

THE STREET: CHESTNUT HILL

SIGNAGE PACKAGE

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I. OVERVIEW
SIGN PROGRAM: REQUEST FOR LIMITED RELIEF



During its tenure as owner and manager of The Street, the Applicant has invested heavily in several phases of carefully designed and thoughtfully curated transformation. In addition to bringing new and exciting top tier tenants, a diversification of uses, and building redevelopment, the Applicant has also holistically upgraded pedestrian and vehicular area with new sidewalks, landscaping, pavement and lighting. With the completion of its most recent redevelopment phase in the Spring of 2017, The Street now has a mix of fresh and exciting retailers, restaurants, cinema, boutique fitness clubs, offices, and fantastic public spaces in an open air pedestrian friendly environment. The Street houses brands such as Lululemon, Simon Pearce, National Amusement's Showcase Superflux, and also supports local tenants such as The Bagel Table, Chief Ronsky, and Portobello Road. The current property is a collection of six distinct buildings comprising a total of 406,000 square feet with exceptional access and presence on Route 9.

An important element that the property deserves to connect it's unique components is a high quality, clear pedestrian and vehicular wayfinding signage program. Because of the linear nature of the property, it is especially important to have quality wayfinding signage to allow both pedestrians and vehicles to safely and efficiently navigate our property and to create overall connectivity and cohesion. This document provides an update to our current Comprehensive Sign Permit (2013) with a re-branded free-standing ground sign package. It also provides an updated set of elevations for the 2013 approved wall sign waivers in order to visually clarify the location of both conforming wall signs and those approved by waivers. 55 Boylston has seen infill since the 2013 Special Permit approval and the architectural elevations have been updated to show the wall signage on the new building exterior.

SIGN PROGRAM: PROPERTY MANAGEMENT TEAM

As owner and manager of The Street, the Applicant's team includes professionals responsible for all on-property signage, for two different categories of signs.

- 1.) Tenant-installed signage- Each tenant designs and installs its own signage consisting of one or more sign pieces. The number, location, size and details of design & fabrication are subject to the City's Zoning ordinance or the property specific sign waivers approved through special permit in 2013. In addition, tenant signs are also subject to the applicant's Tenant Design Manual, which provides much detail to guide individually prepared tenant signs. Before any tenant may apply to Inspectional Services for its sign permit, the applicant's Tenant Coordinator works closely with the tenant to ensure zoning or waiver conformance and to ensure overall compatibility. Prior to permit submittal, each tenant must obtain final approval of its signage by the Applicant's Tenant Coordinator, which is attached to the application that Inspectional Services receives. Included with this package are typical sign bands for the existing facades as of 2022 at our buildings. Facades are often changed out with new tenants coming in so these are provisional locations based on current tenants.
- 2.) Common area signage-The Applicant's property management team installs ground and wall mounted signs which present various types of messaging, including: select tenants' names & branding; place names; wayfinding; advertising; marketing & events information; holiday décor; and other similar content. These signs are designed, fabricated and installed by the Applicant (although in some instances a tenant's sign piece is a distinct and integral part of a common area sign). The Applicant submits sign permit applications for common area signs to the City. The management and maintenance of these common area signs by Applicant's property management team occurs on a continuing basis with content revised and updated as appropriate.

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II. Existing Sign Waivers

Waivers:

1. Theatre Signs

There may be two principal wall signs, one located on each of two building walls, each sign of up to 150 square feet.

There may be two secondary wall signs, expressive of the theatre's integral food service, to be located on the same building walls as the theatre's principal wall signs, of up to 75 square feet for each sign.

The theatre marquee sign may also include or feature the brand name of the theatre.

2. Additional Principal Wall Sign for a Business Establishment Not Facing Boylston Street

For each business establishment of at least 2,000 square feet in size, and for which its store frontage is not substantially facing Boylston Street, there may be a third principal wall sign of up to 100 square feet, in the form of a perpendicular blade wall sign, located on the side of the building facing Boylston Street.

3. Secondary Signs

For each business establishment which also serves food, there may be additional secondary signs of up to 100 square feet.

4. Canopy Signs

For each business establishment whose storefront building wall includes any architectural canopy, its principal wall sign may be affixed to the canopy at any position on, above or below the canopy, of up to 100 square feet.

There may be an additional secondary blade sign affixed to the underside of the canopy, as long as it is affixed perpendicular to the building wall, of up to 50 square feet.

5. Wall Directory Signs

Wall directory signs may include multiple tenant names of tenants within any building on the property. The selection of tenant names may change at the discretion of the owner. Each tenant sign may be up to 100 square feet.

6. Blade Panel and Column Capital Signs

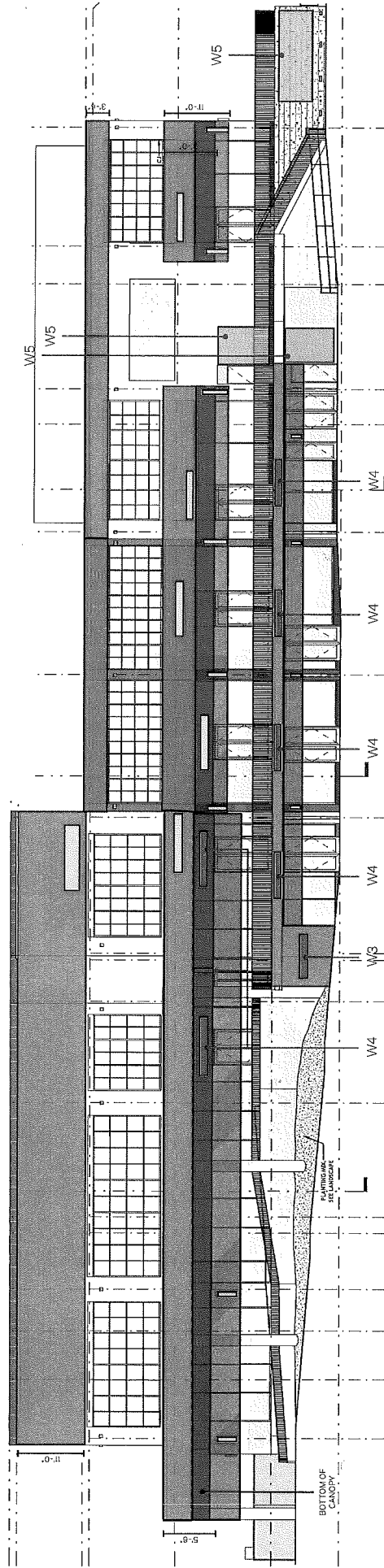
Subject to conformity to the maximum area requirements established by special permit waiver, blade panel and column capital signs may change at the discretion of the owner following review and approval by the Owner and the Planning Department, following consultation with the Urban Design Commission.

7. Wall Panels

Subject to conformity to the maximum area requirements established by special permit waiver, wall panel signs may change at the discretion of the owner following review and approval by the Owner and the Planning Department, following consultation with the Urban Design Commission.

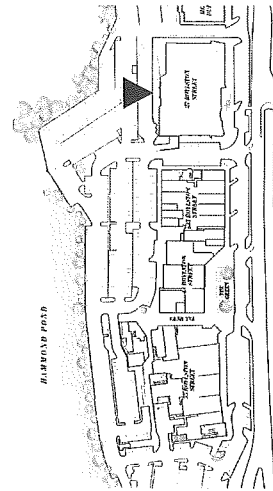
8. Upper Story Signs

For retail, restaurant or health club tenants of minimum 5,000 square feet occupancy, and located on or above the second floor of a building, such tenant may have two additional secondary signs of up to 100 square feet in aggregate. Such signs may be located on the same wall as any principal wall sign.



27 Boylston Street
North Elevation

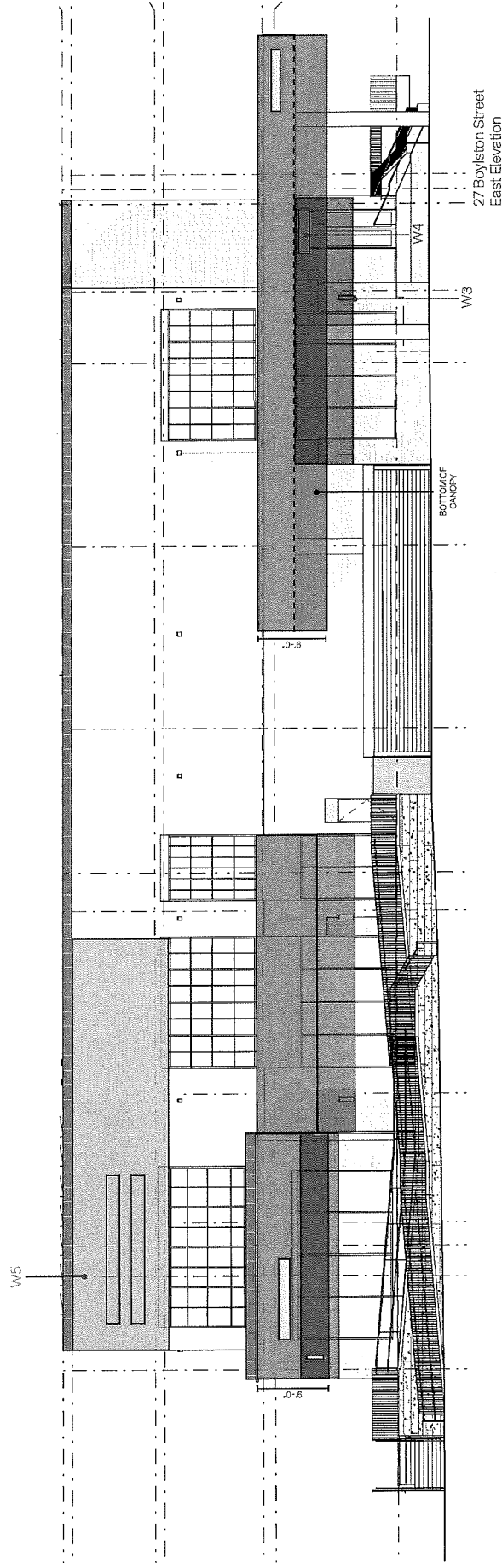
- Legend**
- All Sign Band
 - Blade Sign Band
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 - Tenant Sign by waiver (Provisional location)
 - Green:
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 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
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 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



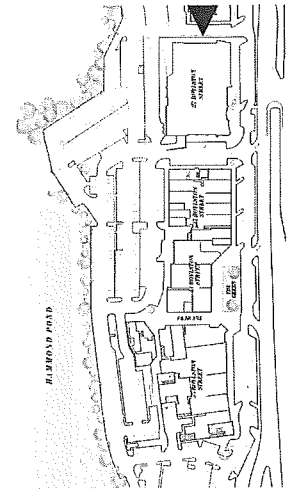
THE STREET: CHESTNUT HILL
33 BOYLSTON STREET, CHESTNUT HILL, MA

THE STREET: PROPOSED SIGNAGE - 1/13/2022 |

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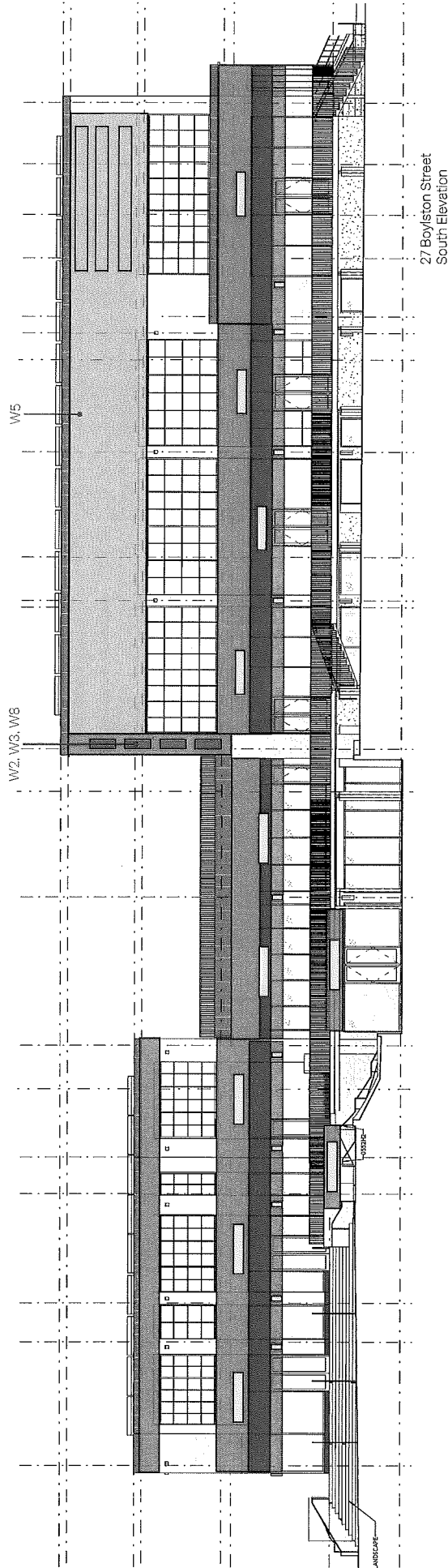
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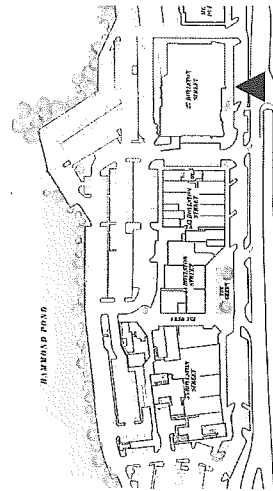
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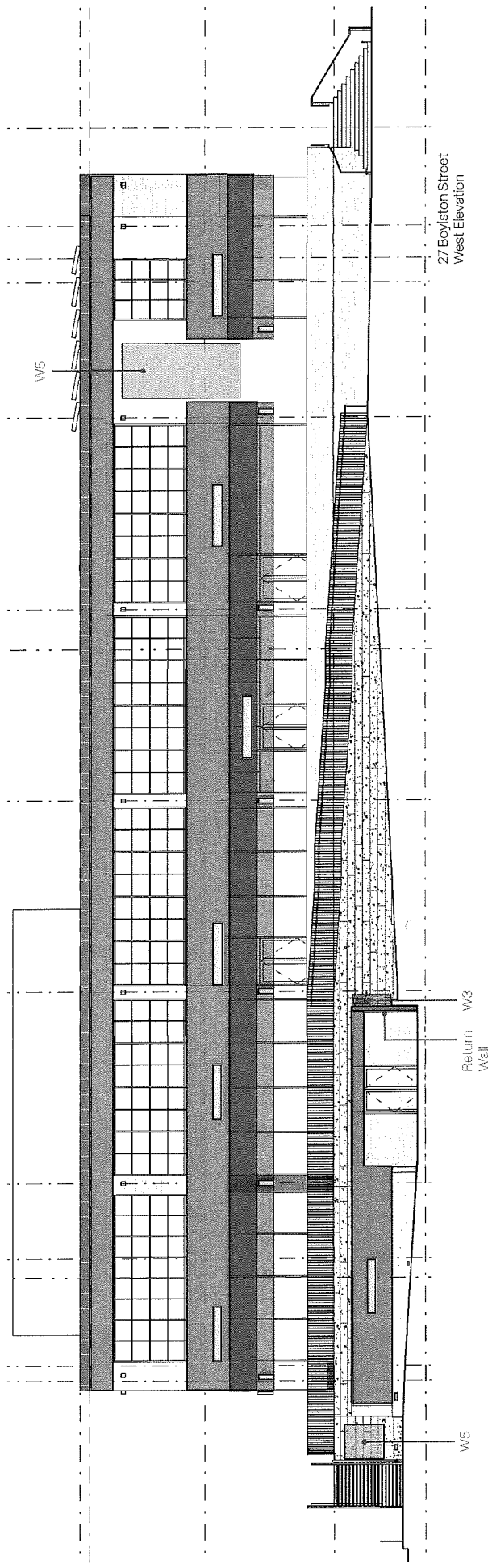


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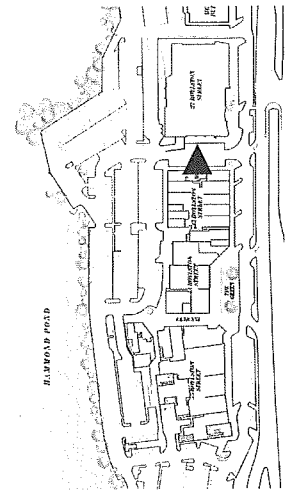


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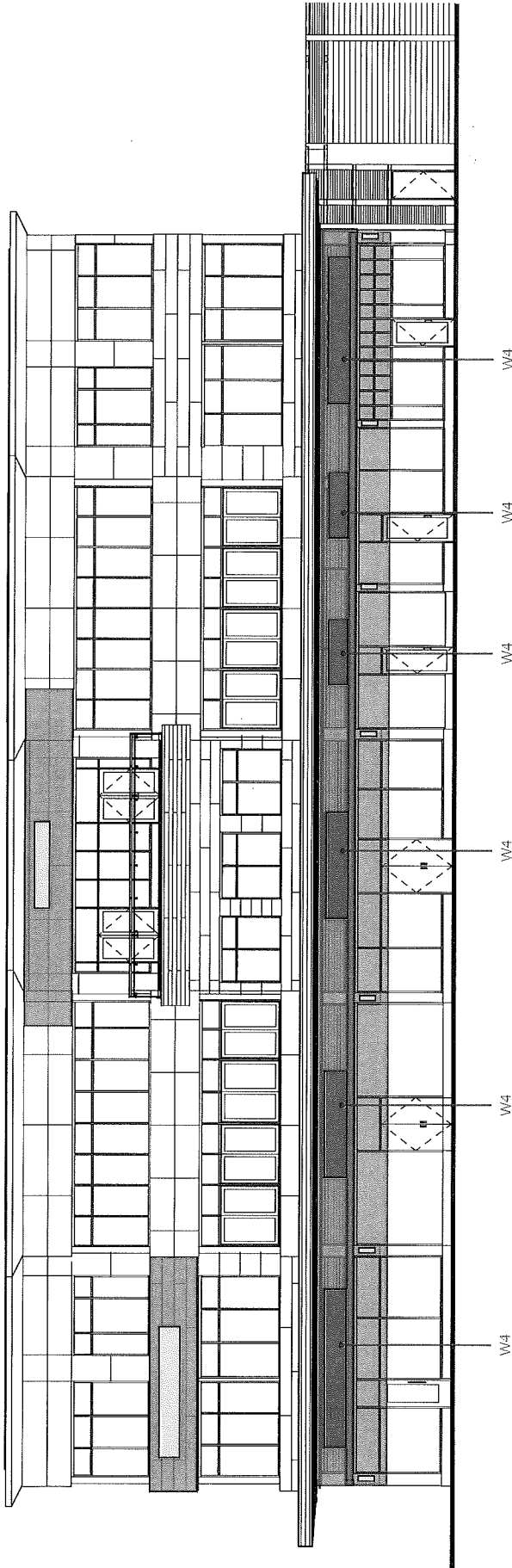


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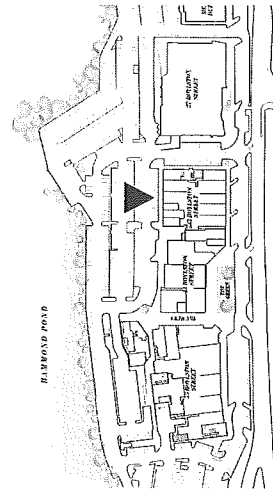
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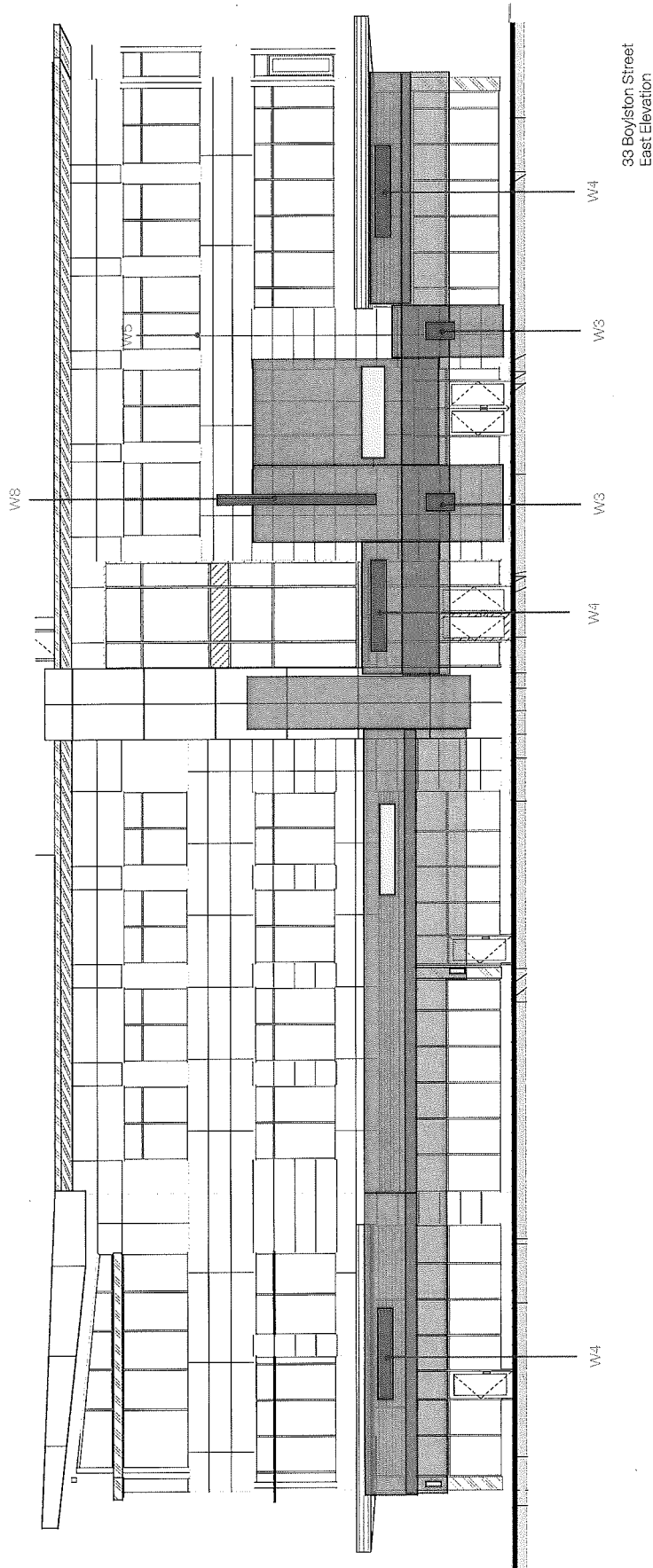
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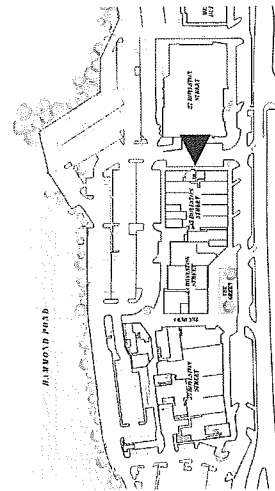


THE STREET: CHESTNUT HILL
33 BOYLSTON STREET, CHESTNUT HILL, MA

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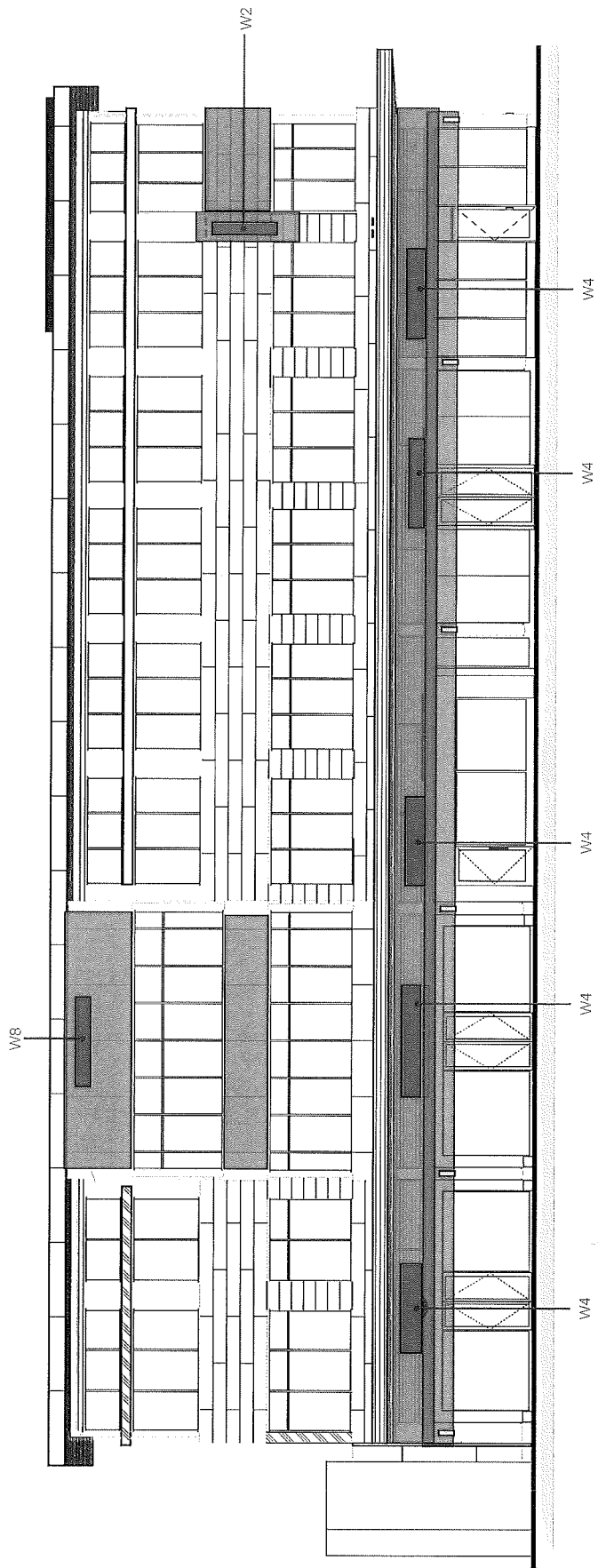


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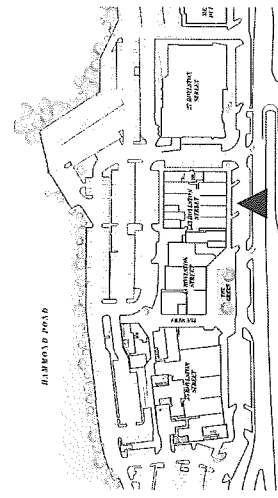
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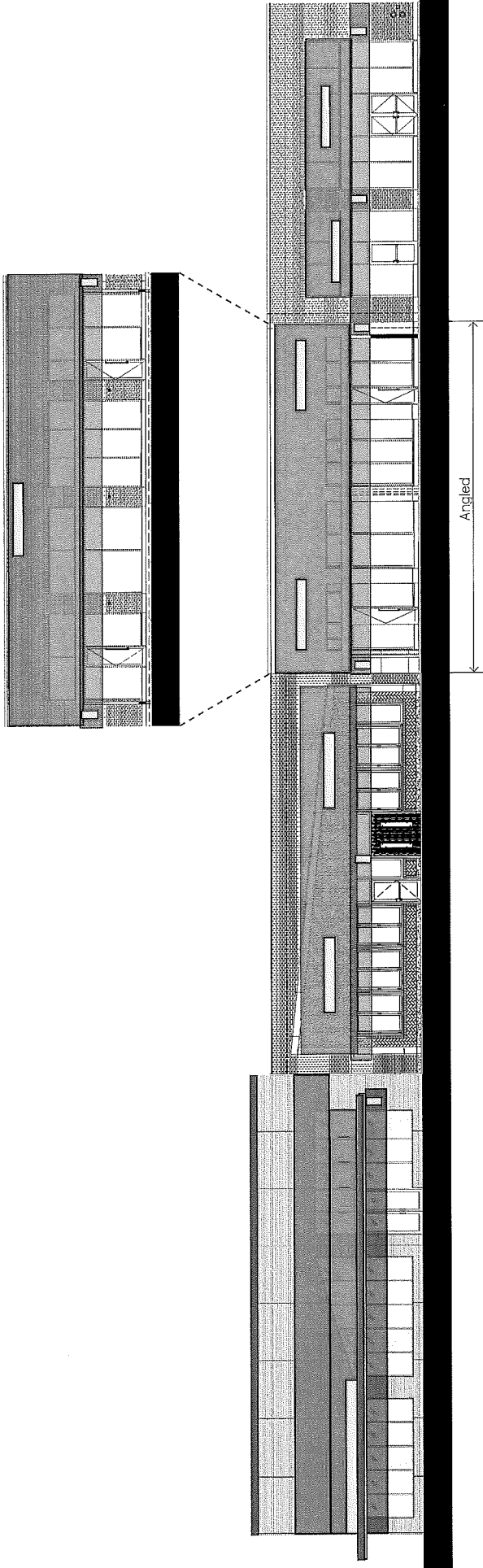
33 Boylston Street
South Elevation

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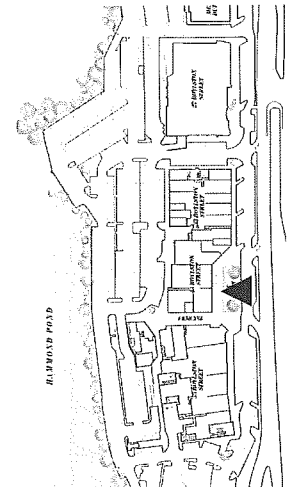


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33 BOYLSTON STREET, CHESTNUT HILL, MA

WS DEVELOPMENT



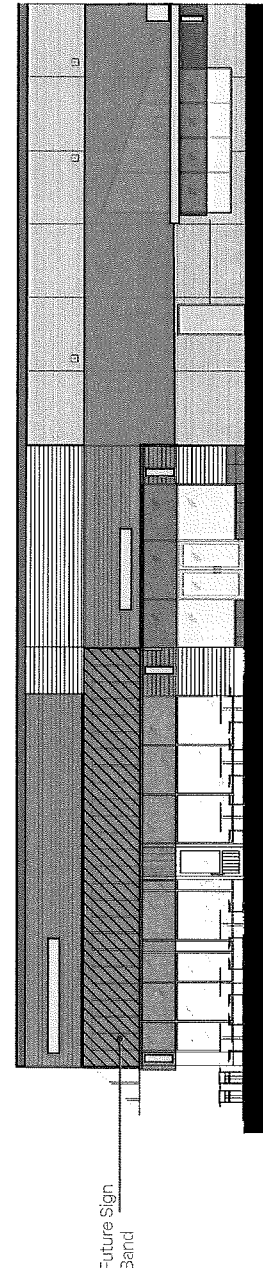
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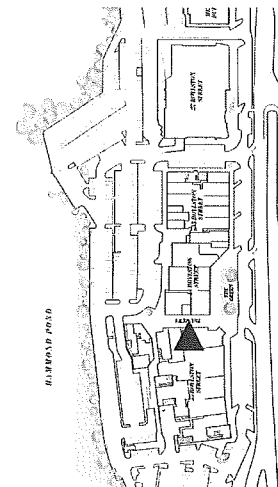
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33 BOYLSTON STREET, CHESTNUT HILL, MA

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49 Boylston Street
West Elevation

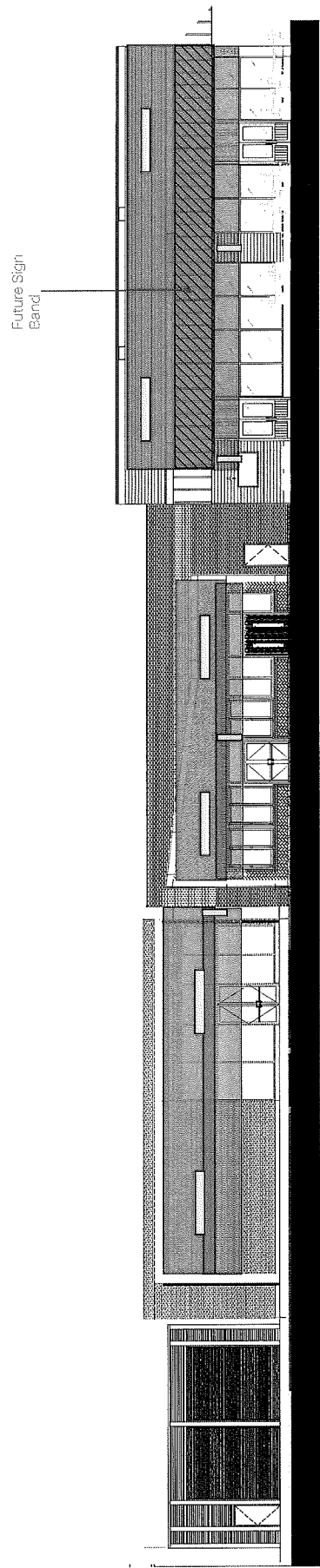


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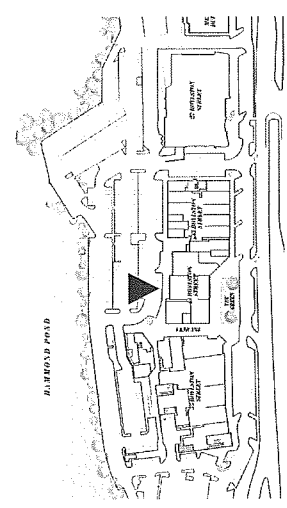
THE STREET: CHESTNUT HILL
33 BOYLSTON STREET, CHESTNUT HILL, MA

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49 Boylston Street
North Elevation

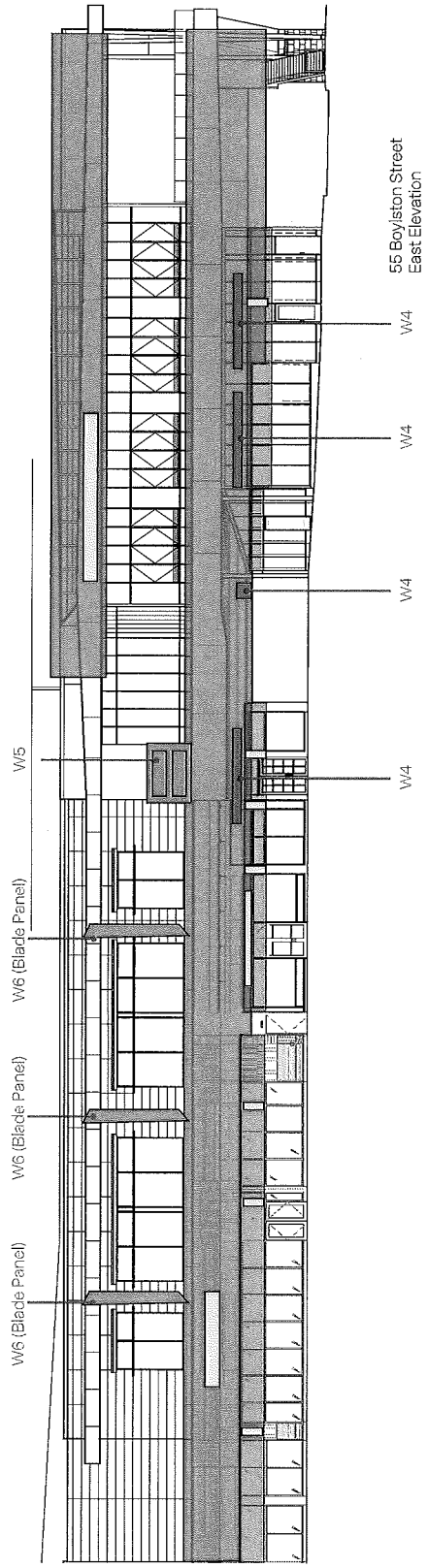
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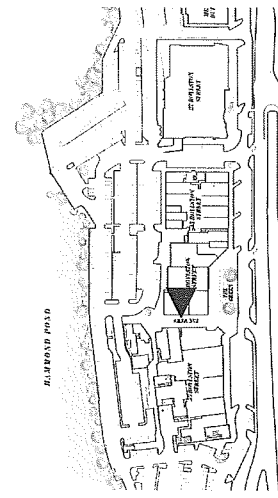
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THE STREET: PROPOSED SIGNAGE - 1/13/2022 |

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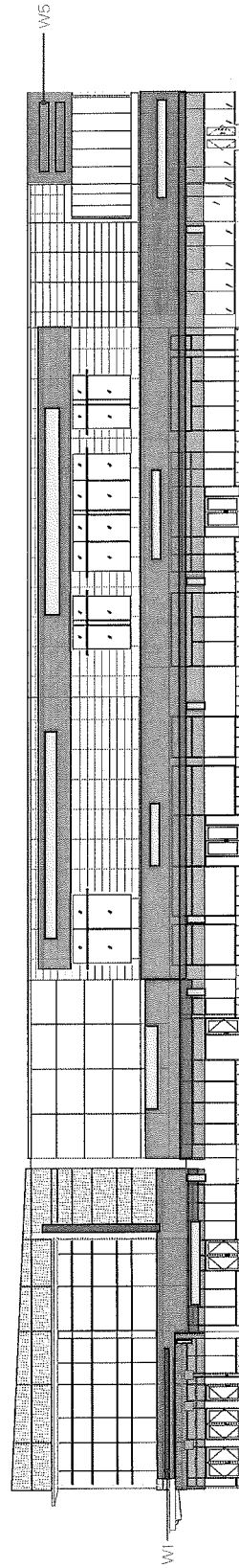


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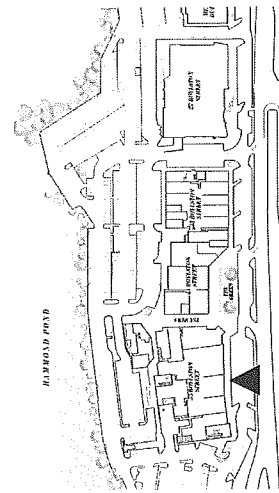
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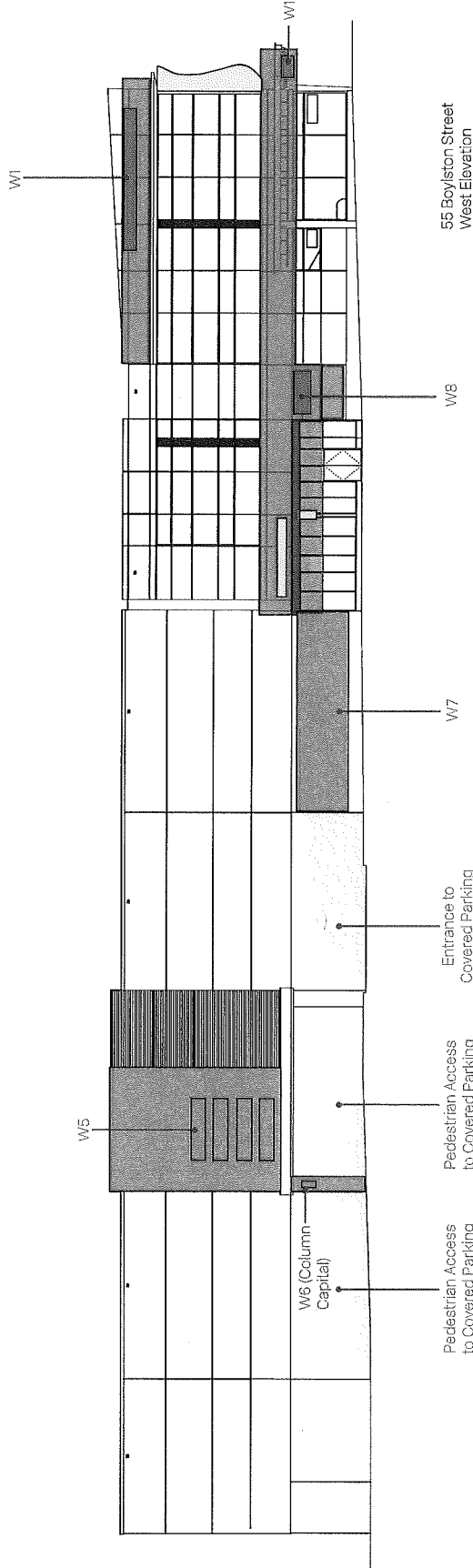
55 Boylston Street
South Elevation

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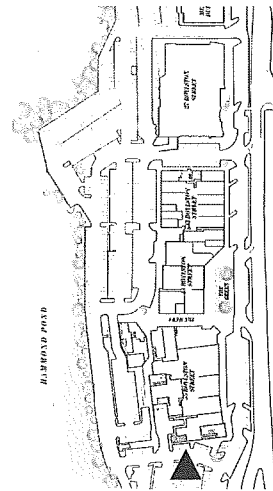


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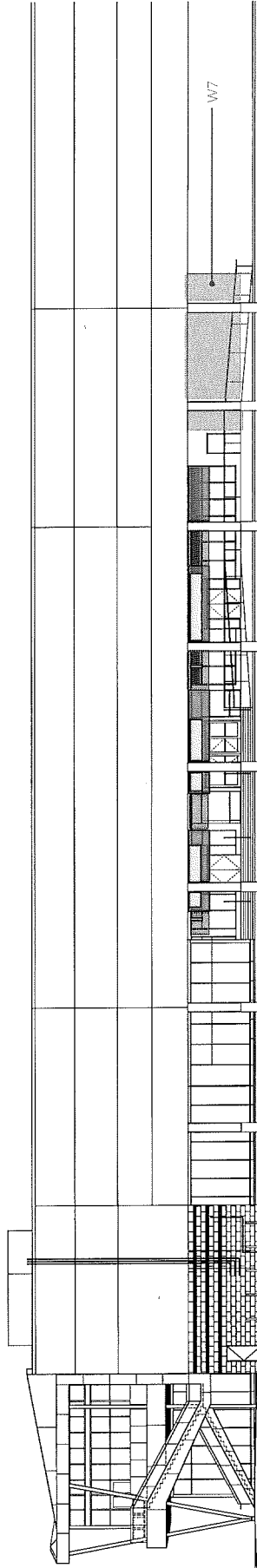


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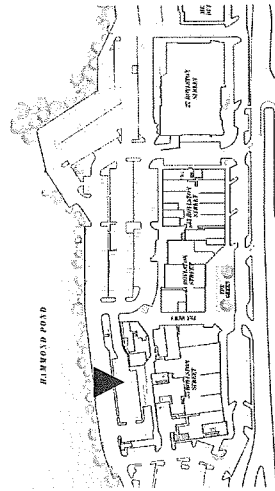
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 33 BOYLSTON STREET, CHESTNUT HILL, MA

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55 Boylston Street
North Elevation

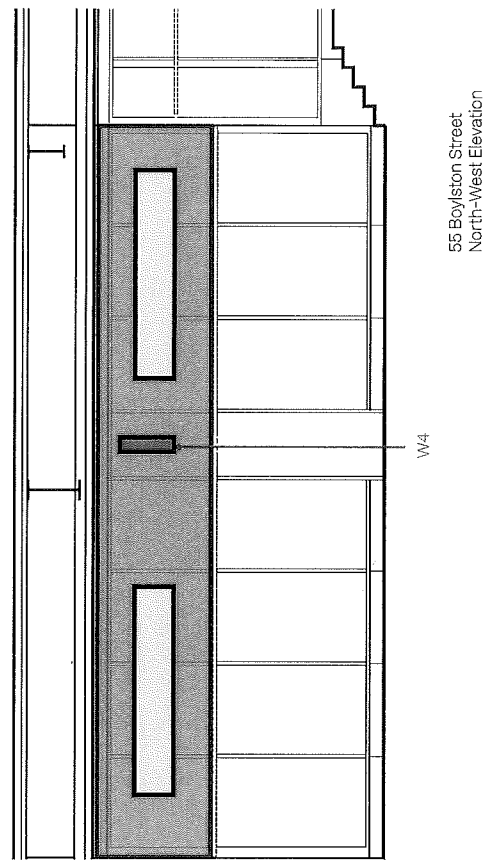
*Note: Walls of stores
inside garage.



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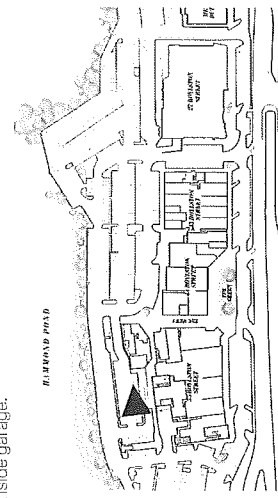
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Legend

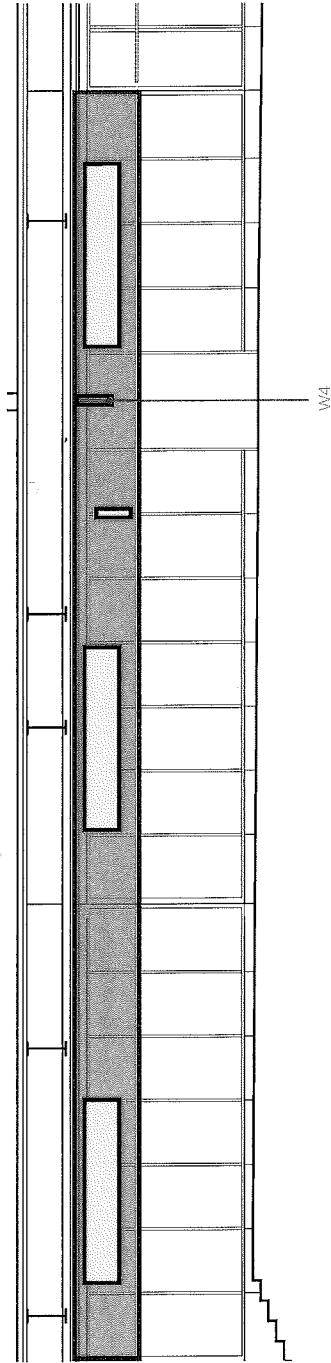
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*Note: Walls of stores inside garage.



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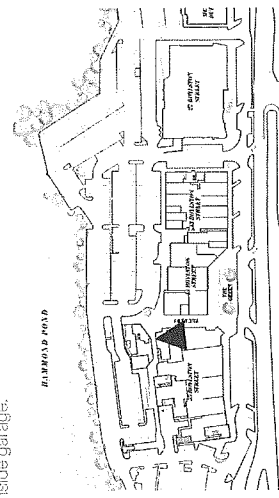
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55 Boylston Street
North-South Interior Elevation

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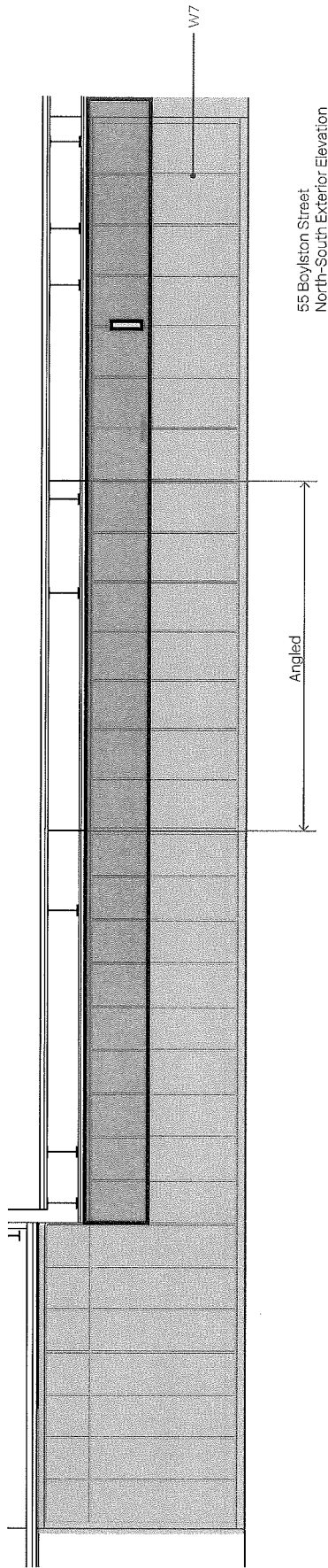
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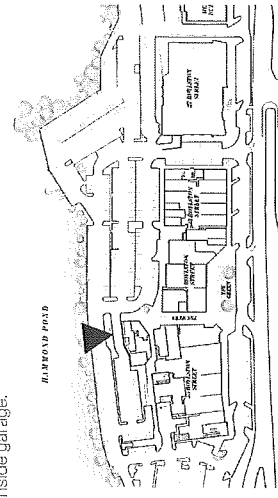
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THE STREET: PROPOSED SIGNAGE - 1/13/2022

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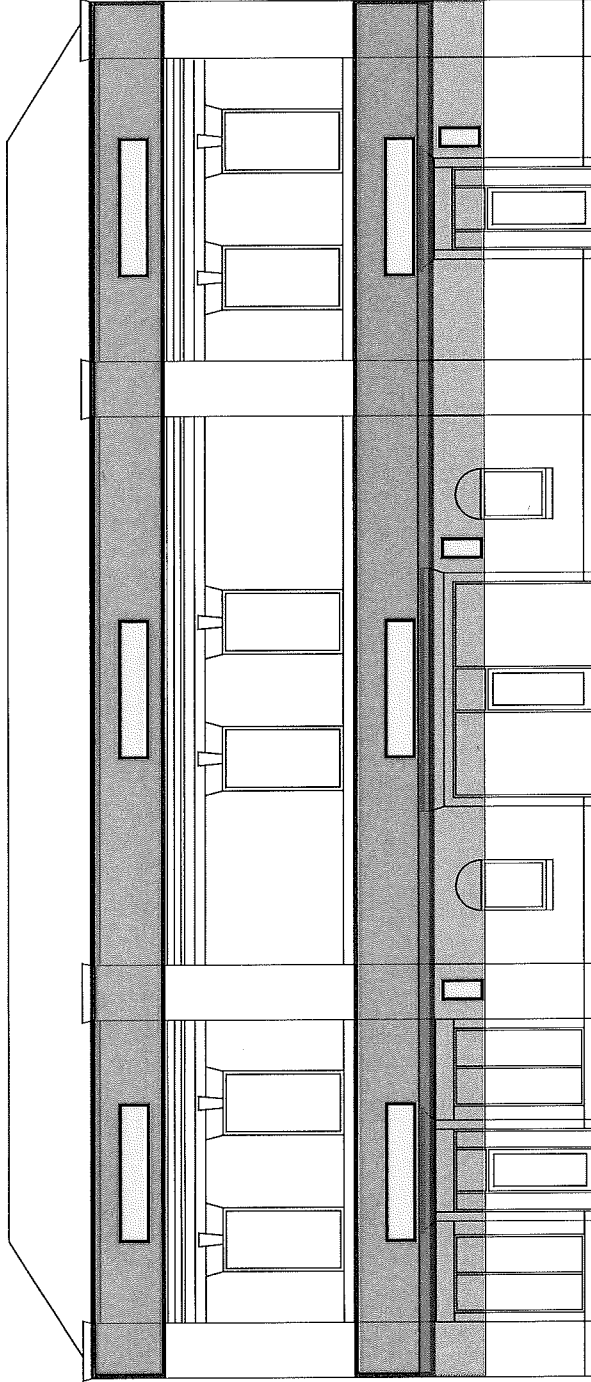


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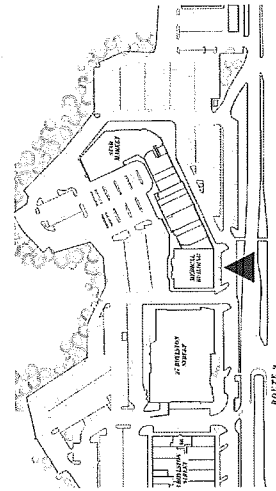


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25 Boylston
South Elevation

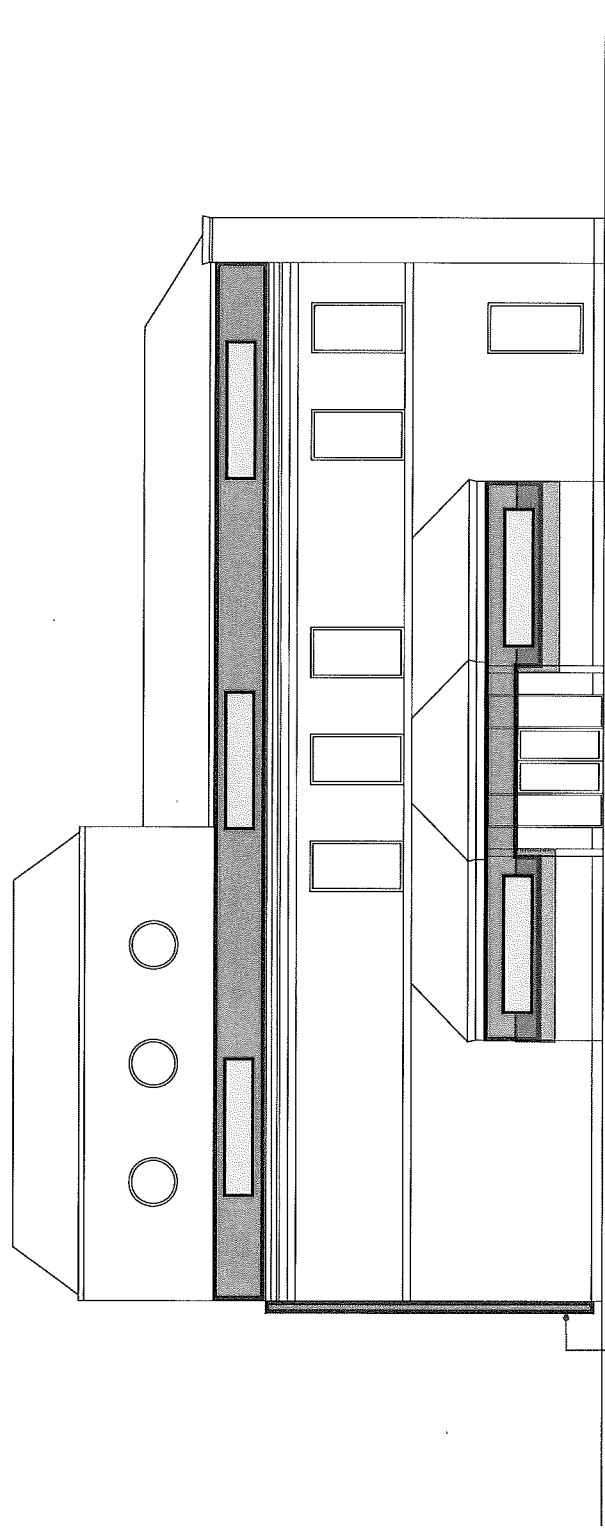


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 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



THE STREET: CHESTNUT HILL
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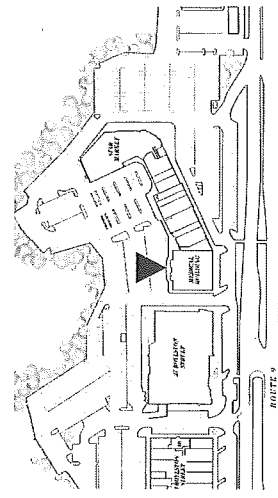
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25 Boylston
North Elevation

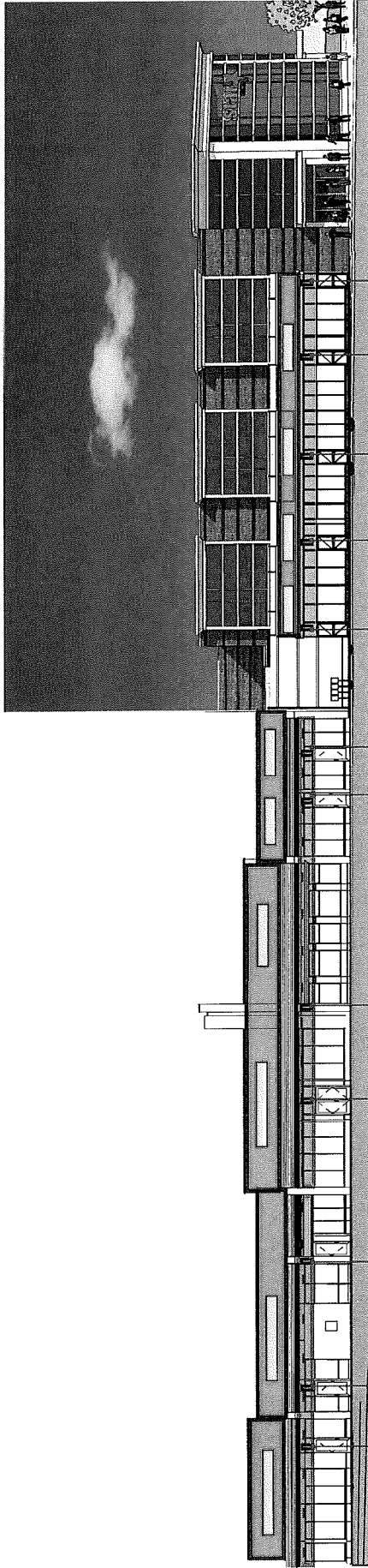
Return
Wall

- Legend**
- All Sign Band
 - Blade Sign Band
 - ⊙ Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
- Green:**
- W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
- Wall areas for locating common signs**
- Brown:**
- W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



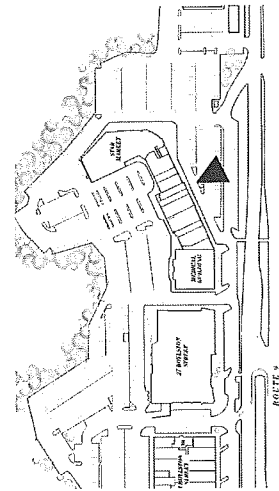
THE STREET: CHESTNUT HILL
33 BOYLSTON STREET, CHESTNUT HILL, MA

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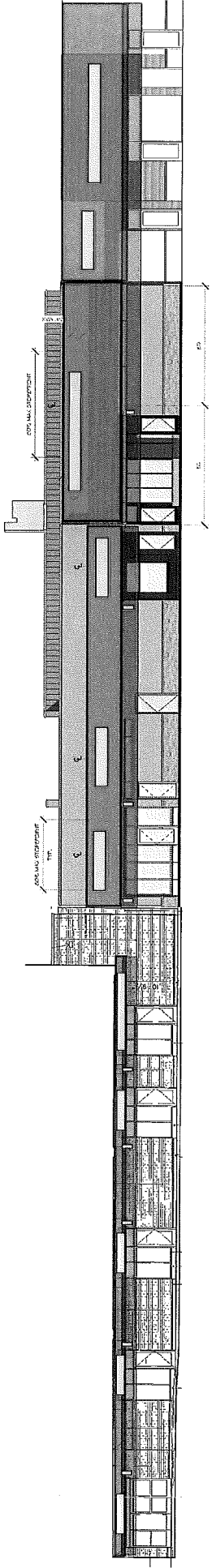
Star Strip
South Elevation

- Legend**
- All Sign Band
 - Blade Sign Band
 - Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
- Green:**
- W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
- Wall areas for locating common signs**
- Brown:**
- W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



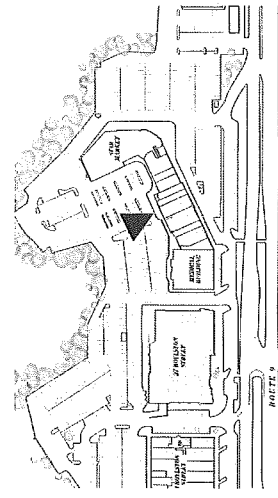
THE STREET: CHESTNUT HILL
33 BOYLSTON STREET, CHESTNUT HILL, MA

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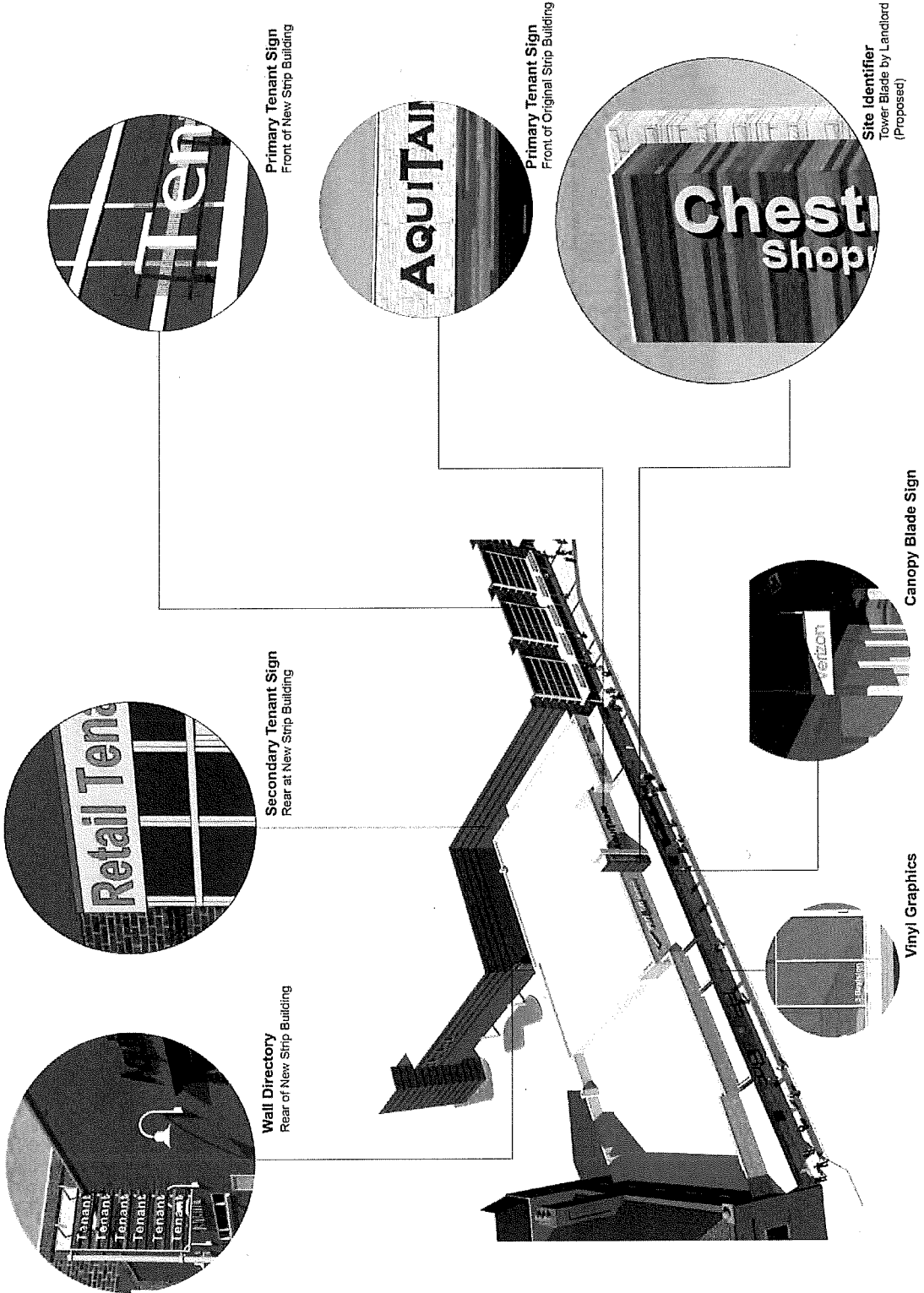
Star Strip
North Elevation

- Legend
- All Sign Band
 - Blade Sign Band
 - ⊙ Tenant Sign: Conforming (Example/Provisional Location)
 - Tenant Sign by waiver (Provisional location)
 - Green:
 - W1 - Theatre Sign
 - W2 - Additional Principal Wall Sign - Pondsides Tenant
 - W3 - Secondary Sign
 - W4 - Canopy Sign
 - W8 - Upper Story Sign
 - Wall areas for locating common signs
 - Brown:
 - W5 - Wall Directory Sign
 - W6 - Blade Panel & Column Capital Signs
 - W7 - Wall Panels



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THE STREET: CHESTNUT HILL
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WSDEVELOPMENT

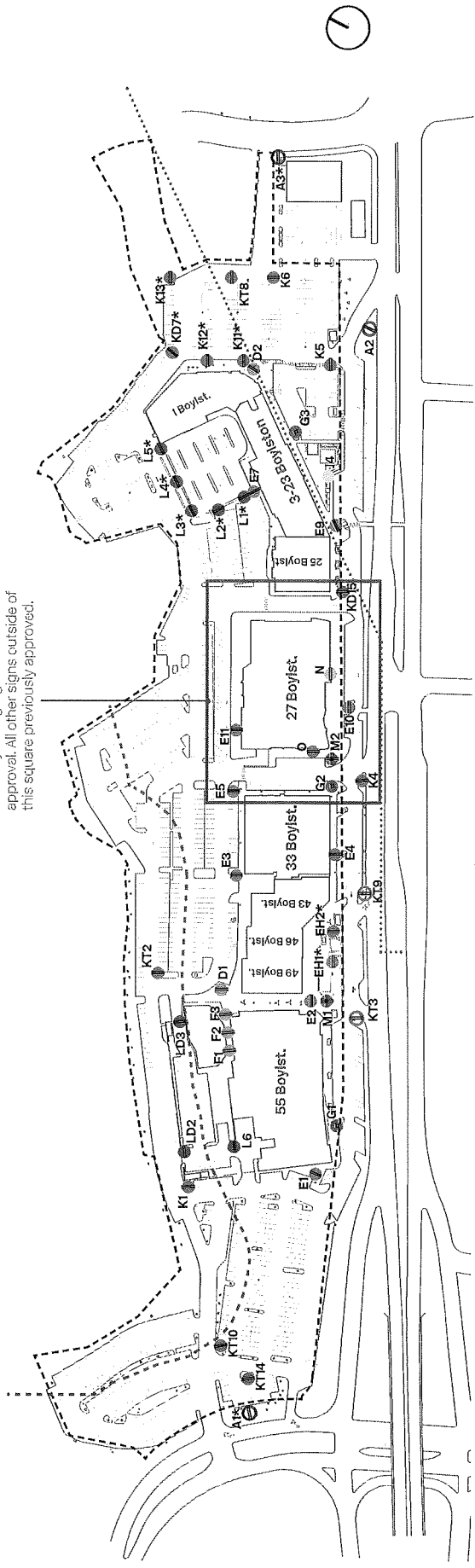
- Type A ● Entrance Sign
- Type D ● Community Boards/Directory
- Type E ● Small Directory
- Type EH ● Small Planter Sign
- Type F ● Pedestrian Directional - Wall
- Type G ● Pedestrian Directional - Ground
- Type J4 ● Wayfinding Sign
- Type J8 ● Pedestrian Sign
- Type K ● Vehicular Directional - Ground
- Type KD ● Double Vehicular Directional - Ground
- Type KT ● Tall Vehicular Directional - Ground
- Type L ● Vehicular Directional - Suspended
- Type LD ● Double Vehicular Directional - Suspended
- Type M ● Pedestrian Directional Arrows
- Type N ● Placemaking Sign
- Type O ● Pedestrian Directional - Wall

- Property Line
- - - Wetlands Buffer
- ==== Sign Orientation Indicator (see within each dot)
- Town Line (Brookline vs. Newton)

Note: "H" designates horizontal orientation.

* Asterisk indicates current sign replacements

New wayfinding signs for approval. All other signs outside of this square previously approved.



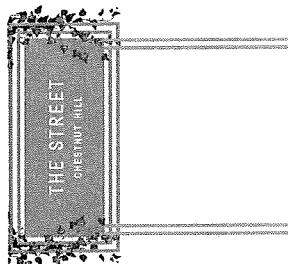
THE STREET: CHESTNUT HILL
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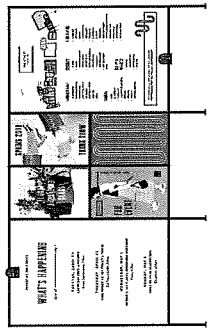
SIGN DIAGRAMS:



Type A1.1, A2 ● Entrance Monument



Type A3 ● Pedestrian Directional - Ground



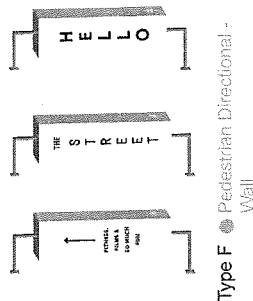
Type D ● Large Community Board/Directory



Type E ● Small Directory



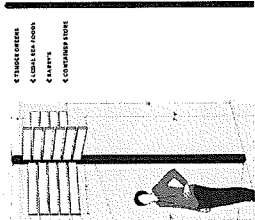
Type EH ● Small Planter Sign



Type F ● Pedestrian Directional - Wall



Type G ● Pedestrian Directional - Ground



Type M ● Pedestrian Directional Arrows



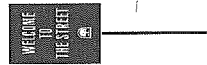
Type J4 ● Sign



Type K ● Vehicular Directional - Ground



Type KD ● Double Vehicular Directional - Ground



Type KT ● Tall Vehicular Directional - Ground



Type L ● Vehicular Directional - Suspended



Type L ● Double Vehicular Directional - Suspended



Type N ● Placemaking Sign



Type O ● Pedestrian Directional - Wall

Type A1 and A2 Entrance Sign replacement at Hammond Pond Parkway & Route 9 entry.

Sign Dimension: 9'-10"W x 4'-2"H
Signage Area: 40.97 SF

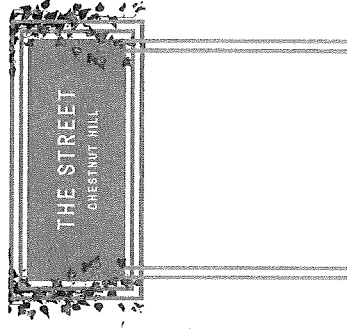
Internally illuminated.



Type A3 Entrance Sign replacement at Hammond St. entrance.

Sign Dimension: 8'-0"W x 3'-2"H
Signage Area: 25.33 SF

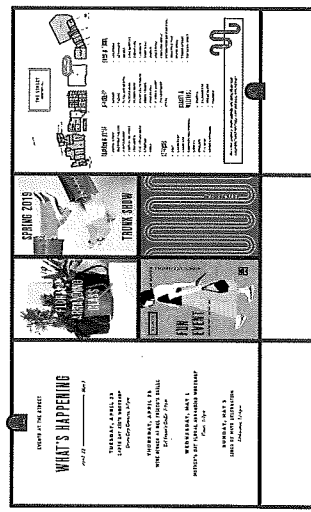
Internally illuminated.



Type D1 and D2 community boards near Legal Seafood (Pond Side) and Star Market (Route 9 Side).

Sign Dimension: 9'-2.75"W x 4'-6"H
Signage Area: 41.53 SF

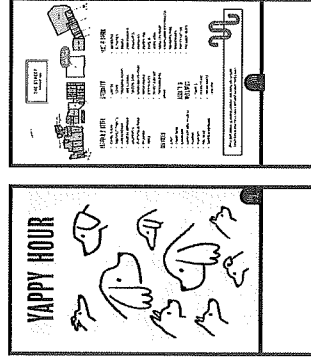
Internally illuminated.



Type E Signs will be located throughout property.

Sign Dim.: 3'-3.75"W x 4'-6"H
Signage Area: 14.91 SF

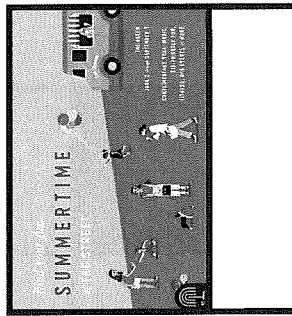
Internally illuminated.



Type EH signs to replace existing planter signs at Green.

Sign Dimension: 3'-1.25"W x 2'-6"H
Signage Area: 7.76 SF

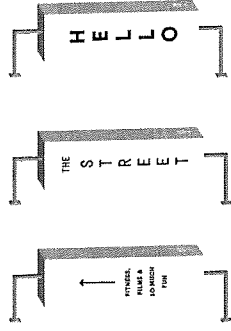
No illumination.



Type F Signs will be located on a long wall on 65 Boylston across from Legal Seafood entrance.

Sign Dimension: 0'-11"W x 2'-2"H
Signage Area: 1.99 SF

Internally illuminated.



Type G signs will be used to direct pedestrians to landmarks and located throughout the property.

Sign Dimension: 0'-8"W x 3'-0"H
Signage Area: 2 SF

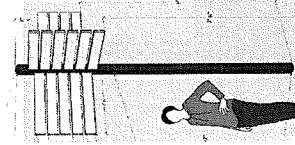
No illumination.



Type M Sign will be located adjacent to the Green to direct pedestrians to Pond Side Tenants.

Sign Dimension: 2'-6"W x 0'-4.5"H
Signage Area: 0.94 SF

No illumination.



← TRAMP ARTISTS
← LEGAL SEAFOOD
← SEAFOOD
← COMPUTER STORE
← BLUEBERRY &
← BLUEBERRY &
← BLUEBERRY &

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NOTE: EXAMPLE COPY

#218-23

Type J4 signs to be located on Mini Green benches near Star Market.

Sign Dimension: 1'-0"W x 0'-8"H
Signage Area: 0.67 SF

No illumination.



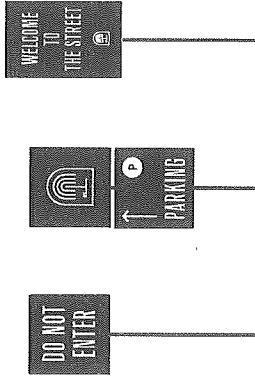
Type K, KD and KT signs will be used to direct vehicular traffic throughout the property.

K Sign:
Sign Dimension: 2'-4"W x 2'-4"H
Signage Area: 5.44 SF

KD Sign:
Sign Dimension: 2'-4"W x 2'-4"H
Signage Area: 5.44 SF

KT Sign:
Sign Dimension: 2'-4"W x 3'-6"H
Signage Area: 8.17 SF

No illumination.



K Sign

KD Sign

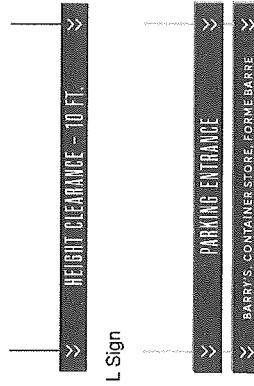
KT Sign

Type L Signs will be located in the Star Market covered parking area, and directly replace current clearance bars. LD signs will be located in the Legal Seafoods covered parking area.

L Sign:
Sign Dimension: 11'-0"W x 0'-8"H
Signage Area: 7.33 SF

LD Sign:
Sign Dimension: 11'-0"W x 0'-8"H
Signage Area: 7.33 SF

No illumination.



L Sign

LD Sign

Placement sign to be located on the East facade of 27 Boylston

Sign Dimension: 34'-7"W x 7'-6"H
Signage Area: 259 SF

No illumination.



N Sign

Pedestrian directional sign to be located on the SW corner of 27 Boylston.

Sign Dimension: 6'-2"W x 4'H
Signage Area: 1.83 SF

No illumination.

HAMMOND POND AHEAD

O Sign

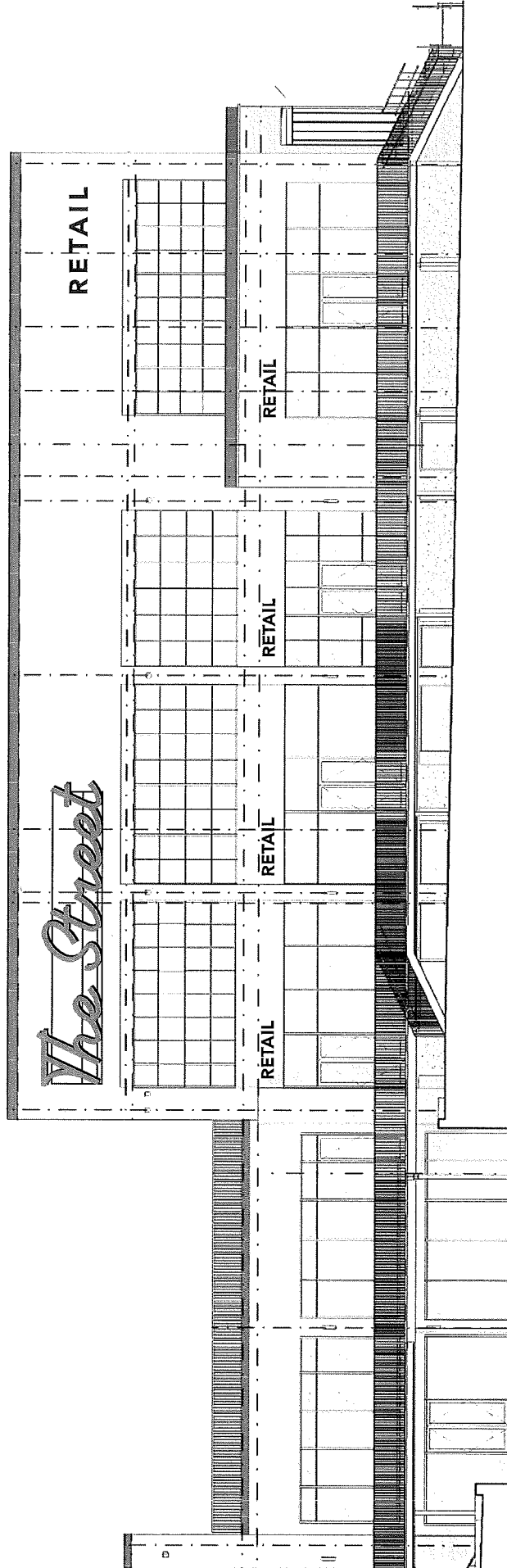
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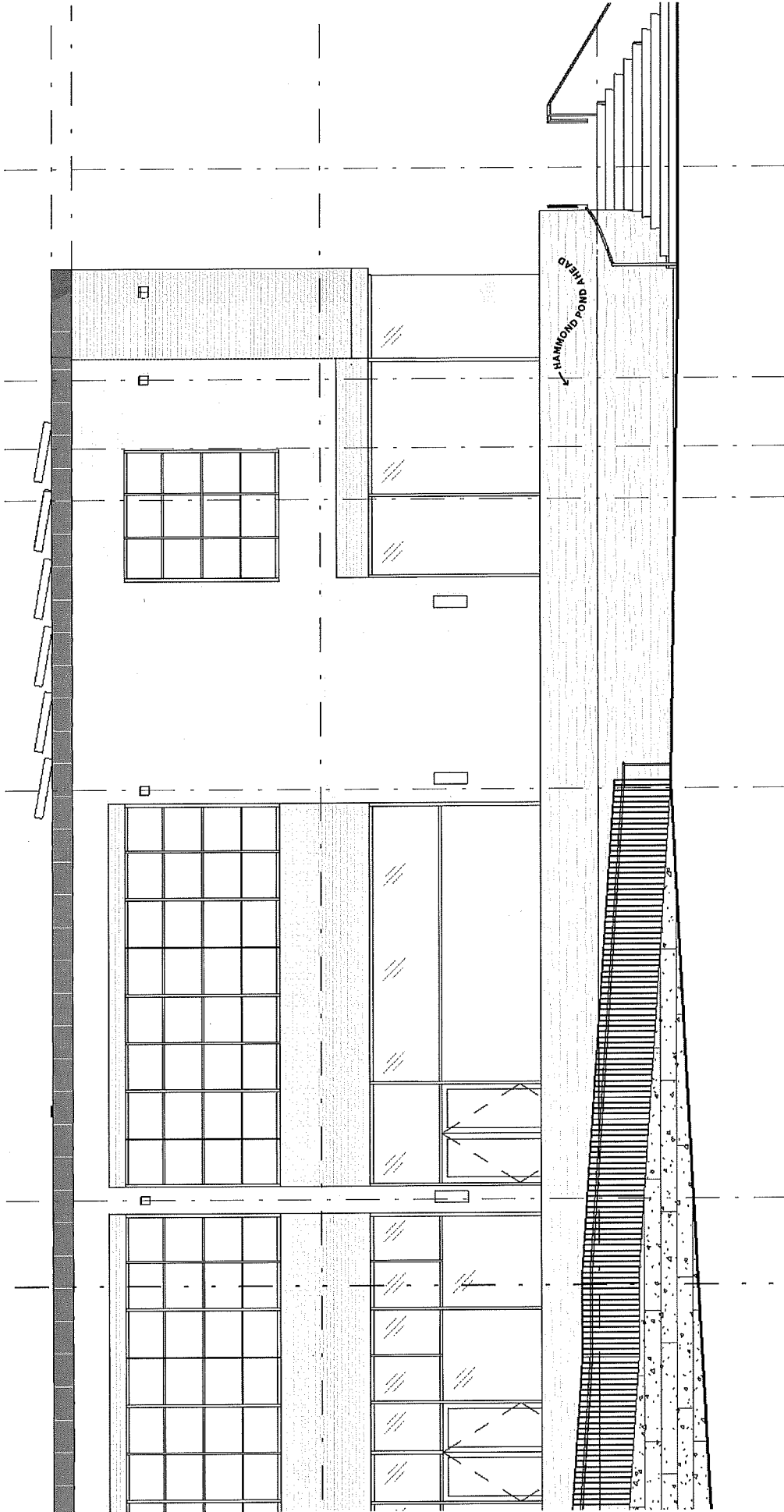
#218-22



N Sign

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O Sign

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Freestanding Signs	Sign Type	Dimensions of Sign	Area	Illumination	Quantity	Text or Graphics (None, Double, Single, # of sides)
A1	Entrance Sign	9'-10"W x 4'-2"H	40.97 SF	Internally Illuminated	1 Double	
A2	Entrance Sign	9'-10"W x 4'-2"H	40.97 SF	Internally Illuminated	1 Double	
A3	Entrance Sign-Tall Posts	8'-0"W x 3'-2"H	25.33 SF	Internally Illuminated	1 Double	
D1	Community Board/Directory	9'-2.75"W x 4'-6"H	41.53 SF	Internally Illuminated	1 Double	
D2	Community Board/Directory	9'-2.75"W x 4'-6"H	41.53 SF	Internally Illuminated	1 Double	
E1	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E2	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E3	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E4	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E5	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E7	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E9	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E10	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E11	Small Directory	3'-3.75"W x 4'-6"H	14.91 SF	Internally Illuminated	1 Double	
E11	Small Planter Sign	3'-1.25"W x 2'-6"H	7.76 SF	No Illumination	1 Double	
E12	Small Planter Sign	3'-1.25"W x 2'-6"H	7.76 SF	No Illumination	1 Double	
F1	Pedestrian Directional-Wall	0'-11"W x 2'-2"H	1.99 SF	Internally Illuminated	1 Three Sided	
F2	Pedestrian Directional-Wall	0'-11"W x 2'-2"H	1.99 SF	Internally Illuminated	1 Three Sided	
F3	Pedestrian Directional-Wall	0'-11"W x 2'-2"H	1.99 SF	Internally Illuminated	1 Three Sided	
G1	Pedestrian Directional-Ground	0'-8"W x 3'-0"H	2.00 SF	No Illumination	1 Four sided	
G2	Pedestrian Directional-Ground	0'-8"W x 3'-0"H	2.00 SF	No Illumination	1 Four sided	
G3	Pedestrian Directional-Ground	0'-8"W x 3'-0"H	2.00 SF	No Illumination	1 Four sided	
J4	Park Bench Tags	1'-0"W x 2'-0"H	0.67 SF	No Illumination	10 Single	
J8	Planter Signs	1'-2"W x 1'-2"H	1.36 SF	No Illumination	10 Double	
K2	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No Illumination	1 Double	
K4	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K5	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K6	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K7	Double Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
KD15	Double Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K7B	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No Illumination	1 Double	
K7C	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No Illumination	1 Double	
K7D	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No Illumination	1 Double	
K10	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K11	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K12	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K13	Vehicular Directional-Ground	2'-4"W x 2'-4"H	5.44 SF	No Illumination	1 Double	
K14	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No Illumination	1 Double	
K14A	Tall Vehicular Directional-Ground	2'-4"W x 3'-6"H	8.17 SF	No Illumination	1 Double	
L1	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.93 SF	No Illumination	1 Double	
L2	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.93 SF	No Illumination	1 Double	
L3	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.93 SF	No Illumination	1 Double	
L4	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.93 SF	No Illumination	1 Double	
L5	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.93 SF	No Illumination	1 Double	
L6	Vehicular Directional-Suspended	11'-0"W x 8'-0"H	7.93 SF	No Illumination	1 Double	
LD2	Double Vehicular Directional-Suspended	11'-4"W x 8'-0"H	7.93 SF	No Illumination	1 Double	

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LD3	Double Vehicular Directional-Suspended	11'-4"W x 8'-0"H	7.33 SF	No Illumination	1 Double
M1	Pedestrian Directional-Arrows	2'-5"W x 0'-4.5"H	0.94 SF	No Illumination	1 Double
M2	Pedestrian Directional-Arrows	2'-6"W x 6'-4.5"H	0.94 SF	No Illumination	1 Double
N	Placemaking Sign	34'-7"W x 7'-6"H	259 SF	Illumination	1 Side
O	Pedestrian Directional - Wall	6'-27"W x 4'H	1.83 SF	No Illumination	1 Side

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