

ATTACHMENT 10 – TENANT SIGNAGE DESIGN CRITERIA

Wayland Town Center
Wayland, MA

TENANT SIGN DESIGN CRITERIA

V. 05.10.07

ARROW STREET

Architecture
Urban Design
Planning
Graphics and Interiors
212 Elm Street Somerville, MA 02144
617.623.5555 www.arrowstreet.com



INTRODUCTION

Wayland Town Center is new mixed-use district designed in keeping with a traditional New England town center and provides a fashionable outdoor shopping experience within an attractive, pedestrian friendly environment. Located in Wayland, Massachusetts, the atmosphere of this upscale center is relaxing and pleasurable with trees, wide pedestrian walkways, extensive landscaped areas and outdoor seating which encourage shoppers to stay longer. With the easy access parking, this center allows patrons to avoid mall congestion and keeps them closer to home. Great care has gone into creating a shopping environment that uses high quality natural materials which, along with lighting and landscaping, have been designed to create a quiet and sophisticated backdrop to storefronts exhibiting eye catching beauty and distinctive detailing.

The standards contained within this Tenant Sign Design Criteria Manual are intended to ensure quality of design and construction throughout Wayland Town Center. This document, referred to as the Tenant Sign Design Criteria Manual, generally describes the obligations of the Tenants and is intended to assist in the technical design and construction of the Tenants' signage.

This Manual is for use by Tenants, including those having regionally or nationally recognizable identities, and who may have to modify those designs to conform to specific criteria. While the Landlord invites the Tenants to express their individuality and distinctive identity, it is the intent of these Criteria to visually coordinate the ensemble of individual stores while maintaining a consistent level of quality and integrity complementary to this very special place. Tenants are encouraged to discuss specific thoughts or questions regarding their stores with the Landlord prior to beginning design work. Obviously, special circumstances may require interpretations of the Criteria; however, deviations from the Criteria that undermine its intent will not be approved.

Any renderings, drawings and floor plans contained in the Manual are included for illustrative purposes only to help Tenants comply with the Sign Design Criteria. The actual design and configuration of each Tenant sign may vary from such renderings, drawings and floor plans. As design and construction of the project progress and these designs evolve, the Landlord may issue revised Design Criteria and Tenant sign requirements.

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 town center as a whole.

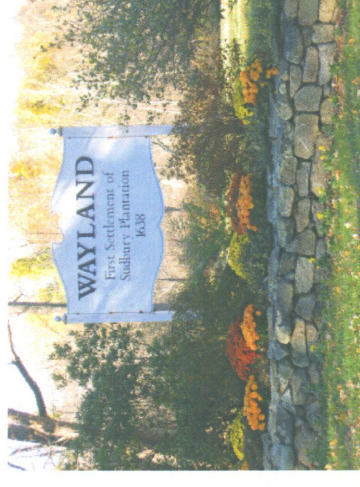
SIGN DESIGN CRITERIA

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. 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 typstyles is encouraged for all tenant signs. Tenants may adapt

sign precedents:



established types, 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, 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.

The following signs are not allowed by Tenants at Wayland Town Center:

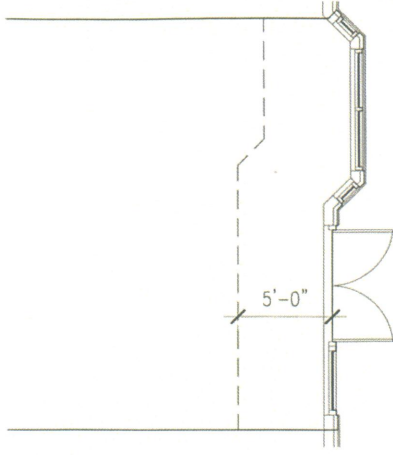
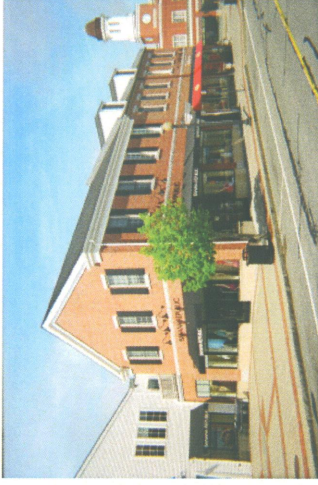
- 1 Temporary wall signs, pennants, flags, inflatable displays or sandwich boards;
- 2 Window signs held off the glazing or sign boxes located off the storefront glazing except where specifically approved by the Landlord;
- 3 Pre-manufactured signs, such as franchise signs, that have not been modified to meet the criteria;
- 4 Simulated materials (i.e. wood grained plastic laminates, etc) or wall covering
- 5 Flashing, blinking, moving animated or audible signs
- 6 Internally illuminated awning backgrounds
- 7 Advertising or promotional signs on parked vehicles

DESIGN CONTROL ZONE

The Design Control Zone is a 5'-0" deep area extending inward from the Lease line and 5'-0" inward from recessed entry and running the full width and full height of the storefront. The Landlord considers this zone an extension of the storefront into the store interior. The finishes within this space are critical to the customer experience of the entire center and so all graphics, display fixtures, finish materials and lighting within this area are subject to approval by the Landlord. A sense of style and drama should be established through the use of inventive merchandising, displays, quality materials, and suitable lighting.

In the Design Control Zone, the Tenant will employ incandescent lighting or halogen fixtures exclusively. Electrical outlets are not to be located within the Design Control Zone. No mass merchandising (i.e., slat wall, etc.) is permitted in this area and durable flooring materials are

sign precedents:



required. Vinyl or rubber flooring, carpet tile, carpet or laminate floor products are not permitted in this area.

Sales counters and/or fixtures will not be located closer than five feet (5'-0") to the Lease Line. The Tenant will not place or maintain any temporary or permanent fixtures for the display of merchandise in front of or within six feet (6'-0") of any entrance to the Premises. A hard-surface ceiling, such as drywall, is required within the Design Control Zone; suspended acoustical ceiling systems are not permitted. Access to sign transformers and equipment must be provided for maintenance purposes.

Primary Storefront Sign

Tenants may utilize any of a wide variety of sign construction types for Storefront Signage integrated into their storefronts. All signage must have three-dimensional characters and be illuminated by a light source fully integrated with the architecture of the storefront. Among the signage types that may be considered are the following:

- 1 Free standing dimensional letters illuminated via remote lighting (i.e., goose-neck fixtures, pin spots, or ledge lit).
- 2 Sandblasted wood signs in natural wood finish with painted, raised letters and/or logos illuminated via remote lighting (i.e., goose-neck fixtures, pin spots, or ledge lit).

The following sign and lighting types will not be allowed:

- 1 Neon (all types)
- 2 Back-lit (halo effect)
- 3 Internally illuminated face-lit signs (all types)
- 4 Signs employing luminous-vacuum formed plastic letters
- 5 Signs employing unedged or uncapped plastic logos or letters with no returns and exposed fastenings
- 6 Box style cabinet signs or "can signs" with illuminated, translucent background and silhouette, translucent or acrylic letters
- 7 Simulated materials (i.e., wood grained plastic laminates, Zolatone etc.) or wall covering
- 8 Animated components, flashing lights, formed plastics, injected molded plastics, clear faced channel letters and box-type backlit signs with translucent background panels.
- 9 Plasma screens, back projection screens or similar mixed media presentations.

sign precedents:



- 10 Exposed conduit, tubing or raceways, conductors, transformers and other equipment, shall not be permitted. All signs, bolts, fastenings and clips shall be galvanized iron, stainless steel, chrome plated steel, aluminum, brass or bronze.
- 11 No sign maker's labels or other identification shall be permitted on the exposed surfaces of signs, except those required by code. If required by code, such labels or identification shall be placed as inconspicuously as allowed.

Tenant Identification Blade Signs

Tenants are encouraged to provide blade signs identifying their place of business. These signs shall be no larger than 4 square feet and be located no less than 7'-6" off grade mounted perpendicular to the face of the building. They are not required to be externally illuminated. Merchandizing information is not allowed. Suitable materials may consist of wood, painted metal, acrylic or by approval of the owner. Lighting shall conform to the same standards as for wall signs (see above).

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 changable banner program. These may or may not be externally illuminated. See illustrations throughout this document for recommended sizes and locations.

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

sign precedents:



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 number of the Premises to allow for precise identification of the Premises. The street 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 shopping center.

Store identity and hours of operation shall be located at all door entries. Size and location shall be consistent 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 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 shopping 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.

Sign Area

Refer to the elevation examples for recommended sign locations and sign area.

sign precedents:



Power

Electrical service to the Tenant's sign shall be installed by the Tenant and not be part of the Landlord's operating costs. The sign shall be controlled by a time clock. Electrical service to all signage to be on a time clock, on a separate circuit and wired to Tenants' electric meter. Each Tenant sign must remain illuminated one-hour prior, during, and one-hour after opening hours.

- 1 PK housing, (or other U.L. approved insulating sleeve approved by Landlord and local building codes), is required for all through wall penetrations and must be indicated on the sign shop drawings.
- 2 All conductors, conduits, tubing, crossovers, transformers, wiring raceways, cabinets and other equipment must be concealed. Visible fasteners and hardware will not be permitted.
- 3 All illuminated signage shall be UL listed and bear the UL label; their installation shall comply with all local building and electrical codes. UL labels shall be placed in accordance with approved display guidelines.

Illumination

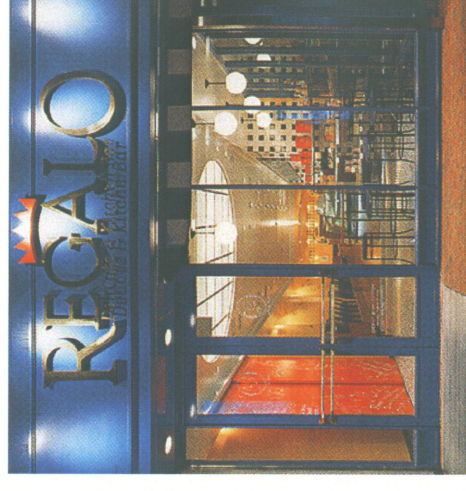
Sign illumination is required to be external only (i.e., goose-neck fixtures, pin spots, or ledge lit). The following are basic standards for sign illumination:

- 1 All remote or external lighting shall be reviewed and approved by the Landlord prior to installation. Cut sheets for proposed fixtures must be submitted along with Tenant's shop drawings.
- 2 Color temperature must be within a 3200K² - 5000K² range and not exceed xx candles/sf.
- 3 Each Tenant sign is to be individually illuminated.

Details

The following details should be observed in the design and construction of Tenant's signage:

- 1 Non-ornamental hardware used to attach sign to storefront may not be exposed to view.
- 2 All exterior signage components (logos and all individual letters) shall stand off the face of the wall surface by a distance of 1 inch min. This shall be accomplished by the use of nylon or acrylic spacers placed between the face of the wall and the back of the logo or Letter.
- 3 Tenant may use Landlord bulkhead for lateral bracing only.
- 4 Threaded rods or anchor bolts shall be used to mount sign letters spaced out from background pane. Angle clips attached to letter sides will not be permitted. All bolts, fastenings, and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze, and no black iron materials of any type shall be permitted.



Specific Guidelines (Town of Wayland MUOD and 2006 Special Town Meeting Warrant

2309.4 Wall Signs

2309.4.1 Signage must (a) be in keeping with a traditional new England town Center: and (b) be integrated into the overall architectural design of the mixed use project.

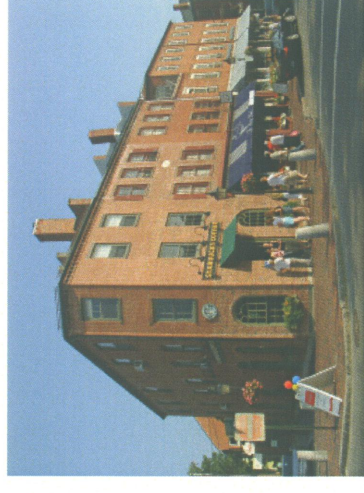
2309.4.2 See Location Plan Diagram on Page 12 for dimensional standards. An

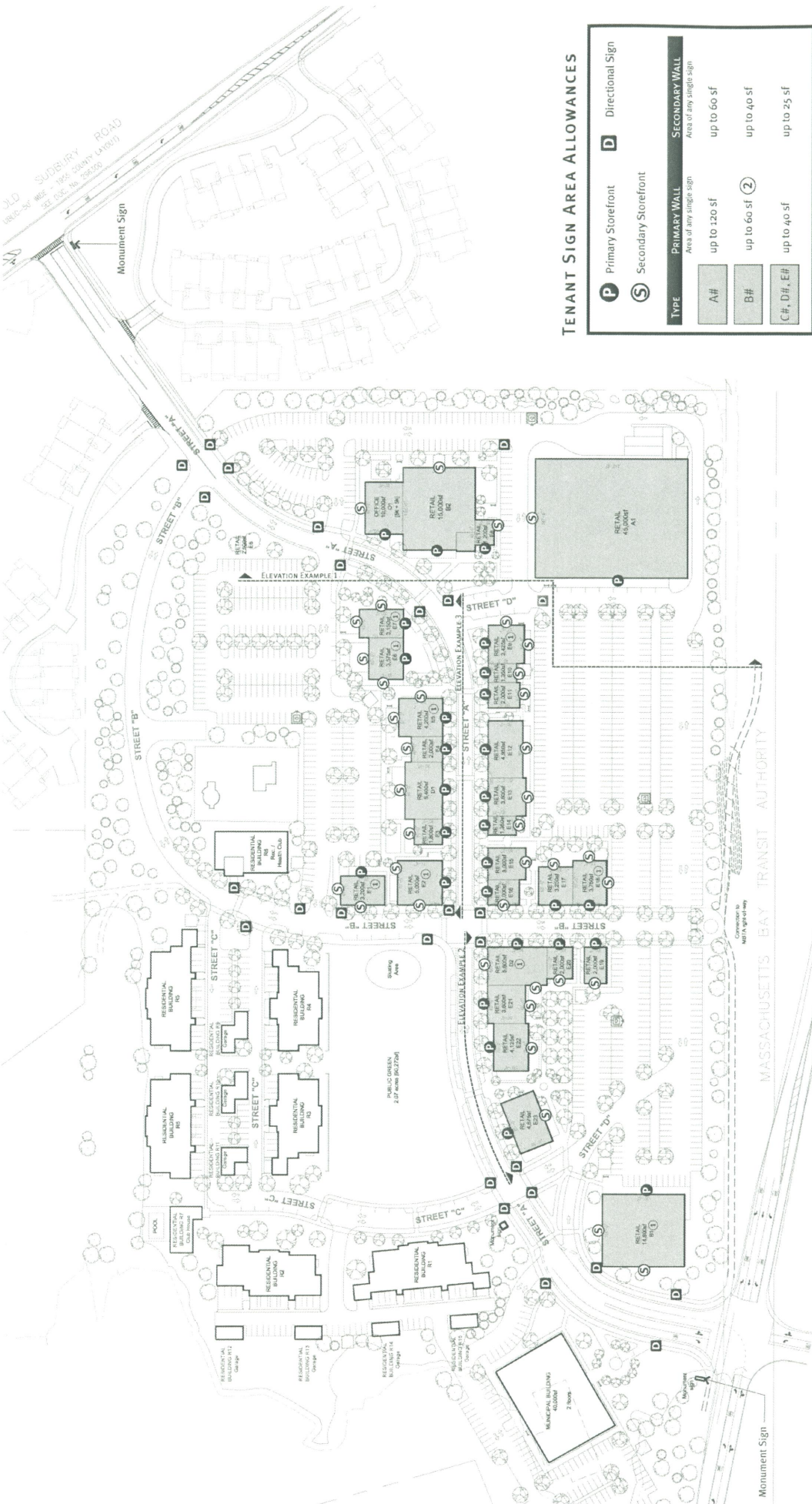
2309.4.3 establishment can have only one primary wall, to be designated in the signage plans referenced in Section 2309.4.6.

2309.4.5 Signs may be illuminated externally, but no sign can be illuminated internally.

2309.4.6 The applicant shall prepare signage plans indicating aggregate signage, maximum sign area, and proposed lighting, demonstrating that signs and proposed lighting will comply with Section 198-2309.4, Section 198-501 (except that the area and height limits specified in Section 198-501.1 shall not apply), and the Planning Boards rules and regulations for the MUOD.

2309.4.7 By special permit, the Planning Board may allow signage that varies from that which is permitted in Section 198-501.1 and Section 198-2309.4, including signage not on the same premises as the building, structure, or use to which the signage pertains (provided the signage is still within the MUOD).



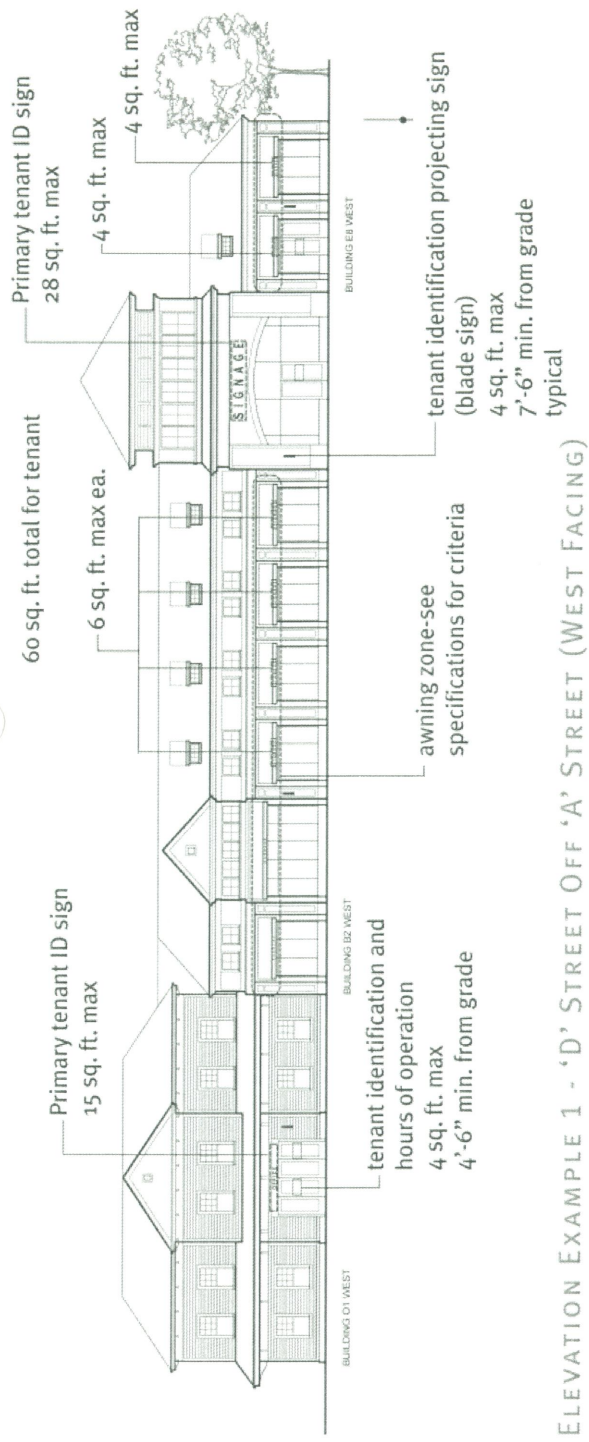


TENANT SIGN AREA ALLOWANCES

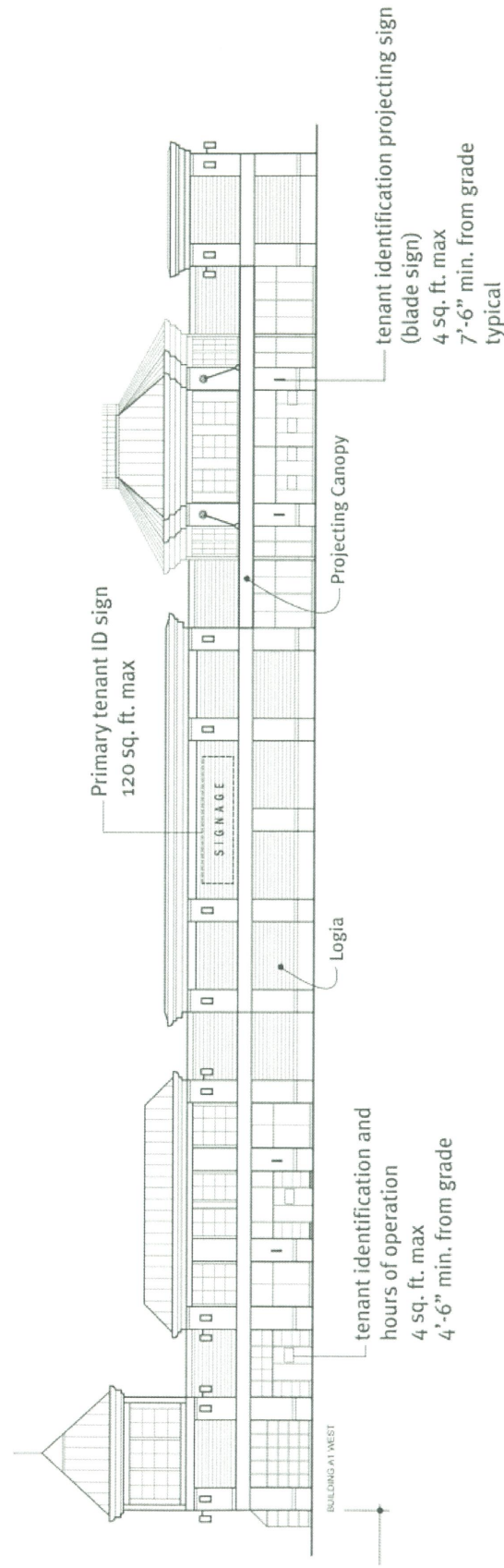
TYPE	PRIMARY WALL		SECONDARY WALL	
	Area of any single sign		Area of any single sign	
P Primary Storefront	A#	up to 120 sf	B#	up to 60 sf
S Secondary Storefront	B#	up to 60 sf	C#	up to 40 sf
D Directional Sign	E#	up to 40 sf	F#	up to 25 sf

- NOTES:**
- Tenant is allowed only 1 secondary storefront and must choose between the two options shown on the location plan diagram.
 - 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.
 - For all size categories, the aggregate area of signage will be determined by special permit.

LOCATION PLAN DIAGRAM



ELEVATION EXAMPLE 1 - 'D' STREET OFF 'A' STREET (WEST FACING)
1.a



ELEVATION EXAMPLE 1 - 'D' STREET OFF 'A' STREET (WEST FACING)
1.b

Primary tenant ID sign
25 sq. ft. max

Primary tenant ID sign
25 sq. ft. max

Primary tenant ID sign
25 sq. ft. max

Primary tenant ID sign
25 sq. ft. max

BUILDING 02 NORTH

BUILDING E21 NORTH

BUILDING E22 NORTH

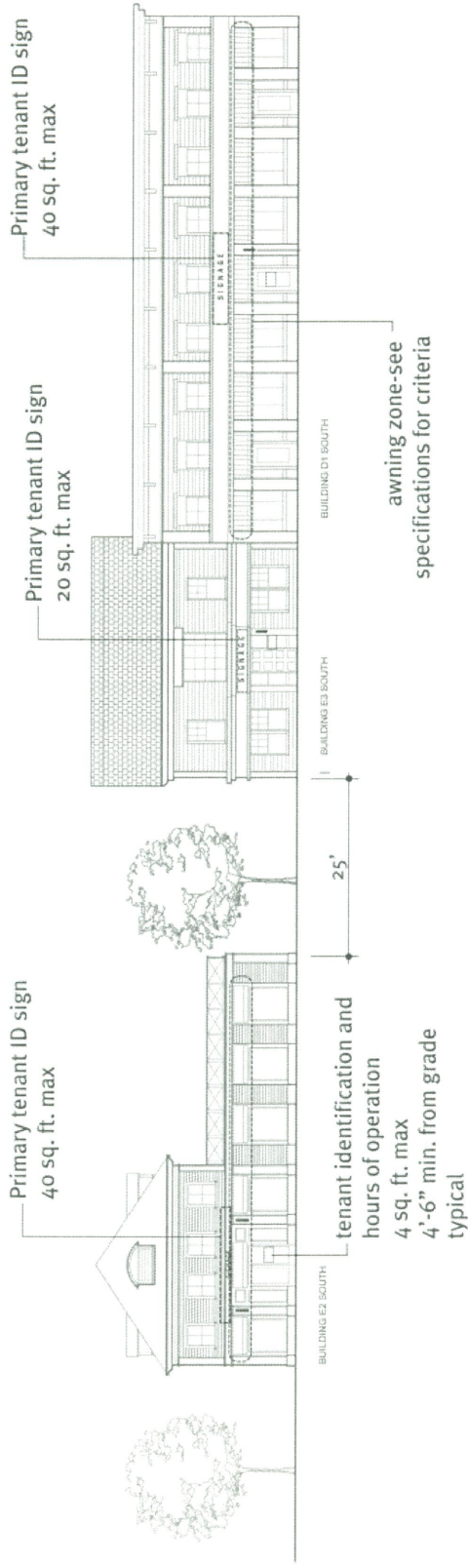
BUILDING E23 NORTH

tenant identification and
hours of operation
4 sq. ft. max
4'-6" min. from grade

awning zone-see
specifications for criteria

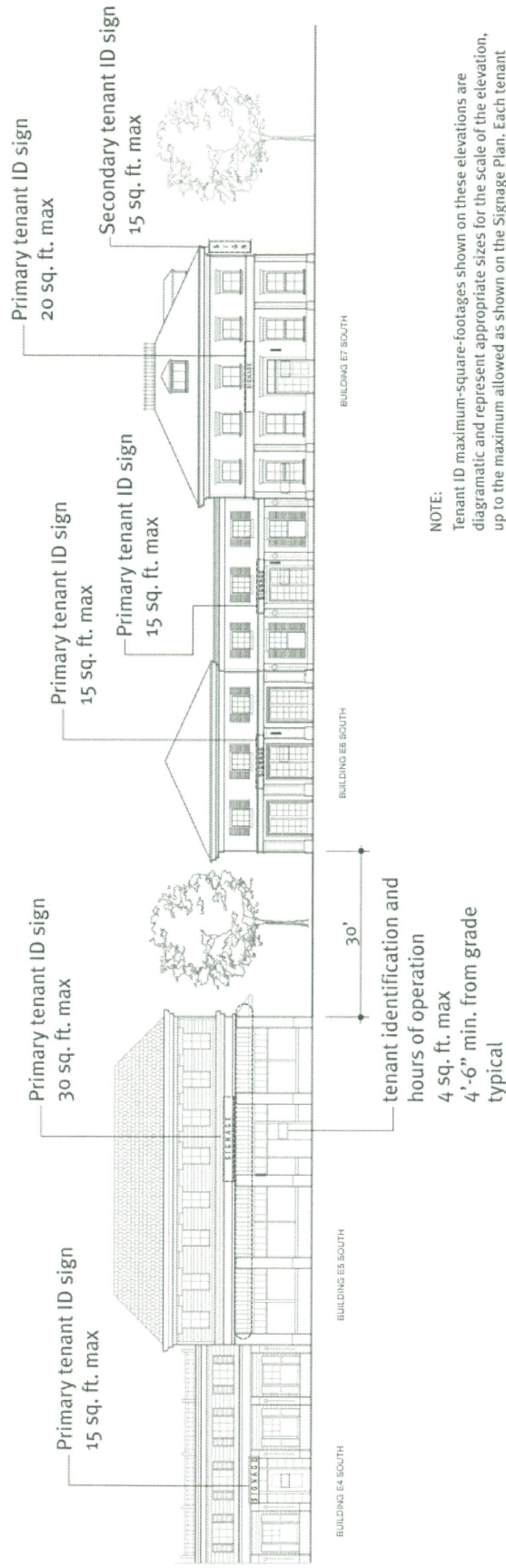
45'

ELEVATION EXAMPLE 2 - 'A' STREET AT PUBLIC GREEN (SOUTH SIDE/NORTH FACING)



ELEVATION EXAMPLE 3 - 'A' STREET (NORTH SIDE/SOUTH FACING)

3.a



ELEVATION EXAMPLE 3 - 'A' STREET (NORTH SIDE/SOUTH FACING)

3.b

NOTE:

Tenant ID maximum-square-footages shown on these elevations are diagrammatic and represent appropriate sizes for the scale of the elevation, up to the maximum allowed as shown on the Signage Plan. Each tenant will be responsible for presenting a comprehensive Sign Package to the Town of Wayland prior to occupancy.