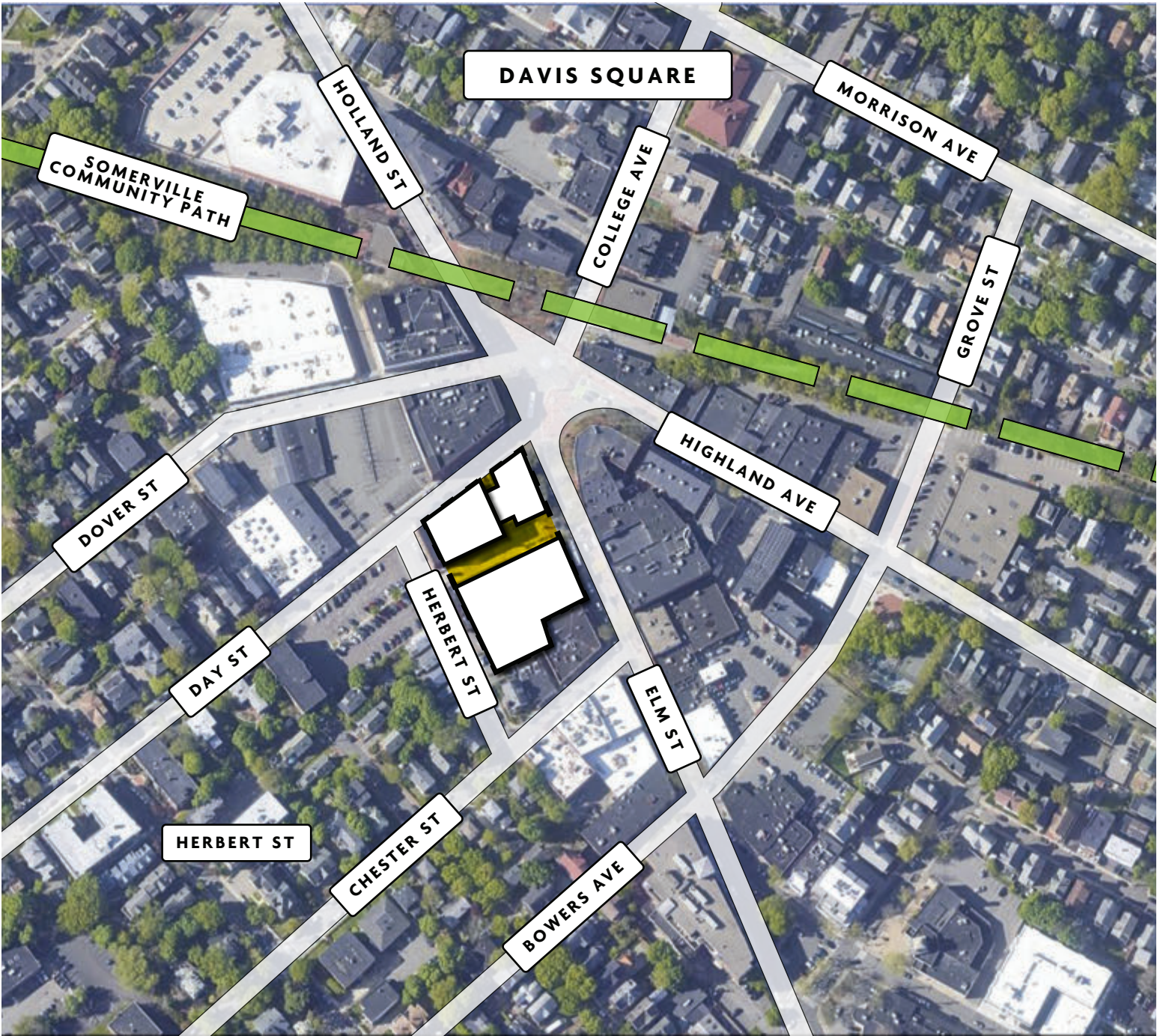
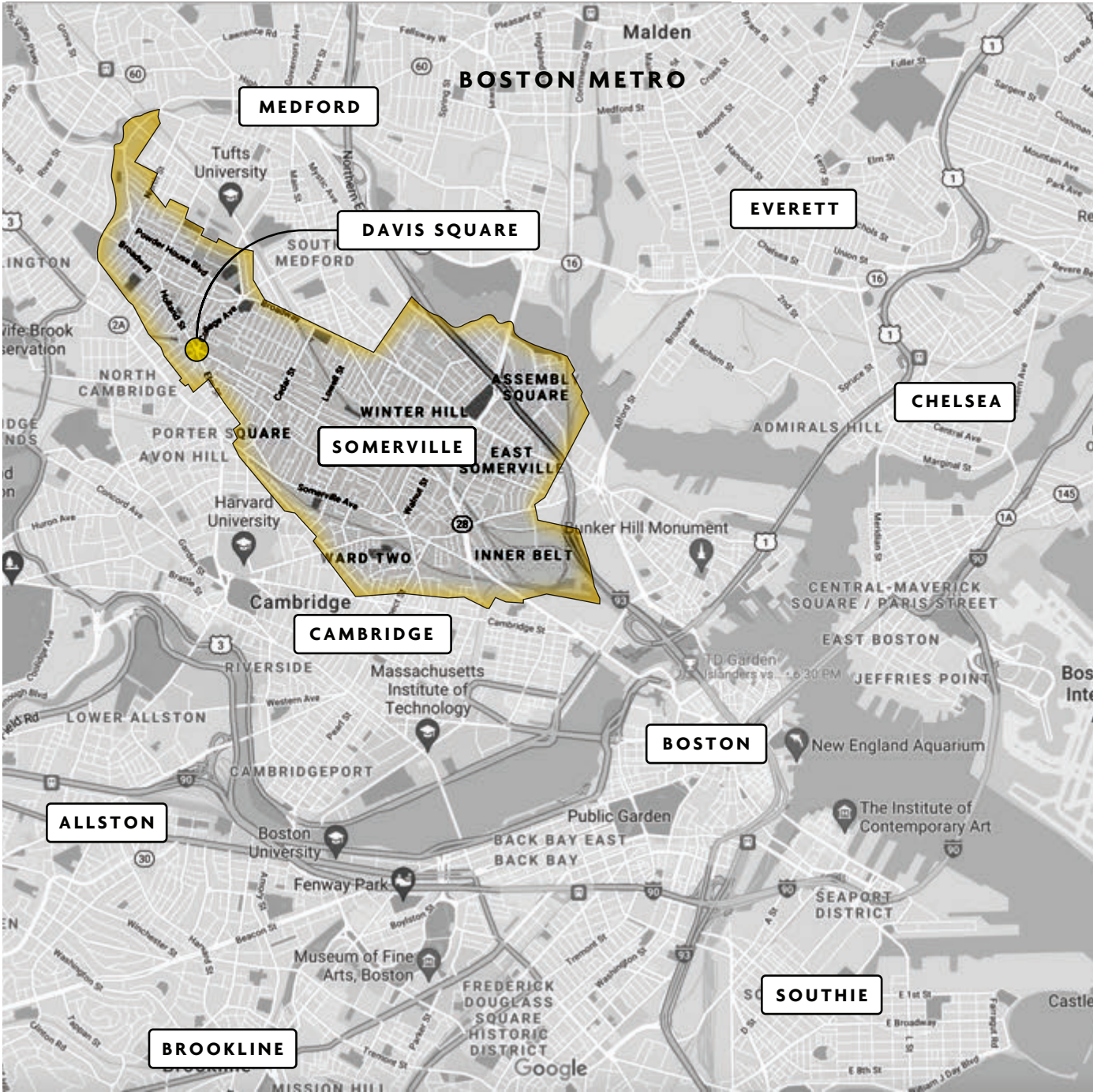


4 PROGRAMMING + CODE



1 Davis Square Plaza - Regional Plan
Scale: NTS

2 Davis Square Plaza - Vicinity Plan
Scale: NTS

58 DAY STREET
SIGNAGE REGULATIONS

Zoning Designation : CC4 (COMMERCIAL CORE); CIVIC

City of Somerville, Somerville Zoning Ordinance, Chapter 12, Section 10.9

Chapter 12, Sec. 10.9 - Development Standards; Commercial Signs, CC.

4. Address Signs:

- a. A SIGN, individual numerals or letters, or a nonelectrical nameplate identifying the property address is required for all real property as follows:
 - i. Each GROUND STORY non-residential USE must identify the STREET address either on the PRINCIPAL ENTRANCE door or above or beside the PRINCIPAL ENTRANCE of the USE.
 - ii. All residential BUILDING TYPEs must identify the STREET address either on the PRINCIPAL ENTRANCE door, above or beside the PRINCIPAL ENTRANCE, or on a mailbox.
- b. Address SIGNs must be made easily visible through the USE of colors or materials that contrast with the background material they are attached to and must be conspicuously located to provide visibility from the THOROUGHFARE that the BUILDING faces.
- c. Address SIGNs must be twelve (12) inches in height or less and may include the name of the occupant.

5. Exempt Signs:

- a. The following SIGNs are exempt from regulation under this Section:
 - i. A public notice or informational SIGN required by federal, state, or local law, regulation, or ordinance and any special event, directional, or other SIGN ERECTed by a government agency or public utility in the performance of public duty;
 - ii. Names of buildings, dates of ERECTION, commemorative tablets and the like when carved into stone, made of cast metal, or other permanent type of material;
 - iii. Credit card, trading stamp, or trade association SIGNs not exceeding one-half (0.5) square feet each and not exceeding ten per establishment;
 - iv. A clock, thermometer, barbershop pole or similar device not part of a permanent SIGN;
 - v. The flag of any nation, state, or City if displayed in a manner conforming to the Flag Code (4 USC §5 (2011) et seq.);
 - vi. Historic BUILDING identification;
 - vii. Holiday SIGNs or decorations, yard sale & garage sale SIGNs;
 - viii. Political yard SIGNs; and
 - ix. Any sculpture, statue, relief, mosaic, or mural that is a work of art or otherwise decorative and does not include a commercial message or symbol.

6. Prohibited Signs:

- a. The following SIGNs are prohibited:
 - i. Any SIGN that flashes, moves, blinks, rotates, simulates motion, features electronic SIGN copy, or has illumination that changes intensity over time;
 - ii. SIGNs that emit audible sounds, odors, or visible matter;
 - iii. SIGNs attached to nature or landscape elements, including trees, rocks, and fences;
 - iv. The tacking, posting or otherwise affixing of SIGNs to the exterior walls of buildings and STRUCTURES;

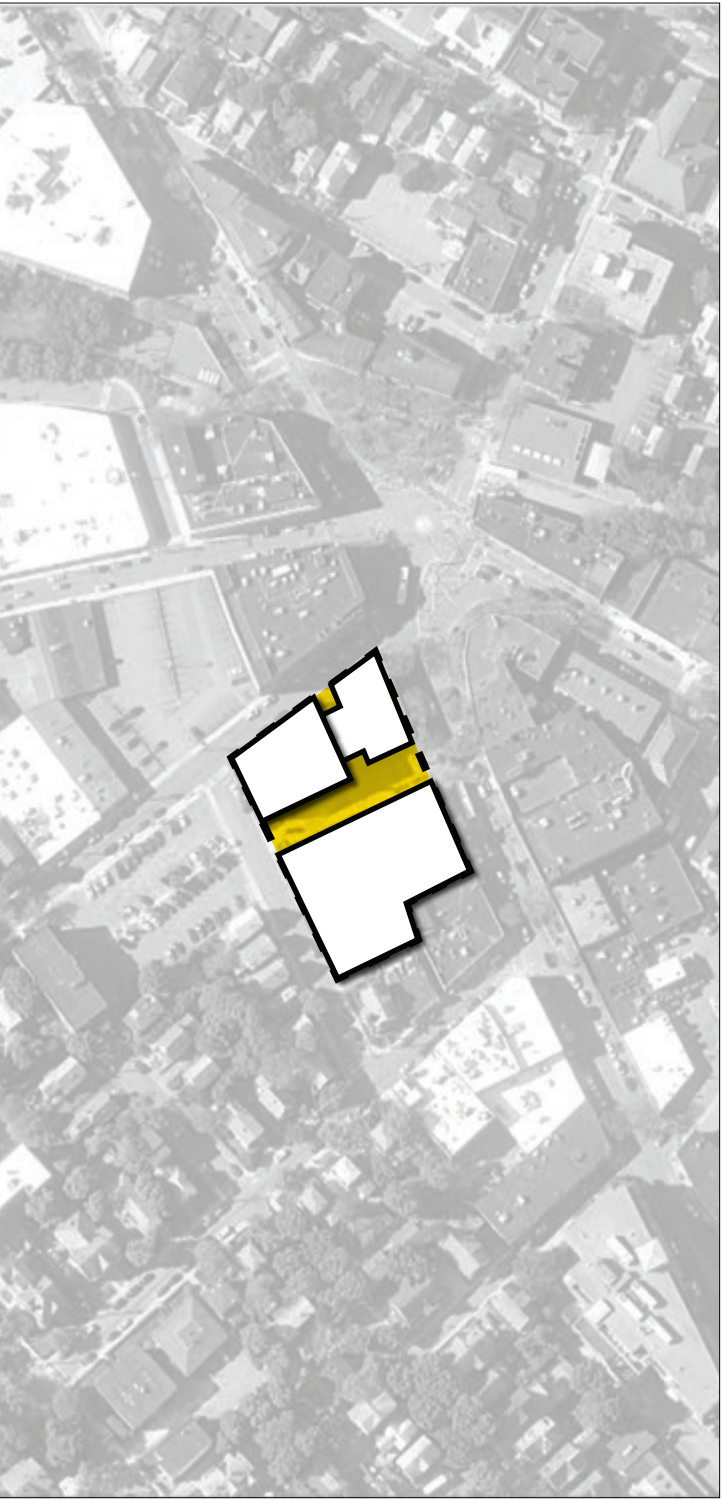
- v. SIGNs that interfere with free passage from or obstructs any fire escape, downspout, window, door, stairways, ladder, or opening intended as a means of ingress or egress or to provide light or air;
- vi. Billboards or SIGNs advertising goods or services not provided on the premises;
- vii. Any SIGN and/or SIGN STRUCTURE that obstructs the view of, is confusing with, or imitates official traffic SIGN, SIGNal, or device;
- viii. Inflatable SIGNs, such as balloons and other gas inflated objects;
- ix. SIGN STRUCTURES that no longer contain SIGNs;
- x. SIGNs mounted to motor-vehicles that are not in operation, including motor-vehicles painted or skinned to function as a SIGN; and
- xi. Outdoor advertising SIGNs that are not compliant with M.G.L. Chapter 93, Section 29-33.

10. Sign Illumination

- i. General
 - a). Illuminated SIGNs indicating if a business is open must be turned off except during the hours of operation.
- ii. External Illumination
 - a). An externally illuminated SIGN is characterized by the USE of artificial light reflected off the surface of a SIGN.
 - b). External LIGHT SOURCEs must be shielded so that they illuminate only the face of the SIGN and do not shine directly onto a public right-of-way or onto adjacent properties.
 - c). Light fixtures that project from the FACADE of a BUILDING for externally illuminated SIGNs are exempt from SETBACK requirements, but should be simple and unobtrusive in design and not obscure the SIGN content.
- iii. Internal Illumination
 - a). An internally illuminated SIGN is characterized by the USE of artificial light projecting through or from behind the surface of a SIGN.
 - b). Channel letters may be internally lit or back-lit.
 - c). Blade SIGNs may be internally lit if the background is opaque or of a darker color than the message of the SIGN and the lettering is up to 50% of the surface area of the SIGN
 - d). Exposed neon is only permitted for wall or windows SIGNs.
- iv. Raceways
 - a). If a raceway is necessary, it cannot extend in width or height beyond the area of the SIGN.
 - b). A raceway must be finished to match the background wall or canopy or integrated into the overall design of the SIGN.

11. Blade Sign

- a. A small, two-sided SIGN that is attached to and projecting perpendicularly from the FACADE of a BUILDING that identifies a commercial establishment. Blade SIGNs are intended to be viewed by pedestrians on the same side of the STREET.



1 Davis Square Plaza - Site Map
Scale: NTS

58 DAY STREET
SIGNAGE REGULATIONS

Zoning Designation : CC4 (COMMERCIAL CORE); CIVIC

City of Somerville, Somerville Zoning Ordinance, Chapter 12, Section 10.9

Chapter 12, Sec. 10.9 - Development Standards; Commercial Signs, CC.

12. Wall Sign:

- a. A SIGN attached flat or mounted parallel to the FACADE of a BUILDING that identifies a commercial establishment. Wall SIGNS are intended to be viewed by pedestrians on the oppoSITE side of STREET.

13. Awning or Canopy Sign:

- a. A SIGN that is painted, screen printed, sewn, or adhered onto the surface of a awning or attached above, below, or to the face of an entry canopy that identifies a commercial establishment. Awning/canopy SIGNS are intended to be viewed by pedestrians on the oppoSITE side of STREET.

14. Suspended Sign:

- a. A small, two-sided SIGN mounted to the underside of an awning, canopy, or roof of a porch that identifies a commercial establishment. Suspended SIGNS are intended to be viewed by pedestrians at close range on the same side of the STREET.

15. Sidewalk Sign:

- a. A portable, two-sided SIGN that is placed on the sidewalk to identify a commercial establishment or advertise daily specials or sales. Sidewalk SIGNS are intended to be viewed at close range by pedestrians on the same side of the STREET.

16. Window Sign:

- a. Individual letters, numerals, or a logo applied directly to the inside of a window or door to identify a commercial establishment. Window SIGNS are intended to be viewed at close range by pedestrians.

17. Display Case:

- a. A wall mounted, lockable, framed cabinet with a transparent window to display a changeable menu or list of event

18. Vertical Blade / Banner Sign:

- a. A tall, narrow, two-sided SIGN that is attached to and projecting perpendicularly from the FACADE of a BUILDING that identifies a commercial establishment. Vertical blade/ banner SIGNS are intended to be viewed by pedestrians and motorists from a distance.

19. Yard Sign:

- a. A two-sided SIGN suspended from support hardware and mounted in a front yard between the FRONT LOT LINE and the BUILDING FACADE. Yard SIGNS are intended to be viewed at close range by pedestrians on the same side of the STREET and motorists.

20. Wall Mural:

- a. A SIGN that is directly painted on to the exterior wall of a BUILDING or screen printed, sewn, or adhered onto a canvas-like material that is mounted flush with the FACADE of a BUILDING that identifies a commercial establishment. Wall murals are intended to be viewed by pedestrians and motor vehicles from a distance.

21. Roof or Skyline Sign:

- a. A SIGN erected on the roof or mounted to the uppermost horizontal architectural band of a BUILDING to identify the name of the BUILDING or primary tenant. Roof/skyline SIGNS are intended to be viewed by pedestrians and motorists from a distance and serve as an icon for the BUILDING.
- b. Standards
 - i. Roof/skyline SIGNS are only permitted on HIGH-RISE buildings.
 - ii. No portion of a roof/skyline SIGN is permitted to extend below the start of highest STORY of a BUILDING or above the ROOF LINE, parapet wall, or CORNICE of the top portion of a FACADE and is prohibited from covering windows or architectural details.
 - iii. Only internal illumination is permitted. Information type is limited to BUILDING or primary tenant name.
 - iv. Additional information is prohibited.

11. Blade Sign
a. A small, two-sided sign that is attached to and projecting perpendicularly from the FACADE of a BUILDING that identifies a commercial establishment. Blade signs are intended to be viewed by pedestrians on the same side of the STREET.



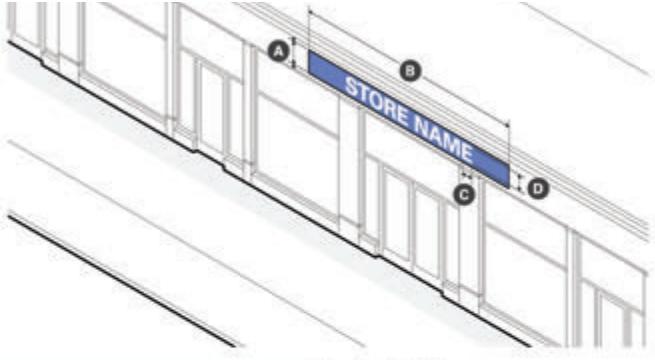
Size	
Area (max)	6 sq. ft. / side
Width (max)	4 ft
Height (max)	3 ft
Thickness (max)	6 inches

Location	
Clear Height over Sidewalk (min)	8 ft
Projection from FACADE (max)	4 ft
Number of Signs	1 per Tenant

- b. Standards
- i. Blade signs are prohibited for upper story businesses.
 - ii. A blade sign must be located within ten (10) feet of the recessed entrance for the business it identifies.
 - iii. A blade sign, including any support hardware, must be mounted below the sills of the second story windows of multi-story buildings or below the roof line, parapet wall, or cornice of a single-story building.
 - iv. Any supports, braces, anchors, and other supporting hardware must be integral to the design of the sign.
 - v. Information type is limited to business name and logo. Additional information is prohibited.

FIG 2. 11. Blade Sign Diagram + Specifications

12. Wall Sign
a. A sign attached flat or mounted parallel to the FACADE of a BUILDING that identifies a commercial establishment. Wall signs are intended to be viewed by pedestrians on the opposite side of STREET.



Size	
Area (max)	40 sq. ft.
Height (min/max)	1 ft - 4 ft
Width (max)	90% of FACADE width

Lettering	
Width (max)	75% of sign width
Height (max)	75% of sign height
Projection from FACADE (max)	6 inches
Raceway Height (max)	50% of Letter Height

- b. Standards
- i. Wall signs are only permitted for ground story businesses.
 - ii. Internally illuminated sign cabinets are prohibited.
 - iii. Wall signs are prohibited from covering windows or architectural details.
 - iv. No portion of a wall sign is permitted to extend above the lower eave line of a building with a pitched roof.
 - v. No portion of a wall sign is permitted to extend above the roof line or parapet wall of a flat-roofed building.
 - vi. No portion of a wall sign is permitted to extend above the cornice or expression line of the base of a building.
 - vii. Information type is limited to business name and logo. Additional information is prohibited.

FIG 1. 11. Wall Sign Diagram + Specifications

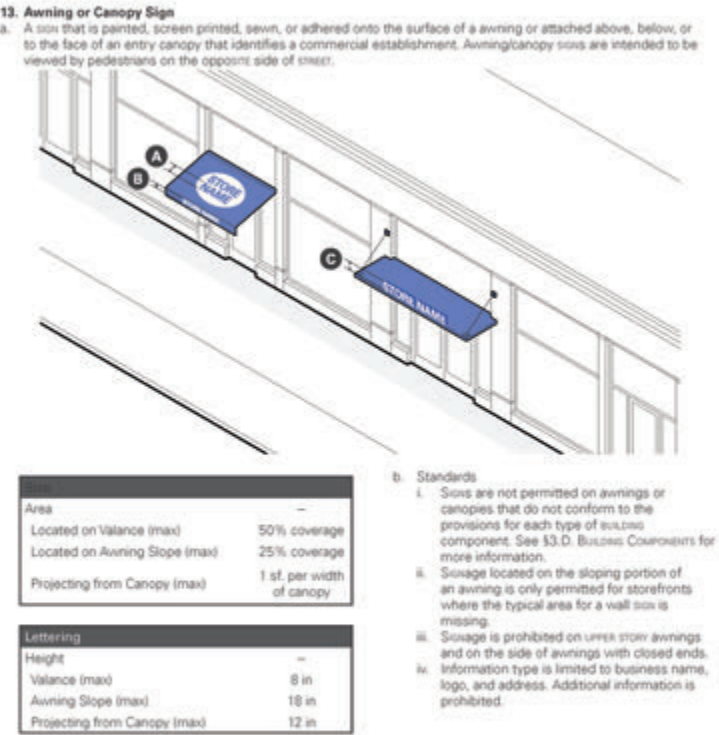


FIG 4. 13. Awning or Canopy Sign Diagram + Specifications

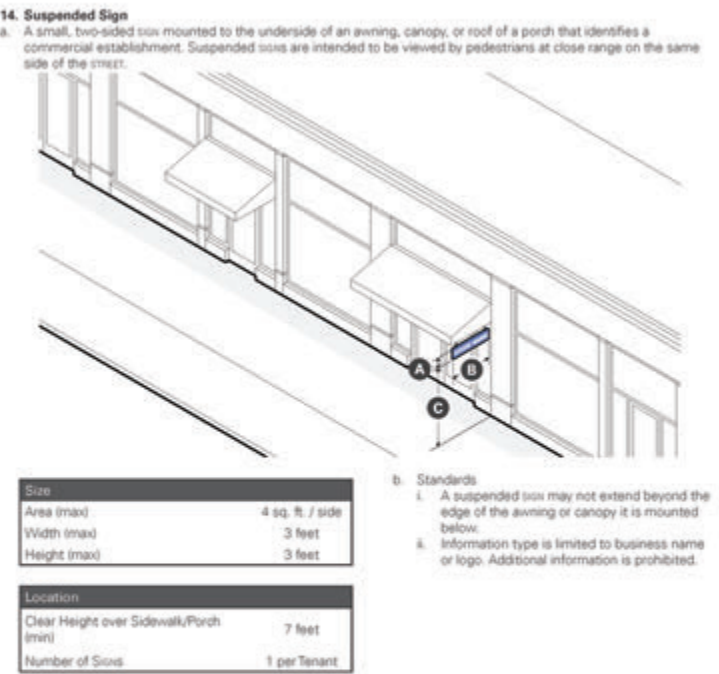


FIG 3. 14. Wall Sign Diagram + Specifications

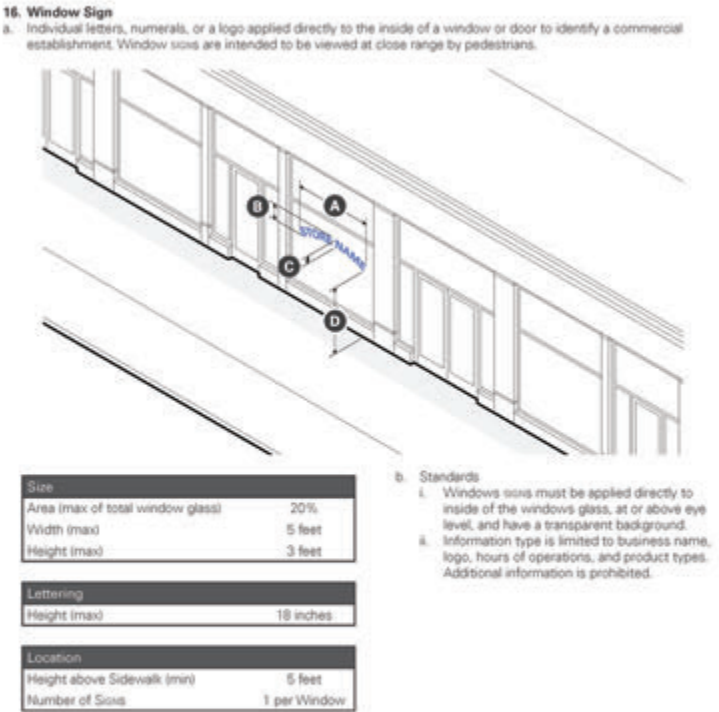


FIG 6. 16. Window Sign Diagram + Specifications

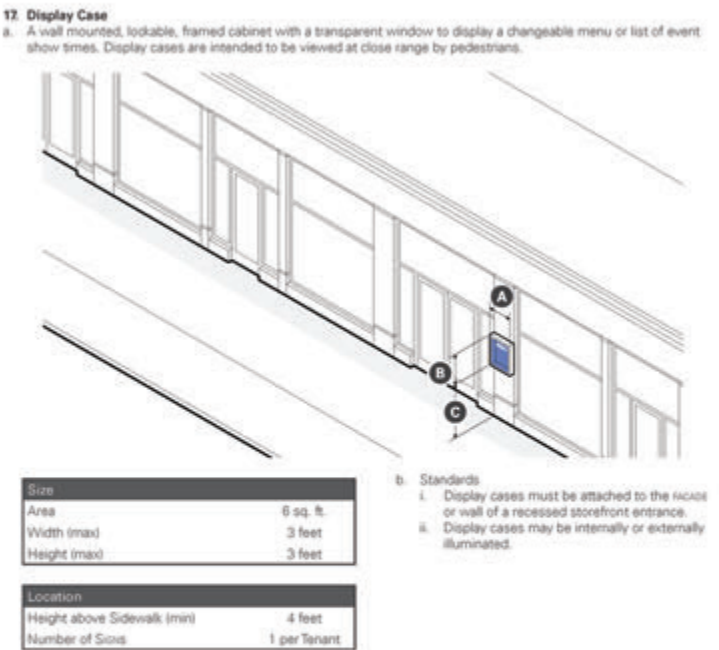


FIG 5. 17. Display Case Diagram + Specifications

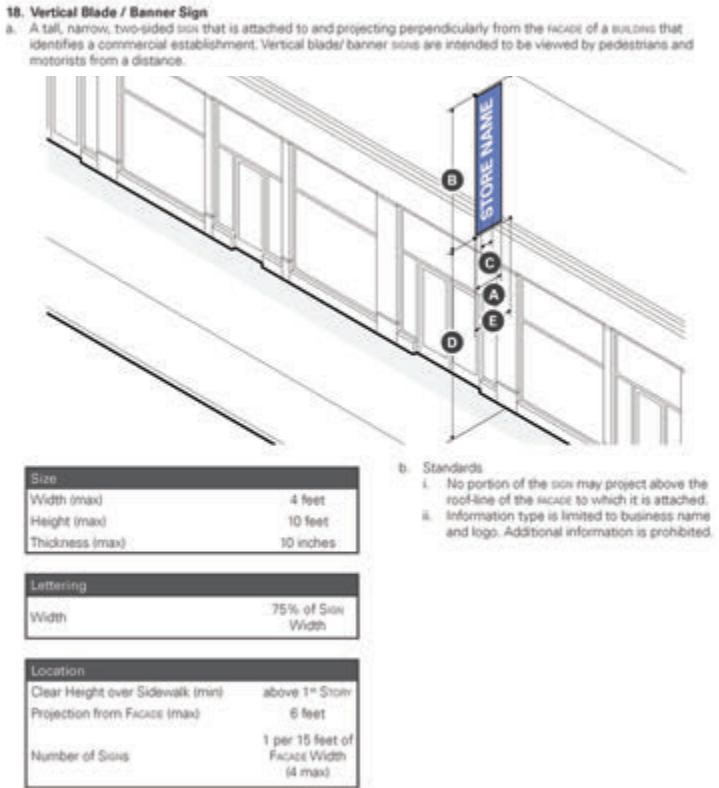


FIG 8. 18. Vertical Blade / Banner Sign Diagram + Specifications

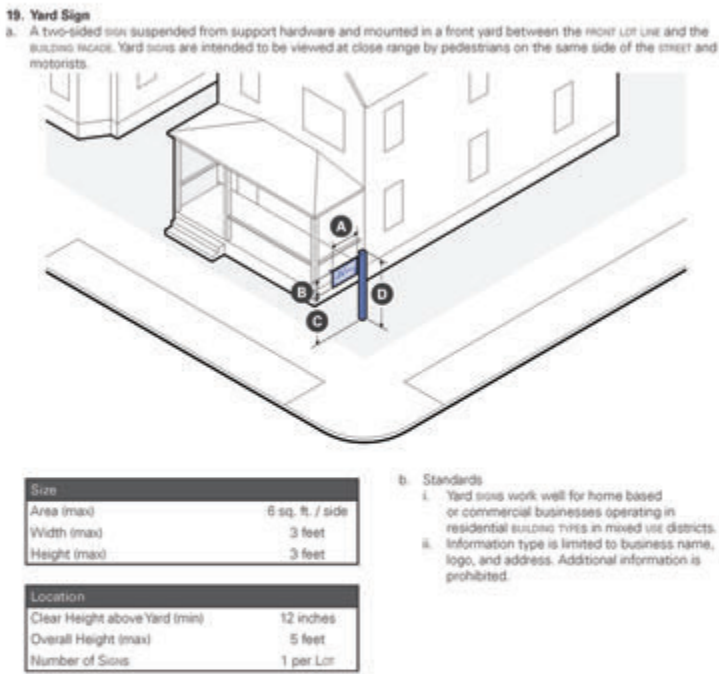


FIG 7. 19. Yard Sign Diagram + Specifications

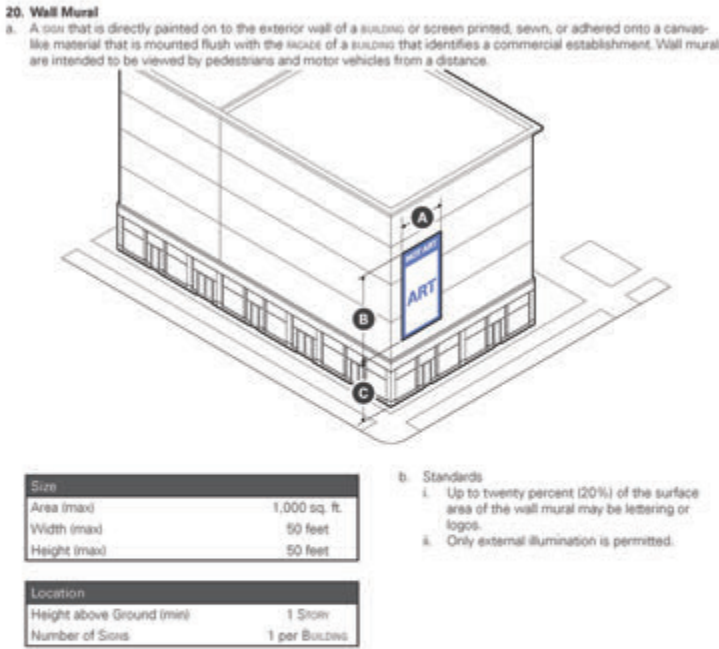


FIG 10. 20. Wall Mural Diagram + Specifications

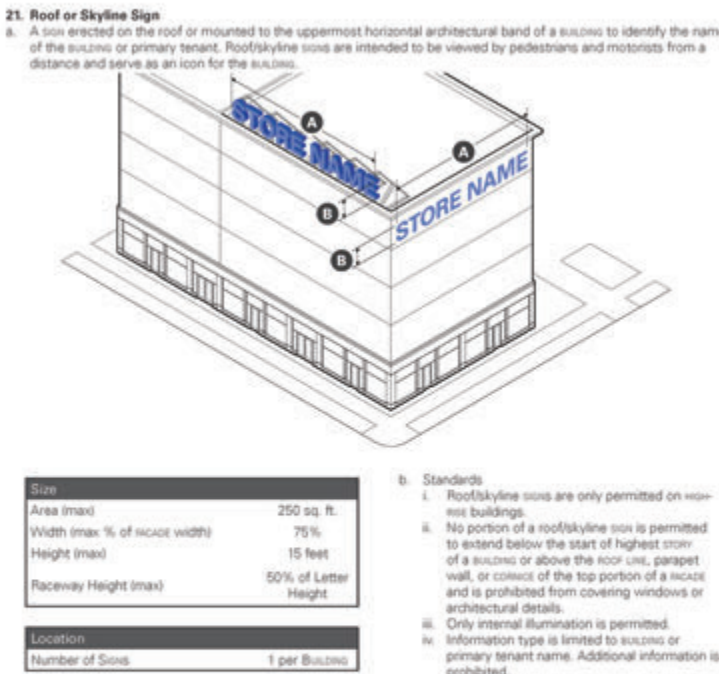


FIG 9. 21. Roof or Skyline Sign Diagram + Specifications

ALLOWABLE SIGNAGE

PERMITTED SIGN TYPES :

- ADDRESS SIGNS; (1 PER PRIMARY ENTRY)
- BLADE SIGNS; (1 PER TENANT)
- WALL SIGNS; (1 PER TENANT)
- CANOPY OR AWNING SIGNS; (1 PER AWNING)
- SUSPENDED SIGNS; (1 PER AWNING)
- WINDOW SIGNS; (1 PER WINDOW)
- SIDEWALK SIGNS; (1 PER TENANT)
- DISPLAY CASE; (1 PER TENANT)
- VERTICAL BLADE / BANNER; (1 PER 15’ OF FACADE, MAX 4 PER SIDE)
- WALL MURAL SIGNAGE; (1 PER BUILDING)
- ROOF/SKYLINE SIGNAGE; (1 PER BUILDING)

EXEMPT TYPES :

- COMMEMORATIVE PLAQUES, DATES OF ERECTION TABLETS, ENGRAVINGS, ETC.
- THERMOMETERS, CLOCKS, BARBER POLES
- HISTORIC BUILDING IDENIFICATION
- SCULPTURE, RELIEF, STATUE, MOSAIC, OR MURAL OTHERWISE DECORATIVE WHICH DOES NOT CONTAIN A COMMERICAL MESSAGE

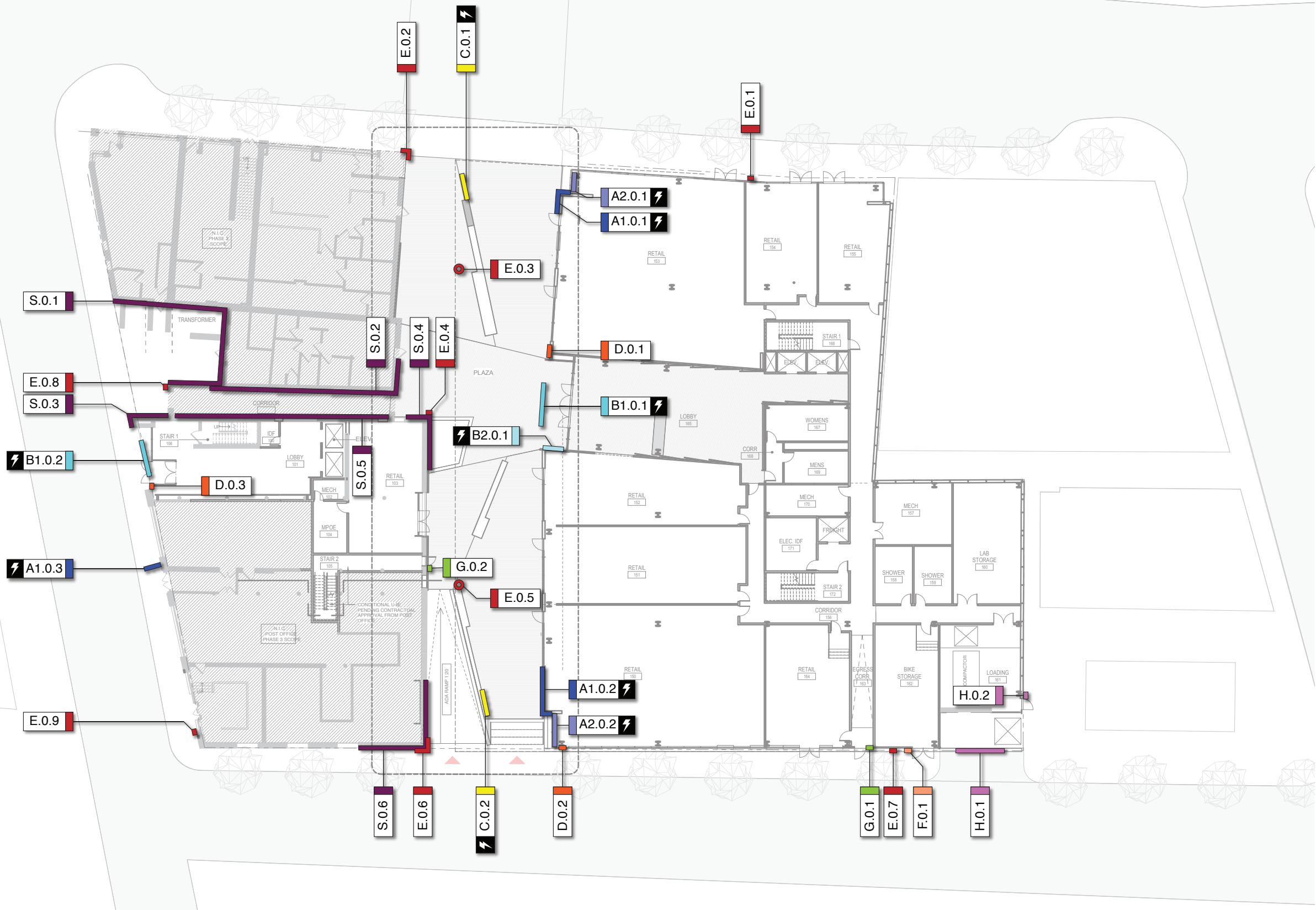
ILLUMINATION :

- INTERNAL ILLUMINATION IS PERMITTED
- EXTERNAL ILLUMINATION IS PERMITTED
- EXPOSED NEON IS ONLY PERMITTED FOR WALL SIGNS OR WINDOW SIGNS.

PROHIBITED SIGNAGE

PROHIBITED SIGN TYPES :

- NO FLASHING, MOVING, CHANGING, BLINKING SIGNAGE, OR ANY SIGNAGE WHICH CHANGES ILLUMINATION
- NO SIGNAGE WHICH PRODUCES SOUND / ODOR
- NO ELECTRONIC COPY
- NO INFLATABLE SIGNAGE
- NO BILLBOARD OR SIGNS ADVERTISING GOODS OR SERVICES NOT PROVIDED ON SITE.



BUILDING →

TENANT →

BUILDING →

LEGEND

EXTERIOR

A1

Primary Building ID

A2

Secondary Building ID

B1

Building Entry ID

B2

Secondary Building Entry ID

C

Monument Sign

D

Address ID

E

Pedestrian Wayfinding

F

Ancillary Signage

G

Operational Signage

H

Regulatory Signage

J

Blade Signage

K

Wall Signage

L

Canopy Signage

M

Suspended Signage

N

Window Signage

P

Display Case

Q

Vertical Banner

R

Wall Mural Signage

S

Exterior Environmental Graphics

INTERIOR

T

Entry Level Directory

U

Reception ID

V

Level ID

W

Elevator Egress Signage

X

Interior Wayfinding

Y

ADA w/ Pictogram

Z

ADA w/o Pictogram

AA

Building Area ID

BB

Interior Regulatory Signage

Sign types are not indicated in scale (for general reference only).

Sign types colored in legend are relevant to SLP shown.

All locations will require additional review during contract administration phase to determine exa orientation, verbiage and placement.

⚡

Sign requires electrical.

LOCATION KEY

L.#.#

SIGN TYPE

LEVEL

SIGN #

1 Davis Square Plaza - Street Level Site Plan - Exterior Building Signage & Graphics
Scale: NTS



LEGEND

EXTERIOR

A1

Primary Building ID

A2

Secondary Building ID

B1

Building Entry ID

B2

Secondary Building Entry ID

C

Monument Sign

D

Address ID

E

Pedestrian Wayfinding

F

Ancillary Signage

G

Operational Signage

H

Regulatory Signage

J

Blade Signage

K

Wall Signage

L

Canopy Signage

M

Suspended Signage

N

Window Signage

P

Display Case

Q

Vertical Banner

R

Wall Mural Signage

S

Exterior Environmental Graphics

INTERIOR

T

Entry Level Directory

U

Reception ID

V

Level ID

W

Elevator Egress Signage

X

Interior Wayfinding

Y

ADA w/ Pictogram

Z

ADA w/o Pictogram

AA

Building Area ID

BB

Interior Regulatory Signage

Sign types are not indicated in scale (for general reference only).

Sign types colored in legend are relevant to SLP shown.

All locations will require additional review during contract administration phase to determine exact orientation, verbiage and placement.

Sign requires electrical.

LOCATION KEY

L.#.#

SIGN TYPE

LEVEL

SIGN #

1 Davis Square Plaza - Street Level Site Plan - Exterior Tenant Signage & Graphics
Scale: NTS