

I-195 REDEVELOPMENT DISTRICT

SIGNAGE REVIEW REQUIREMENTS

February 2024

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BUILDING IDENTIFICATION + WAYFINDING SIGNAGE PLAN

A Building Identification and Wayfinding Plan should be submitted to the District for review after Final Plan Approval once the development has progressed to this level of detail.

The Building Identification and Wayfinding Signage Plan, when submitted, must include the following:

1. Original Coordinated Comprehensive Signage Plan with identification and justification of any deviations from the original proposed approach to the building identification and wayfinding signage.
2. Annotated elevations of all building faces showing where building identification and wayfinding signage is being proposed with clear labels for each sign being proposed. These labels should be used for subsequent signage plan documents to allow for cross-referencing among drawings.
3. Signage specifications, including dimensions, area, materials, colors (using hex codes, CMYK, or RGB specifications), finishes, and lighting. Sign area should be measured in accordance with Section 2.8.E of the Development Plan.
4. At least two renderings of each proposed sign, including temporary leasing signs, shown in the context of a rendering of the building and including all other planned signage in view.
 - a. The first rendering must show a large portion of the building elevation (at least three floors) and be shown from the distance and perspective of a pedestrian on the sidewalk on the opposite side of the street
 - b. The second rendering must zoom in and show the signage at close range, preferably from the perspective of a pedestrian on the sidewalk that abuts the building.
5. For each window expected to receive a building identification, wayfinding, or leasing window sign, an additional dimensioned rendering is needed demonstrating that:
 - a. The proposed signage meets the requirements of Section 2.8.D.(3)(a), and
 - b. There is no signage blocking pedestrian sightlines into the ground floor space between 3' and 7' in height, measured from the exterior grade.

Note: as stated in Section 2.8.A.(a) of the Development Plan, "all signs, including window signs, are subject to approval by the Executive Director."
6. A dimensioned cross-section that includes the building face, signage, and any architectural elements to which the signage is affixed.
7. A written statement confirming that the proposed signage meets all the requirements of Section 2.8 of the Development Plan.
8. A written statement acknowledging that building leasing signs advertising upper story space will only be permitted for six (6) months following project completion and will be limited to unoccupied upper floors and ground floor windows for unoccupied tenant spaces. This does not apply to leasing signage advertising unoccupied ground floor tenant spaces.

INDIVIDUAL TENANT SIGNAGE PLANS

An Individual Tenant Signage Plan should be submitted to the District for review after Final Plan Approval once the development has progressed to this level of detail with each tenant.

Each individual tenant signage plan must be submitted with the following documentation and specifications:

1. Original Coordinated Comprehensive Signage Plan with identification of which tenant space this signage plan relates to and justification of any deviations from the original proposed approach to this tenant signage.
2. Annotated elevations of all building faces showing where tenant signage is being proposed with clear labels for each sign being proposed. These labels should be used for subsequent signage plan documents to allow for cross-referencing among drawings.
3. Signage specifications, including dimensions, area, materials, colors (using hex codes, CMYK, or RGB specifications), finishes, and lighting. Sign area should be measured in accordance with Section 2.8.E of the Development Plan.
4. At least two renderings of each proposed sign shown in the context of a rendering of the building and including all other planned signage in view.
 - a. The first rendering must show a large portion of the building elevation (at least three floors) and be shown from the distance and perspective of a pedestrian on the sidewalk on the opposite side of the street
 - b. The second rendering must zoom in and show the signage at close range, preferably from the perspective of a pedestrian on the sidewalk that abuts the building.
5. A dimensioned cross-section that includes the building face, signage, and any architectural elements to which the signage is affixed.
6. A written statement confirming that the proposed signage meets all the requirements of Section 2.8 of the Development Plan.

PARK FACILITY AND VENDOR SIGNAGE PLANS

All signage for park facilities and vendors must be submitted to the District for review and approval. A Park Facility and Vendor Signage Plan should be submitted to the District for review once the development has progressed to this level of detail for each facility and vendor.

Each individual facility or vendor signage plan must be submitted with the following documentation and specifications:

1. Sign design visualizations including, but not limited to:
 - a. A dimensioned cross-section that includes any structure or landscape features proximate to the signage, the signage itself, and any architectural elements to which the signage is affixed.
 - b. 360-degree dimensioned renderings with people for scale, showing at minimum the view from the front and back, and
 - c. Renderings showing the daytime and nighttime effect of the signage.
2. An operations plan detailing the approach to lighting, any required electric access to the park electrical infrastructure, as well as how the signage changes over the course of the day and seasonally, if applicable. This should also include any detail on length of time signage will be on display, if a temporary sign.
3. The District reserves the right to request a Coordinated Comprehensive Signage Plan and/or a Building Identification and Wayfinding Plan.

The District reserves the right to request additional information, as needed.