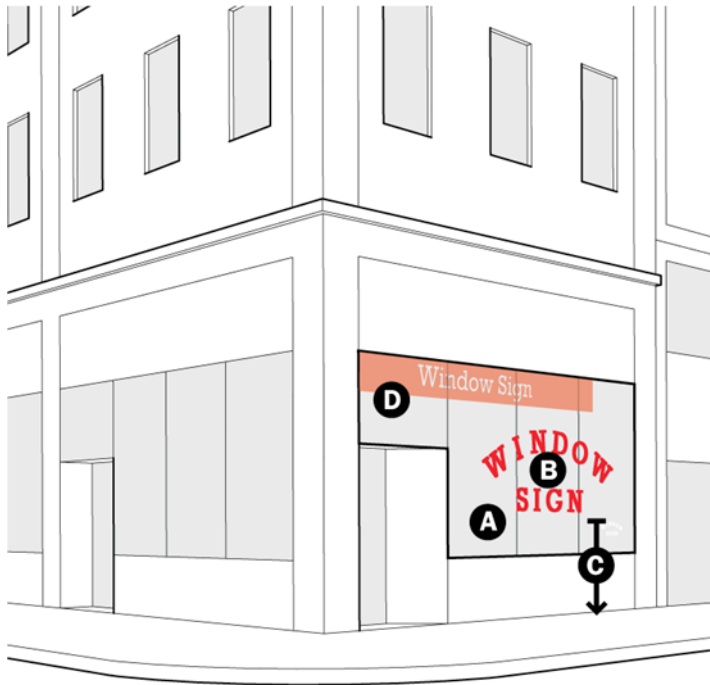
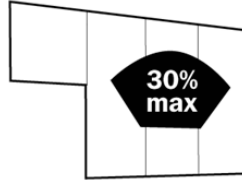
# Window

## Overview

The **window sign** is attached to the inside of a shop's window or located inside the building, within 5 ft of the storefront.

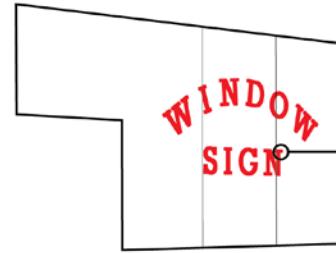
- A Size**  
May not exceed more than 30% of total glass area of windows on front of building occupied by businesses displaying signs.
- B Cannot be Illuminated**  
(Exception for entertainment sub-district, see page 57).

- C Opaque Signs**  
If the window sign includes an opaque background, it must be located below 36 in.
- D Inside Signs**  
Signs located inside of the building within 5 ft of the storefront are considered window signs.

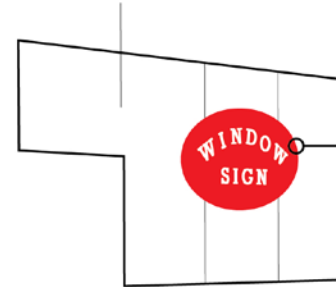


# Window

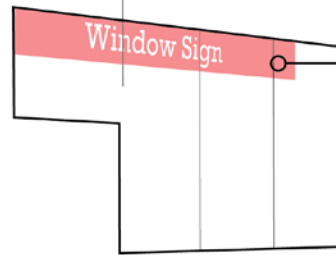
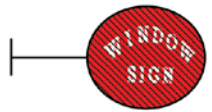
## How To Measure



If the letters and symbols float on the glass, do not include the window sign in the maximum signage area allowed calculations.



If the letters and symbols are on a background color, include the background color's entire shape.



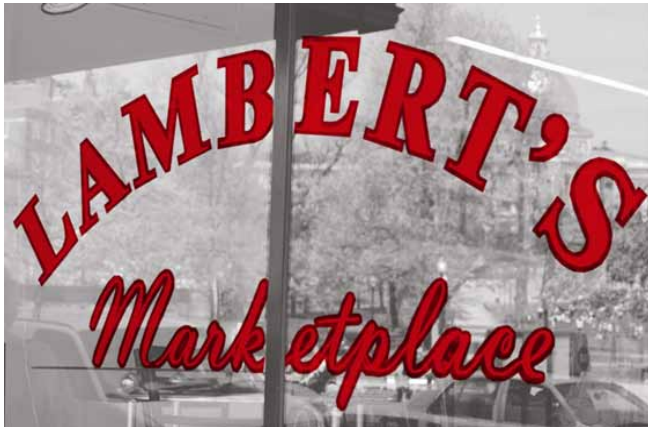
If within 5 ft of the storefront, interior signage is included in the max allowable square footage and also must not exceed 30% coverage for the window area.

# Window

## Examples



Window sign



Window sign

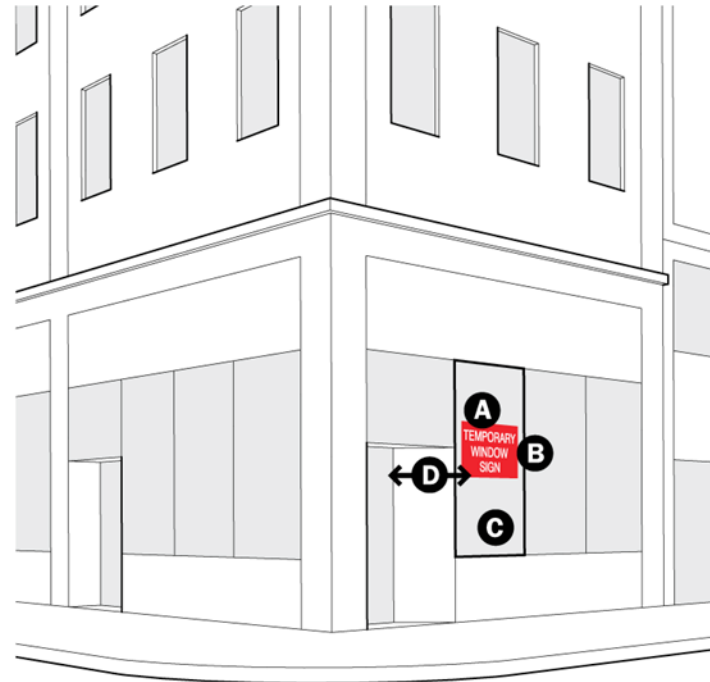


# Temporary Window

## Overview

The **temporary window sign** is attached to the inside of a shop's window or located inside the building, within 5 ft of the storefront. It is intended for advertising special sales or events.

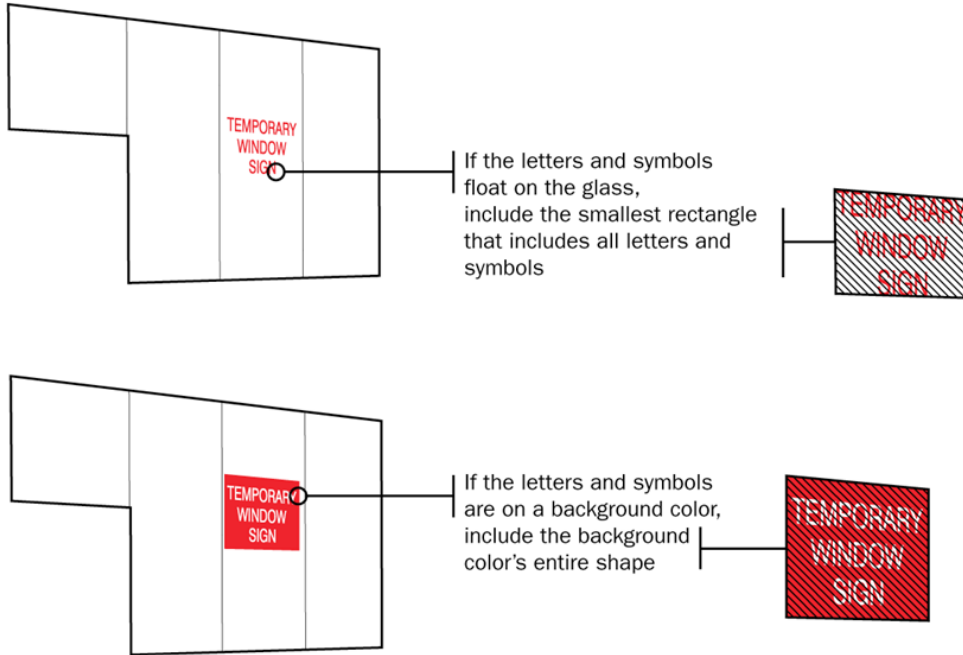
- A Size**  
May not exceed more than 30% of area of window in which it appears.
  - B Content**  
Permitted **only** for advertising special sales lasting no more than 15 days.
  - C Window Locations**  
Locate temporary signs behind the window glass. Not permitted outside of the building.
  - D Sign Position**  
Position the sign within 60 in of door.
- \* No Permit Required**  
**\* May be displayed for no more than 15 days per calendar month.**





# Temporary Window

## How To Measure



\* Do not include temporary window signs in maximum signage area allowed calculations

# Temporary Window

## Examples



Temporary window sign.



Temporary window sign.

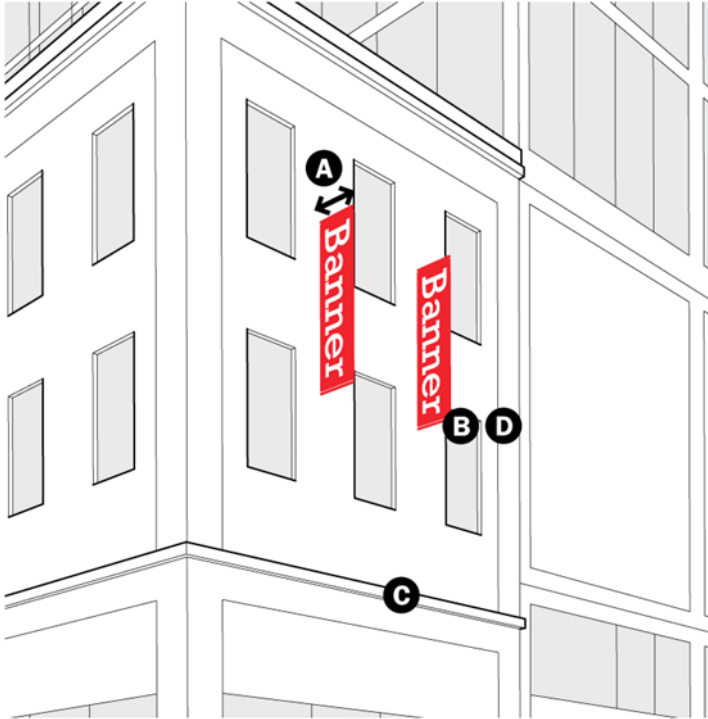


# Banner

## Overview

The **banner sign** is a tall, narrow sign that is oriented perpendicular to the building's face. It must be located above the ground level and is limited to theaters, non-profit institutions and multi-level retail.

- A Projection**  
Less than 36 inches from building; must be oriented perpendicularly to the building face.
- B Number of Signs**  
Minimum 2 banners required.
- C Location**  
Permitted only above the ground floor cornice line.
- D Consistency**  
Banners do not have to match, but type faces and colors must be coordinated.
- \* Permitted for theaters, non-profit institutions, and multi-level retail only.**



# Banner

## How To Measure

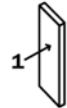


Include letters, symbols and background

Only count one face of the sign

Do not include supports or braces

**\* Area of sign cannot exceed 24 sq ft**

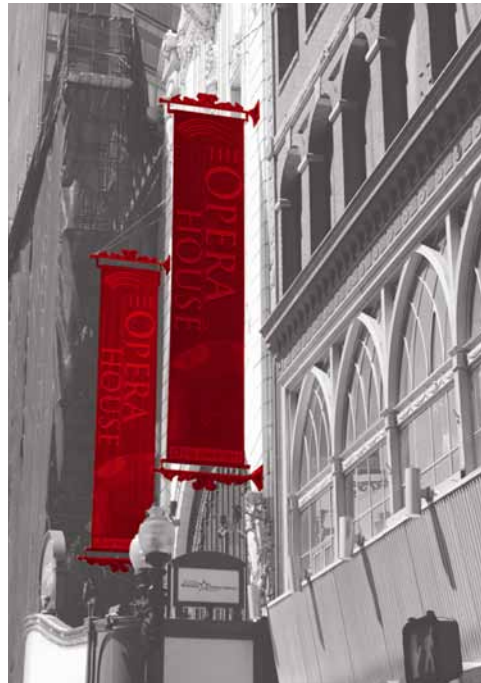


## Banner

### How To Measure



From top right: institutional banner signs, theater banner signs, institutional banner signs.



## Big Store

### Overview

Big store signs are intended for large-format stores with multi-level retail and retail square footage over 20,000 square feet.

**A Supergraphics**  
Large-scale signs are acceptable, but may not cover window openings.

**\* Permitted in Shopping Sub-district only.**

**B Ground Floor Signs**  
Flat signs and/or awning signs required on the ground floor in congruence with Big store signs.

**C Letter Size**  
Maximum letter height is 24 in.



## How To Measure



Big Store Sign calculations must be made in consultation with BRA staff.

## Examples

Big store signs.



# Marquee and Motion

## Overview

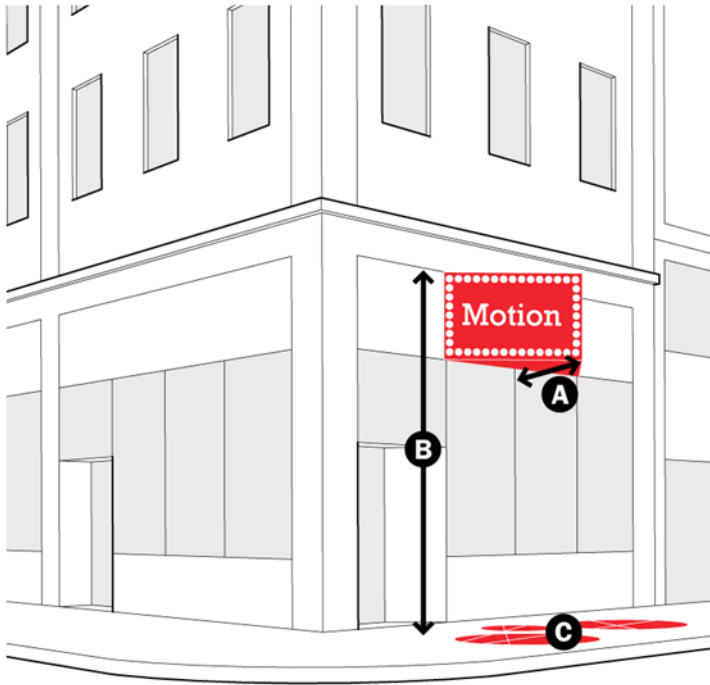
Marquee and Motion signs include moving and electronic signage and are intended for theaters.

## Permitted Locations

Permitted in the Entertainment Sub-district only.

- A Projection**  
Less than 72 inches from building.
- B Top Height**  
**Lowest of following:**
  - 1) 25 ft above grade
  - 2) Bottom of second floor window sills
  - 3) Lowest point of roof
  - 4) Ground floor cornice

- C Video Projector**  
Moving images may be projected onto the sidewalk and require BRA approval.
- \* Permitted only in Entertainment Sub-district.**
- \* See Article 11 of the Boston Zoning Code for additional requirements.**



# Marquee and Motion

## How To Measure



Marquee and Motion Sign calculations must be made in consultation with BRA staff.

## Entertainment Sub-district





# Marquee and Motion

## Examples



Marquee sign above and lit theater sign below.



## Appendix

On December 17, 2008, the Boston Zoning Commission approved text amendments to Article 27D, Downtown Interim Planning Overlay District, and Article 38, Midtown Cultural District implementing sign review and signage regulations in the Downtown Crossing District. These two text amendments are included herein, for your ease of reference. The entirety of Article 27D and Article 38, which now incorporate these text amendments, may be viewed on the BRA website. Click [here](#) for Article 27D and [here](#) for Article 38.

### Appendix I: Article 27D Text Amendment

#### TO THE ZONING COMMISSION OF THE CITY OF BOSTON:

The Boston Redevelopment Authority hereby petitions the City of Boston Zoning Commission to amend the text of the Boston Zoning Code, as established under Chapter 665 of the Acts of 1956, as amended, as follows:

By amending Article 27D (Downtown Interim Planning Overlay District) in the following manner:

. After Section 27D-13 (Economic Development Area Subdistricts; Authorization for Exceptions), by inserting the following section:

Section 27D-14. Design Review for Signs in the Downtown Crossing District. All signs within the Downtown Crossing District, as shown on Appendix I to this Article, shall be subject to design review through Large Project Review (Urban Design Component) or Small Project Review (Design Component), pursuant to Article 80.

**2.** After Section 27D-14 (Design Review for Signs in the Downtown Crossing District), insert the following new section:

Section 27D-15. Sign Regulations in the Downtown Crossing District. The provisions of this Section 27D-15 shall apply to all signs in the Downtown Crossing District, as shown on Appendix I to this Article, except to the extent that sign requirements have been established through Large Project Review or Small Project Review, pursuant to Article 80. Notwithstanding any provisions of Article 11 to the contrary, the following regulations shall apply:

**1.** Total Sign Area. The total Sign Area, in square feet, of all permanent Signs, except for signs on windows above the first floor, directional signs, and public purpose signs listed in items (g) through (k) of Section 11-1, shall not exceed the Sign Frontage multiplied by 1.5, excepting



that a use with less than fourteen feet of sign frontage may have a maximum of twenty feet of permanent signs.

Permanent signs on ground floor windows or inside a building and within ten feet of the storefront must be included in total sign area.

**2. Signs Parallel to Building Wall.** A wall sign attached parallel to a building may not project from the building surface and letters on any such sign shall not project more than 6 inches.

**3. Signs – Attached at Right Angles to Building.** A Sign attached at right angles to a Building shall not: (i) project more than four feet, plus a reasonable allowance for field fastening, from the Building, or half of the sidewalk width, whichever is less, but Signs that are banners shall not project more than three feet; and (ii) exceed fifteen square feet on either side. Flags, except for United States of America flags, are Forbidden on Washington Street.

**4. Free-standing Signs.** Free-standing signs, including sandwich boards, are Forbidden.

**5. Billboards.** Any billboard, signboard, or other advertising subject to the provisions of Section 11-6, except those legally in existence as of the effective date of this Article, is Forbidden in the Downtown Crossing District.

**6. Display of Permit Number and Posting Date.** Each permanent Sign, including any Sign painted on or affixed to any awning, canopy, or marquee, shall display the Sign's building permit number clearly but unobtrusively, in letters and numbers not exceeding one (1) inch in height. Temporary signs shall display the date of posting.

**7. Removal.** Any on-premises Sign which advertises a use or business that either ceases to exist or is no longer in existence must be removed within 30 days of the discontinuance of such use or business. The use or re-use of any such Sign by a subsequent owner or tenant shall be allowed only if approved by the Boston Redevelopment Authority.

The lettering on any Sign shall not exceed twenty-four inches in height.

The registered trade mark of a specific commodity may occupy no more than ten percent of the area of a sign, except that if the sale of said

commodity on the major business conducted on the premises, there shall be no such restriction.

3. After the new Section 27D-15 (Design Review for Signs in the Downtown Crossing District), re-number the remaining sections accordingly and revise the internal section references accordingly.

4. By inserting the attached "Appendix I to Article 27D" after "Appendix H to Article 27D.

Petitioner: Boston Redevelopment Authority

By: \_\_\_\_\_  
John F. Palmieri, Director

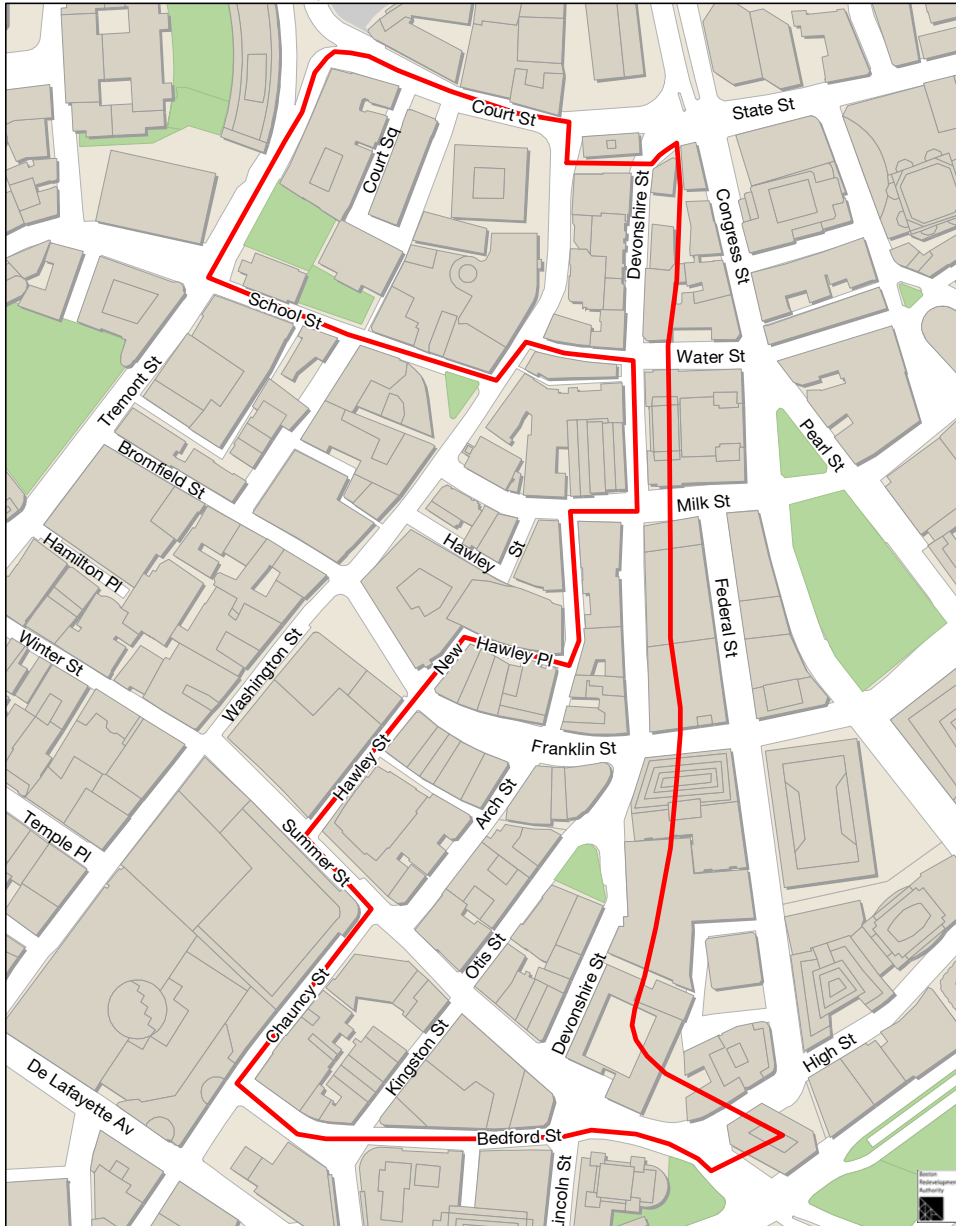
Address: City Hall/ 9th Floor

Boston, MA 02201-1007

Tel. No.: (617) 722-4300, ext. 4308

Date: \_\_\_\_\_  
As authorized by the BRA Board at its meeting on  
November , 2008

**APPENDIX I TO ARTICLE 27D, DOWNTOWN CROSSING DISTRICT**



**Appendix F: Article 38 Text Amendment**

**TO THE ZONING COMMISSION OF THE CITY OF BOSTON:**

The Boston Redevelopment Authority hereby petitions the City of Boston Zoning Commission to amend the text of the Boston Zoning Code, as established under Chapter 665 of the Acts of 1956, as amended, as follows:

By amending Article 38 (Midtown Cultural District) in the following manner:

1. After Section 38-20 (Design Review and District Design Guidelines for Protection Areas), insert the following new section:

Section 38-20A. Design Review for Signs in the Downtown Crossing District. All signs within the Downtown Crossing District, as shown on Appendix F to this Article, shall be subject to design review through Large Project Review (Urban Design Component) or Small Project Review (Design Component), pursuant to Article 80.

2. After Section 38-20A (Design Review for Signs in the Downtown Crossing District), insert the following new section:

Section 38-20B. Sign Regulations in the Downtown Crossing District. The provisions of this Section 38-20B shall apply to all signs in the Downtown Crossing District, as shown on Appendix F to this Article, except to the extent that sign requirements have been established through Large Project Review or Small Project Review, pursuant to Article 80. Notwithstanding any provision of Article 11 to the contrary, the following regulations shall apply:

1. Total Sign Area. The total Sign Area, in square feet, of all permanent Signs, except for signs on windows above the first floor, directional signs, and public purpose signs listed in items (g) through (k) of Section 11-1, shall not exceed the Sign Frontage multiplied by 1.5, excepting that a use with less than fourteen feet of sign frontage may have a maximum of twenty feet of permanent signs.

Permanent signs on ground floor windows or inside a building and within ten feet of the storefront must be included in total sign area.

2. Signs Parallel to Building Wall. A wall sign attached parallel to a building may not project from the building surface and letters on any such sign shall not project more than 6 inches.

**3. Signs – Attached at Right Angles to Building.** A Sign attached at right angles to a Building shall not: (i) project more than four feet, plus a reasonable allowance for field fastening, from the Building, or half of the sidewalk width, whichever is less, but Signs that are banners shall not project more than three feet; and (ii) exceed fifteen square feet on either side. Flags, except for United States of America flags, are Forbidden on Washington Street.

**4. Free-standing Signs.** Free-standing signs, including sandwich boards, are Forbidden.

**5. Billboards.** Any billboard, signboard, or other advertising subject to the provisions of Section 11-6, except those legally in existence as of the effective date of this Article, is Forbidden in the Downtown Crossing District.

**6. Display of Permit Number and Posting Date.** Each permanent Sign, including any Sign painted on or affixed to any awning, canopy, or marquee, shall display the Sign's building permit number clearly but unobtrusively, in letters and numbers not exceeding one (1) inch in height. Temporary signs shall display the date of posting.

**7. Removal.** Any on-premises Sign which advertises a use or business that either ceases to exist or is no longer in existence must be removed within 30 days of the discontinuance of such use or business. The use or re-use of any such Sign by a subsequent owner or tenant is shall be allowed only if approved by the Boston Redevelopment Authority.

The lettering on any Sign shall not exceed twenty-four inches in height.

The registered trade mark of a specific commodity may occupy no more than ten percent of the area of a sign, except that if the sale of said commodity on the major business conducted on the premises, there shall be no such restriction.

**3.** In Section 38-28 (Appendices), after "Appendix E – Definitions", insert the following text:

Appendix F – Map of Downtown Crossing District

**4.** After "Appendix E to Article 38", insert the attached "Appendix F to Article 38".

Petitioner: Boston Redevelopment Authority

By: \_\_\_\_\_  
John F. Palmieri, Director

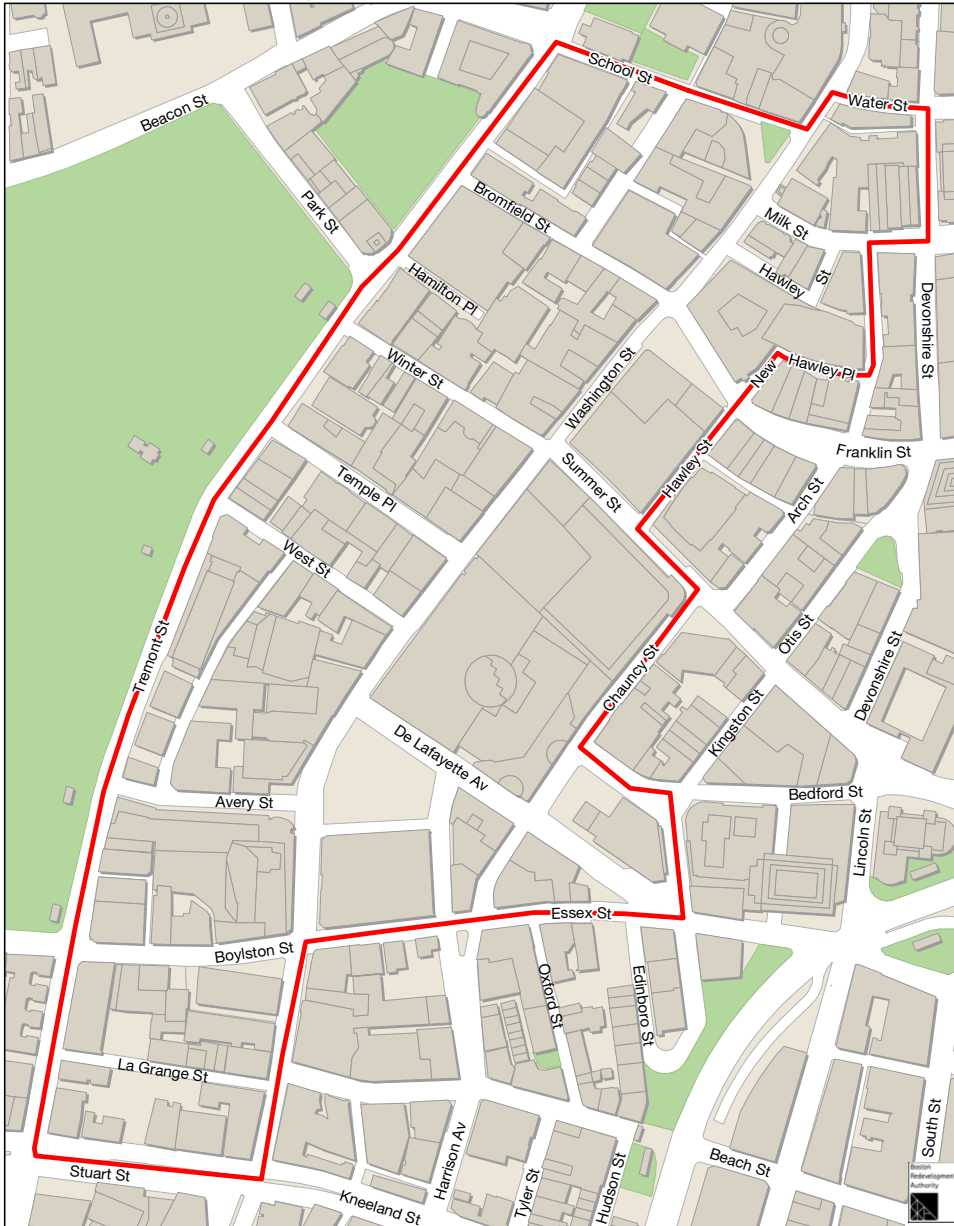
Address: City Hall/ 9th Floor

Boston, MA 02201-1007

Tel. No.: (617) 722-4300, ext. 4308

Date: \_\_\_\_\_  
As authorized by the BRA Board at its meeting on  
November \_\_\_\_\_, 2008

**APPENDIX F TO ARTICLE 38, DOWNTOWN CROSSING DISTRICT**



**Useful Contacts**

**Boston Redevelopment Authority**  
One City Hall Square  
Boston, MA 02201  
T 617.722.4300  
Web: [www.bostonredevelopmentauthority.com](http://www.bostonredevelopmentauthority.com)  
Contact: Andrew Grace, Project Manager

**Inspectional Services Department**  
1010 Massachusetts Ave., 5th Floor  
Boston, MA 02118  
T 617-635-5300  
F 617-635-5629  
Web: [www.cityofboston.gov/isd](http://www.cityofboston.gov/isd)  
Email: [ISD@cityofboston.gov](mailto:ISD@cityofboston.gov)  
Contact: Gary Moccia, Deputy Commissioner

**Public Improvement Commission**  
Boston City Hall, Room 710  
Boston, MA 021201  
T 617-635-4961  
Web: [www.cityofboston.gov/publicworks/pic](http://www.cityofboston.gov/publicworks/pic)  
Contact: Joanne Massaro

**Public Works Department, Permits Division**  
Boston City Hall, Room 714  
Boston, MA 021201  
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Web: [www.cityofboston.gov/publicworks](http://www.cityofboston.gov/publicworks)  
Contact: Anne McNeil

