

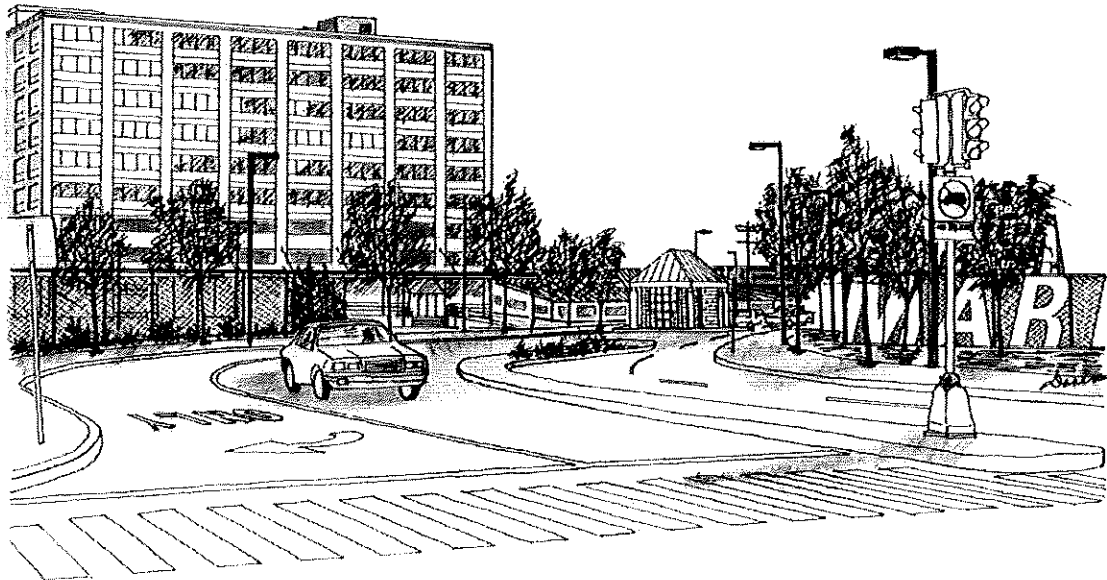


Economic Development Industrial Corporation of Boston

Thomas Menino, Mayor *John Palmieri, Director*
22 Drydock Avenue, S201, Marine Industrial Park, South Boston MA 02210
(617) 722-4300

Marine Industrial Park Tenant Signing Guidelines

Prepared By:
HERMAN & LEES ASSOCIATES



April 1987
Revised March 2009

**EDIC Boston
Marine Industrial Park,
South Boston Waterfront, Massachusetts**

TENANT SIGNING GUIDELINES

Prepared By:

**Herman & Lees Associates
930 Massachusetts Avenue
Cambridge, MA 02139**

April 1987
Revised August 1987

Introduction

These guidelines are to be utilized by current and future EDIC tenants. They serve to insure the quality standards established by the EDIC's comprehensive sign program to be implemented in the summer of 1987. The goal of EDIC's sign program is to provide orientation information to the public and to unify and enhance the visual appearance and create a sense of place within EDIC's Marine Industrial Park.

These guidelines explain tenant responsibilities in the design and construction of allowable signs visible to the public in EDIC industrial parks.

The Landlord (EDIC) reserves the right to refuse approval of any sign submission, which fails to meet these goals. No signage will be erected without prior final written approval of the Landlord.

No alterations shall be made to such sign after final written approval has been given by the Landlord. Any alterations shall be remedied at the tenants expense.

Building/Street Identification Sign

Any new construction of a parcel within the Marine Industrial Park owned by the BRA/EDIC, the Tenant shall be responsible for providing the fabrication and installation of the parcel/building name and address signage in accordance with the standards set forth:

Single-tenant buildings - choice of the following:

shall provide double-sided, major identification freestanding sign in front of their building's main entrance designating the tenant name, street name and street number. (See sketch SK-1)

shall provide double-sided, pole mounted sign in front of their building's main entrance designating the street name and street number. (See sketch SK-2)

shall provide single-sided, fence mounted sign in front of their building's entrance or as near to it as possible designating the street name and street number. (See sketch SK-3)

Multi-tenant buildings:

with an approved building name shall provide double-sided, major identification freestanding sign at the entrance(s) to the building designating building name and building address. (See Sketch SK-4)

New Streets and Right of Ways

Shall provide a double-sided major directory freestanding sign at the entrance to a new street and/or right of way designating building names and/or single tenant names and parking facilities with directional arrows. (See sketch SK-4 and SK-5)

No alterations to these signs by the Tenant will be permitted after BRA/EDIC's written approval.

General Standards

All work performed on any sign or other graphic item by the Tenant or his Contractor must be performed according to the guidelines set herein, and according to the best standards and practices of the trades involved.

Acquisitions of Signs and Submissions

The Tenant shall submit detailed drawings of each sign for approval by the landlord. Drawings shall include a location elevation and sectional view, a dimensional layout, an accurate likeness of type, letterstyle and /or logo, samples of all colors and materials, construction and mounting sections and details, method of illumination, color of illumination and electrical requirements.

All signs shall be provided and installed by the Tenant, and at the Tenant's sole expense, subject to the Landlords approval. The Tenant shall submit all new and /or renovations of signage to the Landlord. The Landlord shall review graphic design, materials, construction, location and installation of all Tenant signs. The Landlord shall respond to all submittals in writing within fifteen (15) working days after the receipt thereof by the BRA/EDIC construction representative. The Tenant shall not proceed with fabrication or installation of any sign without prior written approval of such items by the Landlord. If a sign is installed that lacks written landlord approval, the Landlord shall have the authority to have said sign removed. The Tenant shall incur all costs for removal and repair of all affected mounting areas.

General Regulations

Tenants should comply with the following general guidelines regarding tenant name and/or building name:

- a) Single tenant buildings should clearly identify the name of the company on the building, preferably near the buildings main entrance. Every effort should be made to apply letters directly onto the building.
- b) Existing tenant logos or letterstyles should be used for the building identification to reinforce the tenant's identity. If an existing logo does not exist, a letterstyle which relates to the buildings architecture and reflects the nature of the tenant's business may be permitted. Decorative commercial-style lettering is illegible and therefore not permitted unless the Landlord grants special permission in writing.
- c) In-ground single-tenant identification signs are not desirable and will be permitted only in special cases where the architecture is not appropriate for letter or sign application.
- d) Multi-tenant buildings may reinforce the name of the building with individual letters or a sign applied to the building façade. In-ground identification by the multi-tenant is not permitted unless the Landlord grants special permission in writing.
- e) All additional sign requirements, such as shipping and receiving, visitor's parking etc. should use consistent materials, color and typography so as to visually relate to one another and, preferably, relate to the tenant identity, where appropriate.
- f) All regulatory and traffic signs erected by Tenants shall conform with M. U. T. C. D. and Boston Department of Transportation, Traffic and Parking standards.
- g) Temporary signs are not to exceed 60 days.
- h) Any sign or its illuminator shall not by reason of its location, shape, size, or color interfere with traffic or be confused with or obstruct the view or effectiveness of any official traffic sign, traffic signal or traffic marking.
- i) No sign shall be illuminated between the hours of 12:00 midnight and 6:00 AM. (unless authorized in writing by EDIC)
- j) A wall sign attached parallel to a building can project no more than fifteen inches (15") from the building surface, may not obstruct the architectural features of the building and cannot extend higher than whichever of the following is lowest:

- ◆ 25 feet above grade

- ◆ the top of the sill of the first level of windows above the first story.
 - ◆ The lowest point on the roof except in the case of a one-story building with a continuous horizontal parapet above the roof in which case a sign may be as high as the top of the parapet.
- k) Tenants shall be responsible for maintaining and replacing their signs if and when deterioration, rust, damage or vandalism warrant replacement. Signs should otherwise be regularly maintained and cleaned by tenants and kept in good condition.
- l) A sign on a building should always be thought of as a part of the building, and not as an unrelated object attached to it. The general color of the sign should relate to that of the building to which it belongs.
- m) The lettering and background color should contrast for proper legibility. No more than two colors should be used on any one given sign without special permission. More than three colors will not be permitted.
- n) Signs can be individually cut letters, sandblasted, painted, silk-screened, etched or applied to: metal, wood, acrylic or stone.
- o) The overall size of signs should conform to the City of Boston code, maximum area allowed for signs in a non-residential district. A copy of the Boston Sign Code may be obtained from the Boston Redevelopment Authority or by calling EDIC at (617) 722-4300.

Prohibited Signs

The following signs shall not be permitted, constructed, erected or maintained:

- a) Signs which incorporate in any manner flashing, moving, colored or intermittent lighting, excluding public service signs showing time and temperature.
- b) Signs constructed, erected or maintained upon the roof, chimney, elevator towers and penthouses of buildings.
- c) Signs which project over a public right-of-way with the exception of wall signs which may project no more than twelve inches (12") from a building face.

- d) Signs portraying a specific commodity for sale and/or any advertisement signs.
- e) Signs erected so as to obstruct any door, window or fire escape on a building.
- f) Window signs which cover more than twenty-five percent (25%) of the area of the window.
- g) Plywood or other temporary sign materials used for permanent sign purposes.
- h) Any exterior identification sign for a tenant within a multi-tenant building unless special permission is granted by the Landlord.
- i) Signs projecting/attached at right angles to the building, unless special permission is granted by the Landlord.

Construction Improvement Signs

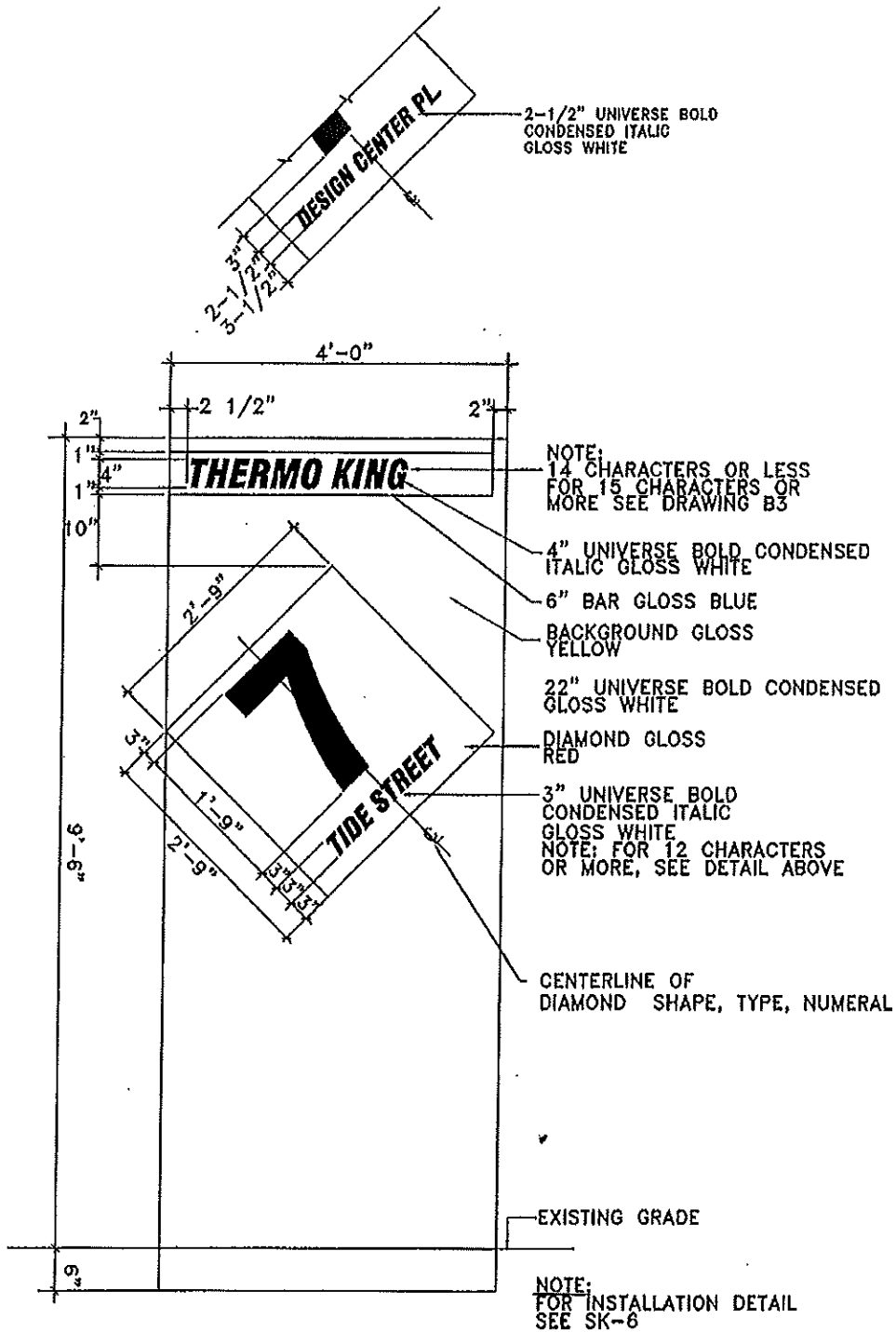
On all major construction improvement projects the tenant shall provide at least one temporary sign as described in sketch SK-8. This sign shall be erected for the life of the construction project. The tenant may have one additional construction improvement sign for the tenant's use, subject to the approval of the Landlord.

Exhibits

- SK-1 Major Building/Street Address Identification Sign – In Ground
- SK-2 Standard Building/Street Address Identification Sign - Pole Mounted
- SK-3 Standard Building/Street Address Identification Sign - Fence Mounted
- SK-4 Major Building Identification Sign
- SK-5 Standard Street Name Sign and Installation
- SK-6 Major Directory Identification Sign – (Omitted)
- SK-7 Major Identification Sign Installation Detail – (Omitted)
- SK-8 Temporary Construction Improvement Sign
- SK-9 Alternative Building Identification Sign – In Ground
- SK-12 Parking Lot Fee Schedule

END

NOTE: Additional information on these guidelines may be obtained by contacting EDIC/Operations & Engineering Department at (617) 722-4300.

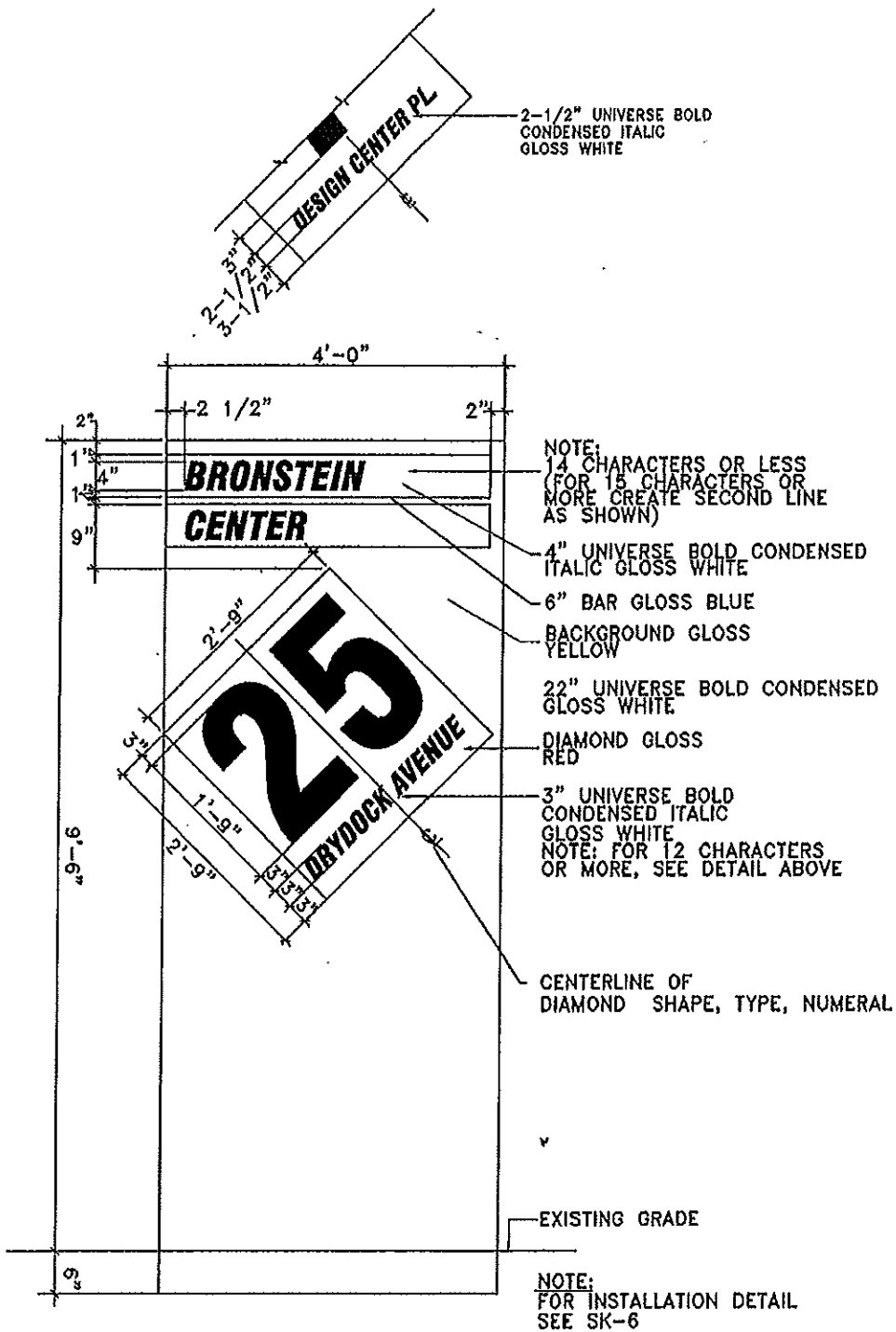


MAJOR BUILDING/STREET ADDRESS IDENTIFICATION SIGN

SCALE: 1/2" = 1'-0"

TENANT GUIDELINES

BOSTON REDEVELOPMENT AUTHORITY BOSTONS PLANNING & ECONOMIC DEVELOPMENT OFFICE Thomas H. Menino, Mayor		SIGN STANDARD MARINE INDUSTRIAL PARK	DFG. NO. SK-1
CAPITAL CONSTRUCTION DEPARTMENT 10 DRYDOCK AVENUE, SOUTH BOSTON, MASSACHUSETTS 02210 (617) 722-4300		DATE: APRIL 1999 SCALE: AS NOTED FRI: APPROV: L. HAMMOLI DRN: M. CUMMING	SHEET OF



MAJOR BUILDING IDENTIFICATION SIGN

SCALE: 1/2"=1'-0"

TENANT GUIDELINES

BOSTON REDEVELOPMENT AUTHORITY
BOSTON'S PLANNING & ECONOMIC DEVELOPMENT OFFICE
Thomas M. Menino, Mayor

CAPITAL CONSTRUCTION DEPARTMENT
10 DRYDOCK AVENUE, SOUTH BOSTON, MASSACHUSETTS 02210
(617) 722-4300



SIGN STANDARD

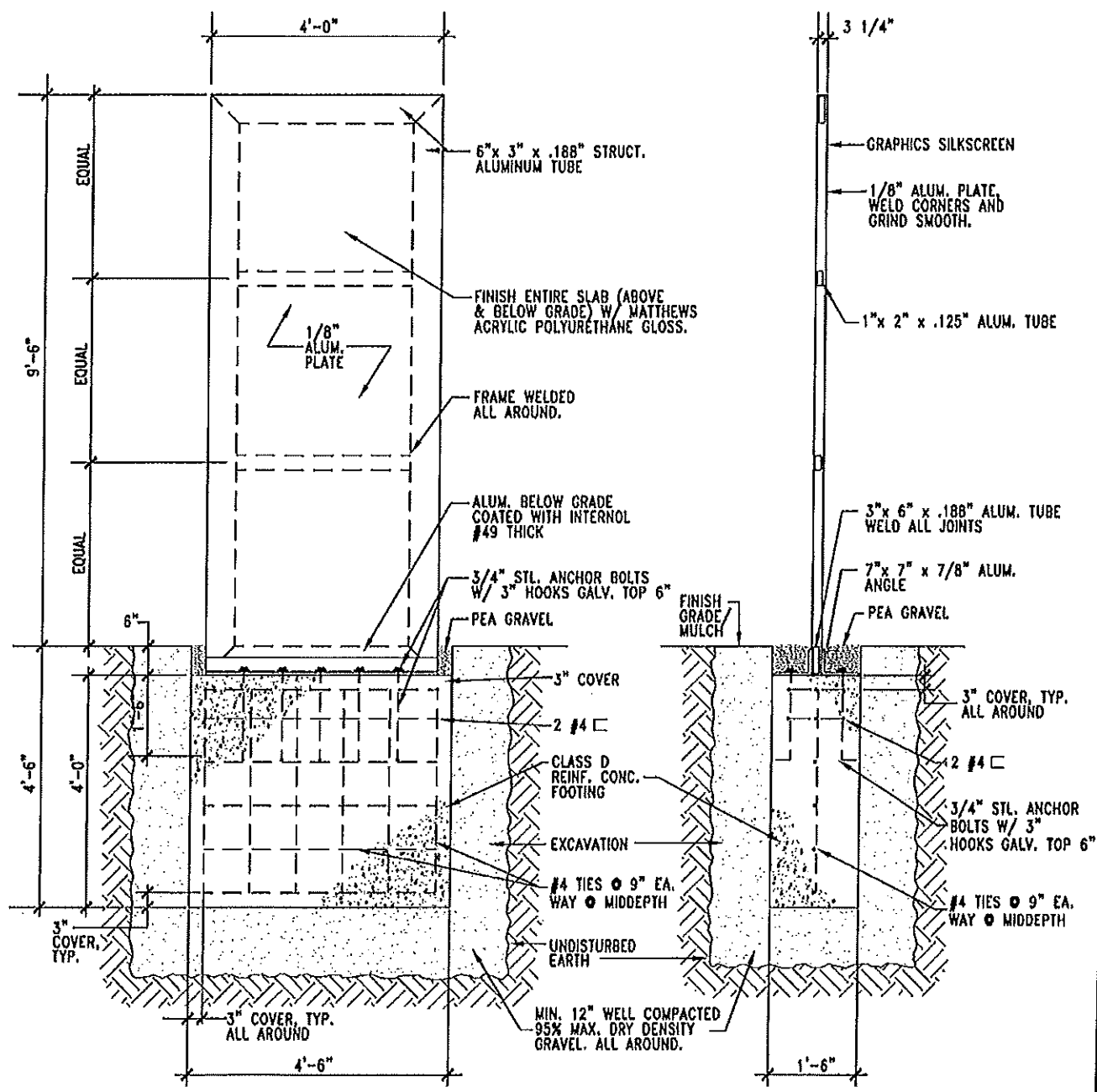
MARINE INDUSTRIAL PARK

DATE: APRIL 1999 SCALE: AS NOTED FN:
APPRVD: L. MAMMOI DRN: M. CUMMING

DWG. NO.

SK-4

SHEET OF



ELEVATION

SECTION

MAJOR IDENTIFICATION SIGN INSTALLATION DETAIL
 SCALE: 3/8"=1'-0"

TENANT GUIDELINES

BOSTON REDEVELOPMENT AUTHORITY
 BOSTON'S PLANNING & ECONOMIC DEVELOPMENT OFFICE
 Thomas M. Menino, Mayor



STANDARD DETAIL
 MARINE INDUSTRIAL PARK

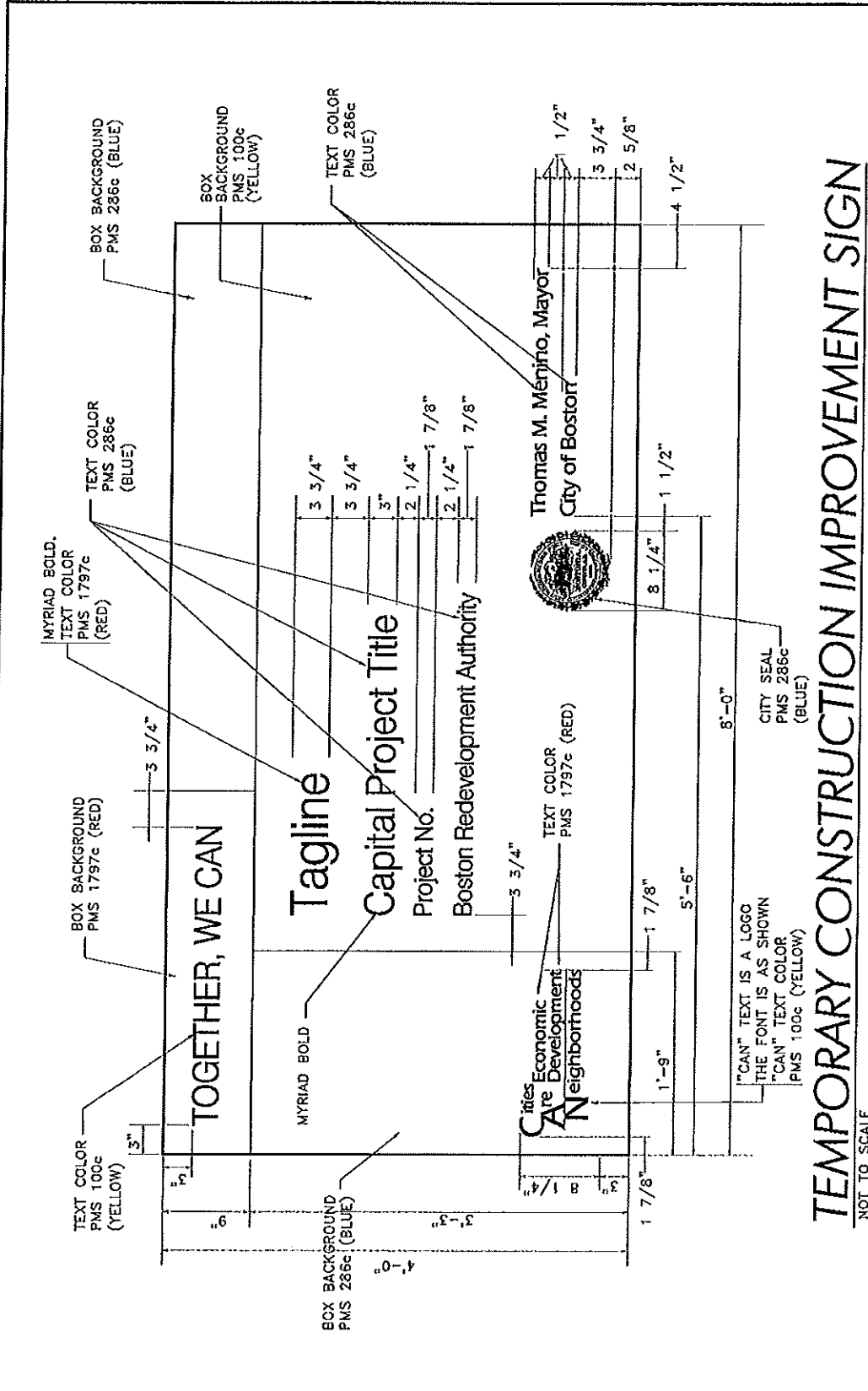
REV. NO.
SK-5

CAPITAL CONSTRUCTION DEPARTMENT
 10 DRYDOCK AVENUE, SOUTH BOSTON, MASSACHUSETTS 02210
 (617) 722-4300

DATE: APRIL 1999 SCALE: AS NOTED FH:
 APPRVD: L. MAMMOLI DRN: M. CUMMING

SHEET OF

11-1111-775-1-87-PAVING-1011-1011



TEMPORARY CONSTRUCTION IMPROVEMENT SIGN

NOT TO SCALE

NOTES:

1. THE STANDARD FONT IS ALL MYRIAD ROMAN UNLESS OTHERWISE NOTED.
2. THE TAGLINE SHALL BE DETERMINED BY THE PROJECT ENGINEER. THE "TAGLINE" VARIATIONS ARE AS FOLLOWS:
 - a. Invest in Neighborhoods
 - b. Invest in Back Streets
 - c. Invest in Business and Industry
 - d. Promote Public Safety
 - e. Promote Economic Development
3. FOR CITY SEAL GRAPHIC CONTACT PROJECT ENGINEER.

TENANT GUIDELINES

BOSTON REDEVELOPMENT AUTHORITY
 BOSTON'S PLANNING & ECONOMIC DEVELOPMENT OFFICE
 Thomas M. Menino, Mayor

CAPITAL CONSTRUCTION DEPARTMENT
 10 DRYDOCK AVENUE, SOUTH BOSTON, MASSACHUSETTS 02210
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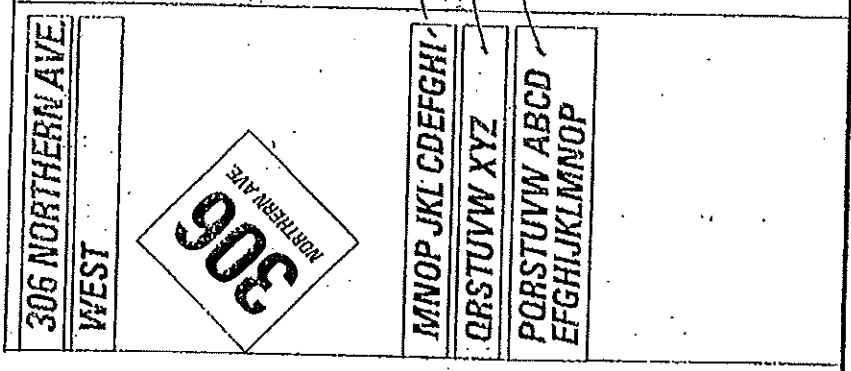
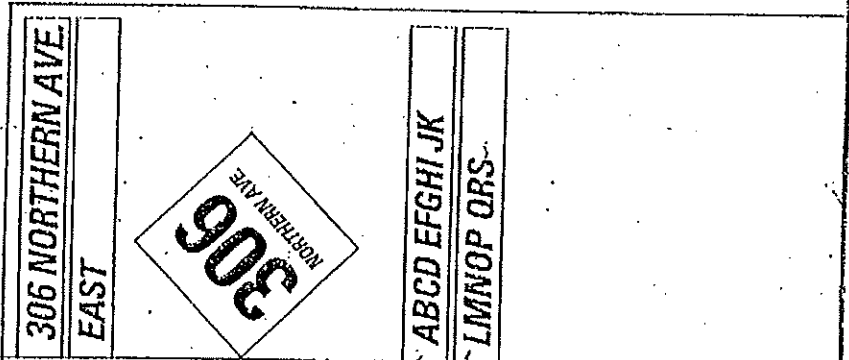
STANDARD DETAIL

MARINE INDUSTRIAL PARK

DATE: MARCH 2003 SCALE: AS NOTED FN:
 APPROVED: L. MAMMOLI DRN: M. CUMMING

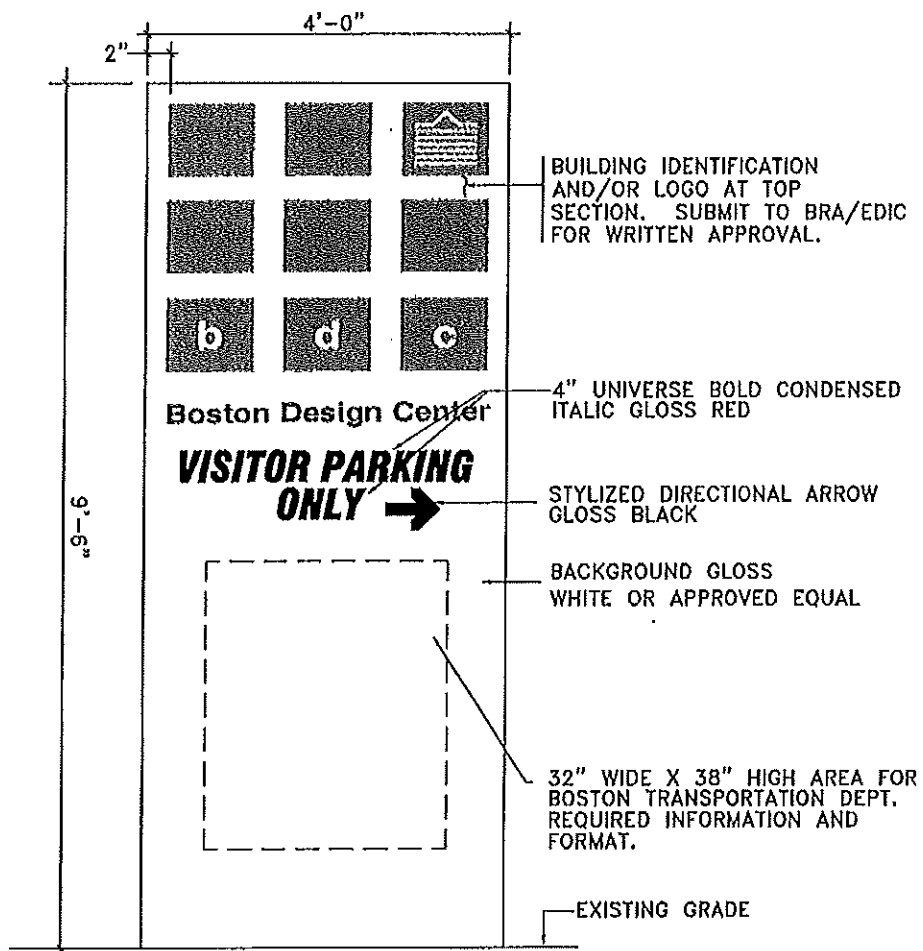
SK-8

SHEET OF



A MADE IDENTIFICATION SIGN
30" x 1'-0"

SK-9



BUILDING IDENTIFICATION AND/OR LOGO AT TOP SECTION. SUBMIT TO BRA/EDIC FOR WRITTEN APPROVAL.

4" UNIVERSE BOLD CONDENSED ITALIC GLOSS RED

STYLIZED DIRECTIONAL ARROW GLOSS BLACK

BACKGROUND GLOSS WHITE OR APPROVED EQUAL

32" WIDE X 38" HIGH AREA FOR BOSTON TRANSPORTATION DEPT. REQUIRED INFORMATION AND FORMAT.

EXISTING GRADE

NOTE:
FOR INSTALLATION DETAIL
SEE SK-6

MAJOR BUILDING PARKING LOT SIGN WITH LTD REQUIREMENTS

SCALE: 1/2"=1'-0"

TENANT GUIDELINES

<p>BOSTON REDEVELOPMENT AUTHORITY BOSTONS PLANNING & ECONOMIC DEVELOPMENT OFFICE <i>Thomas M. Manino, Mayor</i></p>		<p>SIGN STANDARD MARINE INDUSTRIAL PARK</p>	<p>DATE: MAY 2005 SCALE: AS NOTED FN: APPRVD: L. MAMMOLI DRN: M. CUMMING</p> <p>SK-12</p> <p>SHEET OF</p>
<p>ENGINEERING & CONSTRUCTION DEPARTMENT 10 DRYDOCK AVENUE, SOUTH BOSTON, MASSACHUSETTS 02210 (617) 722-4300</p>		<p>DATE: MAY 2005 SCALE: AS NOTED FN: APPRVD: L. MAMMOLI DRN: M. CUMMING</p>	