



July 11, 2025

Caroline Skuncik, Executive Director
I-195 Redevelopment District Commission
225 Dyer Street, Fourth Floor,
Providence, RI 02903

RE: 150 Richmond Street - Approval Recommendation for Requested Signage Waivers

Dear Caroline,

Utile, the I-195 Redevelopment District's Urban Design and Planning consultant, recommends that the Commission approve the following two requested signage-related waivers to the I-195 Redevelopment District Development Plan for the project located at 150 Richmond Street. The requested waivers recommended for approval are:

- 1) Section 2.8.A.8.E: Waiver to illuminate the canopy sign up to 1.2 foot-candles at the lot line.
- 2) Section 2.8.C: Waiver to install a building leasing banner on the lobby storefront up to 50 SF and keep the banner in place for one year.

An additional waiver was requested to Section 2.3.D.3 in order to install a building leasing banner on the lobby storefront in excess of 25% of the surface area of the glass panel. This waiver is not needed because the proposed signage does not exceed 25% of the window surface area as defined in the Development Plan.

The reasons and conditions for the two approval recommendations are outlined below:

1. Waiver to illuminate the canopy sign up to 1.2 foot-candles at the lot line.
The requested waiver would allow the illumination of the canopy sign up to 1.2 foot-candles at the lot line, which exceeds the maximum light level of 1 foot-candle at the lot line listed under Sections 2.8.A.8 and 2.7.A.1.a of the Development Plan.

The developer engaged a signage lighting consultant to calculate the illumination intensity of the proposed canopy sign based on assumptions specific to the canopy lettering. The lighting calculation study tested three light meter configurations and two of the three light meter configurations predicted light levels would not exceed one foot-candle at the lot line. As



such, the study provides a reasonable basis to conclude that real-world lighting conditions will not substantially exceed the one-foot-candle maximum.

In the event that the illumination reaches 1.2 foot-candles, this increase is justifiable given the building's context and location combined with its commercial use and scale and its role marking the primary entry of the building. With this in mind, Utile recommends approving the requested waiver to provide clear wayfinding for the building in this context.

2. Waiver to install a building leasing banner on the lobby storefront up to 50 SF and keep the banner in place for one year.

Section 2.8.C of the District Development Plan requires that temporary signs adhere to the Providence Zoning Ordinance standards. For real estate signs, these standards include a maximum of 32 square feet in sign area and require the removal of the sign within 30 days of the lease transaction. In addition, Appendix 2 of the District Design Review Application limits the display of building leasing signs to six months following the project completion.

Given the significant amount of available commercial and research space, Utile recommends that the Commission approve the waiver to increase the maximum allowable sign size to 50 SF and extend the allowable sign display period to one year. This extension will allow the developer adequate time to attract high-quality tenants that align with the mission of the District and help grow the local innovation economy.

Please do not hesitate to reach out if you have questions or would like additional information.

Regards,

A handwritten signature in black ink, appearing to read 'Tim Love', with a large, stylized loop at the end.

Tim Love, Principal
Utile
115 Kingston Street
Boston, MA 02111