



CITY OF WATERTOWN

Planning Board

Watertown Administration Building
149 Main St., Watertown, MA 02472

Jeffrey W. Brown
Janet Buck
Payson Whitney
Jason Cohen
Abigail Hammett

The Planning Board of the City of Watertown will hold a public hearing on **Wednesday, March 9, 2022** with the meeting starting at 7:00 pm in the City Council Chambers of the Watertown Administration Building, 149 Main Street, Watertown, Massachusetts, to consider amendments to the Watertown Zoning Ordinance.

Pursuant to Chapter 20 of the Acts of 2021, the meeting and public hearing will be conducted in person and via remote means, in accordance with applicable law. This means that members of the public body as well as members of the public may access this meeting in person, or via virtual means. In person attendance will be at the meeting location listed above. Remote participation and access methods are listed below.

PLANNING BOARD MEETING
WEDNESDAY, MARCH 9, 2022 AT 7:00 PM
WATERTOWN ADMINISTRATION BUILDING
149 MAIN ST., WATERTOWN, MA 02472
AGENDA

ACCESS INFORMATION:

- A. Televised on Watertown Cable Access
Television: <https://cloud.castus.tv/vod/#/watertown/?page=HOME>
- B. The Public may attend the virtual meeting online: <https://watertown-ma.zoom.us/j/92709029148>
- C. Join the virtual meeting audio only by phone: (877) 853-5257 or (888) 475-4499 (Toll Free) and enter Meeting ID#: **92709029148**
- D. Public may comment via email prior to or during the meeting: imarchesano@watertown-ma.gov

-
1. Administrative Business

- A. Minutes of 11/10/2021 Meeting
- 2. Public Hearing
 - A. **Zoning Amendment: Outdoor Transfer of Retail Goods.** Amend the Table of Accessory Uses by adding a new category to allow in certain zoning districts the outdoor transfer of retail goods purchased remotely from a retail store to a vehicle, not to include orders of food prepared for immediate consumption.
- 3. Other Business
 - A. **AOTC Campus Signage Program.** Review and consider the amendment to the Arsenal on the Charles Signage Guidelines initially approved in 2000, and substantially updated and approved in 2017 .



CITY OF WATERTOWN

Department of Community Development and Planning

Staff Report

This Report provides the Department of Community Development and Planning's staff recommendation to the Planning Board for the public hearing on a Zoning Text Amendment for outdoor transfer of retail goods.

ZONING AMENDMENT:

Article V, §5.02, Accessory Use Table to add a new category that allows in certain zoning districts outdoor transfer of retail goods purchased remotely, not to include orders of food prepared for immediate consumption

DATE OF FIRST READING:

January 11, 2022

STAFF RECOMMENDATION:

Adopt Zoning Amendment

DATE OF PLANNING BOARD HEARING:

Scheduled March 9, 2022

I. PUBLIC NOTICE

A. Procedural Summary:

As required by the Watertown Zoning Ordinance § 9.22, notice was given as follows:

- Published in the newspaper of record (Watertown Tab) on February 8 and 15, 2022;
- Posted at the Administration Building on February 8, 2022; and,
- Mailed to parties of interest on February 28, 2022

B. Planning Board Public Notice:

"The City of Watertown Planning Board will hold a public hearing on Wednesday, March 9, 2022 with the meeting starting at 7:00 pm to consider an amendment to the Watertown Zoning Ordinance. Pursuant to Chapter 20 of the Acts of 2021, the meeting and public hearing will be conducted with remote opportunities for participation. Please check the City's meeting calendar (<https://www.watertown-ma.gov/1/#>) within 48 hours before the hearing to see whether there will also be opportunities to participate in-person. Remote participation and access methods include:

1. Televised on Watertown Cable Access Television:

<https://cloud.castus.tv/vod/#/watertown/?page=HOME>

2. Join the virtual meeting online: <https://watertown-ma.zoom.us/j/92709029148>

3. Join the virtual meeting audio only by phone: (877) 853-5257 or (888) 475-4499 (Toll Free) and enter Meeting ID#: **92709029148**

4. There is also an opportunity to email comments to imarchesano@watertown-ma.gov prior to or during the meeting.

1. **Outdoor Transfer of Retail Goods.** *The Table of Accessory Uses to be amended to add a new category that allows in certain zoning districts outdoor transfer of retail goods purchased remotely, not to include orders of food prepared for immediate consumption."*

II. DESCRIPTION**A. Nature of the Request**

Retailers Stop & Shop and Target proposed to the City Council zoning amendments to allow outdoor transfer of retail goods by special permit in certain zoning districts, with conditions regulating this accessory use. By outdoor transfer, proponents are referring to store employees physically moving the goods from the store to the customer's car.

The use would be limited to retail goods ordered and purchased remotely and would not include orders comprised entirely of food prepared for immediate consumption. The transfer could occur in designated parking spaces serving the retail establishment only. Further, the number of designated spaces could not exceed 10% of the required off-street parking spaces per Section 6.01 of the Zoning Ordinance. This accessory use would be allowed by special permit in the following districts: NB, LB, CB, I-1, I-2, I-3, PSCD, and RMUD. The proposed zoning amendment would require adding a new category (subsection S) to the Table of Accessory Uses (5.02).

III. STAFF RECOMMENDATIONS

Retailers Stop & Shop and Target submitted information showing that outdoor transfer of retail goods ordered remotely has grown significantly in recent years, as customers increasingly rely on remote shopping and prefer the convenience of picking up those goods in parking areas. This trend has been strengthened by COVID health concerns. The retailers contend that if they are unable to meet demand for this kind of pick-up, a segment of their customer base will shop outside Watertown.

The submitted information is consistent with the trends observed throughout the region. This proposal would support Watertown retailers that have the capacity to offer outdoor transfer of retail goods and would provide increased convenience to shoppers. For a segment of the public, outdoor transfer may be more than a convenience because of their mobility challenges or small children in the car.

The zoning amendment is crafted to minimize possible negative effects:

- By not allowing transfer of orders entirely consisting of food prepared for immediate consumption, the amendment would avoid creating an alternative to the specifically prohibited drive-thru limitations within the zoning ordinance.
- By requiring transfer only at designated parking spaces and limiting the number of such spaces, it would limit the location and use of such transfers. The use of designated spaces could address concerns of queueing within the drive aisle.
- Using a special permit process allows the permit granting authority to assess site issues that may require denial of, or conditions on, a retailer's application.

While the zoning amendment does not address outdoor transfer of liquor or marijuana/cannabis, neither would be allowed. Marijuana/cannabis is not in the "retail goods" category. Liquor, like marijuana/cannabis, is state-regulated and the regulations only allow delivery to a residence.

With one exception, staff suggest that the proposal appropriately designates zoning districts where such transfer should be allowed by special permit. Those are generally locations where there are retailers with larger lots and the capacity to offer this service without negative effects on residential neighborhoods. The one exception is the Neighborhood Business (NB) zone, which is generally oriented toward serving adjacent residential neighborhoods. Also, because of proximity and the characteristic size of retail establishments in the NB zone, shopping there is less car-centric anyway. In short, staff recommends that outdoor transfer should not be allowed in the NB zone.

The trend toward e-commerce (and outdoor transfer of retail goods) makes it harder to achieve aspects of the 2015 Comprehensive Plan. That planning effort, as well as others, have consistently identified the desire for increased use of alternative modes of transportation (thereby reducing traffic and emissions) and activated, pedestrian-oriented streetscapes.

Despite this reservation, staff can support this zoning amendment. There are a number of retail uses within Watertown that rely on customers from outside Watertown—some even drawing from a regional market. There also has been a trend toward online and home delivery that erodes the viability of retail stores of all sizes. With the online competition and trends for more flexible and convenient shopping opportunities, it is important for stores to respond to these changes in the marketplace. On balance, staff believes this amendment can minimize impacts while providing options for customers who want and/or need to use their cars to pick-up retail goods.

Based on these facts and findings, Staff recommends that the Planning Board **favorably** report on the requested Zoning Amendment to amend the table of accessory uses to add outdoor transfer of retail goods by special permit in certain zoning districts, with the one change discussed above (not allowing the new accessory use in the NB zone).

Staff also suggest, as a technical matter, that new subsection S be titled “**Outdoor Transfer of Retail Goods**” and the further explanatory text provided in a footnote added to each column where such accessory use is allowed by special permit. The footnote would state:

(19) Outdoor transfer of retail goods to customers, which goods have been purchased by the customer remotely, not to include orders comprised entirely of food prepared for immediate consumption. The transfer shall occur in designated parking spaces serving the retail establishment. The number of designated spaces shall not exceed 10% of the required off-street parking spaces per Section 6.01.

Exhibit 1 - Proposed Outdoor Transfer of Retail Goods Zoning Amendment

Amendment:

Amend Table 5.02 (Accessory Uses)—add as new subsection S

	Accessory Use Only	S-6	S-10	CR	SC	T	R.75	R1.2	NB	LB	CB	I-1	I-2	I-3	PSCD	OSC	RMU D
S.	Outdoor transfer of retail goods to customers, which goods have been purchased by the customer remotely, not to include orders comprised entirely of food prepared for immediate consumption. The transfer shall occur in designated parking spaces serving the retail establishment. The number of designated spaces shall not exceed 10% of the required off-street parking spaces per Section 6.01.	N	N	N	N	N	N	N	SP-N	SP(19)	SP(19)	SP(19)	SP(19)	SP(19)	SP(19)	N	SP (19)

Amendment:

Amend Section 5.03 by adding a new note after Note 18, as follows:

(19) Outdoor transfer of retail goods to customers, which goods have been purchased by the customer remotely, not to include orders comprised entirely of food prepared for immediate consumption. The transfer shall occur in designated parking spaces serving the retail establishment. The number of designated spaces shall not exceed 10% of the required off-street parking spaces per Section 6.01.

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October 25, 2021

Honorable Mark Sideris, President
Town Council
Town of Watertown
Administration Building
149 Main Street
Watertown, MA 02472

Re: Proposed Zoning Amendment

Dear Council President:

Enclosed please find for submission to the Town Council a Proposed Zoning Amendment and Authorization. The amendment is submitted pursuant to the provisions of M.G.L. 40A, Section 5 and the Watertown Zoning Ordinance, Section 9.20.

The proposed amendment is intended to clarify the Watertown Zoning Ordinance to expressly permit the convenience of remote shopping to allow retail merchants, in certain business zones, to offer customers who have placed their order online the convenience of employee delivery of merchandise to a customer's waiting car.

This Drive-Up delivery service, which provides a significant convenience and service to customers, has increasingly become a critical component of brick and mortar businesses which need to compete with the e commerce giants by preserving the "available now" benefit of our communities local retail outlets and combining that with convenience to customers who prefer this service, by example, parents with small children, the mobility impaired, Covid conscious and simply time pressed.

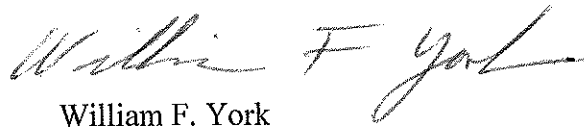
The attached letters from established retailers, Stop & Shop and Target, discuss several of the benefits of Drive-Up Delivery and its virtually universal implementation in the cities and towns surrounding Watertown. The Ordinance's current uncertainty about the allowance of this service puts the local retail business community at a distinct competitive disadvantage and deprives town residents of an increasingly popular convenience by restricting a shopping system that generates no additional traffic, results in briefer parking stays and creates new employment opportunities.

Honorable Mark Sideris, President
Town Council
October 25, 2021
Page 2

We look forward to working with the Town Council in moving this submission forward.

Thank you for your kind attention.

Very truly yours,

A handwritten signature in cursive script, reading "William F. York". The signature is written in dark ink and is positioned above the printed name.

William F. York

WFY:jcp

Cc: Steven Magoon, Director, Department of
Community Development and Planning

PROPOSED AMENDMENT TO
THE ZONING ORDINANCE

Pursuant to the provisions of Massachusetts General Laws, Chapter 40A, Section 5 and the Town of Watertown Zoning Ordinance Sections 9.20 and 9.21 the undersigned owner of land to be affected by this submission, hereby submits to the Honorable Town Council of the Town of Watertown the following proposed Zoning Amendment:

That the Town Council amend Section 5.02, the Table of Accessory Use Regulations, by adding a new subsection "S" in the form attached hereto as Exhibit 1.

Respectfully submitted on this 20, of October 2021.

KF REALTY ASSOCIATES, LLC

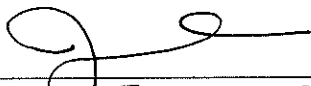
By: 
Name: Jessica Carroll
Title: Manager
Parcel ID # 122 12 0
171 Watertown Street
Watertown, MA 02472

EXHIBIT 1

AMEND TABLE 5.02 (Accessory commercial uses-add as new subsection S)

	Accessory use only	S-6	S-10	CR	SC	T	R.75	R1.2	NB	LB	CB	I-1	I-2	I-3	PSCD	OSC	RMUD
S.	Outdoor transfer of retail goods to customers, which goods have been purchased by the customer remotely, not to include orders comprised entirely of food prepared for immediate consumption. The transfer shall occur in designated parking spaces serving the retail establishment. The number of designated spaces shall not exceed 10% of the required off-street parking spaces per Section 6.01.	N	N	N	N	N	N	N	SP	SP	SP	SP	SP	SP	SP	N	SP



October 21, 2021

Honorable Mark Sideris, President
Town Council
Town of Watertown
Administration Building
149 Main Street
Watertown, MA 02472

Re: Proposed Zoning Amendment

Dear President and Members of the Town Council:

I am writing regarding the proposed zoning amendment that would permit Stop & Shop store associates to carry groceries to customers who have placed orders in advance on-line and are parked in designated grocery pickup parking spaces. We would like to offer this service in Watertown consistent with Stop & Shop stores in other communities and other local and national grocers and retailers throughout the region.

As you likely know, in addition to in-store shopping, Stop & Shop and other major grocers and retailers offer on-line shopping for either home delivery or customer pickup at the store. Such customers are a growing percentage of the shoppers we serve. Customers that purchase on-line typically prefer store pickup to home delivery because of reduced fees, flexibility to meet their schedule (home delivery is difficult for working people because of the need to meet a delivery driver's schedule and the need for quick refrigeration), and for a generally shorter lead time from order to availability.

On-line Pickup service is currently available at over 360 Stop & Shop locations (90% of our stores), including Watertown, MA (see appendix for nearby S&S locations). We have been providing the pick-up aspect of this service for several years. However, Watertown is the lone exception to the customer option of having their remote order then brought to their vehicle by one of our employees.

Although Stop & Shop offers On-Line pickup at both Watertown locations, code enforcement has found the delivery to vehicle aspect of the service is not provided for by the Ordinance. As a result, groceries may not be brought to our Watertown customers' cars. This eliminates our ability to provide this increasingly popular convenience to Stop & Shop customers who need or prefer this service. Parents with small children, the mobility impaired, the COVID conscious, and the simply time pressed, all must visit out of town Stop & Shop stores in Arlington, Brookline or Lexington, or nearby competing grocers such as the Star Markets on Mount Auburn Street, Cambridge and Trapelo Road in Belmont on Watertown's immediate borders, Star Market Newton or Brighton, Shaw's Waltham or Whole Foods Newton – all examples of nearby alternatives that offer online ordering and groceries delivered to the customer's vehicle.

Stop & Shop's proposed On-line Pickup and Delivery Service would involve the customer arriving during a scheduled pickup time, parking in a designated non-exclusive pickup area, and notifying the store of their arrival and parking stall



number. Groceries collected by staff in advance are then brought to the customer at the pickup parking area and placed into their vehicle. From a land use impact perspective, the only change is the identity of the individual carrying the groceries.

We have found enthusiastic support for this service in all our stores that offer it. It is a significant convenience, and sometimes a necessary accommodation, to a sub-set of shoppers. We ask that town land use restrictions not deprive our customers of this option and put us at a major competitive disadvantage in the marketplace.

We look forward to your consideration of this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank J. Maglio", written in a cursive style.

Frank J. Maglio

Director of Real Estate Development

CC/BCC:

Enclosure:



Stop & Shop Online Pickup

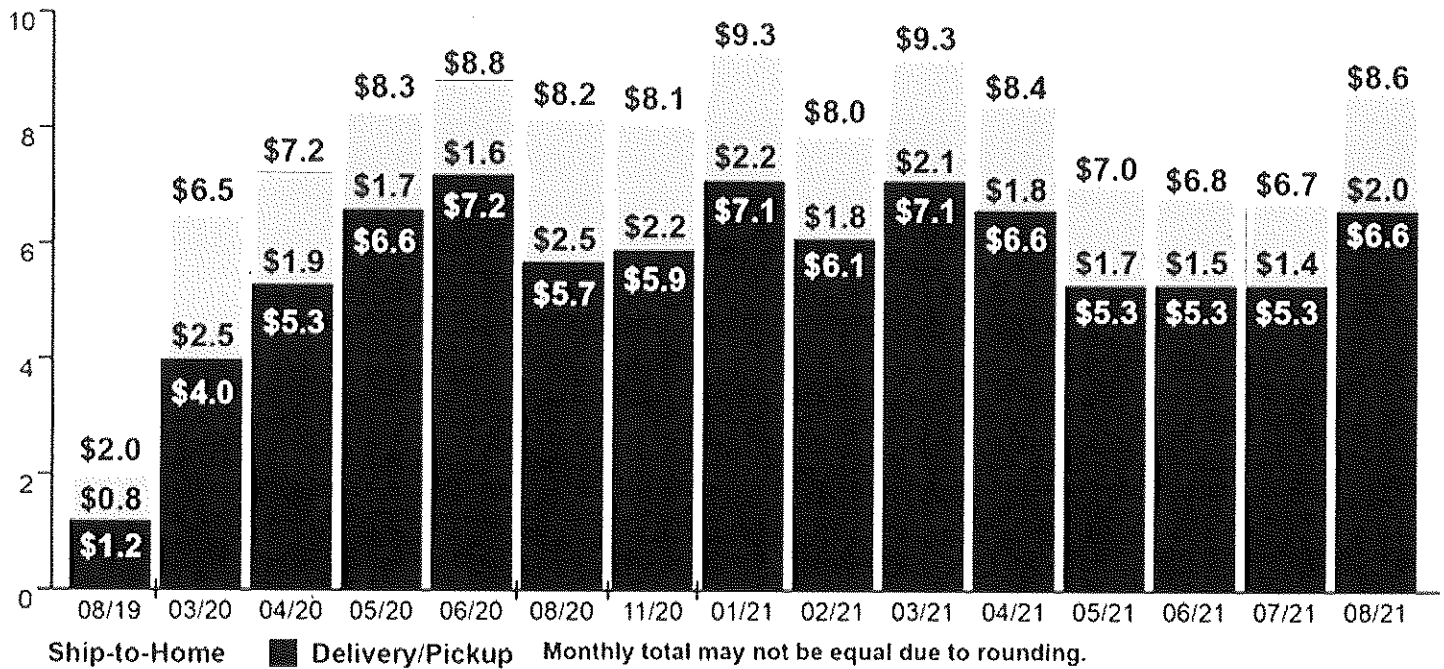
Stop & Shop Online Pickup locations in the vicinity of Watertown MA:

- Arlington – 905 Massachusetts Avenue
- Brookline – 155 Harvard Street
- Dedham – 160 Providence Highway
- Jamaica Plain – 301 Centre Street
- Lexington – 36 Bedford Street
- Malden – 99 Charles Street
- Medford – 760 Fellsway
- Natick – 829 Worcester Street
- Somerville – 779 McGrath Highway
- Wayland – 400 Boston Post Road



Total U.S. Online Grocery Sales: Aug 2021

Total spending past 30-day periods - Billions



Delivery includes first- and third-party providers (e.g. Amazon Fresh, Albertsons, FreshDirect, Instacart, Shipt)

Pickup includes in-store, curbside, lockers, and drive up

Ship-to-Home includes common (e.g. FedEx, UPS, USPS) and other parcel couriers

Sources: Brick Meets Click/Mercatus Grocery Shopping Survey, Aug 2021; Brick Meets Click Grocery Survey Jul, Jun, May, Apr, Mar, Feb, Jan 2021; Nov, Aug, Jun, May, Apr, Mar 2020; and Aug 2019

SN SUPERMARKET NEWS



Nearly nine in 10 retailers polled said they're actively improving in-store and online experiences for shoppers.

NEWS > TECHNOLOGY

Omnichannel top of mind in grocery retailer technology investment

More dollars to enhance in-store and online experiences a high priority, Inmar survey finds

Russell Redman 1 | Sep 15, 2021

From midlevel executives on up, grocery retailers are well-attuned to where they need to invest to spur growth in today's omnichannel marketplace, a new survey

from Inmar Intelligence shows.

Of 300 U.S.-based grocery and retail brand executives (middle-management and higher) polled, 89% are actively improving in-store and online experiences for shoppers, Inmar said Wednesday. In turn, 87% deem technology investments to upgrade their e-commerce platform as a high priority in providing more engaging shopper experiences.

Related: U.S. online grocery sales swing back up in August

Winston-Salem, N.C.-based Inmar noted that sharp growth in e-commerce is not lost on the survey respondents. The retailer and manufacturer technology service provider reported that Statista projected worldwide online buyers to top 2.14 billion by the end of 2021, and e-retail revenue to reach \$5.4 trillion in 2022.

Executives also are cognizant of rising competition. When Inmar asked about the threat posed by third-party digital marketplace providers like Instacart, 85% of respondents said they think these platforms are trying to compete with them to eventually set up their own distribution centers.

Related: Increased use of online grocery shopping 'here to stay'

"We know from previous Inmar Intelligence surveys that shoppers are moving forward with a mix of in-store and online shopping, so this survey really took that a notch further and revealed how retailers are improving both in-store and online experiences to keep shoppers happy and meet expectations," Rob Weisberg, senior vice president of e-commerce technology and services at Inmar, said in a statement.

Eighty-nine percent of retailers indicated they have a system in place to understand their customer experience to make sure that their in-store and online experiences get top-rated. Similarly, 80% said that they are using insights on in-store shopping behavior to personalize the digital shopping experience. Also to

improve online shopping, 82% aim to invest in personalization technology and meal planning tools.

On the brick-and-mortar side, 85% are investing in dedicated, in-store spaces to handle fulfillment of online grocery pickup orders, which are rising in popularity, Inmar said. About the same percentage (84%) said they recognize the value of discount offers and plan to invest more in promotions on online channels.

“What was most interesting to me,” Weisberg added, “is how retailers are mimicking in-store shoppers’ behaviors for online shopping experiences and are exploring more personalization options like meal-prepping tools. In-store shopping will never go fully away, so retailers still need to pay as much attention to those experiences as online, and this survey shows that.”

Source URL: <https://www.supermarketnews.com/technology/omnichannel-top-mind-grocery-retailer-technology-investment>

SN SUPERMARKET NEWS



In a poll of more than 2,300 U.S. consumers, 76% reported grocery shopping online for ease and convenience versus 56% saying they do so to avoid the risk of COVID-19, ACI Worldwide said.

NEWS > ONLINE RETAIL

Survey: Convenience drives online grocery shopping more than COVID

Over half of consumers polled report good online experiences, ACI Worldwide finds

Russell Redman 1 | Sep 14, 2021

It's convenience — not concern — that has spurred more grocery shoppers to go online, new research from digital payment specialist ACI Worldwide shows.

In a poll of more than 2,300 U.S. consumers, 76% reported grocery shopping online for ease and convenience versus 56% saying they do so to avoid the risk of COVID-19, according to ACI, which conducted the “What Consumers Expect From Their Grocery Shopping Experiences” study with its PYMNTS.com media arm. Thirty-four percent of shoppers said it’s faster to buy groceries online, and 53% indicated they had a good online experience and want to continue shopping that way.

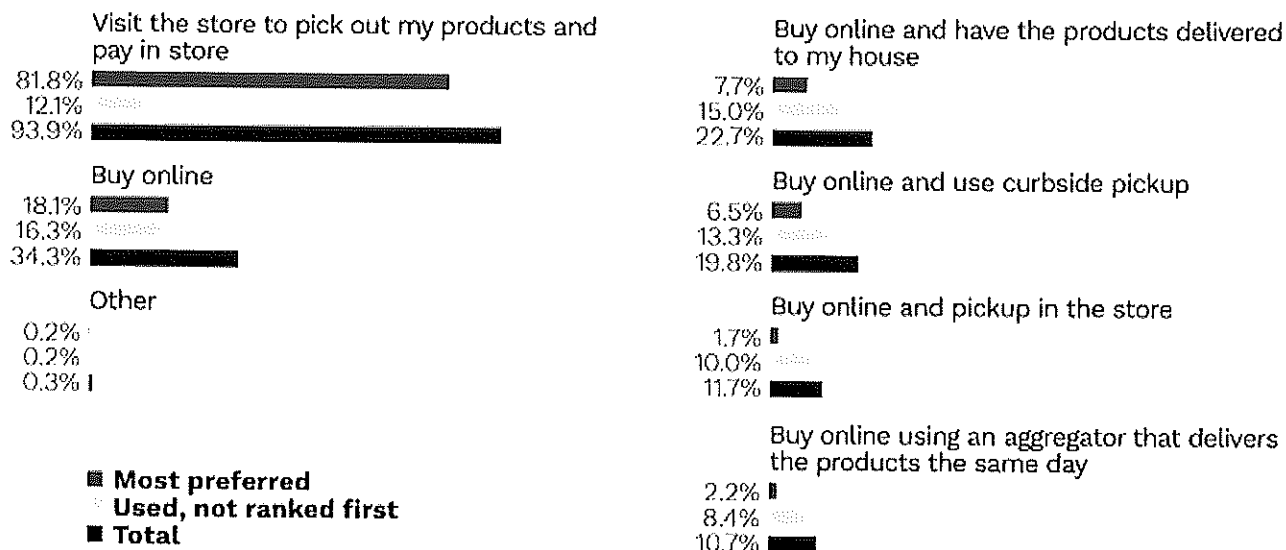
Related: Increased use of online grocery shopping ‘here to stay’

Overall, 34% of respondents said they shop for at least some of their groceries online, yet that percentage jumps to 57% for Millennial shoppers, ACI said. Twenty-three percent use home delivery, with 8% indicating that it’s their preferred channel, while 20% use curbside pickup, with 7% preferring that channel. Similarly, 14% of shoppers reported they buy groceries online for delivery more since the start of the pandemic, with the same percentage doing so via curbside pickup.

Grocery shopping channels

ACI Worldwide/PYMNTS.com

Share of consumers who use and prefer select channels



Related: More grocery shoppers look to return to stores

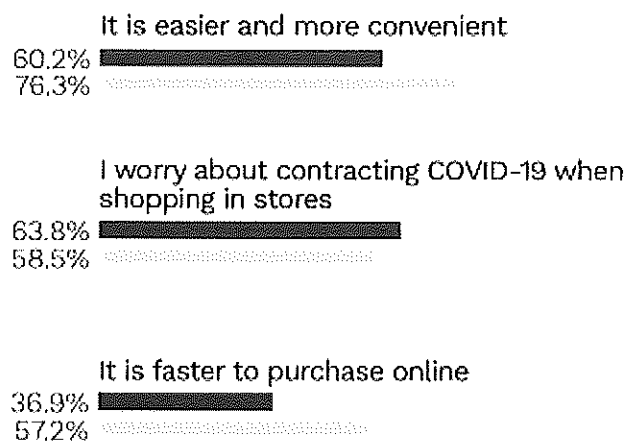
At the same time, grocery shoppers are not abandoning brick-and-mortar. ACI found that 94% of consumers surveyed shop in physical stores at least some of the time. Fifteen percent said they have stepped up in-store grocery shopping in stores since the onset of the pandemic, and 21% have shopped in stores less since the COVID crisis began.

ACI's research revealed that online grocery shoppers are more likely to use mobile devices (55%) than laptop or desktop computers (38%) to place their orders. The broad use of mobile devices also corresponds to a wider use of payment methods. Thirty-one percent of online grocery shoppers said they use PayPal, while 22% use other mobile wallets like Apple Pay or Google Pay.

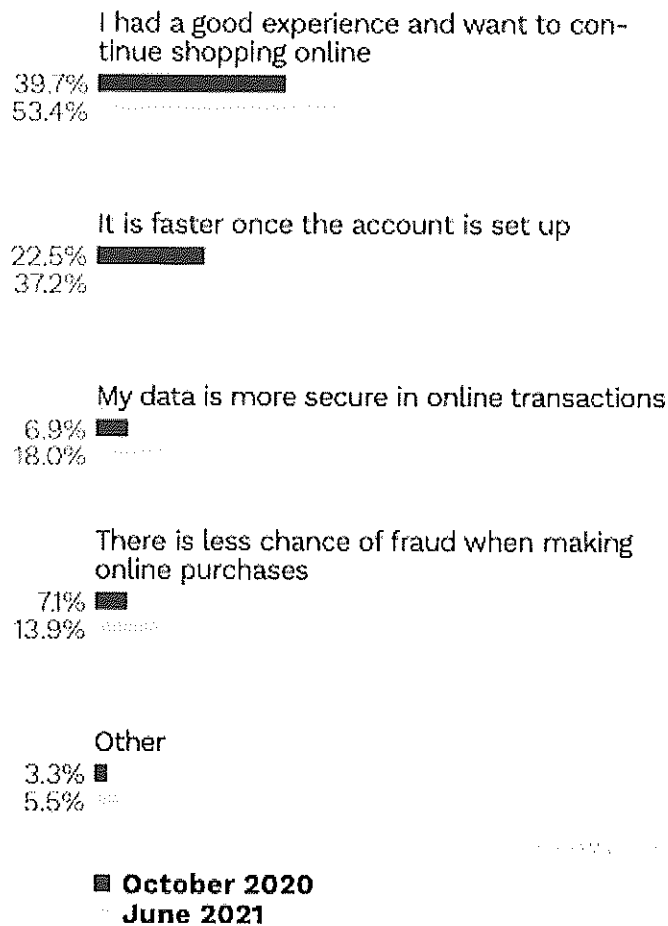
"While the pandemic drove an undeniable shift to digital shopping, it's clear that consumers are more likely to continue to use these methods due to their ease and convenience than for the safety reasons that initially led them there," according to Debbie Guerra, executive vice president at ACI Worldwide. "These consumers have discovered the benefits of digital shopping and like what they've found."

Reasons for doing more online grocery shopping

Share of consumers citing select reasons, October 2020 versus June 2021



Consumers favor debit (56%) and credit cards (51%) when paying for groceries in-store. Nearly 43% use cash, and about 12% use electronic benefit transfer (EBT) cards. Use of contactless credit cards (7.4%), contactless debit cards (6.4%), merchant apps (3.3%) and QR codes (2.7%) for payment remains low. But ACI found a strong interest in contactless payment methods — notably among Millennials, about half of whom



are “very” or “extremely” interested in using contactless credit and debit cards and digital wallets to pay in-store.

“The survey suggests a potential lack of knowledge around contactless terminals that may be leading to low adoption of contactless payments,” Guerra explained. “This presents a significant opportunity for grocery stores to educate consumers on in-store contactless payment options.”

In other findings, ACI’s poll of 2,342 U.S. consumers, conducted from June 9 to June 13, showed that 31% of shoppers shifted to digital channels to shop for retail products online versus 17% who have gone online to buy groceries. One-stop shopping weighs heavily for many consumers, who favor grocery stores that also sell nonfood items such as cosmetics and clothing. Fifty-six percent of respondents said they would consider switching to grocery stores that offered additional products and services.

Loyalty programs are a big influence as well. More than half (54%) of those polled said they’re enrolled in their favorite stores’ loyalty programs, and 63% of those consumers indicate that loyalty program incentives affect where they shop for groceries. What’s more, 60% of shoppers participating in loyalty programs said their incentives lead them to spend more at the grocery store. In fact, ACI found that 39% said loyalty programs spur them to purchase items at their favorite store that they would otherwise buy online.

“While the shift to digital shopping has been a boon for merchants, the challenge is that a competitor is only one click away,” Guerra added. “That’s where loyalty programs can make a difference. Offering consumers financial incentives to stick with their preferred stores can go a long way for merchants.”

In terms of retailers, 39.1% of consumers polled in June reported shopping at a large national supermarket chain for their groceries, up from 27.8% in ACI’s October 2020 survey.

About 30.8% shopped for groceries at Walmart, down from 38.6% in the October poll, and 10% shopped at a regional supermarket, down from 10.8% in October. That compared with 5.9% shopping at local grocery stores in the June study (versus 6.9% in the October survey), 3.6% at Costco Wholesale (down from 3.8%), 3.5% at Target (down from 3.7%), 2.4% at an online retailer (down from 3.1% in October), 2.1% at Sam’s Club (up from 1.3% in October) and 0.5% at a convenience store (the same percentage as in October).

Source URL: <https://www.supermarketnews.com/online-retail/survey-convenience-drives-online-grocery-shopping-more-covid>



October 4, 2021

Honorable Town Council
Town of Watertown
Administration Building
149 Main Street
Watertown, MA 02472

Re: Proposed Zoning Amendment

Dear Mr. President and Town Council:--

Target Corporation submits this letter in regards to the proposed zoning text amendment to allow Target to provide the 'Drive Up' service at the Watertown location. I offer the following information related to facts and operation of the service.

- Target is currently operating remote Order Drive Up at over 1800 locations, in 50 states.
- The service has been offered since 2018 and has consistently increased in demand since.
- Drive Up is a valued convenience for customers that might not have the time to shop in the store or might otherwise need merchandise faster than it can be delivered to their home.
- Order Drive Up is an extension of Order Pick Up – order on line and pick up at the store. The only difference is that Pick Up requires customer to come into the store, while Drive Up allows customer the desired convenience to remain in their car while a Target employee brings the order to the parking lot.
- Here is how the Target process works:
 - Customer places an order on Target.com or the Target app.
 - The store receives the order.
 - A Target employee gathers the order from the store shelves and stores the order near the guest services desk.
 - Once the order is ready at guest services, Target notifies the customer that the order is ready for pick up – the order is held at guest services for 72 hours maximum (48 for grocery items). If the order is not picked up in this time, it is re-shelved.
 - When the customer is ready to pick up the order, they select Drive Up or Pick Up. If Drive Up, the customer indicates 'On my way' in the app, notifying the store team.
 - The customer arrives at the site and parks in a designated parking area within the Target parking lot.

- The guest indicates on the app at which stall number they are parked
- Target employee brings the order to the vehicle.
- If the customer had chosen the Order Pick Up option, they would come to the store, park anywhere in the parking lot, enter the store and pick up their order at guest services.
- The Order Drive Up service provides an alternative to on-line shopping, which does not require the customer to leave home. The Drive Up experience can be the reason for a customer to come to the store or it can be a convenient way to get an order while they are out-and-about shopping at other stores in the area or while running errands.

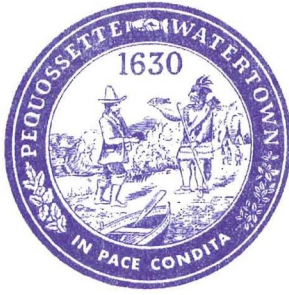
Thank you in advance for your consideration of this application. I can be reached at Aaron.Hemquist@target.com or 612-761-5670, should you have any questions.

Sincerely,



Aaron Hemquist, PE
Senior Development Manager
Target Corporation

Cc: William F. York – Gilman, McLaughlin & Hanrahan LLP (wyork@gilmac.com)



Steve Magoon
Director
smagoon@watertown-ma.gov

City of Watertown

Department of Community Development and Planning PLANNING OFFICE

Administration Building
149 Main Street
Watertown, MA 02472
Phone: 617-972-6417
Fax: 617-972-6484
www.watertown-ma.gov

Date: March 4, 2022

Subject Property: Arsenal on the Charles - 311 Arsenal Street

Parcel ID: 1301 1 1

Zoning District: Arsenal Overlay Development District

Owner/Petitioner(s): Alexandria, ARE-MA Region No. 75, LLC., 311 Arsenal Street, Watertown, MA

Granting Authority: Planning Board

Request: Approval of amendments to The Arsenal on the Charles Campus Master Plan Sign Program Design Development

Background:

The Watertown Arsenal Development Corporation (WADC) took control of the site that is now Arsenal on the Charles and set up the regulatory infrastructure to convert the site from its prior use by the US Army to general commercial development. The city, through the WADC, used a Land Disposition Agreement (LDA) to sell the Arsenal site to Watertown Arsenal Associates/O'Neil Properties in the late 1990's.

The LDA included Exhibits that controlled development on the site. In terms of signage, the Design Review Process Agreement (H) included a section on Signage (2.12) which states that:

- Directional and interpretive signage throughout the site should be consistent and designed to complement the character of the Arsenal site.
- Signage should be consistent with the Watertown Zoning Ordinance (WZO) requirements.

In 2000, Watertown Arsenal Associates/O'Neil Properties completed site redevelopment, making it ready for general commercial development. Part of those activities was to commission Sasaki Associates to develop Sign Guidelines consistent with the Land Disposition Agreement.

Athenahealth/Athena Arsenal LLC/Arsenal on the Charles took control of the site in 2013. The company was granted a Special Permit in 2016 for a Campus Master Plan for the overall layout of the site, site circulation, and general size and location of proposed buildings. The company has Signage Guidelines approved in October 2017, "The Arsenal on the Charles Campus Master Plan Sign Program Design Development."

Alexandria acquired the site in 2019 and has undertaken significant redevelopment of existing structures and has begun construction on new buildings on the campus. Alexandria has proposed updates to the 2017 Sign Plan to be consistent with the recently updated and approved Planning Board Decision for the Campus Master Plan SP/SR, approved July 2021.

Staff Review:

DCDP Staff recognizes the substantial investment and improvements being completed at the Arsenal on the Charles Campus. The site has changed over time and the previous signage has been flexible enough to support the change in the tenant mix. The site has had three owners since the original Sign Guidelines were approved and the new owner has received approval for multiple changes within the campus.

Staff has had several meetings with Alexandria and their consultants to discuss the various aspects of the proposed updated Signage Guidelines. At those meetings, Staff identified some lighting, size, and mounting questions and consistency with previous signage requirements. The discussion included concerns about building facades and banner signs, which have been addressed in the submitted proposal.

Wayfinding/Identifying Signage:

Overall, the wayfinding package is appropriate as proposed. There is a logical hierarchy with vehicle scale and pedestrian scale components that complement each other. The signage, composed of patinated metal in grayscale and concrete, is more in keeping with the historic elements of the campus than the current approved signage program. Appropriate signage will be added to increase safety for bicyclists and pedestrians as the campus becomes more accessible to those modes of transportation. The updates add a new type of sign to the plan, destination plinths at seven locations to aid in wayfinding, as was required in a condition of the approved master plan. The applicant notes that the program will be implemented for some existing tenant-based signage over time with current tenant banner signs removed and replaced within the framework of the guidelines at time of replacement.

As previously required, signs added to historic facades will be mounted in mortar joints, to avoid damage to the brick. Staff noted that a newly proposed lighted identifying sign on the 400 N Beacon St north façade with the Alexandria logo will need to be carefully designed due to its complexity. Details for lettering and lighting of the logo will be required as part of the implementation. The proposal will keep several historical interpretive signs (army Materials Lab sign and historic street signs mounted to buildings throughout campus) and continue to offer wayfinding to city amenities such as the Commander's Mansion.

Retail and Corporate Identifying Signage:

The updated plan for the retail zone is consistent with the retail requirements within the RMUD Zone and previous guidelines for the Arsenal on the Charles. This model is consistent and works well on buildings with exterior facades. The proposal increases the specificity for use of blade and wall signs for the retail uses within the campus.

Review Process:

The most recently submitted document provides a comprehensive overview of all proposed signage changes. Through the discussions, an updated Draft of the Updated Campus Signage guidelines was submitted on February 23, 2022. Due the historic oversight of the Arsenal on the Charles Campus as part of the Watertown Arsenal Historic District listed in the National Register of Historic Place, the

Massachusetts Historical Commission reviewed and approved that the signage update, as proposed, and determined that it will have “no adverse effect.”

Staff Recommendations:

The updated signage program has been modernized and brings in historical touches of patinated metal and concrete in keeping with the history of the site. This change reflects the overall requirements in the approved Campus Master Plan to compliment but not mimic the older aspects of the site. To make it clear that new additions, such as signage, are clearly an add on within the context of the site, while remaining complimentary.

The request is consistent with the Land Disposition Agreement and the 2021 Campus Master Plan Special Permit. Based on this, staff recommends that the Planning Board **approve** the updated ***Campus Wayfinding and Signage Design Guidelines***, to replace the Arsenal on the Charles Signage Guidelines, first approved in 2000, and subsequently amended and replaced November 8, 2017.



ALEXANDRIA®

Planning Board
Town Hall Administration Building
149 Main Street
Watertown, MA 02472

February 23, 2022

RE: The Arsenal on the Charles Campus Signage Guidelines

To Whom It May Concern:

ARE-MA Region No. 75, LLC (ARE) is pleased to present the Draft of the Updated Campus Signage Guidelines and the proposed Arsenal on the Charles Campus Master Plan Sign Program. ARE kindly requests to be added to the agenda for the Planning Board Meeting scheduled for March 9, 2022 at 7:00 p.m. ARE asks for the Planning Board to review the documents included in this package, and ultimately recommends an update to the Signage Guidelines for The Arsenal on the Charles site.

The basis of the Draft of the Updated Campus Signage Guidelines document is built from the Signage Guidelines approved in 2017, with a similar outline and retaining much of the standards as defined in the version dated October 2017 (Reference: "The Arsenal on the Charles Campus Master Plan Sign Program Design Development" Dated October 10, 2017, Roll Barresi & Associates).

Based on the Planning Board Decision on July 28, 2021 regarding the Arsenal Overlay Development District ("AODD"), the issued Special Permit Amendment has outlined Conditional Approval requirements: "The Petitioner shall develop an updated signage and wayfinding plan, with phased implementation if necessary, to allow for necessary signage within the site for the varied uses and areas within the Campus, as updated" (Reference: "311 Arsenal Street – Arsenal on the Charles, PB-2021-04 (amendments to PB-2016-01; PB-2-16-04 SR) Campus Master Plan SP/SR, July 28, 2021, Planning Board Decision," Section VII Conditions, Sub-Section 14. "General Signage" and Sub-Section 15. "Wayfinding and Interpretive Plan").

ARE submitted the Draft of the Updated Campus Signage guidelines and the proposed Arsenal on the Charles Campus Master Plan Sign Program to the Massachusetts Historic Commission (MHC) in January of 2022 for review. A "no adverse effect" letter was issued by the MHC in regard to the proposed signage package. Any revisions to the proposed signage program resulting from review with the Planning Board will be re-submitted to the MHC as amendments to the previously submitted proposed signage program.



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A future submission for review will address the conditional approval remarks stated in the 2021 Special Permit Amendment in Sub-Section 15 "Wayfinding and Interpretive Plan": "This plan shall incorporate a site interpretation program focused on the historical significance and context of the Watertown Arsenal."

The Draft of the Updated Campus Signage Guidelines (2022) included herein has been prepared with consideration and direct references taken from Article VII of the Zoning Ordinance.

The documents submitted within this package include an overview of the existing signage as installed in 2018, proposed key graphic guidelines, a sign family comparison to the 2018 signage program, location plans for the proposed amended signage program. Signage guidelines, details and location plans for each family of signs are submitted as additional supporting materials. (Reference: "The Arsenal on the Charles by Alexandria Campus Wayfinding + Signage and Design + Guidelines" package Dated February 23, 2022, from IA Interior Architects).

If other considerations are recommended that have not been referenced herein, please reach out to me prior to the March Planning Board meeting.

Regards,

DANTE ANGELUCCI, JR.
Senior Vice President – Development
ARE-MA Region No. 75, LLC.



The Commonwealth of Massachusetts
William Francis Galvin, Secretary of the Commonwealth
Massachusetts Historical Commission

February 7, 2022

Suzie Markin
Alexandria Real Estate Equities, Inc.
400 Technology Square, #101
Cambridge, MA 02139

RE: Campus-wide Lighting and Signage Upgrades, Arsenal on the Charles, Watertown, MA; MHC# RC.30213

Dear Ms. Markin:

Staff of the Massachusetts Historical Commission (MHC) have reviewed the information, submitted by Epsilon Associates, received on January 11, 2022 for the project referenced above and have the following comments.

The Watertown Arsenal Historic District is listed in the National Register of Historic Places.

The proposed project consists of replacing the existing wayfinding signage with new consistent signage directed at facilitating the movement of vehicular, pedestrian, and bicycle users through the campus. The signage program is summarized in the Campus Wayfinding & Signage Design Development Plan submitted. The proposed project also consists of an upgrade to existing building and campus lighting. The proposed lighting plan scope of work will provide a cohesive lighting design throughout campus.

The proposed project is subject to review by MHC in accordance with the preservation restriction (M.G.L. Chapter 184, sections 31-33) held by the MHC. The MHC holds a Preservation Restriction on the Watertown Arsenal as a result of the transfer of the property from the United States Department of the Army (Army) to the Watertown Arsenal Development Corporation and then to subsequent owners, including Athena Arsenal LLC. The Preservation Restriction was recorded in the Middlesex County South Register of Deeds, Book 29012, Page 420 on August 25, 1998.

After review of MHC's files and the information submitted, MHC has determined that the proposed project will have "no adverse effect" (950 CMR 71.07(2)(b)(2)).

The project is approved under the terms of the preservation restriction provided that the condition listed above is met.

These comments are offered to assist in compliance with the terms of the preservation restriction. Please do not hesitate to contact Elizabeth Sherva of my staff if you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Brona Simon".

Brona Simon
State Historic Preservation Officer
Executive Director
Massachusetts Historical Commission

xc: Douglas Kelleher, Epsilon Associates
Watertown Historical Commission

220 Morrissey Boulevard, Boston, Massachusetts 02125
(617) 727-8470 • Fax: (617) 727-5128
www.sec.state.ma.us/mhc

THE ARSENAL ON THE CHARLES

BY ALEXANDRIA

CAMPUS WAYFINDING + SIGNAGE
DESIGN + GUIDELINES

02.22.2022
Watertown, MA



ALEXANDRIA.

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- Existing Conditions
- Key Graphic Guidelines

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 - WAYFINDING
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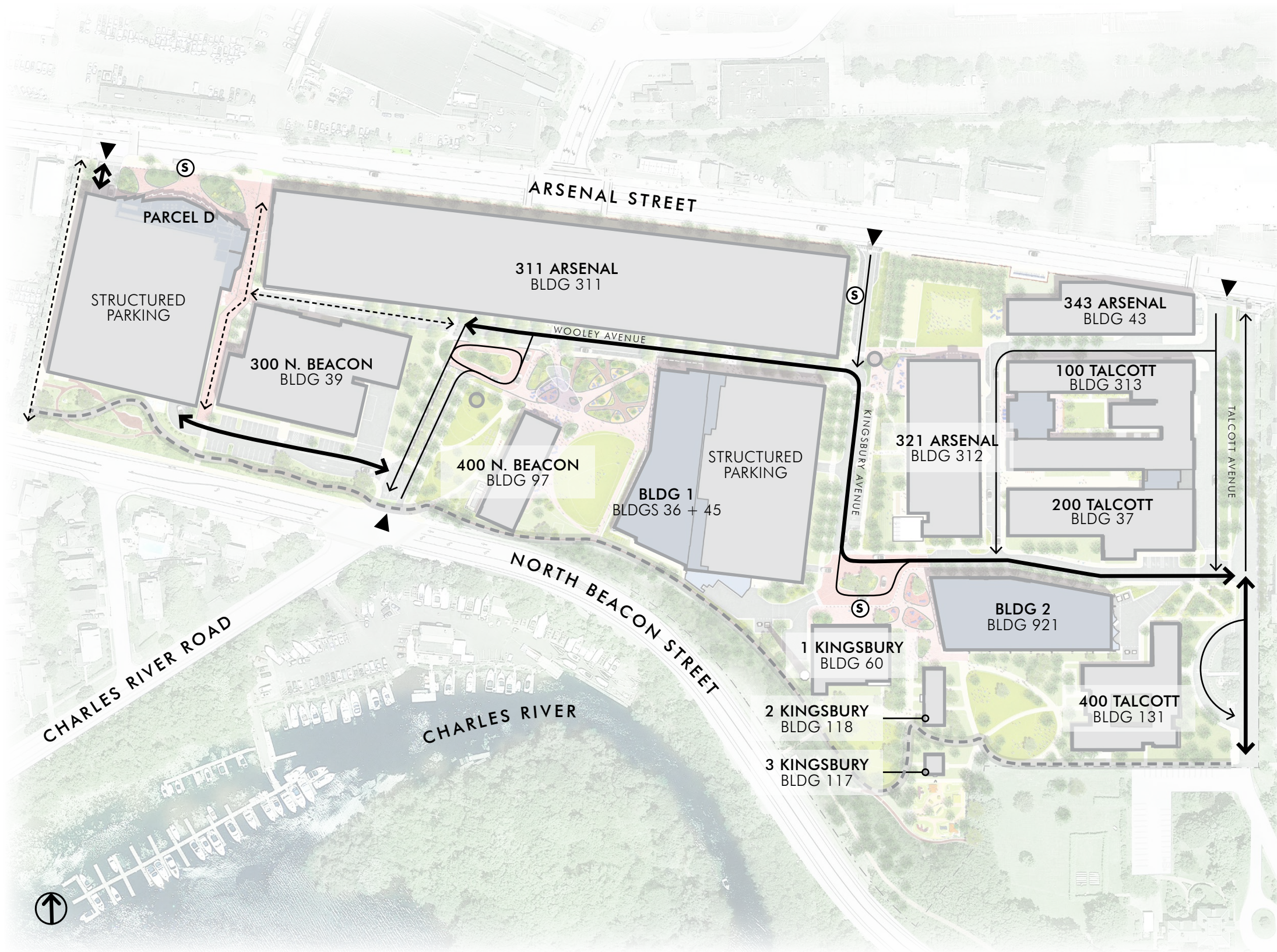
APPENDIX

- Appendix A
 - SIGNAGE GUIDELINES
 - SIGNAGE DETAILS
 - SIGN LOCATION PLANS
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INTRODUCTION

CAMPUS CONTEXT

- ▲ Entry
- ↔ Main Circulation / Two-Way Vehicular
- One-Way Vehicular
- ⋯ Pedestrian/Bike Path with Limited Vehicular Access
- Ⓢ Alexandria Shuttle Stops



INTRODUCTION

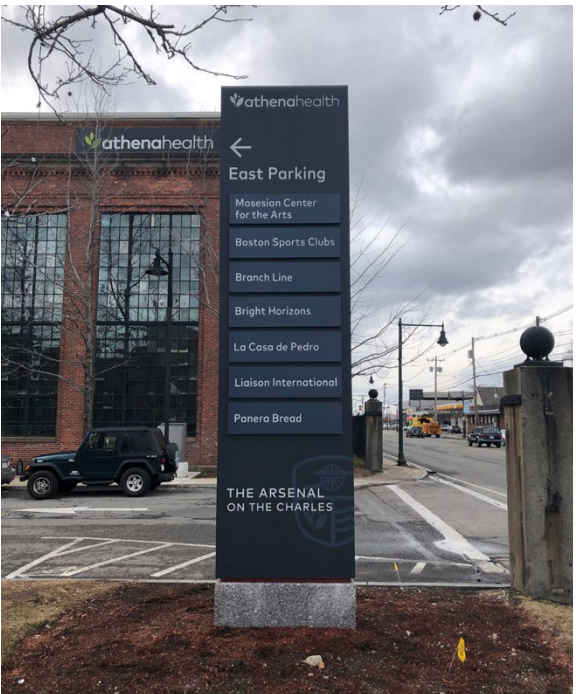
EXISTING CONDITIONS



N. BEACON ENTRY



TALCOTT ENTRY



KINGSBURY ENTRY



WEST GARAGE



VEHICULAR SIGN



VEHICULAR SIGN



RETAIL SIGN



STREET SIGN

INTRODUCTION

EXISTING CONDITIONS



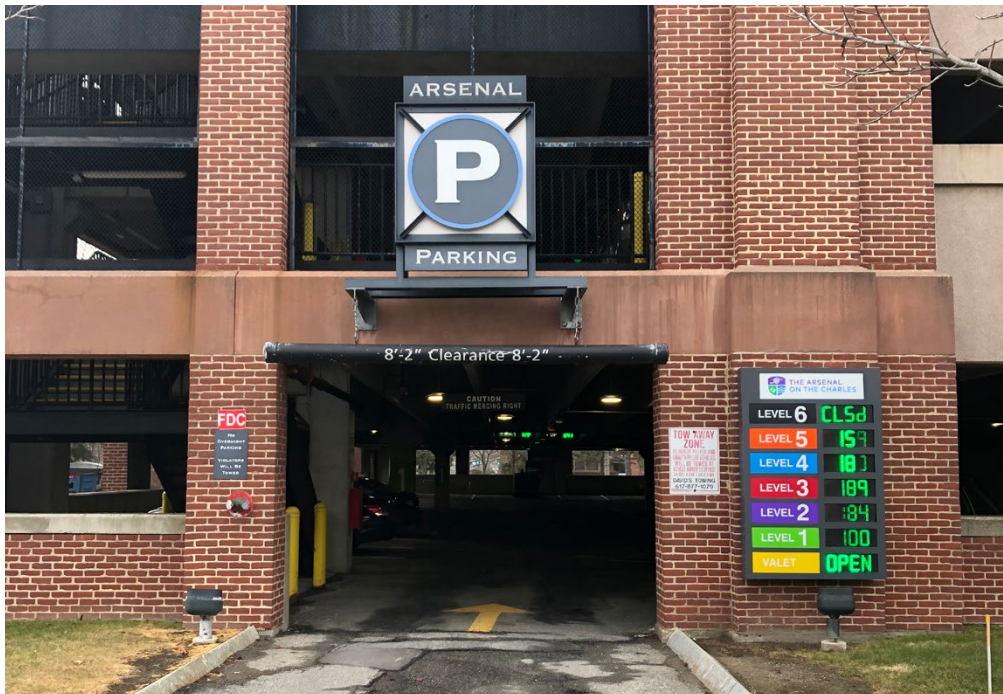
1 KINGSBURY ENTRY



FLAG SIGN STRUCTURE AT 311



WALL PANEL AT 311



EAST GARAGE ENTRY



MOSESIAN CENTER FOR THE ARTS



POCKET PARK

GUIDELINES OVERVIEW

Alexandria has created this Signage and Wayfinding system to support and maintain a welcoming campus image and improve on-campus experiences for both tenants and visitors.

This program is designed to map the path to quickly guide users throughout the campus by providing clear, consistent and universally-accessible wayfinding information.

- This document is intended to:
- Establish visual and verbal consistency for signage elements
 - Serve as a comprehensive guideline for future users
 - Provide a framework for future updating and maintenance
 - Set up a clear organizational system of wayfinding information
 - Integrate wayfinding information within the environment so that signage is functional, minimal and complimentary to the site’s architectural heritage
 - Meet guidelines for accessibility and safety by providing information for all users regardless of ability
 - Provide a quality sign system that may last over time through the use of changeable messages

TOWN/HISTORICAL

LIMITATIONS

- Minimize damage to brick facades; attach wall signs through brick mortar joints
- Acknowledge unique history of site; but distinctly separate from historical elements
- Place and size signage to reinforce architecture (applies to material as well)
- MHC will review to determine whether the project will have an adverse effect upon the historical, architectural, archaeological, or cultural characteristics of the property

PROHIBITED

- Roof Signs + signs on building projecting above the roof line
- Animated, audible or flashing signs
- Signage that could be hazardous to vehicular traffic
- Signs that obscure architecturally significant details
- Exposed transformers or electrical components
- Uplighting
- Plastic sign faces

REQUIRED

- Incorporate site interpretation program focused on historical significance and context of the Arsenal
- Include wayfinding to off-site areas within Watertown such as Watertown Square, Coolidge Square and Greenways Path networks
- Include pedestrian and bicycle scale wayfinding
- All free-standing signs must be protected from vehicular damage by a curb or planter

GRAPHIC TOOL KIT

The typeface or font used on all new signs is proposed to be Museo Sans 300, 500 or 700.

Raised lettering on signs required by ADA are to be in upper case and accompanied by Grade II Braille. Braille shown on sign layouts in this document is for placeholder only and is not approved for final fabrication. All braille is to meet state and/or local ADA signage code requirements.

TYPOGRAPHY

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

INTRODUCTION

GRAPHIC TOOL KIT

The following is a comprehensive list of proposed colors, materials and finishes used in the fabrication of the sign types.

For all logo applications, use an original vector or high resolution digital logo. Do not redraw or manipulate the wordmark or logotype. Do not deviate from the approved brand artwork.

COLORS



CHARCOAL
PMS BLACK 7 C



BLACK
PMS BLACK 6 C



GREY
PMS COOL GREY 9 C



WHITE
CMYK: 0/0/0/0



LIGHT GRAY
PMS COOL GRAY 1 C

MATERIALS



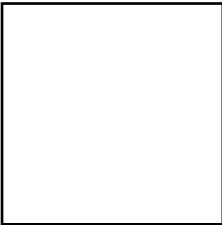
CONCRETE



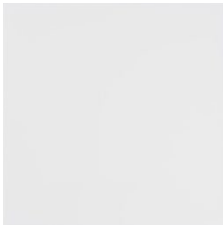
BLACKENED
STEEL



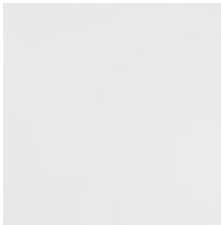
WHITE PAINT
SATIN FINISH



WHITE VINYL
MATTE FINISH



WHITE ACRYLIC
MATTE FINISH



WHITE ACRYLIC
(EXTERIOR GRADE)
NON-GLARE,
MATTE FINISH

LOGOS



ALEXANDRIA®

ARE STACKED LOGO



ALEXANDRIA®

ARE HORIZONTAL LOGO

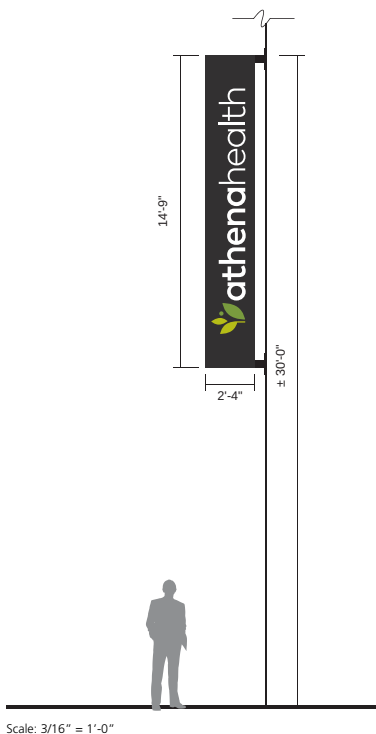
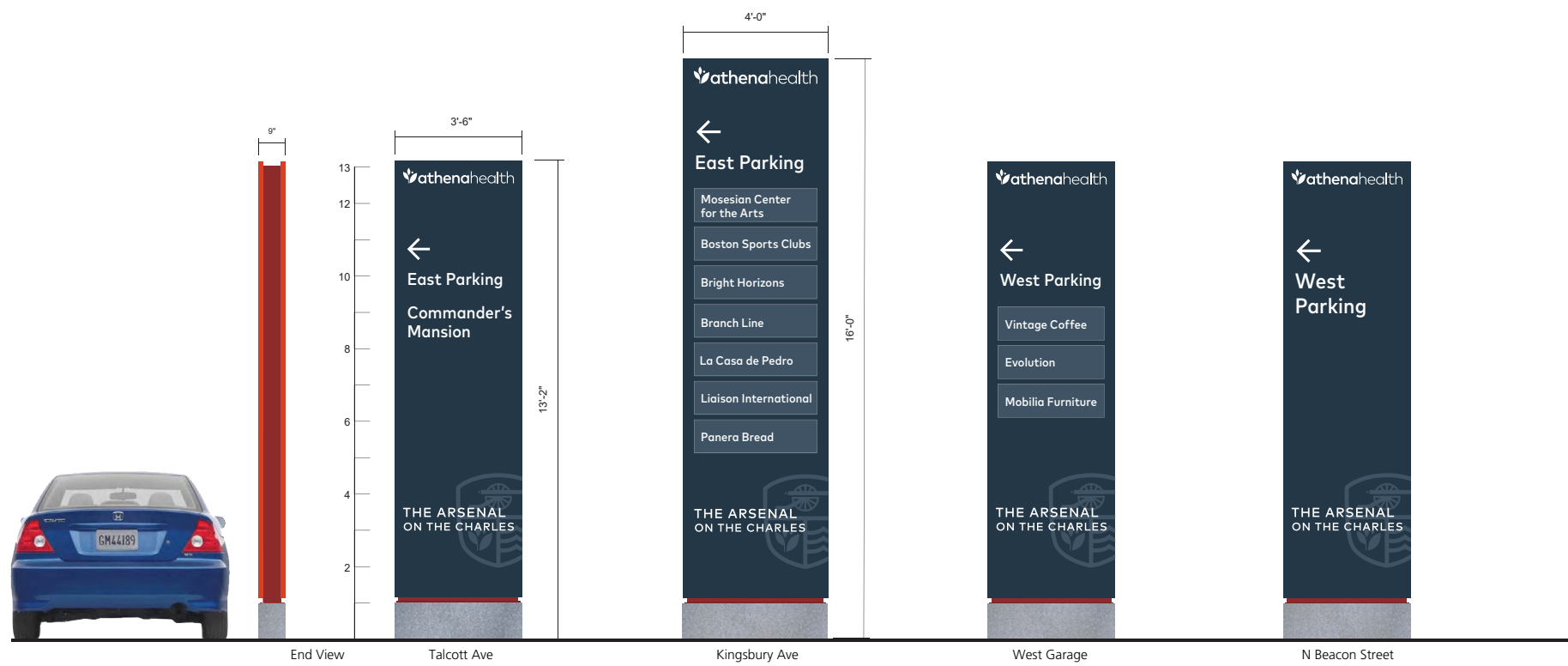


ARE LIGHTHOUSE

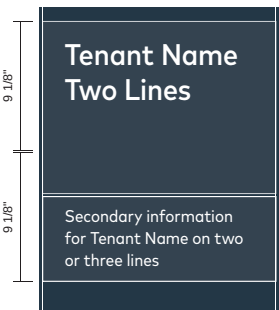
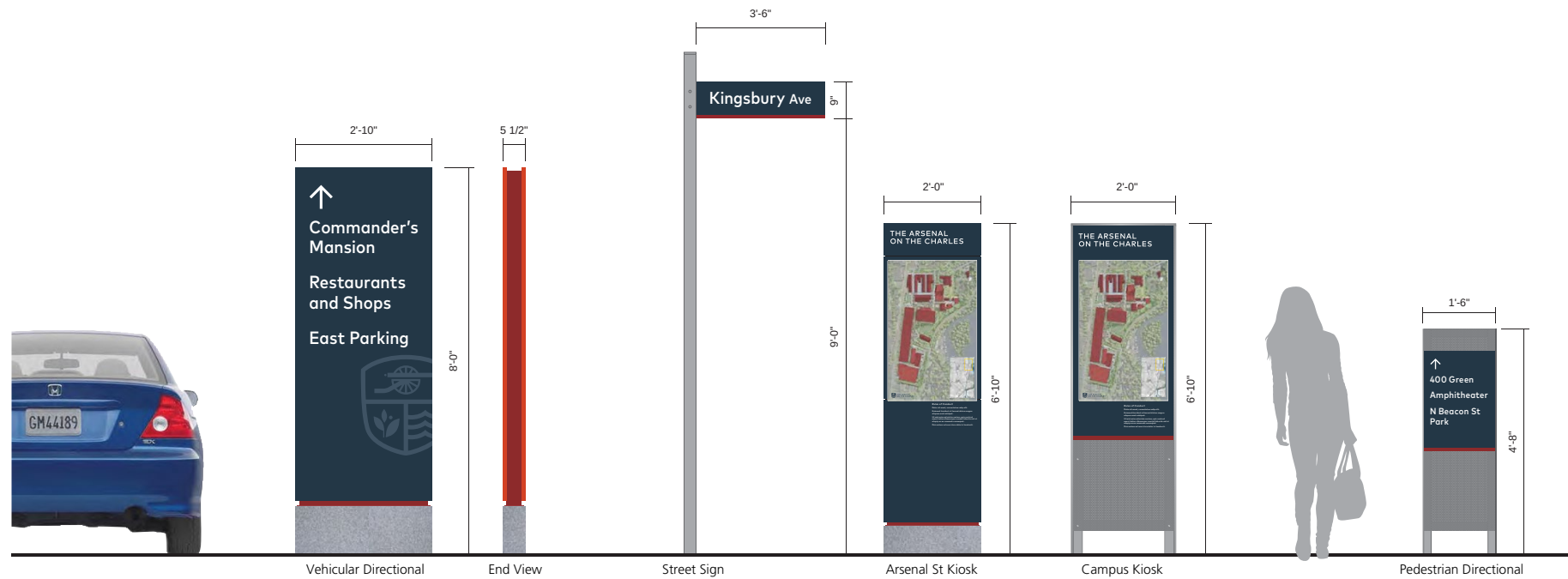
SIGNAGE DESIGN

PROGRAM COMPARISON

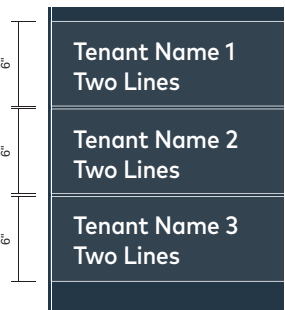
SIGN FAMILY DESIGN 2018 SIGNAGE PROGRAM



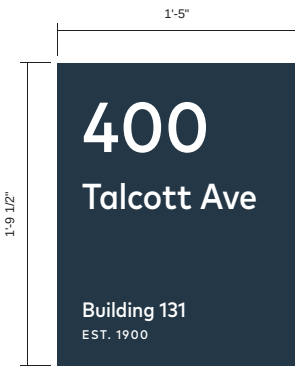
C1: Typical Elevation (400 N Beacon Street shown)



Single Tenant Layout

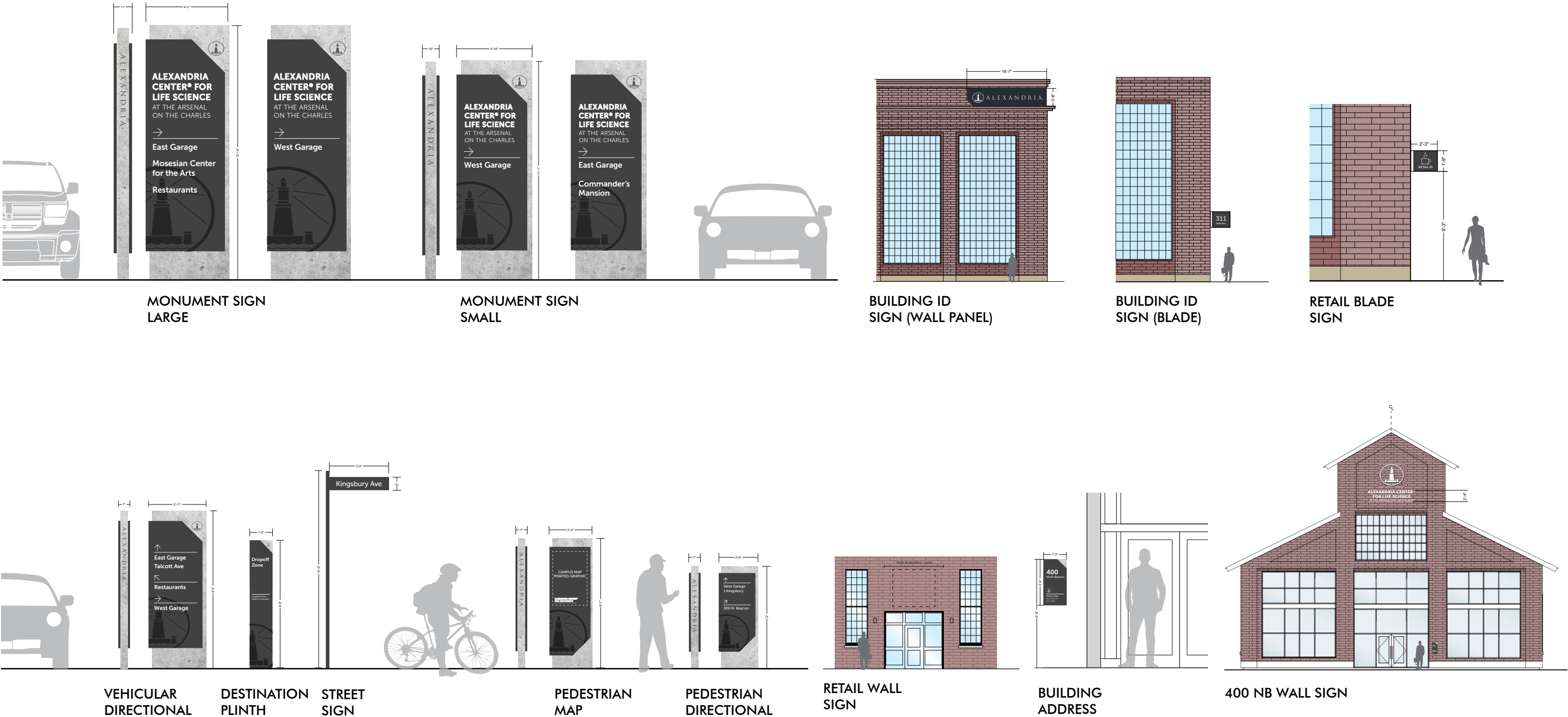


Multiple Tenant Layout



Building Address Plaque

SIGN FAMILY DESIGN PROPOSED SIGNAGE PROGRAM



SIGNAGE DESIGN

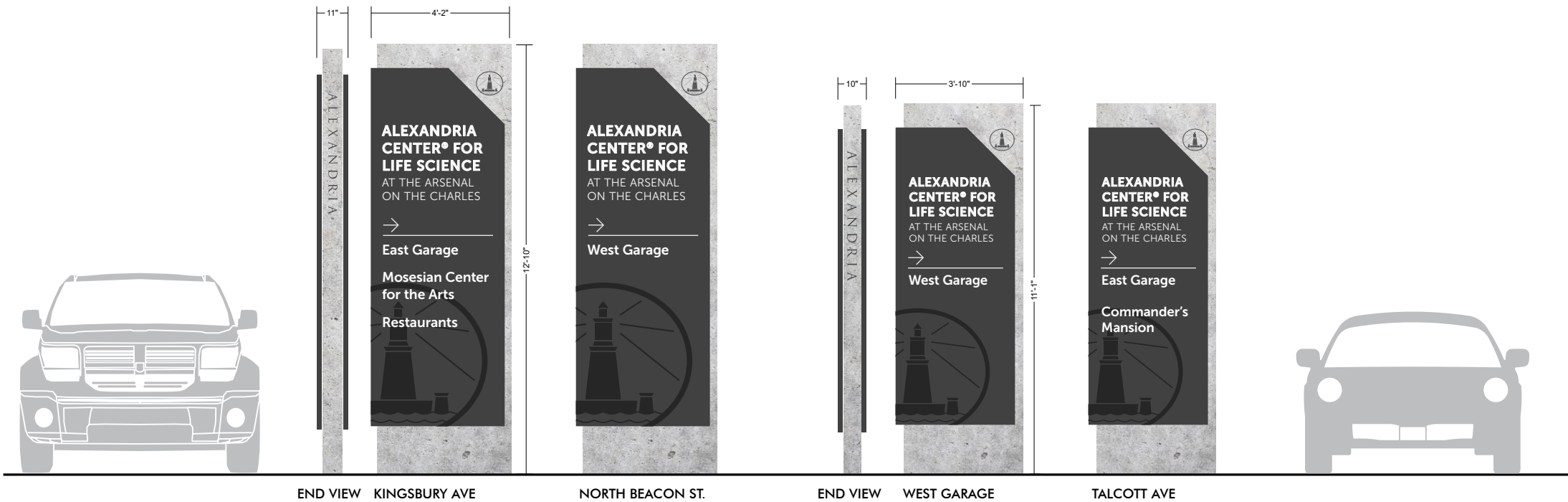
MONUMENTS / GATEWAY

DESIGN COMPARISON MONUMENT / GATEWAY

2018 PROGRAM



PROPOSED



MONUMENT / GATEWAY FAMILY



MONUMENT / GATEWAY KINGSBURY AVE



MONUMENT / GATEWAY N. BEACON ST.

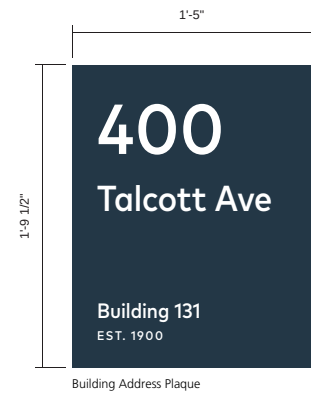
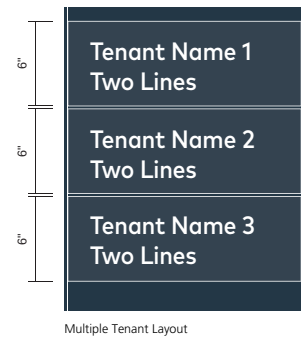
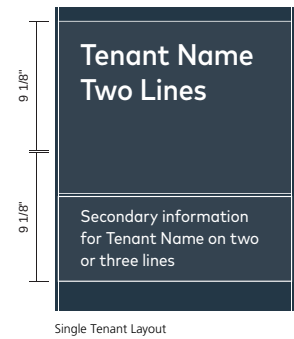


SIGNAGE DESIGN

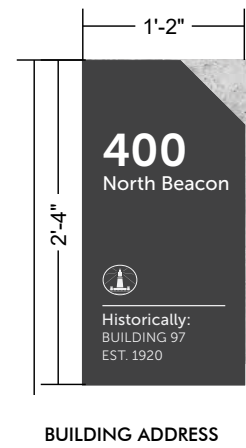
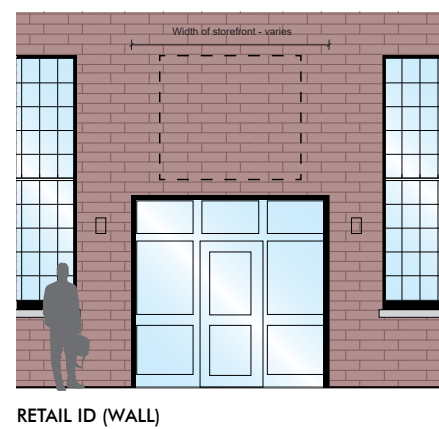
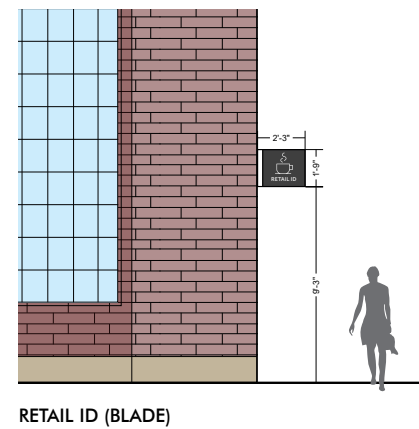
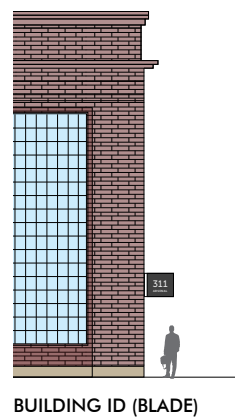
BUILDING SIGNAGE

DESIGN COMPARISON BUILDING SIGNS

2018 PROGRAM



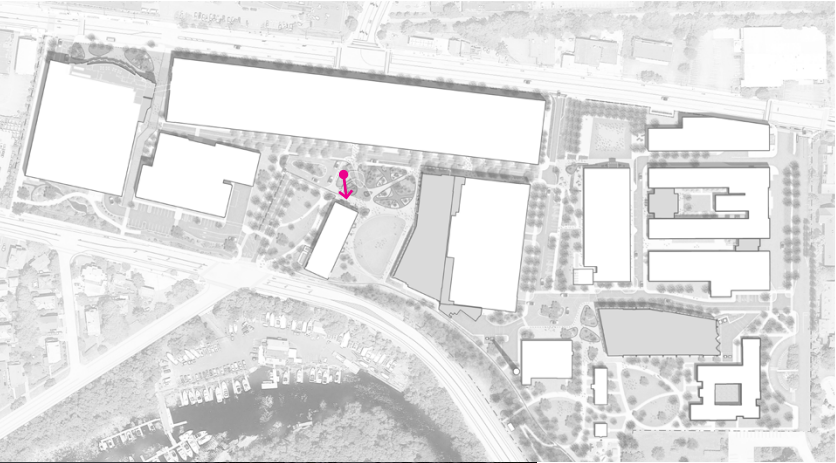
PROPOSED



BUILDING SIGNS 400 NORTH BEACON



BUILDING SIGNS 400 NORTH BEACON - EVENING



BUILDING SIGNS BUILDING ID - WALL PANEL



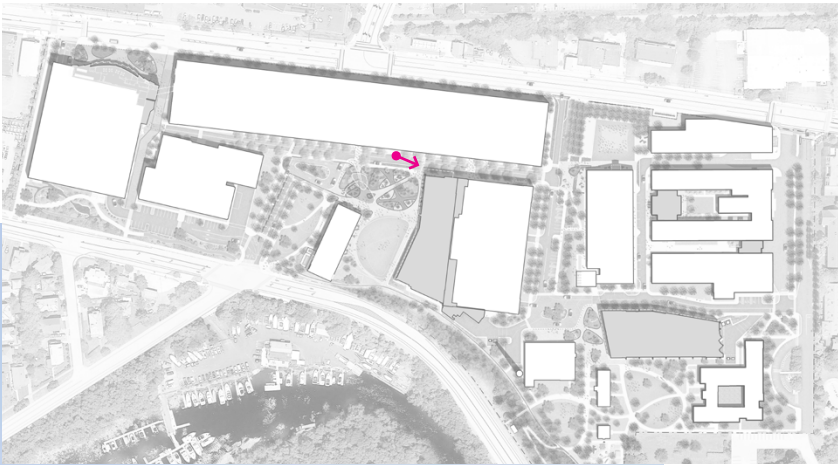
BUILDING SIGNS BUILDING ID - BLADE SIGN



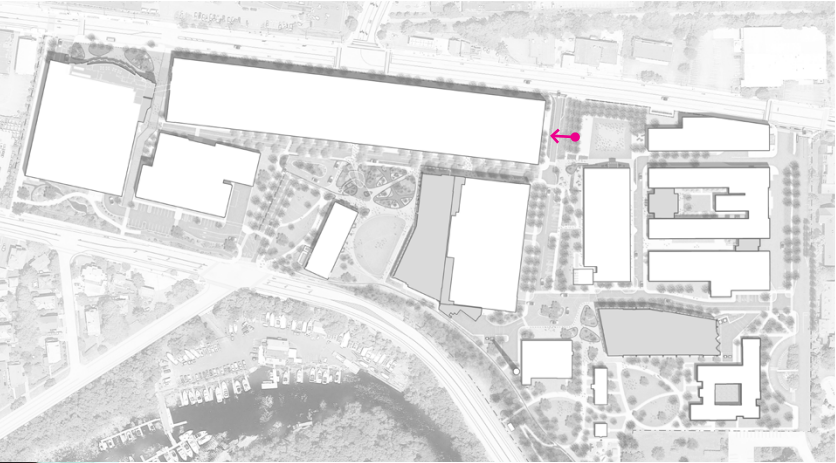
BUILDING SIGNS BUILDING ID - BLADE SIGN



BUILDING SIGNS BUILDING ID - CANOPY SIGN



BUILDING SIGNS BUILDING ADDRESS

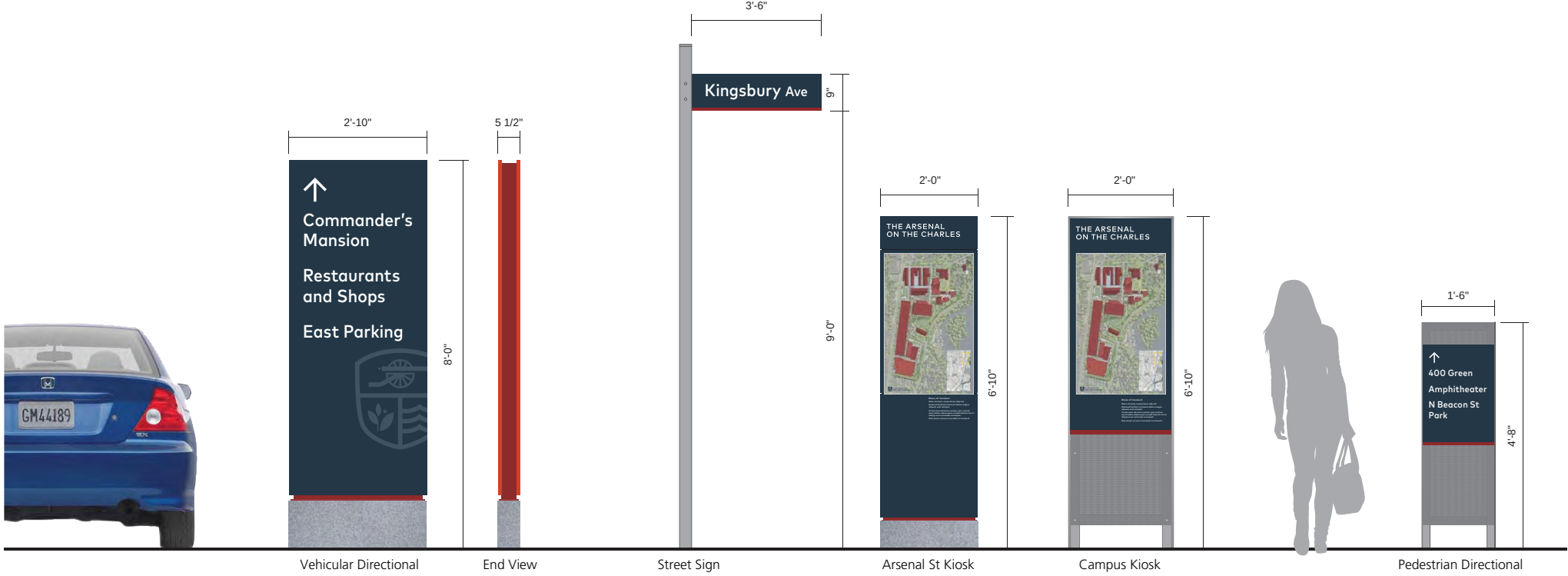


SIGNAGE DESIGN

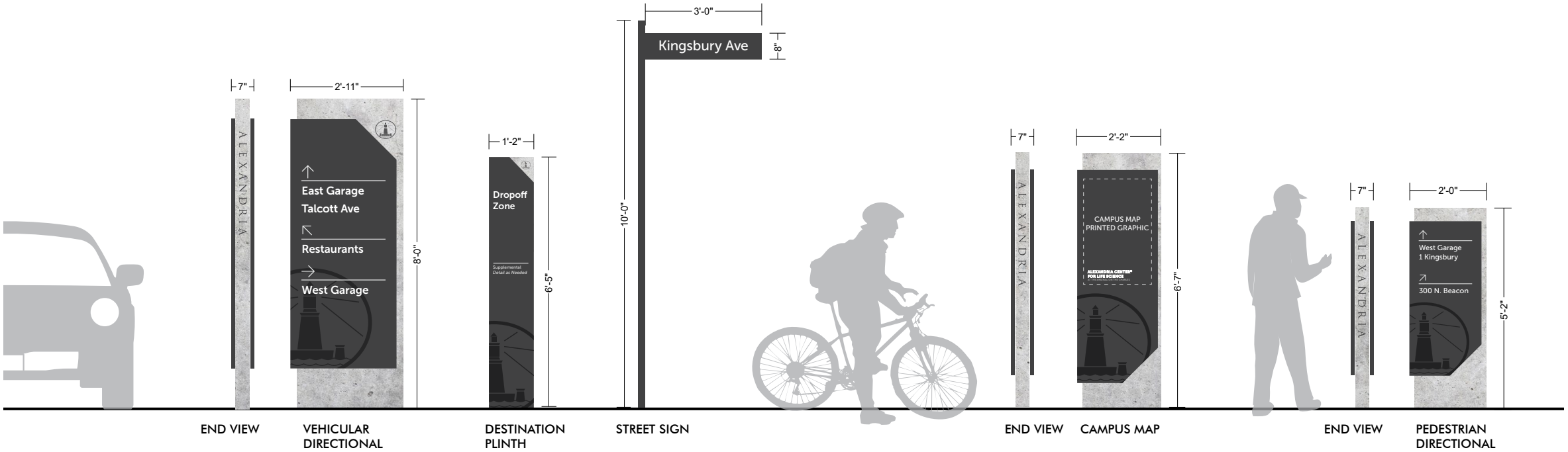
WAYFINDING

DESIGN COMPARISON WAYFINDING

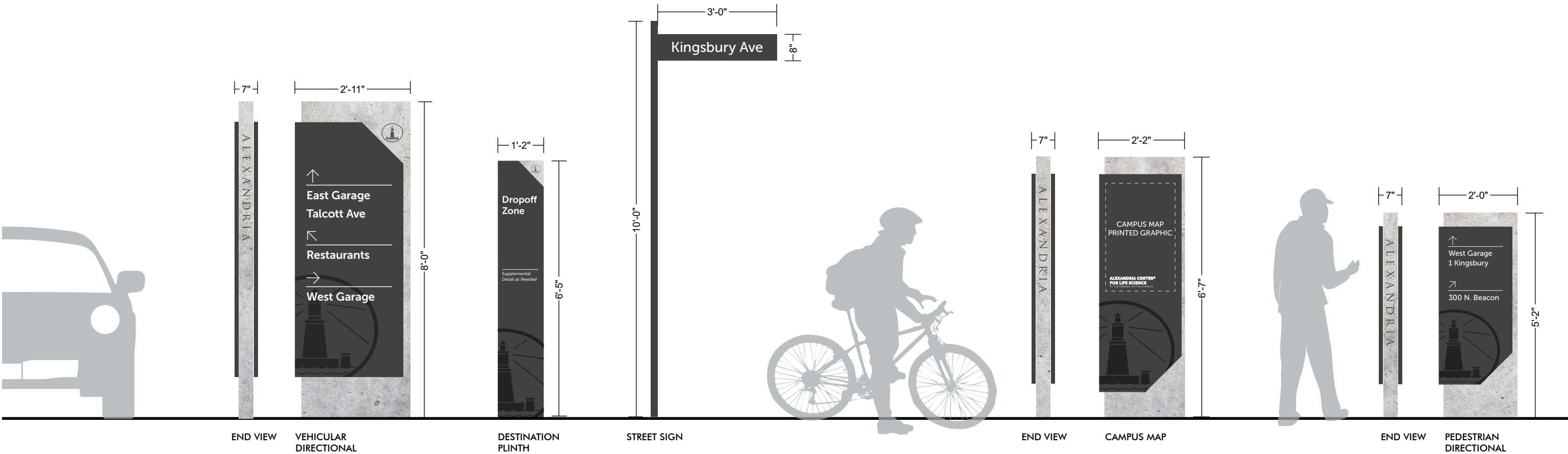
2018 PROGRAM



PROPOSED



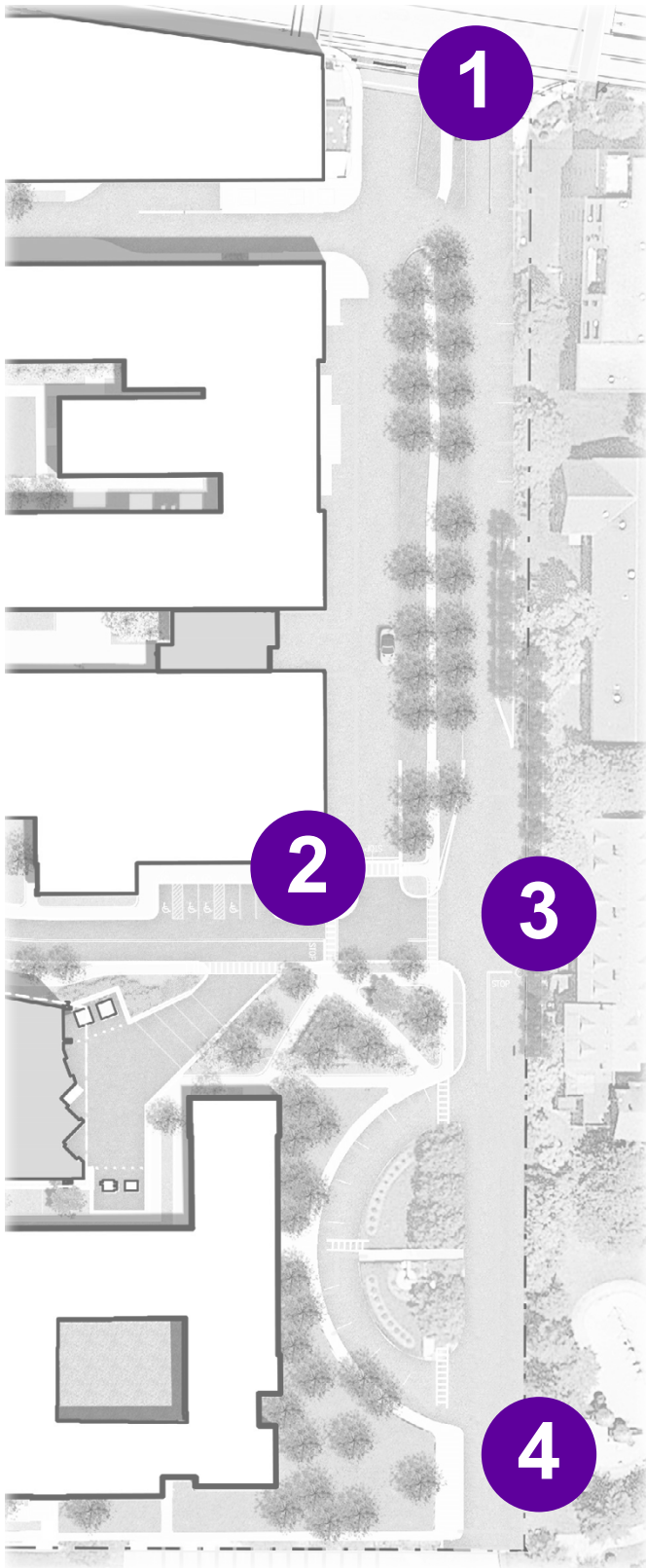
WAYFINDING FAMILY



WAYFINDING VEHICULAR DIRECTIONAL



WAYFINDING VEHICULAR DIRECTIONAL - COMMANDER'S MANSION





**ALEXANDRIA
CENTER® FOR
LIFE SCIENCE**
AT THE ARSENAL
ON THE CHARLES

→

East Garage

**Commander's
Mansion**



TALCOTT ENTRY

1



↑

**Commander's
Mansion**
Arsenal Park

→

East Garage
Mosesian Center
for the Arts
Restaurants



SIDE A

2



→

**Commander's
Mansion**
Arsenal Park

←

Arsenal Street



SIDE A

3



↑

**Commander's
Mansion**
Arsenal Park



SIDE A

4

SIGNAGE DESIGN

LOCATION PLANS

LOCATION PLANS

SIGNAGE PLAN PROPOSED

KEY

V. VEHICULAR WAYFINDING

- V.1 Monument Sign / Site ID (Large)
- V.2 Monument Sign / Site ID (Small)
- V.3 Vehicular Directional
- V.4 Destination Plinth
- V.5 Street Sign

B. BUILDING ID SIGNS

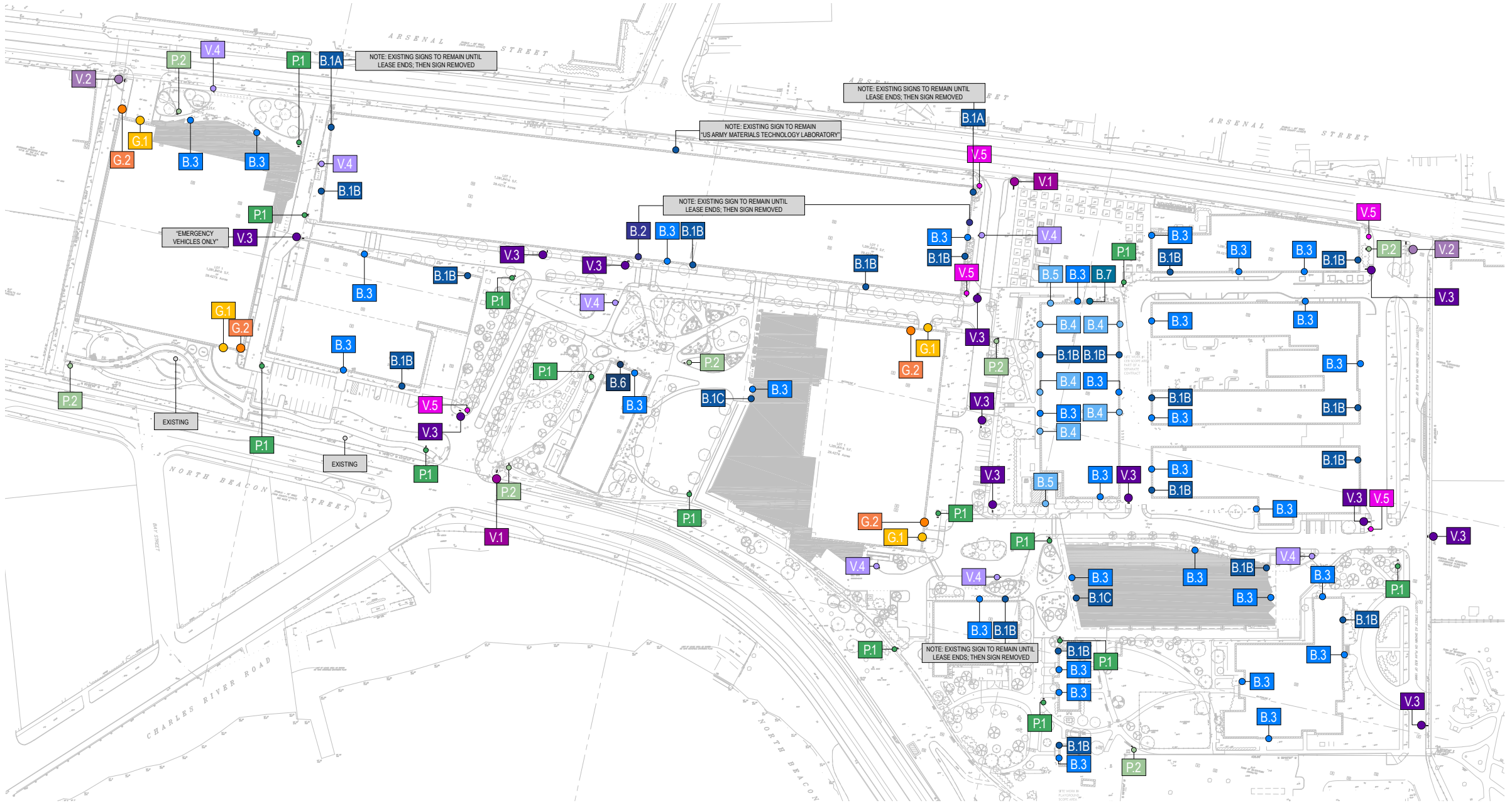
- B.1 Building ID
- B.2 Building ID (Flag Sign - Logo)
- B.3 Address ID
- B.4 Retail ID (Blade Sign)
- B.5 Retail ID (Wall Sign)
- B.6 Campus Building ID (400 NB ARE Logo)
- B.7 Arts Center / Cultural ID

P. PEDESTRIAN WAYFINDING

- P.1 Pedestrian Directional
- P.2 Pedestrian Orientation Map

G. GARAGE ID

- G.1 Garage ID
- G.2 Digital Signage (Revised Vinyl)



NOTE:
The quantities for directional and pedestrian signs have been increased. Additional signs are needed to manage the increased complexity of the campus and to provide reassurance to bikers and pedestrians as a public safety measure.

VEHICULAR				BUILDING								PEDESTRIAN		GARAGE	
MONUMENT		DIRECTIONAL		BUILDING SIGNAGE		ADDRESS		RETAIL		ARTS/CULTURAL		PEDESTRIAN		ID	
2018 Approved Plan	Proposed Plan V1, V2	2018 Approved Plan	Proposed Plan V3, V4, V5	2018 Approved Plan	Proposed Plan B1, B2, B6	2018 Approved Plan	Proposed Plan B3	2018 Approved Plan	Proposed Plan B4, B5	2018 Approved Plan	Proposed Plan B7	2018 Approved Plan	Proposed Plan P1, P2	2018 Approved Plan	Proposed Plan G1, G2
5	4	15	24	33	24	31	32	6	7	1	1	15	21	8	8

APPENDIX A

SIGNAGE GUIDELINES

SIGNAGE GUIDELINES

INTRODUCTION

Alexandria Real Estate Equities, Inc. has created this Signage and Wayfinding program to support and maintain a welcoming campus experience and improve connectivity for both tenants and visitors alike.

This system is designed to map the path to quickly guide users throughout the campus by providing clear, consistent and universally-accessible wayfinding information. These design guidelines look to honor the architectural detail and heritage of the campus through material choices, contrast of simplified forms, and careful placement.

These sign regulations are based in part on the Arsenal on the Charles Signage Guidelines (2018) and the Watertown Zoning Ordinance Article VII Signs and Illumination (Signs in all Districts and Permitted Illumination) included as Appendix C for reference, and the NPS Guidelines for The Arsenal on the Charles (2000).

- This document is intended to:
- Reinforce “The Arsenal on the Charles Campus Plan Design Guidelines,” (2016) and the Master Plan Goals.
 - Establish visual and verbal consistency for signage elements
 - Serve as a comprehensive guideline for future users
 - Provide a framework for future updating and maintenance
 - Set up a clear organizational system of wayfinding information
 - Integrate wayfinding information within the environment so that signage is both functional and minimal
 - Meet guidelines for accessibility and safety by providing information for all users regardless of ability
 - Provide a quality sign system that may last over time

- 1.1 DEFINITION OF TERMS**
- A. **ACCESSORY SIGN:** Any sign relating to business, service, or products including national brand products, supplied on the premises on which the sign is located.
 - B. **ANIMATED OR FLASHING SIGN:** Any sign or attention-catching device which in part or whole moves or flashes or contains traveling lights or gives the impression of any movement or flashing whether such effect is generated by natural or artificial forces.
 - C. **BANNER SIGN:** Any piece(s) of fabric displaying a distinctive insignia, identifying wording and/or symbolic representation of a business, service or activity.
 - D. **DIRECTIONAL SIGN:** Any sign whose only purpose is to direct traffic to proper entrance or exit.
 - E. **FREESTANDING SIGN:** Any sign not attached to a building or other improvement but instead permanently erected upon or standing in the ground and usually supported from the ground by one or more poles, columns, uprights, braces or cement anchors. Freestanding signs include monument signs but do not include portable signs.
 - F. **IDENTIFYING SIGN:** Any permanent structure or building surface, or part thereof or device attached thereon or other outdoor surface or any combination of one or more of the foregoing containing any word, letter, symbol, drawing, model, banner, picture or design, or any device used for visual communication which identifies or calls attention to any premises, person, product, activity, service, or business, directing the subject thereof to the attention of the public. Signs do not include non-commercial murals.
 - G. **ILLUMINATED SIGN:** Any sign which is lighted by artificially generated light, either directly or indirectly.
 - H. **MARQUEE SIGN:** An identifying sign hanging from or supported by a permanent marquee or overhang.
 - I. **NON-ACCESSORY SIGN:** Any billboard; or any sign or advertising device advertising a business, service, product or activity at other locations.
 - J. **PROJECTING SIGNS:** Any non-translucent sign which is affixed at a right angle to the building wall, which include fin, blade, and symbol signs.
 - K. **TEMPORARY SIGN:** Any sign constructed of light material which is intended to be displayed for a short period of time only. A Temporary Accessory Sign is one which is accessory to an activity on the premises, such as the temporary sign of a real estate agent, architect, contractor, painter or other artisan or advertising a sale or other temporary activity in progress, and such sign may be placed on the ground or attached to a wall. A Temporary Non-Accessory Sign refers to an event not related to the premises and may also be in the form of a placard or banner attached to posts or trees on private property only. A Temporary Identifying Sign is one which identifies the business at the location where it is, or will be, erected during the period of construction, or alteration, or during the replacement of an obsolete or inapplicable sign.
 - L. **TRANSLUCENT SIGN:** Any sign illuminated from the interior by an even light.
 - M. **WALL SIGN:** A sign painted on or attached and parallel to the wall of a building, but not including signs attached to fences unless set back from all lot lines as required for a building in a district.

SIGNAGE GUIDELINES

INTRODUCTION

1.2 APPLICATION AND PROCEDURE

Application for a construction permit shall be made in writing to Alexandria Real Estate Equities, Inc. and subsequently be reviewed and approved by the Town. Said applications shall contain the following information:

- A. Name, address and telephone number of applicant.
- B. Location and position of sign
- C. Scaled elevations and plans showing the building facade and the proposed sign, with specifications, sections, colors, proposed illumination and materials.
- D. Written consent of the owner of the building and land.
- E. Such other information as the Building Inspector, Zoning Enforcement Officer, or Planning Board may require.
- F. In the case of any projecting symbol or banner signs, liability insurance in an amount to be determined by the Town to be appropriate (which in no case shall be less than
- G. \$250,000/\$500,000 personal injury and \$50,000 property damage) shall be carried by the owner of said sign and a certificate of same shall be filed with the application.

1.3 PROHIBITED SIGNS AND CONDITIONS

- A. A sign shall not be placed in the right of way.
- B. A sign shall not be designed or colored or so placed as to endanger, obscure, confuse, blind by glare or otherwise create a hazardous condition to motor vehicle traffic.
- C. Roof signs of any type are prohibited.
- D. A sign or symbol attached to a building shall

not project above the building wall to which it is attached, and shall not obscure any part of the roof of the building.

- E. Animated, flashing, audible signs or other attention-catching devices are not permitted.
- F. No non-accessory signs other than permitted temporary non-accessory signs shall be permitted.
- G. No off-site signage shall be allowed.

1.4 TEMPORARY SIGNS

One temporary tenant identification sign is permitted, as follows:

- A. A temporary identifying sign, not exceeding the permitted size for a permanent sign, may not be erected until application has been made for the permanent sign that is intended to replace it, and must be removed when such sign has been installed, or sixty (60) days have passed since the day the permit for such permanent sign was granted, whichever comes first. In no case shall any temporary identifying sign be displayed for more than sixty (60) days.
- B. A temporary accessory sign shall not exceed six (6) square feet and shall be removed from public view by those responsible for its erection within seven (7) days after the activity advertised has ceased or after substantial damage to the sign, whichever comes first.
- C. A temporary non-accessory sign is limited to a period of forty-five (45) days preceding and not over seven (7) days after the relevant event and may not exceed fifty (50) square feet.

1.5 MAINTENANCE OF SIGNS

It shall be the responsibility of sign owners to provide proper and continual maintenance for their sign(s) and sign structure(s).

1.6 DESIGN REQUIREMENTS

- A. The location of signs shall be only as shown on Signage Location Plan.
- B. Informational and directional signs relating to pedestrian and vehicular flows within Alexandria Center® for Life Science at The Arsenal on the Charles campus shall conform to the standards of Alexandria Center® for Life Science at The Arsenal on the Charles Wayfinding Signage Program.
- C. Signage shall be sized and placed to reinforce, rather than compete with the architectural elements of the building.
- D. Signage shall be placed to avoid obscuring any significant architectural details or decorative elements on the building.
- E. Care should be taken to minimize penetration of walls and masonry.
- F. All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
- G. No exposed conduit, tubing, or raceways will be permitted.
- H. All transformers and other electrical equipment shall be concealed.
- I. All attachment hardware, bolts, and clips shall be of stainless steel, to prevent the staining of building surfaces.
- J. All exterior letters or signs exposed to the weather shall be mounted at least one quarter (1/4) inch from the building to permit proper dirt and water drainage.

- K. Location of all openings for conduit and sleeves in sign panels of building shall be indicated by the sign contractor on drawings submitted to Alexandria Real Estate Equities, Inc. Installation shall be in accordance with the approved drawings.
- L. All signage layouts, spelling and messaging are to be reviewed and approved by Alexandria Real Estate Equities, Inc. prior to implementation.
- M. No signmakers’ labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.
- N. Permanent awnings on storefronts shall be at least nine (9) feet above any public walkway.

SIGNAGE GUIDELINES

INTRODUCTION

2.0 SIGNS IN RETAIL / PUBLIC ZONE

Alexandria Real Estate Equities will review all signage on a case by case basis. It is the intent that the Retail / Public Zone be an attractive, vibrant destination open to the public, and to that end, a certain variety and creativity in signage is encouraged. At the same time, a high level of design and fabrication quality along with sensitivity to the historic context of the Arsenal is of great importance.

321 Arsenal Street (Building 312) is currently used in part as an arts center for cultural / institutional purposes. The arts center may require more flexibility in the size, shape, quantity, design, and location of signage, and is excluded from sections (a) through (d) below.

PRIMARY ENTRY TENANT IDENTIFICATION

No on premise retail sign or advertising device shall be permitted except as follows:

- A. For a wall or marquee sign, said identifying sign shall be limited to no more than one and one-quarter (1-1/4) square feet of signage for each linear foot of building. The dimensions used in calculating this percentage shall be the horizontal measure of the occupancy frontage of the business.
- B. One building mounted accessory projecting sign such as a marquee, awning, fin, blade, symbol sign or banner sign for each fifty (50) linear feet of tenant occupancy facing a private or public way or parking lot.
- C. In no instance may the gross area of all signs including accessory signs on one building exceed two hundred (200) square feet in area.
- D. Projecting signs may be considered as

accessory signs and shall be permitted if they are not more than sixteen (16) square feet in total area. Further, projecting signs shall be placed at a right angle to the building wall. Illumination from the interior of all projecting signs shall be prohibited and other forms of illumination shall be consistent with this document.

- E. Lettering may be of fabricated ("channel") style or flat cut out plate. Marquee or canopy signs will be considered.
- F. Illumination is permitted (see below).
- G. Sign color shall contrast with background material sufficiently to provide good legibility.
- H. Signage shall be sized and placed to reinforce, rather than compete with the architectural elements of the building.
- I. Signage shall be placed to avoid obscuring any significant architectural details or decorative elements of the building.
- J. Care should be taken to minimize penetration of walls and masonry.
- K. All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
- L. No exposed conduit, tubing or raceways will be permitted.
- M. All transformers and other electrical equipment shall be concealed.
- N. All attachment hardware, bolts and clips shall be of stainless steel, to prevent staining of building surfaces.
- O. All exterior letters or signs exposed to the weather shall be mounted at least one quarter inch (1/4") from the building to permit proper dirt and water drainage.

- P. Location of all openings for conduit and sleeves in sign panels of building shall be indicated by the sign contractor on drawings submitted to Alexandria Real Estate Equities. Installation shall be in accordance with the approved drawings.
- Q. No signmakers' labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.
- R. Permanent awnings on storefronts shall be at least nine (9) feet above any public walkway.

RETAIL/PUBLIC TENANT IDENTIFICATION - SIGN ILLUMINATION

- A. Any lighting of a sign shall be continuous and installed in a manner that will prevent direct light from shining onto any street or adjacent property.
- B. All sign lighting must be stationary and may not contain any moving parts or animation.
- C. No sign or advertising device shall be illuminated during hours when the establishment is closed to the public.
- D. Halo-illuminated signage and lettering is encouraged.
- E. Face lighting or external illumination is encouraged.
- F. Neon used as lettering or in open-face channel letters is not permitted.
- G. Translucent (backlit) plastic sign faces are not permitted.
- H. Backlit fabric awnings or canopies are not permitted

2.1 ENTRANCE DOORS AND WINDOWS

Alexandria Real Estate Equities will be permitted to place upon each entrance not more than one hundred forty four (144) square inches of white lettering indicating hours of business, emergency telephone numbers or delivery information.

MONUMENT SIGN LARGE

Design Intent:
Structurally reinforced cast concrete plinth surrounded by fabricated metal cabinet on 3 of 4 sides.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the double sided metal cabinet.

1/4" flat cut metal ARE lettering secured to cast concrete side.

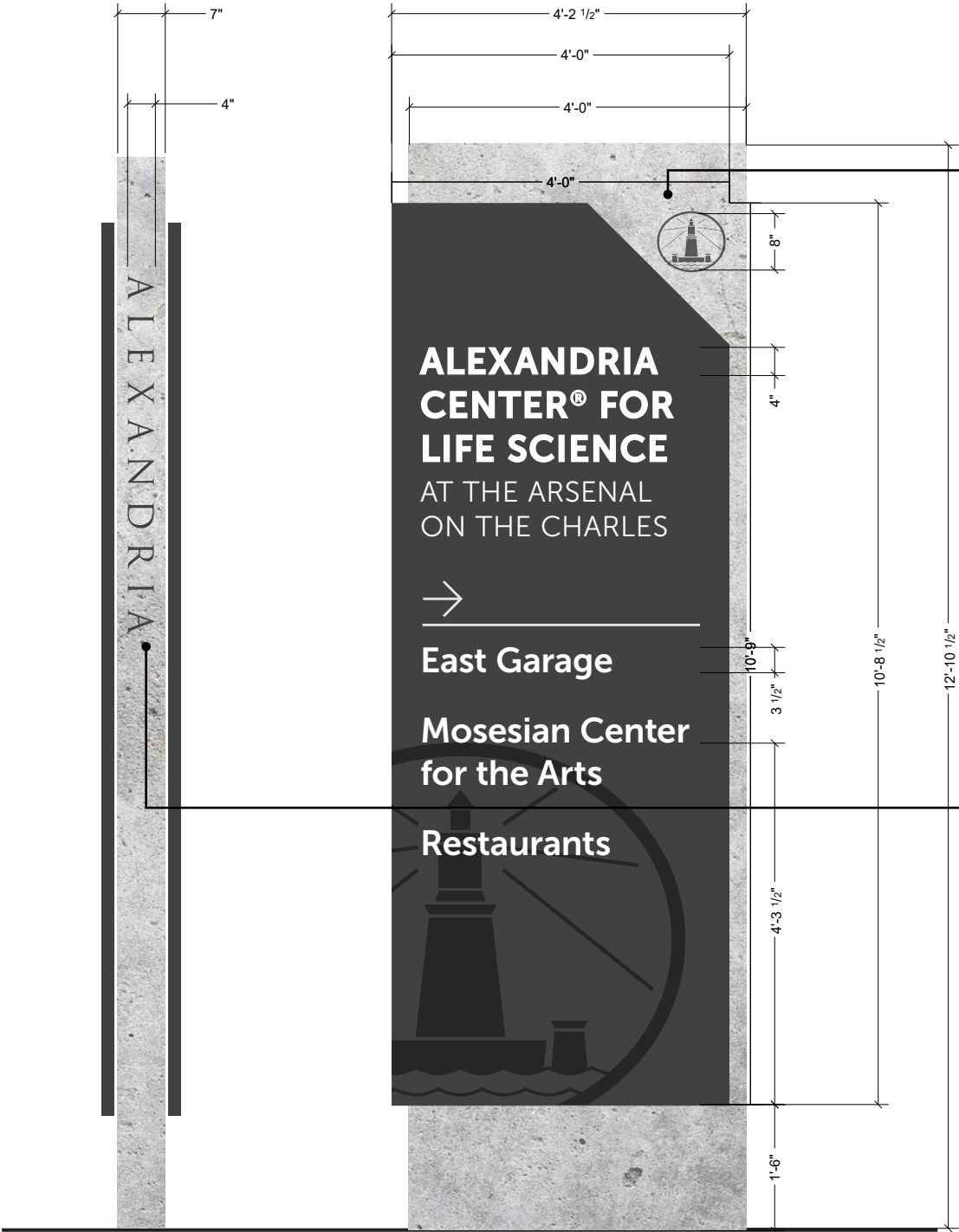
ARE lighthouse mark stamped into concrete and stained as needed for visibility.

- Materials:**
- CONCRETE**
Cast Concrete Plinth
 - BLACKENED METAL**
Fabricated Metal Cabinet
Dimensional Logos
 - PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics
 - PAINT OR VINYL (BLACK)**
ARE Logo on metal cabinet

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.

Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



Logo stamped into concrete; 1/4" depth



INSPIRATION IMAGE



Applied metal logo; 1/4" thick to match blackened metal



INSPIRATION IMAGE



PLAN VIEW

MONUMENT SIGN SMALL

Design Intent:
Structurally reinforced cast concrete plinth surrounded by fabricated metal cabinet on 3 of 4 sides.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the double sided metal cabinet.

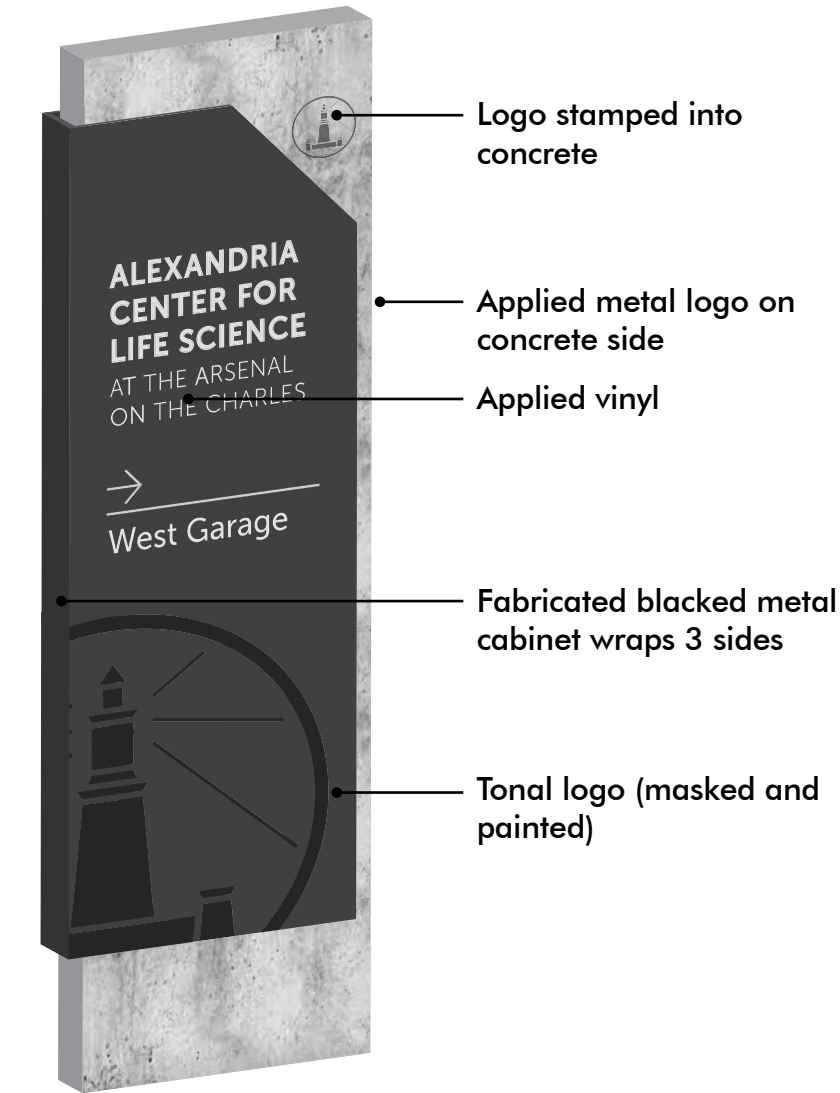
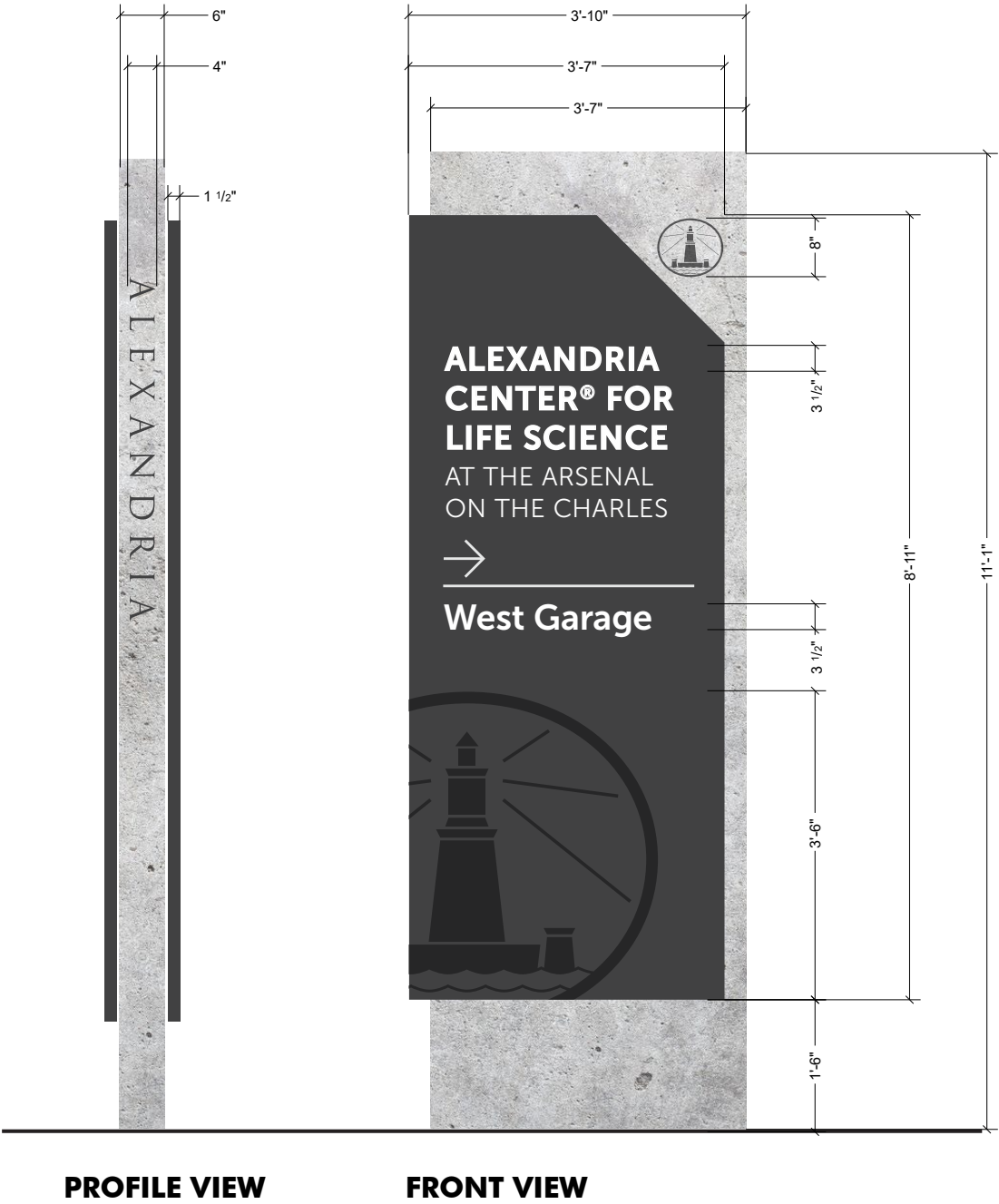
1/4" flat cut metal ARE lettering secured to cast concrete side.

ARE lighthouse mark stamped into concrete and stained as needed for visibility.

- Materials:**
- CONCRETE**
Cast Concrete Plinth
 - BLACKENED METAL**
Fabricated Metal Cabinet
Dimensional Logos
 - PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics
 - PAINT OR VINYL (BLACK)**
ARE Logo on metal cabinet

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.



TYR. MONUMENT DETAIL



PLAN VIEW

Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.

WAYFINDING VEHICULAR DIRECTIONAL

Design Intent:
Structurally reinforced cast concrete plinth surrounded by fabricated metal cabinet on 3 of 4 sides.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the double sided metal cabinet.

1/4" flat cut metal ARE lettering secured to cast concrete side.

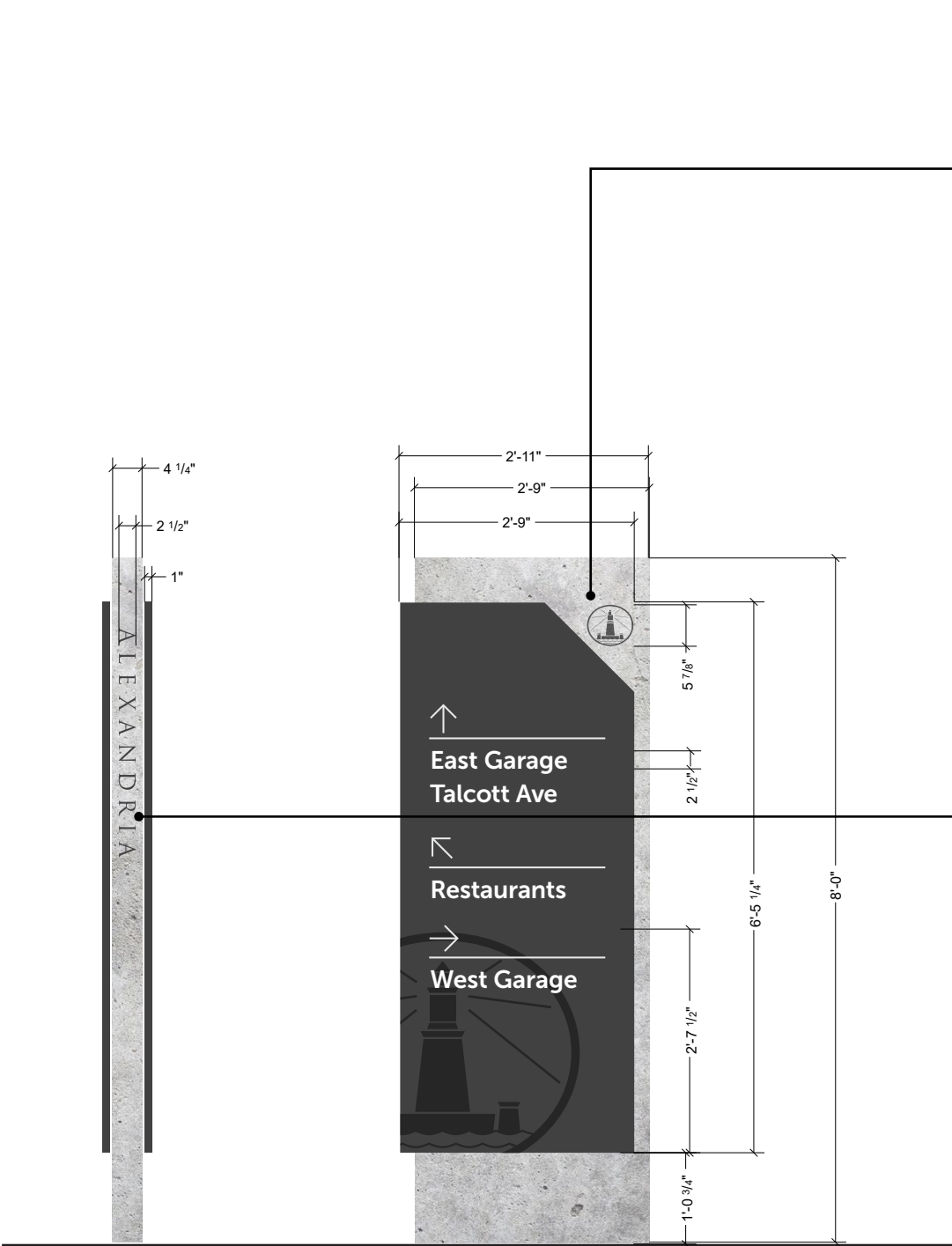
ARE lighthouse mark stamped into concrete and stained as needed for visibility.

- Materials:**
- CONCRETE**
Cast Concrete Plinth
 - BLACKENED METAL**
Fabricated Metal Cabinet
Dimensional Logos
 - PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics
 - PAINT OR VINYL (BLACK)**
ARE Logo on metal cabinet

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.

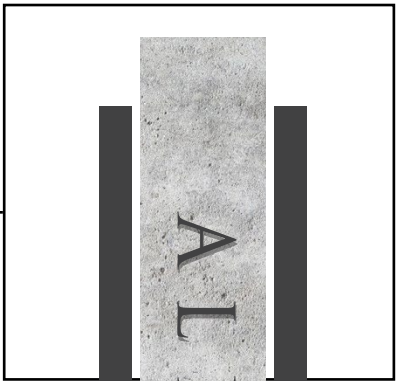
Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



Logo stamped into concrete; 1/4" depth



INSPIRATION IMAGE



Applied metal logo; 1/4" thick to match blackened metal



INSPIRATION IMAGE



PLAN VIEW

WAYFINDING DESTINATION PLINTH

DESTINATION PLINTH

Design Intent:
Structurally reinforced fabricated metal cabinet with concrete accent at top corner. Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the metal cabinet.

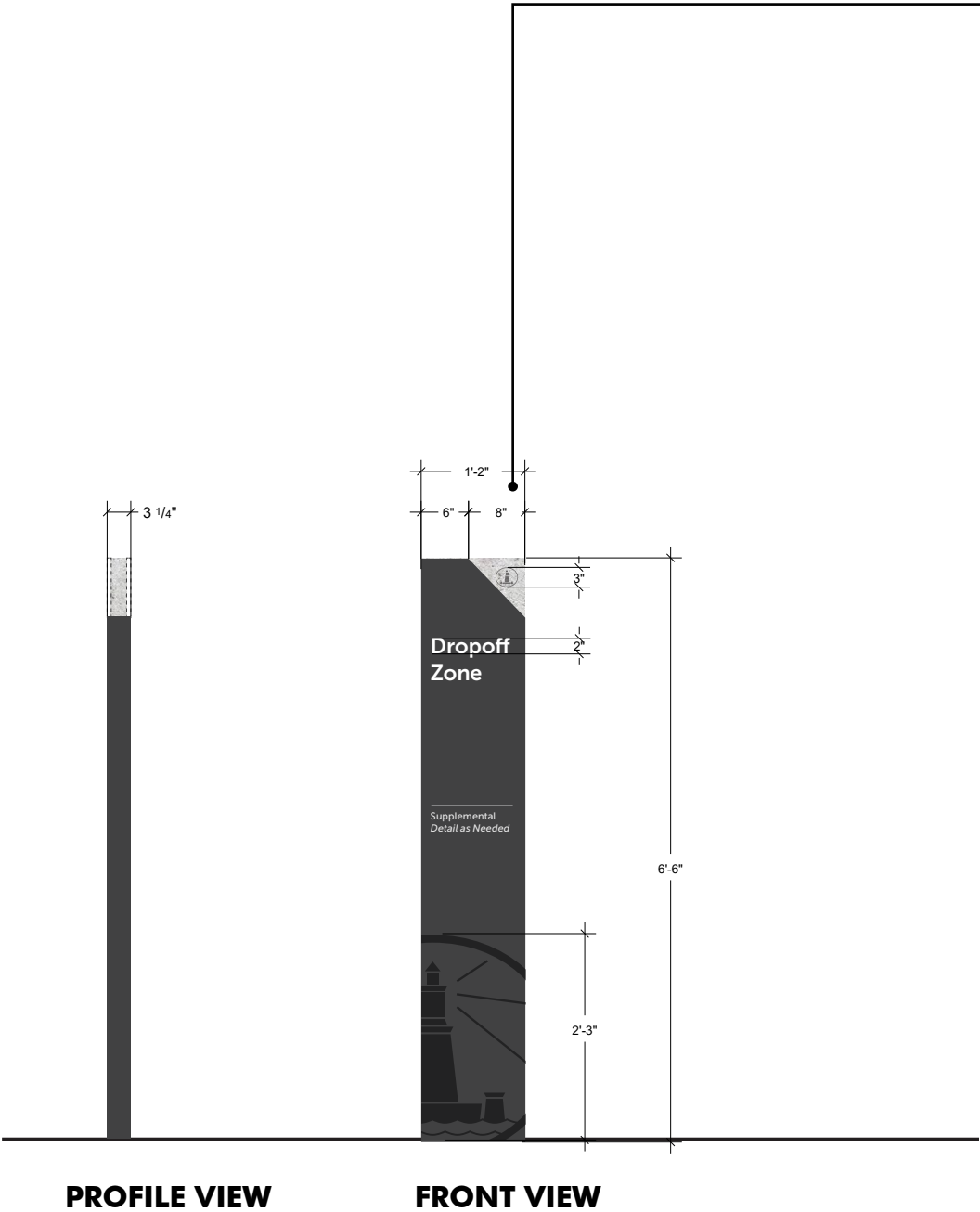
ARE lighthouse mark stamped into concrete and stained as needed for visibility.

- Materials:**
- CONCRETE**
Cast Concrete Triangular Area
 - BLACKENED METAL**
Fabricated Metal Cabinet
Dimensional Logos
 - PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics
 - PAINT OR VINYL (BLACK)**
ARE Logo on metal cabinet

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.

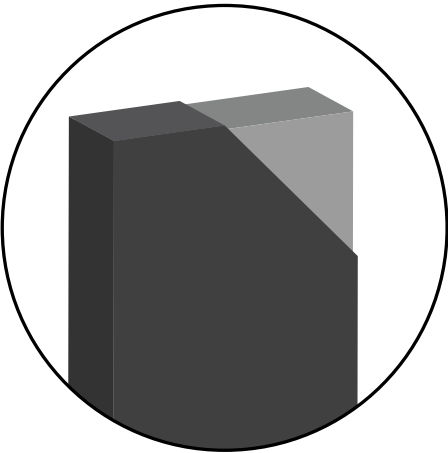
Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



Logo stamped into concrete; 1/4" depth



INSPIRATION IMAGE



CORNER DETAIL



PLAN VIEW

WAYFINDING STREET SIGN

Design Intent:
Square blackened metal tube with cap on top end and flange section for street sign name.
Applied vinyl street name on both sides;
reflective white vinyl used as needed.

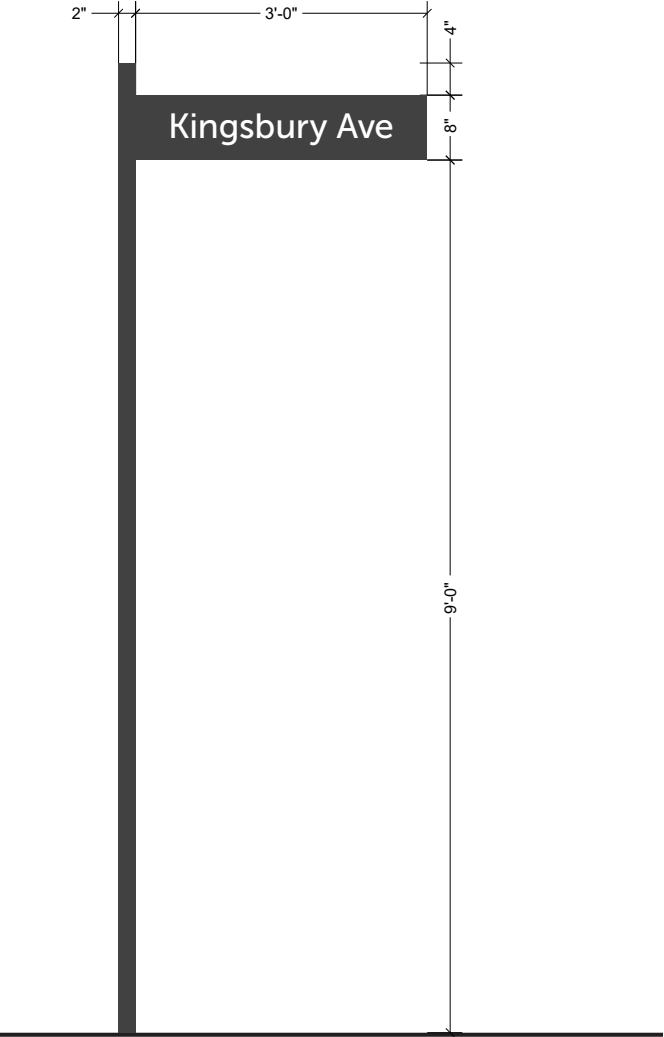
Materials:

BLACKENED METAL
Square tube pole
Street name panel

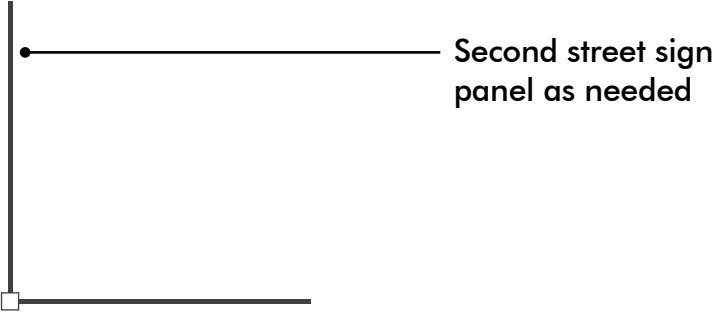
PAINT OR VINYL (WHITE)
Letters, Numbers, Icons, Graphics

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.



FRONT VIEW



PLAN VIEW

Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.

WAYFINDING PEDESTRIAN DIRECTIONAL

Design Intent:
Structurally reinforced cast concrete plinth surrounded by fabricated metal cabinet on 3 of 4 sides.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the double sided metal cabinet.

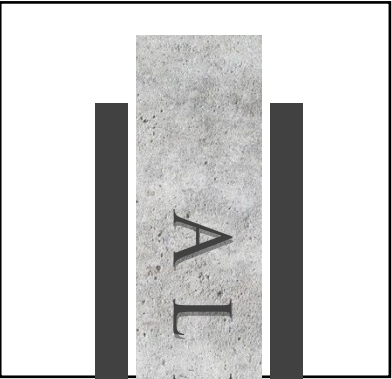
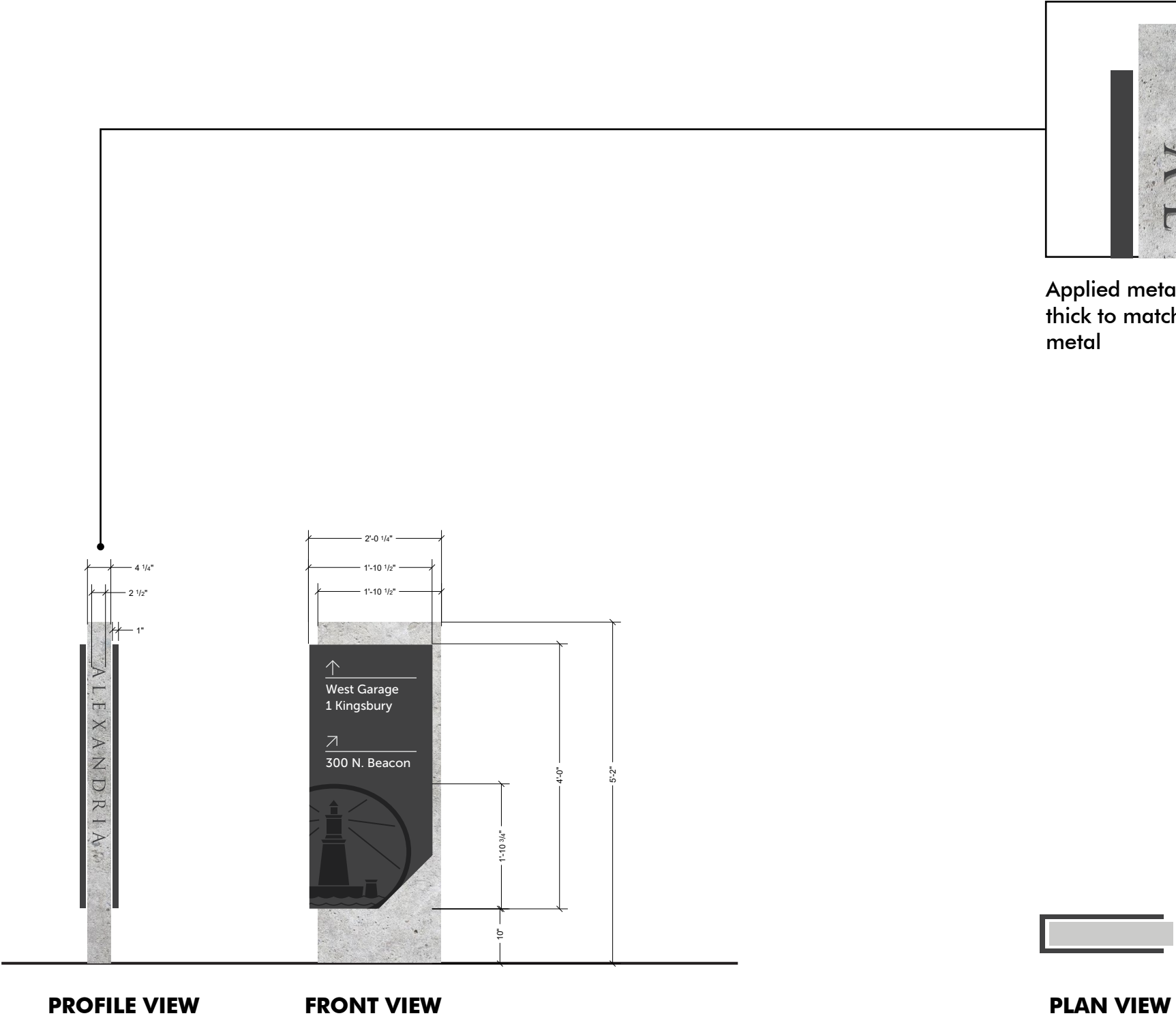
1/4" flat cut metal ARE lettering secured to cast concrete side.

- Materials:**
-  **CONCRETE**
Cast Concrete Plinth
 -  **BLACKENED METAL**
Fabricated Metal Cabinet
Dimensional Logos
 -  **PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics
 -  **PAINT OR VINYL (BLACK)**
ARE Logo on metal cabinet

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.

Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



Applied metal logo; 1/4" thick to match blackened metal



INSPIRATION IMAGE

WAYFINDING PEDESTRIAN CAMPUS MAP

Design Intent:
Structurally reinforced cast concrete plinth surrounded by fabricated metal cabinet on 3 of 4 sides.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the double sided metal cabinet.

Removable digitally printed map graphic inset into metal cabinet.

1/4" flat cut metal ARE lettering secured to cast concrete side.

Materials:

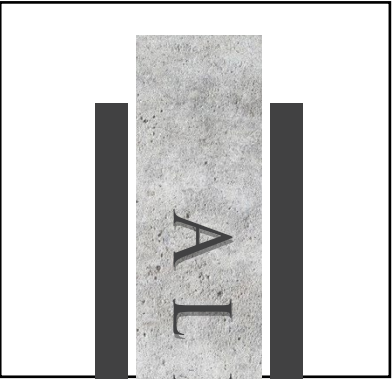
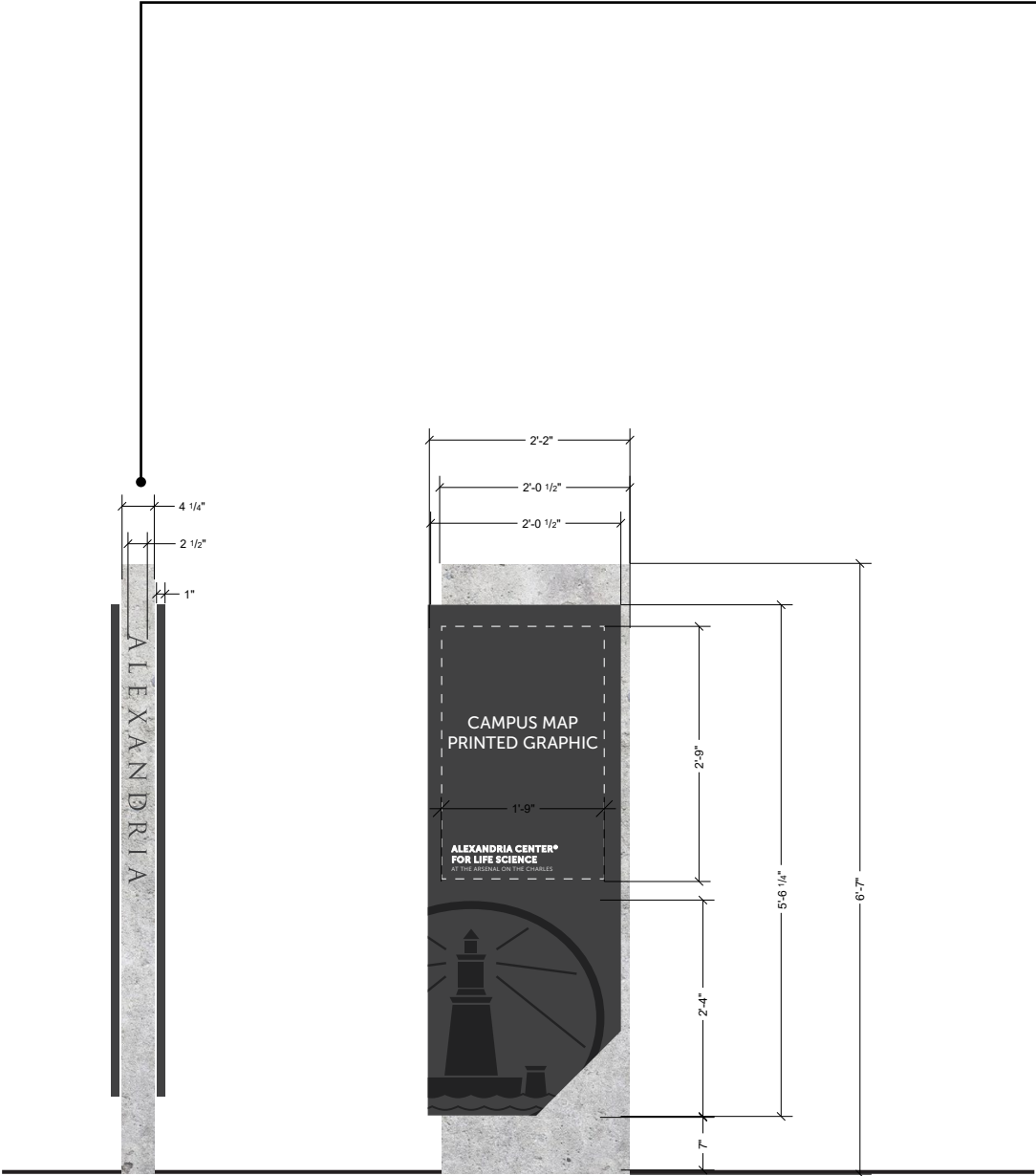
-  **CONCRETE**
Cast Concrete Plinth
-  **BLACKENED METAL**
Fabricated Metal Cabinet
-  **PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics
-  **PAINT OR VINYL (BLACK)**
ARE Logo on metal cabinet
-  **DIGITAL PRINT TO METAL**
Campus Map

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:

Signs are to be installed at specified locations by direct burial with reinforced structural support at least 3'-0" below grade.

*Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.*



Applied metal logo; 1/4" thick to match blackened metal

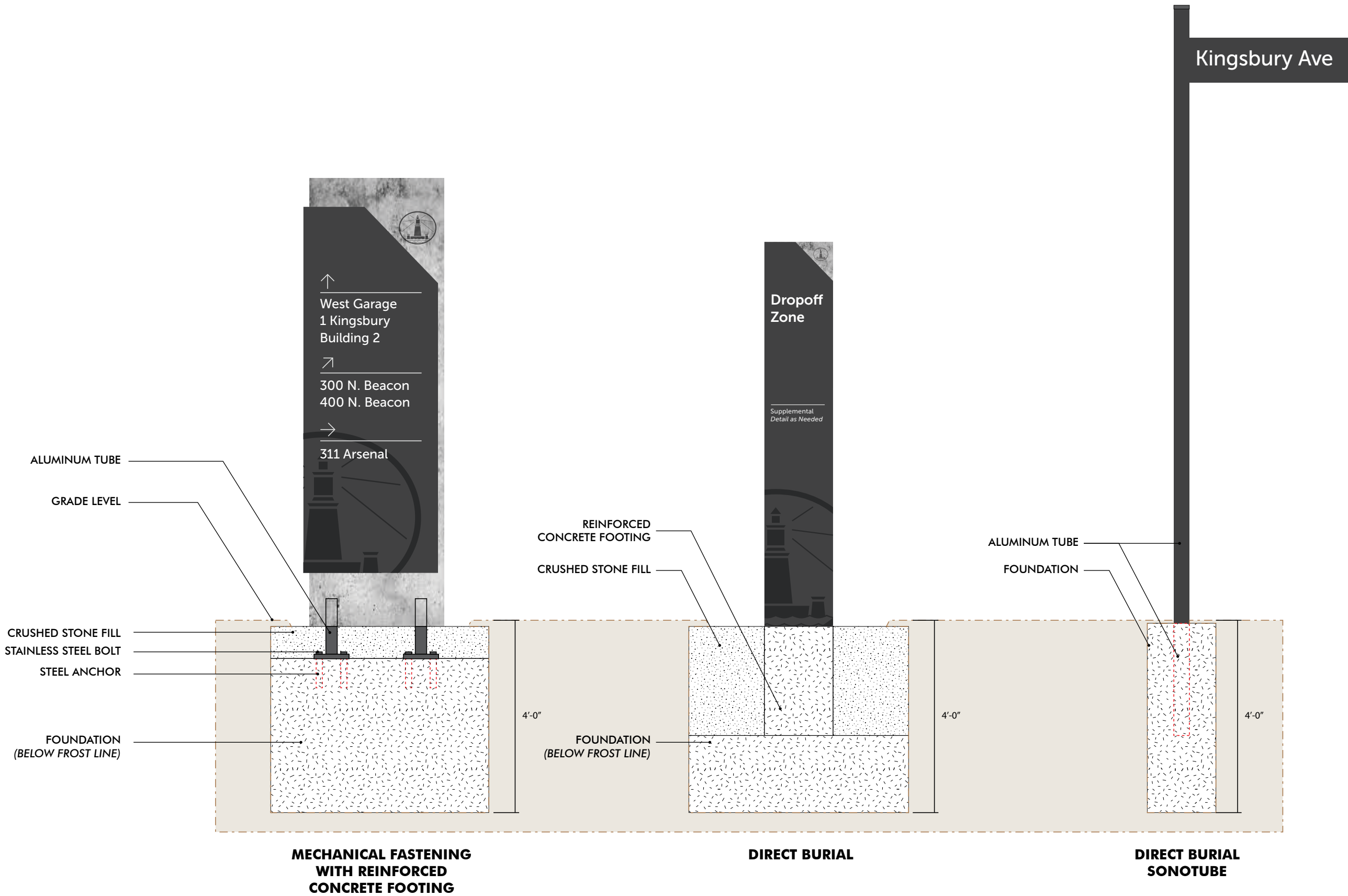


INSPIRATION IMAGE



PLAN VIEW

WAYFINDING TYPICAL INSTALL CONDITIONS



EXTERIOR FAMILY BUILDING ID - WALL PANEL

Design Intent:
Fabricated aluminum metal frame with applied sign panel.

Fabricated ARE logo applied directly to sign panel and painted on all exposed sides.

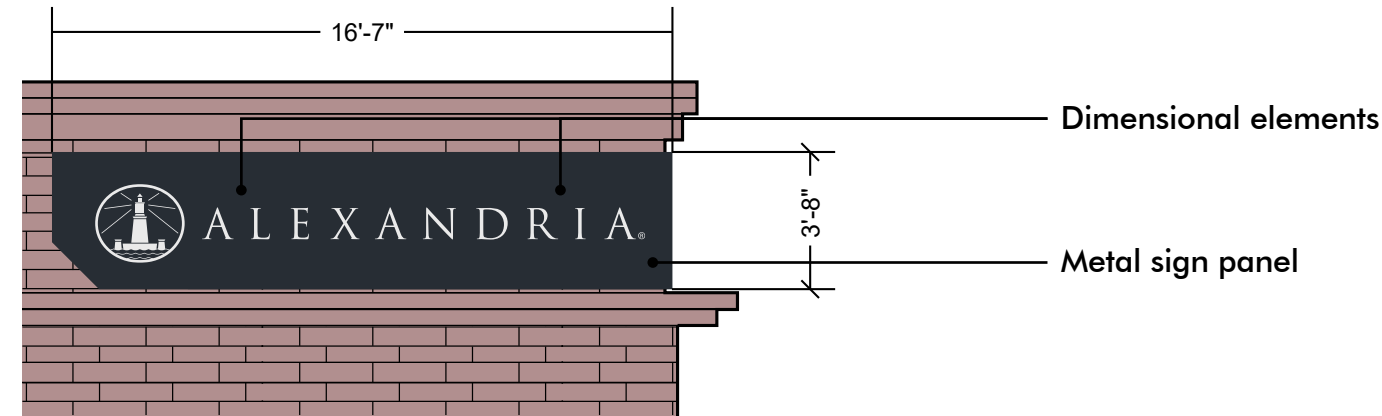
- Materials:**
- BLACKENED METAL**
Fabricated Metal Cabinet
 - DIMENSIONAL ELEMENTS**
Letters, Numbers, Icons, Graphics

Construction/Mounting:
Signs are to be installed at specified locations affixed to building facade with anchor elements. When penetrating through facade ensure all holes are filled and sealed.

NOTE:
All building mounted signage will be attached in mortar joints only.

Existing sign in this location to remain until current lease ends; then to be replaced.

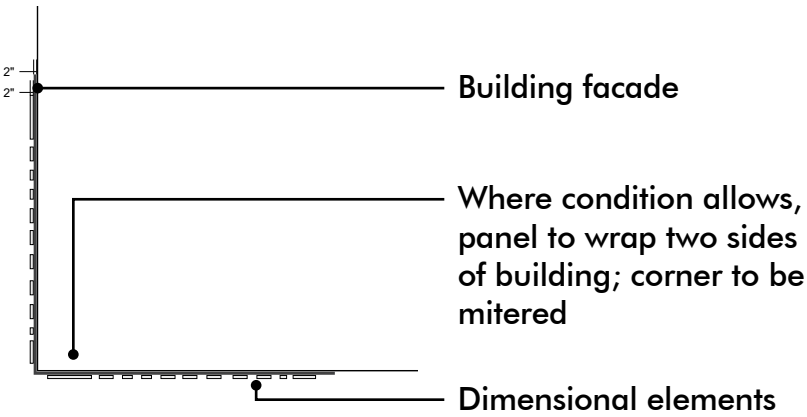
Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



DETAIL



ELEVATION 311 ARSENAL



PLAN VIEW

EXTERIOR FAMILY BUILDING ID - BLADE SIGN

Design Intent:

Double sided fabricated metal sign mounted to building elevation.

Flat cut metal building identity secured directly to sign panels with spacers. Metal painted on all exposed sides.

Materials:



BLACKENED METAL
Fabricated Metal Cabinet



DIMENSIONAL ELEMENTS

Letters, Numbers, Icons, Graphics

Text:

Museo Sans 700
Museo Sans 500

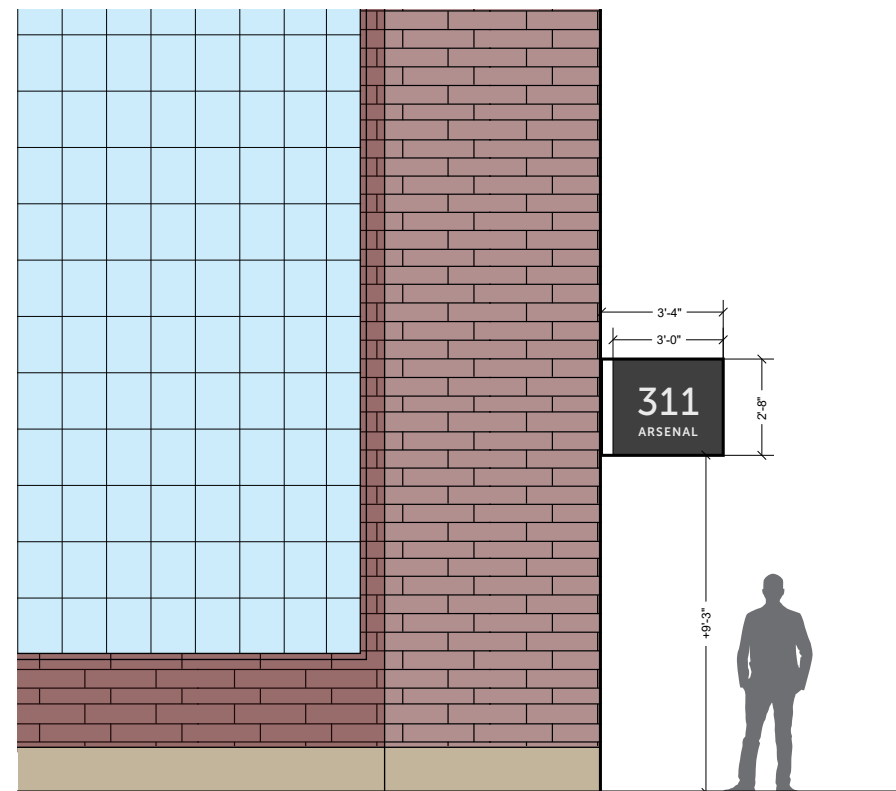
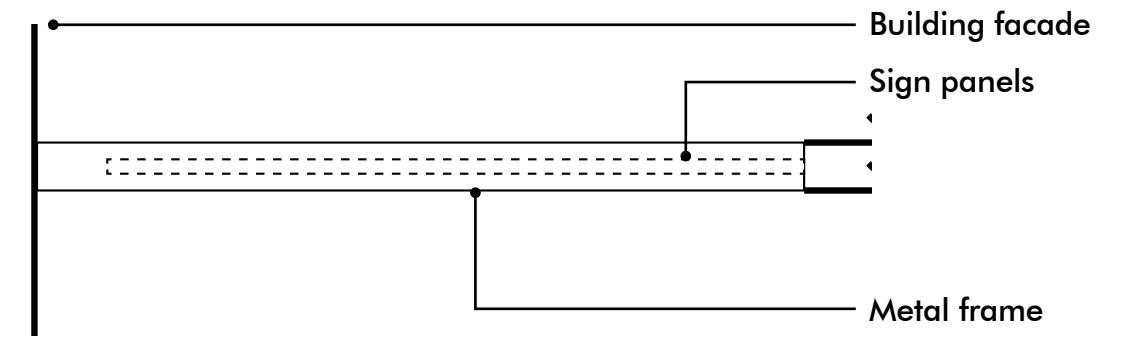
Construction/Mounting:

Signs are to be installed at specified locations affixed to building facade with anchor elements. When penetrating through facade ensure all holes are filled and sealed.

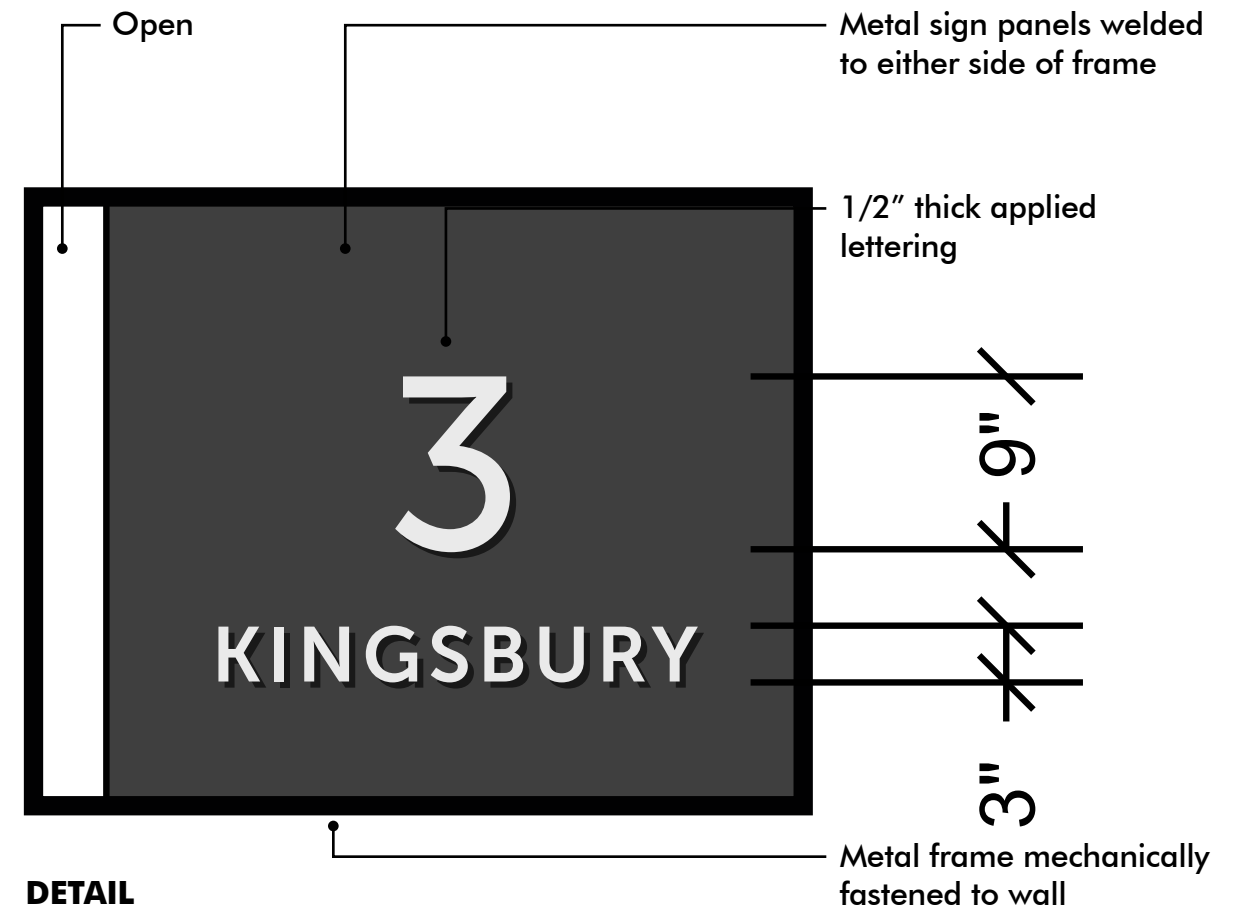
NOTE:

All building mounted signage will be attached in mortar joints only.

Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.

**ELEVATION** 311 ARSENAL REFERENCE

ENLARGED PLAN VIEW



EXTERIOR FAMILY BUILDING ID - CANOPY SIGN

Design Intent:
Fabricated metal letters bottom or stop stud mounted to canopy with 1/4" spacers. 1" deep with clean and smooth edges and no visible hardware. Letters enclosed on backside; vendor to provide tie-backs as needed.

All visible faces painted to match blackened metal finish, white or match building metal as needed for visibility.

Materials:

BLACKENED METAL
Fabricated Metal Cabinet

DIMENSIONAL ELEMENTS
Letters, Numbers, Icons, Graphics

Text:
Museo Sans 900; tracked 150

Construction/Mounting:
Signs are to be installed at specified locations via pin mounting to building elevation. When penetrating through facade ensure all holes are filled and sealed.

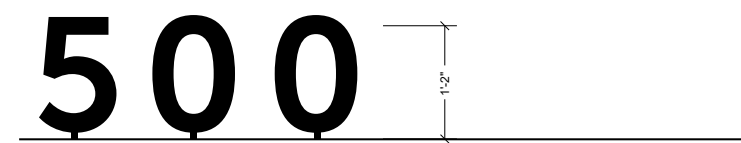
NOTE:
All building mounted signage will be attached in mortar joints only.

This sign type only occurs on new buildings with canopies.

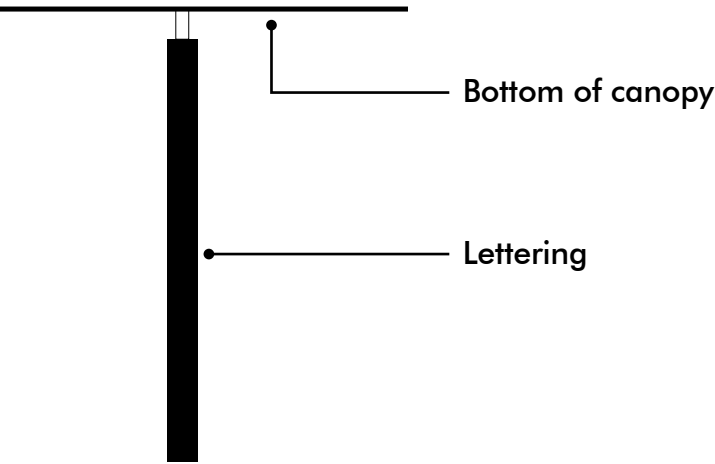
*Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.*



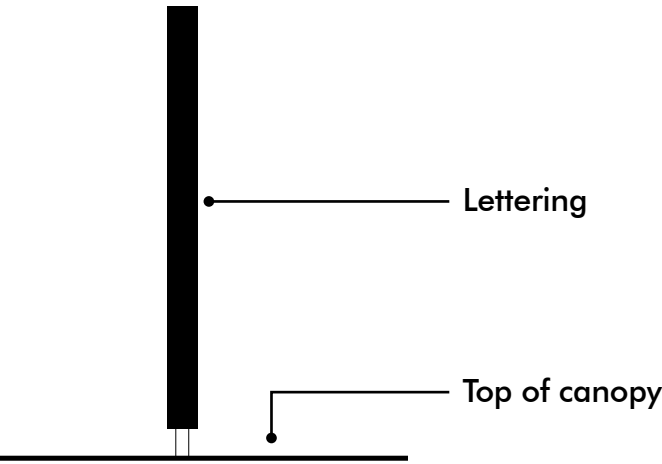
REFERENCE RENDER



ELEVATION BUILDING 1 REFERENCE (ADDRESS NUMBER TBD)



ENLARGED PROFILE VIEW TOP STUD



ENLARGED PROFILE VIEW BOTTOM STUD

Design Intent:
Fabricated metal structure to support sign panels (double sided).

Flat cut metal building identity secured directly to sign panels with spacers. Metal painted on all exposed sides.

- Materials:**
- BLACKENED METAL
Fabricated Metal Cabinet
 - DIMENSIONAL ELEMENTS
Letters, Numbers, Icons, Graphics

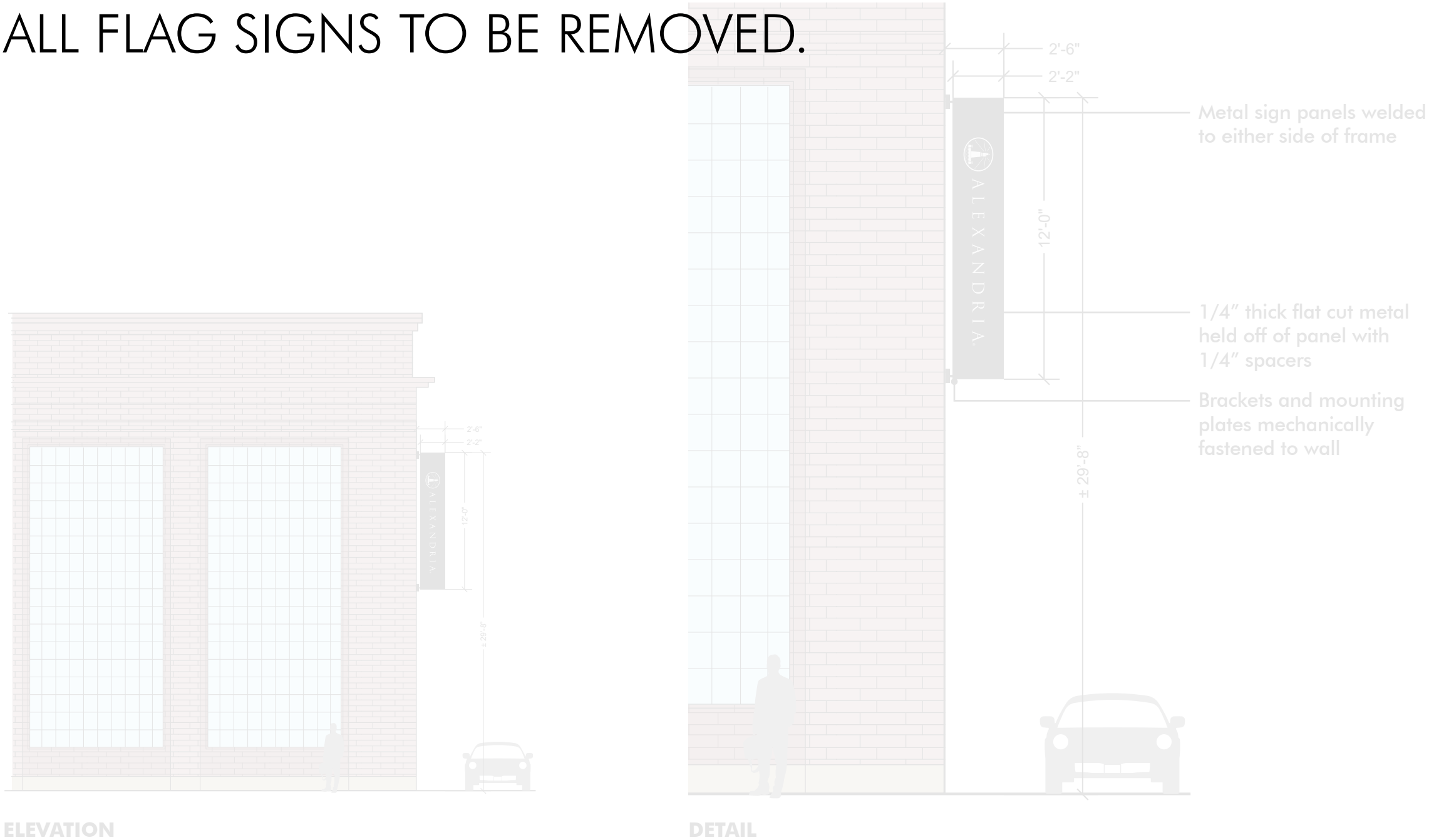
Text:
Museo Sans 700

Construction/Mounting:
Signs are to be installed at specified locations affixed to building facade with anchor elements. When penetrating through facade ensure all holes are filled and sealed.

NOTE:
All building mounted signage will be attached in mortar joints only.

Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.

EXISTING BUILDING FLAG SIGN
TO REMAIN UNTIL END OF LEASE;
ALL FLAG SIGNS TO BE REMOVED.



EXTERIOR FAMILY BUILDING ID - ADDRESS SIGN

Design Intent:
Fabricated metal sign mounted to building facade at entry doors. Cast concrete triangular accent at top right corner.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the metal cabinet.

- Materials:**
- CONCRETE
Cast Concrete Plinth
 - BLACKENED METAL
Fabricated Metal Cabinet
 - PAINT OR VINYL (WHITE)
Letters, Numbers, Icons, Graphics

Text:
Museo Sans 900
Museo Sans 500

Construction/Mounting:
Signs are to be installed at specified locations via pin mounting to building elevation. When penetrating through facade ensure all holes are filled and sealed.

NOTE:
All building mounted signage will be attached in mortar joints only.

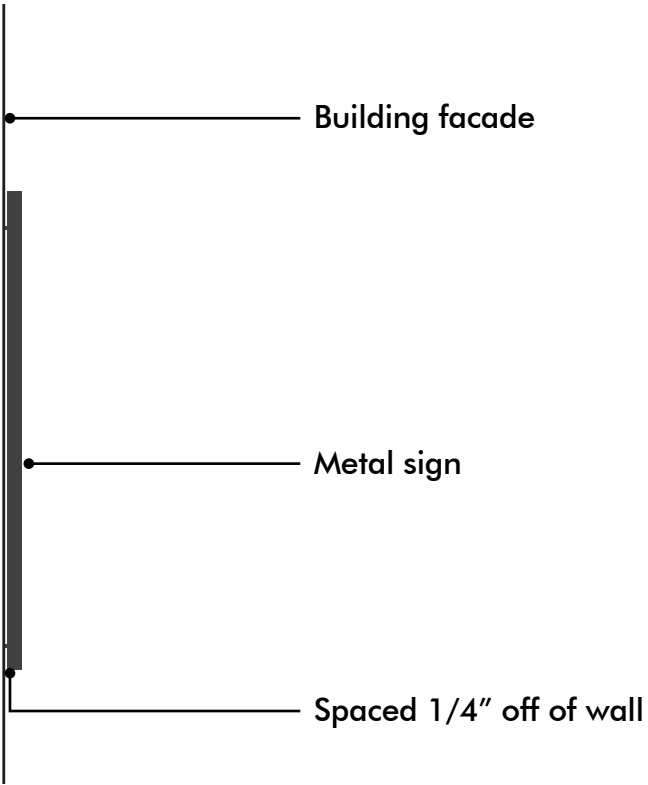
Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



ELEVATION



CORNER DETAIL



ENLARGED PROFILE VIEW

EXTERIOR FAMILY RETAIL ID - BLADE SIGN

Design Intent:
Fabricated metal sign mounted to building elevation at specified Retail locations.

Wayfinding elements (letters, numbers, icons and graphics) are direct printed to the face of the metal cabinet.

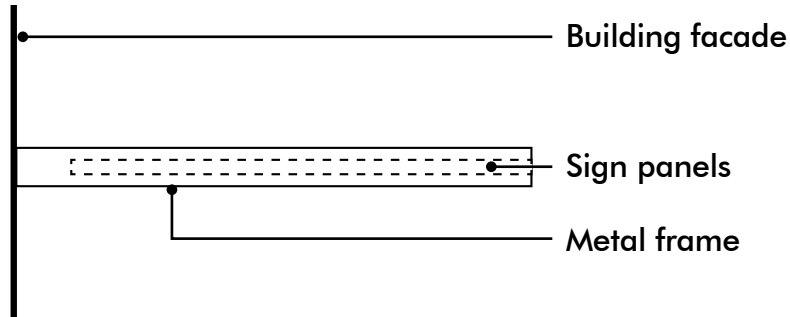
- Materials:**
-  **BLACKENED METAL**
Fabricated Metal Cabinet
 -  **PAINT OR VINYL (WHITE)**
Letters, Numbers, Icons, Graphics

Text/Graphics:
To be determined by retail tenant.

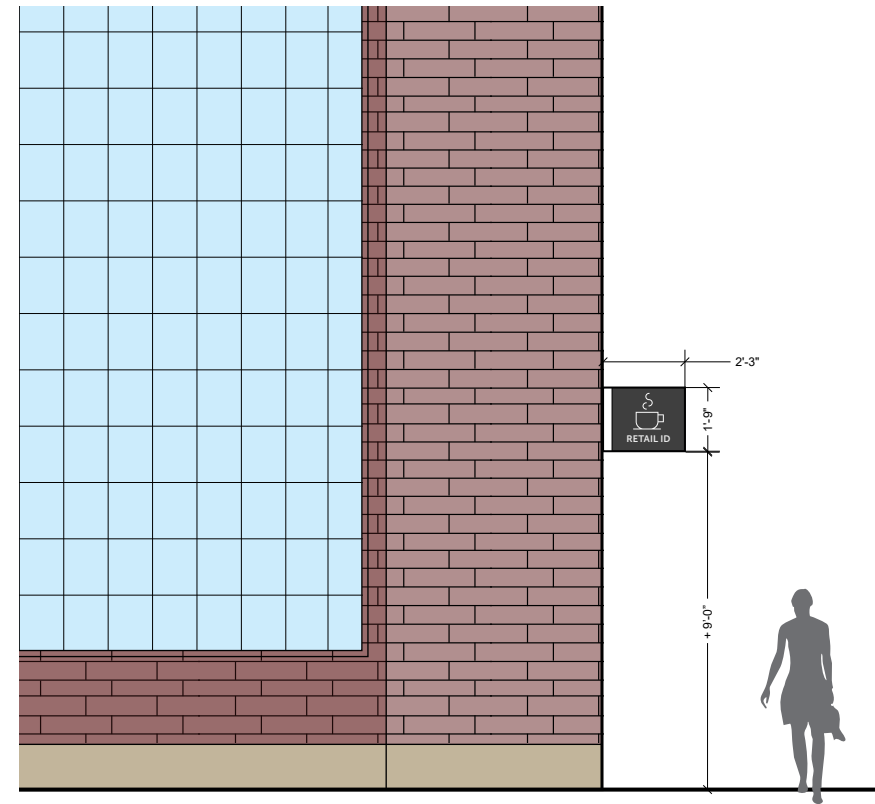
Construction/Mounting:
Signs are to be installed at specified locations via pin mounting to building elevation. When penetrating through facade ensure all holes are filled and sealed.

NOTE:
All building mounted signage will be attached in mortar joints only.

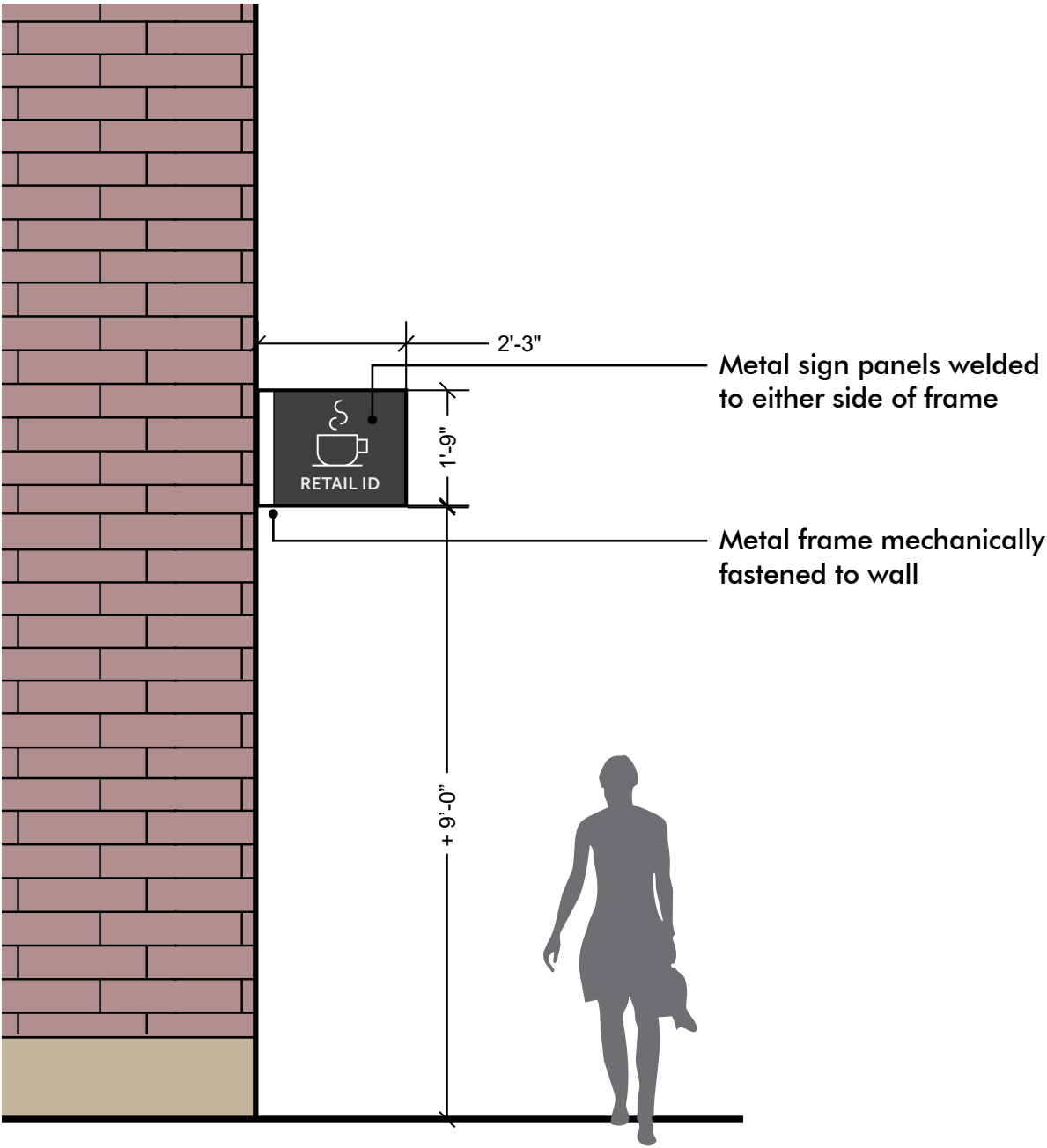
Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.



ENLARGED PLAN VIEW



ELEVATION



DETAIL

EXTERIOR FAMILY RETAIL ID - WALL PANEL

Design Intent:
Fabricated sign mounted to building or entry canopy at specified Retail locations. Refer to Signage Guidelines Introduction 2.0.

No plastic sign faces permitted.

Materials:



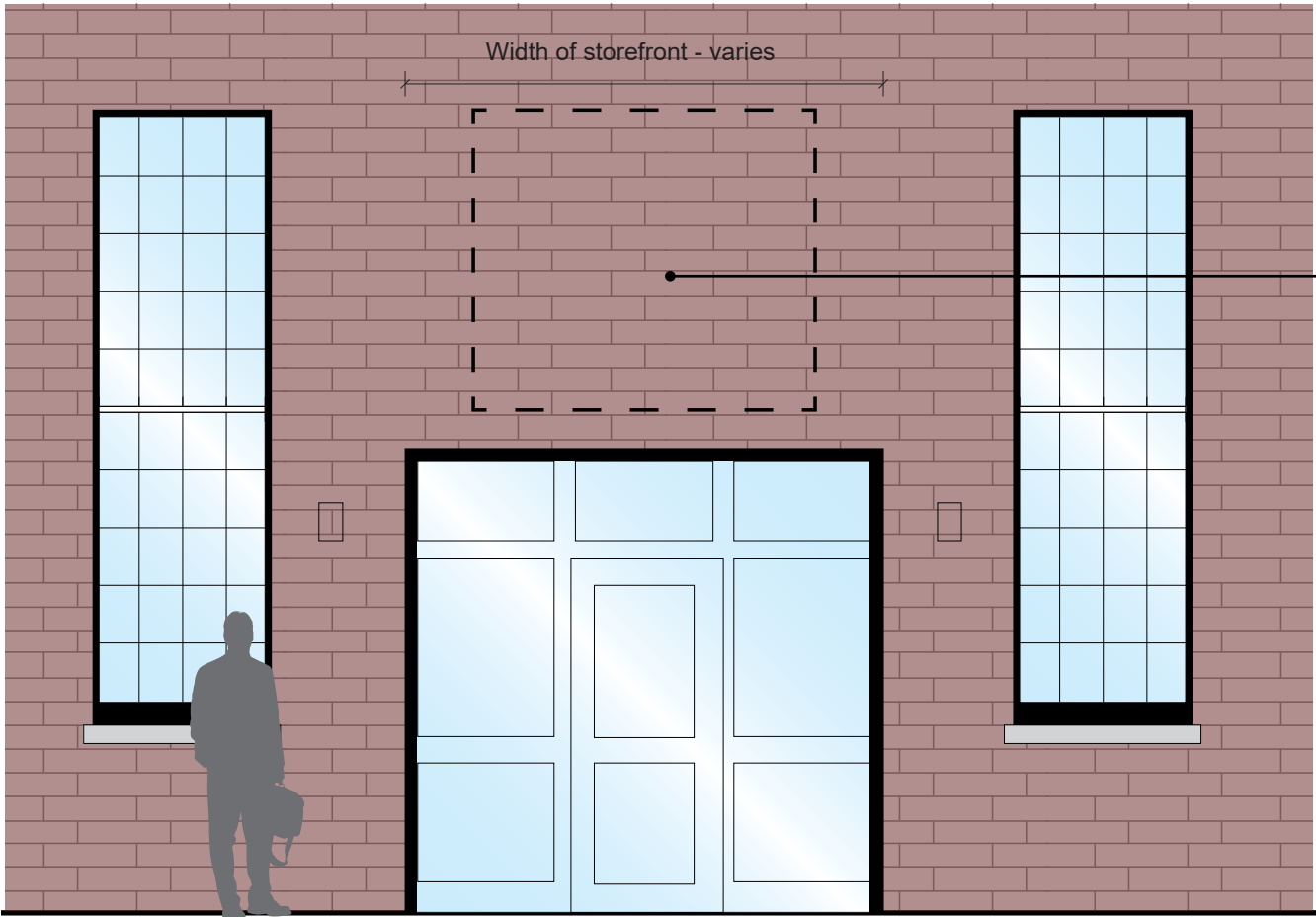
TBD

Text and Graphics:
To be determined by retail tenant.

Construction/Mounting:
Signs are to be installed at specified locations via pin mounting to building elevation. When penetrating through facade ensure all holes are filled and sealed.

NOTE:
All building mounted signage will be attached in mortar joints only.

*Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.*



ELEVATION

EXTERIOR FAMILY CAMPUS BUILDING ID - 400 NB

Design Intent:
Fabricated metal channel sign mounted to 400 North Beacon facade facing the campus.

All exposed sides painted. Logo (light house mark) is halo-lit with LED lights; dimmer provided. Lettering is not lit.

Materials:

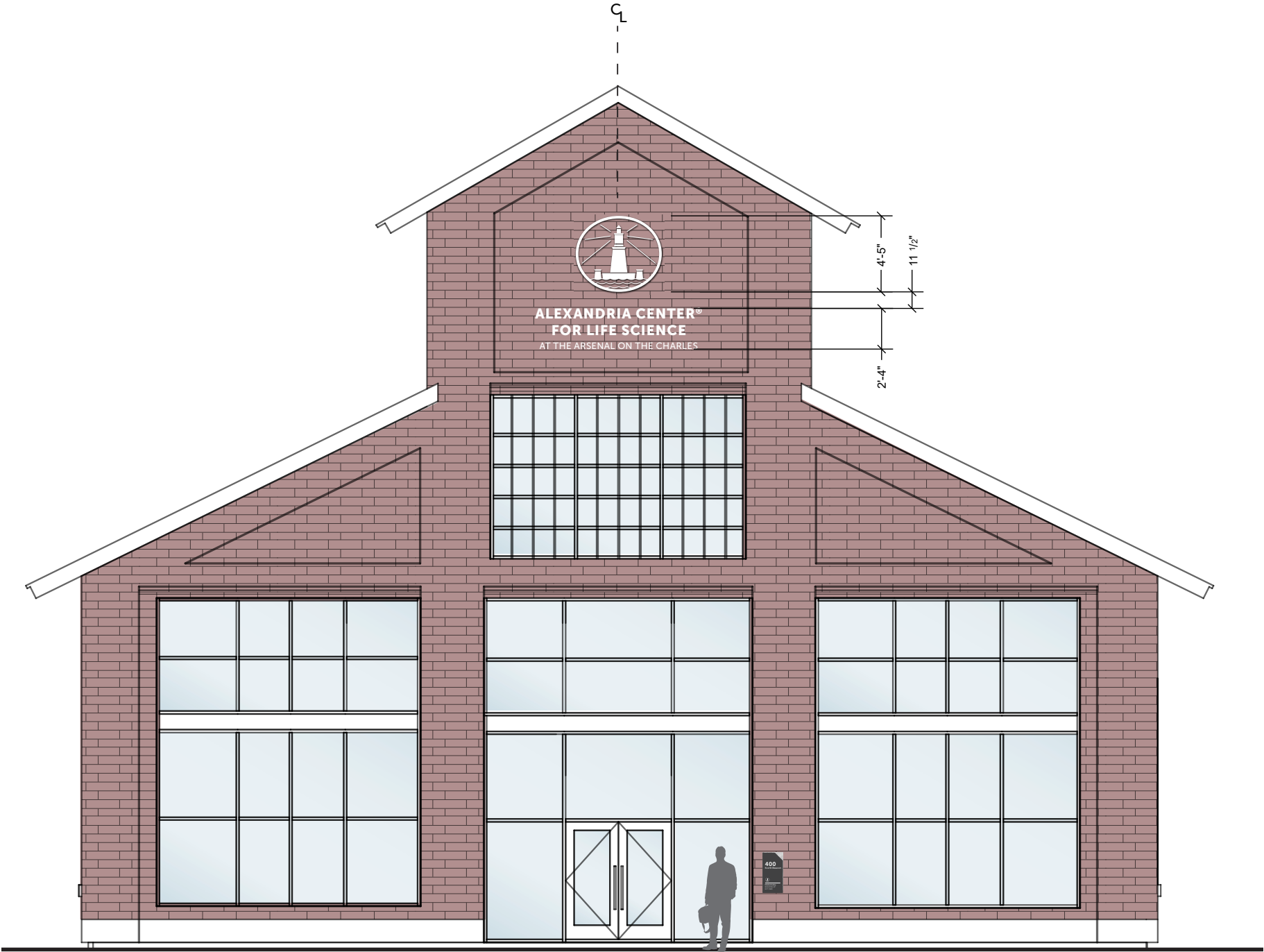
PAINTED METAL (WHITE)
Logo and Letters

Construction/Mounting:
Signs are to be installed at specified locations via pin mounting to building elevation. When penetrating through facade ensure all holes are filled and sealed.

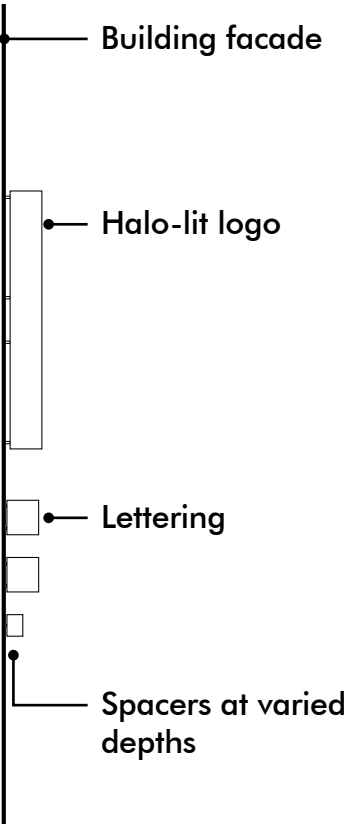
Power provided as needed.

NOTE:
All building mounted signage will be attached in mortar joints only.

*Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.*



ELEVATION



ENLARGED PROFILE VIEW

GARAGE ID LETTERING

Design Intent:
Fabricated metal letters pin mounted to wall with 1/4" standoffs. 1" deep with clean and smooth edges and no visible hardware.

All visible faces painted to match blackened metal finish or white as needed.

Materials:

BLACKENED METAL
Fabricated Metal Cabinet

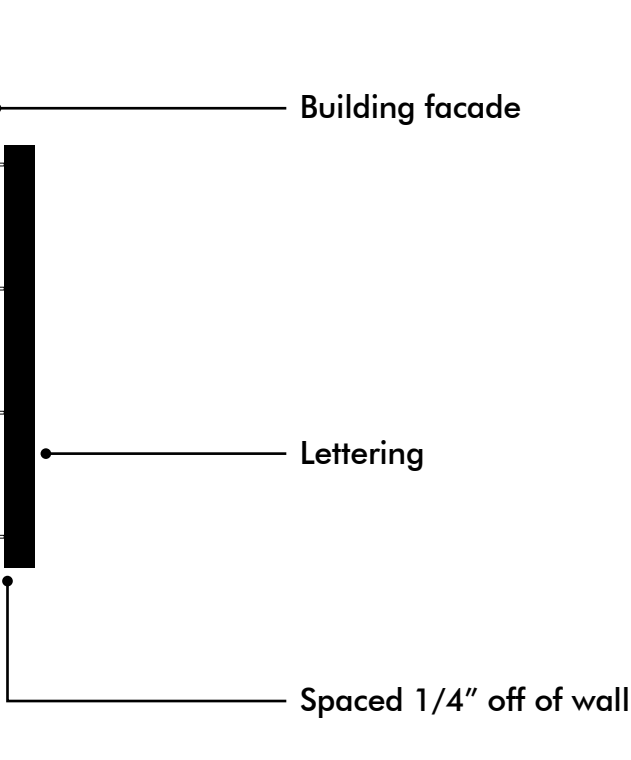
PAINTED METAL (WHITE)
Logo and Letters

Text:
Museo Sans 900; tracked 150

Construction/Mounting:
Signs are to be installed at specified locations via pin mounting to building elevation. When penetrating through facade ensure all holes are filled and sealed.

EAST GARAGE

ELEVATION



ENLARGED PROFILE VIEW

*Vendor to field verify conditions.
Shop drawing(s) and sample(s) required.
Vendor responsible for engineering.*

VEHICULAR SIGNAGE PLAN

KEY

V. VEHICULAR WAYFINDING

- V.1 Monument Sign / Site ID (Large)
- V.2 Monument Sign / Site ID (Small)
- V.3 Vehicular Directional
- V.4 Destination Plinth
- V.5 Street Sign

B. BUILDING ID SIGNS

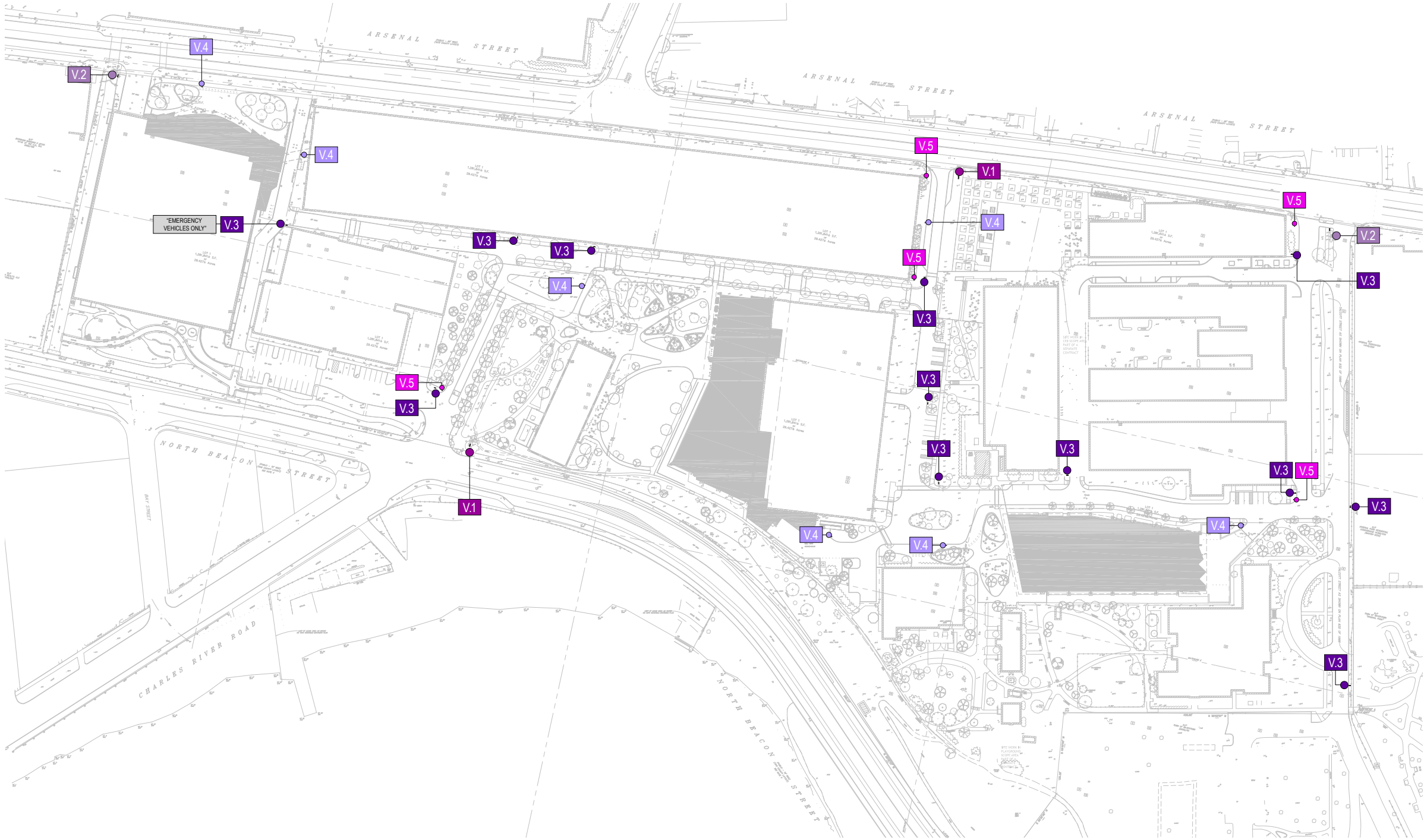
- B.1 Building ID
- B.2 Building ID (Flag Sign - Logo)
- B.3 Address ID
- B.4 Retail ID (Blade Sign)
- B.5 Retail ID (Wall Sign)
- B.6 Campus Building ID (400 NB ARE Logo)
- B.7 Arts Center / Cultural ID

P. PEDESTRIAN WAYFINDING

- P.1 Pedestrian Directional
- P.2 Pedestrian Orientation Map

G. GARAGE ID

- G.1 Garage ID
- G.2 Digital Signage (Revised Vinyl)



PEDESTRIAN SIGNAGE PLAN

KEY

V. VEHICULAR WAYFINDING

- V.1 Monument Sign / Site ID (Large)
- V.2 Monument Sign / Site ID (Small)
- V.3 Vehicular Directional
- V.4 Destination Plinth
- V.5 Street Sign

B. BUILDING ID SIGNS

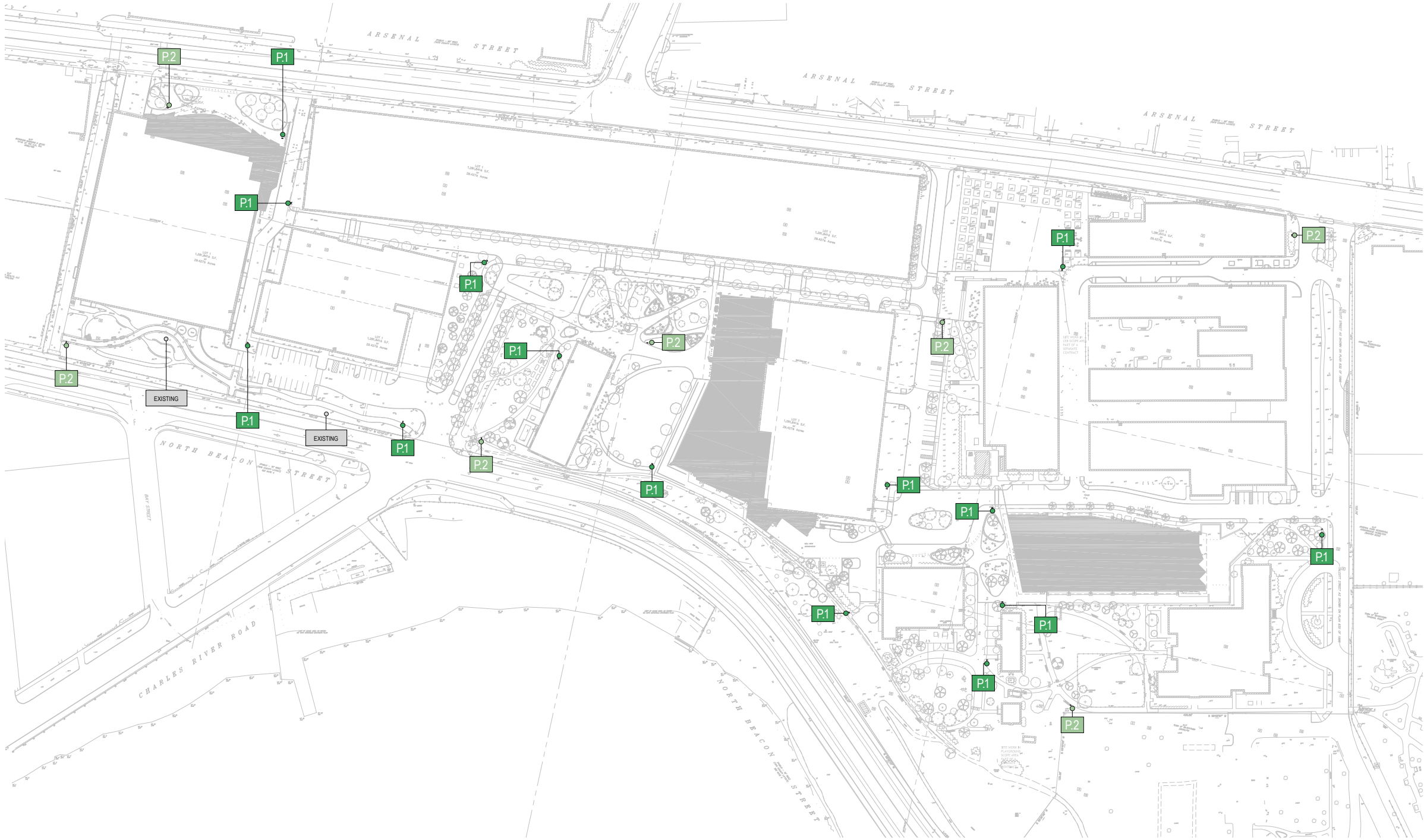
- B.1 Building ID
- B.2 Building ID (Flag Sign - Logo)
- B.3 Address ID
- B.4 Retail ID (Blade Sign)
- B.5 Retail ID (Wall Sign)
- B.6 Campus Building ID (400 NB ARE Logo)
- B.7 Arts Center / Cultural ID

P. PEDESTRIAN WAYFINDING

- P.1 Pedestrian Directional
- P.2 Pedestrian Orientation Map

G. GARAGE ID

- G.1 Garage ID
- G.2 Digital Signage (Revised Vinyl)



LOCATION PLANS

BUILDING SIGNAGE PLAN

KEY

V. VEHICULAR WAYFINDING

- V.1 Monument Sign / Site ID (Large)
- V.2 Monument Sign / Site ID (Small)
- V.3 Vehicular Directional
- V.4 Destination Plinth
- V.5 Street Sign

B. BUILDING ID SIGNS

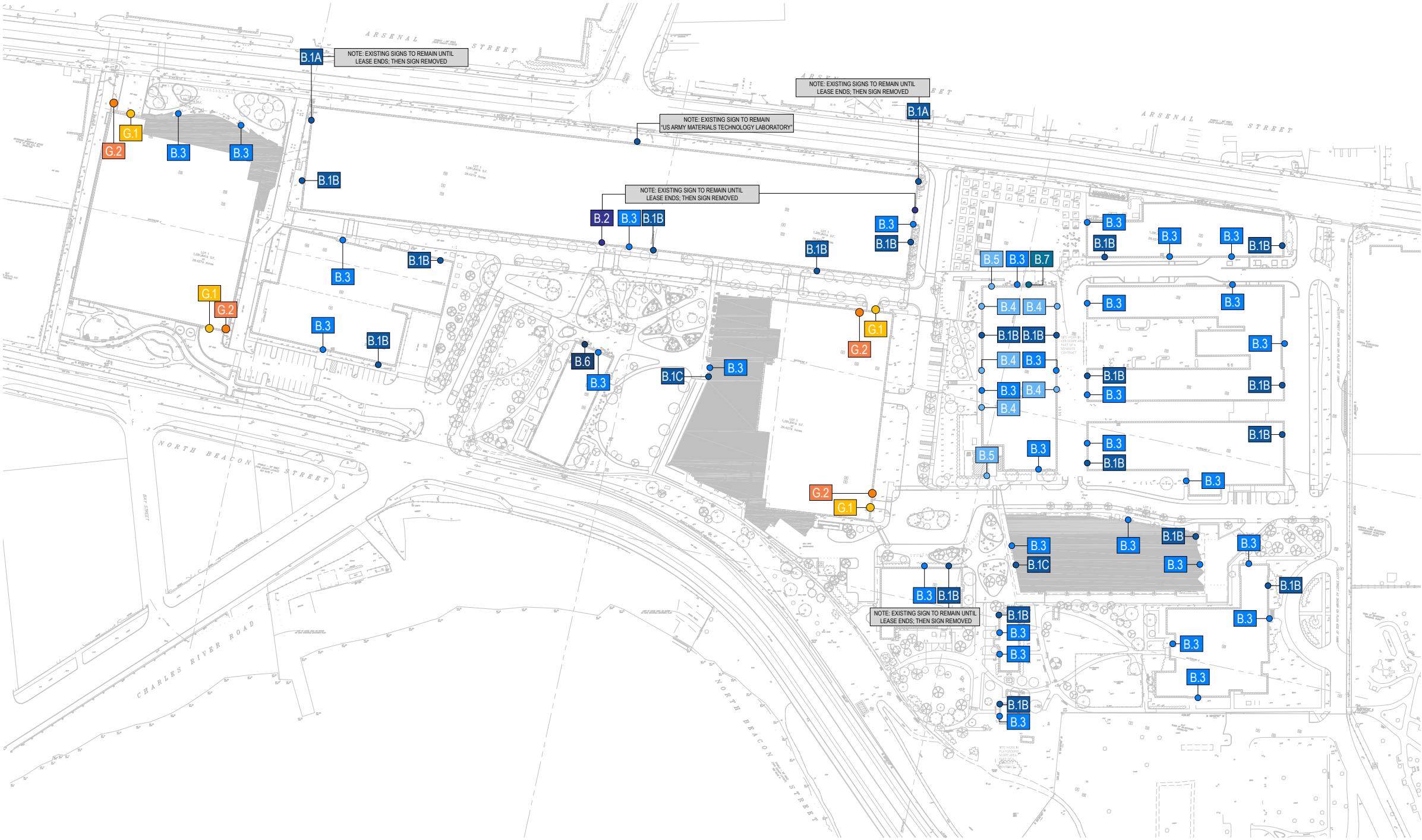
- B.1 Building ID
- B.2 Building ID (Flag Sign - Logo)
- B.3 Address ID
- B.4 Retail ID (Blade Sign)
- B.5 Retail ID (Wall Sign)
- B.6 Campus Building ID (400 NB ARE Logo)
- B.7 Arts Center / Cultural ID

P. PEDESTRIAN WAYFINDING

- P.1 Pedestrian Directional
- P.2 Pedestrian Orientation Map

G. GARAGE ID

- G.1 Garage ID
- G.2 Digital Signage (Revised Vinyl)



APPENDIX B

ARTICLE VII

SIGNS AND ILLUMINATION

7.00	Intent and Purpose	7.06	Signs in NB, LB, CB, RMUD & PSCD Districts
7.01	Definition of Terms	7.07	Sign Special Permit
7.02	Application and Procedure	7.08	Permitted Illumination
7.03	Signs in All Districts	7.09	Non-Conformance
7.04	Signs in S-10, S-6, SC, CR, T and OSC Districts	7.10	Watertown Square Design Overlay District
7.05	Signs in R.75, R1.2, & for Residential Uses in the I-3 & RMUD Districts	7.11	Hotel and Motel Signs
		7.12	Exterior Lighting Standards
		7.13	Exterior Lighting Technical Submittals

SECTION 7.00 INTENT AND PURPOSE

A sign is a unique type of accessory structure, which because of its potential impact on adjacent lots and on adjacent public street and land, warrants the regulation contained in this Zoning Ordinance. It is recognized that signs perform important functions in communicating messages which are essential for public safety and general welfare, provide information about types of goods and services available at permitted uses, and provide orientation. Therefore, it is hereby found and declared that regulation of signs is necessary to promote the health, safety and general welfare by:

- (a) lessening hazards to vehicular and pedestrian traffic;
- (b) preventing unsightly and detrimental development which is a potential blighting influence upon residential, institutional, public business and industrial uses, and detrimental to property value;
- (c) preventing signs from becoming so excessive in number, size, intensity, brilliance, or impact that they obscure or distract from 1) public signs essential to the orderly and safe movements of goods and persons in the Town, or 2) one another to the detriment of all concerned;
- (d) facilitating easy recognition and immediate legibility of permitted signs; and
- (e) securing certain fundamentals of good design for the Town.

The provisions of this article are complementary to, and shall not be construed as inconsistent with, or in contravention of, Sections 29 to 33 of Chapter 93 of the General Laws of Massachusetts.

SECTION 7.01 DEFINITION OF TERMS

- (a) Accessory sign: any sign relating to business, service, or products including national brand products, supplied on the premises on which the sign is located.
- (b) Animated or Flashing Sign: any sign or attention-catching device which in part or whole moves or flashes or contains traveling lights or gives the impression of any movement or flashing whether such effect is generated by natural or artificial forces.
- (c) Area, Flood, or Up-Lighting: Area, Flood Light: Any luminaire that is designed to direct the output of a lamp in a specific single direction utilizing reflective elements external to the lamp. Such luminaires may be manufactured with or without mounting hardware that can be swiveled, and are not equipped to be aimed straight down. Up-Lighting - Any luminaire that is aimed or capable of being aimed above the horizontal plane. Excluded from the definition of Up-Lighting is any luminaire aimed upwards into an enclosed space.

- (d) Banner Sign: any piece(s) of fabric displaying a distinctive insignia, identifying wording and/or symbolic representation of a business, service or activity.
- (e) Directional Sign: any sign whose only purpose is to direct traffic to proper entrance or exit.
- (f) Emergency Egress Lighting: Luminaires designed to illuminate emergency egress doors and where such luminaires are connected to and activated by the emergency activation/fire alarm system.
- (g) Freestanding Sign: Any sign not attached to a building or other improvement but instead permanently erected upon or standing in the ground and usually supported from the ground by one or more poles, columns, uprights, braces or cement anchors. Freestanding signs include monument signs but do not include portable signs.
- (h) Identifying Sign: any permanent structure or building surface, or part thereof or device attached thereon or other outdoor surface or any combination of one or more of the foregoing containing any word, letter, symbol, drawing, model, banner, picture or design, or any device used for visual communication which identifies or calls attention to any premises, person, product, activity, service, or business, directing the subject thereof to the attention of the public. Signs do not include non-commercial murals.
- (i) Illuminated Sign: any sign which is lighted by artificially generated light, either directly or indirectly.
- (j) Marquee Sign: an identifying sign hanging from or supported by a permanent marquee or overhang.
- (k) Non-accessory Sign: any billboard; or any sign or advertising device advertising a business, service, product or activity at other locations.
- (l) Projecting Signs: any non-translucent sign which is affixed at a right angle to the building wall, which include fin, blade, and symbol signs.
- (m) Symbol Sign: any non-translucent sign which is a three-dimensional representation or illustration of the activity of the business or service.
- (n) Temporary Sign: any sign constructed of light material which is intended to be displayed for a short period of time only. A Temporary Accessory Sign is one which is accessory to an activity on the premises, such as the temporary sign of a real estate agent, architect, contractor, painter or other artisan or advertising a sale or other temporary activity in progress, and such sign may be placed on the ground or attached to a wall. A Temporary Non-Accessory Sign refers to an event not related to the premises and may also be in the form of a placard or banner attached to posts or trees on private property only. A Temporary Identifying Sign is one which identifies the business at the location where it is, or will be, erected during the period of construction, or alteration, or during the replacement of an obsolete or inapplicable sign.
- (o) Translucent Sign: any sign illuminated from the interior by an even light.
- (p) Walkway Accent Lighting: Luminaires that are up to 42 inches tall in total height, and are used to illuminate walkways, curbs, or similar situations, but not landscaping.
- (q) Wall Sign: a sign painted on or attached and parallel to the wall of a building, but not including signs attached to fences unless set back from all lot lines as required for a building in a district.

SECTION 7.02 APPLICATION AND PROCEDURE

- (a) Application for a construction permit shall be made in writing to the Building Inspector, subject to review by the Department of Community Development and Planning (DCDP), for all permanent signs. Said applications shall contain the following information:
 - (1) name, address and telephone number of applicant;

- (2) location and position of sign;
 - (3) drawings and plans showing the building facade and the proposed sign, with specifications, and in the case of symbol or banner signs, section plans are required;
 - (4) written consent of the owner of the building and land;
 - (5) such other information as the Building Inspector, Zoning Enforcement Officer or Planning Board may require;
 - (6) In the case of any projecting, symbol or banner sign, liability insurance in an amount to be determined by the Town to be appropriate (which in no case shall be less than \$250,000/\$500,000 personal injury and \$50,000 property damage) shall be carried by the owner of said sign and a certificate of same shall be filed with the application.
- (b) Within five working days, the Building Inspector shall refer the application and accompanying material to the DCDP.
 - (c) After receipt of the application and all required material, the DCDP staff shall review the application. The DCDP staff shall submit its recommendations in writing to the Building Inspector. The recommendations shall be based on such sign design booklets and such design guidelines as the Planning Board may adopt.
 - (d) Upon receipt of the DCDP'S report or the lapse of fifteen (15) working days from his referral to the DCDP without such report, the Building Inspector may issue a permit for a sign which conforms to the DCDP'S recommendations, if any, the regulations in the Zoning Ordinance, and such technical requirements as are within the Building Inspector's jurisdiction.
 - (e) A second review may be requested with the following procedure:
 - (1) If an applicant is aggrieved by the determination of the Building Inspector, he may seek an advisory opinion by the Planning Board. Such action is to take place by the Planning Board not more than 45 days following a request for a hearing before the Planning Board.
 - (2) If the Building Inspector requests an advisory opinion of the Planning Board prior to issuance of the necessary permits for the sign, the Building Inspector or the Zoning Enforcement Officer may submit the matter to the Planning Board within a 45 day period.
 - (3) Neither of the above two actions shall exclude the applicant from formally requesting a decision of the Board of Appeals.

SECTION 7.03 SIGNS IN ALL DISTRICTS

(a) Placement of Signs

- (1) Any building or tenant occupancy with more than one occupancy frontage may have attached signage on each occupancy frontage facing a street, parking lot, or in each yard facing a street, and/or free-standing signage for each street frontage of the lot. A building may also have separate identifying signage. In no instance shall any signage directly front on or be directed to face Greenough Boulevard.
- (2) A sign, other than traffic control and route signs authorized by public agencies, shall not be placed within a public right of way, except permitted wall sign, banner projecting and symbol signs adjacent to a sidewalk.
- (3) A sign shall not be designed or colored or so placed as to endanger, obscure, confuse, blind by glare or otherwise create a hazardous condition to motor vehicle traffic.

- (4) Directional signs necessary to give clear direction to a parking lot or building entrance on the premises are permitted. Such signs shall not exceed three (3) feet in any dimension nor more than (4) feet high on a pole or pylon unless placed on a permitted wall or building.
- (5) A free standing pole or pylon, or wall sign or any part thereof, shall not exceed twenty (20) feet in height above ground level, and any ground mounted monument sign shall not exceed four (4) feet in height, except by Special Permit and adhering to the adopted Design Guidelines.
- (6) Roof signs of any type, in any district, are prohibited.

(b) Projection of Signs

- (1) A wall or building mounted sign or symbol shall not project above the building wall to which it is attached, and shall not obscure any part of the roof of the building except when integral to the design and character of the sign, in which case it will be allowed by Special Permit only and adhering to the adopted Design Guidelines.
- (2) A sign, except for a projecting sign such as a symbol, accessory, marquee, or banner, shall not project more than six (6) inches from the building wall.
- (3) A projecting sign and support thereof, must be set back at least two (2) feet from the curb line and be at least nine (9) feet above ground level.
- (4) A projecting banner sign must be set back at least two (2) feet from the curb line and be at least nine (9) feet above ground level. The total area of a banner may not exceed fifty (50) square feet. In no instance shall the vertical length of a Banner Sign exceed fifty (50) percent of the total height of the structure to which it is attached and the width of a Banner Sign shall not exceed fifteen (15) percent of its height.
- (5) Permanent awnings on store fronts shall be at least 9 feet above any public walkway; any information on said awning which is consistent with the definition of the term Accessory Sign shall be considered as Accessory Signs.

(c) Conditions of temporary signs

One temporary sign is permitted, as follows:

- (1) A temporary identifying sign, not exceeding the permitted size for a permanent sign, may be erected for not more than sixty (60) days.
- (2) A temporary accessory sign shall not exceed six (6) square feet and shall be removed from public view by those responsible for its erection within seven (7) days after the activity advertised has ceased or after substantial damage to the sign, whichever comes first.
- (3) A temporary non-accessory sign is limited to a period of forty-five (45) days preceding and not over seven (7) days after the relevant event and may not exceed fifty (50) square feet..

(d) Calculation of sign area

- (1) For a wall or marquee sign, the calculation of sign area in the NB, LB, CB and I districts shall be a percentage of the building facade. The dimensions used in calculating this percentage shall be the horizontal measure of the frontage of the business and the vertical measure not exceeding the top of the second story of a building.
- (2) For a monument, pole or pylon sign, the calculation of sign area shall use the dimensions of

one surface only to comply with the limits of §7.03 through 7.07.

(e) Gasoline station signs

Regulations governing the size of identifying signs and the size of accessory signs for gasoline stations may be reversed. If the regulations are reversed, the identifying sign must comply with the regulations for accessory signs and the accessory sign must comply with the regulations for identifying signs.

(f) Maintenance of signs

It shall be the responsibility of sign owners to provide proper and continual maintenance for their sign(s) and sign structure(s).

(g) Prohibited signs and conditions

- (1) No animated or flashing signs or attention-catching devices shall be permitted.
- (2) No non-accessory signs other than permitted temporary non-accessory signs shall be permitted.
- (3) No interior and/or supporting infrastructure of a sign shall be exposed to public view other than permitted projecting symbol signs. No exposed conduit, junction boxes, or transformers shall be exposed to public view.

SECTION 7.04 SIGNS IN S-10, S-6, SC, CR, T AND OSC DISTRICTS

In any S-10, S-6, SC, CR, T and OSC district, no sign or advertising device shall be permitted except as follows:

- (a) One identifying sign displaying the street number or name of the occupant of the premises, or both, not exceeding two (2) square feet in area. Such sign may include identification of a permitted accessory professional use and identify other permitted accessory uses including a customary home occupation.
- (b) One identifying sign for permitted non-conforming use, not exceeding ten (10) square feet in area.
- (c) Two identification signs are permitted on each building for churches and institutions, one not exceeding twenty (20) square feet in area and one not exceeding ten (10) square feet in area.

SECTION 7.05 SIGNS IN R.75 AND R1.2 DISTRICTS, AND FOR RESIDENTIAL USES IN THE I-3 AND RMUD DISTRICT

In the R.75 or R1.2 Districts, or with respect to any residential use in the I-3 District and the RMUD, no sign or other advertising device shall be permitted except as follows:

- (a) As permitted in S-10, S-6, SC, CR, T and OSC Districts.
- (b) For multiple unit developments, including the residential component within a mixed-use project, up to two attached signs or two free-standing signs, or a combination of one attached sign and one free-standing sign may be allowed. The size of such signage shall be limited to one (1) square foot per unit up to a maximum of 100 square feet, and in no instance shall a building mounted sign exceed 30 feet in height.
- (c) One identifying sign in connection with a lawfully maintained non-conforming use, not exceeding twenty (20) square feet in area.

SECTION 7.06 SIGNS IN THE NB, LB, CB, I, RMUD, AND PSCD DISTRICTS

In any NB, LB, CB, I, RMUD, and PSCD district, no on premise sign or advertising device shall be permitted except as follows:

- (a) As permitted in S-10, S-6, SC, CR, T, OSC, R.75 and R1.2 districts.
- (b) One identifying sign for each building or tenant occupancy frontage facing a street, parking lot, or public way. In addition, one free standing sign may be allowed on a lot for each street frontage of the lot, provided it is set back to at least one half the depth of the required setback in that district. In the case of a free standing pole or pylon sign, said identifying sign may be up to sixteen (16) square feet or thirty-two (32) square feet in the case of a monument sign. If a wall or marquee sign, said identifying sign may be up to five (5) percent of the area of the wall or building facade. The dimensions used in calculating this percentage shall be the horizontal measure of the occupancy frontage of the business and the vertical measurement of the building not exceeding the top of the second story of the building facade (also see (d)). The accessory signage calculation shall be based upon the five (5) percent of the wall area or building façade allowed for an identifying sign.

RMUD Exceptions:

- (1) In the RMUD, the number and size of all building mounted (wall or marquee) signage shall be limited to no more than one and one-quarter (1.25) square feet of signage for each linear foot of building for the first story and no more than three-quarters (0.75) of a square foot for each linear foot of building for a second story, but any use above a second story may be allocated a portion of the first story or second story signage allocation. Building mounted signage may be located adjacent to entrances, along first and second floor occupancy frontages, or in other locations, including at heights greater than 20 feet, so long as the location is in keeping with adopted Design Guidelines. In no instance may a single occupant be allowed more than 100 square feet of building mounted identifying signage, subject to the size limitations set forth in Section 7.06e.
- (2) In addition to the wall-mounted signage allowed above, lots in the RMUD may have up to one (1) free-standing sign for each two hundred (200) linear feet of street frontage along a public or private way, provided that the total number of free-standing signs allowed on any lot shall not exceed a total maximum of four (4) free-standing signs and shall be a maximum of twenty (20') feet in height and thirty-two (32) square feet in sign area. Two of the allowed free standing pole or pylon signs may be consolidated and those consolidated signs shall have no more than 150 square feet of signage area each, subject to size limitations set forth in §4.12, 6.02.h and 7.06.b, and in keeping with adopted Design Guidelines.
- (c) One building mounted accessory projecting sign such as a marquee, awning, fin, blade, symbol sign or banner sign for each 50 linear feet of tenant occupancy facing a private or public way or parking lot.
- (d) In the case of a single story structure, paragraphs (b) and (c) above or the following may be applied. One identifying wall or marquee sign may be up to ten (10) percent of the area of the wall or building facade. The dimensions used in calculating this percentage shall be the horizontal measure of the frontage of the business and the vertical measure to the roof or parapet line. This option excludes the use of any accessory sign(s).
- (e) In no instance may the gross area of all signs including accessory signs on one building exceed 200 square feet in area on a single lot, except in the case of multiple buildings where each building may have up to a maximum of 200 square feet including accessory signs on each building.

Notwithstanding the above, any non-residential or mixed use site with cumulative building footprints in excess of 100,000 square feet may not exceed 350 square feet of signage per building, except in the RMUD, where the maximum identifying signage shall be limited to one-hundred (100) square feet of building mounted signage per tenant. Further, an increase in the total building signage may be permitted by Special Permit and adhering to the adopted Design Guidelines.

Exceptions: Freestanding and directional signs shall not reduce signage otherwise allowable under §7.06(e) above, but shall be subject to limitation identified in §7.03(a) and 7.05(b).

- (f) Temporary signs may be attached or lettered on the interior of the window. Such signs shall not be included in the aggregate sign area in paragraphs (b) and (c), or paragraph (d) above. The aggregate area of all signs in any window, either permanent or temporary, shall not exceed twenty (20) percent of the area of such window. All neon signs and permanent graphics and their dimensions shall be listed on the sign permit application. All temporary signs are subject to regulations in §7.03(c).
- (g) Projecting signs may be considered as accessory signs and shall be permitted if they are not more than sixteen (16) square feet in total area. Further, projecting signs shall be placed at a right angle to the building wall. Illumination from the interior of all projecting signs shall be prohibited and other forms of illumination shall be consistent with this Ordinance.
- (h) One free standing or wall-mounted sign may be permitted for the purpose of a business directory per shared entrance provided that no more than three (3) square feet shall be permitted thereon for each use except by special permit. The aggregate sign area shall not exceed thirty-two (32) square feet.

SECTION 7.07 SIGN SPECIAL PERMIT

The Planning Board shall be SPGA for Sign Special Permits. In the RMUD district, no on-premise sign or advertising device shall be permitted except as follows:

- (a) As permitted in §7.05 or as allowed by this section for Master Plan Special Permit projects under §5.18.
- (b) Timing: A project may choose to request the approval of a sign master plan as part of a requested Master Plan Special Permit, or a sign master plan may be submitted as a separate request once a Master Plan Special Permit has been granted.
- (c) In order to approve a sign master plan, the SPGA review would include a comprehensive review of the requested signage in context of the Special Permit, considering the uses proposed and the site and surrounding context.
 - (1) Design Requirements: Sign Master Plan:
 - (A) Signage shall be sized and placed to reinforce, rather than compete with, the architectural elements and proportions of a building.
 - (B) A wall sign shall not project beyond the ends of the walls to which it is mounted.
 - (C) Wall signs and projecting signs shall not extend above the roof line or parapet of the building to which it is mounted.
 - (D) No part of a projecting sign shall extend into vehicular traffic areas or in any way interfere with vehicular site lines.
 - (E) All free-standing signs must be protected from vehicular damage by a curb or planter.
 - (F) Signs may be erected in required setback areas but in no instance shall signs directly front on or be directed to face Greenough Boulevard.

SECTION 7.08 PERMITTED ILLUMINATION

- (a) In all districts, any lighting of a sign or advertising device shall be continuous and installed in a manner that will prevent direct light from shining onto any street or adjacent property.
- (b) In residential districts, all signs or advertising devices shall be stationary and may not contain any visible moving or movable parts; no sign or advertising device shall be of neon type or exposed gas-illuminated tube type; no sign or advertising device shall be illuminated during hours when the establishment is closed to the public.
- (c) In NB, LB, CB, I, and PSCD districts, the following signs, in addition to the above are permitted:
 - (1) translucent

- (2) signs of neon or exposed gas-illuminated tube type.

SECTION 7.09 NON-CONFORMANCE

- (a) Any sign erected after the date that this Article VII was originally adopted (June 30, 1982) which because of a change in occupancy ceases to refer to a permitted business being conducted, or product sold, on the premises, shall be removed at the expense of the owner, agent, or person having the beneficial use of the building or property upon which the sign is located within sixty (60) days after written notification from the Inspector of Buildings or within such longer period not exceeding one year as the Inspector of Buildings may determine.
- (b) Any signs legally erected before the date that this Article VII was originally adopted (June 30, 1982) may continue to be maintained, provided however, that no such sign shall be permitted if, after such date, it is enlarged, or altered in any substantial way, except to conform to the requirements of this Zoning Ordinance. Notwithstanding this, the panels of such sign may be changed to reflect a changed product line. Further, any such sign which has deteriorated to such an extent that the cost of restoration would exceed thirty-five (35) percent of the replacement cost of the sign at the time of the restoration shall not be repaired or rebuilt or altered except to conform to the requirements of this Zoning Ordinance. Any exemption provided in this §7.09(b) shall terminate with respect to any sign that:
 - (1) shall have been abandoned,
 - (2) advertises or calls attention to any products, businesses or activities which are no longer sold or carried on, whether generally or at the particular premise, or
 - (3) shall not have been repaired or properly maintained within thirty (30) days after notice to that effect has been given by the Inspector of Buildings.
- (c) The erection of non-accessory signs is prohibited.

SECTION 7.10 WATERTOWN SQUARE DESIGN OVERLAY DISTRICT

Signs in the Watertown Square Design Overlay District shall conform to all provisions of Article VII except as otherwise specified in §5.09.

SECTION 7.11 HOTEL AND MOTEL SIGNS

This section controls signage for hotels and motels within zoning districts where hotels and motels are allowed under Article V. Signage for hotels and motels shall comply with this section. No sign or advertising device shall be permitted except as follows:

- (a) Wall Signs for Hotels and Motels. One or more wall signs accessory to a hotel or motel shall not exceed two hundred (200) square feet in total area or one hundred (100) square feet for any individual sign.
 - (1) Wall Signs shall not exceed five (5) percent of the area of the wall or building façade on which it is placed. The dimensions used in calculating this percentage shall be same as outlined in §7.03(d)(1).
 - (2) Wall Signs or any element thereof, shall not be placed or project above the building wall or parapet to which it is attached.
- (b) Projecting Banner Signs for Hotels and Motels. One or more Banner Signs accessory to a hotel or motel, not exceeding two (2) percent of the area of the wall or building façade on which it is placed, may be allowed, and not be subject to the limitations of §7.03, paragraphs (a)(5) and (b)(4) and shall not be included in any calculation for gross area of all signs, provided the following conditions are met:
 - (1) Banner Signs shall be set back at least 2 feet from the curb line and be at least nine (9) feet above ground level.

- (2) The vertical length of each Banner Sign shall not exceed fifty (50) percent of the total height of the structure to which it is attached.
- (3) The width of each Banner Sign shall not exceed fifteen (15) percent of its height.
- (c) Monument Ground Sign: A sign that is anchored directly to the ground, not exceeding 32 square feet in gross area, nor four (4) feet in height and which shall be externally illuminated.

SECTION 7.12 EXTERIOR LIGHTING STANDARDS

The following section lays out Exterior Lighting Standards for any residential development of four (4) or greater residential units, and all non-residential and Mixed-Use projects.

- (1) The light source shall be Light Emitting Diode, metal halide or high pressure sodium. Mercury vapor and low pressure sodium are prohibited. Other sources may be considered, particularly for decorative, flush mounted or recessed luminaires.
- (2) Pole-mount or wall-pack luminaires shall be "shoe-box" type or decorative in nature (with interior directional shields), consistent with the architectural theme of the development. Area, Flood, and Up-lighting is strictly prohibited.
- (3) All luminaires, regardless of their intended use, mounting height, or configuration shall have a total cutoff of all light at less than ninety (90) degrees from vertical. Luminaires with a drop lens are prohibited.
- (4) Reflectors and shielding shall provide total cutoff of all measureable light at the property lines of the parcel to be developed.
- (5) Developments that abut residential areas or are visible from public roadways shall not utilize parking lot lights exceeding 20'-0" in height (base + pole + head).
- (6) Developments that do not abut residential areas shall not utilize parking lot lights exceeding 25'-0" in height (base + pole + head).
- (7) Developments with parking garages that use pole mounted fixtures to illuminate the upper-most level of parking shall not use lights exceeding 20'-0" in height (base + pole + head).
- (8) Lights utilized for walkway lighting shall not exceed 12'-0" in height (base + pole + head).
- (9) The location of on-building mounted wall-pack luminaires shall not exceed 20'-0" in height. Decorative on-building mounted fixtures may be used to illuminate balconies or similar amenities above 20'-0" in height.
- (10) All luminaires except for Walkway Accent Lighting and Emergency Egress Lighting shall be equipped with a mechanism such that they will deactivate and turn off not more than two hours after the stated closing time, and in all cases, shall deactivate during daylight hours. Excluded from the requirement to deactivate not more than two hours after the stated closing time are any luminaires used in residential developments, or exclusively for the residential portion of Mixed Use projects.

SECTION 7.13 EXTERIOR LIGHTING TECHNICAL SUBMITTALS

The following section lays out Exterior Lighting Standards for any residential development of four (4) or greater residential units, and all non-residential and Mixed-Use projects:

- (a) A site lighting design drawing or drawings.
- (b) Electrical site plan indicating the location of each and every exterior luminaire to be installed. The fixtures shall be labeled as to the type of luminaires specified. Where pole-mounted fixtures are to be used, a diagram

shall be included of such proposed lights, including walkway lights that show height of the base, pole and fixture head. Where wall-mounted luminaires are specified, the mounting heights of fixtures shall be indicated on the plan.

- (c) A lighting fixture schedule that designates the type of luminaires specified including the following information:
- a. The number and type of lamps to be used in each luminaire;
 - b. A description of the luminaire and light pole if applicable; and
 - c. The manufacturer's name and catalog numbers of the specified equipment;

(d) Manufacturers' specification sheets shall be provided for all proposed luminaires and poles to be used (where poles are used). Manufacturers' specification sheets should indicate the shape and dimensions of the luminaires and poles.

(e) Manufacturers' computer-generated point-to-point printouts shall be submitted indicating the horizontal initial and maintained foot-candle levels at grade, within the property to be developed and twenty-five (25) feet beyond the property lines. Computer-generated printouts shall indicate the locations and type of luminaires analyzed. Maintained foot-candle levels should be calculated, using IES recommended procedures. Light loss factors used to calculate maintained foot-candle levels shall be indicated on the computer-generated printouts. Pertinent data, such as building outline, building entrances and exits, loading areas, landscaping, walkways, roadways, bikeways, parking areas, curbs and property lines shall also be shown.