



PREPARED FOR:

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One Brattle Square

RETAIL SIGNAGE CRITERIA

GUIDING PRINCIPLES

These criteria provide guidelines for the design of tenant signage to ensure high standards of design quality that enhances One Brattle Square, the entire Harvard Square area, and conveys the Tenant's identity.

Tenants are encouraged to use high quality materials and lighting in creative ways that enliven the streetscape. Individual brand identity, colors, and logos are encouraged.

LANDLORD REQUIREMENTS

- All signs must meet the requirements of the Cambridge Zoning Ordinance, Article 7.000 as modified by Harvard Square Overlay District provisions (20.50 of the Zoning Ordinance) and the requirements of the One Brattle Square Tenant Signage Criteria contained in this document (whichever is stricter).
- **Tenant Signage MUST include the following:**
 - Wall Sign (on Exterior Building Facade)
 - Awning (Awnings are not required to have lettering or graphics)
- Tenant Signage MAY include the following:
 - Window Sign(s)
 - Projecting Sign (Blade Sign or Three Dimensional Identity Sign)

TOTAL SIGN AREA

Total Area of Signage Permitted per Tenant: the **total area of ALL exterior signs combined, shall not exceed 1 square foot for each linear foot of tenant frontage**. The total area of exterior plus window signs shall not exceed 1.5 square feet for each linear foot of tenant frontage.

TENANT PROCESS

In addition to Fit-Out documents, the Tenant shall submit following drawings for Landlord review. The Landlord's written acceptance is required before proceeding with the next phase.

1. Design:

- Plans, Sections, Elevations, Exterior Perspectives, Conceptual Details and Material/Color Selections. The Landlord will review the design for conformance with building base building design.

2. Construction Documents / Permit Drawings:

- Elevations and section views, letter, style and size, exact placement on base building, colors and materials, methods of illumination, and electrical loads.
- Cambridge Community Development Sign Certification Form Cover Sheet: https://www.cambridgema.gov/-/media/Files/CDD/ZoningDevel/Signs/signcertificationform_2019.pdf

3. Permitting:

- The Tenant is responsible for obtaining all necessary building permits and city reviews.
- All signs must have a permit from the Cambridge Inspectional Services Department before installation. See <https://www.cambridgema.gov/cdd/zoninganddevelopment/signs> for permitting information.
- A copy of the building permit must be given to the Landlord prior to starting construction.

4. Construction:

- Prior to Construction, the the Tenant and Tenant's Contractor shall conduct a pre-construction meeting with the Landlord.
- The Tenant shall submit storefront and signage shop drawings to Landlord prior to installation.

5. Post-Construction:

- Within thirty days of completion of construction, Tenant shall provide Landlord with:
 - As-built drawings in both PDF and DWG formats
 - Lien Waivers from General Contractor, Subcontractor, and Vendors

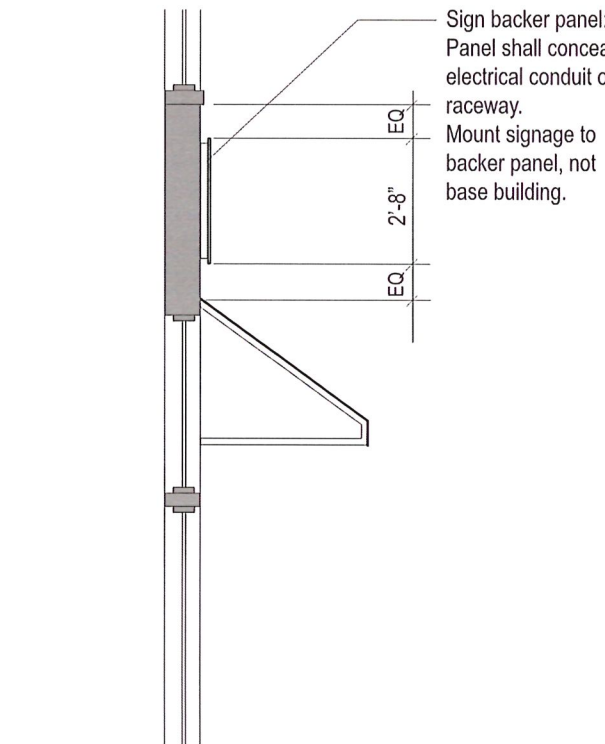
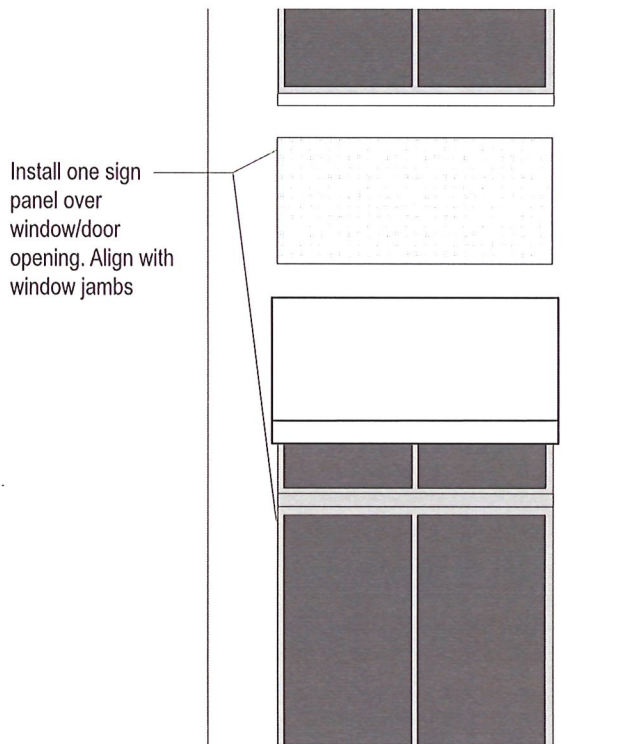
CRITERIA: WALLS SIGNS - Building Facade



Individual, dimensional letters and graphics on backer panel



Individual, dimensional letters on backer panel



- **Definition:** Any sign affixed in such a way that its exposed face and all sign area is parallel or approximately parallel to the plane of the building to which it is attached. A wall sign shall be considered a projecting sign if the sign face projects more than twelve (12) inches from the face of the building.

- **Allowable Area:** the maximum area of all exterior signs shall be the product of the formula: sign frontage x 1 sq. ft. up to a maximum of 60 square feet.

- **Allowable Number:** not limited

- **Allowable Illumination:** Internal, see Illumination Criteria

- **Allowable height:** 20 ft., provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less

- **Additional Requirements:**

- All wall signs shall contain individual dimensional letters
- A primary wall sign, containing the name of the establishment should be centered above the main entrance or centered within the full frontage of the tenant's space.
- For tenants with multiple windows or frontages, secondary signs may be installed. The total of all signs may not exceed the allowable area noted above and in the Cambridge Zoning Ordinance.
- All wall signs must fit within the boundaries indicated in the *Building Diagrams* section of these Criteria.
- Sign must contain a solid backer. Individual letters, mounted directly to the building or on a raceway are not allowed.

CRITERIA: WALL SIGNS - Window



- **Definition:** Any permanent sign located on or behind the surface of windows.
- **Allowable Area:** the maximum area of all exterior signs plus window signs shall be the product of the formula: sign frontage x 1.5 sq. ft. up to a maximum of 60 square feet.
- **Allowable Number:** not limited
- **Allowable Illumination:** Natural illumination; Direct or internal illumination is not permitted
- **Additional Requirements:**
 - All window signs shall contain individual lettering and/or graphics unless approved by owner. Solid blocks of opaque areas are not permitted.
 - A window sign may be adhered vinyl or painted flat against the window glass or may be suspended directly behind the glass.
- **Exemption (7.16.11.B.1)**
Permanent non-illuminated signs behind the glass of a window above the ground floor are exempt, provided:(a)The total area of the sign(s) does not exceed 20% of the area of the glass of the window;(b)The window is part of the premises to which the sign is accessory;(c)The sign consists of individual letters or symbols affixed to the window or mounted on a clear, transparent background;(d) The individual symbols or letters do not exceed 6" in height.

CRITERIA: PROJECTING SIGNS - Blade & Sculptural



• **Definition:** Any sign, other than a wall sign or free standing sign, that is attached to and projects from a building face.

Blade Sign: two sided sign mounted at a right angle to the facade

Three Dimensional Identity Sign: sculptural sign that projects more than 12 inches from the face of the building. Must creatively express the tenants identity.

• **Allowable Area:** maximum 7 square feet per face for a Blade sign or maximum 13 square feet (measured in elevation) for a Sculptural Sign as approved by the Landlord. Projecting sign area must be included in the total exterior sign area calculation.

• **Allowable Number:** 1

• **Allowable height:** 20 ft., provided it is below the sill line of the second floor windows, whichever is less

• **Additional Requirements:**

• Projecting signs are encouraged to be creative and uniquely expressive of the tenant's identity.



Blade Sign

Sculptural Sign

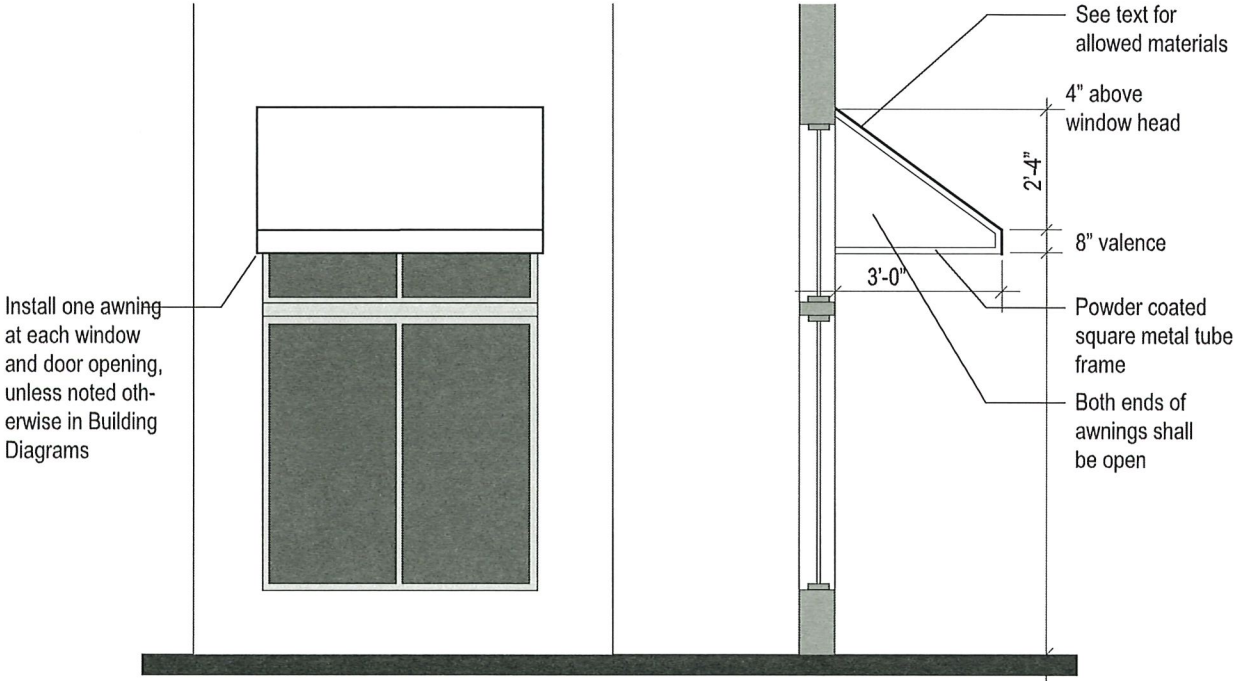
CRITERIA: AWNINGS

AWNING CRITERIA

Awnings shall be installed by tenant at every window/door opening as indicated on pages 11-15 to the following criteria:

- See this page for size and detail criteria.
- Awnings may be made of fabric over a metal frame. Other materials may be considered, subject to landlord review.
- Awnings may not be illuminated.
- Awnings may contain graphic elements, subject to area limitations of the Cambridge Signage Ordinance.
- Awning design shall be submitted to Landlord for design review and approval.

- Per Cambridge Zoning Article 7.16.11.B.2: Non-illuminated signs mounted on awnings are exempt (from area calculation), provided that:
 - the total area of the sign doesn't not exceed 2 square feet
 - the height of individual letters does not exceed 6"
 - the sign consists of individual letters or symbols affixed to the fabric of the awning
 - No other graphic material appears on the awning



CRITERIA: OTHER SIGNS

SANDWICH BOARDS

Sandwich Board or A-Frame signs are allowed.

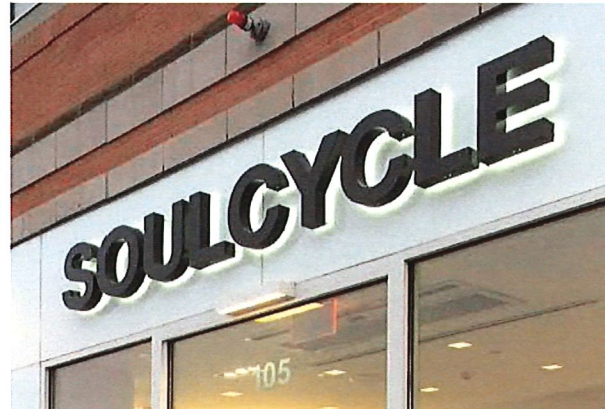
- Area does not count towards sign area allowance
- One allowed per tenant
- Tenant is responsible for obtaining a Sidewalk Obstruction Permit from the Department of Public Works.



CRITERIA: ILLUMINATION

SIGNAGE ILLUMINATION GENERAL REGULATIONS

- Allowable Illumination for Wall Signs (Building mounted):
Internal Illumination (Push-through, Halo, or Individual letter)
- Allowable Illumination for Wall Signs (Window):
Natural illumination; Direct illumination is not permitted
- Allowable Illumination for Projecting Signs:
Natural illumination; Internal illumination is allowed with landlord approval. External illumination is not permitted
- Allowable Illumination for Awnings:
Natural illumination; External or Internal illumination is not permitted
- Exposed electrical conduit, raceways, or junction boxes are not permitted.
- Signs with moving or changing displays or flashing illumination are not permitted.



SIGNAGE ILLUMINATION DEFINITIONS

SIGN CABINET WITH PUSH-THROUGH LETTERS

An Internally illuminated dimensional sign with opaque face and side. It will have cut-acrylic lettering cut-out of the face and pushed through.

HALO LIT

Individual reverse channel letters with strip lighting elements inside the letter which cast light behind the letter against an opaque sign panel or wall surface. Source of light shall be completely concealed.

Individual letters must be installed on a solid backer panel, affixed to the base building. Individual letters attached directly to the building or to an exposed

INTERNALLY ILLUMINATED

Individual dimensional letters with translucent face and opaque sides and strip lighting elements inside the letters that illuminate the face of the letters. prohibited.

Individual letters must be installed on a solid backer panel, affixed to the base building. Individual letters attached directly to the building or to an exposed raceway are not allowed.

CRITERIA: ILLUMINATION

INTERNALLY ILLUMINATED PROJECTING SIGNS are allowed with landlord approval. External illumination is not allowed.



INTERNALLY ILLUMINATED SIGN CABINETS are prohibited.



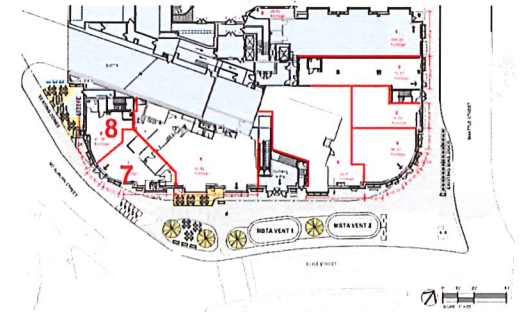
ILLUMINATED WINDOW SIGNS are prohibited.



BUILDING DIAGRAMS



Retail 8: 41.58 SF MAX SIGN AREA



NO SIGNAGE OR AWNING AT SMALLER WINDOWS



Retail 7: 54.08 SF MAX SIGN AREA



WALL SIGNS MAY BE INSTALLED WITHIN THIS AREA

DASHED LINE SHOWS REPRESENTATIVE MAX SIGN AREA FOR TENANT FRONTAGE

AWNINGS SHALL BE INSTALLED AT ALL LOCATIONS INDICATED

BUILDING DIAGRAMS



WALL SIGNS MAY BE INSTALLED WITHIN THIS AREA

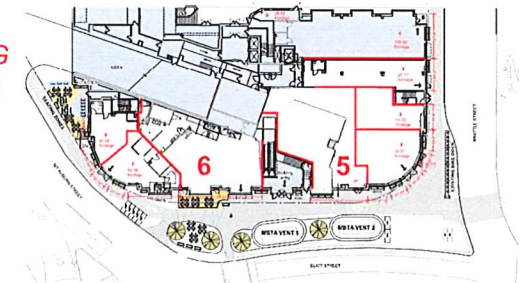
DASHED LINE SHOWS REPRESENTATIVE MAX SIGN AREA FOR THIS TENANT FRONTAGE

AWNINGS SHALL BE INSTALLED AT ALL LOCATIONS INDICATED

Retail 6: 50.42 SF MAX SIGN AREA



NO SIGNAGE OR AWNING AT SMALLER WINDOWS



Retail 5: 36.0 SF MAX SIGN AREA

BUILDING DIAGRAMS



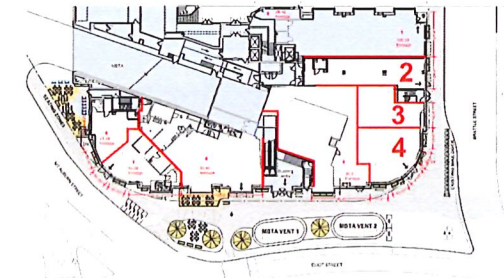
Retail 4: 56.67 SF MAX SIGN AREA



Retail 3: 20.17 SF MAX SIGN AREA



Retail 2: 20.17 SF MAX SIGN AREA



WALL SIGNS MAY BE INSTALLED WITHIN THIS AREA

DASHED LINE SHOWS REPRESENTATIVE MAX SIGN AREA FOR THIS TENANT FRONTAGE

AWNINGS SHALL BE INSTALLED AT ALL LOCATIONS INDICATED

BUILDING DIAGRAMS



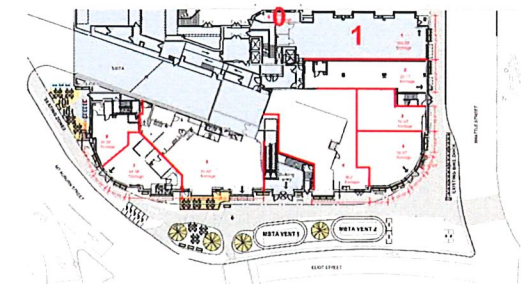
Retail 1: 106.33 SF MAX SIGN AREA



Retail 1



Retail 0: 28.42 SF MAX SIGN AREA



WALL SIGNS MAY BE INSTALLED WITHIN THIS AREA

DASHED LINE SHOWS REPRESENTATIVE MAX SIGN AREA FOR THIS TENANT FRONTAGE

