



NEEDHAM & OAK STREET at Newton, MA

RETAIL STOREFRONT + SIGNAGE
DESIGN GUIDELINES



INTRODUCTION

The essence of any successful place is that people enjoy being there and want to come back again and again. This experience is based on a combination of physical and emotional elements that they encounter. Needham and Oak Street is intended to be attract a noteworthy mix of local and national retailers & eateries. as attracted and will continue to attract noteworthy local and appealing retailers. The commercial environment will contribute to vibrancy for the entire district through an engaging blend of storefront and retail identity expression, along with a highly engaging streetscape. This guide provides standards for high-quality and diverse tenant work - especially that interfacing with the public realm.



RETAIL STOREFRONT CRITERIA

INTRODUCTION

Retail storefronts have evolved from their utilitarian beginnings to become a personification and extension of the retailer's brand. To this end, storefronts and signage should instantly project the nature of the retailer and its store to the streetscape and to passersby. The development of a comprehensive storefront design is an excellent opportunity for shop owners to use their creative license to echo their brand and style to draw customers in from the street. Regardless of whether a retailer is opening their first or hundred-and-first store, each location should be unique and offer something back to the neighborhood in which it is located.

Individual retail expression at Needham and Oak Street will vary by tenant, in accordance with this Tenant Design Criteria. Tenants are encouraged to express their storefronts creatively by using these guidelines to propose custom storefront designs and identity graphics. Since the intent is to allow each tenant to have the flexibility to design a strategy that communicates its brand effectively, these guidelines (outlining Retail Storefront and Signage Criteria) have been developed to provide that standards through various flexible parameters.

Each storefront may feature a primary element that drives the overall design. Primary elements may include interesting signage, unique materials, or even a distinguishable door. The primary element should be reinforced with secondary storefront elements that support the overall design and tenant brand. These secondary elements include interesting, thoughtful, and unique details; dynamic window displays; and a welcoming entry.

VISION

The retail storefront should respond to the unique context of the architecture it inhabits (either by harmony or contrast.) A well-executed storefront is designed to keep the overall composition in mind at all times. This means an integrated approach to storefront & signage design to creatively express the brand in its unique urban context.

TENANT STOREFRONT CONTEXT

Retail storefronts should respond to the architectural style of the base building (though not necessarily emulate it. Ample opportunity for brand expression - (and some of the interior palette presented externally) are to be encouraged. All storefronts are to be contained within the envelopes identified in this document, which vary from building to building, formed by fixed elements of the base building.

ILLUMINATION)

Storefronts design should take both day and nighttime visibility into account to enhance recognition. Storefronts may incorporate external lighting as design elements in addition to illumination from within the store. Tenants are encouraged to create well-lit interiors and window displays that enhance visibility from the street and sidewalk. All methods of attachment for exterior lighting must either be concealed from view or designed as an integrated detail. Electrical hardware, wiring, or equipment such as transformers, cabinets, etc., shall be concealed inside tenant spaces.

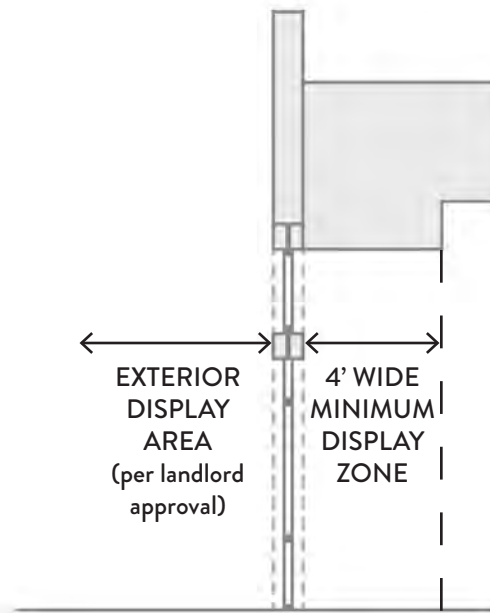
MATERIALS & METHODS AND DESIGN

Quality materials that are durable and natural are encouraged for all tenant storefronts. These include high-quality metal finishes, wood, stone, and masonry, although other materials such as metal panels, plaster or stucco, terra cotta, tile, and high-quality acrylics may be permitted. All methods of attachment to the base building must either be concealed from view or designed as an integrated detail of the storefront design. The storefronts must be structurally sound and electrically supported from within the tenant space and shall not penetrate the building shell except in areas designated by the landlord. Signage letters and graphics should incorporate texture, depth, sculptural, and dimensional qualities. Creating a consistency in unique, high-quality graphics that complement the overall storefront design and tenant brand is favorable.

NOTE: All storefronts, signs, and tenant graphics are subject to the approval of the landlord prior to construction. Drawings and specifications for all aspects of the storefront design, including lighting and signage, are to be reviewed and approved by the landlord prior to application for jurisdictional approvals and building permits. Tenants are responsible for all necessary approvals and permits.



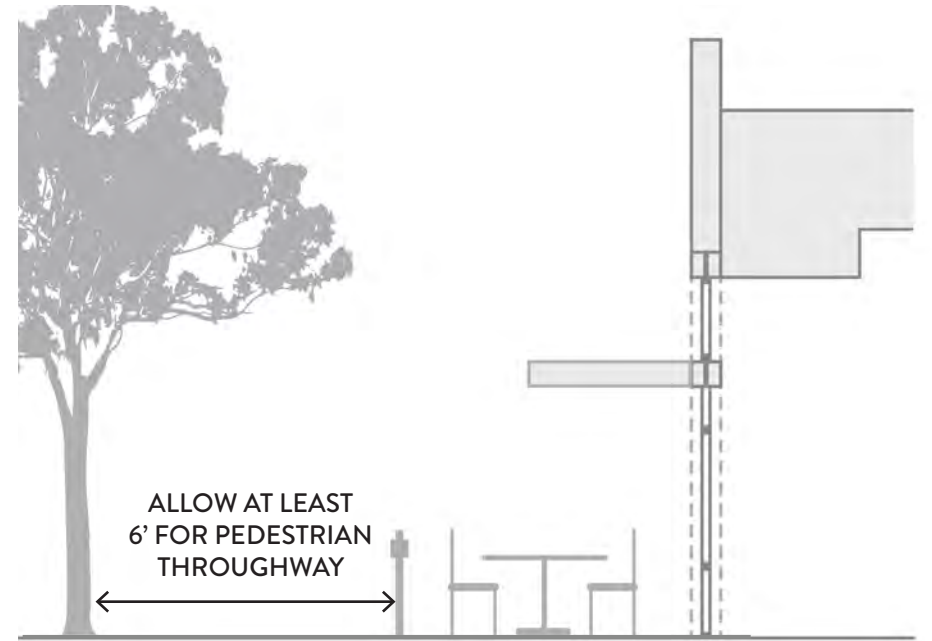
DISPLAY & CAFE ZONES



DISPLAY ZONE

The merchandising zone is the area at the front of the store immediately behind the storefront windows. It extends a minimum of four feet (4'-0") into the store.

- Storefront displays should well lit at all times and should be made of high-quality materials that are appropriate and relevant to the store's best merchandise.
- The use of movable sidewalk displays is permitted per landlord approval provided that at least eight feet (8'-0") of clear pedestrian thoroughway is allowed.
- Banners hung behind the glass should be well lit and should not cover more than twenty percent (20%) of the storefront windows.



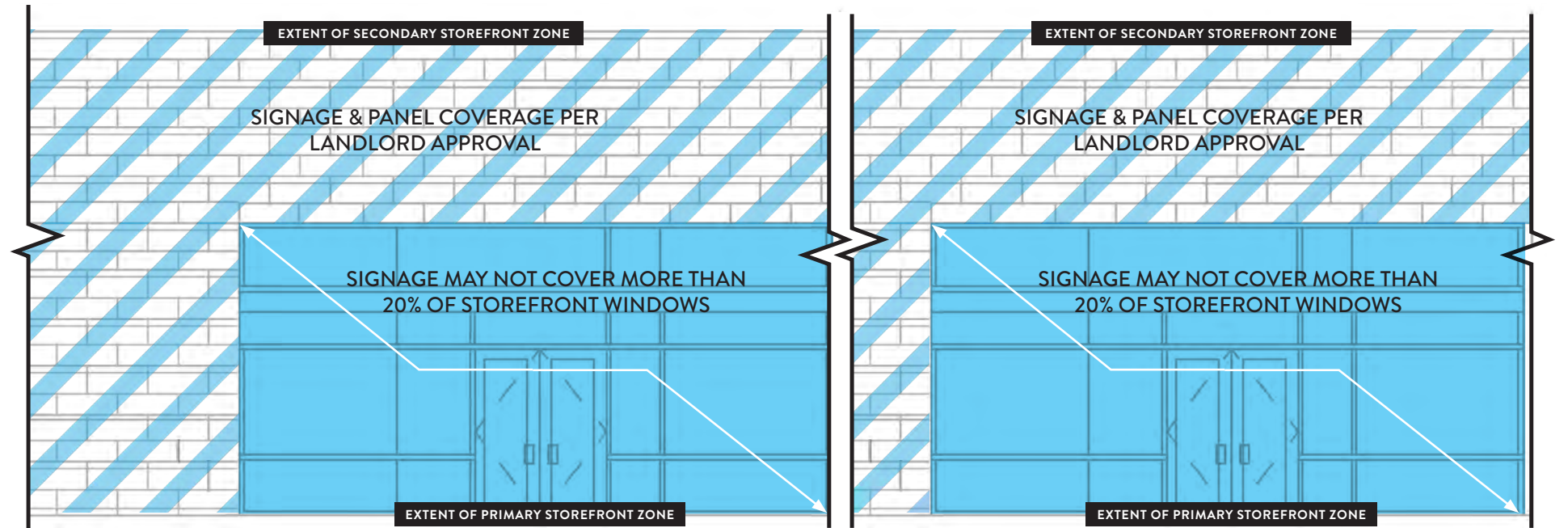
CAFE ZONE

The cafe zone is the area on the sidewalk directly in front of the building face. It extends a minimum of three feet (3'-0") to a maximum of ten feet (10'-0"), depending on sidewalk width.

- Cafe zones must allow at least eight feet (8'-0") of clear pedestrian thoroughway between the cafe zone and the planting zone.
- Fencing no taller than three feet (3'-0") can be used to separate the cafe zone from the pedestrian thoroughway. Fencing may be a municipal requirement, in the case of serving of alcoholic beverages in some locations. Generally, creative barriers (in lieu of fencing) are preferred - such as continuous movable planters.



STOREFRONT ZONE DEFINITIONS



IN GENERAL

- With the exception of certain types of signage and overhead shading options, all storefront elements must be contained within the envelope shown in the diagrams above.
- Tenants are encouraged to enhance the public space at their storefronts with benches, planters, flower boxes, artwork, bay windows, creative signage, awnings, banners, and merchandising displays.
- Stores that have secondary frontage facing parking or side streets should include primary identity signage and window graphics on that frontage. Blank walls or opaque or fully covered windows are not encouraged.
- The diagrams above and on following pages are intended to show the extent and character of retail storefronts and are not intended to be representative of any specific tenants or retail categories. All images are for illustrative purposes only.

PRIMARY STOREFRONT ZONE

- Contains primary design elements, such as windows, doors, bases, canopies, and awnings with graphics and signage as outlined in this document. Signage may not cover more than twenty percent (20%) of the storefront windows.

SECONDARY STOREFRONT ZONE

- Can contain secondary design elements, such as blade signage, wall graphics, panels, lighting and spandrels as outlined in this document. Amount of coverage by signage and panels in this zone depends on landlord approval.
- **NOTE:** All secondary design elements that attach to landlord's structure may need additional engineering review and landlord approval.



MATERIALS

Each restaurant and shop will be provided with the maximum opportunity to uniquely display its merchandise to attract passing customers. The choice of storefront material is a key component of creating an alluring retail environment that reflects the individuality of a business. To this end, the fit and finish of all storefront components should be of the highest quality. Wood, metal, stone, cast stone, concrete, and plaster are recommended materials. Similarly, durable, smooth exterior grade hardwoods, such as redwood and medium density overlay (MDO), are acceptable materials. Opaque, smoked, or reflective glass should only be used for accent/spandrel elements.

+ ENCOURAGED

wood, metal, stone, concrete, plaster; opaque, smoked, and reflective glass should only be used for accent elements

- DISCOURAGED

softwoods, exterior insulation and finishing systems (EIFS), plastic materials; small display/showcase windows; blank walls



COLORS

Flexibility and variety in storefront colors help create exciting streetscapes, which in turn make great retail environments. Therefore, the choice of colorful materials or paint is very important. Colors should be complementary and reflect the store's unique personality. When choosing storefront colors it is important to keep the following guidelines in mind:

- Colors shall be used to tie all parts of the storefront's architecture together.
- The color scheme of the storefront should take into consideration and complement adjacent storefronts.
- The landlord will be responsible for approving all color palettes.

+ ENCOURAGED
unique and cohesive color palettes

- DISCOURAGED
use of too many colors on an individual storefront, conflicting color schemes on adjacent storefronts, same color on adjacent storefronts



STOREFRONT DOORS

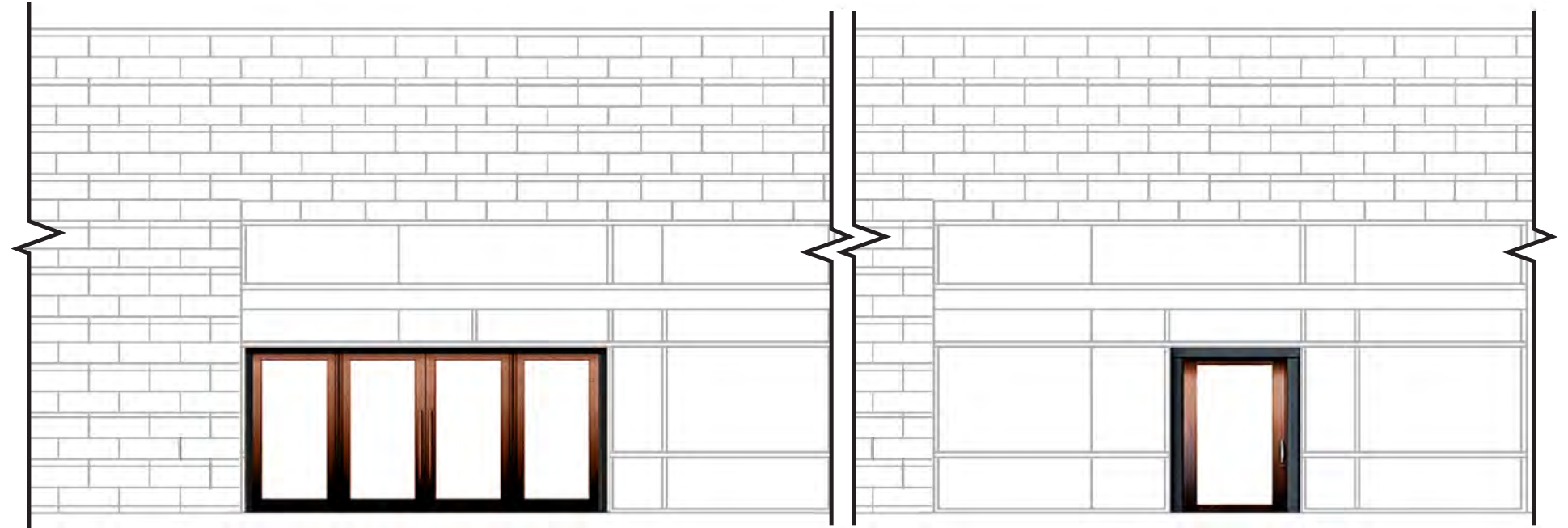


+ ENCOURAGED

large windows, clear glass, maximum visibility, recessed doorways; opaque doors in natural materials permitted if surrounded by glazing

- DISCOURAGED

tinted glass, plexiglas



- The storefront should be designed to allow for maximum flexibility wherever possible. In ideal circumstances, a door may be located anywhere within the retail storefront zone.
- Tenant doors may be either double doors or a single door with a sidelight.
- The primary entrance should be clearly marked and side entrances should be as close as possible to the primary shopping street. Tenants with entrances facing parking or a side street are required to keep both entrances open and accessible.
- Restaurants using their door to connect with outdoor seating areas should consider double doors or a second door to ensure adequate capacity. NanaWall or glass overhead folding/rolling systems are encouraged for restaurant tenants.
- Doors with a large area of glass are preferable because they increase visibility into the store's interior, but are not required. A solid door may be used as a contrasting element.
- All doors should be compatible with, and complementary to, the overall storefront design.

STOREFRONT PANELS

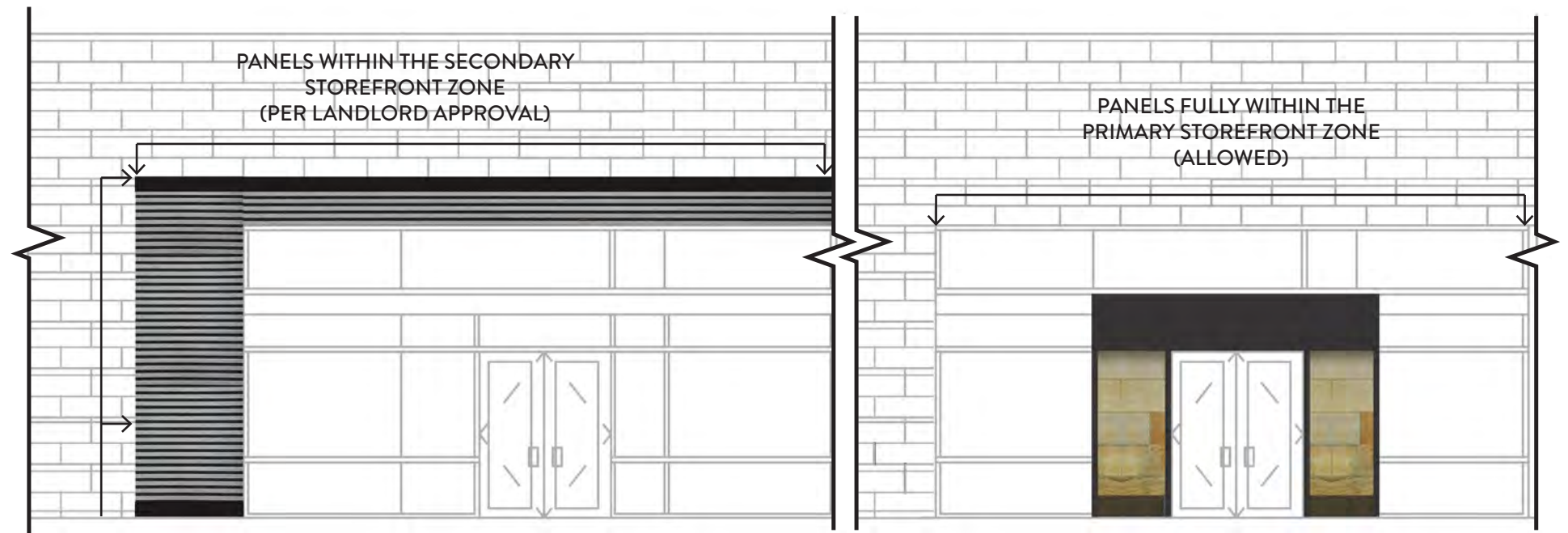


+ ENCOURAGED

wood, metal, stone, cast stone, concrete, plaster; opaque, smoked, and reflective glass should be used only for accent elements

- DISCOURAGED

softwoods, EIFS, pressure treated lumber



- Because the retail demising varies block to block, the storefront glazing may be replaced in certain areas with a solid material or materials to accentuate entries or conceal tenant demising walls. Vertical elements may also break up large areas of storefront glazing. Vertical storefront panels may occur at the edges of a storefront to frame the windows, or may provide a complementary material within a group of windows.
- Panels within the primary storefront zone may not cover more than twenty percent (20%) of storefront windows.
- Amount of coverage by panels within the secondary storefront zone depends on landlord approval.
- Storefront panels may be a vertical continuation of the storefront base, or may introduce contrasting or complementary materials.
- Vertical storefront panels may provide opportunities for the location of secondary storefront signage.
- All vertical storefront materials should be compatible with, and complementary to, the overall storefront design.



+ ENCOURAGED

wood, metal, glass, high-quality UV-resistant acrylics or resins

- DISCOURAGED

non-UV-resistant plexiglass and acrylics, vinyl, softwoods, EIFS, pressure treated lumber

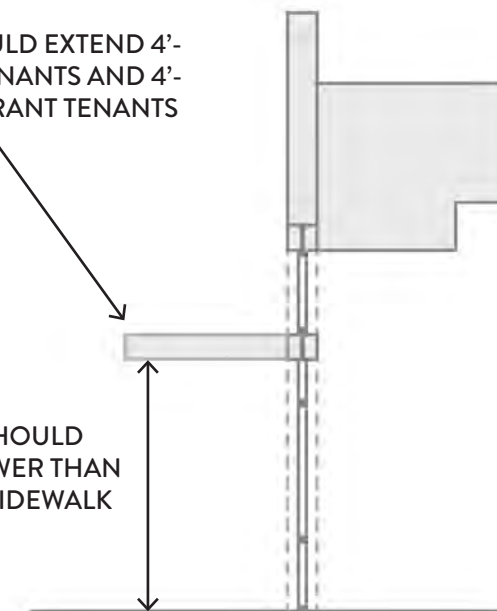


STOREFRONT CANOPIES



CANOPIES SHOULD EXTEND 4'-6' FOR RETAIL TENANTS AND 4'-10' FOR RESTAURANT TENANTS

CANOPIES SHOULD EXTEND NO LOWER THAN 9' ABOVE THE SIDEWALK



- The use of storefront canopies is encouraged; as it indicates primary retail entrances and provides shade and shelter from the elements.
- Canopies should be designed to enhance the architectural style of the storefront.
- Canopies should extend above the adjacent sidewalk to a minimum depth of four feet (4'-0") and a maximum depth of six feet (6'-0") for retail tenants and a maximum depth of ten feet (10'-0") for restaurant tenants. Canopies should be made of high-quality materials; and must be self-supported within the tenant storefront construction.
- Canopies should be mounted just above storefront or entrance opening. Canopies may extend over neutral piers but must be structurally supported and attached only within the primary storefront zone with steel cable support where applicable.
- Canopy roof materials should be lightweight, and may be transparent or translucent.
- Canopies shall be designed to accommodate water drainage away from the base-building.
- Canopies shall be designed with down-lighting in restaurant locations.

STOREFRONT SPANDRELS

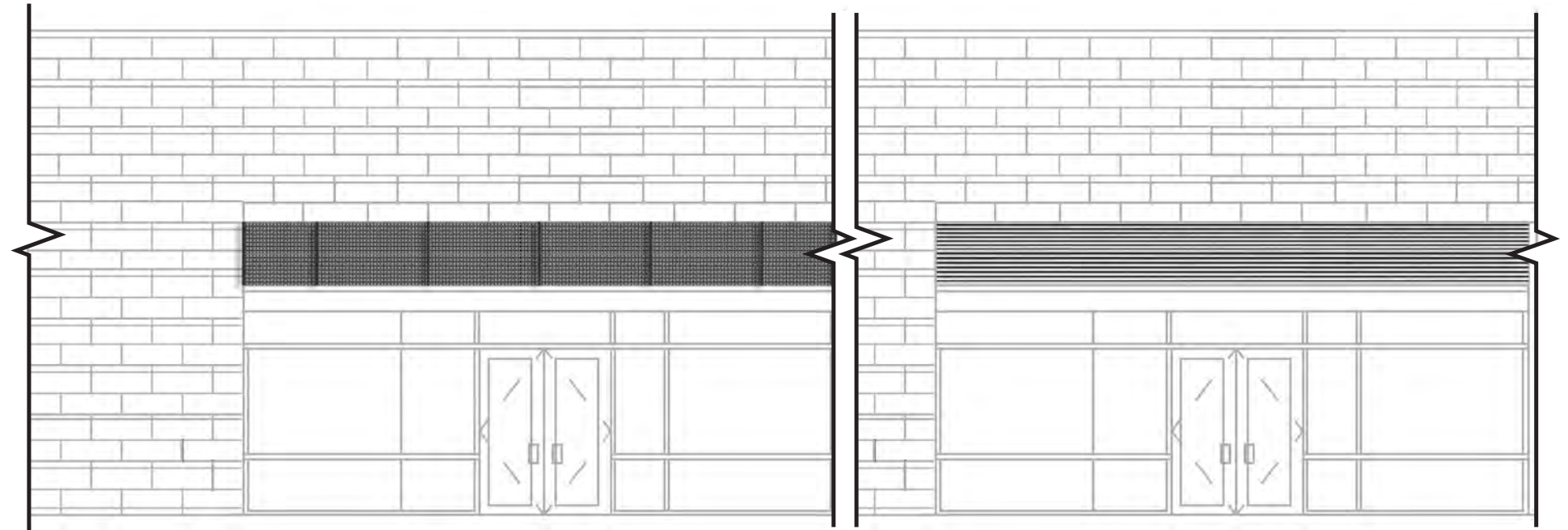


+ ENCOURAGED

wood, metal, stone, cast stone, concrete, plaster; opaque, smoked, and reflective glass should only be used for accent elements

- DISCOURAGED

softwoods, EIFS, pressure treated lumber, heavy horizontal banding, especially between tenants



- Storefront spandrels may be a solid material or materials to accentuate certain elements of the storefront or to provide a backdrop against which those elements may occur. The tenant may choose to provide a canopy in conjunction with the design of a storefront spandrel.
- The storefront spandrel is considered to be the entirety of the storefront above the horizontal mullion at the height of the door, approximately ten feet (10'-0") to fifteen feet (15'-0") above the finished floor.
- Storefront spandrels may be a horizontal continuation of the vertical storefront panels, or may introduce contrasting or complementary materials. The application of a decorative grille or additional mullions to the existing spandrel glazing is permissible.

- Storefront spandrels may provide the background for the location of primary storefront signage and help provide color contrast therein. A tenant may also choose to provide a blade sign projecting from a spandrel as a component of their overall signage.
- All storefront spandrel materials should be compatible with, and complementary to, the overall storefront design.
- An additional application for a storefront spandrel is to conceal an MEP exhaust/ intake for the space in some instances. Generally, untreated exhaust air from grease hoods will not be permitted to exhaust along public sidewalk areas.



+ ENCOURAGED

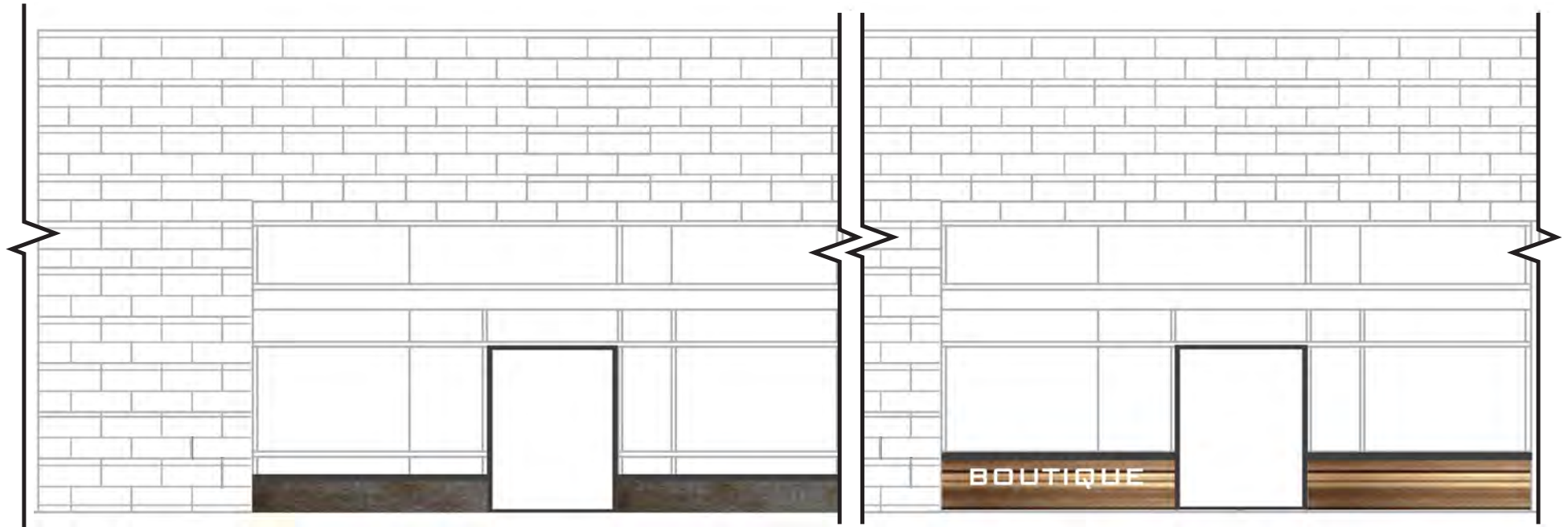
wood, metal, stone, cast stone, glazed tile, concrete, plaster; opaque, smoked, and reflective glass should only be used for accents

- DISCOURAGED

softwoods, EIFS, pressure treated lumber



STOREFRONT BASES



- Because large expanses of window glazing (i.e. floor-to-ceiling glass) are not ideal for all types of retail, tenants may choose to design their storefront with another type of material or materials.
- The storefront base is considered to be the entirety of the storefront below the lowest horizontal mullion, to a maximum of thirty-six inches (36”) above the finished floor.
- The storefront base may either continue storefront materials below the windows or introduce a complementary material or materials.
- The storefront base may introduce a small change in plane from the window glazing. Both projections and reveals are acceptable, but plane changes should be consistent within the same storefront.
- All storefront base materials should be compatible with, and complementary to, the overall storefront design.

RETAIL SIGNAGE CRITERIA

Individual retail tenant signs will vary in size and color to add diversity and visual interest at the pedestrian scale. Signage should be legible and clearly communicate a retailer's brand; while coordinating with the surrounding storefront and architectural elements. Lighting should clearly illuminate signage during evening hours, but be mindful of glare and reflection off of adjacent surfaces.

TENANT SIGNAGE GUIDELINES

Retail tenant signs will be evaluated by the landlord on how well the signage integrates into the architectural storefront to form an appealing configuration.

ILLUMINATION

Signage is intended to capture the customer's attention; therefore it is recommended that the design of the signs take daytime and nighttime visibility considerations into account to enhance recognition. Signs may incorporate external lighting as design elements in addition to illumination from within the store. All types of electrical hardware, wiring, or equipment such as transformers, cabinets, etc., shall be concealed inside tenant spaces.

MATERIALS & METHODS AND DESIGN

Quality materials that are durable are encouraged for all tenant signs. These include wood, metal panels, tile, plaster or stucco, and high-quality acrylics. All methods of attachment must be concealed from view or designed as an integrated detail to the signs. The signs must be structurally and electrically supported through the tenant storefront and shall not penetrate the building shell, except in areas designated by the landlord.

Letters and graphics should incorporate texture, depth, sculptural, and dimensional qualities. Tenants are encouraged to be creative and design an overall signage package that is of high-quality and unique to this location. Hours of operation and intensity of illumination for all signage will be determined by the landlord.

NOTE: All signs, graphics, and lettering are subject to the approval of the landlord prior to seeking sign permits in accordance with local zoning ordinances. Drawings and specifications for all applications of lighting and signage are to be submitted in writing to the landlord.

GENERAL SIGNAGE CRITERIA

RECOMMENDATIONS

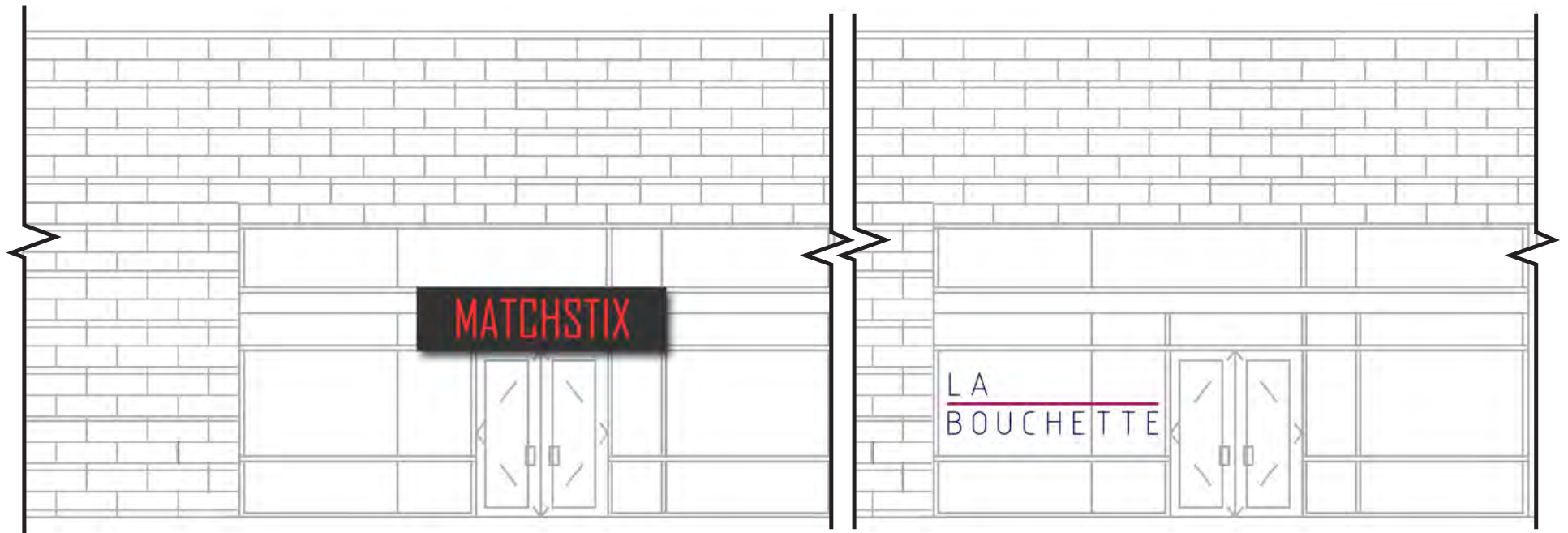
- Storefronts should be designed to allow for maximum flexibility in the location and number of tenant signs. In ideal circumstances, a sign may be located anywhere within the retail storefront zone or other areas designated by the landlord.
- Retail tenants may use their allowed signage on one sign or a combination of signs the total area of which is less than or equal to their allowed signage area. Signage may not cover more than twenty percent (20%) of the storefront windows in the primary storefront zone. But, additional allowances for signage in the secondary storefront zone will be provided.
- To maximize visibility, primary tenant identity signs should be located within the upper portion of the tenant storefront and near the primary tenant entrance. Secondary tenant signage may be located anywhere within the tenant storefront.
- All tenant signage should be compatible with, and complementary to, the overall storefront design.

RESTRICTIONS ON TENANT SIGNAGE

- Signs may be attached only to storefronts and areas of the base building approved by the Landlord.
- Signs utilizing paper or cardboard behind storefront glazing will not be permitted.
- A sign must not be shaped like a traffic sign or traffic signal, be illuminated in a pattern or lighting combination that resembles a traffic signal, use wording similar to traffic signals, or otherwise interfere with traffic safety.
- A sign must not contain or be illuminated by flashing, revolving, or intermittent lights, or lights of changing intensity.
- A sign must not be wind activated or have moving parts.
- Signs that have characters which are changed manually or electronically must not be changed more than once each day. This includes a sign that gives the appearance or illusion of movement for a written or printed message.



PRIMARY IDENTITY SIGNAGE



PRIMARY STOREFRONT ZONE

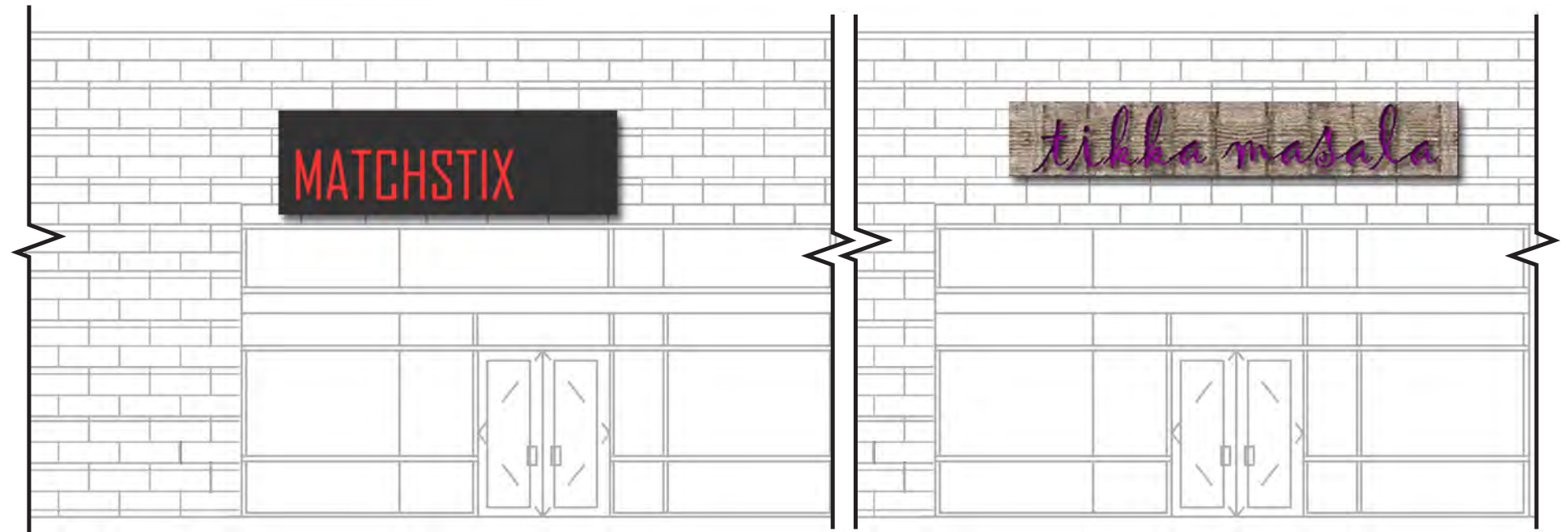
Primary identity signage may consist of individual letters or a panel with graphics and letters. These signs will typically be the primary identification for retail tenants; and should be mounted on the upper portion of the storefront within the primary or secondary (see next page) storefront zones or behind the glass. They should be easily read, of appropriate size and typeface, and include the store's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

- Identity signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information.

- Signs in the primary storefront zone shall not project more than twelve inches (12") from the face of the building or storefront.
- Text should be at least ten inches (10") high to insure legibility, but no more than twenty-four to thirty inches (24"-30") tall based on lighting criteria (see Signage Lighting section).
- Signs may extend beyond the storefront bay to which they are attached over cornices or neutral piers, but shall not extend into an adjoining retail tenant frontage.
- Signs may include hooded or goose-necked lights, provided they illuminate only the intended sign.
- Installation of signs is permitted only within the storefront zone or areas otherwise designated by the landlord.



PRIMARY IDENTITY SIGNAGE



SECONDARY STOREFRONT ZONE

Primary identity signage (with landlord approval) may be mounted in the secondary storefront zone. These signs will typically be the primary identification for retail tenants and may be mounted on the upper portion of the secondary storefront zones. They should be easily read, of appropriate size and typeface, and include the store's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

- Identity signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information.
- Blade signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information.

- Signs within the secondary storefront zone shall not project more than twelve inches (12") from the face of the building or storefront.
- Text should be at least ten inches (10") high to insure legibility, but no more than twenty-four to thirty inches (24"-30") tall based on lighting criteria (see Signage Lighting section).
- Sign width shall not extend beyond seventy-five percent (75%) of the primary storefront width.
- Signs may extend beyond the storefront bay to which they are attached over cornices or neutral piers, but shall not extend into an adjoining retail tenant frontage.
- Signs may include hooded or goose-necked lights, provided they illuminate only the intended sign.
- Installation of signs within the secondary storefront requires special review and permission by the landlord.

SIGNAGE LIGHTING



INTERNALLY ILLUMINATED CHANNEL LETTERS

- Generally discouraged but can be used with landlord approval
- Maximum letter height is twenty-four inches (24")
- Letter depth is four to six inches (4"-6")



OPEN CHANNEL LETTERS WITH LINEAR LIGHTING

- Maximum letter height is twenty-four inches (24")
- Letter depth is four to six inches (4"-6")



FRONT ILLUMINATED LETTERS OR PLACARDS

- Dimensional channel letters are preferred if a placard is used
- Maximum letter height is twenty-four inches (24")
- Letter depth is four to six inches (4"-6")



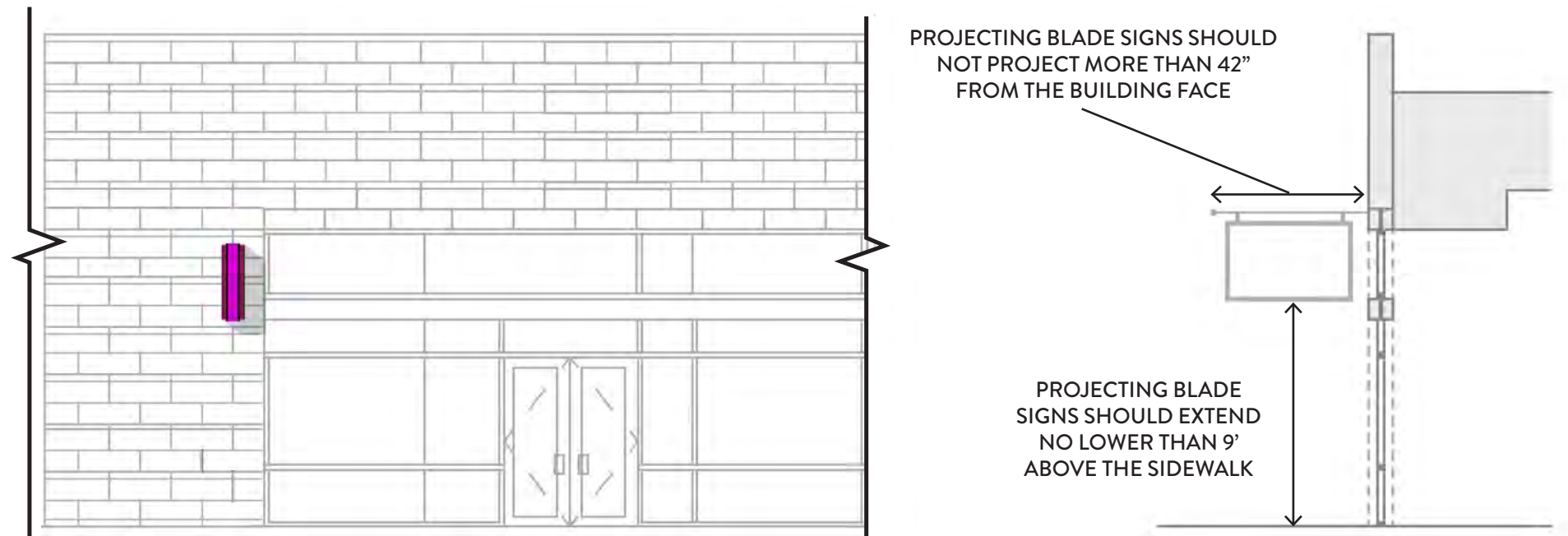
REVERSE CHANNEL LETTERS (HALO)

- Maximum letter height is thirty inches (30")
- Letter depth is four to six inches (4"-6")

NOTE: Large retail stores over ten-thousand square feet (10,000 sf) may be permitted larger lettering heights for all of these signage types per landlord approval.



PROJECTING BLADE SIGNAGE



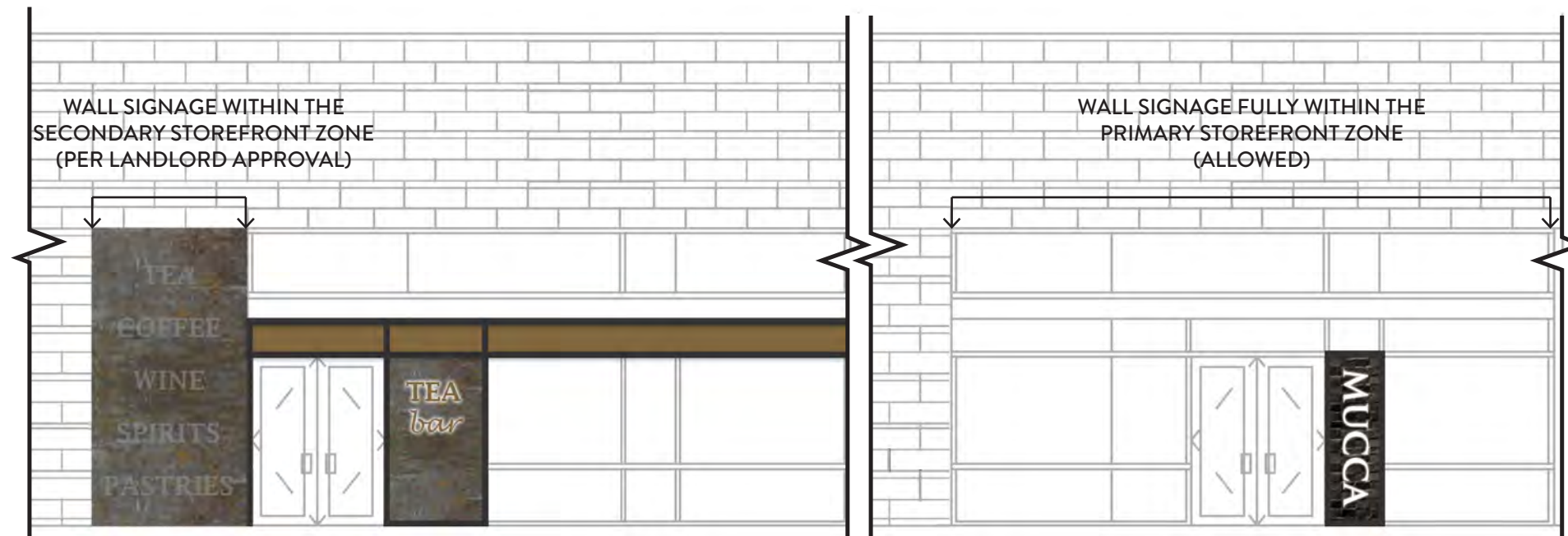
Projecting blade signs are affixed perpendicularly to the storefront and are highly visible to pedestrians. These signs are typically a secondary form of identification for a retail tenant, but in some cases they may be the primary identity sign. They should be easily read, of appropriate size, and can be either text or graphically focused. They should be made of high-quality materials that can withstand all weather conditions.

- Projecting signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information.
- The maximum allowable size for any blade sign is twenty-five square feet (25 sf) with exceptions for restaurants and retailers with over ten thousand square feet (10,000 sf) in leasable area.

- Blade signs shall not project more than forty-two inches (42") from the face of the building or storefront and must maintain a minimum distance of nine feet (9') above the sidewalk.
- Text should be large enough to insure legibility, but no more than eighteen inches (18") tall.
- Blade signs may include hooded lights, provided they illuminate only the intended sign and do not project more than an additional six inches (6").
- Installation of blade signs is permitted within the primary storefront zone or the secondary storefront zone with landlord approval.



WALL SIGNAGE

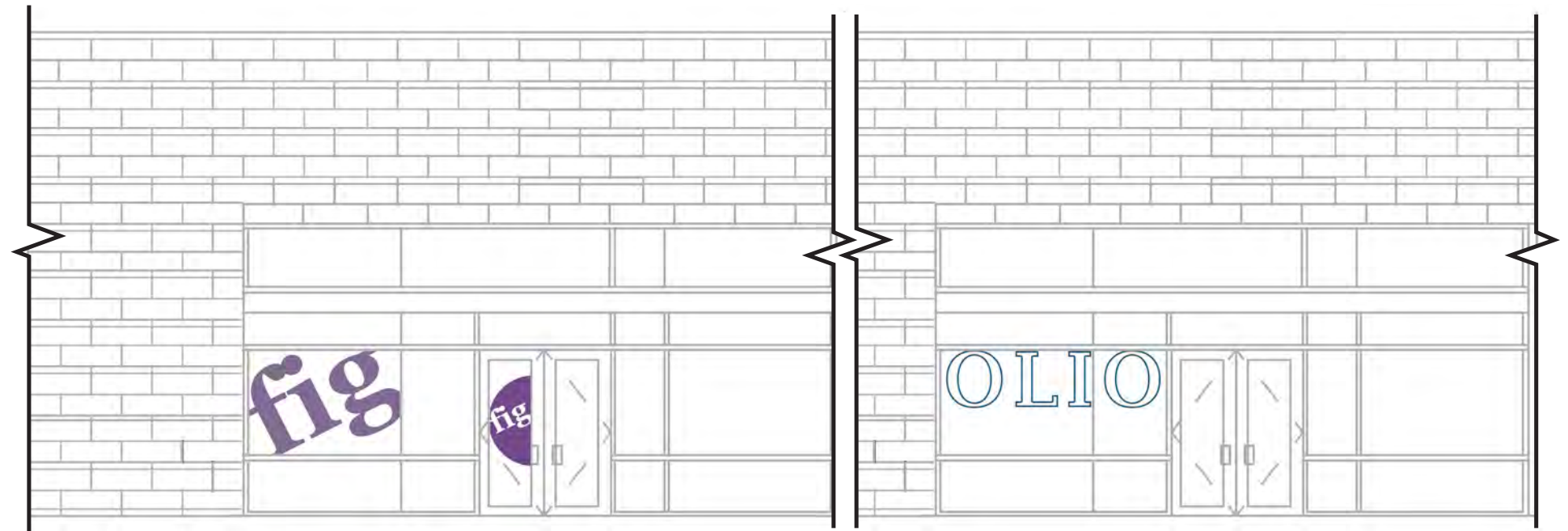


Wall signage may consist of individual letters or a panel with graphics and letters. These signs will typically be a secondary means of identification for retail tenants. They should be easily read, of appropriate size and typeface, and include the store's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

- Installation of wall signs is permitted only within the primary storefront zone or the secondary storefront zone with landlord approval.
- Wall signs may consist of the tenant name, logo, tagline, and other retail-related graphics and/or information. Menu boards will not count as signage.
- The maximum allowable size for any wall-mounted sign panel is one hundred square feet (100 sf).
- Wall signs shall not project more than twelve inches (12") from the face of the building or storefront.
- Text should be at least six inches (6") high to insure legibility, but no more than thirty inches (30") tall.
- Wall signs may include hooded lights, provided they illuminate only the intended sign.



WINDOW GRAPHICS/ SIGNAGE



Window signs are graphics that are painted or professionally adhered directly to the interior of the storefront glazing. The use of these signs is effective in conveying basic information about the store's operation. Suggested fabrication materials include vinyl cut by computer, silk screening, painted graphics, and gold or silver leaf. Storefront graphics should complement the overall storefront design and not overtake it.

- Window signs may consist of tenant information such as the tenant name and/or the tenant logo or creative messaging for the offering/ experience within the space.
- Most window signs are applied directly to the interior of the glass. If they are not, they should be made of high-quality materials and hung on the inside of the window. Hand-painted signage must be approved and professionally applied.
- Signs should complement the merchandise display without obscuring it. Signage may not cover more than twenty percent (20%) of a shop's windows.
- Temporary signage within tenant storefront windows is permitted, provided that it is of high design and production quality. No paper or cardboard signs are allowed.

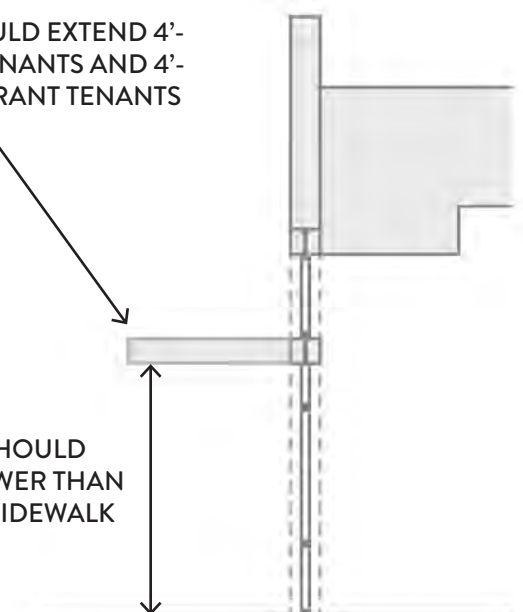


CANOPY SIGNAGE



CANOPIES SHOULD EXTEND 4'-6' FOR RETAIL TENANTS AND 4'-10' FOR RESTAURANT TENANTS

CANOPIES SHOULD EXTEND NO LOWER THAN 9' ABOVE THE SIDEWALK



If canopy signs are used, they should be made of the highest quality materials and be designed to withstand all weather conditions. Text must be of a size and color that provides sufficient contrast with other storefront design elements to ensure readability. These signs must be permanently affixed to the canopy and be architecturally designed and fastened. All methods of attachment must be concealed from view or designed as an integrated detail to the signs.

- The length of a canopy sign shall not exceed seventy-five percent (75%) of the overall length of the canopy. The sign may be any height provided it is structurally supported and its area is within the overall signage allowance.
- Graphic striping, patterns, or color bands on the face of a building, canopy, marquee, or architectural projection is not included when computing sign copy area.
- Text should be at least ten inches (10") high to insure legibility, but no more than twenty-four to thirty inches (24" - 30") tall.

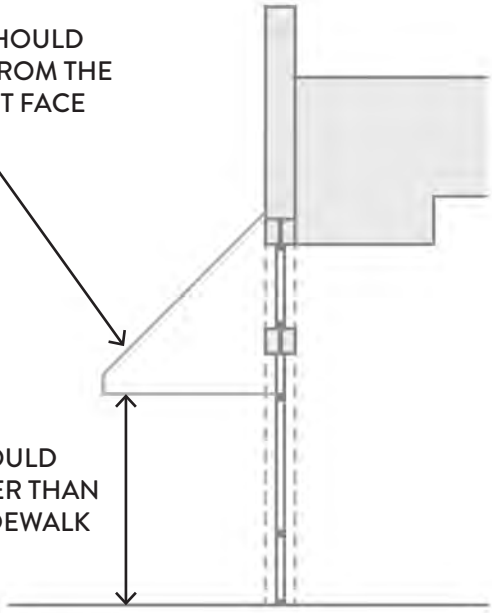


AWNING SIGNAGE



AWNINGS SHOULD EXTEND 4'-6' FROM THE STOREFRONT FACE

AWNINGS SHOULD EXTEND NO LOWER THAN 9' ABOVE THE SIDEWALK



Awnings emphasize entrances and may include part of a tenant's image. They add interest and texture to a building facade, while simultaneously providing shade to patrons and protecting storefront displays from sun exposure. They require high-quality UV-resistant materials that do not fade quickly and require replacement.

- The copy area of awning signs must not exceed an area equal to twenty-five percent (25%) of the background area of the awning. A graphic element may exceed twenty-five percent (25%) of the awning area.
- The background colors of an awning, graphic treatment, and embellishment (e.g. striping, patterns, or valances) are not included when computing the sign area.
- Awnings of solid colors, stripes, patterns, or graphics but featuring no signage are permitted.
- Text should be at least ten inches (10") high to insure legibility, but no more than twenty-four to thirty inches (24" - 30") tall.
- Awnings must be installed within the storefront zone.
- Awnings must be made of high-quality, durable materials. Backlit vinyl awnings are prohibited.