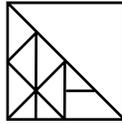




City of Boston
Thomas M. Menino, Mayor
One City Hall Square
Boston, Ma 02201



Boston Redevelopment Authority
Peter Meade, Director

DOWNTOWN CROSSING: A QUICK REFERENCE GUIDE TO PERMITTED AND PROHIBITED SIGNAGE

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DOWNTOWN CROSSING SIGNAGE: QUICK REFERENCE GUIDE

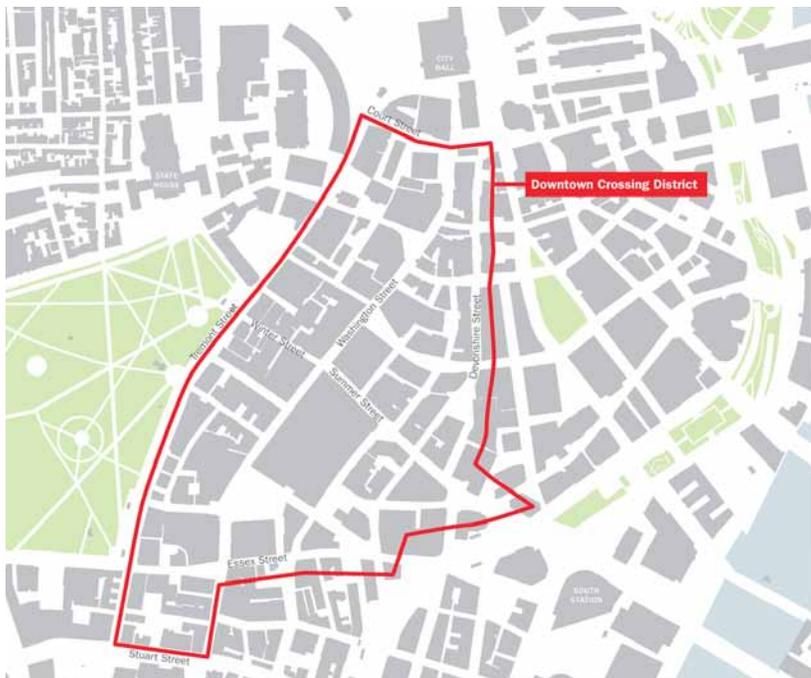
ABOUT THIS GUIDE

This Quick Reference Guide is intended to be a resource for new or existing businesses in Downtown Crossing as they begin the process of planning new signage. This guide gives a broad overview of the types of signs that are permitted in the district, as well as an outline of the general requirements for each type. We have included successful examples of each form in order to encourage creative and high-quality signage and to promote visual unity throughout the district. An overview of prohibited sign types is also included.

This guide is *not* intended to be a comprehensive guide to the Downtown Crossing signage regulations. *All new signs must be submitted to the BRA for design review and approval.* To ensure that proposed signage complies with the regulations and to avoid delays, businesses or their sign designers should consult the complete signage regulations available online *prior to submission*:

<http://www.bostonredevelopmentauthority.org/pdf/PlanningPublications/DowntownCrossingSignageGuidelines.pdf>

The Downtown Crossing District



For signage design review in Downtown Crossing, please contact Andrew Grace at the BRA: 617.722.4300

Credits

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DOWNTOWN BOSTON BUSINESS IMPROVEMENT DISTRICT
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PERMITTED SIGNAGE

Flat Signs

Flat signs are horizontal signs fixed directly to the building's face above the shopfront's windows.

The letters or symbols of a flat sign may be *applied/flat*, *protruding* or *inset*. Protruding letters may project a *maximum* of 6 in. beyond the sign face and may be pin or surface mounted. Inset letters may be recessed 1 in. or more from the sign face. Both types may be lit internally or externally, but backgrounds may not be illuminated.



Individual surface-mounted letters. (Non-illuminated)



Individual channel-cut, internally illuminated letters.

Awnings

Awnings are horizontal elements that project beyond a building's face. They can be an excellent way to frame windows or define a storefront. Where retail space occupies upper levels, awnings may be used above the ground floor, *in consultation with BRA staff*.

Thought should be given to their color, material and shape as exposure to the elements can cause them to fade or appear dirty. Awnings *may not* be internally lit or made from translucent fabric or plastic. Both traditional forms and contemporary, flat styles may be used, however, waterfall or dome awnings are prohibited.



In this example, awnings are used effectively to help create building identity and tie multiple levels of retail space together.



Specialty awnings can be used to highlight entrances and add character to a building's facade.



PERMITTED SIGNAGE

Horizontal Blade

Horizontal blades are short, wide signs oriented perpendicular to the building's face. They are effective at drawing people's attention from a distance and create a consistent look on the street.

Each business may have only one blade sign - either horizontal or vertical - with a maximum of 2 faces and a thickness of no more than 6 in.



An example of an acrylic blade sign with flat letters and logo.



An example of a blade sign with individually cut, surface-mounted letters and logo.

Vertical Blade

Vertical blades are tall, narrow signs oriented perpendicular to the building's face. They are encouraged to be iconic in character and create visual interest on the street.

As described above, each business is permitted only one blade sign with up to 2 faces and a maximum depth of 6 in.



Examples of vertical blades that are graphically descriptive.

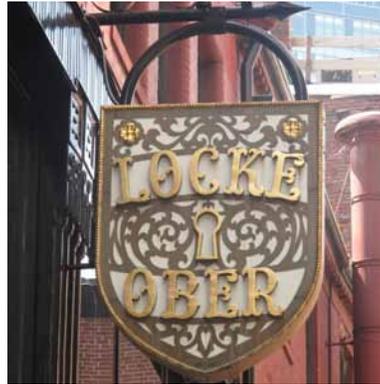


PERMITTED SIGNAGE

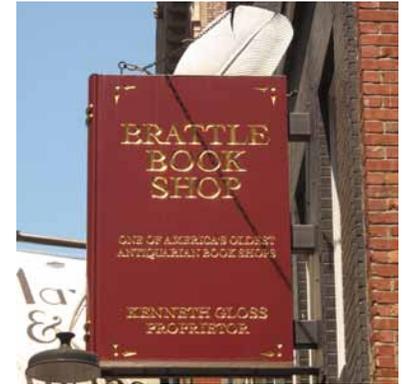
Icon Signs

Icon signs are unique, three-dimensional signs that are symbolic of a business's name, product or service. They add visual interest on the street and can be appropriate for some businesses.

Size calculations *must* be made in consultation with BRA staff.



The sign for one of Boston's landmark restaurants makes a visual play on its name.



This example for a downtown bookstore, features a book, a quill pen and an ink well.

Window Signs

Window signs are either attached to the interior surface of a shop's windows or located inside the building within 5 ft. of the storefront windows.

They may not exceed more than 30% of the total glass window area and they may not be illuminated.



A window sign that includes the business's name and services, as well as graphic symbols representative of the business activity.



An example of a window sign that is purely evocative of the business located inside.

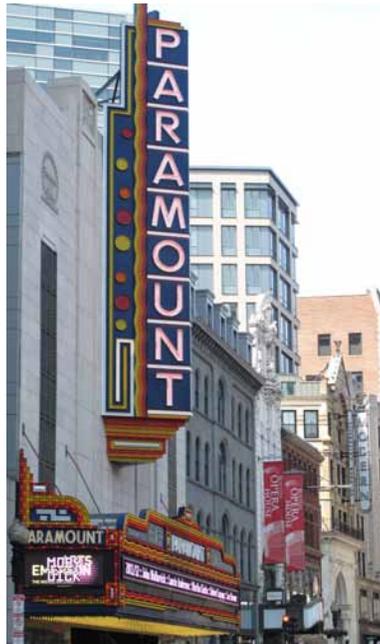


PERMITTED SIGNAGE

Marquee & Motion Signs

Marquee and motion signs are intended for theaters and include moving and electronic signage. These signs usually employ dramatic lighting methods such as neon or exposed bulbs. Lighting may be animated and moving images may be projected onto the sidewalk with BRA approval.

These types of signs are *only* permitted in the entertainment sub-district and size calculations *must* be made in consultation with BRA staff.



Examples of dramatic marquee signs located on rehabilitated theaters in Downtown Crossing.

PROHIBITED SIGNAGE

Sandwich Boards

Sandwich board signs are not permitted within the public way. These types of signs may only be located on private property and may not obstruct the path of travel.



Freestanding Signs

Like sandwich boards, freestanding signs are prohibited within the public way.



PROHIBITED SIGNAGE

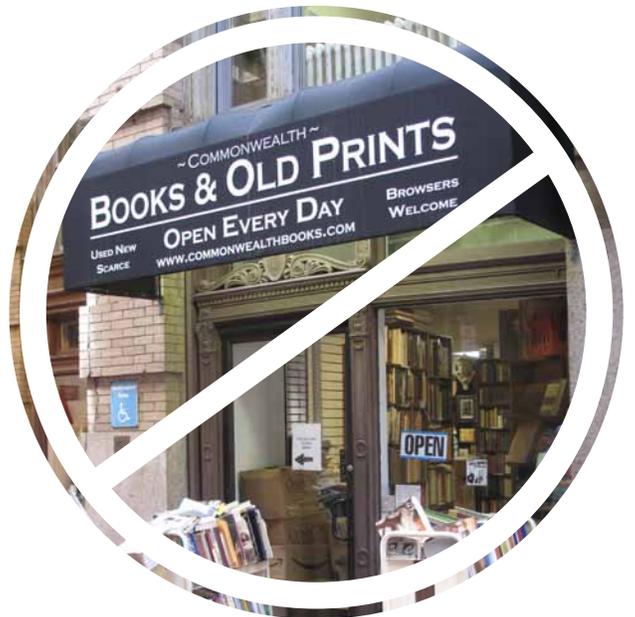
Off-Premises Signs

Off-premises signs are signs that advertise a business located elsewhere or a product not sold on the premises. Both small, wall-mounted signs and full-coverage poster style signs are strictly prohibited throughout Downtown Crossing.



Waterfall Awnings

Waterfall or dome-shaped awnings are not permitted in the Downtown Crossing district.



PROHIBITED SIGNAGE

Box Signs

Prohibited in Downtown Crossing, box signs are interior or exterior signs with a front panel that is attached to the sign body. They may be mounted parallel or perpendicular to the building's face and are often internally illuminated.



Programmed Electronic Signs

Programmed electronic signs are not permitted as of right (except in the Entertainment sub-district). They may only be installed with prior City approval.



PROHIBITED SIGNAGE

Temporary Banners

Temporary banners are strictly prohibited. Permanent banners may only be installed in accordance with Downtown Crossing signage guidelines and in consultation with BRA staff.



Prohibited Sign Content

Phone numbers are not permitted in the message content.



