

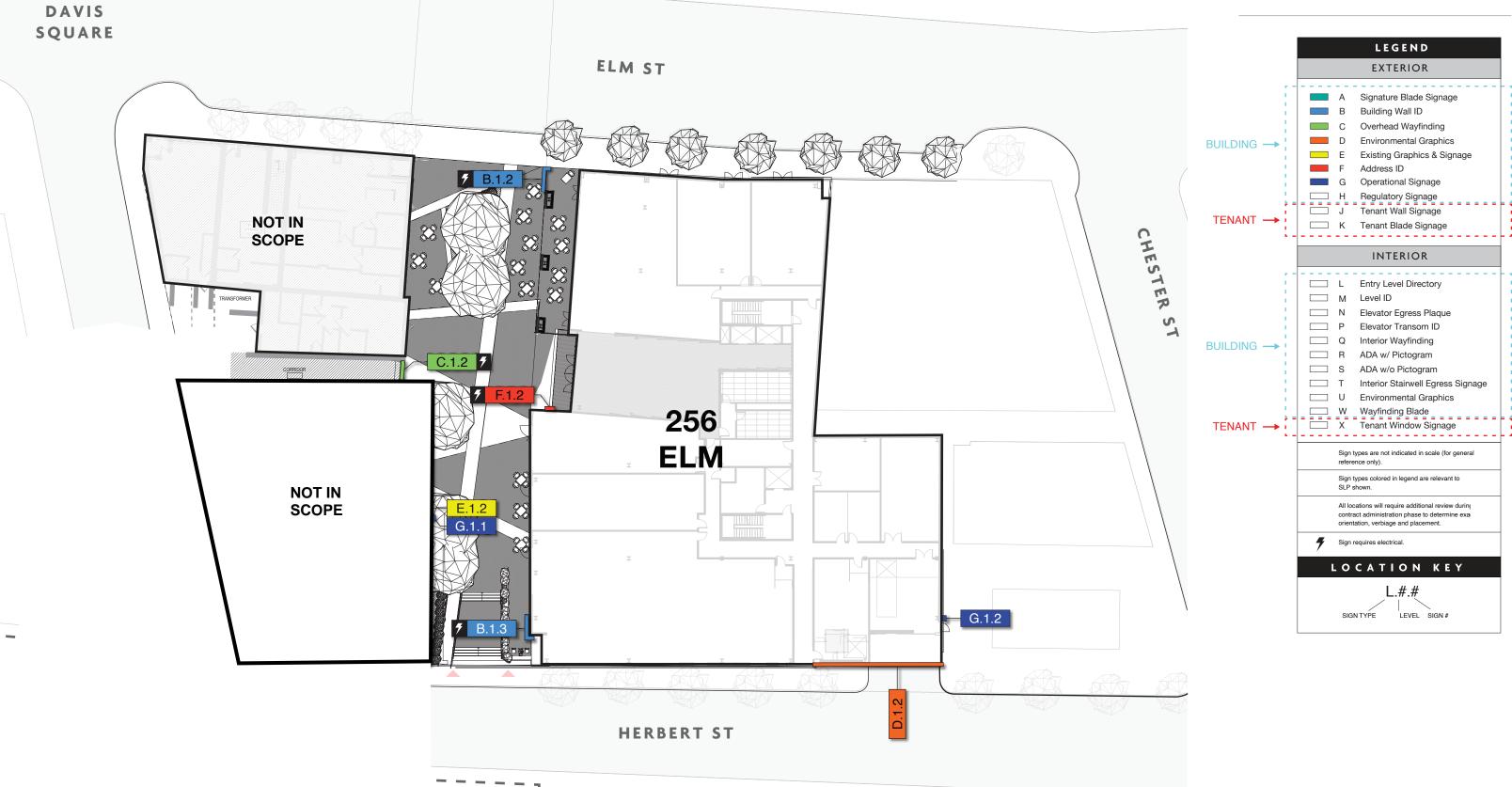
N

1 7th Spoke - Site Plan - Site Overview

Scale: 3/64" = 1'-0"

9 MARCH 2023

sky design Asana Partners - 256-260 elm Street Signage, Wayfinding + Graphics Project # 31628.00 06.02.2022 Site Plan Submittal



1 7th Spoke - Sign Location Plan - Exterior Building Signage

Scale: 3/64" = 1'-0"





N

Sky design Asana Partners - 256-260 ELM Street Signage, Wayfinding + Graphics Project # 31628.00 06.02.2022 Site Plan Submittal 0.2

1 7th Spoke - Sign Location Plan - Exterior Tenant Signage

Scale: 3/64" = 1'-0"





1 Davis Square Plaza - Regional Plan Scale: NTS 2 Davis Square Plaza - Vicinity Plan Scale: NTS PROJECT #: 31628.00

Davis Square Phase 2-Signage, WF + Graphics

SIGN TYPE: Signage Regulation

REV.#: DATE:

#0 03. 07.22 RW/EM/TC

X.0

256-260 ELM 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 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 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:

- 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;
- ii. 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
- 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

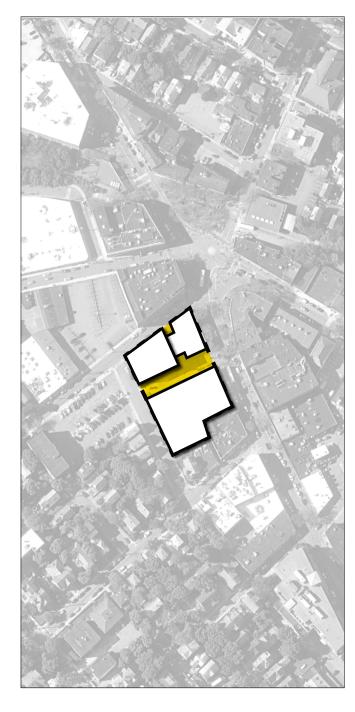
- i. General
- a). Illuminated SIGNs indicating if a business is open must be turned off except during the hours of operation.
- ii. External Illumination
- An externally illuminated SIGN is characterized by the USE of artificial light reflected off the surface of a SIGN.
- b). External LIGHT SOURCEs must be shielded so that they illuminate only the face of the SIGN and 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
- An internally illuminated SIGN is characterized by the USE of artificial light projecting through or from behind the surface of a SIGN.
-). 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.
- v. Raceways

public utility

- 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 STRFFT



1 Davis Square Plaza - Site Map Scale: NTS PROJECT #: 31628.00

Davis Square Phase 2-Signage, WF + Graphics

SIGN TYPE: Signage Regulation

V.#: DATE: DRAWN BY

#0 03. 07.22 RW/EM/TC

256-260 ELM 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:

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 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

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 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.

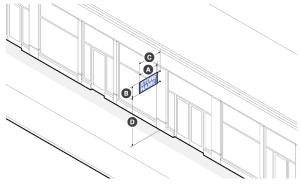
21. Roof or Skyline Sign:

- A 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.

are

- Roof/skyline SIGNs are only permitted on HIGH-RISE buildings.
- 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 is prohibited from covering windows or architectural details.
- Only internal illumination is permitted. Information type is limited to BUILDING or primary
- Additional information is prohibited.

ent. Blade signs are intended to be viewed by pedestrians on the same side of the st



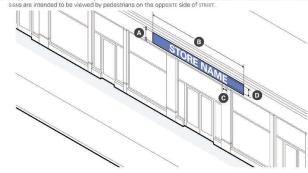
Size	
Area (max)	6 sq. ft. / side
Width (max)	4 ft
Height (max)	3 ft
Thickness (max)	6 inches

- 4 ft
- ii. A blade sign must be located within ten (10
- iii. A blade sign, including any support hardware
- A blade sist, including any support hardware, must be mounted below the sills of the second store windows of multi-store buildings or below the roor line, parapet wall, or CORNICE of a single-store buildings, and other supporting hardware must be integral to the design of the sist. Information type is limited to business name and logo. Additional information is prohibited.

FIG 2. 11. Blade Sign Diagram + Specifications

and

12. Wall Sign
a. A sign attached flat or mounted parallel to the FACADE of a BUILDING that identifies a commercial establishment. Wall



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

- 6 inches 50% of Letter Height eway Height (max)
- b. Standards
 i. Wall signs are only permitted for ground story
- ii. Internally illuminated sign cabinets are iii. Wall signs are prohibited from covering
- iv. No portion of a wall sign is permitted to extention above the lower eave line of a BUILDING with a pitched roof.

 No portion of a wall sign is permitted to extend above the ROOF LINE or parapet wall of a FLAT
- BOVER UNIFORM.

 VI. No portion of a wall size is permitted to extend above the connec or expression line of the base of a BULDING.

 VII. Information type is limited to business name and logo. Additional information is prohibited.

cation	
	1 perTenant
mber of Signs	(2 per Corner
	Tenant)

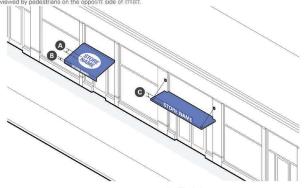
FIG 1. 11. Wall Sign Diagram + Specifications

FROJECT #.	31026.00
TITLE:	Davis Square Phase 2- Signage, WF + Graphics

40	02 0722	DIA//FNA/TC
REV.#:	DATE:	DRAWN BY

SIGN TYPE: Signage Regulation

Awning or Canopy Sign
 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.



Area	-
Located on Valance (max)	50% coverage
Located on Awning Slope (max)	25% coverage
Projecting from Canopy (max)	1 sf. per width of canopy

Lettering	
Height	-
Valance (max)	8 in
Awning Slope (max)	18 in
Projecting from Canopy (max)	12 in

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

4 sq. ft. / sid

3 feet

7 feet

1 per Tenant

Clear Height over Sidewalk/Porch

Number of Signs

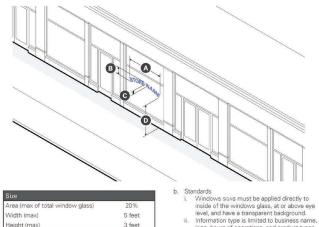
Suspended Sign
 A small, two-sided sign mounted to the underside of an awning, canopy, or roof of a porch that identifies a commercial establishment. Suspended signs are intended to be viewed by pedestrians at close range on the same

Standards
 Sions are not permitted on awnings or canopies that do not conform to the provisions for each type of sulculors component. See \$3.D. BUILDING COMPONENTS for

- ii. Signage located on the sloping portion of where the typical area for a wall sign is
- where the typical area for a wall sidk is missing.

 iii. Stakage is prohibited on usees story awnings and on the side of awnings with closed end-ix. Information type is limited to business name, logo, and address. Additional information is prohibited.

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 sigks are intended to be viewed at close range by pedestrians.



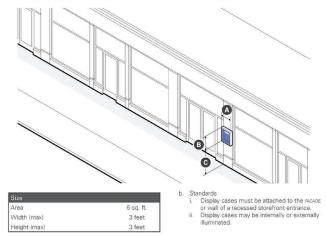
Area (max of total window glass)	20%
Width (max)	5 feet
Height (max)	3 feet

logo, hours of operations, and product types. Additional information is prohibited.

FIG 6. 16. Window Sign Diagram + Specifications

Number of Signs

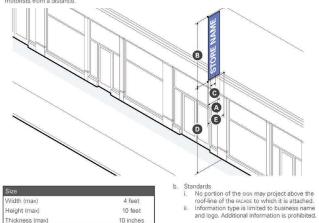
A wall mounted, lockable, framed cabinet with a transparent window to display a changeable menu or list of event show times. Display cases are intended to be viewed at close range by pedestrians.



3 feet

1 per Tenant

18. Vertical Blade / Banner Sign
a. A Iall, 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.



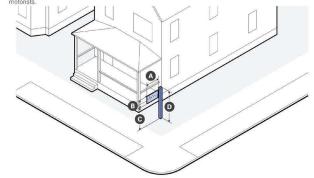
Height (max) 10 feet Thickness (max 10 inches

dth	75% of Sign Width
-----	----------------------

Location	
Clear Height over Sidewalk (min)	above 1st Story
Projection from FACADE (max)	6 feet
Number of Signs	1 per 15 feet of FACADE Width (4 max)

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

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



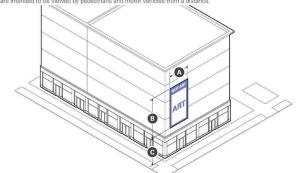
Size	
Area (max)	6 sq. ft. / side
Width (max)	3 feet
Height (max)	3 feet

Overall Height (max) 5 feet Number of Signs 1 per Lot

or commercial businesses operating in residential suituble TYPEs in mixed use districts. Information type is limited to business name, logo, and address. Additional information is

20. Wall Mural

a. A six that is directly painted on to the exterior wall of a sullible or screen printed, sewn, or adhered onto a canvaslike material that is mounted flush with the RCADE of a BULLDING that identifies a commercial establishment. Wall murals
are intended to be viewed by pedestrians and motor vehicles from a distance.



Area (max)	1,000 sq. ft.
Vidth (max)	50 feet
leight (max)	50 feet

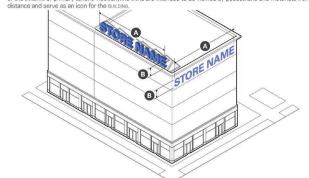
b. Standards
i. Up to twenty percent (20%) of the surface area of the wall mural may be lettering or

ii. Only external illumination is permitted.

FIG 10. 20. Wall Mural Diagram + Specifications

umber of Signs

21. Noor or skyline sign a. A siew 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 siews are intended to be viewed by pedestrians and motorists from a distance and serve as an icon for the BUILDING.



Area (max)	250 sq. ft.
Width (max % of FACADE width)	75%
Height (max)	15 feet
Raceway Height (max)	50% of Letter Height

1 per Building

Standards
 Roof/skyline sions are only permitted on High-mass buildings.
 No portion of a roof/skyline sion is permitted to extend below the start of highest storey of a BUILDING or above the ROOF LINE, parapet wall, or connec of the top portion of a PROCOS and is norbibited from covering windows or

and is prominited from covering windows or architectural details.

iii. Only internal illumination is permitted.

iiv. Information type is limited to suicipies or primary tenant name. Additional information is prohibited.

FIG 3. 14. Wall Sign Diagram + Specifications FIG 5. 17. Display Case Diagram + Specifications

edge of the awning or canopy it is mounted

Information type is limited to business name or logo. Additional information is prohibited.

FIG 7. 19. Yard Sign Diagram + Specifications

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

PROJECT #: 31628.00 Davis Square Phase 2-TITLE: Signage, WF + Graphics SIGN TYPE: Signage Regulation REV.#: DATE: DRAWN BY:

#0 03. 07.22 RW/EM/TC

X.3

- · 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:

- \cdot Commemorative Plaques, Dates of Erection Tablets, Engravings, Etc.
- · Thermometers, Clocks, Barber Poles
- · Historic Building Identification
- · 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
- \cdot No Billboard or Signs Advertising Goods or Services Not Provided on Site.

PROJECT #: 31628.00

Davis Square Phase 2-Signage, WF + Graphic

SIGN TYPE: Signage Regulation

0 03. 07.22

#0 03. 07.22