

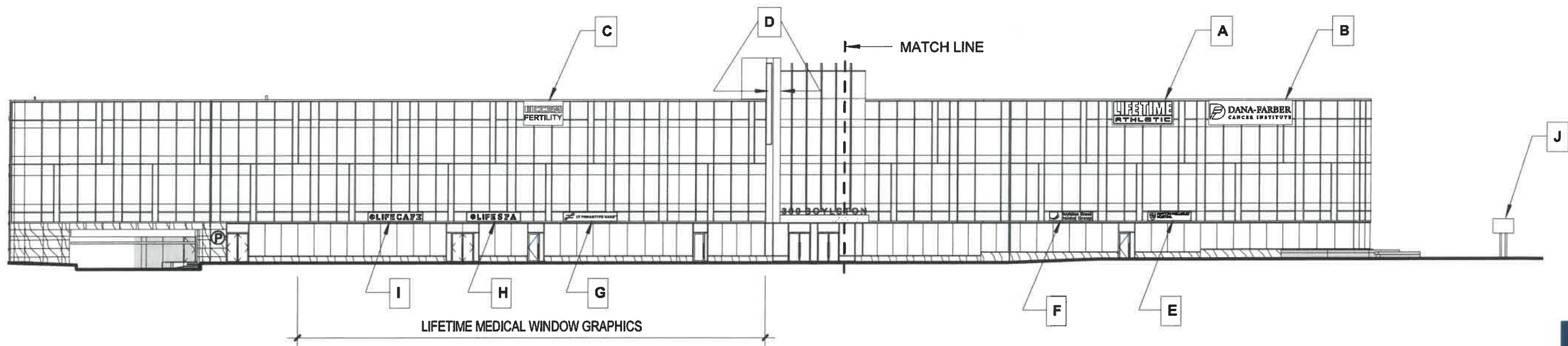
**Lifetime Center at 300 Boylston Street
Proposed Signage**

Signs in Commercial Districts	Sign Area SF
2 Principal signs @ 100 SF each	200 (Business on a corner lot)
2 Secondary signs @ 50 SF each	100
Total sign area allowed	300

Proposed Signage	Quantity	Sign Area SF	Sign Message
A 1st Principal Sign	1	100	Lifetime Athletic
B 2nd Principal Sign	1	89	Dana-Farber <i>*note 2</i>
C 2nd Principal Sign	1	50	CCRM <i>*note 2</i>
D Secondary Sign - Building Identity	1	63	Lifetime Center <i>*note 1</i>
E Secondary Sign	1	20	Newton-Wellesley <i>*note 2</i>
F Secondary Sign	1	30	Boylston Street Dental
G Secondary Sign	1	37.5	LT Medical
H Secondary Sign	1	37.5	LifeSPA
I Secondary Sign	1	37.5	LifeCafe
J Exterior Pylon Sign (Existing Non-Conforming)	1	23	Lifetime Center (Illuminated)
		487.5	

Note 1 Perpendicular wall sign, 2 sided
 Note 2 Sign backer excluded from the square footage

SITE PLAN KEY PLAN - SIGNAGE

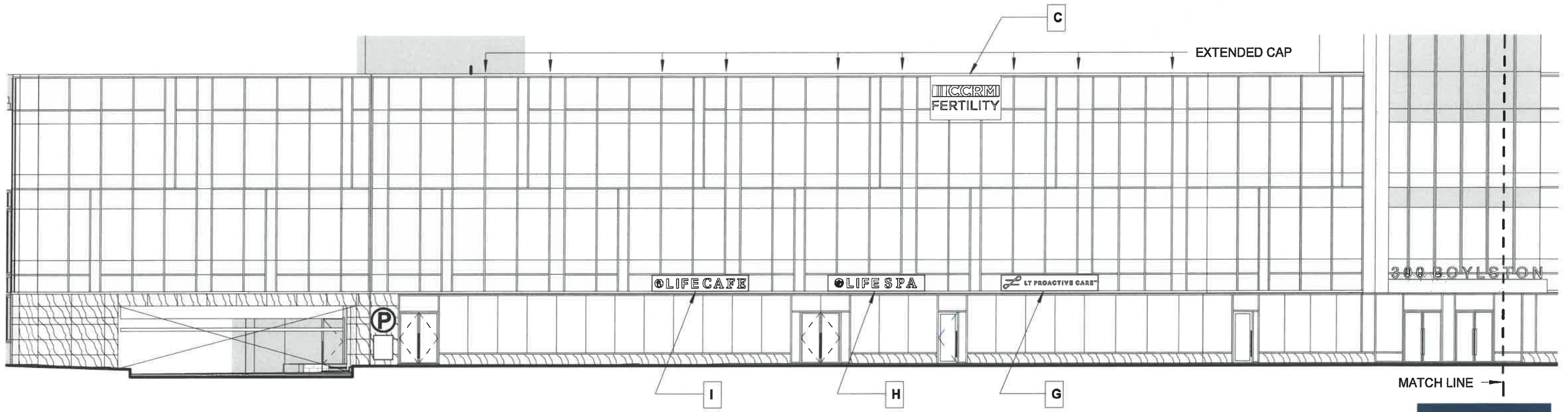
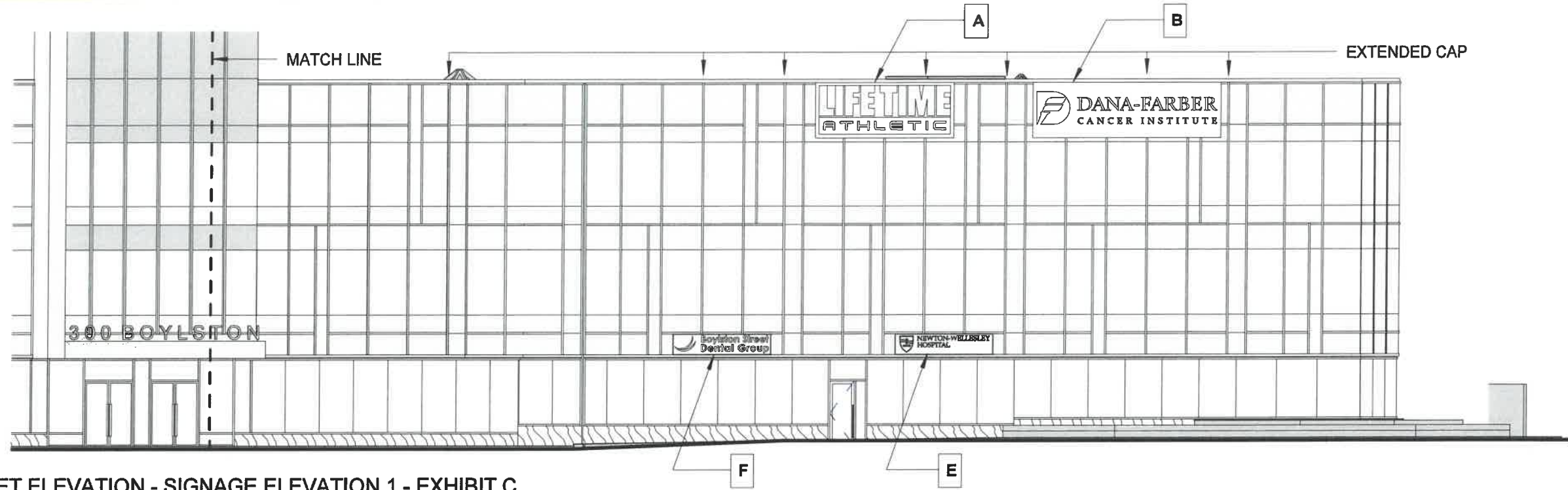


BOYLSTON STREET ELEVATION - SIGNAGE EXHIBIT C



LIFETIME CENTER 300 Boylston Street, Chestnut Hill MA

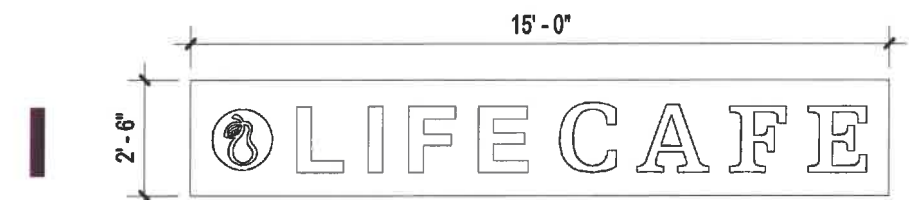
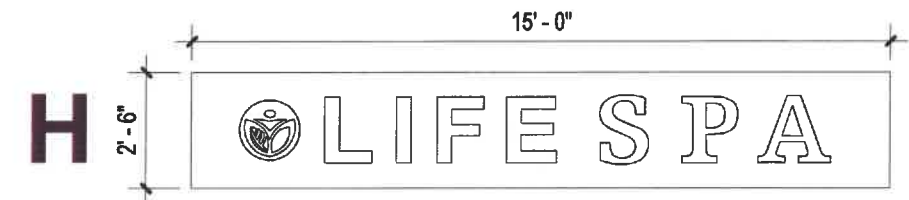
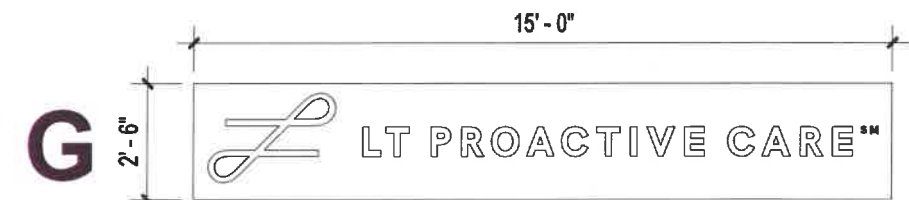
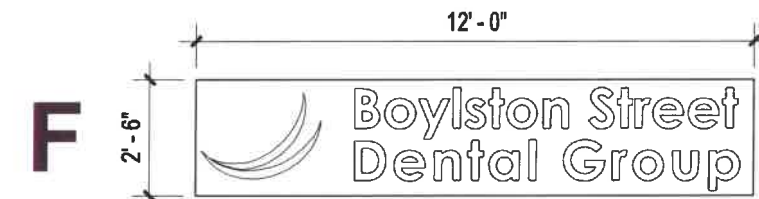
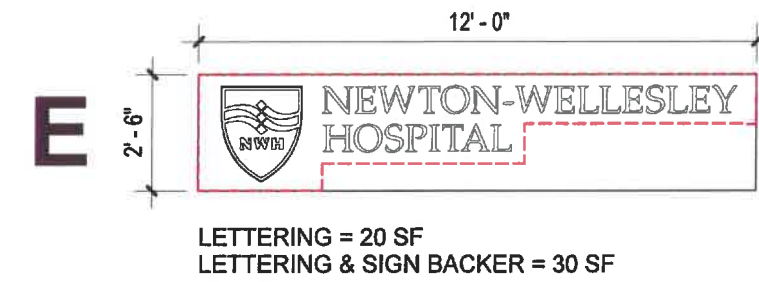
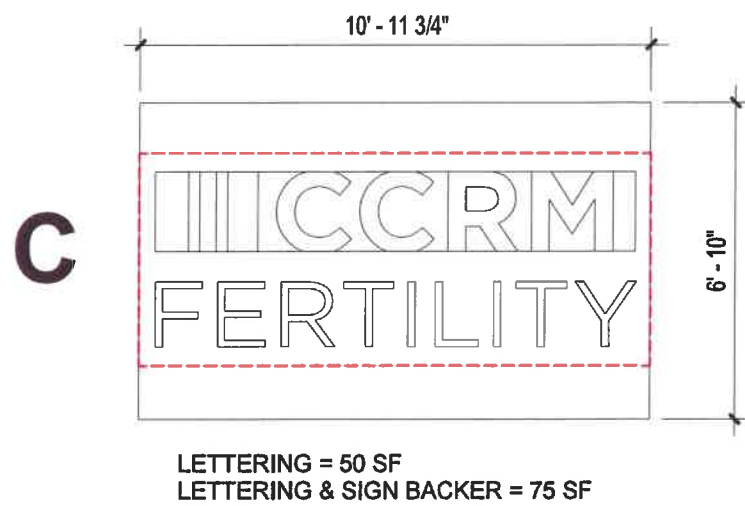
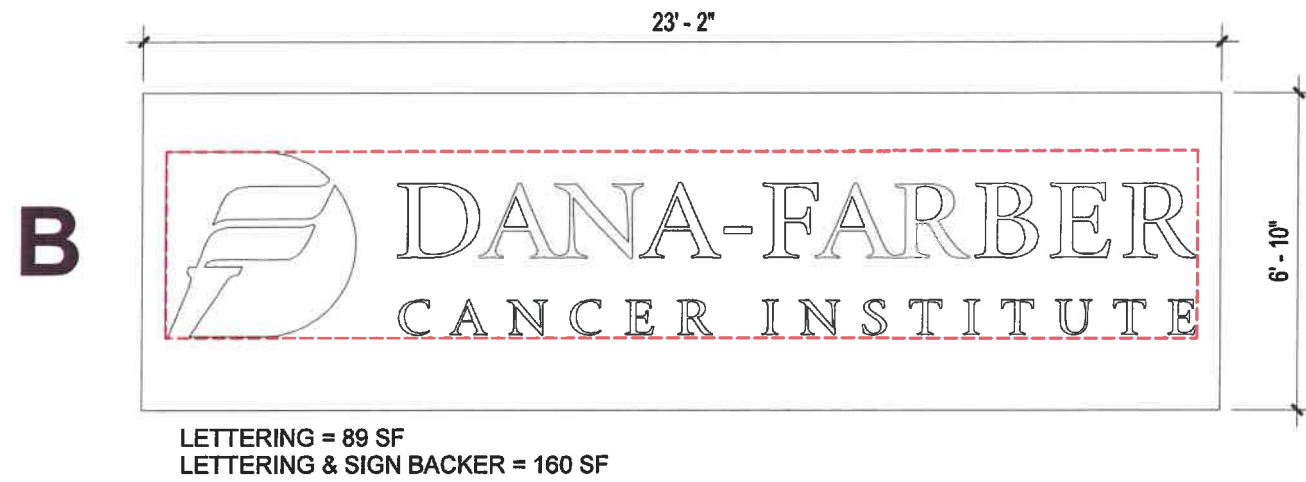
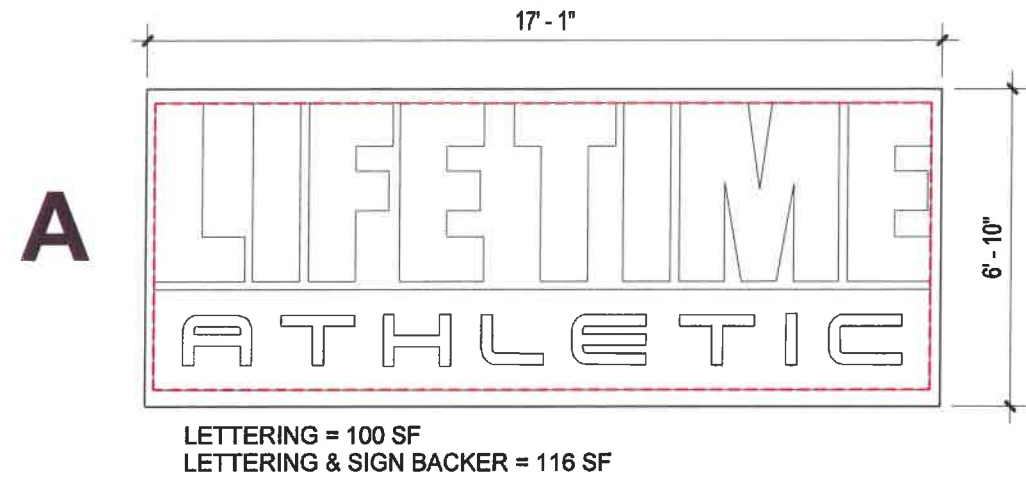
BUILDING SIGNAGE - BOYLSTON STREET



THE BULFINCH COMPANIES, INC.
SINCE 1936

LIFETIME CENTER 300 Boylston Street, Chestnut Hill MA

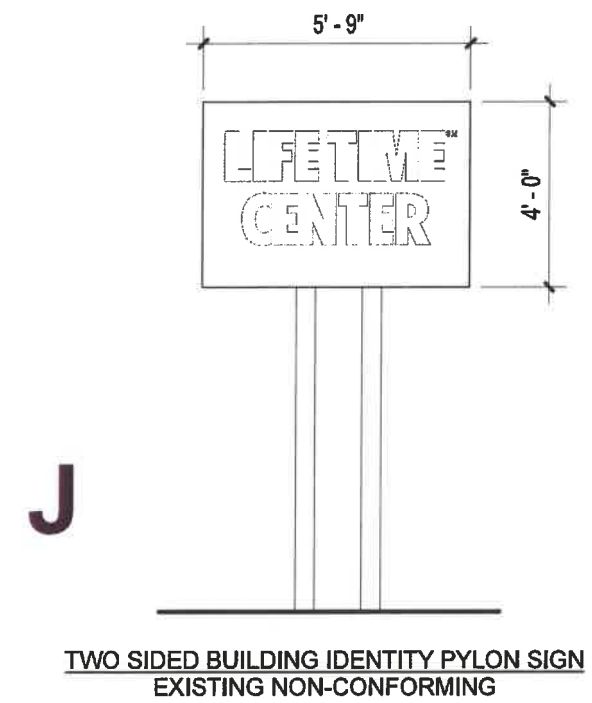
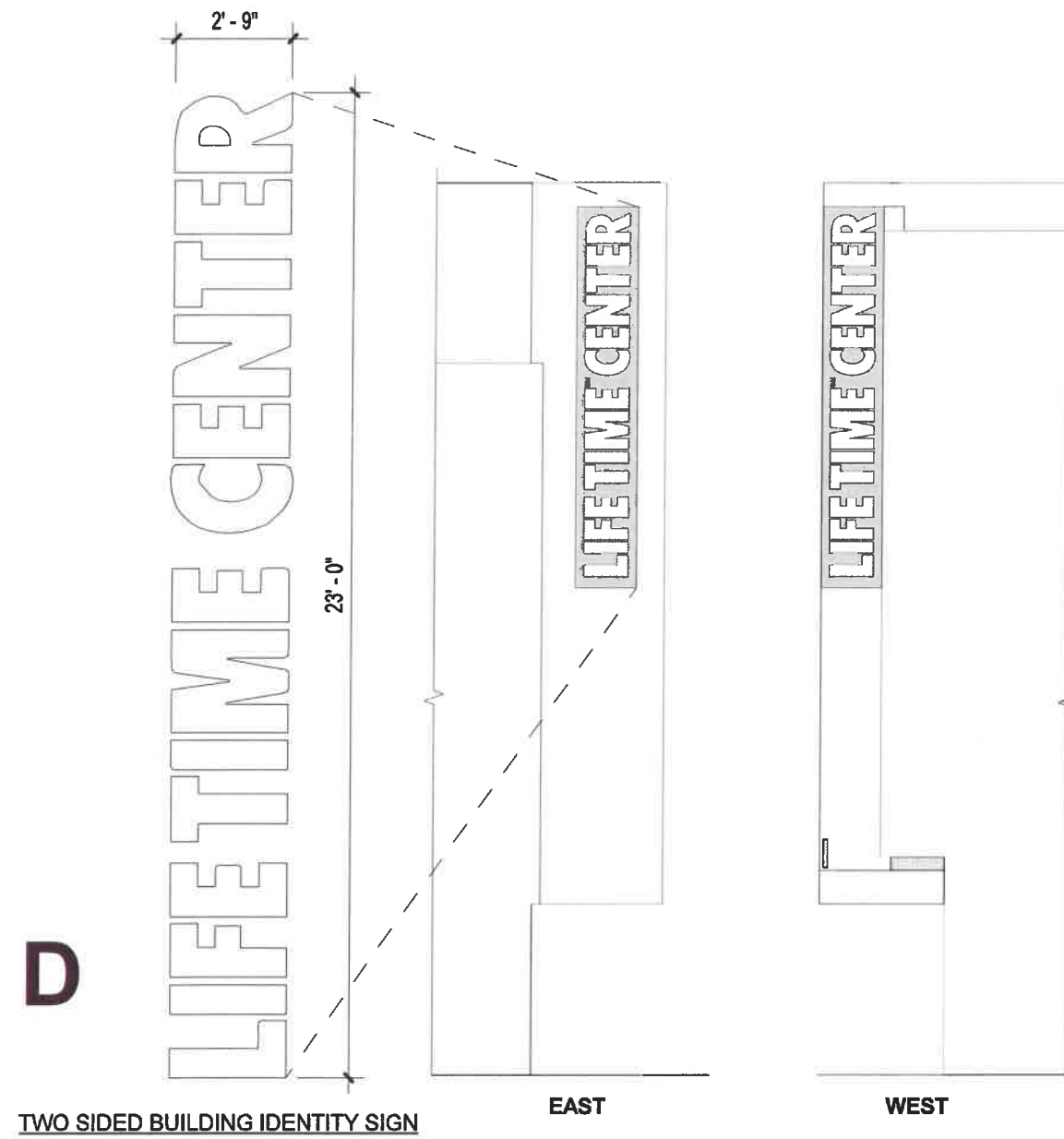
BUILDING SIGNAGE - BOYLSTON STREET



NOTE: SEE GOWER DESIGN DRAWINGS FOR FINAL SIGNAGE LAYOUT



LIFETIME CENTER 300 Boylston Street, Chestnut Hill MA





5.3.18

Client: The Bulfinch Companies, Inc.
Project: Exterior Building Signage

Designed By: Liz Gower
P: 401.487.1403

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Drawings are for concept only and not intended to fill engineering, code or fabrication requirements.

Approved By

Date

