

Tenant Sign Design & Construction Criteria

INTRODUCTION

The principal function of signage is to identify the business' location, but it also sends signals about the quality of service or merchandise offered. The sign which will best accomplish these objectives is one which complements the building's architecture. Creating a sign inspired by a building's intrinsic design features is not difficult. A good design can result from a commonsense evaluation process that can be simultaneously enjoyable and rewarding economically for the shop owner. First the desired image for the business must be considered, then existing signs must be evaluated to determine if they promote that image. Customers will link good sign design with the entire building's image, thereby providing a means of locating the shop within the shopping center and making a positive impact on the shopper. A good fit between building and sign will result in a distinctive sign that provides a solid marketing advantage for the represented business and a visual asset for the shopping center as a whole.

SIGN DESIGN CRITERIA

The purpose of the Sign Criteria is to assure consistency in quality, color, maximum size, placement and configuration of signage and graphics. Tenant signage is intended to enhance the project's character as well as convey the Tenants branding and identity. This distinction warrants a unique and original approach to signage and graphics that encourage a lively outdoor atmosphere. For this reason, specific restrictions on signs are set forth below. This shall not limit the Landlord's right to reject or to require modification of any Tenant sign. In all cases, as signage at Wayland Town Center is viewed as an integral part of the project's image and success, Landlord's judgment as to aesthetics quality, number (as specified by the town of Wayland), color size and method of installation shall be final and binding. Storefront signs are the Tenant's first opportunity to engage the customers at Wayland Town Center and should be seamlessly integrated into Tenant's storefront design. Artistic and imaginative sign designs that reflect this principle will enhance the overall retail and entertainment experience of Wayland Town Center. The Landlord recognizes

that most Tenants' have made paramount efforts in creating a unique design and sign style which is consistent with the design intent for Wayland Town Center as a whole.

The use of logos and distinctive typesyles is encouraged for all tenant signs. Tenants may adapt established typesyles, logos and/or images that are in use on similar buildings operated by them, provided that the said styles are architecturally compatible and approved by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Regardless of the above, the wording of the signage shall be limited to the Tenant's trade name, and shall not include specification of merchandise sold or services rendered, regardless of Tenant "legal name."

Except with the prior written approval of Landlord, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of the storefront or building.

TENANT IDENTIFICATION BLADE SIGNS
Tenants are encouraged to provide blade signs identifying their place of business.

AWNINGS
Awning graphics are encouraged. Dimensional or applied graphics are acceptable, however no part of an awning should block a neighbor's signage or storefront, or be mounted so low as to be a hazard to pedestrians. Artwork is emphasised over identity. Merchandising is not allowed.

DECORATIVE BANNERS
Under certain conditions, some tenants may be encouraged to provide a decorative signage program which relates to their place of business. This system would consist of metal brackets permanently fastened to the building supporting a changeable banner program. These may or may not be externally illuminated.

WINDOW DISPLAYS
The area just to the inside of the storefront to 5' deep into the lease space, and the full height and width of the storefront glazing should be used as display area. Attractive, professionally designed storefront window displays are highly encouraged. Clutter,

inappropriate signage, storage, advertising posters, window shade film, inappropriate shade devices, and other unattractive elements are not allowed within this zone. This area is considered an extension of the beautification of the surrounding streetscape, facades and signage.

PRIMARY ADDRESS SIGN
Tenant shall display the street/suite number of the Premises to allow for precise identification of the Premises. The street/suite numerals of the Premises are to be applied second surface on the interior of the storefront glazing in five-inch high numerals with no less than a 3/4" stroke, in the Landlord's standard numeral typeface for the Town Center.

PRIMARY ENTRY DOOR ID
Store identity and hours of operation shall be located at all door entries. Size and location shall be consistant for all storefronts but design and type should vary. Total area shall not exceed 4 sq. ft.

REAR DOOR ADDRESS SIGN
If Tenant has a non-customer door for receiving merchandise, Tenant shall place only its street/suite number and name on this door, in a location approved in writing by Landlord's tenant coordinator. Numerals and names shall be vinyl appliqué, mounted first surface to the exterior face of the door and shall be 3" high with no less than 7/16" stroke, in the Landlord's standard numeral font style for the Town Center. Where more than one (1) Tenant uses the same door, each suite number may be applied. Landlord's Tenant Coordinator may also specify the color and placement of the numerals on the door.

GLAZING SIGNS
Signs applied to the storefront glazing must have the prior written approval of Landlord. If so approved, Tenant signs on storefront glass will appear in gold or silver leaf, or applied machine cut vinyl letters. All letters will be finished on both sides of the glass with no mastic or adhesive visible. Painted signs shall be of consistent color without visible brush strokes.

TENANT SIGN AREA ALLOWANCES

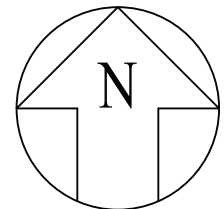
- P** Primary Storefront
- S** Secondary Storefront

TYPE	PRIMARY WALL Area of any single sign	SECONDARY WALL Area of any single sign
A	up to 120 sf	up to 60 sf
B	up to 60 sf ②	up to 40 sf
C, D, E	up to 40 sf	up to 25 sf

NOTES:

- ① Tenant is allowed only 1 secondary storefront and must chose between the two options shown on the location plan diagram.
- ② For size category B, the allowed aggregate area of an establishment's main signs on the primary wall can be up to 90 sq ft.
- ③ For all size categories, the aggregate area of signage will be determined by special permit.

D Directional Sign



LOCATION PLAN DIAGRAM

	ARROWSTREET Architecture Urban Design Planning Graphics and Interiors 212 Elm Street, Somerville MA 02144 617-623-5555 Fax: 617-625-4646 www.arrowstreet.com	RJ O'CONNELL & ASSOCIATES, INC. Civil Engineers & Land Planners 600 UNICORN PARK DRIVE WOBURN, MA 01801 781-938-0570 / FAX: 781-938-0031	Proponent: Twenty Wayland, LLC 45 Broad Street, 4th Floor Boston, MA 02109	Project No: 04121 Drawn By: Checked By: Issue Date: 1 AUGUST 2006	Project: Wayland Town Center 400 Boston Post Road Wayland, Massachusetts	Concept Plan Submission	Drawing Title: Preliminary Signage Plan Drawing Number CP-4 SCALE 1"=100'
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